



## **Avinashilingam Institute for Home Science and Higher Education for Women**

(Deemed to be University under Category A by MHRD(now MoE), Estd. u/s 3 of UGC Act 1956)

Re-accredited with A++ Grade by NAAC. Recognised by UGC Under Section 12 B

**Coimbatore - 641 043, Tamil Nadu, India**



### **Third Short-Term Capacity Building Programme for the year 2024 on 'Excel Data Mastery: Advanced Analysis & Reporting' 25.04.2024 - 27.04.2024**

#### **Online Mode**

The AIU-AI-AADC (Association of Indian Universities -Avinashilingam Institute - Academic & Administrative Development Centre), organized its Third Short-Term Capacity Building Program on Excel Data Mastery: Advanced Analysis & Reporting for the year 2024 from 25<sup>th</sup> to 27th April 2024. A total of 35 participants from various HEIs attended the programme.

This program offered participants the opportunity to deepen their understanding of Excel's advanced features for data analysis and reporting. Through interactive sessions and practical exercises, attendees learned how to leverage functions, pivot tables, and advanced charting techniques to unlock insights from complex datasets. The program equipped participants with the skills to perform complicated data analysis, create dynamic reports, and visualize data effectively.

The program began with a prayer, followed by Dr. K. Ramya, Nodal Officer, AIU-AI-AADC, welcoming the gathering and briefing about the event. She explained the plan of action for the upcoming 3 days workshop. The presidential address was given by Dr. H. Indu, Registrar i/c of Avinashilingam Institute for Home Science and Higher Education for Women, who greeted the guest speakers and the participants. During her speech, she explained Excel's importance, its significance to contemporary functionality, and the implication of Excel in daily operations.

The Technical Session of Day 1 on the theme 'Power Query' was handled by Dr. S. Murugappan, Professor& Director, School of Management Studies, Bannari Amman Institute of Technology, Erode. The program covered various topics, starting with basics such as data modeling and pivot tables, leading to more advanced topics like deep data analysis using

pivot tables and data extraction from PDFs and websites. Participants were guided through exercises using sample datasets provided in the shared folder. The facilitator emphasized practical learning and encouraged participants to work along with the demonstrations.

The session also highlighted the significance of understanding data structure and distinguishing between stacked and unstacked data. The session aimed to equip participants with data cleaning, transformation, and analysis skills using ETL techniques, specifically focusing on Power Query. The speaker talked about Data modeling and its use in pivot tables. Then he talked about Self-service ETL techniques, Converting unstacked data into stacked data, and Sourcing data from various venues. The session successfully introduced participants to data cleaning and transformation techniques using Power Query, empowering them to handle diverse datasets effectively for analysis.

Next session delved into Pivot Tables, comparing them to a kaleidoscope that reorganizes data for better insights. Participants learned to identify components of a Pivot Table – row, column, value, and report filter areas. Real-world examples and case studies were used to illustrate the application of Pivot Tables in decision-making processes. Mastering pivot tables would enable participants to handle complex data sets and effectively generate insightful reports.

Further, the resource person explained the importance of structured data for efficient data manipulation and analysis. The session also discussed about importing and cleaning data from various sources, Converting date and time formats for analysis. Also, the speaker described about creating dynamic reports and effectively visualizing data using pivot tables and graphs. Participants actively participated in discussions and exercises, enhancing their understanding of the subject. The resource person emphasized the importance of practice, continuous learning, and leveraging available resources for effective data analysis.

The Technical Session on Day 2 on the theme ‘Pivot’ was led by Dr.P.Kamala kannan, Founder and Director, School of Business Intelligence, Salem. The speaker enthusiastically started the session by sharing his experience and his skills highlighting about the importance of Excel in the current scenario. He explained about the history and basics of Microsoft excel. Microsoft Excel is powerful spreadsheet software developed by Microsoft. It's widely used for various tasks, including data entry, analysis, visualization, and reporting. He also added that Microsoft Excel is a versatile tool that caters



to a wide range of users, from individuals managing personal finances to businesses conducting complex data analysis and reporting. Its intuitive interface, extensive features, and flexibility make it a popular choice for data-related tasks across industries.

Dr. Kannan then explained that Excel tables are powerful tools for organizing, analyzing, and visualizing data. Pivot tables serve as powerful tools for summarizing, organizing, and analyzing complex data sets. However, manual creation and manipulation of pivot tables can be time-consuming and prone to errors. Pivot automation addresses these challenges by automating repetitive tasks, thereby saving time, reducing errors, and enhancing productivity.

Advanced filtering in Excel allows to filter data in a more customized and flexible way compared to basic filtering options. With advanced filtering, one can apply multiple criteria, use logical operators, and filter data based on complex conditions. Resource person then explained about Data crunching which refers to the process of analyzing and processing large volumes of data to extract meaningful insights and patterns. Data set can be used to explore to understand its structure, relationships, and patterns. This includes Descriptive statistics (mean, median, mode, standard deviation), Data visualization techniques (scatter plots, histograms, box plots) and Exploratory data analysis (EDA) to identify trends, correlations, and anomalies.

Dr. Kannan also explained about Conditional formatting in Excel which allows one to apply formatting to cells based on specified conditions or criteria. Further, he described about building an interactive dashboard in Excel which can be a powerful way to visualize and analyze data without requiring advanced programming skills. Slicers allow users to filter data interactively. He then explained how to add interactive elements and explained how to adjust fonts, colors, and layout. Finally, the resource persons explained about several AI-powered tools available for data demonstration, visualization, and analysis. These tools leverage artificial intelligence and machine learning techniques to provide insights, automate tasks, and enhance the overall data visualization process. Some popular AI tools for data demonstration are Tableau, Power Bi, Google Data Studio, Looker, DataRobot, Plotly, etc. Finally, the session ended up with the feedback sharing session.

The Technical Session on Day 3 on the theme 'Advanced Analytical Tools' was led by Mr. Thamizharasu C, Manager, Strategic Projects at Quadrasystems.net (India) Private Limited, Coimbatore. The resource person started his session on Advanced Analytical Tools with a

captivating anecdote about a skilled mechanic. Through this narrative, he underscored the significance of employing the correct tools to simplify intricate tasks, thereby emphasizing the importance of analytical tools in problem-solving and decision-making processes with that expert explained the flow of presentation.

The speaker discussed about the importance of Dynamic array functions. It plays a crucial role in various computational tasks, offering flexibility and efficiency in handling data structures. Among these functions, stack operations, VLOOKUP, and XLOOKUP stand out as fundamental tools for managing and analyzing data effectively. Stack functions are essential for managing data in a Last-In-First-Out (LIFO) manner. These functions include PUSH, POP, and TOP. Stack functions are commonly used in algorithms involving recursive calls, backtracking, and expression evaluation.

VLOOKUP (Vertical Lookup) is widely utilized in spreadsheet applications such as Microsoft Excel and Google Sheets. It searches for a value in the first column of a table array and returns a value in the same row from a specified column. VLOOKUP is commonly employed in tasks involving data retrieval, such as searching for product information, employee details, or financial data. XLOOKUP is a more recent addition to spreadsheet software, offering enhanced functionality compared to VLOOKUP. It allows users to search for data across both rows and columns, offering more versatility in data analysis. Dynamic array functions such as stack operations, VLOOKUP, and XLOOKUP are indispensable tools for managing and analyzing data efficiently. Whether for algorithmic computations, spreadsheet analysis, or data retrieval tasks, these functions provide users with the flexibility and power to handle complex data structures effectively. Understanding and leveraging these functions can greatly enhance productivity and streamline decision-making processes in various domains.

The next session commenced with an insightful overview of What-If Analysis employing Scenario Manager and its pivotal role in decision-making processes. This powerful technique allows for the exploration of diverse scenarios and their potential outcomes. Scenario Manager, a feature commonly integrated into spreadsheet software like Microsoft Excel, facilitates the creation, management, and comparison of various scenarios, enabling users to assess their impact on critical variables. What-If Analysis serves as a cornerstone in decision-making, offering a systematic approach to examine different scenarios and their associated outcomes.

The resource person discussed on What-If Analysis which specifically focused on two powerful techniques - Goal Seeking and Sensitivity Analysis. These techniques serve as guiding lights in the realm of decision-making, offering clarity amidst uncertainty and empowerment in strategic choices. The presentation commenced with an in-depth discussion on Goal Seek, portraying it as a compass for problem-solving. The expert emphasized its utility in scenarios where a specific target must be achieved, yet the path to reach it remains unclear. Through iterative adjustments of input parameters, Goal Seek automates the process of finding the optimal solution, enabling decision-makers to navigate complex landscapes with precision and confidence. Following Goal Seek, attention shifted to Sensitivity Analysis, portrayed as a beacon of insight amidst uncertainty. The expert illustrated its importance in understanding the interplay between variables and their impact on outcomes. By systematically varying input parameters and observing their effects on key metrics, Sensitivity Analysis provides decision-makers with a comprehensive understanding of potential scenarios, equipping them to anticipate and adapt to changing circumstances effectively.

The session further equipped participants with the knowledge and skills to effectively visualize data in a dynamic and interactive manner. The overview of dynamic chart creation techniques were discussed. Participants were guided through the process of selecting appropriate chart types based on the nature of the data and the intended audience. Emphasis was placed on incorporating dynamic features such as data labels, legends, and axis titles to enhance the clarity and readability of the charts. Following chart creation, the focus shifted to designing interactive graphs that enable users to explore data dynamically. Participants learned how to incorporate interactive elements such as dropdown menus, sliders, and checkboxes to allow for real-time data filtering and manipulation. The expert highlighted the importance of usability and user experience in designing interactive graphs that engage and empower users to derive insights from the data. Another key aspect covered in the session was data integration and automation. Participants were introduced to tools and techniques for seamlessly integrating data from multiple sources into their charts and graphs. Additionally, they learned how to automate the updating of charts and graphs to ensure that visualizations reflect the most current data at all times.

Overall, the programme on Excel Data Mastery: Advanced Analysis & Reporting equipped

Participants with powerful tools in Excel to navigate complexities, make informed decisions, and communicate insights effectively.



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Deemed to be University Estd. U/s 3 of UGC Act 1956, Category 'A' by MHRD

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Coimbatore - 641 043, Tamil Nadu, India

### **AIU-AI-AADC**

Report on First Short-Term Capacity Building Program on

### **Smart Data Storage: Next-Gen Archiving and Retrieval**

**19.02.2024-23.02.2024**

The AIU-AI-AADC (Association of Indian Universities - Avinashilingam Institute - Academic & Administrative Development Centre) and the Central Library organized its First Short Term Capacity Building Program on Smart Data Storage: Next-Gen Archiving and Retrieval for 2024 between *19th to 23rd February 2024* with multi-fold objectives: equip participants with a deep understanding of the latest innovations in smart data storage technologies, enhance retrieval capabilities through advanced techniques for quick and accurate data access, explore the benefits and best practices of leveraging cloud-based solutions for scalable and secure archiving, provide strategies and tools for efficient management and archiving of large datasets in the educational context, showcase real-world applications of smart data storage technologies through case studies and success stories, tailor content to the specific needs of information scientists, focusing on advanced topics and specialized knowledge, facilitate networking and collaboration, encouraging the exchange of best practices and community-driven problem-solving. There were 18 participants from various higher educational institutions (HEIs) attended the program in online mode. This is an international program. The following image shows some of the participants with their videos unmuted.



**Few of the Participants and Organisers with their videos unmuted**

## **Day I Inauguration (19.02.2024; 9.30 am-10.15 am)**

The program started with a prayer, Dr. K. Ramya, Nodal Officer, AIU-AI-AADC, Assistant Professor - SG, Business Administration, welcomed the gathering, followed by a prologue of the program by Dr. T.Thilagavathi, Assistant Librarian (SG) and Programme Coordinator. Dr. Devika P. Madalli, Director, INFLIBNET Centre, Gandhinagar, Gujarat, inaugurated the program, and madam, in her inaugural address, opined that data sets produced in various contexts and become a knowledge resource. There needs to be a paradigm shift in the libraries handling datasets and their retrieval to the user fraternity. Dr. K. Mahalakshmi, Assistant Librarian, proposed a vote of thanks, and the master of the ceremony done by Mrs. J. Geetha, Information Scientist.



**Inauguration by Dr. Devika P.Madalli**

## **Day I Session I (19.02.2024; 10.00am-11.15am)**

After the inauguration, the first-day first session was handled by Dr Devika P. Madalli, Director, INFLIBNET Centre, Gandhinagar, Gujarat, on "Smart data storage in Higher Education Institutions". Madam highlighted the need for smart data storage to manage the explosion of data, optimize business operations, efficiently utilise resources, and enhance retrieval speed. She also discussed the challenges involved in the volume of data and scalability issues, data security and compliance, and the complexity involved in data migration, accessibility, and retrieval speed. The following strategies can be adopted in smart data archiving: data classification and prioritisation, automating archiving due to the data and complex nature, dynamic storage allocation and regular data audits. When dealing with intelligent retrieval techniques, she emphasised the role of libraries in indexing and metadata tagging, search algorithms, leveraging AI for intelligent retrieval and dynamic query optimisation. Madam clearly explained the need for smart data storage with case studies of financial institutions and the healthcare industry.

## Take away messages

Data sets are a knowledge resource  
Smart data storage are backbone of knowledge exploration  
Provides a foundation for technological advancements



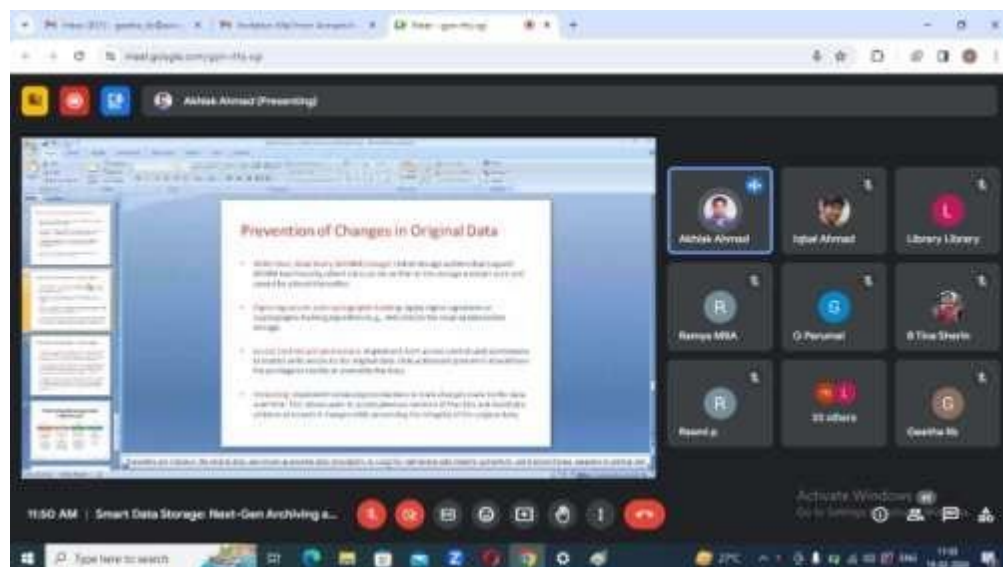
Day I Session I on Smart Data Storage in Higher Education Institutions

## Day I Session II (19.02.2024; 11.15am-12.45pm)

Dr. Akhlaq Ahmad, Library Associate, Centre for Women's Development Studies, New Delhi, handled a session on "Best Practices in Data Archiving and Retrieving in HEIs." He shared the practices that they have undergone in their library. Also, he spoke about the various structures and types of metadata, file formats, key characteristics of data archiving, multiple steps involved in data migration without data loss, storage medium, and data integrity and security aspects. He also highlighted the role of PREMIS, an internationally recognised digital archiving standard.

## Take away messages

Case study of CWDS  
Metadata standards  
Data migration without its loss



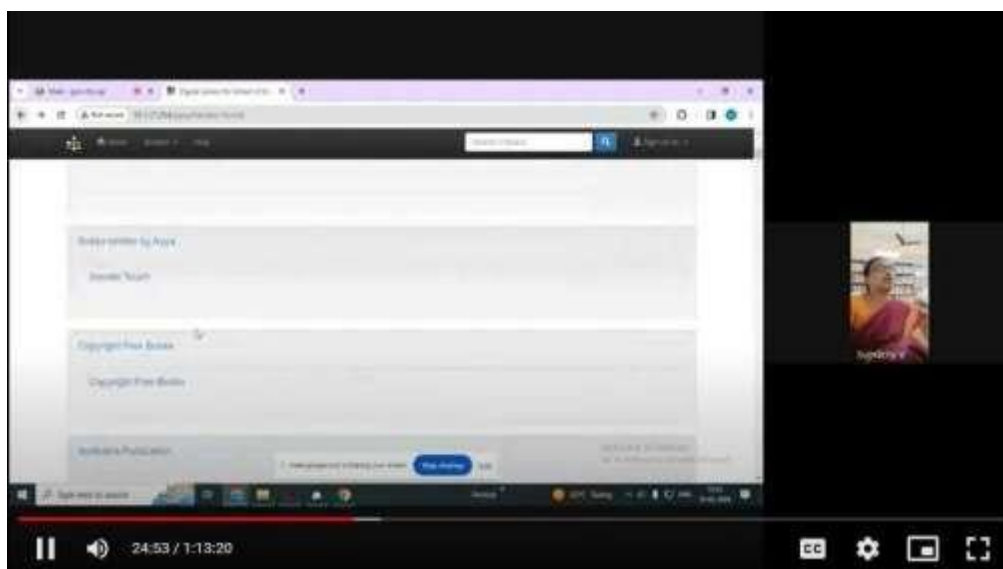
Day I Session II Best Practices in Data Archiving and Retrieving in HEIs

### **Day I Session III (19.02.2024; 01.30 pm-03.00 pm)**

Dr K. Mahalakshmi, Assistant Librarian of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, handled a session on "About the Library of Avinashilingam Institute for Home Science and Higher Education for Women." She highlighted the library's resources and services in two videos. One video is for the School of Education Library, and another is about using print resources such as books and journals, with students and scholars portraying articles from journals and the contents of the books. She has also shown the online demo of the library website, the facility for the divyangjan, and the archival activities in the School of Education Library.

#### **Take away messages**

Library Website Archival  
Activities of the Library  
Special services of the library



**Day I Session III About the Library of Avinashilingam Institute**

### **Day I Session IV (19.02.2024; 3.15 pm-04.45 pm)**

Dr. Dhanukumar Pattanashetti, IEEE Client Services, discussed about "Enhancing Research on Smart Data Storage with IEEE Publications" session with examples from the IEEE database. He has also shown the online demo of new features, such as the author center and my research project added to the IEEE database. He also highlighted the top tech trends for 2024, IEEE conferences, new journals, and publications. In between the sessions, there was an online quiz to keep the participants active; apart from that, he also showed the live demo of the IEEE website with search options such as advanced search, command search and citation search.

#### **Take away message**

Search options and storage in IEEE database

New features added in IEEE





#### Day I Session IV Enhancing Research on Smart Data Storage with IEEE Publications

#### Day II Session I (20.02.2024; 10.00am-11.15am)

Dr. Nabi Hassan, Librarian and Head of Central Library, Indian Institute of Technology, New Delhi, handled the I session on “Artificial Intelligence in Libraries”. He discussed the origin of artificial intelligence, components of AI, areas of AI application in libraries, advantages and disadvantages. He has shown the live demo of the IITD library website with AI-supported features, such as a chatbot named BibDAIL+, and shown the AI-enabled smart library assistants of other libraries worldwide and the work it is doing in their respective Libraries. A few are Yamanaka Public Library and the Library of Konan University. He has also shared his experiences with augmented reality at the Kalaigarn Centenary Library, Madurai.

#### Take away Messages

Role of AI in the Libraries with Live examples  
AI-enabled service in IITD  
Content generation using ChatGPT



#### Day II Session I Artificial Intelligence in Libraries

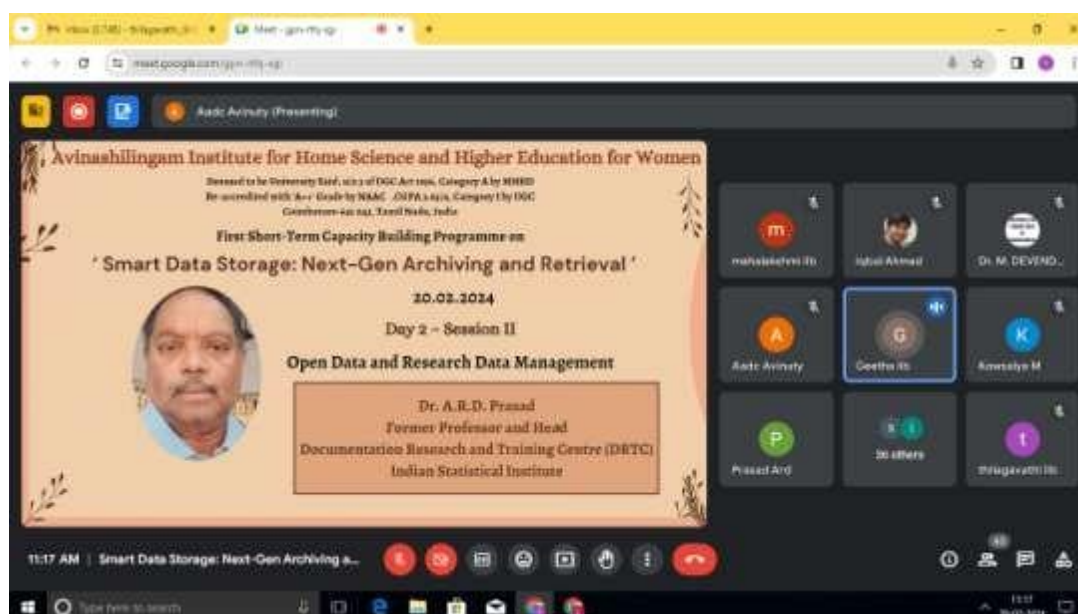
## Day II Session II (20.02.2024; 11.30am-12.45pm)

On the second day II, session II was handled by Dr. A R D Prasad, Former Professor and Head of the Documentation Research and Training Centre (DRTC) on “open data and research data management.” He started his session by defining data, its sources, and formats such as experimental, clinical, and survey. He also touched upon big data, three Vs, such as veracity, validity, and volatility of big data, as well as who all the stakeholders of big data, open data, and research data management are. While dealing with Research Data Management, its definition, need for it, rules involved, types of various research data, and the FAIR Policy wherein F stands for findable, A-Accessible, I-Interoperable, and R-Reusable. He also discussed the different data formats, licenses, and competencies librarians require in research data management.

### Take away Messages

Domain-Specific Curation Strategies

GoI shall come out with a Policy decision about repositories for data sets  
Data-intensive domains



Day II Session II Open data and Research Data Management

## Day II Session III (20.02.2024; 1.30pm-03.00 pm)

Dr. R. Karthikeyan, Professor & Head, Department of Artificial Intelligence and Data Science, Dr.NGP Institute of Technology, Coimbatore, handled a session on “Cloud Archiving Trends and Best Practices, Multi-cloud Strategies”. He described the various storage mediums, categories of cloud space such as public, private, and hybrid, and services of cloud computing such as SaaS (Software as a Service), PaaS (Platform as a Service), and IaaS (Infrastructure as a Service). He explained the definition of cloud archiving and the processes involved in cloud archiving. In between, the Resource Person asked questions to keep the participants interactive. He clearly explained the steps involved in cloud archiving with an example of Oracle cloud storage, how to download an uploaded object from the cloud space and, of course, its advantages and disadvantages. He also highlighted the key trends in

data archiving such as data lifecycle management and integration with machine learning and security considerations of cloud archiving. While dealing with compliance and regulatory requirements for cloud archiving, the following points are to be considered: industry-specific regulation, data retention policies and regular compliance audits. At the end of the session, the participants had questions, and the Resource Person answered them well.

### Take away Messages

Types of Cloud computing service  
Cloud archiving  
Security



### Day II Session III Cloud Archiving and Multi Cloud Strategies

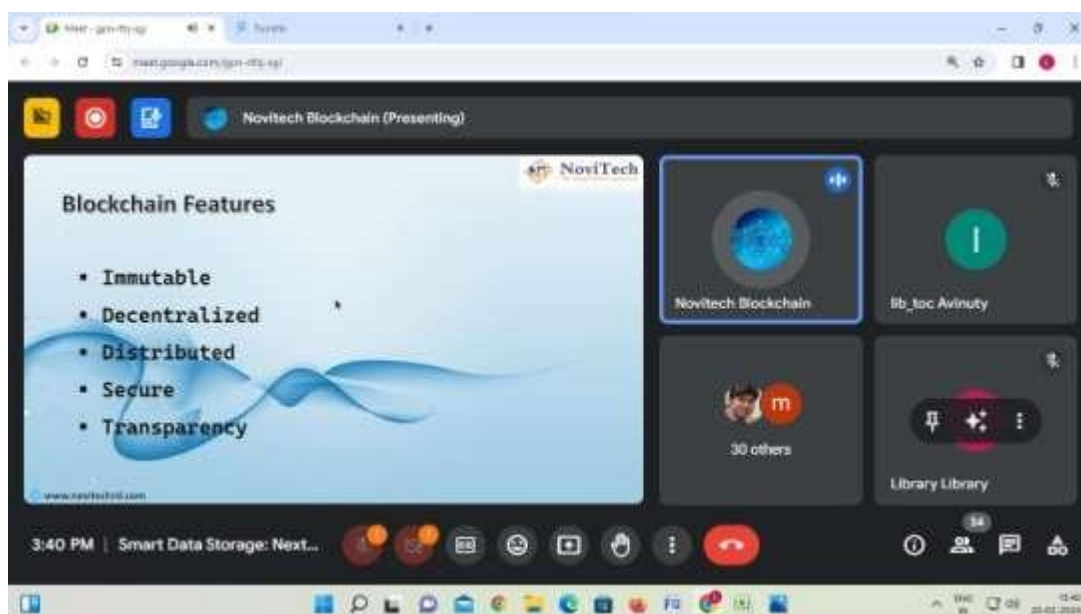
#### Day II Session IV (20.02.2024; 3.15 pm-04.45 pm)

"Application of Blockchain in data Archiving" was the topic handled by Mr.Sadhrul Hudha A.H., Software Engineer, NoviTech R &D Pvt Ltd., Coimbatore. He started the session by briefly introducing the company, its services, and its expertise. He clearly explained the concepts of blockchain and real-life examples of blockchain storage. He also touched upon the features of blockchain, such as immutability, decentralisation, distribution, security, and transparency. Blockchain is used in the creation, distribution, trading, and storing of Bitcoin. He also explained the steps involved in creating a block, bitcoin, its inventor, and its process. The following are the areas of application of smart contracts: voting, money transfers, lending of loans, real estate, and security of personal information. He has shown the live demo of the website OpenSea. The participants were introduced to the "Ganach" app to run blockchain in a system.

### Take away messages

Concepts and applications of

BlockchainSteps involved in Bitcoin



### Day II Session IV Application of Blockchain in data Archiving

### Day III Session I (21.02.2024; 10.00am-11.15am)

**Ms. Naseema Sheriff, Senior Research Fellow, Pondicherry University** handled a session on **“Collaborative Data Governance and Data Management Committees”**. She described the ways of managing and organizing data, Research Data Management(RDM), Data governance and Data management. She highlighted the roles and responsibilities of RDM, which involve researchers, institution support services, funding agencies, publishers, and repositories. She also explained the data management committees implement the operational aspects of data management practices. RDM helps research integrity, funding opportunities, increased research impact, efficient collaboration, cost saving, preservation of institutional knowledge and competitive advantages.

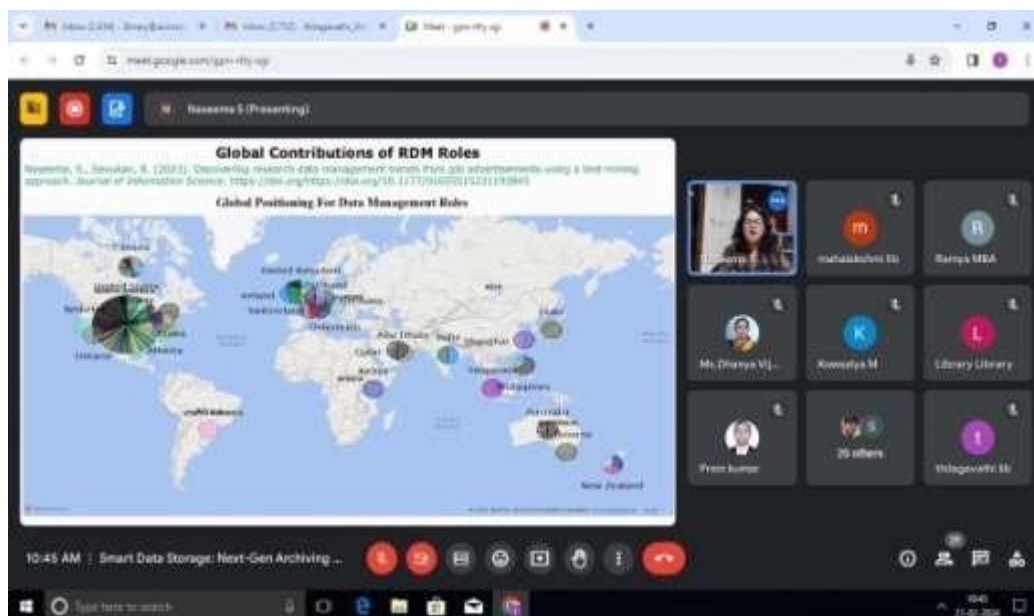
### Take away messages

Roles and responsibilities of Research Data Management

Data Governance

Data Management Committees





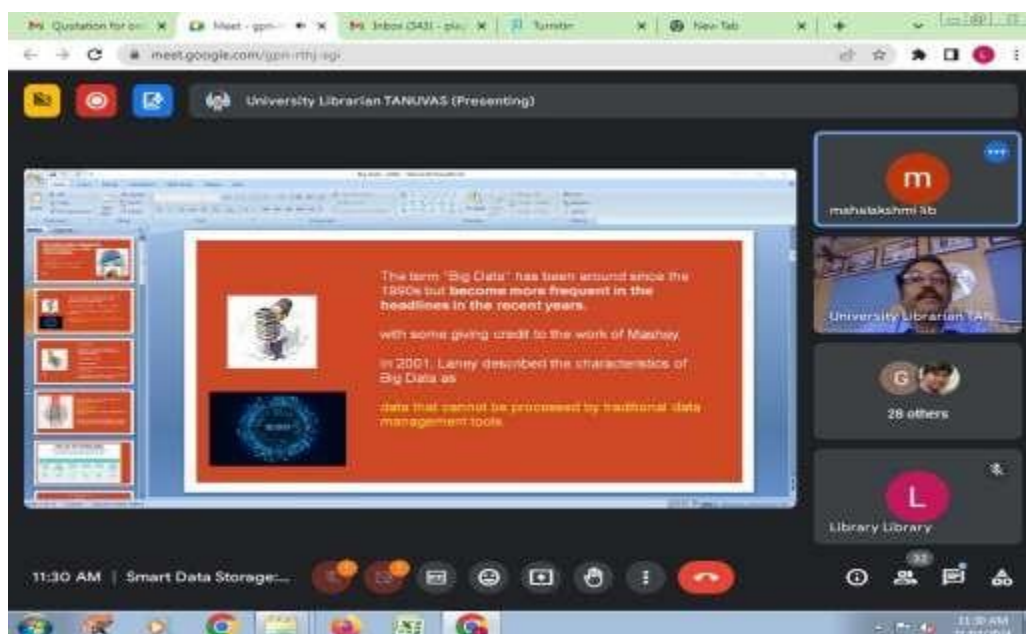
Day III Session I Collaborative Data Governance and Data Management Committees

### Day III Session II (21.02.2024; 11.30am-12.45pm)

**Dr. Rathinasababathy. G, University Librarian,** Tamilnadu Veterinary and Animal Sciences University, Chennai, handled a session on **“Big Data and Libraries : Opportunities and challenges”**. He explained the concept and types of big data, the six v’s involved in handling big data such as volume, variety, velocity, veracity, value and variability. He emphasized the role of various libraries in organising, preserving, disseminating and the challenges of archiving big data.

### Take away messages

- Big Data organization
- Preservation
- Dissemination



Day III Session II Big Data and Libraries : Opportunities and challenges

### Day III Session III (21.02.2024; 1.30pm-03.00 pm)

**Dr. S. Rajalakshmi, Professor**, Department of Artificial Intelligence and Data Science, Dr.NGP Institute of Technology, Coimbatore handled a session on **“Importance of cyber security in Data Archiving”**. She discussed the predicament of today’s world, which includes cyber threats, malware, viruses, worms, and password attacks. She highlighted the various cyber laws that are available to help people face these challenges.

#### Take away messages

- Cyber threats
- Cyber Security
- Cyber Laws



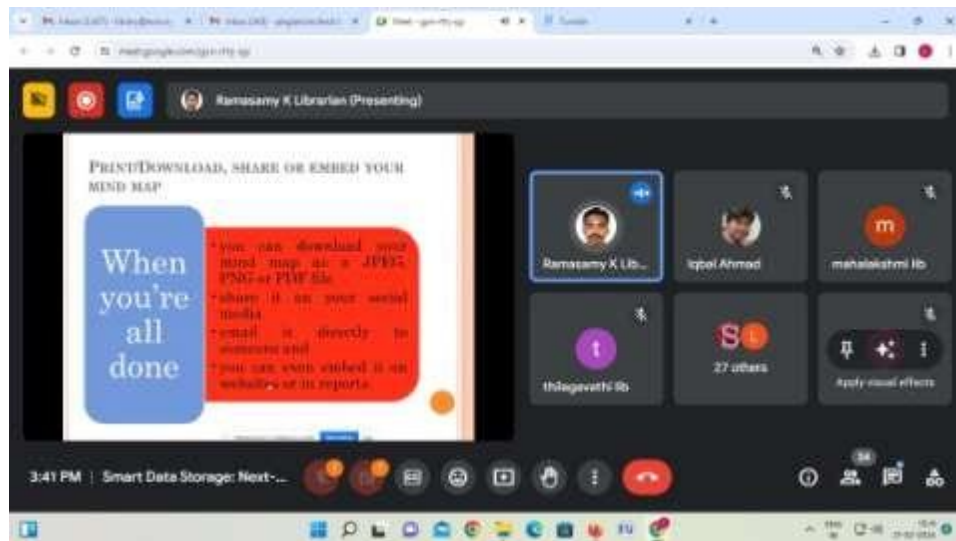
Day III Session III Importance of cyber security in Data Archiving

### Day III Session IV (20.02.2024; 3.15 pm-04.45 pm)

**Dr.K.Ramasamy, Librarian**, M.V. Muthiah Government Arts College for Women, Dindigul, handled a session on **“XMind : Mind Mapping Tool ”**. He explained the mind-mapping tool supports clarity of thinking, manages complex information, and leads to creativity. He shared his views on installing and using XMIND with an online Demo.

#### Take away messages

- Mind Mapping Tool



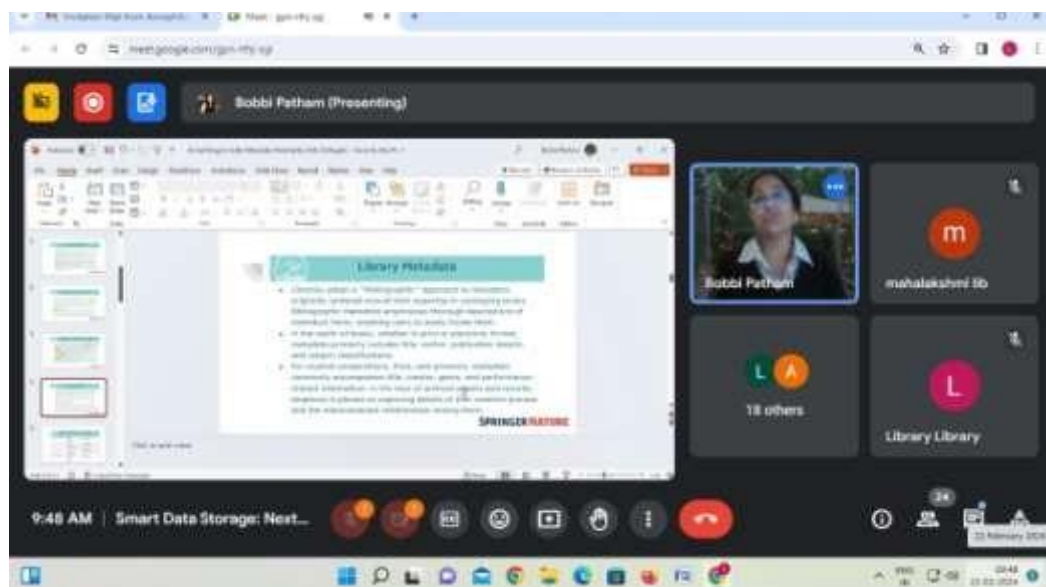
Day III Session IV XMind : Mind Mapping Tool

#### Day IV Session I (22.02.2024; 10.00am-11.15am)

**Mrs. Parvathi Patham, Global Manager, Discovery & Discovery Services, Springer Nature, USA,** handled a session on **“Metadata Formats for Effective Information Retrieval”**. She explained **the** types, uses, storage of metadata and metadata standards. She also **highlighted** the role of discovery providers in information retrieval, open discovery initiatives, KBART and KBART Automation.

#### Take away messages

Metadata Standards  
KBART



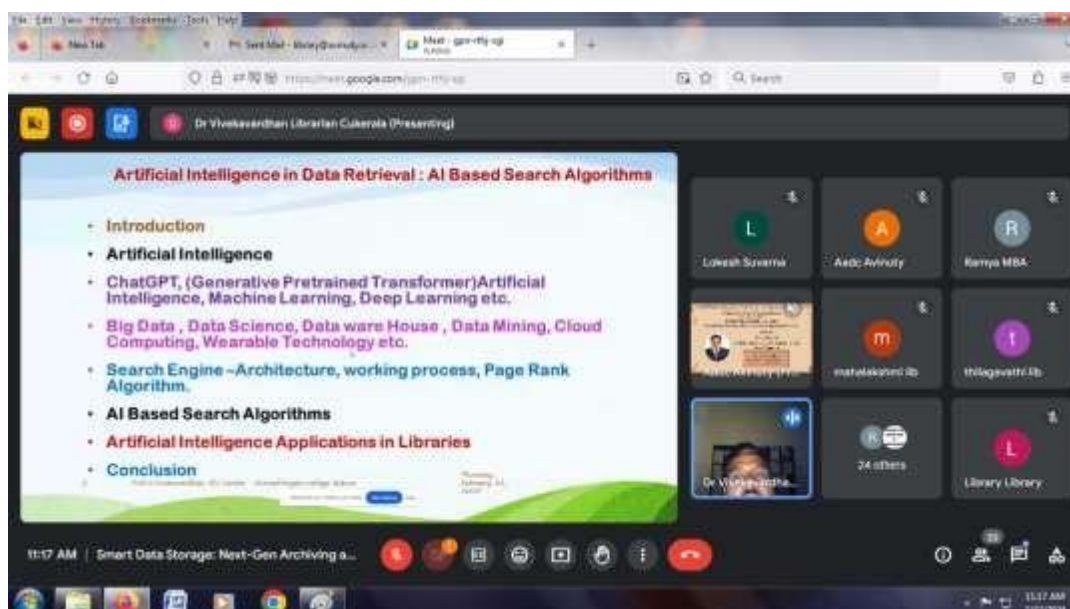
Day IV Session I Metadata Formats for Effective Information Retrieval

#### Day IV Session II (22.02.2024; 11.30am-12.45pm)

**Dr. J. Vivekavardhan, Professor/ University Librarian**, Central University of Kerala, handled a session on “**Artificial Intelligence in Data Retrieval - AI Based search algorithms**”. He explained the concepts of Artificial Intelligence, Chatgpt, Machine Learning and Deep Learning influence our day-to-day lives. He highlighted the application of AI in smartphones, smart homes, and the Internet of Things (IoT).

#### Take away messages

Data Warehousing  
Data Mining



Day IV Session II Artificial Intelligence in Data Retrieval - AI Based search algorithms

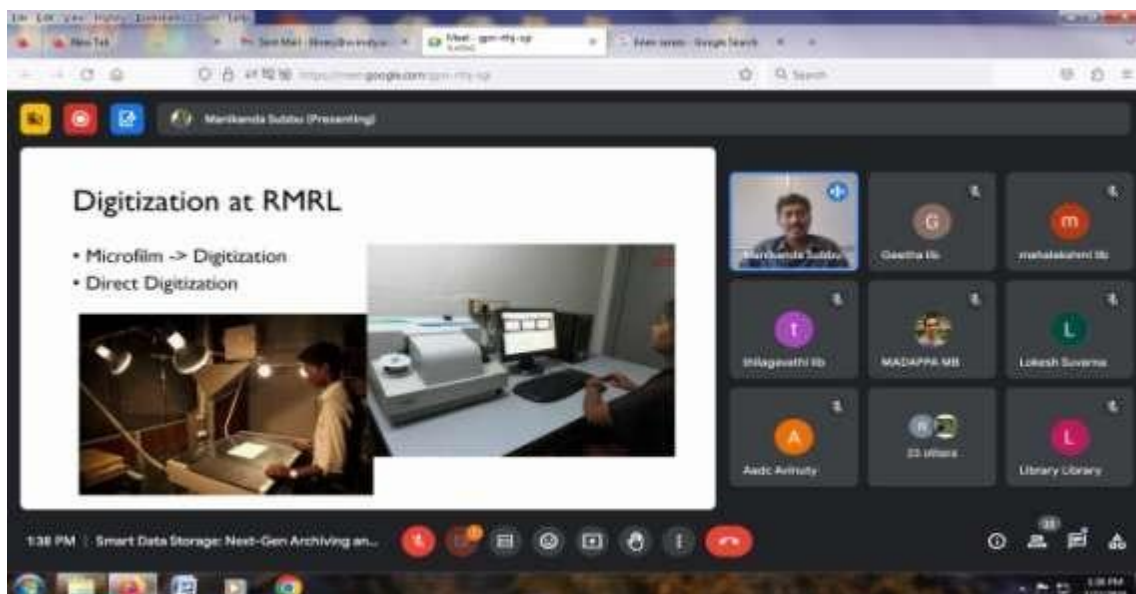
#### Day IV Session III (22.02.2024; 1.30pm-03.00 pm)

**Mr. M. Manikanda Subbu, Assistant Director**, Roja Muthiah Research Library, Chennai, handled a session on “**Digital Archiving: Roja Muthiah Research Library-A case study.**” He explained the practices that they have followed in their library to preserve information for posterity. He highlighted the various structures and types of metadata, file formats, key characteristics of data archiving, various steps involved in data migration without data loss, storage medium, and data integrity and security aspects. He described the role of PREMIS, digitization and archiving of materials, equipment used, preservation formats, editing, quality control, types of storage media, network attached to storage and cataloging.

#### Take away messages

Digital Archiving





Day IV Session III Digital Archiving: Roja Muthiah Research Library-A case study

#### Day IV Session IV (22.02.2024; 3.15 pm-04.45 pm)

**Professor (Dr.) Ramesh C. Gaur, Dean (Administration),** Indira Gandhi National Centre for the Arts (IGNCA), New Delhi, Ministry of Culture, Government of India a session on **“Basics of Next-Gen Archiving : Concepts and Principles”**. He explained the significance of archiving, next generation archives, Mausam and preservation of archives in India. He highlighted the challenges and issues in digital archiving and management and Unesco’s charter for the preservation of digital heritage and monuments.

#### Take away messages

Next-Gen Archiving  
Mausam



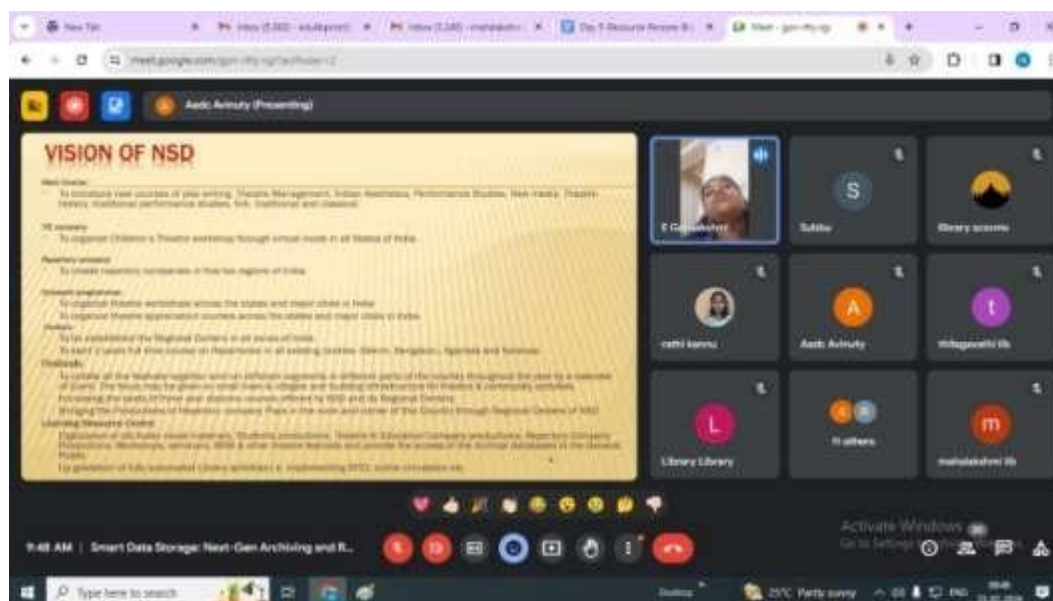
Day IV Session IV Basics of Next-Gen Archiving: Concepts and Principles

## Day V Session I (23.02.2024; 9.30 am- 11.00 am)

Dr. E. Gajalakshmi, Librarian of the National School of Drama, Ministry of Culture, Govt. of India, handled a session on "The National School of Drama and its Archival Repositories - An Overview." She started the session with the major activities of NSD, courses offered, and outreach programmes organised by NSD, with particular emphasis on learning resource centres. She also spoke on the collection development of NSD Library, what are all the archiving activities they are undertaking, techniques for preserving the archival data for audio, video, negatives, and photographs, and the creation of metadata with emphasis on fields needed for archival of non-book materials, prerequisites needed for archival work and storage specification of storage medium. She has also shown the demo of the NSD library portal (<https://nsd.gov.in/delhi/index.php/nsd-library/>), National Archives of India (<https://www.nationalarchives.nic.in/>), Indian Culture Portal (<https://indianculture.gov.in/join-us>) and the role of NSD and Ministry of Culture in preserving the rich cultural heritage of India.

### Takeaway Messages

NSD and the Ministry of Culture have taken several initiatives to promote India's Rich cultural heritage  
Voluminous work of NSD



Day V Session I NSD and its Archival Repositories - An Overview

## Day V Session II (23.02.2024; 11.15 am- 12.45pm)

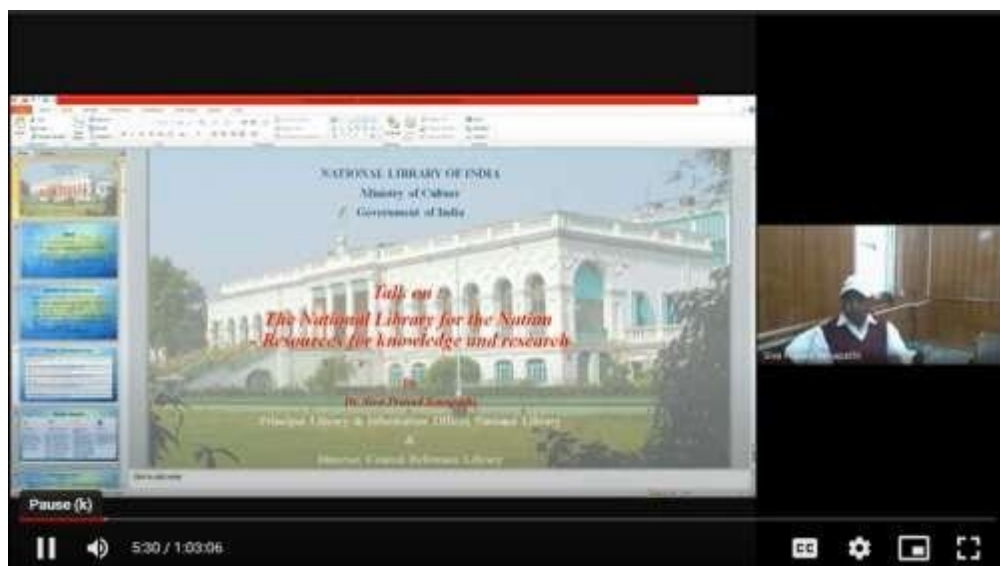
Dr.S.Siva Prasad Senapathi, Principal Library & Information Officer, National Library of India, Ministry of Culture, Govt. of India, Kolkata, handled a session on "The National Library of India: Resources for Knowledge and Research." He gave a detailed presentation on the origin of the National Library of India, its collection, and means of resource generation such as legal deposits, book orders, Gifts and exchanges, and most importantly, repositories. He also touched upon the initiatives by the Ministry of Culture for the betterment of Libraries such as the Museum of Words, which exhibits the

multilingual oral and written diversity of Indian languages, and the infrastructure development and upgradation, facilities for particular users and outreach for the Public libraries of India. In the future, they plan to add a service named "Bibliographic services on demand," a curated list of reliable sources based on user's demand. He has also shown NLI's archival activities in protecting the oldest newspapers, India's maps, and various microfilm collections. He is also concerned that the NLI is giving free services, and there are minimal takers.

### Takeaway messages

National Library of India

Archival Activities of NLI



**Day V Session II The National Library of India:  
Resources for Knowledge and Research**

### Day V Session III (23.02.2024; 01.30pm- 03.00pm)

"Copyright Issues in Data Archiving" was the topic handled by Dr. K. Elavazhagan, Librarian and Chief Knowledge Officer of the Indian Institute of Management, Tiruchirappalli. He clearly explained copyright, copyleft, and creative commons with live examples. While dealing with copyright, he touched upon fair dealing of material for academic purposes, common copyright infringements, and the basics of contract and licensing. He highlighted digital preservation initiatives such as LOCKSS (Lots of Copies Keep Staff Safe), CLOCKSS (Controlled Lots of Copies Keep Staff Safe), and PORTICO. While taking photocopies/ copies of documents for academic purposes, utmost care is to be taken. The following are the notable open content licenses: Creative Commons and Science Commons, which are tailored for scientific data and publications, and the GNU free documentation license, which Wikipedia uses. FAIR is a data sharing principle where F – Findable, A – Accessible, I – Interoperable, and R- Reusable. Recently, with AI, the voices of famous playback singers who are no longer alive are cloned and have been used in recent films.

## Take away Messages

Clear explanation of copyright, copyleft and creative commons with live examples

Awareness about copyright infringement

Points to be taken care of while photocopying the material for academic purpose

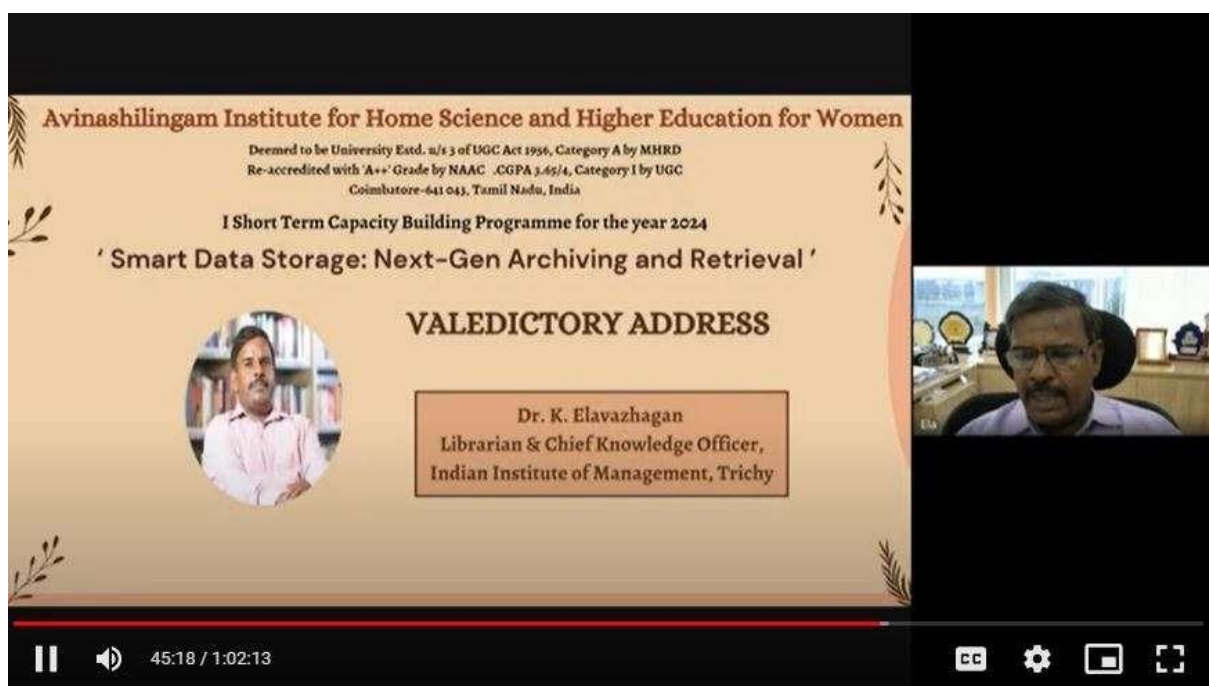


Day V Session III Copyright Issues in Data Archiving

## Day V Session IV Valedictory (23.02.2024; 03.15pm- 04.30pm)

The session started with a prayer. Mrs. J. Geetha, Information Scientist and Organising Secretary, welcomed the gathering, followed by a brief overview of the programme by Dr K. Mahalakshmi, Assistant Librarian and Organising Secretary. The following participants were given positive feedback about the programme: Dr.Devika, Librarian of SCSVMV, Kanchipuram opined that it “loaded with more knowledge on smart data, archiving and copyright details.” Dr.Devendra, Professor & Principal, Maharishi Institute of Master Management, Bangalore shared that “it’s a refresher programme; not a short-term capacity building programme.” Dr.Madappa Mithra, IQAC Co-ordinator, St.Joseph’s University, Bangalore shared that “programme was an eye opener to him as he has come from Biotechnology background, versatility and clarity in all concepts covered in the programme.” The Vice-chancellor delivered the presidential address. Madam opined that there needs to be ease of retrieving the information. She is also concerned that human support is not possible with the technology and quantification of data. Dr. K. Elavazhagan, in his valedictory address, felt that there is a paradigm shift in the behaviour and attitude with the advent of industry 5.0 and present-day learners are using unstructured data for lifelong learning and it becomes a mandate because of fake information. Dr. T. Thilagavathi, Assistant Librarian and Programme Co-ordinator, proposed a vote of thanks, and the master of ceremony was done by Dr. K. Ramya, Nodal Officer, AIU-AI-AADC, Assistant Professor - SG, Business Administration.





### Valedictory Address

### Participants List

S.No	Name	Designation	Department	Institution/ Organisation Name
1	Dr. Jasper Jemima. G D	Assistant Professor	Economics	Margregorios College of Arts and Science
2	Mrs.Poongothai D	Research Scholar	Business Administration	Avinashlingam Institute
3	Dr. S. S. Devika	Librarian in charge	Library	Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya
4	Dr. Sanjay Gupta	Librarian	Central Library	Sant Longowal Institute of Engineering & Technology
5	Dr. Brinda Ramanujam	Associate Professor	Information Technology	M.O.P vaishnav college for women, chennai
6	Dr. S. Jayanthi	Assistant Professor	English	Meenakshi College for Women, chennai
7	Mr. Perumal G	Superintendent (library)	Library	IIITDM Kancheepuram, Chennai
8	Mr. Iqbal Ahmad nsari	Faculty Librarian, Gr-I	Central Library	Dayalbagh Educational Institute (Deemed to be University)
9	Mr. Gaurav Agrawal	Assistant University Librarian	Central Library	Dayalbagh Educational Institute Agra
10	Ms. Kiruthika Selvaraj	Lecturer	Public Health Nutrition	Public Health Foundation of India
11	Dr. M. Devendra	Principal & Professor	Tourism and Hospitality Management	Maharishi Insitute of Master Management
12	Dr. H.A Archana	Assistant Professor	Department of Agronomy	SRM College of Agricultural Sciences

13	Mr. Premkumar	University Librarian	University Central Library	St Joseph's (PPP) University, 36, Lalbagh Road, Bengaluru-560027, Karnataka, India.
14	Mr. Lokesh Suvarna	System Administrator	CCC	St. Joseph Engineering College
15	Mr. Binu P D	Research scholar	Managment	PMIST
16	Dr. Madappa Machamada Bheemaiah	Iqac Director	Biotechnology	St. Josephs University
17	Dr. B.Tina Sherin	Assistant professor	Computer science	Madras Christian college
18	S. Rathikannu	Assistant Professor	Agriculture	Karunya Institute of Technology and Sciences

**Sample Certificate**

**Avinashilingam Institute for Home Science and Higher Education for Women**

Deemed to be University Estd.u/s 3 of UGC Act 1956, Category A by MHRD  
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4,Category I by UGC  
Coimbatore-641043, TamilNadu, India

**AIU - Avinashilingam Institute - Academic & Administrative Development Centre (AIU-AI-AADC)**

**&**

**Central Library**

Certificate No: AIU - AI – AADC/ 2024 /01/007

**CERTIFICATE OF PARTICIPATION**

This is to certify that

**Dr. M. Devendra**

Principal & Professor, Department of Tourism and Hospitality Management  
Maharishi Institute of Master Management, Bangalore

has participated in the Short-Term Capacity Building Programme on  
**“ Smart Data Storage: Next-Gen Archiving and Retrieval ”** conducted by  
**AIU - Avinashilingam Institute – Academic & Administrative Development Centre (AIU - AI- AADC) & Central Library**  
**from 19/02/2024 to 23/02/2024 and his performance was Excellent.**

**Dr. K. Ramya**  
Nodal Officer, AIU-AI-AADC

**Dr. T. Thilagavathi**  
Programme Coordinator

**Dr. Amarendra Pani**  
Joint Director & Head  
Research Division, AIU

**Dr. Pankaj Mittal**  
Secretary General  
AIU

**Dr. S. Kowsalya**  
Registrar  
Avinashilingam Institute

**Dr. V. Bharathi Harishankar**  
Vice Chancellor  
Avinashilingam Institute



## **Avinashilingam Institute for Home Science and Higher Education for Women**

Deemed to be University Estd. U/s 3 of UGC Act 1956, Category 'A' by MHRD

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Coimbatore - 641 043, Tamil Nadu, India

### **AIU-AI-AADC**

Report on Second Short-Term Capacity Building Program for the year 2024 on

### **Adaptive Learning: Personalized Education with AI**

**01.04.2024 - 05.04.2024**

The AIU-AI-AADC (Association of Indian Universities - Avinashilingam Institute - Academic & Administrative Development Centre), Department of Education and Centre for Machine Learning and Intelligence and Department of Education jointly organized its Second Short-Term Capacity Building Program on Adaptive Learning: Personalized Education with AI for 2024 from 1st to 5th April 2024.

The program aimed to familiarize participants with adaptive learning's fundamentals and applications in higher education, explore AI-driven tools, design personalized learning experiences, analyze data for decision-making, and foster collaboration among HEIs. Thirty-two participants from diverse institutions attended online sessions, focusing on integrating adaptive learning into curricula to enhance educational outcomes.



The program began with a prayer, followed by Dr. K. Ramya, Nodal Officer, AIU-AI-AADC, welcoming the gathering. The presidential address was given by Dr. V. Bharathi Harishankar, Vice Chancellor of Avinashilingam Institute for Home Science and Higher Education for Women, who welcomed the guest speakers and the participants to the 5-day workshop – the Second Short-Term Capacity Building Programme for the year 2024 on the topic of Adaptive Learning: Personalized Education with AI. During her speech, she emphasized the importance of personalized learning in classrooms and encouraged the participants to implement adaptive learning in the age of AI. The brief for the 5-day event was presented by Dr. P. Subhashini, programme coordinator. Finally, the vote of thanks was presented by Dr. H. Hindu, programme coordinator.

## **Day 1: 01.04.2024 Session 1**

Inaugural address

Prof. Marmar Mukhopadhyay

Director, Educational Technology and Management Academy, New Delhi

Prof. Marmar Mukhopadhyay is a director of educational technology and management. In his session, he discussed the importance of AI in education and described how technology has evolved to adapt and make human life easier by automating day-to-day activities. During the session, he mentioned that technology and AI has to be used with human intelligence. The session delved deeper into the basic definitions of learning and explanation of Bloom's Taxonomy which is used in academic settings. The session also included some thought provoking ideas. During the session Prof.Mukhopadhyay explained that humans learn throughout their life and each human is different in nature leading to adaptivity. The session included the aspects of adaptive learning which involved adaptive assessment, adaptive content and adaptive instruction. Further, the session explored the benefits of adaptivity for students and teachers. It also helped the participants understand that the technology is continuously evolving and humans have to adapt to different evolutions of it. Prof.Mukhopadhyay gave many examples and analogies leading to an interesting session for the participants.

To conclude he emphasized that the future of learning should be personalized to every students' needs and goals.

### **Take away from the session:**

- Adaptive Learning and Taxonomies
- Future Learning and AI technologies
- Aspects of adaptive learning
- Evolution of technologies for personalized learning



## **Day 1: 01.04.2024 Session 2**

AI Technologies in Higher Education  
Dr.Premnadh Madhava Kurup  
Faculty of Education  
La Trobe University

The session discussed the STEM education system, its theories and research advances. The speaker believed that STEM (Science, Technology, Engineering, and Mathematics) education has to start from the elementary school to reap the benefits of the program. STEM Education connects real world experience to classroom learning so that students can understand their book material. In the session, he discussed integrating STEM education in middle school and high school curriculum as well. Countries like China, already has STEM education in their curriculum and they have separate schools and examinations. He highlights STEM education leads to better employment opportunities as humanity in general is shifting towards knowledge based economy. Further, skills needed for 21st century are discussed.

The speaker provided examples of Nobel Prize winners of Chemistry in 2021 and Physiology Medicine in 2005 to describe the importance of experiential learning. Further, evidence based learning gives opportunities for students to experience the subjects rather than reading about it in a textbook which is much more beneficial. The purpose of STEM education which leads to innovation and relevance of it in different countries are discussed while the Indian Education System lacks it. Additionally he also discusses the AI in education, the risks of AI tools like ChatGPT and benefits of AI for Facilities management and ethical issues

He concludes by insisting that the education system must be a knowledge based approach and have to interrelate between practical learning and book education and combine it for innovation.

**Take Away from the session:**

- STEM education and its purpose
- Knowledge based learning for innovative minds
- AI tools for Education and Facilities Management
- Holistic approach to improve education system

**Day 1: 01.04.2024 Session 3**

Using Data to Personalize Instruction

Mr.Senthilkumar Rajappan

Founder & CEO, Halcyon

Mr.Senthilkumar discusses the data that can be used for personalized instruction that involves a video which explains the importance of personalized learning as people are different and their needs and goals are different. The session discusses creating learner profiles for different people and customizing the learning paths. Further, the attention span of people are decreasing while the understanding nature of humans have also become different to one another, hence the speaker suggests the need for adaptive learning and its features that can personalize for people with different learning styles such as visual, auditory and kinesthetic etc.

The session delves into different types of data produced such as performance data of the students such as academic achievements and scores achieved in assessments, behavioral data such as time spent on tasks, frequency of logging in, navigation pattern and interaction rates, preference data that reflects students' choices regarding their learning experience. Additionally, personalized instruction with the help of AI, its different aspects contributing towards it. The speaker briefly discusses the ethical issues and considerations to be followed while collecting data for personalized data.

He concluded by discussing some of the tools that have AI integration which are available in the market.

**Take Away from the session:**

- The need for Personalization
- Types of data involved in personalization
- Leveraging AI tools for personalization
- Use cases of adaptive learning

**Day 1: 01.04.2024 Session 4**

Demo: LANQUILL, AI based personalized language learning tool

Dr.P.Subashini

Coordinator, Centre for Machine Learning and Intelligence

This session discusses the importance of the English language for communication and for academics. Prof. P.Subashini gives a demonstration of an AI based language learning tool – LANQUILL to the participants. The session included a thorough demonstration of the tool which had different features and aspects of English language learning such as reading, writing, speaking and listening. Additionally, this application also contains certification courses that students can opt in for any professional certification. It also has an option to learn English in learners' native language, it has a set of languages for learners to opt in for translation. This unique feature can help students struggling with understanding basic English to learn easily and faster. Further we can use the tool to learn grammar and new vocabulary as it maintains a dictionary that is unique to each user. The session concluded by demonstrating the administrative usage of LANQUILL that teachers can use to monitor the students progress.

**Take Away from the session:**

- Importance of English language for communication and for academic purposes
- Demonstration of LANQUILL - AI based personalized language learning tool
- Features of LANQUILL

**Day 2: 02.04.2024 Session 1**

Understanding Adaptive Learning principles

Dr.M.N.G.Mani

Chief Executive Officer

ICEVI Secretariat

Dr.M.N.G.Mani talks about the need for adaptability by drawing analogies with real-life examples. He believes that the advent of technology has made life easier for future generations. The speaker discusses his life experiences that align with Adaptive learning principles. Further the session emphasizes that adaptive learning should be for the visually impaired across different subjects and urges all the students in a classroom including the differently abled students should have adaptive learning curriculum.

The session elaborates the principles of adaptation for children with special needs and the fundamental ideology/priority behind it was understanding the needs of the student. Dr.MNG.Mani shares his knowledge on different problems that arise while implementing adaptive learning in the curriculum such as time management and also discusses the issue of including adaptability in learning for specially abled students. The session emphasized that students possess knowledge but they lack practical knowledge and it has to improve in the future for students to be more compatible and ready for the real world. To conclude, the speaker warned the participants about the use of technology under guidance.

**Take away from the session:**

- Life experiences that aligns with Adaptive Learning
- Adaptability for Visually impaired
- Adaptability across different subjects

**Day 2: 02.04.2024 Session 2****Demo: Exploring Adaptive Learning Platforms**

Dr.P.Subashini

Coordinator, Centre for Machine Learning and Intelligence

In the session, Dr.P.Subashini discusses the adaptive learning tool-Edredo and its features that are useful for students and teachers who want to track the students progress were demonstrated in detail. Edredo is a virtual classroom hosted by organizations or teachers who want to host classes online similar to Google Classroom. It has features such as assessments, presentation, surveys, video content, message forums etc. that are useful for educators to host an online class or post a video and encourage online interactions of the students. Some of the features include built-in authoring tool, course backup options, surveys and tests engine that automates quizzes for students, it is also flexible as it allows changing course default settings.

Using this tool, a teacher can host a course in different classrooms and students can join based on their interest towards the subject hosted. The teacher will be able to post videos, articles, polls, quizzes etc. Apart from that, Edredo allows the teacher to monitor the interactions of the students across different elements present in the course including the scores and grades from the quizzes attended by the students. Edredo not only allows recordings to be posted but also be able to host live classes online. This session emphasized that hosting classes online helps the teachers understand the behavior of their students online thus helping them to tailor the content based on their preference.

**Take away from the session:**

- Demo of Edredo platform for adaptive learning
- Edredo tool and its features

**Day 2: 02.04.2024 Session 3**

Adaptive Assessment tools and techniques  
Dr.Arindam Bose  
Associate Professor  
Centre of Excellence in Teacher Education  
Tata Institute of Social Sciences (TISS), Mumbai

Dr.Arindam Bose's session introduced the concept of assessment literacy and discusses cognitive psychology, specifically cognitive dissonance theory with real-life examples. He emphasizes the lack of education system to assess students based on their ability, lack of connectivity in classroom learning and practical learning. His talk focused on adaptivity in terms of learning and assessment based on what the students know. He also spoke about how students' mentality is different from each other by giving examples from his life.

The speaker discusses the purpose of assessments where it determines the readiness for instruction and identifies appropriate forms and levels of classroom instruction. It is also a measure of students' progress. He further talks about adaptive assessment which relies on Item Response Theory (IRT) of learners that helps in estimating the learners ability to respond to a question with examples like GRE exams being relative to what the student has answered. He says the standardized test should follow IRT whose difficulty must depend on how they have answered the previous questions. The speaker finally concluded by enlightening the participants with Schwab's Inquiry Levels which consists of 4 levels which tests different aspects of learning promoting adaptability which describes the different ways of assessments that is beneficial to both students and teachers.

**Take away from the session:**

- Understanding the dimensions personalized assessment
- The purpose of evaluation and assessments
- Learning about Inquiry based assessments

**Day 2: 02.04.2024 Session 4**

Interpreting Learning Analytics Dashboards

Mr.Bijo Kuruvilla

VP-Enterprise Solutions

Mr.Biju Kuruvilla is part of VP enterprise solution who talks about learning analytics dashboard in academic field and its interpretation. He talks about customer-clientele relationships of his company. He talks about different aspects of learning analytics dashboard such as students, parents and teachers who will be using the platform. He further shows a glimpse of the application. He then briefs about the management perspective of dealing with dashboard for educational settings. He further discussed different analytical reports for the university management system. The session delves deeper into the different personas involved in university management systems and the features from the web portal. Additionally, its features such as different views the software allows such as students view, teachers view, Librarian view, Principal View etc that allows everyone in the University to access information.

**Takeaways from the session:**

- Learning different perspective of learning analytics dashboard
- Generating reports from the dashboard
- Demonstration of University Management System

**Day 3:03.04.2024 Session 1**

Pedagogical Approaches for Adaptive Learning Design

Dr.Biju Kadinhiyil

Associate Professor, Central University of Tamil Nadu, Thiruvarur

Prof. Biju Kadinhiyil gave his lecture on AI integrated learning, transforming education towards adaptivity. The session covers topics such as adaptive learning systems and models and implementation. The session started with introduction and evolution of Adaptive learning, it covers the history of adaptive learning from researchers who wanted to improve the student retention to achieve higher course outcomes. Some of the researchers have defined adaptive learning by cognitive structure as a mechanism for pedagogical design. The speaker suggested different taxonomies that encourage adaptive learning in the classroom. Apart from that his session emphasized the need for understanding the learning styles of the students to adapt to their needs. The session further delved into different management systems and the usage of its features to achieve its fullest potential. Additionally, the speaker discusses the AI platforms and the potential of educational data mining to benefit learning analytics and adaptive learning.

The session included the scope of learning management systems and the features that are available for teachers and students that paves the way for learning analytics. He emphasized the need to modify the education system to cater to learners for increased adaptivity. Additionally, the speaker provided the participants with different softwares that helps in adaptive learning in classrooms. The session also detailed the pedagogical approach for classroom adaptive learning. To conclude, the speaker discussed adaptive learning models, adaptive learning systems, the strategies to implement adaptive learning, data analytics involved in adaptive learning that was very insightful.



### Take away from the session:

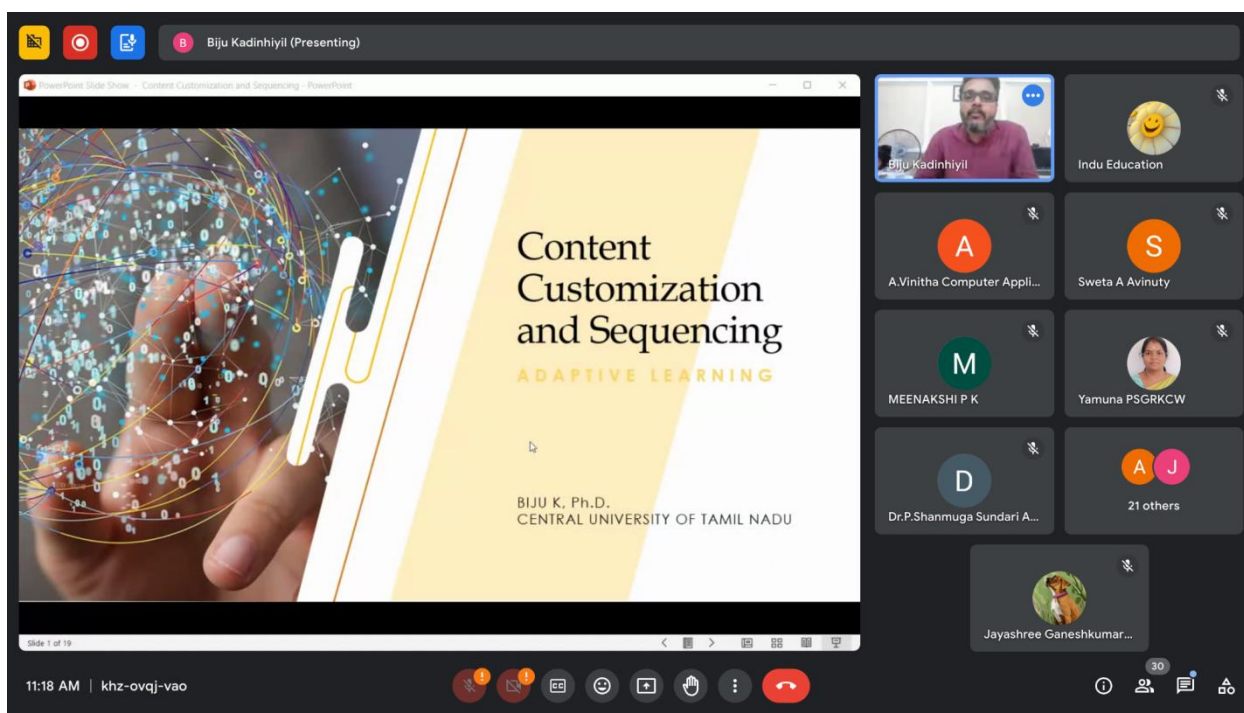
- Evolution of adaptive learning
- Taxonomy supporting adaptive learning in classrooms
- Interrelationship of AI, educational data mining and adaptive learning
- Scope of Learning Management system

### Day 3: 03.04.2024 Session 2

Content customization and sequencing

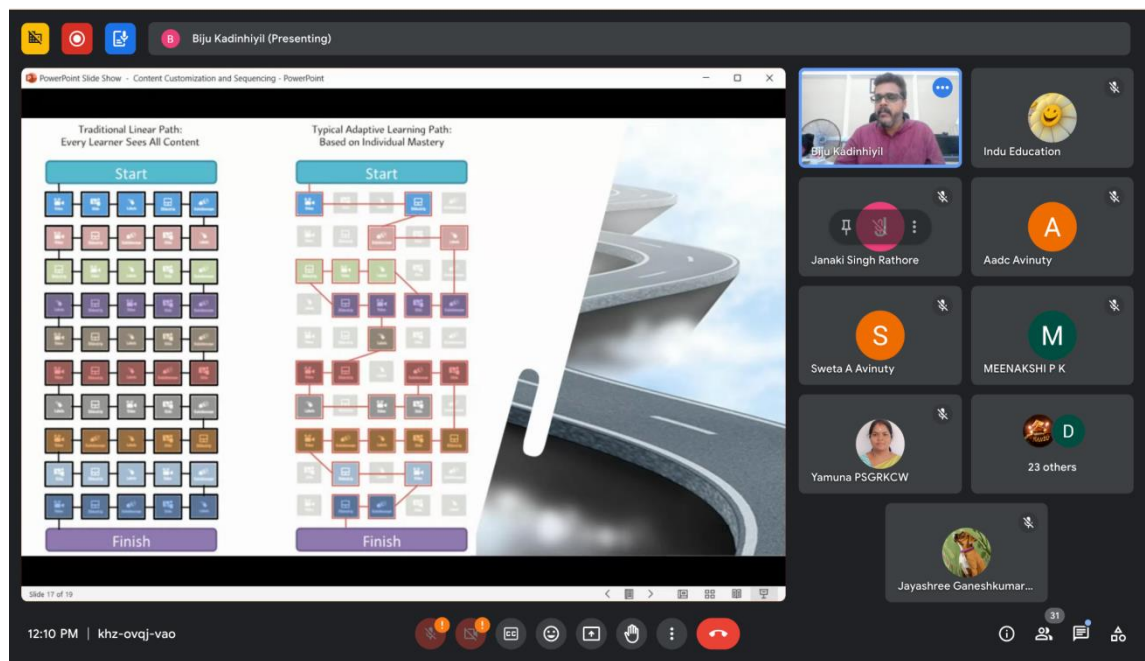
Dr.Biju Kadinhiyil

Associate Professor, Central University of Tamil Nadu, Thiruvarur



The session details about content customization for different learning styles. The session briefs about learning styles such as Visual, Auditory, Reading/Writing and Kinesthetic learners. Further, the speaker spoke about Moodle, an online learning platform that can be used for delivering customized content for adaptive learning. It also allows the administrator to monitor the student interaction across the platform for behavioral data analytics. Moodle can also be used for tailored content and activities for students. Further, the speaker talks about adaptive learning systems and its key aspects - Adaptive Content, Adaptive Assessment and Adaptive Sequence. Additionally, the discussion delved deeper into the process of creating adaptive learning scenarios by identifying small units of knowledge which allows the instructor to break the curriculum into smaller parts to tailor the learning experience to meet the individual learner's needs. The teachers have to develop assessment and feedback that are aligned with the learning objectives. The feedback must help students understand why their answer is correct or incorrect. The process also involves designing the adaptive learning path based on students' pre-assessment performances that takes students' needs into account.

Apart from that, the speaker also discusses the learning object level and sequence level in adaptive learning. Further Prof.Biju draws comparison between standard learning and adaptive learning. To conclude the session, The speaker showed the participants some demonstration of platforms such as SmartSparrow, Carnegie Learning, McGraw Hill Aleks, and finally Moodle for implementing Adaptive Learning and Content personalization. Additionally, he demonstrated the key features of Moodle to the participants



### Take Away from the session:

- Aspects of Adaptive Learning Systems
- Process for creating adaptive learning scenarios
- Best Practices for making adaptive learning successful
- Comparison of standard learning and adaptive learning models
- Demonstration of Adaptive Learning platforms

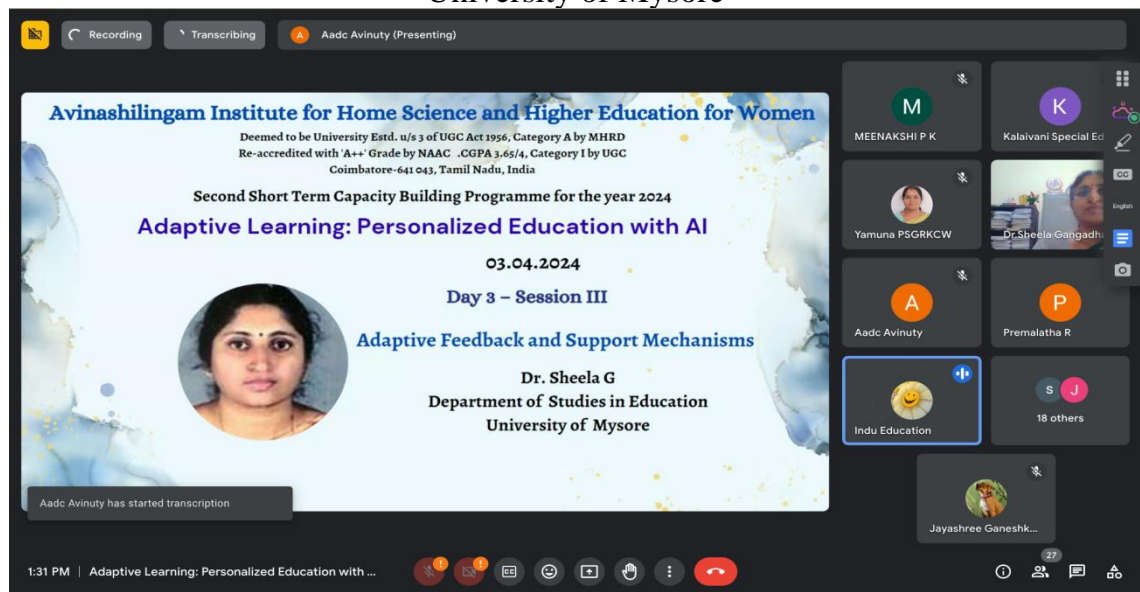
### Day 3: 03.04.2024 Session 3

#### Adaptive Feedback and Support Mechanisms

Dr. Sheela G

Department of Studies in Education

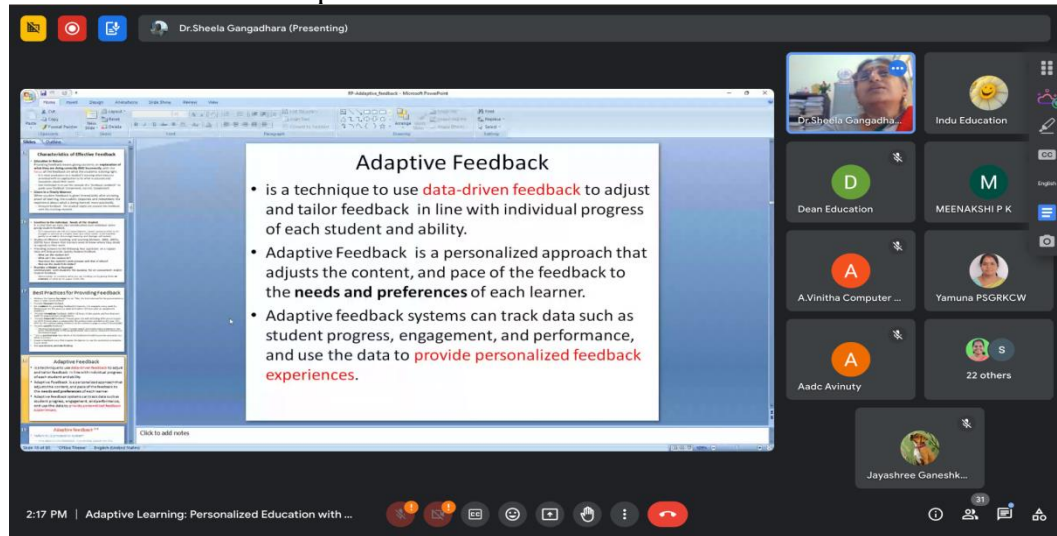
University of Mysore



Dr. Sheela G discusses the feedback mechanism for adaptive learning. The session started with definitions of feedback and different types of feedback that can be used for adaptive learning. The discussion explains the necessity of feedback. She emphasizes the need for feedback for constructive suggestions and is essential for student learning. The session highlights the lack of effective feedback for learners to reflect upon their learning and urges the educators to engage learners in constructive feedback. The session highlights the types of feedback useful for online education. Further, the downside of feedback which is communicated poorly was also discussed in the session. Dr. Sheela urges the instructors to have the distinct responsibility of nurturing the students in mind and providing students with essential feedback.

Further, describes the characteristics of effective feedback, and best practices to follow while designing a feedback.

The session delves into the definition of adaptive feedback where it is personalized for every student's goals by adjusting the content, pace of the feedback, type of the feedback. Personalized content will be varied from one student to another. Apart from that, positive reinforcement techniques were also discussed in the session for adaptive feedback. Adaptive feedback must be data driven and has to have sensitivity to context. In conclusion, the session ended with tools useful for adaptive feedback and few adaptive learning tools that could be used for implementing personalized learning. Some of the mechanisms that could help for adaptive learning which were suggested in the session were Gaze Tutor which monitors the eye movement of students in online platforms.



### Take Away from the session:

- Definition and the necessity of feedbacks
- Types of feedbacks for online education
- Advantages and disadvantages of feedbacks
- Comparison of Adaptive feedback and traditional feedback
- Tools for adaptive feedback

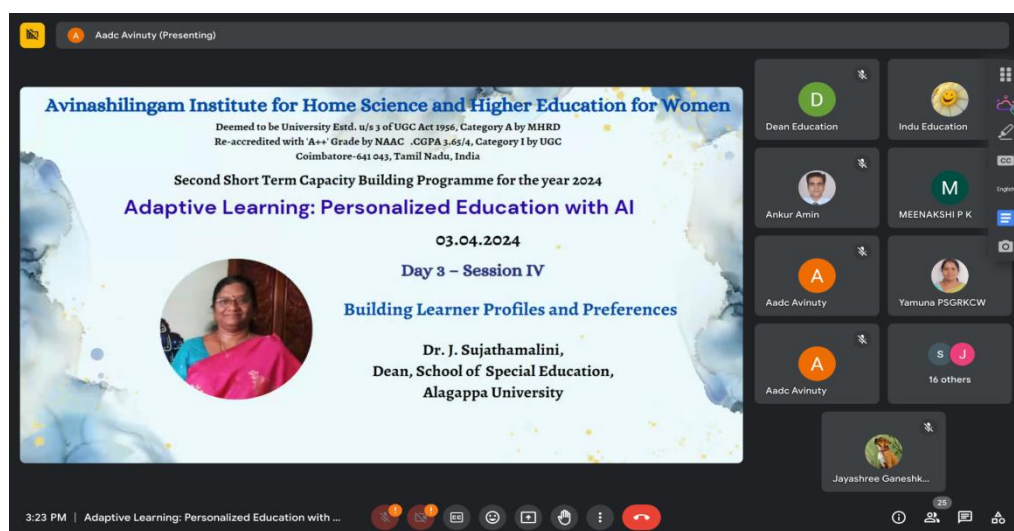
### Day 3: 03.04.2024 Session 4

#### Building Learner Profiles and Preferences

Dr.J.Sujathamalini

Dean, School of Education

Alagappa University



The session started with definitions of a learner's profile which is the overall view of the student including



their skills, strengths and weaknesses and can make recommendations based on it. The speaker discusses the nature of learners, different attributes of learner profiles, different traits of learner profiles existing. Further, the session discusses the learner preferences where the learner's environment plays an important role and encourages the learner to feel comfortable and move freely in the environment. Additionally, types of learners such as visual, auditory and kinesthetic learners and Kolb's Learning style were discussed. The importance of class profiles that helps in categorizing classroom data, identifying patterns and differences among students, and monitoring student progress were discussed. By monitoring the class profile, it can help the teachers to know their classroom performance as a whole.

Overall, The speaker emphasized the benefits of blended learning where the students can have a flexible environment for learning either online or offline depending on their preference and concluded that the classroom must be inclusive and has to be multimodal instructional materials. The speaker also supported differentiated instruction strategies that caters to different learner profiles and urges the participants to implement it in their classroom. She concluded by saying the importance of reflective teaching practices where teachers reflects on their teaching for self-improvement

Dean Education (Presenting)

Learner and class profiles help you to identify the individual and collective strengths, needs, challenges and interests of the students in your class.

This information is vital to selecting effective instructional strategies, supports, resources and interest-based topics for individual students and the class as a whole.

Learner Profiles	Individualized Learning Paths	Competency-Based Progression	Flexible Learning Environments
A learner profile represents each student's strengths, weaknesses, preferences, and goals. This data supports the student's ability to self-reflect, set goals, advocate for needs, and monitor progress.	As students set and manage their personal academic goals, a variety of instructional approaches and curriculum materials allow for student choice. The teacher helps students make informed decisions.	Students master topics at their own pace by demonstrating what they know and what they can do. The teacher monitors progress through various assessment types and provides differentiated support.	This setting provides support and structure adaptable for students working to meet learning goals. Access to staff, space, time, and resources reflects a responsiveness to individual student needs.

4:09 PM | Adaptive Learning: Personalized Education with...

### Take Away from the session:

- Different attributes of learner profiles
- Holistic approach for learner profiles.
- Importance of class profiles

### Day 4: 04.04.2024 Session 1

Collaborative Learning Communities and networks

Dr.Mythili Ramchand

Professor and Co-Chairperson

Centre of Excellence in Teacher Education

Tata Institute of Social Sciences (TISS), Mumbai

Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD  
Re-accredited with 'A++' Grade by NAAC .CGPA 3.65/4, Category I by UGC  
Coimbatore-641 043, Tamil Nadu, India

Second Short Term Capacity Building Programme for the year 2024

**Adaptive Learning: Personalized Education with AI**

04.04.2024

Day 4 – Session I

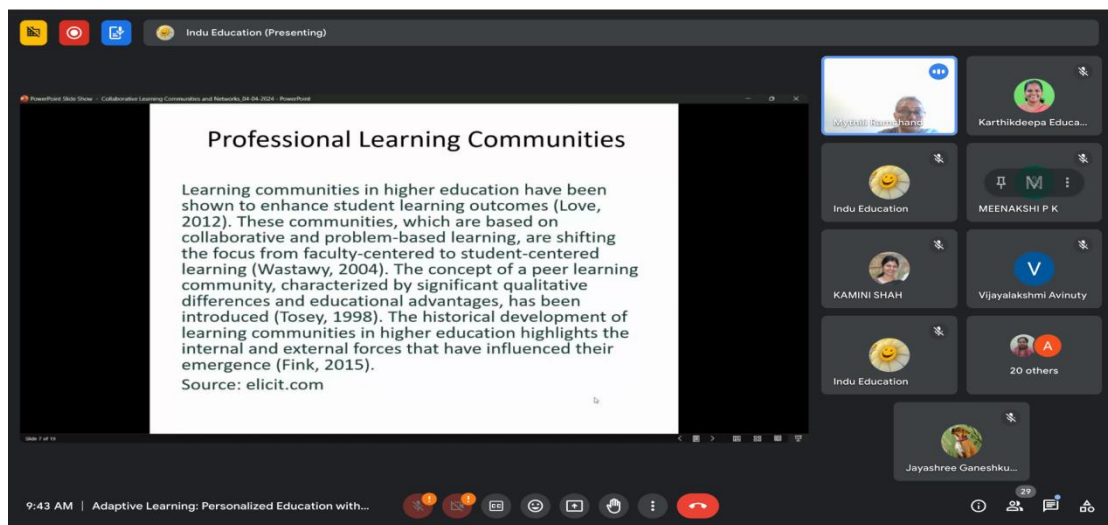
**Collaborative Learning Communities and Networks**

Dr. Mythili Ramchand  
Professor and Co-Chairperson  
Centre of Excellence in Teacher Education  
Tata Institute of Social Sciences (TISS), Mumbai.

9:07 AM | Adaptive Learning: Personalized Education with...

Dr. Mythili Ramchand discusses the importance of networking and communication that could lead to connecting with like minded people and future educators. Some of the available networks such as AIU. The lack of networks for educators and researchers in India and the need for it were discussed. Further the session delves into AI integration for networking such as ChatGPT for LinkedIn which can enhance the users' networking. Further, the importance of learning communities, and characteristics of communities were discussed in detail. Professional learning communities must enhance the student learning outcomes as these communities are based on collaborative and problem based learning shifting the focus from faculty centered to student centered.

Additionally, some of the AI tools such as Elicit which can be used for research, some of its features are to find manuscripts, extract data from papers, analyze concepts from papers which are useful for researchers to integrate and embrace AI to help them.



### Take Away from the session:

- Importance of networking
- AI integration for networking
- Importance and characteristics of learning communities
- AI tools helpful for researchers.

### Day 4: 04.04.2024 Session 2

Gamification for learning  
Mr. BC. JaiNaresh  
Technical Head, Scopik Edutech, Chennai



Mr. Jainareesh discusses personalization in day to day life across different technological platforms such as Facebook, Instagram, Swiggy etc. Personalization can happen in different ways such as notification, recommendation, suggestions, tips, discounts etc. The session delves into video games which cater to every individual needs by understanding their personality, experience with the game and how quickly an individual solves a problem. To understand the users personality, the game allows the users to customize their character online.

Gamification is the strategic attempt to enhance systems, services, organizations and activities to create experience to motivate and engage the users. The session further discusses the playful design which is an approach to gamify creating engaging and enjoyable experiences for users. The playful design can be created for a classroom environment which makes the kids engaging, proving fun theory.

Additionally, the speaker discusses the theory of multiple intelligence where people learn differently and are unique to one another. Integrating fun theory in education in terms of multiple intelligence results in gamification and different ways of gamification such as reward system, bragging system such as awards and badges, motivation system such as micro and macro goals or challenges and finally, fun elements such as jumping, or killing in the game.

He concluded the session with case studies across the globe that have adapted gamification in different sectors to improve the inclusivity and suggested techniques/tools to implement gamification in educational settings such as SCAMPER, Play Prodigy, Fruit Ninja Academy and LMS Innoactive.

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "Multiple Intelligence". The slide features a circular diagram with "MULTIPLE Intelligences" at the center. The diagram is divided into eight segments, each representing a type of intelligence with an icon and a label: "MUSIC smart" (headphones), "BODY smart" (person running), "PEOPLE smart" (group of people), "WORD smart" (book), "LOGIC smart" (calculator), "NATURE smart" (leaf), "SELF smart" (lightbulb), and "PICTURE smart" (camera). Surrounding the central circle are eight outer segments with labels: "Musical", "Bodily - Kinesthetic", "Interpersonal", "Verbal - Linguistic", "Logical - Mathematical", "Naturalistic", "Intrapersonal", and "Visual - Spatial".

On the right side of the Zoom window, there is a vertical list of participants. The participants shown are: jainaresh bc (Presenting), Malliga P, Karthikdeepa Educa..., Uttara B 21PHTOF003, Yamuna PSGRKCW, Indu Education, Premalatha R, 24 others, and Jayashree Ganeshk... At the bottom of the Zoom window, there is a status bar showing the time as 12:25 PM and the title "Adaptive Learning: Personalized Education wit...".

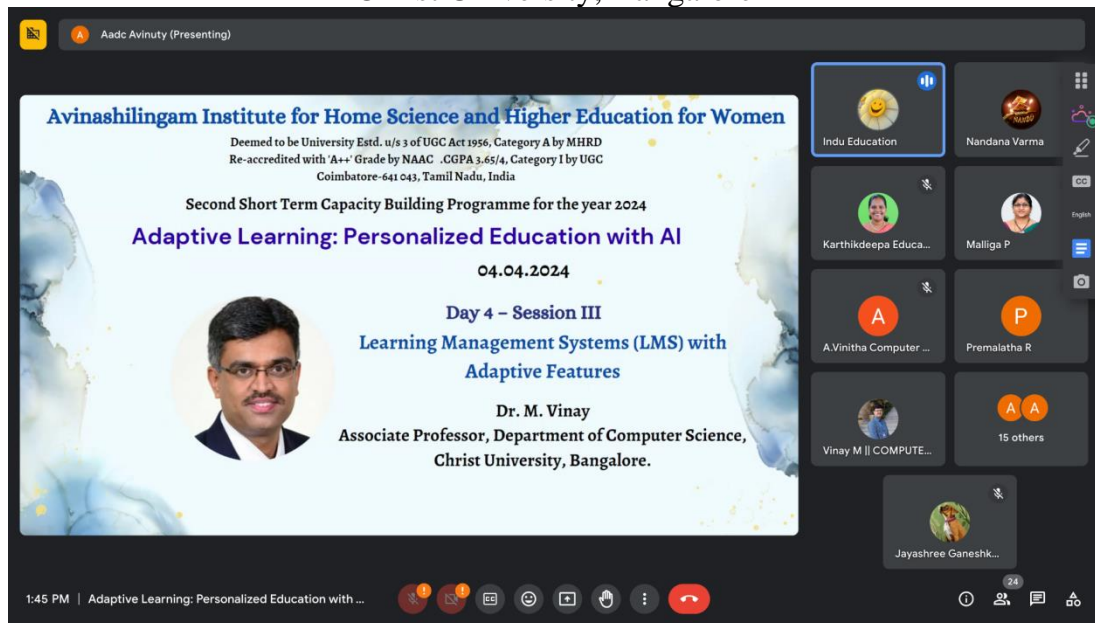
### Take Away from the session:

- Ways of personalization in Video games
- Taxonomy of creative experience
- Advantages and disadvantages of gamification
- Types of gamification elements



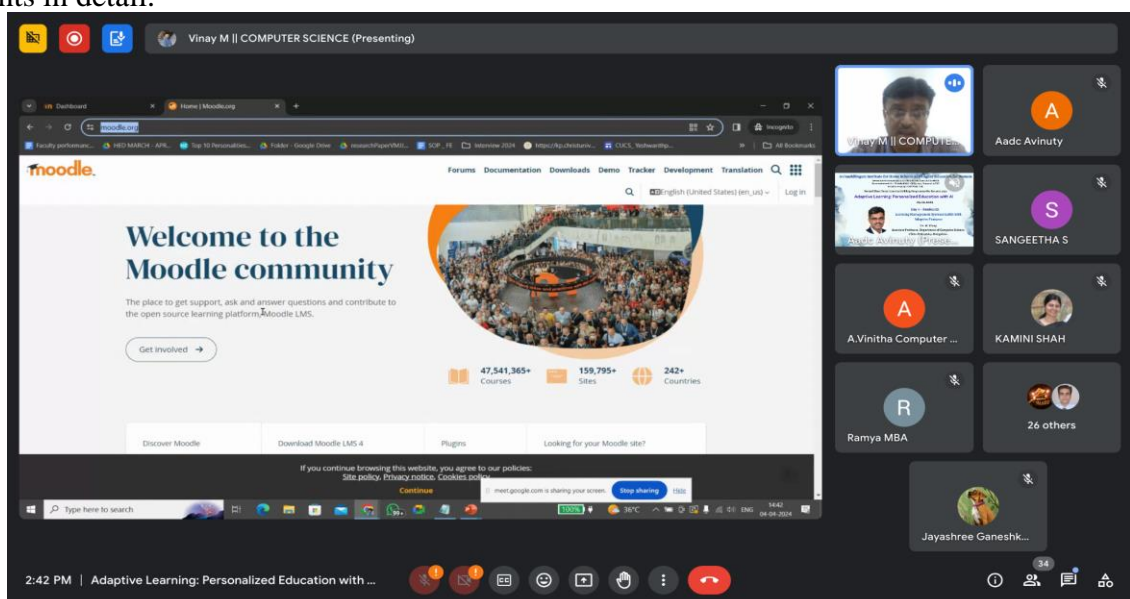
## Day 4: 04.04.2024 Session 3

Learning Management System with adaptive features  
Dr.M.Vinay  
Associate Professor, Department of Computer Science,  
Christ University, Bangalore



Dr.M.Vinay speaks about the importance of personalization and the advantages educators have while using the Learning Management System (LMS). Additionally, not just students but also the educators have to become digitally smart and equipped to teach the students, they must be equipped with technology and have to engage the classroom so the students stay active during the session. Embracing the technology to prepare the students for jobs that do not exist now but are emerging is one of the important roles of an educator, thus helping in staying relevant. Learning Management System is a software application that helps organizations manage, deliver, track and report online learning courses and programs. It stores and delivers learning content and administers assessments to track learner progress. The session discusses the different types of assessment starting from early assessment to understand their existing knowledge which will help the teachers to prepare for the participants of the class. This will also allow the educators to understand the learning style of the participants. Further, the speakers explain adaptive LMS and its benefits for the students as well as teachers.

In conclusion, the speaker gives examples of LMS softwares such as Moodle, Google classroom and discusses some of the key features each of them provides. Additionally, demonstrations of these LMS softwares, its features, its customization, disadvantages and advantages were also conveyed to the participants in detail.



### Take away from the session:

- Importance of Learning Management System
- Features of Learning Management System
- Benefits of Adaptive LMS
- Examples and demonstration of LMS

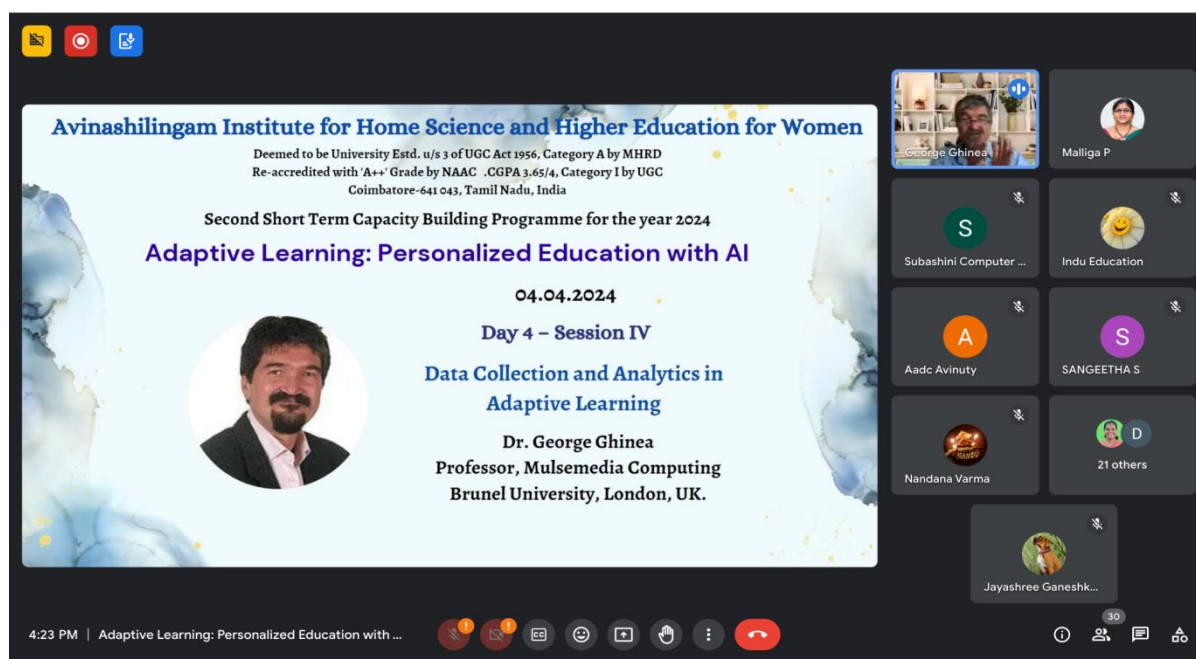
### Day 4:04.04.2024 Session 4

Data Collection and analytics in adaptive learning

Dr.George Ghinea

Professor, Mulsemmedia Computing

Brunel University, London, UK

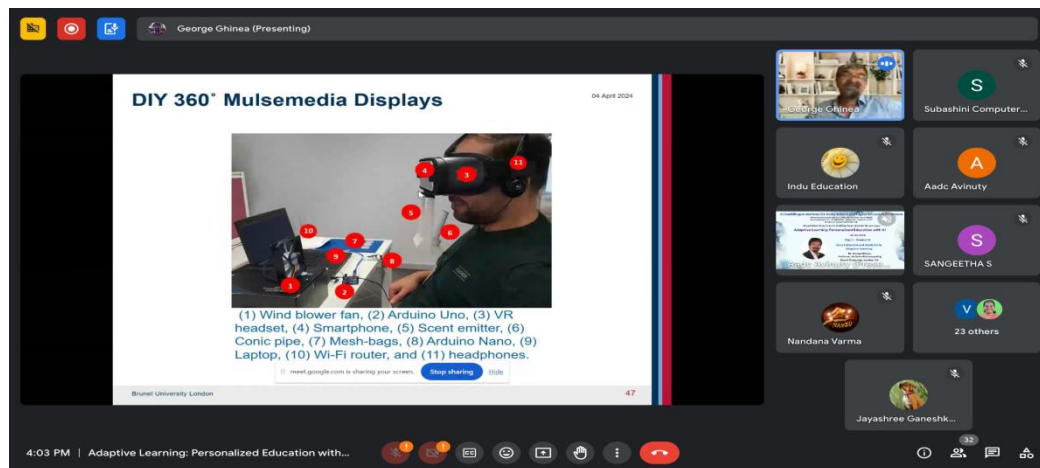


Prof.George initiated the discussion by enlightening the participants on his work that involves multimedia and the challenges faced by it. Multimedia is limited to senses such as auditory, visual, and haptics. Prof.George Ghinea's novel approach of Multiple Sensory Media also known as MulSemedia is a concept of using 3 or more senses for applications. Further, integration of olfactory MulSemedia, challenges faced and some applications that currently exist were also shared to the participants. Additionally, some of the olfactory sense that was created artificially for videos to enhance the interactivity and engagement for the viewers were discussed during the session. By interrelating and collaborating with MulSemedia with learning, information recall among students was observed in his work.

Education often involves using and focusing on unisensory experiences, but the session emphasises on integrating multiple sensory cues that allow the learners to engage with the learning content. He further enlightens the participants through his research which was proven to be effective for knowledge retention and knowledge relativity.

The speaker shares his views on different scenarios of MulSemedia in classroom learning including AR/VR, Haptic vest which promotes sense of touch and smart fan which aids in olfactory senses. The session was concluded by discussing the opportunities of AI and ML to improve MulSemedia resulting in improved Adaptive Learning.





### Take away from the session:

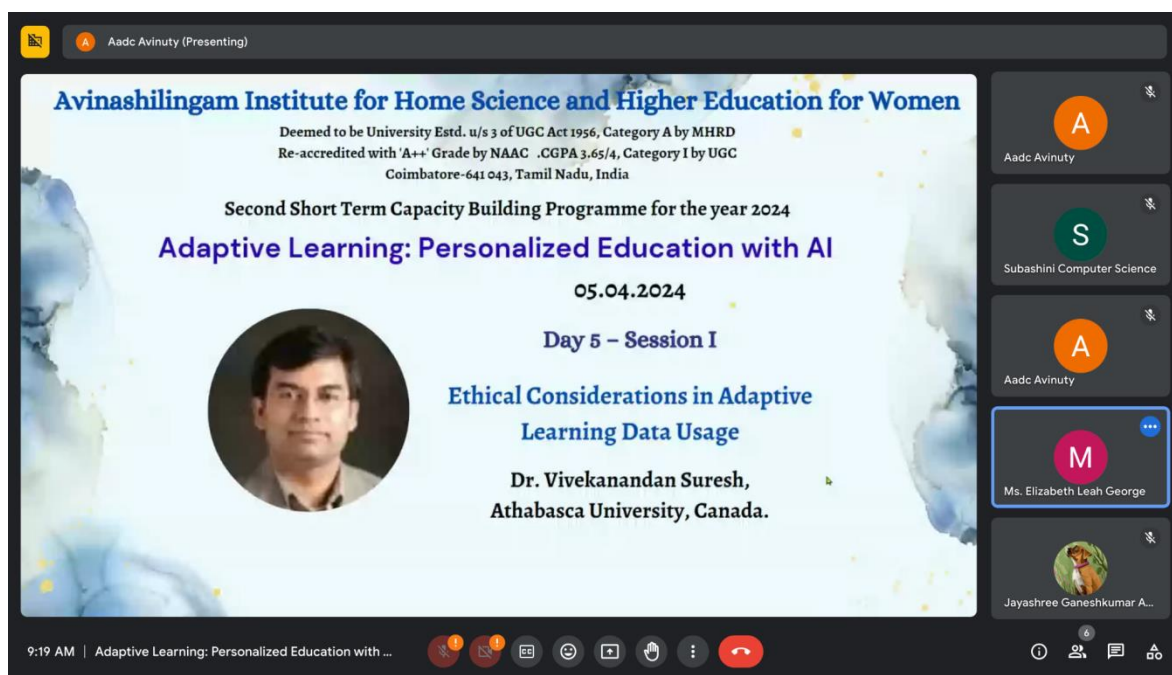
- Introduction to MulSemedia and its proven benefits
- Integrating MulSemedia in learning environment
- Devices for MulSemedia that enhances learning experience

### Day 5: 05.04.2024 Session 1

#### Ethical considerations in adaptive learning data usage

Dr.Vivekanandan Suresh

Athabasca University, Canada



Prof.Suresh initiated the discussion by emphasizing the importance of personalized learning that creates custom learning environments for individuals needs and capabilities. Different dimensions of personalized learning were also discussed. The session further delved into adaptive learning techniques such as the Intelligent Tutoring System which was developed in the year 1960s which captures the interaction of the students.

Adaptive learning supports learning until students carry out tasks independently while nurturing students ability to reason, explain, self-regulate and co-regulate. Adaptive learning for people with learning disabilities such as attention deficit are handled differently by accommodating their drawbacks. Knowledge space theory is a set of concepts and structures that aims to assess and represent one's knowledge state. Additionally, the teacher can use facial recognition, body language gestures recognition to understand the students mood resulting in improvement of teaching methods.

The speaker gave the participants some examples that were adapted in the Athabasca University where students are monitored in a coding assignment and match with the industry standard requirement. The system captures details such as errors in the code, how the students resolved it, how efficient their coding skills are. Some of the adaptive learning systems that exist in the market were shared so that universities and educational institutions can make use of it. Some of them are already implemented in the US and Canada.

To conclude, the speaker discusses the perspectives of philosophical ethics that have to be adapted while collecting data for learning analytics. He shares his view on an educational policy framework for the Institution that is willing to adopt adaptive learning systems.

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "Model-based adaptation". The slide content includes:

- Model-based adaptation**
- Models can be used to mimic anything from users to videos to lessons a child has to learn. A model is a simplified representation of the world, so a machine can pretend to understand it
- Student models, Teaching models, User models, Subject domain models, ...
- Google, Youtube video recommendation models

Below the text, there is a diagram titled "A Machine Learns" showing the flow: Data → Features → ML Algorithm → Prediction.

Another diagram shows a sequence of steps: Train → Test → Use, with a checkmark indicating success.

On the right side of the slide, there is a list of questions:

- Does it adapt learning ? : The Sequence of learning activities? The difficulty level and type of activities?
- Does it adapt within an activity? Hints and guidance -by- ?
- Does it adapt the learning approach?
- Does it adapt ? The level of questions and problems with or without changing the learning path?

The Zoom interface shows a grid of participants on the right, including Vivekanandan Suresh Kumar (Presenting), Subashini Computer..., Indu Education, Aadav Avinuty, Premalatha R, KAMINI SHAH, Aadav Avinuty, and 20 others. The bottom status bar shows the time as 10:25 AM and the title "Adaptive Learning: Personalized Education wit...".

### Take Away from the session:

- Dimensions of personalized learning
- Introduction of Knowledge space theory in adaptive learning
- Experimental significance for adaptive learning in classroom environment
- Perspectives from philosophical ethics

### Day 5: 05.04.2024 Session 2

Faculty development and training for adaptive learning

Dr.Thiyagu Suriya

Teacher Educator, Assistant Professor

Department of Education, Central University of Kerala

Dr. Thiyagu Suriya discusses the meaning of Artificial Intelligence in adaptive learning, generative AI and its outcomes during the session. He introduces different AI robots that are existing and different features it provides for humans such as IRIS, a robot teacher that can teach students from nursery to 12<sup>th</sup> grade in 3 different languages. He introduced an AI tool that can transcribe in live to the native language of the listener, thus improving the inclusivity in education. The session discusses the different capabilities of Artificial Intelligence and AI based robots which can sense, act and think (STA). Further, the speaker interrelates AI with adaptive learning which can accommodate different types of learners. Personalization in different applications in the mobile are also discussed such as youtube, instagram and Swiggy personalization which adapts to the user's preference and likings.

The speaker discusses the advantages of adaptive learning such as personalized pace, targeted remediation, increased engagement for students. He demonstrated some of the tools for integrating in online learning such as soundcanva that can track eye movement of the user. The speaker shares his knowledge on uses of AI in education which can eliminate or reduce the risk of students suicide. The session involved demonstration of different prompts in ChatGPT that are beneficial for educators. He urges the user to follow different frameworks PACT, TAG, TRACE, CLEAR, APPROACH etc for prompting ChatGPT to make the responses useful for the user with an example. In conclusion, the speaker discusses the importance of chatbots and urges the educational institutions to embrace the advancement in technology and leverage it for their purpose of delivering adaptive learning.

### Take Away from the session:

- Meaning of Artificial Intelligence and generative AI in adaptive learning
- Tools for encouraging classroom inclusivity.
- Scope of Artificial Intelligence for the future
- Various frameworks for prompting ChatGPT for educators



## Day 5: 05.04.2024 Session 3

Adaptive design for learning: New trends

Dr.M.Vinay

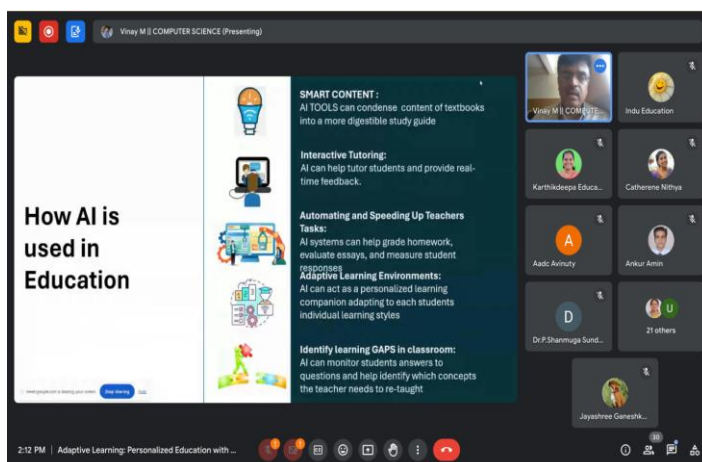
Associate Professor, Department of Computer Science

Christ University, Bangalore



The session started with the evolution of Adaptive Learning and explores the new trends in AI. Dr.M.Vinay shares different adaptability in day to day applications such as web browsers that can be personalized according to the user's needs and goals. He talks about features that are freely available on the internet called Google Primer that encourages adaptive learning, for users who have the problem of information retention can use applications designed specifically for microlearning.

The session included demonstration of trending applications such as Duolingo, Meetup that enhance adaptive learning. Apart from that, AI can be used for content creation that can be an audio clip, AI generated video that learns from a Large Language Model(LLM). Further, the speaker shares about dashboards for learning analytics which are useful to know and visualize learner's interactivity in an online learning environment. The session delves into Social and Emotional Learning (SEL), a process of developing the skills and competencies that enable learners to understand and manage their emotions. The speaker concluded by demonstrating multiple AI tools such as canva, whimsical, Google research etc to assist the educator to implement adaptive learning. Additionally, applications which are specifically made for adaptive learning such as edapp, adaptemy, Knewton, Realizeit and CogBooks etc were shared to the participants.



### Take Away from the session:

- New trends in AI applications that are useful for educational purposes
- Personalized applications that promote personalized learning
- AI tools that can be used for academic purposes
- Learning analytics dashboard and visualization

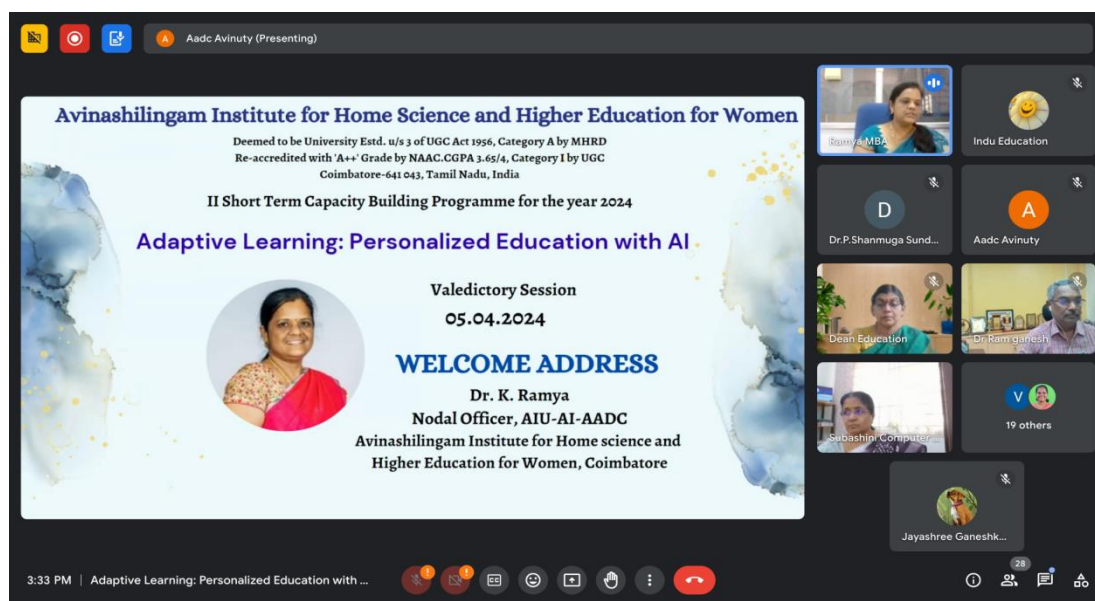
## Valedictory Session

### Welcome Address

Dr.K.Ramya

Nodal Officer, AIU-AI-AADC,

Avinashilingam Institute for Home Science and Higher Education for Women



Dr.K.Ramya, Nodal Officer in Avinashilingam Institute of Home Science and Higher Education for Women welcomed and thanked the participants and guest speakers for the 5 day workshop on second short term capacity building programme for the year 2024 on the topic 'Adaptive Learning: Personalized Education with AI'. During her speech, she emphasized the ability of guest speakers to engage the participants and share their knowledge in the field of adaptive learning. Further, the advantages and disadvantages of adaptivity were also discussed. The speaker concluded by thanking the guest speakers who shared their knowledge in the topic.

### Presidential Address

Dr.H.Indu

Programme Coordinator

Avinashilingam Institute of Home Science and Higher Education for Women

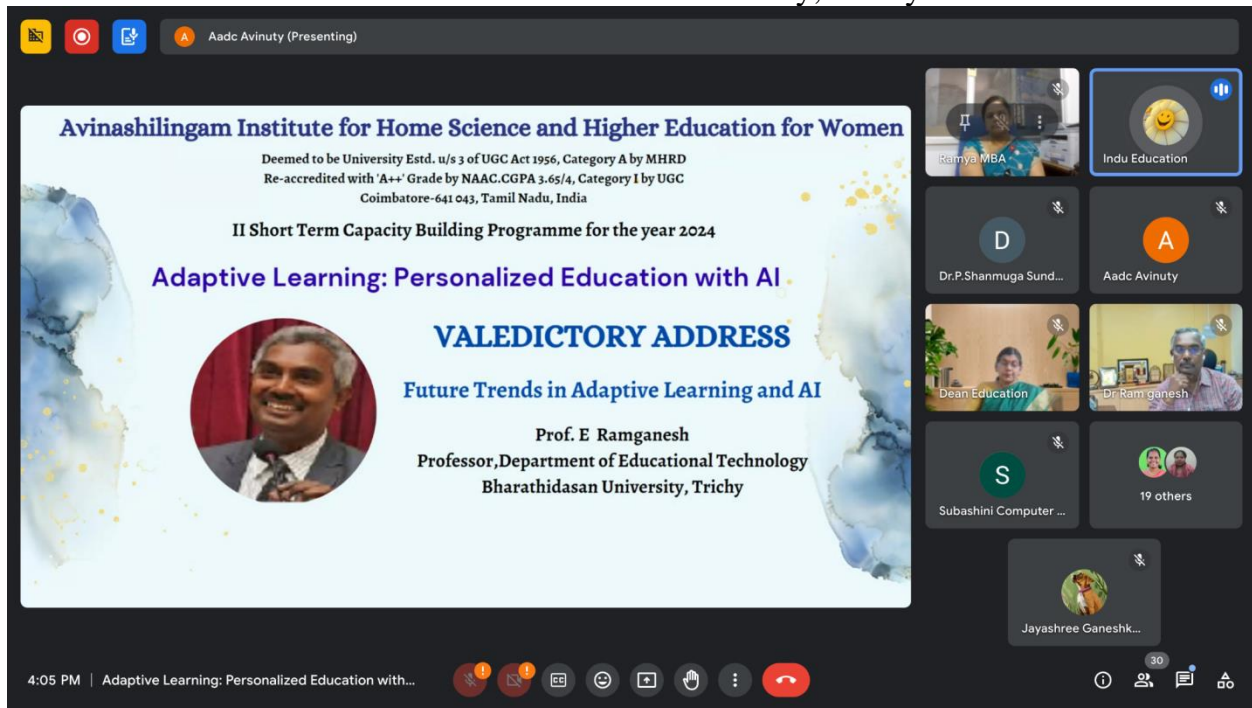


Dr.H.Indu, Programme Coordinator, Avinashilingam Institute of Home Science and Higher Education for Women, delivered the presidential address and thanked the participants for their support. She discussed the topic of adaptive teaching which gave the participants a holistic view of adaptivity. The speaker talks about different learning theories that were discussed in the workshop which was mainly used for

facilitating the progress of the student. The speaker further shares and emphasizes the participants to implement adaptive teaching in their classroom that helps to understand the student diversity and abilities.

## Valedictory Address

Future trends in adaptive learning and AI  
Prof. E.Ramganesesh  
Professor, Department of Educational Technology  
Bharathidasan University, Trichy



The screenshot shows a Zoom meeting interface. The main window displays a presentation slide from Avinashilingam Institute for Home Science and Higher Education for Women. The slide title is "Adaptive Learning: Personalized Education with AI" and the subtitle is "VALEDICTORY ADDRESS". The speaker is Prof. E. Ramganesesh, Professor, Department of Educational Technology, Bharathidasan University, Trichy. The slide also mentions the institute's accreditation and the program is for the year 2024. On the right side, there is a grid of participants. The participants listed are: Ramya MBA, Indu Education, Dr.P.Shanmuga Sund..., Aadc Avinuty, Dean Education, Dr. Ram ganesesh, Subashini Computer ..., 19 others, and Jayashree Ganeshk... The bottom of the screen shows the Zoom controls and the time is 4:05 PM.

The speaker, Prof. Ramganesesh believes that AI will be part of every household in the near future. The session involved some real world experiences regarding technology as a part of human evolution. He talks about thoughts on AI from great minds like Albert Einstein, recent development of AI and technology in India making the session interesting. The speaker also discusses the downsides and challenges of AI that is emerging. Further, the session discussed the further development in AI from being generative AI to Artificial general intelligence which is astonishing at the pace the field is expanding. The speaker shares his view on Adaptive learning that engages AI to provide personalized learning that understands the diverse needs of the students. Further, the concepts of designed adaptivity and algorithmic adaptivity were discussed in the session. Personalized Learning that adds inclusivity in the classroom where the students enjoy the learning material for better knowledge retention.

The session concluded by discussing the future trends and scenarios for higher education in AI such as future skills universities that enhances the students skills through practical knowledge, networked universities where the students are interconnected, my-skill university which promotes the students preferences and finally lifelong higher learning university where a student can learn what they like to learn, could be a skill or arts or sports. This will promote and produce skilled future generations that are successful in their respective fields. The speaker briefs about AI models by companies that can enhance the learning and teaching experiences. The speaker's final thoughts were to embrace the technology and leverage the use of AI to promote an adaptive learning environment in classroom for better learning which paves the way for better innovation in the future.





18	Dr. Janaki Singh Rathore	Assistant Professor	Finance	GITAM deemed to be University
19	Dr. Ankur D. Amin	Assistant Professor	P G Department of Business Studies	Sardar Patel University
20	Dr. Usha S	Associate Professor	School of Management	Hindustan Institute of technology and science
21	Dr. M. K. Badrinarayanan	Professor	School of Management	Hindustan Institute of Technology and Science
22	Dr. Malliga P	Professor	Educational Media and Technology	NITTTR Chennai
23	Ms. M.Vijayalakshmi	Assistant Professor	Education	Avinashilingam Institute for Home Science and Higher Education for Women
24	Dr. Kamini Shah	Professor	Business Studies	Sardar Patel University
25	Ms.Jayashree Ganeshkumar	Research Scholar	Computer Science	Avinashilingam Institute for Home Science and Higher Education for Women
26	Mrs. Meenakshi PK	Assistant Professor	Education	Regional Institute of Education Mysore
27	Mrs. Maheswari.G	Assistant Professor	Education	Dr.SNS College of Education
28	Mrs. Jayasudha.j	Research scholar	Computer Science	Avinashilingam Institute for Home Science and Higher Education for Women
29	Dr. Susheela P	Associate Professor	Zoology	PSGR Krishnammal College for Women
30	Ms. Divya S	Research Scholar	English	Avinashilingam Institute for Home Science and Higher Education for Women
31	Mrs. Catherine Nithya S	Ph.D Research Scholar	Education	Meston College of Education
32	Mrs. Elizabeth Leah George	Assistant Professor	Computer and Information Science	Nagindas Khandwala college, Malad West, Mumbai
33	Ms.Sweta.A	PhD Scholar	Music	Avinashilingam Institute for homescience and Higher education for women
34	Ms. Megha Pillai	Research scholar	Department Of Music	Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore
35	Dr. Karthik Deepa C	Assistant Professor	Education	Avinashilingam Institute for Home Science and Higher Education for Women
36	Dr.k. Sathiyabamavathy	Assistant Professor	Tourism Management	Avinashilingam Institute of Home Science and Higher Education for Women
37	Mrs. A.Sajuna	Assistant Professor	Computer Science	Karpagam Academy of Higher Education
38	Ms Anusree P E	Assistant professor	Computer applications	Karpagam Academy of Higher Education



## Sample Certificate

**Avinashilingam Institute for Home Science and Higher Education for Women**



Deemed to be University Estd.u/s 3 of UGC Act 1956, Category A by MHRD  
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC  
Coimbatore-641043, TamilNadu, India



AIU - Avinashilingam Institute - Academic & Administrative Development Centre (AIU-AI-AADC)

&  
Centre for Machine Learning and Intelligence

&  
Department of Education

Certificate No: AIU - AI - AADC/ 2024 /02/016

### **CERTIFICATE OF PARTICIPATION**


This is to certify that


**Dr. Ankur D. Amin**

Assistant Professor, P G Department of Business Studies  
Sardar Patel University, Vallabh Vidyanagar, Gujarat

has participated in the Short-Term Capacity Building Programme on  
“Adaptive Learning: Personalized Education with AI” conducted by  
AIU - Avinashilingam Institute - Academic & Administrative Development Centre (AIU - AI- AADC) &  
Centre for Machine Learning and Intelligence (CMLI) & Department of Education  
from 01/04/2024 to 05/04/2024 and his performance was Good.


  
Dr. K. Ramya  
Nodal Officer,  
AIU-AI-AADC

  
Dr. P. Subashini  
Programme  
Coordinator

  
Dr. H. Indu  
Programme  
Coordinator

  
Dr. Amarendra Pani  
Joint Director & Head  
Research Division, AIU

  
Dr. Pankaj Mittal  
Secretary General  
AIU

  
Dr. S. Kowsalya  
Registrar  
Avinashilingam Institute

  
Dr. V. Bharathi Harishankar  
Vice Chancellor  
Avinashilingam Institute



**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University under Category A by MHRD (now MoE), Estd. u/s 3 of UGC Act 1956)  
Re-accredited with A++ Grade by NAAC. Recognised by UGC Under Section 12 B  
**Coimbatore - 641 043, Tamil Nadu, India**



## **Fourth Short-Term Capacity Building Programme for the year 2024 on**

### **‘My Bharat and Digital Literacy’**

**29<sup>th</sup> and 30<sup>th</sup> April 2024 (Offline Mode)**

#### **Day 1 29.04.2024 Session I Inauguration**

The inauguration of the MY Bharat master training program at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore was led by Dr. V. Bharathi Harishankar, the Vice Chancellor. Dr. H. Indu, Registrar i/c of the Institute greeted attendees, while Dr. K. Ramya, Nodal Officer of AADC of the Institute welcomed them. Smt. Vanitha Sood, Director (NSS), Ministry of Youth Affairs and Sports, Government of India highlighted youth's role in national development. Dr. Y.M. Uppin, Regional Director (NSS), Chennai discussed the program's scope and trainers' role. Dr. Vasanthi Rajendran, Training Coordinator, Rajiv Gandhi National Institute for Youth Development (RGNIYD), Sriperumpudhur, Chennai detailed the training sessions, and Dr. T. Radha, NSS Programme Coordinator of the Institute gave the vote of thanks. A total of 57 participants along with 2 trainers for each day and 2 guest graced the event.



#### **Day 1 29.04.2024 Session II Youth registration in My Bharat Portal**

The second session of Day 1 focused on guiding participants through the process of registration on the My Bharat portal. MY Bharat is an initiative by the Indian government, that seeks to empower youth through technology for India's prosperity by 2047. It connects them with opportunities from various sectors, fostering understanding of local issues and encouraging

problem-solving. Experiential learning programs offer hands-on experience, leveraging digital tools for skill development and community contribution. The platform acts as an ecosystem for showcasing skills, networking, and finding mentors.

Facilitators provided step-by-step guidance on how to register on the My Bharat portal. Participants were instructed to visit the registration page and input required details such as name, contact information, educational background, and skills. After successful registration, participants were guided through the process of logging into their accounts. They were encouraged to complete their profiles by providing additional information such as career interests, achievements, and aspirations. Facilitators emphasized the importance of creating comprehensive profiles to maximize opportunities available through the My Bharat platform. Participants were introduced to the concept of public profiles and their significance in showcasing their skills and experiences to potential employers and mentors. Guidance was provided on how to make profiles public and manage privacy settings according to individual preferences. The session also included a demonstration of the CV builder tool available on the My Bharat portal. Participants were shown how to use the tool to create professional resumes tailored to their skills and experiences. Tips were provided on formatting, content organization, and highlighting key achievements to make resumes stand out.

### **Day 1 29.04.2024 Session III Experiential learning opportunities for registered youth, Youth Applying for ELO, Youth Task Submission**

The objective of Session 3 was to familiarize registered youth with the experiential learning opportunities (ELO) available through the MY Bharat platform. The session began with an introduction to the concept of experiential learning and its significance in complementing theoretical education. The facilitator provided an overview of the ELO available on the MY Bharat platform, highlighting the diverse range of opportunities offered by businesses, government departments, and non-profit organizations.

Examples of past ELO experiences were shared to illustrate the impact of such initiatives on youth development and community engagement. A step-by-step guide was presented on how registered youth can explore and apply for ELO through the MY Bharat platform.

Participants were guided through the application process, emphasizing the importance of submitting a well-crafted application that highlights their skills, interests, and motivations. The session concluded with a discussion on the expectations and responsibilities of youth during their participation in ELO, including the timely submission of tasks and the importance of active engagement with the host organizations.

### **Day 1 29.04.2024 Session IV Partner Registration and Creating ELOs and Events**

The fourth session of Day 1 focused on familiarizing participants with various functionalities of the My Bharat portal, particularly partner registration, creating Experiential Learning Opportunities (ELOs) and events, as well as reporting events and mega events. The session aimed to equip participants with the necessary skills to effectively utilize the platform for youth development and community engagement.

Facilitators provided step-by-step guidance on how partners can register on the My Bharat portal. Participants learned about the importance of partner engagement in fostering youth development and community initiatives. Practical demonstrations were conducted to ensure participants understand the registration process thoroughly. Detailed instructions were provided on how to create ELOs tailored to specific learning objectives and target audiences. Additionally, participants learned how to create events on the My Bharat portal, including specifying event details, objectives, and target participants.

The session covered the importance of accurate event reporting for tracking progress and evaluating impact. Participants were guided on the process of reporting events on the My Bharat portal, including documenting key outcomes, challenges faced, and lessons learned. Furthermore, participants received insights into organizing and reporting mega events, emphasizing their role in galvanizing community participation and driving substantial change.



### **Day 2 30.04.2024 Session I Training on Digital Literacy**

The first session of Day 2 focused on introducing participants to essential digital literacy skills. The session covered three main topics: Use of Devices, Operating Systems, and File Management.

Participants were taught about the basic functions and features of digital devices such as computers, laptops, tablets, and smartphones. They were introduced to common hardware

components and how to interact with devices effectively. The session provided an overview of various operating systems, including Windows, macOS, Linux, Android, and iOS. Participants learned about the basic functionalities of operating systems, navigating user interfaces, and performing common tasks. Participants gained an understanding of file management principles, including creating, organizing, renaming, moving, and deleting files and folders. They explored file systems and learned how to locate and access files efficiently.

- Hands-on practice sessions were conducted to familiarize participants with using different devices and operating systems.
- Interactive demonstrations were provided to illustrate file management techniques and best practices.
- Q&A sessions allowed participants to seek clarification and discuss practical challenges related to using devices, operating systems, and file management.

## **Day 2 30.04.2024 Session II & III - Essential Software Spreadsheets**

The second session of Day 2 delved into the essential software spreadsheet tools, primarily Google Sheets and Microsoft Excel. Participants learned the fundamentals of creating and manipulating data within tables using these platforms.

1. Understanding the basics of spreadsheet software.
2. Exploring the features and functions of Google Sheets and Microsoft Excel.
3. Learning how to create and format tables for effective data management.
4. Mastering essential data manipulation techniques such as sorting, filtering, and basic calculations.

The session commenced with an introduction to spreadsheet software and its significance in data management and analysis. Participants were introduced to the two most widely used spreadsheet tools, Google Sheets and Microsoft Excel, highlighting their similarities and differences. Practical demonstrations were conducted to guide participants through the process of creating tables, entering data, and formatting within both Google Sheets and Microsoft Excel. Essential features such as cell formatting, data validation, and formula usage were thoroughly explained, providing participants with a comprehensive understanding of spreadsheet functionality. Participants engaged in hands-on exercises to practice sorting, filtering, and performing basic calculations on the data sets they created. The session concluded with a recap of key concepts covered and a Q&A segment to address any queries or concerns.



## **Day 2 30.04.2024 Session IV - Word Processors**

The session focused on exploring the functionality and features of two widely used word processors: Google Docs and Microsoft Word. The aim was to provide participants with insights into the capabilities of each platform for creating documents, reports, and presentations.

Participants learned about Google Docs' real-time collaboration features, allowing multiple users to edit documents simultaneously. The session highlighted the benefits of cloud-based storage, enabling seamless access to documents from any device with an internet connection. Further, participants explored the integration of Google Docs with Google Drive, facilitating easy file management and sharing. Mail merge, macro setting, application of line break, inserting were also covered in the session.

## **Day 2 30.04.2024 Session V - Important Applications (Apps)**

**Video Conferencing:** For video conferencing, tools like Google Meet are widely used. Google Meet provides a convenient platform for hosting virtual meetings, enabling participants to connect remotely from anywhere with internet access. Its features include high-quality video and audio, screen sharing, and integration with other Google Workspace apps.

**Basic Image Editing:** Software like Google Photos offers intuitive tools for enhancing and modifying images. Google Photos allows users to easily crop, rotate, adjust brightness and contrast, apply filters, and perform other basic editing functions directly from their web browser or mobile device. Its user-friendly interface makes it accessible even for those without extensive editing experience. Resource Person Mr. D. Surendra Babu, Technical Officer, RGNIYD explained about safety measures to be followed while storing photos in applications to avoid cybercrimes.

Overall, the training on Digital Literacy enhanced the digital literacy skills of the participants. The program ended with collecting evaluation and feedback from the participants.



### Participant's List

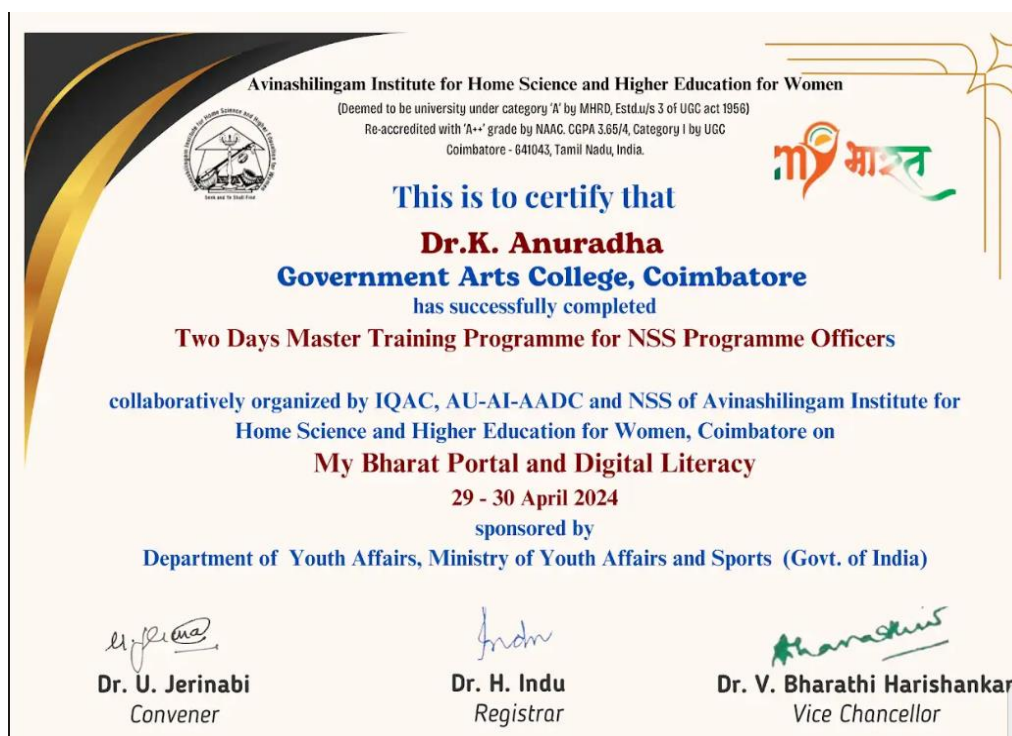
S.NO	Name of the NSS Programme Officer	Institution Name & Address
1	Dr. Ilango Karuppasamy	Amrita School of Engineering, Amrita Vishwa Vidyapeetham, Amrita Nagar Post, Ettimadai, Coimbatore.
2	Mr. Pradab R	CSI College of Engineering, Ketti, The Nilgiris.
3	Mr. Mariappan B	Sri Ramakrishna Engineering College, Coimbatore.
4	Mr. Prasanna Venkatesan N	Hindustan College of Engineering and Technology, Coimbatore.
5	Dr.K.A. Pranesh	Study World College of Engineering
6	Dr.R.Saravanan	KPR Institute of Engineering and Technology, Arasur, Coimbatore
7	Dr. D. Nethra Pingala Suthishni	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore
8	Dr.R.Vini	School of Engineering, Avinashilingam Institute
9	Dr.K. Anuradha	Government Arts College (A), Coimbatore
10	Ms. D. Umapriya	Dr. R.V. Arts and Science College, Karamadai
11	Dr. V. Sumathi	PSG College of Arts and Science, Coimbatore
12	Dr. M. Sendil Nayagi	Government Arts and Science College, Pollachi
13	Dr. P. Selvanayaki	Sri Ramakrishna College of Arts and Science for Women
14	Mr.M.Karthik	KPR College of Arts Science and Research, Avinashi Road, Arasur, Coimbatore.
15	Dr. Divya C	Nirmala College for Women, Coimbatore
16	Dr. K. Suguna	PSGR Krishnammal College for Women, Coimbatore.
17	Dr. V. Senthil Kumar	Chikkanna Government Arts College, College Road, Tiruppur.
18	Mr. B.Shankar Anandh	Sree Saraswathi Thyagaraja College, Pollachi
19	Dr. S. Jeyaraman	Government Arts College, Udhamandalam
20	Dr. Madhu. P	CMS College of Science and Commerce, Coimbatore.
21	Mr. S.Bharath	Sankara College of Science and Commerce, Saravanampatti
22	Dr.A.Nagendran	Government Arts and Science College, Thittamalai, Nambiyur
23	Dr. V. Vijayalakshmi	Kovai Kalaimagal College of Arts and Science
24	Mr. S. Ajithkumar	Shree Venkateshwara Arts and Science (Co-ed) College, Gobichettipalayam
25	Mr. R. Dhilip	CBM College
26	Dr.G.Jagadeeswari	KG College of Arts and Science, Coimbatore



27	Dr.K.Geetha Swamy	Government Arts College (A), Coimbatore.
28	Dr.M.Sangeetha	VLB Janakiammal College of Arts and Science
29	Mr. Krishnakumar S.	Shree Venkateshwara Arts and Science Co-ed College, Erode
30	Dr.M.Sujatha	CMS College of Science and Commerce, Chinnavedampatti
31	Mr.A. Balakrishnan	KG College of Arts and Science Coimbatore
32	Dr.K.Girija	PSGR Krishnammal College for Women, Peelamedu
33	Dr.A.Prasanth	KG College of Arts and Science, Coimbatore
34	Mr.Sankar R	GBHSS Pochampalli, Krishnagiri
35	Mr.Ganesan V	Govt. Hr, Sec.School Shooagiri Krishnagiri Dt
36	Mr.Sankar R	GHSS Naickenpalayam, Coimbatore
37	Ms. Karthika. M	Vijayalakshmi Matric Higher secondary School, Sirumugai
38	Mr. Kathirvel S	GBHSS Sular Coimbatore
39	Mr. Karthikeyan S	Sankara Polytechnic College, Saravanampatti, Coimbatore
40	Dr.R.Sakthivel	Sri Krishna Polytechnic College, Coimbatore
41	Ms. M.Sivapriya	PSG Polytechnic College, Peelamedu, Coimbatore
42	Mr. R.Subash Moorthy	Government Polytechnic College, Civil Aerodrome Post, Coimbatore
43	Mr. Ramesh T	Suguna Polytechnic College,Coimbatore
44	Mr. Immanuel.R	Karunya Institute of Technology and Scineces
45	Ms. Malarkodi.M	KMCH College of Nursing, Phase II, Coimbatore
46	Mr. D.Sivakumar	PSG College of Pharmacy, Coimbatore
47	Mr. Chandanamari K	Government ITI Dharapuram, Nanjiampalayam post, Tiruppur.
48	Mr. Manojkumar N	Government ITI, Tiruppur.
49	Dr. S. Kavitha	Tamil Nadu Agricultural University, Coimbatore
50	Dr. P. Malathi	Tamil Nadu Agricultural University, Coimbatore
51	Dr. G.A. Jayashankar	Govt. Arts and Science College, Mettupalayam

52	Dr. R. Nagarajan	Sri Ramakrishna College of Arts and Science, Coimbatore
53	Ms. Subhasheni B A	Sri Ramakrishna College of Arts and-Science, Coimbatore
54	Dr. S. Meenakshi	Avinashilingam Institute for Home science and Higher Education for Women
55	Miss. Chema	Rajiv Gandhi National Institute of Youth Development
56	Mr.S.M. Saravana Kumar	PSG college of Arts and Science, Coimbatore.
57	Ms.Vandana	Nilgiri College of Arts and Science, Thaloor, Nilgiri.

## Sample Certificate



**Report on Short-Term Course**  
**“Sustainable Textile Manufacturing: Materials, Methods and**  
**Quality Assessment”.**

**19.02.2024 to 23.02.2024**

**Organised by**  
**DEPARTMENT OF TEXTILES AND CLOTHING**

**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)  
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12 B  
Coimbatore-641 043, Tamil Nadu, India.



**Avinashilingam Institute for Home Science and Higher Education for Women**

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Coimbatore-641 043, Tamil Nadu, India.

## **DEPARTMENT OF TEXTILES AND CLOTHING**

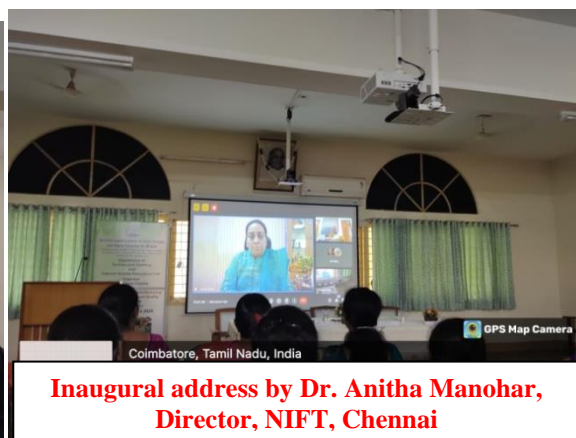
### **Report on Short-Term Course -“Sustainable Textile Manufacturing: Materials, Methods and Quality Assessment”.**

#### **19.02.24: DAY 1: INAUGURATION. Time 10.30 am to 11.30 am,**

Short Term Course on “Sustainable Textile Manufacturing: Materials, Methods and Quality Assessment” was organized from 19.02.2024 to 23.02.2024 in Hybrid mode by the Department of Textiles and Clothing, Avinashilingam Institute for Home Science and Higher Education for Women. Around 92 members from various institutions across the country registered for the short term course. The short-term course aims to impart cutting – edge theoretical and hands-on expertise in sustainable textile manufacturing and meticulous quality assessment. The Inauguration was conducted at Academic council Hall, with prayer song by the Music Department and Ms.Ridha of II UG Textiles and Apparel Designing hosted the program. Dr. K. Kalaiarasi, Associate Professor & Head Department of Textiles and Clothing welcomed the gathering and Dr. U. Ratna, Assistant Professor (SG), introduced the Chief guest.



**Welcome Address by Dr. K. Kalaiarasi,  
Head of the Department**



**Inaugural address by Dr. Anitha Manohar,  
Director, NIFT, Chennai**





**Greetings by Dr.S.Amsamani,  
Dean Home Science**



**Inaugural Session**



**Inaugural Session**



**Inaugural Session**



**Inaugural Session**



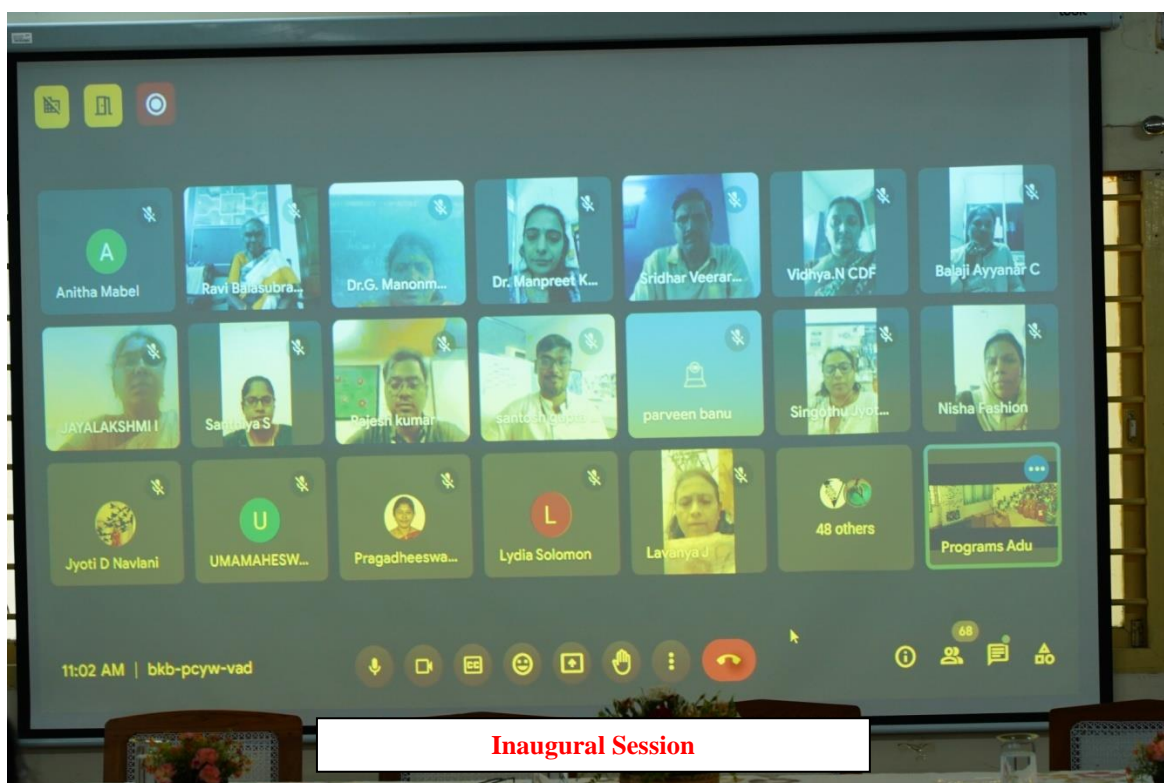
**Inaugural Session**



**Inaugural Session**



**Vote of Thanks by Dr.R. Sunitha**



**Dr. Anitha Mabel Manohar ,**

**Director, National Institute of Fashion Technology, Chennai,** who is also our institute alumnus was the chief guest. She expressed admiration for our Institute. The concept of Sustainability was spoken indepth and the importance of sustainability from raw materials to manufacturing. She insisted that students academic projects to be linked with industries to attain sustainability and to meet the needs of the people.

Dr. S. Amsamani, Dean, School of Home Science, greeted the audience and stated that sustainability as the essence of creation and a briefed about Eco-textiles. Finally, Vote of Thanks was presented by Dr. R. Sunitha, Assistant Professor (SG), Department of Textiles and Clothing.

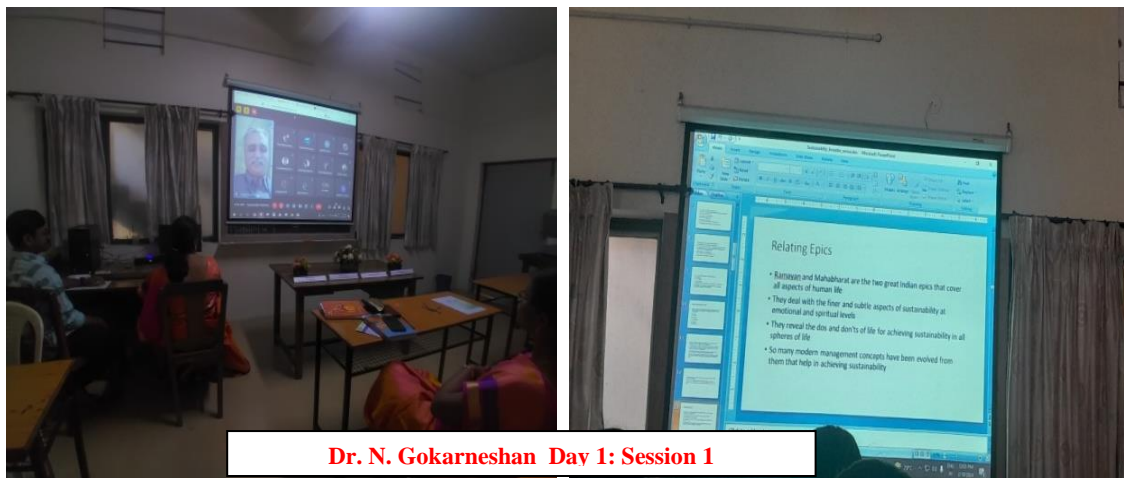
## 19.02.24: DAY 1: SESSION 1.



### "Understanding Sustainability in a Broader Sense"

**Dr. N. Gokarneshan** Professor, Department of Textile chemistry, SSM College of Engineering, Komarapalayam

The distinguished speaker, Dr. Gokarneshan's insights shed light on the holistic approach required to address sustainability challenges. Sustainability, a critical concept in today's world, encompasses not only environmental concerns but also social and economic dimensions. He elucidated how tradition, culture, philosophy, religion, and spirituality serve as guiding forces in shaping attitudes, behaviors, and societal norms towards sustainability. Dr. Gokarneshan inspired participants to embark on a collective journey towards a more sustainable and harmonious world.



**Dr. N. Gokarneshan Day 1: Session 1**

## 19.02.24: DAY 1: SESSION 2.



### "Utilization of Natural Fibers for Technical Textiles"

**Dr. L. Ammayappan**, Principal Scientist at ICAR

National Institute of Natural Fiber Engineering and Technology.



The presentation aimed to shed light on the various aspects of natural fibers and their application in technical textiles, Production and consumption trends, Conventional processing from fiber to product, Functional finishing techniques, Different technical textiles based on applications, and SWOT analysis of natural fibers.



**Dr. L. Ammayappan on Day 1: Session 2**

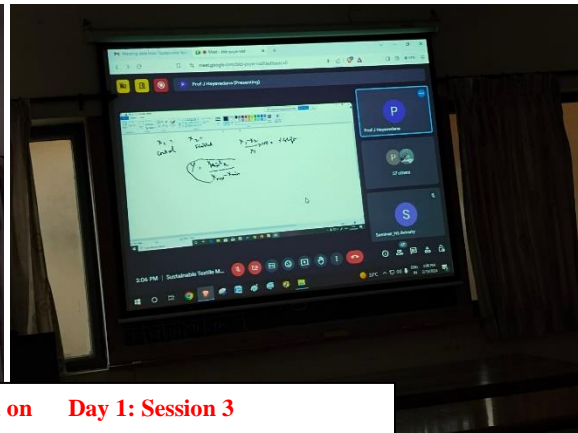
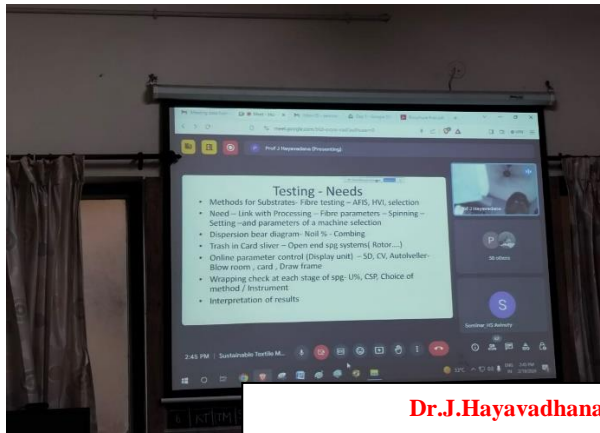
Dr. Ammayappan provided an overview of natural fibers, explaining their types and characteristics, the current production and consumption trends of natural fibers globally, emphasizing their significance in the textile industry and the growing demand for sustainable alternatives. The session discussed various techniques for imparting functional properties to natural fiber-based textiles. His presentation on the utilization of natural fibers for technical textiles provided a thorough understanding of the subject matter. The session not only underscored the importance of natural fibers in sustainable textile production but also elucidated their potential for innovation and growth in various industrial sectors.

### 19.02.24: DAY 1: SESSION 3.



**“Role of Testing Method and Statistic in Textiles\ Apparel Research”** presented by **Dr.J.Hayavadhana**, Professor & Head, Department of Textile Technology, Osmania University, Hyderabad

The speaker provided valuable insights about the importance of testing, graph representation and statistical methods help in academic projects outcomes. This lecture also gave in-depth knowledge about testing needs, yarn & fabric testing.



**Dr.J.Hayavadhana on Day 1: Session 3**

This lecture gave us the knowledge about graphical representation, statistical applications like Range, PMR, Standard Deviation, Quartile Deviation, Inter Quartile Deviation, Significance Testing – t, F, Chi-square, ANNOVA, Ducan’s Mutiple Range Test and cluster analysis.

In conclusion, the lecture underscored the importance of the testing method and statistic in textiles\ apparel research through we have gained valuable insight into known about the statistical applications, result interpretation, needs and importance of testing in fabric & yarn.

## 20.02.2024: DAY 2: SESSION 1.

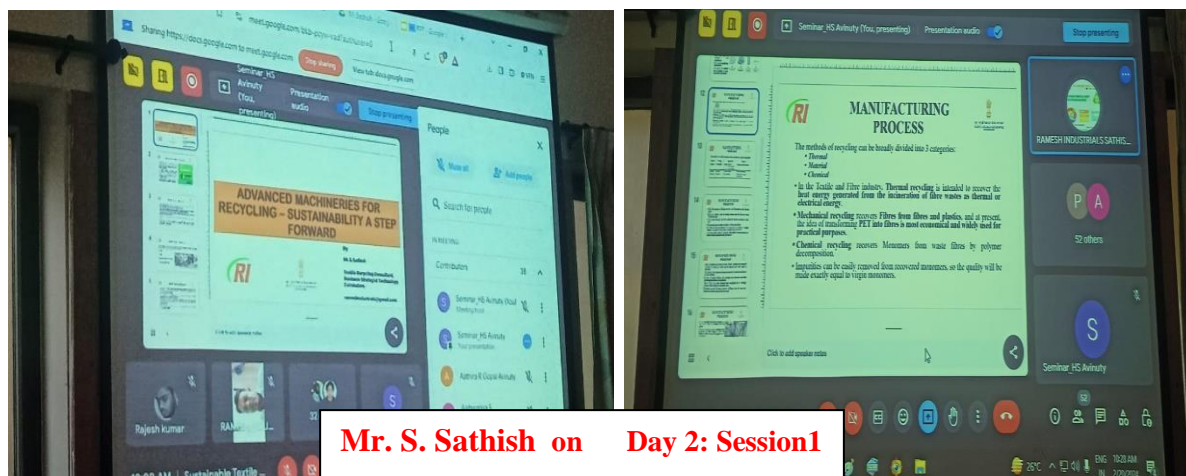


### **“Advanced Machineries For Recycling – Sustainability A Step Forward”**

**Mr. S. Sathish**, Textile Recycling Consultant, Business Strategist Technology, Coimbatore

He provided valuable insights about the importance of recycling, raw materials, methods of recycling, manufacturing processes with diagrams and machineries that are helpful in academic projects outcomes. The speaker discussed about the importance of Textile recycling, types of raw Materials, manufacturing process like Thermal recycling, Mechanical recycling, Chemical recycling.

Through his lecture the participants gained valuable insight and knowledge about the are various types of sorting, process involved in textile recycling, flame retardant treatments, importance of the textile recycling and Advanced Machineries for Recycling.



## 20.02.2024: DAY 2: SESSION 2.



**Dr. B.Nalini**, Professor, Department of Physics, Avinashilingam Institute for Home Science and Higher Education for Women .

The resource person covered the basics principles of the XRD and their application in textile materials. She gave an indepth details on the functioning and working of XRD.

The lecture aimed to explore how XRD contributes to the development and enhancement of textile materials, crucial for sustainability in the textile industry. The lecture commenced by delineating the myriad uses of XRD, ranging from material characterization to structural analysis. It categorized XRD applications into various fields, emphasizing its significance in sustainability research and development.

Dr. Nalini's lecture highlighted the significant influence of XRD techniques on advancing sustainability in the textile industry. By leveraging XRD for structural analysis and material characterization, researchers and practitioners can drive innovation, improve product quality, and foster sustainability throughout the textile value chain.



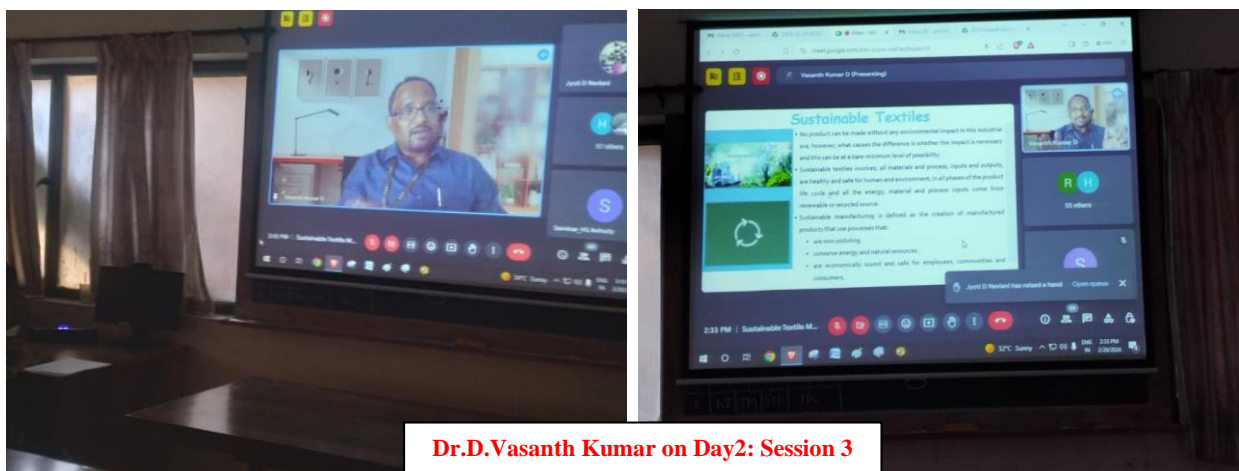
### 20.02.2024: DAY 2: SESSION 3



#### “Sustainable Textile Materials – Current Scenario”

**Dr. D. Vasanth Kumar**, HOD & Assistant Professor, VIT Fashion Institute of Technology, Vellore Institute of Technology, Chennai,

The speaker discussed about potential of textile materials, pillars of sustainability and sustainable innovation. He gave an insight of actual textile and apparel industry and various information about sustainable manufacturing process, Textile innovation, sustainability Models, sustainable textile materials and certification. The lecture underscored the importance of Recycling of textile materials, and Future of Textile Apparel industries.





**Dr. Deepali Singhee on Day 2: Session 4**

## **20.02.2024:DAY 2: SESSION 4**



### **Sustainable Natural Coloration of Textiles**

**Dr. Deepali Singhee**, Principal (Professor), JD Birla Institute, Kolkata.

The lecture provided valuable insights about the origin of dyes, affinity, hue, methods of application, advantages and disadvantages of natural dyes, extraction methods, mordents and focus area in research about natural dyes. The lecture gave the various advantages of natural dyes like it gives various range of shade, non pollute the environment as synthetic dyes, dye waste used as fertilizer, bleed do not stain other fabric, used to develop functional textiles and also dicussed the disadvantages of natural dyes like poor fastness, low affinity, difficult to standardize recipe, limited color component, higher energy consumption during extract & exhaust dyeing.

The speaker gave note on the various sources of natural dyes, their extraction methods, Fabric finishes as functional and aesthetic finishing, techniques adopted for different sources and their increasing value in the global scenario.



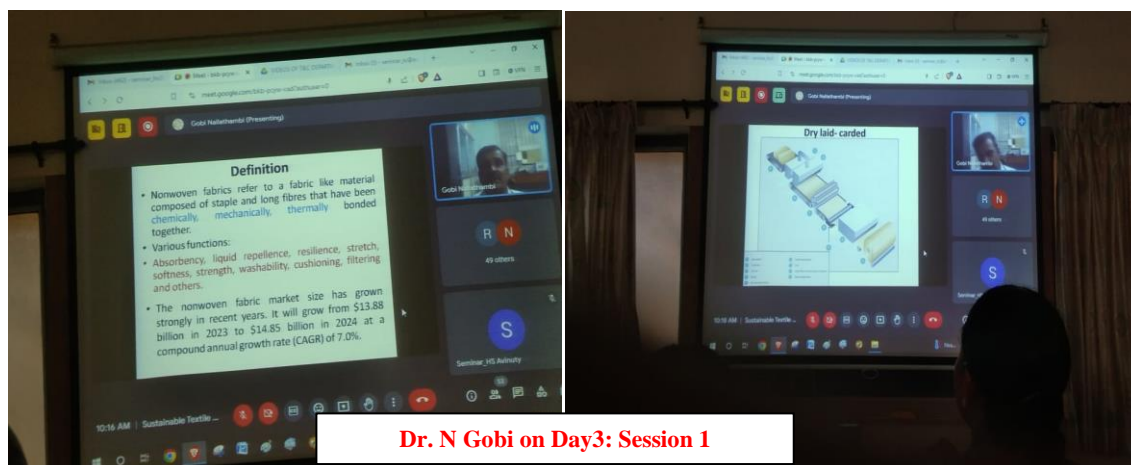
## 21.02.2024:DAY 3: SESSION 1,



### Assessment and Interpretation of Textile Nonwoven materials

**Dr.N Gobi**, Associate Professor, Department of Textile Technology, Anna University, Chennai.

The session covered the details on the Principle of nonwoven Formation, FTIR , Treatment of Raw Material, Raw Material Characterization. He also pointed that each industry have its specific methods and techniques tailored to optimize the quality and suitability for further production or application. He pointed that characterizing raw material involves analyzing their properties ,composition and quality to ensure they meet the required specification for a particular application or process



## 21.02.2024: DAY 3: SESSION 2



### Textile Functional Finishing and its Performance Assessment

**Dr. Jyoti Vastrad**, Professor and Principal ,Department of Textile and Apparel Designing, College of community Science, Dharwad .

The session discussed about Fabric Preparation, Finish, Effect of Microbes on Textile and Humans, antimicrobial Agents, the processes applied to textiles after they have been woven or knitted to improve their appearance, texture, durability or other properties . It also included treatment such as dyeing, printing, coating,

calendering or various chemical finishes to achieve desired characteristics like water repellence, flame resistance or wrinkle resistance. She gave a detail note on the Microbes and their effect on textile and humans and antimicrobial activity.



### 21.02.24 DAY 3: SESSION 3

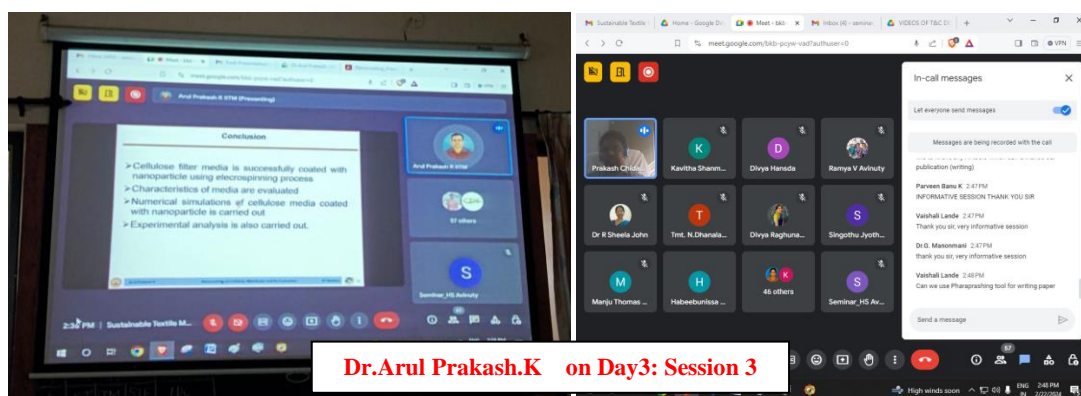


#### Nanocoating on Cellulosic Membrane and its Evaluation

**Dr.Arul Prakash.K**, Professor, Department of Applied Mechanics, Indian Institute of Technology, Madras.

The session provided valuable insights about Performance testing, Fouling Resistance, Mechanical stability, Environmental impact and gave an overview of nanocoating on cellulosic membrane involves applying a thin layer of nanomaterials onto the surface of the membrane to enhance its properties, such as improved durability, selectivity, and permeability, Assessing the performance of the coated membrane and their potential environmental impacts. Techniques like scanning electron microscopy (SEM), atomic force microscopy (AFM), and X-ray photoelectron spectroscopy (XPS), assessing the performance of the coated membrane, including its permeability, selectivity, and durability.

He also suggested that studies may involve assessing the release of nanoparticles into the environment and their potential effects on ecosystems and considering the potential environmental impacts of the nanocoating, such as its biodegradability and toxicity. In conclusion, the lecture has evaluated of nanocoatings on cellulosic membranes requires a comprehensive approach that considers both the performance and safety aspects of the coating for practical applications.



## 21.02.24. DAY 3: SESSION 4



### Advanced Textile Testing Requirements for Apparel Industry

**Michael Francis P.**, Quality Assurance Incharge , Siplec International Ltd., Egmore, Chennai.

The session covered the details on Textile Testing, Mechanical Testing, Labelling Requirement, Flammability Testing Apparatus and Performance Testing

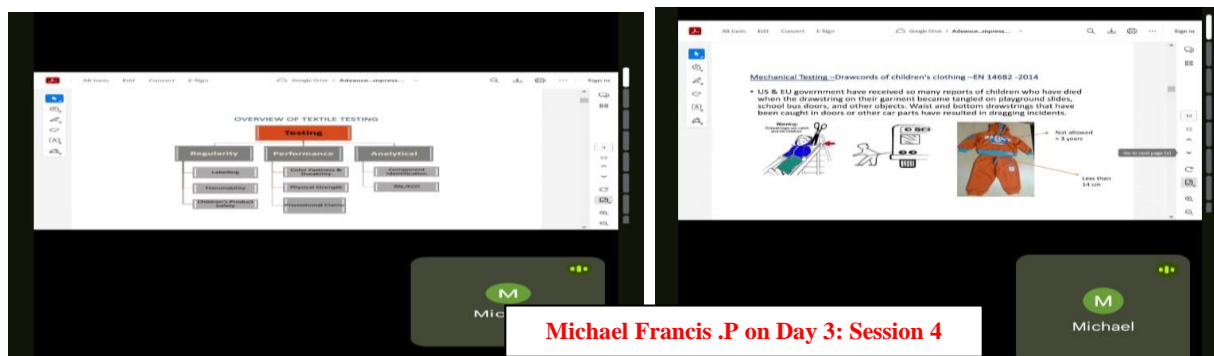
The lecture began by defining needs, methods, testing standards of various countries, ISO-The International organization for standardization (ISO) is an international non-governmental organization made up of national standard bodies. Colour fastness washing-ISO 105 C06-2010\AATCC 61-2020, Colour fastness rubbing-ISO 105 X12. The lecture also gave depth knowledge mechanical testing-Draw cords of children's clothing-EN14682-2014.

Mechanical Testing Parameters like regularity testing-children product safety requirement testing, Labelling requirements, Wash care symbols, flammability were discussed. The lecture in depth knowledge overview of textile testing and gives the explanation of aromatic amines derived from azodyes and restricted substances list and carcinogenic dyes, allergenic disperse dyes, (PFAS)-PFOS\TFOA, THALATES global regulations.

The speaker discussed about the importance of children product safety, regularity testing, performance, analytical. In conclusion, the lecture underscored the importance of textile testing compliance with government regulations to attain quality brand of the product.

The International organization for standardization (ISO) and national standards followed were discussed. Labelling requirements, Wash care symbols, flammability, and explained about restricted substances list and carcinogenic dyes, allergenic disperse dyes, (PFAS)-PFOS\TFOA, THALATES global regulations, the

importance of children product, textile testing compliance with government regulations and how to attain quality brand of the product.



## 22.02.24 DAY 4: SESSION 1



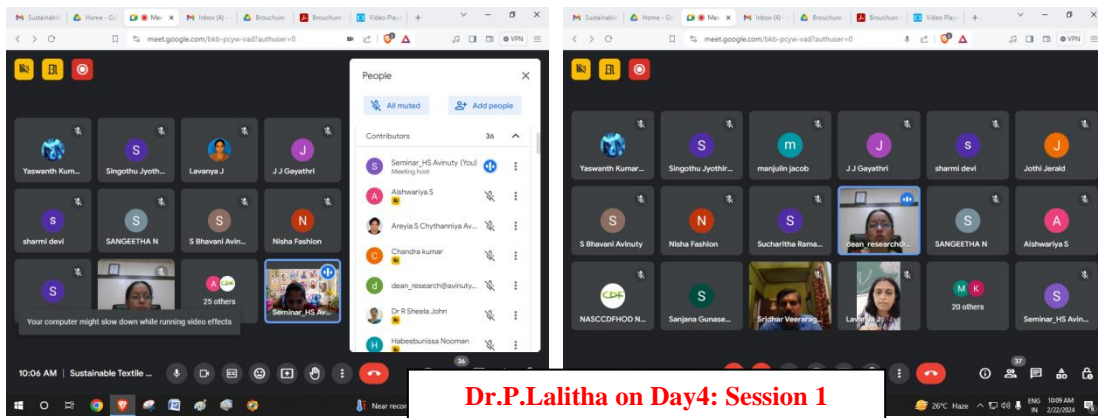
### Analysis of TGA on Textile Materials

**Dr.P.Lalitha** , Professor in Chemistry and Director, R&D

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.

The speaker gave an in depth view of Thermal analysis with TGA and DTA, Principles, Factors affecting TG curve, Application of TGA, Instrumentation , Interpretation of DTA and its application in textiles. She emphasized Thermal analysis, specifically involving methods like Thermogravimetric Analysis (TGA) and Differential Thermal Analysis (DTA), plays a crucial role in the textile sector, aiding in the comprehension and enhancement of the thermal characteristics of various materials. Various aspects of the textile industry benefit from thermal analysis. Understanding the thermal properties of fibers aids in selecting suitable materials for particular applications, especially in industries where textiles are exposed to high temperatures, such as protective clothing for industrial workers or firefighters.

During the event, there were discussions on TGA, DTA, and thermal analysis in general and it's application in textiles. Participants actively took part in the query session and the session ended at 11AM.



## 22.02.24 DAY 4: SESSION 2



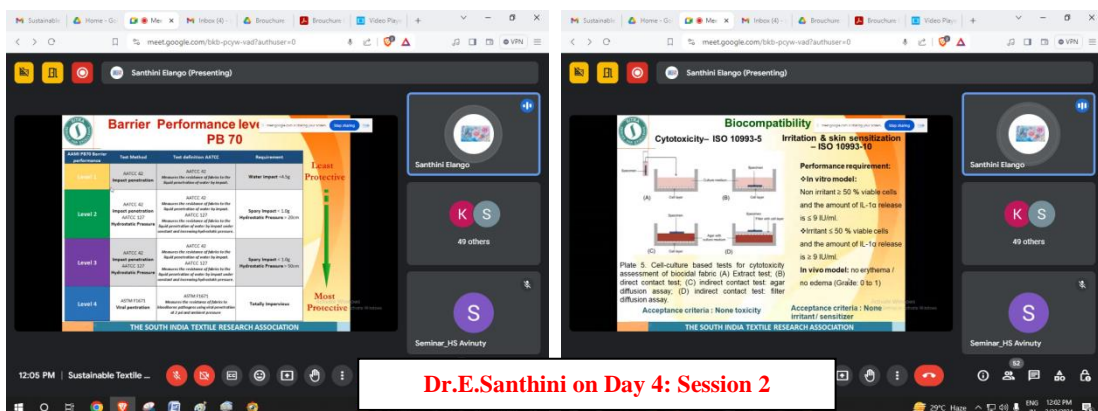
### Evaluation of Medical Textile Products

**Dr.E.Santhini** , Head i/c,

COE – Medical Textiles, South Indian Textile Research Association,, Coimbatore.

The lecture titled provides valuable insights about the importance of Medical textiles help in academic project outcomes, Application, about Face Mask, Surgical Gown, and Microbial cleanliness.

Her address noted that medical textile is a sector of technical textiles that focuses on fiber -based products used in applications such as prevention, care, and hygiene and includes face masks, surgical gowns, masks, etc. she explained that crucial component of medical textiles is the surgical gown. It can be disposed of and reused and utilizing recyclable materials for surgical gowns. The session also insited on the essence of an antimicrobial substance its antibacterial activity.





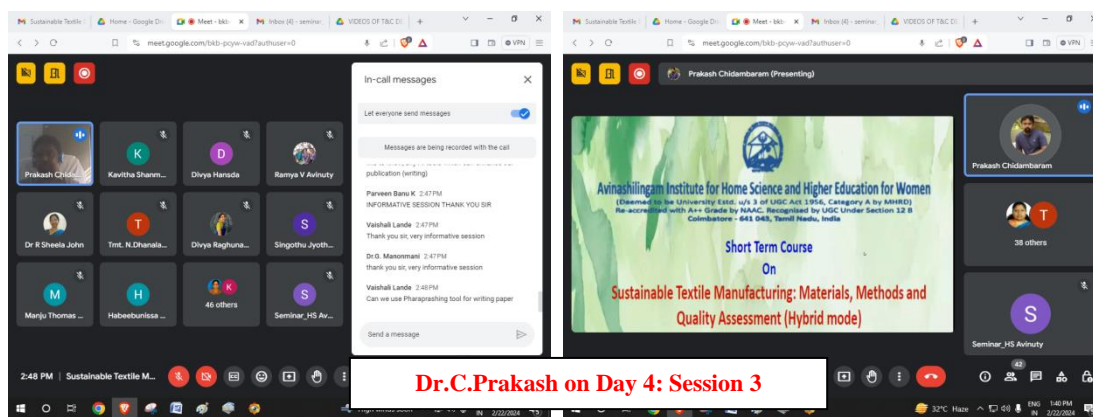
## 22.02.24 DAY 4: SESSION 3



### Potential Publications and Citation Enhancement

**Dr.C.Prakash**, Director, Indian institute of Handloom Technology, Fulia, , West Bengal.

He gave valuable insights on scopus and SCI, publication, steps, needs and importance of publication. He covered areas of publication from journal selection, SCI/ Scopus journals, Predatory journals , ISI indexing journals , Scopus ID, ORCID, and Plagiarism and ethics in publication. The main aim of the session was to give the participants an in depth view about publications and citation enhancement. Participants shared insights on why the session was important and how it will help them. During the session there were discussions on importance of citations and its enhancement. Key points were emphasized throughout the session and the session ended with a summary of the main points right after the query session by 3:00 PM.



## 22.02.24 DAY 4: SESSION 4.

### Preparation and Evaluation of Textile Composites

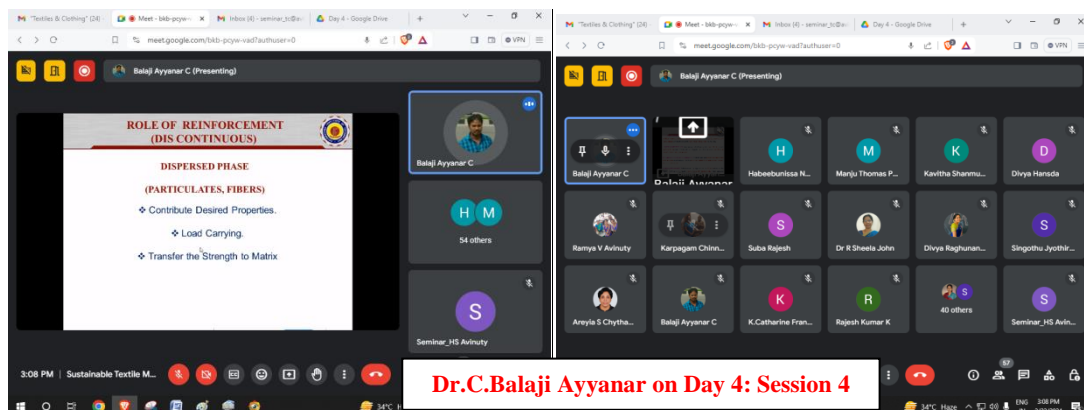
**Dr.C.Balaji Ayyanar**, Assistant Professor,

Department of Mechanical Engineering, Coimbatore Institute of Technology, Coimbatore.



The lecture titled provided valuable insights about the polymer composites and their properties to help academic project outcomes. The talk also explained on **Properties, Classification of Plastics, Polymerization, and Open modeling equipment**. He gave brief note on the function of the matrix characteristics, and composite

components. Various source and uses of natural fibers such as flax, sisal, kenaf, cotton, silk, and wool, their testing with ASTM D638 standards were also discussed.



## 23.02.24. DAY 5: SESSION 1



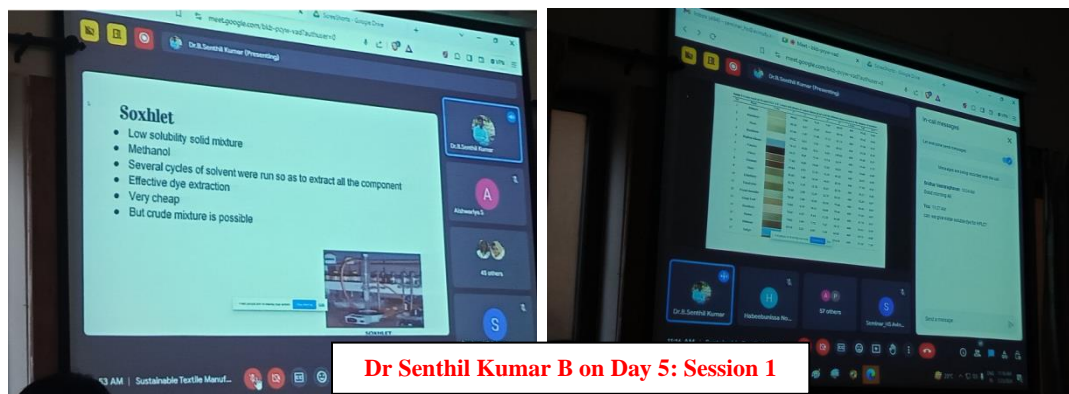
### Optimization and Characterization of Dye Extracts from Natural Sources

**Dr Senthil Kumar B** , Assistant Professor

Department of Rural Industries and Management , Gandhigram Rural Institute , Dindigul.

The lecture provided a vital piece of information about the natural dye and its extraction method, newer application over natural dyes, principle and characterization of natural dyes and optimization process. He gave a detail insights in Extraction of natural dye, Modern purification methods, Newer applications of natural dyes, Antimicrobial activity of the sample, Mordants, Application of mordants, Characterization of dyes, and Factors affecting natural dyes .

In conclusion, the lecture underscored that there are numerous modern extraction methods and various mordant methods also explained about purification methods.



## 23.02.24. DAY 5: SESSION 2

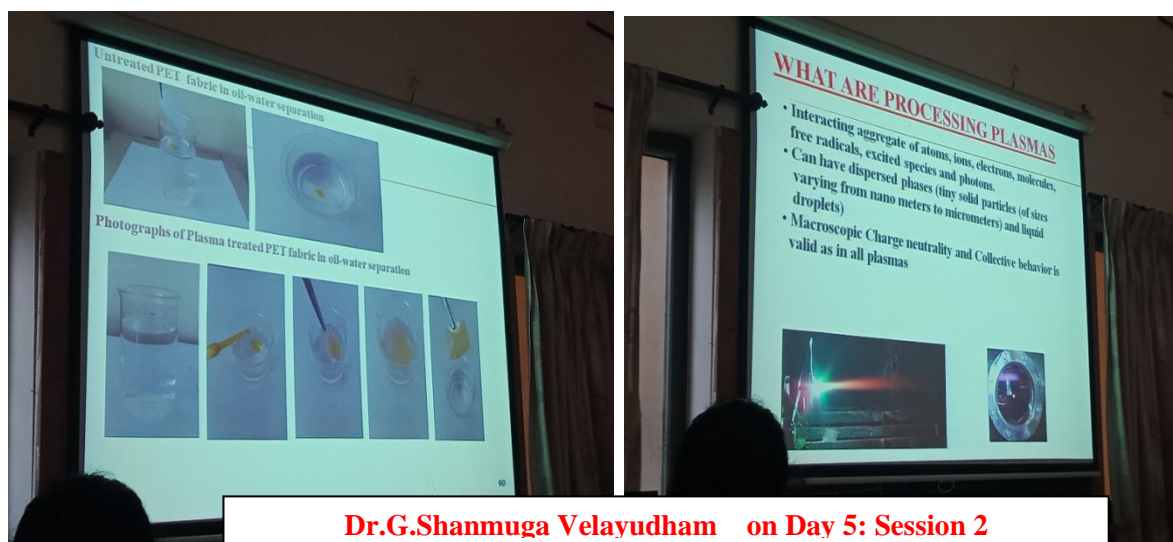
### Surface Treatment of Textiles Using Plasma Systems

**Dr.G.Shanmuga Velayudham**

Associate Professor , Department of Physics, Bharathiar University, , Coimbatore.



The lecture titled Surface Treatment of Textiles Using Plasma Systems provided a vital piece of information about the Surface modification techniques, Materials and its methods, types of plasma, Discharge and its types, Advantages and Disadvantages, Methods of production of plasma , and Types of Discharges. In conclusion, the lecture underscored that there are numerous Plasma systems for the Surface modification technique and the plasma production variations with different discharge methods



### Valedictory Function



### Valedictory Address and Certificate Distribution

**Dr. P. Alli Rani,**

Director, Sardar Vallabhbhai Patel International School of Textiles & Management, Coimbatore.

Dr. K. Kalaiarasi, Associate Professor & Head Department of Textiles and Clothing welcomed the gathering, Dr.S.Kowsalya, Registrar gave the Presidential address, Dr. P. Alli Rani, gave the valedictory address and she emphasized the use of natural and eco friendly products and process in textiles.



Dr.G.Bagyalakshmi, Associate professor, introduced the chief guest, and Dr. U. Ratna, Assistant Professor (SG), presented the report on the five days programme, Dr. S.Amsamani, Dean School of Home Science greeted the participants, Dr. Krishna bai, former Dean of Home Science and Dr. Madhuri Nigam, Associate professor, Lady Irwin College, Delhi greeted the audience. The participants from different institutions gave their feed back about the programme. They opined that the short term course was very useful and the topics covered were much need of the time. They also opined that the course was meticulously planned and executed and looking forward for such programmes in future. The programme ended with Vote of thanks by Dr.R.Sunitha, Assistant Professor.



**Valedictory Function**  
**Dr. K. Kalaiarasi, Welcome Address**



**Valedictory Function**  
**Dr. G.Bagyalakshmi, Introducing Chief Guest**



**Valedictory Function**  
**Dr.S.Kowsalya, Registrar, Presidential address**



**Valedictory Function**  
**Participants**



**Valedictory Function**  
**Dr. P. Alli Rani, Valedictory address**



**Valedictory Function**  
**Dr.U.Ratna, Presentation of Report**



**Valedictory Function Audience**



**Valedictory Function  
Dr.S.Amsamani, Greeting the Audience**



**Valedictory Function  
Feed Back by the Participants**



**Valedictory Function  
Feed Back by the Participants**



**Valedictory Function  
Dr. Madhuri Nigam, Greeting the audience**



**Valedictory Function  
Dr.R.Sunitha, Vote of Thanks**



## Short Term Course Brochure

**CHIEF PATRON**  
**Dr. T.S.K. Meenakshi Sundaram**  
Chancellor, AIHSEW

**PATRONS**  
**Dr. V. Bharathi Harishankar**  
Vice Chancellor, AIHSEW  
**Dr. S. Kowsalya**  
Registrar, AIHSEW

**CONVENORS**  
**Dr.N.Vasugi**  
Dean Student Affairs  
Professor in Textiles and Clothing  
**Dr.S.Amsamani**  
Dean - School of Home Science  
Professor in Textiles and Clothing  
**Dr.K.Kalaiarasi**  
Associate Professor & Head  
Department of Textiles and Clothing

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Mail ID: ratna\_tc@avinuty.ac.in

**Dr.R.Sunitha,**  
Assistant Professor(SG)  
Mobile: 9842216531  
Mail ID: sunitha\_tc@avinuty.ac.in



**ORGANISING TEAM**

**Dr. R. Prabha,** Assistant Professor(SG)  
**Dr. G. Bagyalakshmi,** Associate Professor  
**Mrs. K.Sangamithirai,** Teaching Research Fellow  
**Dr.S.Yamuna Devi,** Assistant Professor  
**Dr. B. Sangeetha Priya,** Assistant Professor  
**Dr.S N. Hema,** Assistant Professor  
**Ms. S. Mounica,** Teaching Research Fellow  
**Ms. S.Sakthi Uma Maheshwari,** Teaching Research Fellow  
**Ms. S Jothimani,** Teaching Research Fellow  
**Ms. N. Malathi,** Teaching Research Fellow



**Department of  
Textiles and Clothing  
and  
Internal Quality Assurance Cell**

**Organize  
Short Term Course  
on  
Sustainable Textile Manufacturing:  
Materials, Methods and Quality  
Assessment  
(Hybrid mode)**

**19.02.2024 - 23.02.2024**



**ABOUT THE INSTITUTION**

Avinashilingam Institute for Home Science and Higher Education for Women, was founded by Dr. T.S. Avinashilingam in the year 1957. Sri T.S. Avinashilingam an eminent educationist, a true visionary, well known social reformer, an advocate of women's emancipation and a great institution builder, was the first Chancellor of the university. His noble vision touched the realm of reality through the dedicated perseverance of the first Vice-chancellor Dr. Rajammal P. Devadas, the world renowned nutritionist and educationist.

The university follows the education ideals of Sri. Ramakrishna, Holy mother Sri Saradamani Devi, Swami Vivekananda and Mahatma Gandhi. The institution aims at empowering women through education, incorporating a curriculum that is both need based and holistic. The activities of the university take off from the strong foundation of ethical values, principles and cater to the development of all students be it physical, intellectual or spiritual. At present Dr.T.S.K. Meenakshisundaram, Chancellor, Managing Trustee, The Avinashilingam Education Trust, Dr. V.Bharathi Harishankar, Vice Chancellor and Dr. S.Kowsalya, Registrar are carrying forward the transformative vision to place the institution at its zenith.

**ABOUT THE DEPARTMENT**

The Department of Textiles and Clothing was established in the year 1967 with the purpose of providing world-class education in the field of textiles. The department has industrial and academic collaborations and this has positioned the department as the highest stride of progressive changes and innovations. The department is well equipped with various laboratories namely Textile Testing, Textile Dyeing and Printing, Advance Textile Production, Garment Construction and Biotextile Lab for Interdisciplinary Research. The department is effectively functioning with a team of faculty members specialized in research areas like Fashionable garment designing, natural fibers, natural dyes, non-woven, knitting, wet processing, textile finishing, technical textiles, composites, enzymology and bioremediation of textile effluent.

**ABOUT THE SHORT TERM COURSE**

- ❖ This short term course aims to impart cutting-edge theoretical and hands-on expertise in sustainable textile manufacturing and meticulous quality assessment
- ❖ This will empower participants to provide high-quality content to their students and inspire them to engage in projects within emerging areas of sustainable textile and clothing.
- ❖ Through this initiative, faculty members can elevate their classroom instruction, & professional endeavors.

**OBJECTIVES**

To foster faculty excellence by updating their proficiency in sustainable textile manufacturing and precision in quality assessment.

To promote faculty knowledge by delving into standardized testing methods and refining their adeptness in interpretation.

**RESOURCE PERSONS**

Faculty experts from premier academic institutions and invited experts from leading industries, government research and development institute/organizations.

**TARGET AUDIENCE**

This short term course is deliberately designed for the faculty members, belonging to the fields of Textiles and Clothing and Industrialists.

**PARTICIPATION CERTIFICATE**

Certificate will be provided only to participants who attend all the sessions.

**REGISTRATION FEES**

Academicians/Faculty : Rs.1000/-

**REGISTRATION LINK**

<https://forms.gle/fF5hLM6vvrKhLnHKA>

**FEE REMITTANCE DETAILS**

**Account Name** : The Registrar  
**Bank Name** : Indian Bank  
**Account No** : 917248759  
**IFSC Code** : IDIB000A005  
**Branch** : ADUC, Cbe-43  
**Mode of payment** : Online


## Short Term Course on Sustainable Textile Manufacturing : Materials, Methods and Quality Assessment, 2024

Time Date	10.00 am – 11.00 am	11.30 am – 12.30 pm	1.30 pm – 2.30 pm	3.00 pm – 4.00 pm
19/02/2024 (Monday)	<b>Inauguration</b> <b>Inaugural Address</b> <b>Dr. Anitha Mabel Manohar</b> , Director, National Institute of Fashion Technology, Chennai.	<b>Understanding sustainability in a broader sense</b> <b>Dr. N. Gokarneshan</b> Professor, Department of Textile Chemistry, SSM College of Engineering, Komarapalayam. advaitcbe@rediffmail.com Mobile no: 9677756622	<b>Utilization of Natural Fibres for Technical Textiles</b> <b>Dr. L. Ammayappan</b> Principal Scientist, ICAR-National Institute of Natural Fibre Engineering and Technology , Kolkata. Mobile: 8296355193 lammayappan@gmail.com	<b>Role of Testing Methods and Statistics in Textiles/Apparel Research</b> <b>Dr. J. Hayavadhana</b> , Professor & Head, Department of Textile Technology, Osmania University, Hyderabad. hayavadanaj@ouct.ac.in Mobile no: 9959560374
20/02/2024 (Tuesday)	<b>Advanced Machineries for Recycling - Sustainability A Step Forward</b> <b>Mr. S. Sathish</b> Textile Recycling Consultant, Business Strategist Technology, Coimbatore. rameshindustrials@gmail.com Mobile no: 9043790039	<b>Analysis of the Influence of XRD on Textile Materials</b> <b>Dr. Nalini. B</b> Assistant Professor (SG) Department of Physics, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. nalini_phy@avinuty.ac.in Mobile no: 9655230901	<b>Sustainable Textile Materials – Current Scenario</b> <b>Dr. D. Vasanth Kumar</b> HOD & Assistant Professor (SG) VIT Fashion Institute of Technology, Vellore Institute of Technology Chennai. vasanthkumar.d@vit.ac.in / cuteevasanth@gmail.com Mobile no: 98943 44299	<b>Sustainable Natural Coloration of Textiles</b> <b>Dr. Deepali Singhee</b> , Principal (Professor), JD Birla Institute, Kolkata. deepalisingheejdbi@gmail.com Mobile no: 09331040390

## Short Term Course on Sustainable Textile Manufacturing : Materials, Methods and Quality Assessment, 2024

Time Date	10.00 am – 11.00 am	11.30 am – 12.30 pm	1.30 pm – 2.30 pm	3.00 pm – 4.00 pm
21/02/2024 (Wednesday)	<b>Assessment and Interpretation of Textile Nonwoven materials</b> <b>Dr. N. Gobi</b> , Associate Professor, Department of Textile Technology, Anna University, Chennai. ngobi@annauniv.edu Mobile no: 9884845999	<b>Textile Functional Finishing and its Performance Assessment</b> <b>Dr. Jyoti Vastrad</b> Professor and Principal Department of Textile and Apparel Designing, College of community Science, Dharwad. alapatikodali@gmail.com Mobile no: 98495 06623	<b>Nanocoating on Cellulosic Membrane and its Evaluation</b> <b>Dr. Arul Prakash. K</b> Professor, Department of Applied Mechanics, Indian Institute of Technology, Madras. arul@iitm.ac.in Mobile no: 9444722026	<b>Advanced Textile Testing Requirements for Apparel Industry</b> <b>Michael Francis .P</b> Quality Assurance Incharge Siplec International Ltd., Egmore, Chennai. m.francis@siplec.com Mobile no: 9944721021
22/02/2024 (Thursday)	<b>Analysis of TGA on Textile Materials</b> <b>Dr. P. Lalitha</b> Professor in Chemistry and Director, R&D Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. dean_research@avinuty.ac.in Mobile no: 9842292614	<b>Evaluation of Medical Textile Products</b> <b>Dr. E. Santhini</b> Head i/c, COE – Medical Textiles, South Indian Textile Research Association, Coimbatore. se@sitra.org.in Mobile no: 9600923986	<b>Potential Publications and Citation Enhancement</b> <b>Dr. C. Prakash</b> Director, Indian institute of Handloom Technology Fulia, West Bengal. Mobile: 9842266095 iitshantipur@gmail.com	<b>Preparation and Evaluation of Textile Composites</b> <b>Dr. C. Balaji Ayyanar</b> Assistant Professor, Department of Mechanical Engineering, Coimbatore Institute of Technology, Coimbatore. Mobile no: 9789279796
23/02/2024 (Friday)	<b>Optimization and Characterization of Dye Extracts from Natural Sources</b> <b>Dr. Senthil Kumar B</b> Assistant Professor Department of Rural Industries and Management Gandhigram Rural Institute Dindigul. senthil.b1980@gmail.com Mobile no: 9003032041	<b>Surface Treatment of Textiles Using Plasma Systems</b> <b>Dr. G. Shanmuga Velayudham</b> Associate Professor Department of Physics, Bharathiar University, Coimbatore. sgsvelu@buc.edu.in Mobile no: 9551282965	<b>Valedictory Function Valedictory Address and Certificate Distribution</b> <b>Dr. P. Alli Rani</b> , Director, Sardar Vallabhbhai Patel International School of Textiles & Management Coimbatore.	

## Short Term Course Invitation



**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)  
Re-accredited with A++ Grade by NAAC. Recognised by UGC Under Section 12 B  
Coimbatore - 641 043, Tamil Nadu, India

**Department of Textiles and Clothing  
and  
Internal Quality Assurance Cell**

*Cordially invite you for the Inauguration of  
Short Term Course  
on*

**Sustainable Textile Manufacturing:  
Materials, Methods and Quality Assessment  
(Hybrid mode)**

**Presidential Address**  
**Dr. V. Bharathi Harishankar**  
*Vice - Chancellor*

**Inaugural Address**  
**Dr. Anitha Mabel Manohar**  
*Director*  
National Institute of Fashion Technology, Chennai

**Greetings**  
**Dr. N. Vasugi**  
*Dean - Students Affairs*  
*Professor, Department of Textiles and Clothing  
&*

**Dr.S.Amsamani**  
*Dean - School of Home Science*  
*Professor, Department of Textiles and Clothing*

**Date: 19.02.2024      Time: 10.30am      Venue: Academic Council Hall**





**Avinashilingam Institute for Home Science and Higher Education for Women**

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Coimbatore - 641 045, Tamil Nadu, India

**Short Term Course**

**On**

**Sustainable Textile Manufacturing: Materials, Methods and  
Quality Assessment (Hybrid mode)**

**PROGRAMME SCHEDULE**

10.31 am – 10.33am	:	Prayer
10.34am – 10.37am	:	Welcome Address Dr.K.Kalaiaarasi <i>HOD &amp; Associate Professor, Department of Textiles and Clothing</i>
10.38am – 10.45am	:	Presidential Address Dr. V. Bharathi Harishankar <i>Vice – Chancellor</i>
10.46am – 10.59am	:	Inaugural Address Dr. Anitha Mabel Manohar <i>Director, National Institute of Fashion Technology, Chennai</i>
11.00am – 11.10am	:	Greetings Dr. N. Vasugi <i>Dean - Students Affairs Professor, Department of Textiles and Clothing &amp; Dr.S.Amsamani Dean - School of Home Science Professor, Department of Textiles and Clothing</i>
11.11am – 11.15am	:	Vote of Thanks Dr.R.Sunitha <i>Assistant Professor (SG) Department of Textiles and Clothing</i>

## Short Term Course Valedictory Invitation



**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)  
Re-accredited with A++ Grade by NAAC. Recognized by UGC Under Section 12 B  
Coimbatore - 641 043, Tamil Nadu, India

**Department of Textiles and Clothing  
and  
Internal Quality Assurance Cell**

*Cordially invite you for the Valedictory of*

**Short Term Course  
on  
Sustainable Textile Manufacturing:  
Materials, Methods and Quality Assessment  
(Hybrid mode)**

**Presidential Address**  
**Dr. S.Kowsalya**  
*Registrar*

**Valedictory Address**  
**Dr. P. Alli Rani**  
*Director*  
*Sardar Vallabhbhai Patel International  
School of Textile Management, Coimbatore*

**Greetings**  
**Dr. S.Amsamani**  
*Dean - School of Home Science  
Professor, Department of Textiles and Clothing*

**Date : 23.02.2024** **Time : 2.00pm**

**Venue : Academic Council Hall**

Programme overleaf





Avinashilingam Institute for Home Science and Higher Education for Women

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Coimbatore - 641 043, Tamil Nadu, India

**Short Term Course On**

**Sustainable Textile Manufacturing: Materials, Methods  
and Quality Assessment (Hybrid mode)**

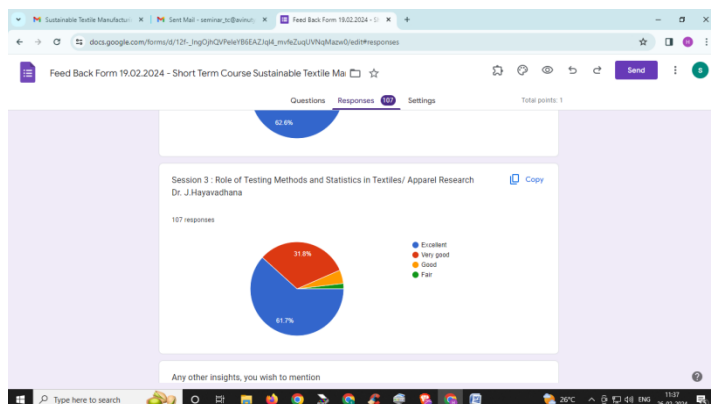
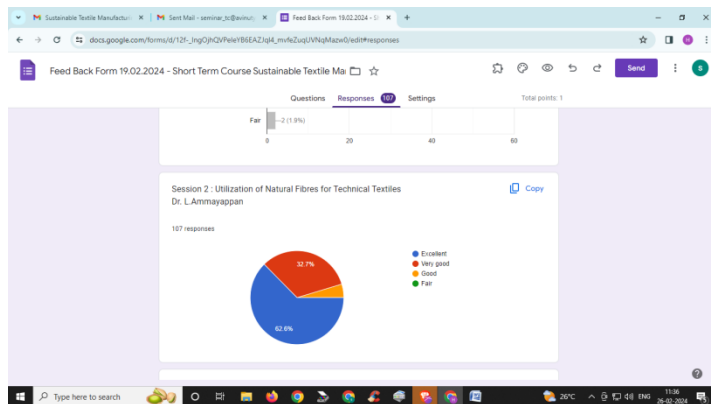
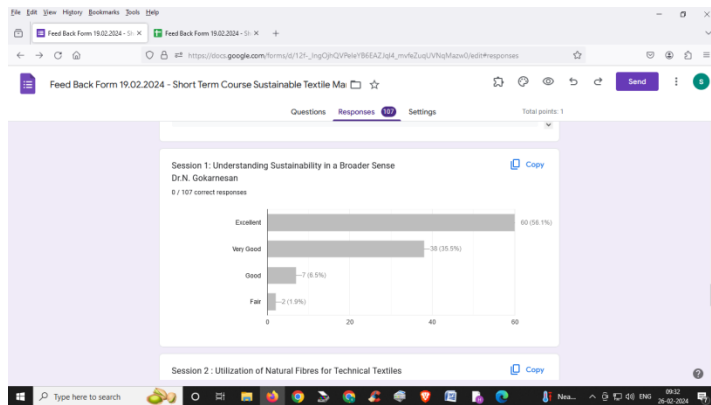
**PROGRAMME SCHEDULE**

2.00 pm – 2.03 pm	: Prayer
2.04 pm – 2.10 pm	: Welcome Address <b>Dr.K.Kalaiarasi</b> Associate Professor & Head Department of Textiles and Clothing
2.11pm – 2.20 pm	: Presidential Address <b>Dr. S. Kowsalya</b> Registrar
2.21 pm – 2.30 pm	: Introducing the Chief Guest <b>Dr.G.Bagyalakshmi</b> Associate Professor, Department of Textiles and Clothing
2.31 pm – 2.45 pm	: Valedictory Address <b>Dr. P. Alli Rani,</b> Director, Sardar Vallabhbhai Patel International School of Textile Management, Coimbatore.
2.46 pm – 2.56 pm	: Greetings <b>Dr.S.Amsamani</b> Dean - School of Home Science Professor, Department of Textiles and Clothing
2.57 pm – 3.05 pm	: Report <b>Dr.U.Ratna</b> Assistant Professor (SG) Department of Textiles and Clothing
3.06 pm – 3.10 pm	: Vote of Thanks <b>Dr.R.Sunitha</b> Assistant Professor (SG) Department of Textiles and Clothing

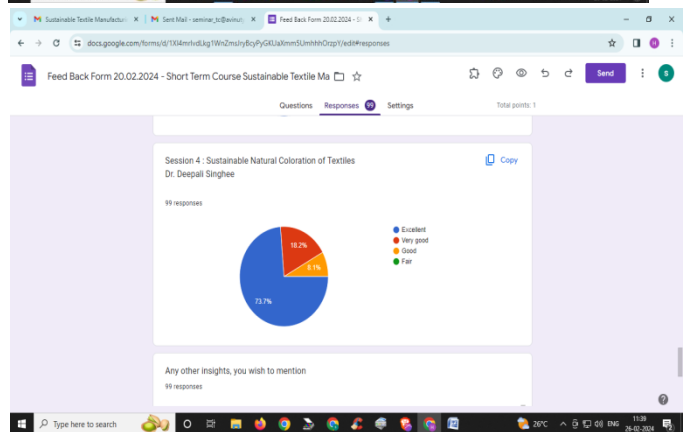
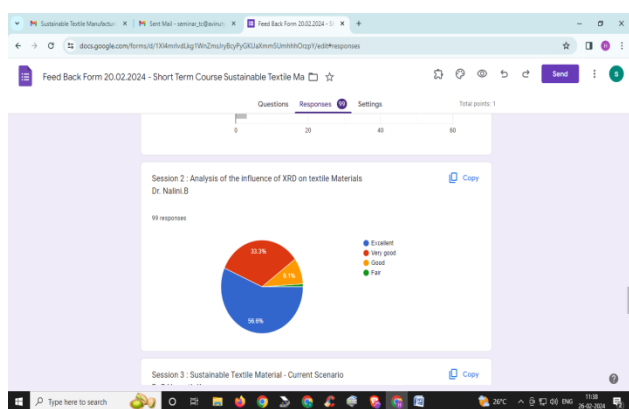
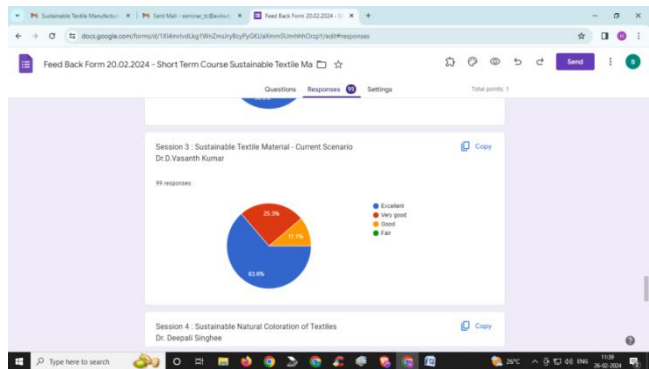
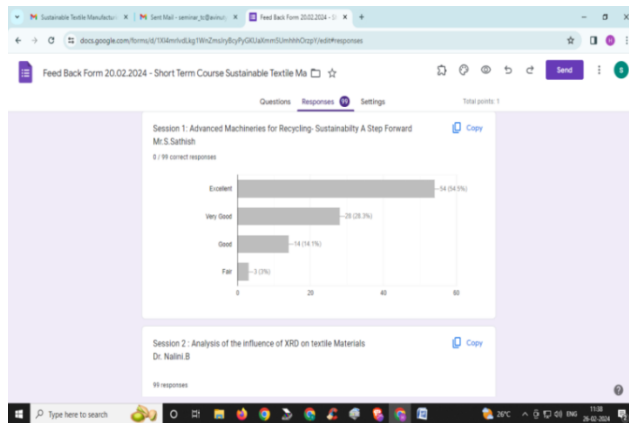
# FEED BACK FOR SHORT TERM COURSE ON

Sustainable Textile Manufacturing : Materials, Methods and Quality Assessment,  
Of Participants,

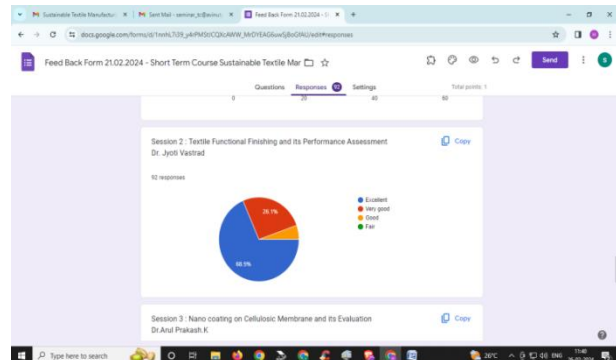
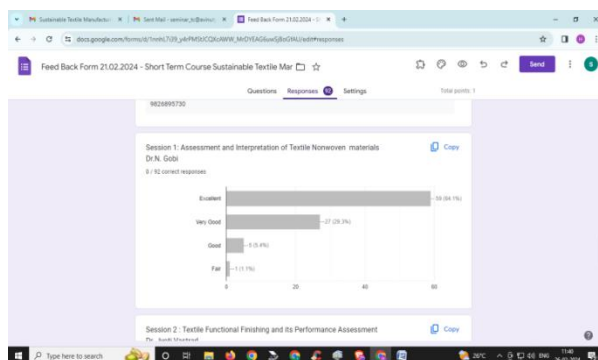
**DAY 1: 19.02.24**

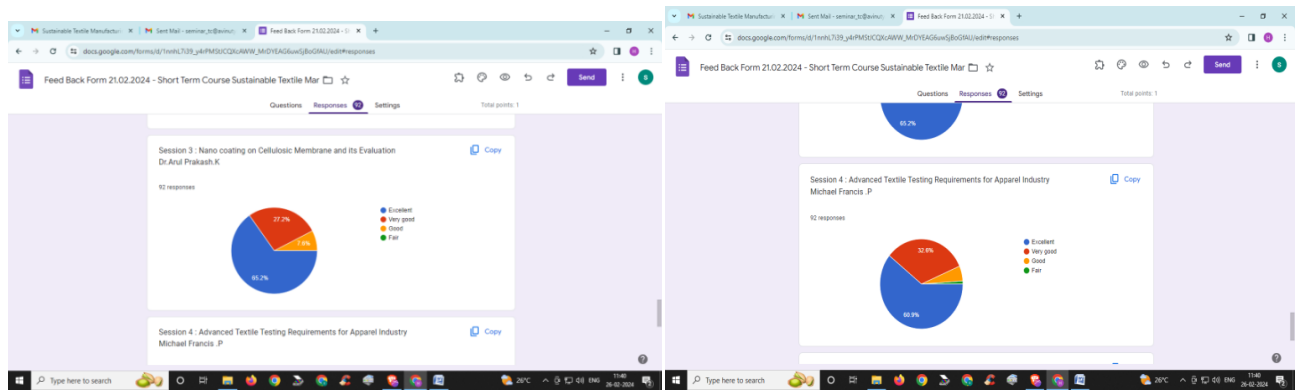


## DAY2: 20.02.24

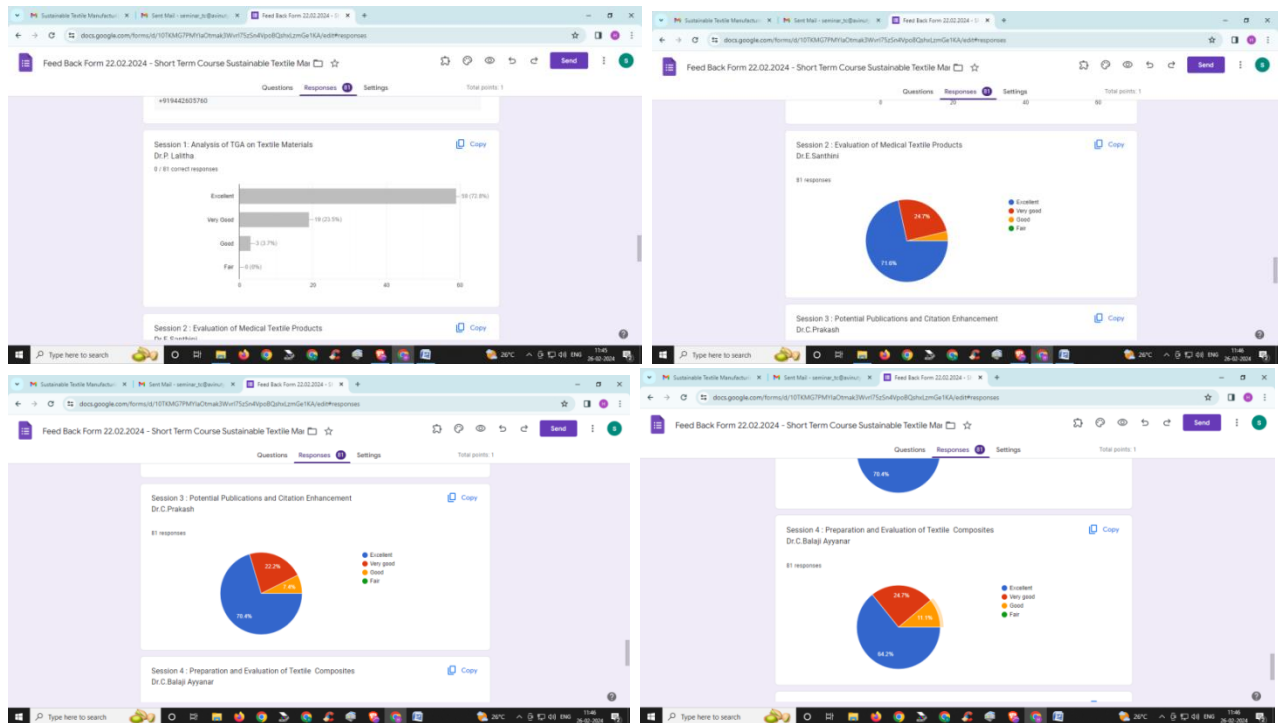


## DAY3: 21.02.24

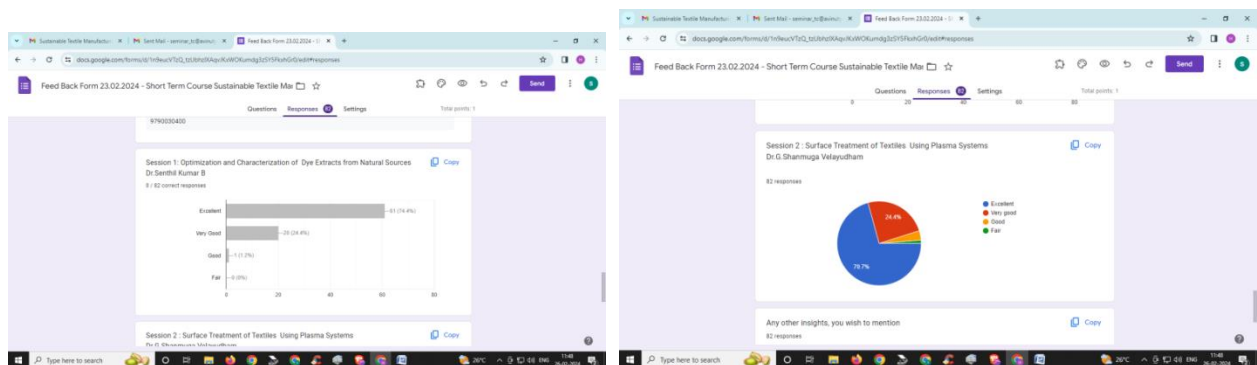




## DAY 4: 22.02.24



## DAY 5: 23.02.24



Registered Participants of the **Short-Term Course -“Sustainable Textile Manufacturing: Materials, Methods and Quality Assessment”**. 19.02.2024 to 23.02.2024

S.No	Salutation	Full Name	Designation	Department	Name of the college/institute/university/organisation/agency
1.	Mrs	AATHIRA R GOPAL	Teacher	General Education	PVSHSS Eranhikkal
2.	Dr	AISHWARIYA	Assistant Professor	Textile Design	National Institute of Fashion Technology, Chennai
3.	Mrs	AMSAVENI	Assistant Professor	Costume Design and Fashion	Kongunadu arts and science college, Coimbatore
4.	Dr	ANVITA AGRAWAL	Professor	Home Science	Dr Sow. IBP Mahila Mahavidyalaya, Aurangabad
5.	Mrs	AREYIA S CHYTHANNIYA	Teacher	General Education	Chennamangallur higher secondary school, kozhikode
6.	Ms	BALLA KIRANMAYI	Assistant Professor	Costume Design and Fashion	Rathinam College of Arts And Science, Coimbatore
7.	Dr	J BANU PRIYA	Assistant Professor	Costume Design and Fashion	PSG College of Art & Science, Coimbatore
8.	Ms	BENITTA CHRISTY P	Assistant Professor	Costume Design and Fashion	PSG College of Arts & Science, Coimbatore
9.	Ms	BHAVANI S	Principal	Garment Technology	Government Polytechnic for Women Minorities, Telangana
10.	Mrs	CATHARINE FRANCIS K	Associate Professor	Costume Design and Fashion	CSI Bishop Appasamy College of Arts And Science, Coimbatore
11.	Mr	CHANDRAKUMAR S	Assistant Professor (SG)	Fashion Technology	Kumaraguru College of Technology, Coimbatore
12.	Ms	CHHAVI GANGWAR	Assistant Professor	Fashion Design	National Institute of Fashion Technology, Kangra, Himachal Pradesh
13.	Mrs	DEEPIKA PRIYA A	Assistant Professor	Costume Design and Fashion	RD National College of Arts And Science, Erode
14.	Mrs	DHANALAKSHMI N	Assistant Professor	Department of Costume Design and Fashion	Vellalar College for Women , Thindal, Erode
15.	Dr	DIVYA RANI HANSDA	Associate Professor	University Department of Home Science	Lalit Narayan Mithila University, Darbhanga, Bihar
16.	Ms	DIVYAA V	Assistant Professor	Textile Design	National Institute of Fashion Technology, Kannur
17.	Ms	GAYATHRI. J. J	Assistant Professor	Costume Design and Fashion	Hindustan College of Arts And Science, Coimbatore
18.	Dr	GEETHA MARGRET SOUNDRI S	Associate Professor	Costume Design & Fashion	PSG College of Arts & Science, Coimbatore
19.	Dr	GEETHADEVI R	Assistant Professor	Costume Design & Fashion	PSG College of Arts & Science, Coimbatore



20.	<b>Dr</b>	<b>GEETISHREE SAIKIA</b>	Associate Professor	Home Science	St Mary's College, Shillong
21.		<b>GNANAM BIOIMMUNE LLP</b>			Coimbatore
22.	<b>Dr</b>	<b>GRACE ANNAPOORANI S</b>	Professor	Textiles and Apparel Design	Bharathiar University, Coimbatore
23.	<b>Mrs</b>	<b>HABEEBUNISSA</b>	Assistant Professor	Knitwear Design	National Institute of Fashion Technology, Chennai
24.	<b>Ms</b>	<b>JASIRABANU. A</b>	Assistant Professor	Garment Designing	PSGR Krishnammal College for Women, Coimbatore
25.	<b>Dr</b>	<b>JAYALAKSHMI</b>	Associate Professor	Costume Design and Fashion	Chikkanna Government Arts College, Tiruppur
26.	<b>Dr</b>	<b>JAYAPRIYA S</b>	Associate Professor	Costume Design and Fashion	Nehru Arts and Science College, Coimbatore
27.	<b>Ms</b>	<b>JOTHI J</b>		Costume Design and Fashion	PSG College of Arts & Science, Coimbatore
28.	<b>Ms</b>	<b>JYOTHIRMAI SINGOTHU</b>	Associate Professor	Textile Design	National Institute of Fashion Technology, Hyderabad
29.	<b>Ms</b>	<b>JYOTI NAVLANI</b>	Teaching Assistant	Clothing and Textiles	Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara
30.	<b>Dr</b>	<b>JYOTI RANI</b>	Assistant Professor	School of Design	Dr. D. Y. Patil Vidyapeeth, Pune
31.	<b>Dr</b>	<b>K.PARVEEN BANU</b>	Assistant Professor	Textiles and Apparel Design	Periyar University, Salem
32.	<b>Mrs</b>	<b>KALAIVAANEE K.P</b>	Assistant Professor	Costume Design and Fashion	Vellalar College for Women, Thindal, Erode
33.	<b>Dr</b>	<b>KARPAGAM CHINNAMMAL S</b>	Associate Professor	Costume Design and Fashion	Chikkanna Govt Arts College, Tiruppur
34.	<b>Dr</b>	<b>KAVITHA S</b>	Professor	Home Science	Mother Teresa Women's University, Coimbatore
35.	<b>Mrs</b>	<b>LAVANYA A</b>	Assistant Professor	Home Science	Seethalakshmi Ramaswami College, Tiruchirappalli
36.	<b>Mrs</b>	<b>LAVANYA J</b>	Assistant Professor	Fashion Designing	Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu
37.	<b>Ms</b>	<b>LUCY TAGE</b>	Assistant Professor	Fashion Design	Manipal School of Architecture and Planning, Manipal
38.	<b>Ms</b>	<b>LYDIA DHARSINLS</b>	Assistant Professor	Costume Design and Fashion	Bishop Appasamy College of Arts And Science, Coimbatore
39.	<b>Mrs</b>	<b>M.FATHIMA NISHA</b>	Assistant Professor	Fashion Designing	Thassim Beevi Abdul Kader College for Women, Kilakarai, Ramanathapuram
40.	<b>Dr</b>	<b>MAHALAKSHMI V</b>	Assistant Professor	Costume Design and Fashion	KSR College of Arts and Science for Women, Tiruchengode
41.	<b>Mrs</b>	<b>MALATHY R</b>	Research Scholar	Costume Design And Fashion	PSG College of Arts & Science, Coimbatore

42.	<b>Ms</b>	<b>MANJU THOMAS</b>	Assistant Professor	Fashion Designing	Holy Cross Institute of Management and Technology, Calicut
43.	<b>Mrs</b>	<b>MANJULIN JACOB</b>	Associate Professor	Home Science	Assumption College, Changanassery
44.	<b>Dr</b>	<b>MANONMANI G</b>	Assistant Professor	Home Science	Mother Teresa Women's University, Coimbatore
45.	<b>Dr</b>	<b>MANPREET KAUR</b>	Assistant Professor	Department of Clothing and Textiles	Faculty of Family And Community Sciences, MSU, Baroda, Vadodara
46.	<b>Ms</b>	<b>MARGARET MAGIZHINI H</b>	Assistant Professor	Department of Fashion Designing	Faculty of Science and Humanities
47.	<b>Mrs</b>	<b>NAKKA NIVYA</b>	Assistant Professor	Home Science	St. Joseph's College for Women, Visakhapatnam
48.	<b>Mrs</b>	<b>NITHYA P</b>	Assistant Professor	Costume Design and Fashion	PSG College of Arts & Science, Coimbatore
49.	<b>Mrs</b>	<b>POOJA BEKAL</b>	Head of the Department	Fashion and Apparel Design	Nitte School of Fashion Technology and Interior Design, Bangalore
50.	<b>Dr</b>	<b>PRACHI MARWAHA</b>	Assistant Professor	University Department of Home Science	Lalit Narayan Mithila University, Darbhanga, Bihar
51.	<b>Dr</b>	<b>PRAGADHEESWARI R</b>	Assistant Professor	Apparel and Fashion Design	Tamil Nadu Open University, Chennai
52.	<b>Dr</b>	<b>PRIYADHARSHIN I R</b>	Assistant Professor and Head	Apparel Fashion Designing	Rathinam College of Liberal Arts and Science at TIPSGLOBAL, Coimbatore
53.	<b>Mrs</b>	<b>PRIYANKA</b>	Assistant Professor	Clothing & Textiles	Government College for Women, Ateli, Mahendragarh, Narnaul
54.	<b>Dr</b>	<b>PRIYANKA R</b>	Head of the Department	Fashion Designing	Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu
55.	<b>Ms</b>	<b>PRIYANKA SMITA PATHAK</b>	Lecturer	Engineering Department	University of Bahrain , Manama(Bahrain)
56.	<b>Ms</b>	<b>PRIYANKA. P</b>	Assistant Professor	Costume Design and Fashion	Hindusthan college of Arts and Science, Coimbatore
57.	<b>Dr</b>	<b>RADHIKA R</b>	Associate Professor	Costume Design and Fashion	PSGR Krishnammal College for Women, Coimbatore
58.	<b>Mrs</b>	<b>RADHIKA T</b>	Assistant Professor	Fashion and Apparel Design	Nitte School of Fashion Technology and Interior Design, Bangalore
59.	<b>Mrs</b>	<b>RAJARAJESHWARI S</b>	Assistant Professor	Fashion Design	Dr.MGR Educational and Research Institute, Chennai
60.	<b>Dr</b>	<b>RAJASHRI RAMKRISHNA NIMBORKAR</b>	Assistant Professor	Textile Science and Apparel Design	Smt. Ratnaprabhadevi Mohite Patil College of Home Science, Akulj
61.	<b>Dr</b>	<b>RAJESH KUMAR K</b>	HOD & Assistant Professor	Fashion Design	ICAT Design and Media College, Chennai
62.	<b>Dr</b>	<b>RAMAKRISHNAN G</b>	Professor	Fashion Technology	Kumaraguru College of Technology, Coimbatore
63.	<b>Mrs</b>	<b>RAMYA V</b>	Assistant Professor	Costume Design and Fashion Technology	Ultra Arts and Science College, Madurai

64.	<b>Dr</b>	<b>RASHMI VERMA</b>	Assistant Professor	Home Science	Shri Sitaram Jaju Govt Girls College, Neemuch
65.	<b>Dr</b>	<b>RESMI G</b>	Associate Professor	Department of Design, Manipal School of Architecture And Planning	Manipal Academy of Higher Education, Udupi
66.	<b>Dr</b>	<b>RINSEY ANTONY V.A</b>	Assistant Professor	Costume Design and Fashion	Sri Krishna Arts and Science College, Coimbatore
67.	<b>Mrs</b>	<b>RITA MENDONCA</b>	Assistant Professor	Fashion and Apparel Design	The Oxford College of Science, Bangalore
68.	<b>Mrs</b>	<b>SAMITA GUPTA</b>	Assistant Professor	Textile and Fashion Technology	J.D. Birla Institute, Kolkata
69.	<b>Ms</b>	<b>SANGEETHA N</b>	Assistant Professor	Department of Costume Design and Fashion	NIFT-TEA College of Knitwear Fashion, Tirupur
70.	<b>Ms</b>	<b>SANJANA . G</b>	Assistant Professor	Costume Design and Fashion	NIFT-TEA College of Knitwear Fashion, Tirupur
71.	<b>Mr</b>	<b>SANKARALINGA M SMS</b>	Chief Executive Officer		The Karur Textile Manufacturer Exports Association, Karur
72.	<b>Ms</b>	<b>SANTHIYA SELVAKUMAR</b>		CEO	Dukil Medical and Technical Textiles Private Limited, Erode
73.	<b>Mr</b>	<b>SANTOSH GUPTA</b>	Assistant Professor	Department of Design	Manipal School of Architecture and Planning, Manipal
74.	<b>Mrs</b>	<b>SHARMILA DEVI S</b>	Assistant Professor	Costume Design and Fashion	Bishop Appasamy College of Arts and Science, Coimbatore
75.	<b>Mrs</b>	<b>SHEEBA C</b>	Craft Teacher		Holy Angles Matriculation School, Thummanatty, The Nilgiris
76.	<b>Ms</b>	<b>SHEEBAMERCY D</b>		Textiles and Apparel Design	Bharathiar University, Coimbatore
77.	<b>Dr</b>	<b>R SHEELA JOHN</b>	Associate Professor and Head	Department of Costume Design and Fashion	CSI Bishop Appasamy College of Arts and Science, Coimbatore
78.	<b>Mrs</b>	<b>SHILPA BALA</b>	Assistant Professor	Fashion Design	Manipal School of Architecture and Planning, Manipal
79.	<b>Dr</b>	<b>SHWETA TUTEJA RAKSHIT</b>	Assistant Professor	Textile & Fashion Technology	J.D. Birla Institute, Kolkata
80.	<b>Mrs</b>	<b>SMITA MAHESHKUMAR RANAWARE</b>	Assistant Professor	Textile and Clothing	Womens College of Home-Science & BCA, Loni, Rahata
81.	<b>Mrs</b>	<b>SUBA J A</b>	Assistant Professor	Costume Design and Fashion	Bishop Appasamy College of Arts and Science, Coimbatore
82.	<b>Dr</b>	<b>R. SUCHARITHA</b>	Professor	Costume design and Fashion	Hindusthan College of Arts and Science, Coimbatore
83.	<b>Mrs</b>	<b>THADEPALLI SRIVANI</b>	Associate Professor	Fashion Technology	National Institute of Fashion Technology, Hyderabad
84.	<b>Mrs</b>	<b>UMAMAGESHWARI S</b>	Assistant Professor	Fashion Designing	Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu.
85.	<b>Ms</b>	<b>USHA NANDHINI.T</b>	Assistant Professor	Costume Design and Fashion	NIFT-TEA College of Knitwear Fashion, Tirupur

86.	<b>Mrs</b>	<b>VAISHALI S. LANDE</b>	Assistant Professor	Fashion Design and Textile Science	Nikalas Mahila Mahavidyalaya, RTM Nagpur University, Nagpur
87.	<b>Ms</b>	<b>VASUNTHRA R</b>	Assistant Professor	B.Voc Garment Designing	PSGR Krishnammal College for Women, Coimbatore
88.	<b>Mrs</b>	<b>VIDHYA.N</b>	Assistant Professor	Costume Design and Fashion	Hindusthan College of Arts and Science, Coimbatore
89.	<b>Mrs</b>	<b>VIDYA J</b>	Assistant Professor	Department of Textile And Fashion Designing	Laxminarayana Arts and Science College for Women, Dharmapuri
90.	<b>Ms</b>	<b>YAMINI DHANANIA</b>	Assistant Professor	Textile and Fashion Technology	J.D. Birla Institute, Kolkata
91.	<b>Dr</b>	<b>YASOTHA P</b>	Associate Professor	Costume Design and Fashion	PSG College of Arts & Science, Coimbatore
92.	<b>Mr</b>	<b>YUVARAJ R</b>	Assistant Professor	Textile and Fashion Designing	Laxminarayana Arts and Science College for Women, Dharmapuri
93	<b>Ms</b>	<b>S. SAKTHI UMA MAHESWARI (23PHTCP001)</b>	Ph.D Scholar	Department of Textiles and Clothing	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore



**Avinashilingam Institute for Home Science and Higher Education for Women**

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Coimbatore - 641 043, Tamil Nadu, India

**UGC Sponsored  
One Day National Seminar on  
Biological Sciences - A Step  
Towards Cutting Edge Research  
(NSBSCER-2024)**



*Organized by  
Department of Botany*

**Date: 07.02.2024  
Venue: Hi-tech Seminar Hall**

*Report*



**UGC Sponsored  
One Day National Seminar on Biological  
Sciences -A Step Towards Cutting Edge  
Research (NSBSCER-2024)**

**07.02.2024**

**RESOURCE PERSON DETAILS**

**Prof. Dr. N. MATHIVANAN**

Director Centre for Advanced Studies in Botany  
University of Madras  
Chennai

**Dr. M.U. SHARIEF**

Head of the Office  
Botanical Survey of India  
Southern Regional Centre  
Coimbatore

**Dr. VIVEK NATARAJAN**

Senior Principal Scientist  
CSIR-Institute of Genomics and Integrative Biology  
New Delhi

**CONTACT DETAILS**

**Dr. S. Amutha : 80721 29620**

**Dr. V. Gayathri : 97870 81804**

**Dr. C.V. Kalpana: 82208 25347**

**Email ID : adubotany@gmail.com**

**ORGANIZING COMMITTEE**

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**Dr. T.S.K. MEENAKSHISUNDARAM**

Chancellor and Managing trustee

**Patrons**

**Dr. V. BHARATHI HARISHANKAR**

Vice Chancellor

**Dr. S. KOWSALYA**

Registrar

Advisor

**Dr. ANITHA SUBASH**

Dean, School of Biosciences

Convenor

**Dr. A. VIJAYALAKSHMI**

Dean, Academics and Head of the Department, Botany

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Assistant Professor

**Dr. V. Gayathri**

Assistant Professor

**Dr. C.V. Kalpana**

Assistant Professor

**ORGANIZING COMMITTEE MEMBERS**

**Dr. M. K. Nisha**

Assistant Professor

**Dr. R. Karthiyayini**

Assistant Professor

**Dr. D. Leena Lavanya**

Assistant Professor

**Dr. G. Sakthivigneswari**

Assistant Professor

  
**Avinashilingam Institute for Home Science and Higher Education for Women**  
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**UGC Sponsored  
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(NSBSCER-2024)**



**Organized by  
Department of Botany**

**Date: 07.02.2024  
Venue: Hi-tech Seminar Hall**

**ABOUT THE INSTITUTION**

Avinashilingam Institute for Home Science and Higher Education for Women is one of the leading Universities in India established in the year 1957. Dr. T. S. Avinashilingam, the veteran freedom fighter and first Education Minister of Tamilnadu was the founder of the Institution. Dr. Rajammal P. Devadas, the architect, raised the Institute to its present heights, with her extreme efforts. The University upholds a life of purity, discipline and service following the educational ideas of Sri Ramakrishna, Holy Mother Sri Saradamani Devi, Swami Vivekananda and Mahatma Gandhi. AIHSEW is a Deemed to be University under category "A" by MHRD. Reaccredited with "A++" Grade by NAAC, Estd. u/s 3 of UGC Act 1956, granting undergraduate, post-graduate, professional and research degrees. Recently, the institute has prestigiously secured A++ with CGPA of 3.65/4 by NAAC, 81st Rank in NIRF 2023, 11-50 Band in NIRF Innovation Category in ATAL Ranking of Institutions on Innovation Achievements (ARIIA) 2022. At present, Dr. T.S.K. Meenakshisundaram, Chancellor, Managing Trustee, The Avinashilingam Education Trust, Dr. V. Bharathi Harishankar, Vice Chancellor and Dr. S. Kowsalya, Registrar are carrying forward the transformative vision to place the Institution at its zenith.

**ABOUT THE DEPARTMENT**

The Department of Botany exists from 1957 onwards, offering B.Sc., M.Sc., M.Phil. and Ph.D. courses in Botany. The Department is DST-FIST (2004-2008) sponsored focusing on Microbiology, Organic Farming, Tissue culture, Phytochemistry, Medicinal Plants, Solid Waste Management, Enzymology, Seed Physiology, Molecular Biology etc. The Department has completed research projects funded by MoEF, UGC, TNSCST, DST-CURIE

and Women Study Centre. The Department has produced a number of M.Phil's and Ph.D's. The faculty members have published more than 150 research papers in both National and International Journals on research thrust areas.

**ABOUT THE SEMINAR**

This seminar (NSBSCER- 2024) serves as a platform for researchers from diverse academic backgrounds to exchange ideas, share their findings, and explore potential intersections between different fields of study. Multidisciplinary research discussions encourage participants to think beyond the boundaries of their own disciplines. It plays a crucial role in advancing knowledge, promoting collaboration, keeping scholars and faculty members informed about the latest developments in their fields. It serves as a dynamic forum for intellectual exchange and contributes to the growth of the academic community postulate presentations from eminent speakers, scientists and delegates of our country along with poster presentations would create sparks of light in the field of research.

**THEME**

- Microbiology, Algology and Mycology
- Molecular Biology and Biotechnology
- Organic Farming and Waste Management
- Conservation of Biodiversity and Climatic change
- Nano and Environmental Sciences
- Food Science and Nutrition
- Medicinal Plants and Pharmacognosy

**GUIDELINES FOR AUTHOR**

**Abstract:**

Title (Times New Roman, Font size 14)

Name of the author, affiliation, email id, and phone no.:

(Times New Roman, Font size 12)

Keywords: Bold, Abstract not exceeding 250 words  
(Note: Only Poster Presentation)

**Last date for abstract Submission: 20.01.2024**

**REGISTRATION FEES**

Research Scholars : 350/-

Students : 200/-

Faculty / Scientists: 600/-

Industrialist : 1,000/-

**REGISTRATION LINK :**

<https://forms.gle/wgZCrSp7b1ttQ8Nq6>

**MODE OF PAYMENT**

Bank Name : Indian Bank

Branch : ADUC Branch, Coimbatore

Account Name : The Registrar,

Account Number : 6010310202

IFSC : IDIB000A005

Mode : Online Payment





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**Dr. S. KOWSALYA**

Registrar

*Advisor*

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Dean, School of Biosciences

*Convener*

**Dr. A. VIJAYALAKSHMI**

Dean, Academics and Head of the Department, Botany

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**Dr. S. AMUTHA**, Assistant Professor

**Dr. V. GAYATHRI**, Assistant Professor

**Dr. C.V. KALPANA**, Assistant Professor

## ORGANIZING COMMITTEE MEMBERS

**Dr. M. K. NISHA**, Assistant Professor (SS)

**Dr. R. KARTHIYAYINI**, Assistant Professor (SS)

**Dr. D. LEENA LAVANYA**, Assistant Professor

**Dr. G. SAKTHIVIGNESWARI**, Assistant Professor



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Coimbatore-641 043, Tamil Nadu, India

**Department of Botany**

*Cordially invites you for the Inauguration of*

**UGC Sponsored**

**One Day National Seminar on Biological Sciences –  
A Step Towards Cutting Edge Research  
(NSBSCER-2024)**

## PRESIDENTIAL ADDRESS

**Dr. V. Bharathi Harishankar**

**Vice Chancellor**

*Avinashilingam Institute for Home Science and Higher Education for Women Coimbatore*

## KEYNOTE ADDRESS

**Prof. Dr. N. Mathivanan**

**Director**

*Centre for Advanced Studies in Botany  
University of Madras, Chennai*

**Venue: Hi-Tech Seminar Hall, III Floor, Admin Block**

**Date : 07.02.2024**

**Time: 10.30 AM**

## PROGRAMME SCHEDULE INAUGURATION

**(10.30 AM – 11.00 AM)**

**WELCOME  
ADDRESS**

**Dr. A. Vijayalakshmi**

**Dean, Academics, Head of the Department, Botany  
Avinashilingam Institute for Home Science and Higher  
Education for Women, Coimbatore**

## LIGHTING OF THE LAMP

**Dr. V. Bharathi Harishankar**

**Vice Chancellor  
Avinashilingam Institute for Home Science and Higher  
Education for Women, Coimbatore**

**PRESIDENTIAL  
ADDRESS**

**Prof. Dr. N. Mathivanan**

**Director  
Centre for Advanced Studies in Botany  
Guindy campus  
University of Madras, Chennai**

**KEY NOTE  
ADDRESS**

**Dr. M.U. Sharief**

**Head of the Office  
Botanical Survey of India  
Southern Regional Centre, Coimbatore**

**GREETINGS**

**Dr. Vivek Natarajan**

**Senior Principal Scientist  
CSIR-Institute of Genomics and Integrative  
Biology, New Delhi**

**VOTE OF THANKS**

**Dr. S. Amutha**

**Organizing Secretary  
Assistant Professor, Department of Botany  
Avinashilingam Institute for Home Science and Higher  
Education for Women  
Coimbatore**

**HIGH TEA**

**11.00 AM – 11.15 AM**

## TECHNICAL

### SESSION I

**(11.15 AM – 12.15 AM)**

## TECHNICAL

### SESSION II

**(12.15 AM – 01.15 PM)**

## LUNCH BREAK

**(01.15 PM – 02.00 PM)**

## TECHNICAL

### SESSION III

**(02.00 PM – 03.00 PM)**

**POSTER EVALUATION (03.00 PM – 03.30 PM)**

**HIGH TEA (03.30 PM – 03.45 PM)**

**Prof. Dr. N. Mathivanan**

**Director, Centre for Advanced Studies in Botany  
University of Madras, Chennai  
"R&D for Drug Discovery from Biological Resources"**

**Dr. M.U. Sharief**

**Head of the Office, Botanical Survey of India  
Southern Regional Centre, Coimbatore  
"Conservation of Orchids- A Boon for Research in  
Biological Sciences"**

## POSTER PRESENTATION

**Dr. Vivek Natarajan**

**Senior Principal Scientist, CSIR-Institute of Genomics  
and Integrative Biology, New Delhi  
"Charting a Path in Bioscience Research: Navigating  
Frontiers, Unravelling Mysteries"**

## VALEDICTION

**(03.45 PM – 04.45 PM)**

## WELCOME

### ADDRESS

**Dr. V. Gayathri**

**Organizing Secretary, Assistant Professor, Department of  
Botany, Avinashilingam Institute for Home Science and  
Higher Education for Women, Coimbatore**

## VALEDICTORY

### ADDRESS

**Dr. S. Kowsalya**

**Registrar  
Avinashilingam Institute for Home Science and Higher  
Education for Women, Coimbatore**

**Dr. C.V. Kalpana**

**Organizing Secretary, Assistant Professor, Department of  
Botany, Avinashilingam Institute for Home Science and  
Higher Education for Women, Coimbatore**

## SUMMARIZING REPORT

## PRIZE DISTRIBUTION AND FEEDBACK

**Dr. M.K. Nisha**

**Assistant Professor (SS), Department of Botany,  
Avinashilingam Institute for Home Science and Higher  
Education for Women, Coimbatore**

## VOTE OF THANKS



**Avinashilingam Institute for Home Science and Higher Education for Women  
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD)  
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Coimbatore - 641 043, Tamil Nadu, India**

**Department of Botany  
UGC Sponsored One Day National Seminar on Biological Sciences- A step Towards  
Cutting Edge Research (NSBSCER-2024)  
07.02.2024, Wednesday**

### **Report of the Seminar**

Department of Botany organized an **UGC Sponsored One Day National Seminar on Biological Sciences-A step Towards Cutting Edge Research (NSBSCER-2024)** on 07.02.2024, Wednesday.

The programme started with a prayer song by Ms. Yangchen Dolma Kom, Ph.D. research scholar, followed by welcome address given by Dr. A. Vijayalakshmi, Dean, Academics, Professor and Head, Department of Botany and Convenor, NSBSCER-2024.



**Welcome address by Dr.A.Vijayalakshmi, Dean, Academics, Professor&Head, Department of Botany and Convenor, NSBSCER-2024**



The seminar was inaugurated by Lighting of Lamp by the Vice chancellor, Registrar, Dean, Chief guest and organizers of NSBSCER 2024.



**Lighting of the lamp by Dr. V. Bharathi Harishankar, Vice-chancellor, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore**

Dr. A. Vijayalakshmi, Dean, Academics, Professor and Head, Department of Botany, and Convenor, NSBSCER-2024, presented star plants to all the dignitaries and gave a note on the importance of star plants.



**Star plant gifted to Dr. V. Bharathi Harishankar, Vice Chancellor**

Presidential address was delivered by Dr. V. Bharathi Harishankar, Vice Chancellor, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. She highlighted the importance of cutting edge research added that every little piece of research work should be given concern, neglecting nothing. She also added that the interdisciplinary approach in research started with studying botany and zoology as biology and nowadays till Artificial Intelligence (AI), all subjects are inter-related with biology.





**Presidential Address by Dr. V. Bharathi Harishankar, Vice-chancellor, Avinashilingam  
Institute for Home Science and Higher Education for Women, Coimbatore**

Keynote address 1 was delivered by Prof. Dr. N. Mathivanan, Director, Centre for Advanced Studies in Botany, Guindy Campus, University of Madras, Chennai. He insisted on the importance of translational research, where research products should go out to benefit the society. Also, he advised that our traditional knowledge should be taken out for the community to be benefitted. Tribal people of Tirunelveli district, chew the bark of a tree, before entering into the forest, to protect them from the venom of poisonous snakes. The current research community should collect our traditional knowledge and transform them to the society with valid proof. An extract from a plant, which is normally included in the diet, plays a major role in controlling tuberculosis in the community, thanks to our indigenous expertise in healing properties of plants.

Dr. M. U. Sharief, Head of the Office, Botanical Survey of India, Southern Regional Centre, Coimbatore, delivered keynote address 2. He has given the importance of biodiversity of plants in the society. He also explained the role of endophytes in bioremediation and tissue culture in propagating endangered plants.

The gathering was greeted by Dr. Vivek Natarajan, Senior Principal Scientist, CSIR-Institute of Genomics and Integrative Biology, New Delhi.

Dr. S. Amutha, Assistant Professor, Department of Botany, presented the formal vote of thanks.



### **Vote of thanks by Dr. S. Amutha, Assistant Professor, Department of Botany**

Technical session 1 started around 12. 15 pm when Prof. Dr. N. Mathivanan, Director, Centre for Advanced Studies in Botany, Guindy Campus, University of Madras, Chennai delivered a lecture on “R&D for Drug Discovery from Biological Resources”. He has listed quite a number of bacterial and fungal strains which are playing an enormous role in the field of antibiotics research and development of new drugs. The importance of Actinomycetes in the world of antibiotics was amazing. Scientists isolated halotolerant actinomycetes from saline water which are found to be influential in antibiotic production. There are also halophilic bacteria isolates which will grow only in the presence of salt, plays a significant role in the field of drug discovery.

A wide spectrum antibiotic, *Streptomycin* is a boon to medical industry. Avermectin, a potential component obtained from *Streptomyces avermitilis*, cures many diseases in plants, animals and humans. He mentioned the notable work of a Chinese scientist Tu Youyou who awarded nobel prize for medicine in 2015 for the invention of “Artemisinin” a potent anti-malarial medicine from the plant *Artemisia* sp. He also noted the extract of thermostable antifungal components from *Streptomyces fingicidicus*. Thermostability is an important characteristic in the synthesis of antibiotics. *Morinda citrifolia* L. is a plant which harbours varied medicinal properties. An extract of its fruit cures Retinoblastoma (Cancer in Retina). *Morinda pubescens* L. is a hepato protector and a wound healer. *Taxus brevifolia*. A gymnosperm yields “Paclitaxel”, a viable component to cure various types of cancer. He also noted the importance of the plant *Galega officinalis* in yielding ‘Metformin’, a miracle medicine to diabetes. Thus, he elaborated the notable role of plants in curing many diseases and ailments prevailing in the society.



**“R&D for Drug Discovery from Biological Resources” by Dr. N. Mathivanan, Director, Centre for Advanced Studies in Botany, Guindy Campus, University of Madras, Chennai**



Technical session 2 was headed by Dr. M. U. Sharief, Head of the Office, Botanical Survey of India, Southern Regional Centre, Coimbatore, who delivered a lecture on “Conservation of Orchids-A Boon for Research in Biological Sciences”. He has explained the fascinating colours, shapes, structures and the importance of orchids with beautiful pictures. John Lindley, British botanist is the Father of Modern Orchidology, who classified orchids. Dr. Sharief, made us familiar with orchids who exhibit bio-mimicry, for example, dancing orchid, monkey orchid, bee orchid, spider orchid, lizard orchid, dracula orchid, peacock orchid, sparrow orchid, butterfly orchid etc., Orchids are cosmopolitan in their distribution, and can be seen even in polar regions. They flourish well during the months between April to October. They found in abundance in many countries like Asia, Africa, Central America and even in Antarctica. In India, we have three hotspots for orchids, which are northeastern Himalayas, Western Ghats and Andaman and Nicobar Islands. Identification of orchids is done mostly on the basis of their shapes. Orchids are the best environmental indicators, as they are very sensitive to pollution. Orchids propagate by means of seeds and produce millions of very minute seeds, as their germination percentage is only one percentage. In India, only two orchidaria are present, one in Yercaud, Tamil Nadu and another one in Shillong, Meghalaya. Dr. Sharief, showered a cascade of knowledge on orchids and also added that orchids are with many biochemical components which are potent healers of many diseases. He concluded that the orchids are really a boon not only for research but also for the whole humanity.



**“Conservation of Orchids-A Boon for Research in Biological Sciences”  
by Dr. M. U. Sharief, Head of the Office, Botanical Survey of India,  
Southern Regional Centre, Coimbatore**

Following technical session 2, poster presentation was taken place. Delegates from various institutions displayed their posters and there were 26 posters displayed for evaluation. Despite being a one day seminar there was an overwhelming response from students and scholars for poster presentation of their research findings.



**Poster presentation**



Post lunch, around 2.30 pm, technical session 3 started with a lecture on "Charting a Path in Bioscience Research: Navigating Frontiers, Unravelling Mysteries" by Dr. Vivek Natarajan, Senior Principal Scientist, CSIR-Institute of Genomics and Integrative Biology, New Delhi. He started the session with a note on evolution and its role in creating different races in the world. He explained the role of melanocytes in the pigmentation of skin, diseases or disorders of pigmentation such as vitiligo. The difference in the colouration of maple leaves is due the activities of pigments chlorophylls, carotenoids and many others. Pigmentation of leaves is not only based on the present of different pigments but also based on the pH of cells. Skin pigmentation among humans is managed by the density of melanocytes which is mostly specific to races, but, is also altered by means of UV radiation. Due to some genetical abnormalities, cells producing melanin will be dysfunctional and may result in pigmentation disorders or in depigmentation. Research in the field of pigments is still a vast area where students can engage to explore. He also noted the importance of knowledge, exposure, environment, aptitude and attitude to excel in biological sciences research. To engage in research, one should dedicate his time in the journey of research to achieve results as success.



**"Charting a Path in Bioscience Research: Navigating Frontiers, Unravelling Mysteries"**  
**online presentation by Dr. Vivek Natarajan, Senior Principal Scientist, CSIR-Institute of**  
**Genomics and Integrative Biology, New Delhi**

Technical session 3 was followed by the evaluation of posters presented. Dr. Joseph Clements, Rtd. Prof. and Head, Department of Botany, Government Arts College, Coimbatore

and Dr. A. Mahalakshmi Priya, Associate Professor, Department of Botany, Government Arts College, Coimbatore were the judges for poster presentation.



**Evaluation of posters by Dr. Joseph Clements, Rtd. Prof. and Head, Department of Botany, Government Arts College, Coimbatore**



**Evaluation of posters by Dr. A. Mahalakshmi Priya, Associate Professor, Department of Botany, Government Arts College, Coimbatore**



Valediction started around 4.45 pm with a prayer song sung by Ms. Yangchen Dolma Kom, Ph.D. research scholar, Department of Botany.

Dr. V. Gayathri, Assistant Professor, Department of Botany and Organizing Secretary, NSBSCER-2024, presented the welcome address.



**Welcome address by Dr. V. Gayathri, Assistant Professor, Department of Botany and Organizing Secretary, NSBSCER-2024**

Valedictory address was given by Dr. S. Kowsalya, Registrar, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. She addressed the importance of cutting edge research in knowledge sharing and its role in improving the society.



**Valedictory address by Dr. S. Kowsalya, Registrar, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore**

Dr. C.V. Kalpana, Assistant Professor, Department of Botany and Organizing Secretary, NSBSCER-2024, summarized the report of **UGC Sponsored One Day National Seminar on Biological Sciences-A step Towards Cutting Edge Research (NSBSCER-2024)**”.



**Summarizing the report by Dr. C.V. Kalpana, Assistant Professor, Department of Botany and Organizing Secretary, NSBSCER-2024**



The seminar provided a valid platform for the young researchers to present their research findings. Best poster presentations were selected on the basis of evaluation by the experts and were given prizes.



**Poster Presentation-First Prize**



**Poster Presentation-Second Prize**



**Poster Presentation-Third Prize**

A total of 78 participants (Outside - 28, in campus – 50 (40 from botany department and 10 from other departments) from various institutions registered for the seminar.





### **Participants**

Dr.M.K.Nisha, Assistant Professor (SS), Department of Botany, Organizing Committee Member, NSBSCER-2024, presented the formal vote of thanks.



**Vote of thanks by Dr.M.K.Nisha, Assistant Professor (SS), Department of Botany,  
Organizing Committee Member, NSBSCER-2024**



**Team of UGC Sponsored One Day National Seminar on Biological Sciences- A step Towards Cutting Edge Research (NSBSCER-2024)**

The Department of Botany registers its gratitude to Internal Quality Assurance Cell, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore for the financial support in conducting the seminar.



## DEPARTMENT OF ZOOLOGY

### International Conference on Asian Pollinator Conservation 2024

Conservation viewed in its entirety, is the slow and laborious unfolding of new relationships between, (hu)man and land. – Aldo Leopold.



This conference brought together the experts, research scholars, faculty and students, resulting in exchange of valuable information through presentations, keynote addresses and discussions. I strongly believe this has and will further result in the forging of new relationships between humans and nature, by realizing that we and the pollinators we depend on are one among the many components that make up the entire ecosystem. So, to ensure a healthy, resilient and sustainable ecosystem, addressing the current relationships we have with the components of our ecosystem and the measures to rectify the same, in a sustainable manner are highly necessary. The ICAPC 2024, with the theme of Asian pollinator conservation, aimed to understand pollinator diversity and the current trends in pollination ecology, threat management and dissemination of acquired knowledge and also application of the same.

The International Conference on Conservation of Asian Pollinators organized by, Department of Zoology, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore in association with LIFE TRUST INDIA, Coimbatore. It was conducted with the Patronage of Chancellor, Vice Chancellor, Registrar, and Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. The advisors of

conference included director (i/c), (R&D), Dean school of biosciences, Deputy Dean school of the biosciences and the experts and delegates from various institutes. The organizing team included Conveners, Organizing secretaries, organizing committee (Professors, Associate and Assistant Professors of the department of zoology) in collaboration with LIFE TRUST INDIA. They worked diligently with lot of efforts to bring this conference into a grand success.

The conference preparations started with the call for abstracts; 86 abstracts were received out of which 26 were accepted for oral presentations and 60 were selected for E-posters

This summary captures the three-day program of presentations and keynote addresses, which took place from the 5<sup>th</sup> to 7<sup>th</sup> March 2024 in a hybrid mode. The event brought together some 170 plus research scholars, members of faculty, students, and key officials nationally and internationally in a hybrid mode to discuss current trends in pollinator ecology and the need for their conservation. It concluded with a set of presentations of real-world cases describing new and noteworthy initiatives relevant to the conference theme.

The first day of the conference started with an inaugural session with a welcome note and conference overview by Dr.K.Manimegalai Prof and Head Department of Zoology, the Presidential Address was delivered by Dr. V. Bharathi Harishankar Vice Chancellor Avinashilingam Institute For Home Science and Higher Education For Women, Coimbatore. Followed up by the inaugural address by Mr.V.Thirunavakarasu, IFS, Principal, CASFOS, Ministry of Environment, Forest and Climate Change, Coimbatore. The memento was presented to Dr.V.Thirunavakarasu, IFS, by Dr.V.Bharathi Harishankar, Vice Chancellor. The abstract compendium was also released and the same was presented to the delegates. The inaugural session concluded with the vote of thanks delivered by Dr.G.Maheswari Assistant Professor (SS), Department of Zoology. Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.





The inaugural session was followed by the keynote addresses. The three-day conference consisted of three technical sessions, some of them scheduled concurrently. The theme, Pollinator Conservation, was divided into three sessions in order to accommodate the large number of presentations under twelve sub themes. Each session had a Chair and Co-chair, who were experts in the domain. Each author was given five minutes for the paper presentation (oral presentation) and three minutes for E-poster presentation, which was followed by a two minute interactive session.



The conference was structured to foster discussion between participants. Each session started with a keynote lecture by an eminent personality in the domain. In the Plenary session one lecture on “Lepidoptera: Vulnerability Drivers and Conservational Strategies” was delivered by Dr. Manoj Borkar, Associate Professor and Head Carmel College for Women, Goa. This was followed by a plenary session two where the keynote address on “Impact of Agrochemicals on Pollinators and Strategies for Mitigation” was delivered by Dr.M.R.Srinivasan, Professor, Department of Agricultural Entomology, Agricultural College and Research Institute, TNAU, Coimbatore. This was followed up by the technical session and the first day concluded with cultural programs. Which included the mime on the theme holistic conservation of pollinators?







The second day began with the keynote address on “Bring Back the Pollinators: 15 years of Community Engagement to Support Declining Insects” by Mr. Matthew Shepherd, Pollinator Program Director/Mace Vaughan, staff Entomologist, Portland. This was followed by Plenary session four with the keynote address on “Pollination Biology in the Anthropocene” by Dr. Renee Borges, Professor, Centre for Ecological Sciences, IISC, Bangalore. In the afternoon the keynote address on “Meliponiculture for the health of nature and man” was delivered by Dr. K. Sajan Jose, Director, Regal bee gardens, Beekeeping Training Centre, Idukki, Kerala. The second day successfully concluded with the technical session II.





The third day started with the keynote address on “Strategies for pollinator conservation” by Dr. Avatar Kaur Sidhu Scientist-E, High Altitude Regional Centre, ZSI, Solan Himachal Pradesh. This was followed by the plenary session VII where Mr. Eric Mader, Assistant Pollinator Program Director, Xerces Society for invertebrate Conservation; University of Minnesota, USA delivered a keynote address on “Best Practices in Pollinator Friendly Agriculture”. The afternoon session began with the group discussion by Dr. B. A. Daniel Director, LIFE Trust India, Coimbatore and Dr. Manoj Borkar, Associate Professor and Head Carmel College for Women, Goa. Clarifying answering the doubts and queries posed by the participants and the session concluded with the recommendations from them.





Further the special address will be given by Dr.S.Kowsalya, Registrar Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. While the valedictory address will be presented by Dr.B.A.Daniel Director, LIFE Trust India, Coimbatore. This will be followed by the prize distribution where the best oral and poster presentation (theme-wise) will be awarded to participants. After the prize distribution is the feedback session, where the stage will be open for feedback from the participants. The conference will conclude with the vote of thanks by Dr.P.Karthika Assistant Professor, Department of Zoology, and Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.



**Pollinators are the heroes of the natural world, quietly ensuring the survival of countless species. So let us make sure to conserve them.**



**Avinashilingam Institute for Home Science and Higher Education for Women**  
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD  
Re-accredited with 'A++' Grade by NAAC.CGPA 3.65/4, Category I by UGC  
Coimbatore-641 043, Tamil Nadu, India

# **INTERNAL QUALITY ASSURANCE CELL**

## **GURU-DAKSHTA: 2023-24**

**Seven – Day  
Faculty Induction Programme (FIP)  
for  
Newly Recruited Faculty**

**Phase – I  
20.01.2024 - 27.01.2024**

**Venue: Hi-Tech Seminar Hall**

## Objectives of the Programme

1. To engage the participants to use the technology for teaching and assessment
2. To enable the participants to acquire research skills
3. To empower the participants to develop leadership qualities for professional development
4. To promote Academic integrity
5. To facilitate to turn out with quality academic outputs

## Outcomes of the Programme

1. Apply Technology for teaching and assessment
2. Use free and open-source software to develop and deliver the content
3. Appreciate the dynamics of academic leadership
4. Formulate strategies for engaging in meaningful research
5. Practice and maintain academic standards

## Modules:

- Higher Education and its Ecosystem
- Curriculum Designing, Outcome Based Learning and Choice Based Credit System
- Teaching, Learning and Assessment
- Technology for Teaching, Learning and Assessment of I Generation
- Personal – Emotional Development and Counseling
- Research, Professional Development and Academic Leadership



# **Guru-Dakshta**

## **Faculty Induction Programme**





## ABOUT THE INSTITUTE

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore was established as an aided college by the great Patriot and Educationist Padma Bhushan Dr. T.S. Avinashilingam Ayya Avl. under the auspices of the Avinashilingam Education Trust in 1957 with 45 women students. Dr. Rajammal P. Devadas, Doyen of Nutrition and an eminent Home Scientist who nurtured the Institution of what it is today. The saga of excellence and legacy created by the visionaries have been carefully nurtured and carried forward by a team of devoted functionaries. Dr. T.S.K Meenakshi Sundaram, Chancellor, Managing Trustee, Sri Avinashilingam Education Trust, Dr. V. Bharathi Harishankar, Vice Chancellor and Dr. S. Kowsalya, Registrar are carrying forward the transformative vision to place the Institution as its zenith. It is now one of the largest Institutions in the country to impart quality education for women at all levels. The Institute follows the educational ideals of Sri Ramakrishna, Holy Mother Sri Saradamani Devi, Swami Vivekananda and Mahatma Gandhi and upholds a life of purity, discipline and services. From time immemorial, the Institutional activities have been focusing on providing education with academic excellence, vitality of culture and values and social relevance. The Institute's educational process is to produce respectful, peaceful, honest and responsible people through an ethos, cultured environment within the Institute, in which the aforementioned values are the hallmark of how the Institute organizes itself into.

## ABOUT THE PROGRAMME

Teachers are our nation builders and their development will determine the success of all other professions. The teaching profession is becoming more and more dynamic, creative and challenging with the recent developments in technology and other revolutions. Teachers need to be constantly trained for continuous professional development along with academic and professional support, especially for the newly recruited teachers. With this perspective, MHRD and UGC have developed a broad framework for Faculty Induction Programme titled "Guru-Dakshta". UGC has made it mandatory for all newly inducted teachers to undergo an induction program after their appointment.

This staff induction program has been conceived in the same lines of Guru-Dakshta covering various aspects such as Technology for teaching and Assessment of I-generation, Research, Professional Development, Academic Leadership, use of ICT and updating developments in various domains. This program enables new teachers to improve their professional capability and performance, and it will also ensure four types of development of faculty (Personal, Instructional, Organisational and Professional) thereby promoting academic excellence and innovation in Higher Education.



DAY 1 (20.01.2024)

09.30 am - 11.30 am

PRAYER



WELCOME ADDRESS

**Dr. A. Vijayalakshmi**

Dean, Academics

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

PRESIDENTIAL  
ADDRESS



**Dr. V. Bharathi Harishankar**

Vice Chancellor

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

INAUGURAL  
ADDRESS



**Dr. M. Krishnan**

Vice Chancellor

Central University of Tamil Nadu  
Thiruvarur

GREETINGS



**Dr. S. Kowsalya**

Registrar

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

VOTE OF THANKS



**Dr. U. Jerinabi**

IQAC Co-ordinator

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

INAUGURATION

**DAY 1 (20.01.2024)**

**Session - 1**  
**11.45 am - 1.00 pm**



**Session - 2**  
**2.00 pm - 3.15 pm**



**Session - 3**  
**3.30 pm - 4.45 pm**



## **Module: Higher Education and Its Ecosystem**

### **Higher Education and its Ecosystem** **Prof. Dr. M. Krishnan**

Vice Chancellor  
Central University of Tamil Nadu  
Thiruvarur – 6110005

### **Ecosystem around the University - MHRD, State Departments of Higher Education, UGC, NAAC, NIRF, CEC, INFLIBNET and Other Regulatory Bodies and their roles**

**Dr. U. Jerinabi**  
IQAC Co-ordinator  
Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

### **Enhancing Quality of Higher Education: Role of INFLIBNET Centre** **Mrs. J. Geetha**

Information Scientist, Central Library  
Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore



**Role of Professionalism and Leadership in Research**

**Dr. K. Kadirvelu,**

DRDO Co-ordinator & Additional Director

DRDO Industry Academia-Centre of Excellence (DIA-COE)

Bharathiar University Campus

Coimbatore

Tamil Nadu, India

**Session - 4**  
**1.30 pm - 2.45 pm**



**Importance of Science and Technology in Nation-Building**

**Dr. K. Kadirvelu,**

DRDO Co-ordinator & Additional Director

DRDO Industry Academia-Centre of Excellence (DIA-COE)

Bharathiar University Campus

Coimbatore

Tamil Nadu, India

**Session - 5**  
**3.00 pm - 4.30 pm**



## DAY 3 (23.01.2024)

**Session - 6**  
9.45 am - 11.00 am



### Teaching Learning and Evaluation – Blooms Taxonomy

**Mrs.S. S. Manimozhi**

Assistant Professor (SG) & HOD (i/c), Department of Education,  
Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

**Session - 7**  
11.15 am - 12.45 pm



### Examination and Evaluation Procedures

**Dr. (Mrs.) K. Manimozhi**

Controller of Examinations  
Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

**Session - 8 (Online)**  
1.30 pm - 2.00 pm



### Delivery and Pedagogy in STEM under NEP2020

**Dr. Gauri Dutt Sharma**

Vice Chancellor,  
University of Science and Technology Meghalaya, Ri-Bhoi

**Session - 9**  
2.00 pm - 3.00 pm



### Orientation of E-Governance Software

**Mrs.G.Jayagouri**

System Administrator, Computer Centre,  
Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

**Session – 10 (Online)**  
3.30 pm - 4.30 pm



### TOTAL- Teachers

**Dr. V. Evelyn Brindha**

Director, Centre for Online and Distance Education  
Karunya Institute of Technology and Sciences, Coimbatore



## Module: Personal, Emotional Development and Counselling

### Higher Education Aligned with NEP, CBCS and Online Digital Resources: A New Ecosystem including Skills

**Dr. Mangala Sunder Krishnan**

Professor Emeritus

CYB 103B, Department of Chemistry

Indian Institute of Technology Madras, Chennai

### Personality Development

**Dr. S. Gayatri Devi**

Professor and Head, Department of Psychology,

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

### Wisdom One's Kingdom

**Prof. V.D. Swaminathan**

Retd. Professor, Department of Psychology,

Madras University, Chennai

**DAY 4 (24.01.2024)**

**Session - 11**  
9.45 am -11.00 am



**Session - 12**  
11.15 am - 12.45 pm



**Session - 13**  
1.30 pm - 2.45 pm



**Session - 14**  
3.00 pm - 4.30 pm

## Module: Research, Professional Development and Academic Leadership

### Engaging Teaching Strategies in Higher Education Moving Beyond the Lecture

**Dr.H. Indu**

Professor and Dean, School of Education

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

### Women Leadership

**Prof. Mini Shaji Thomas**

Dean, Professor, Department of Electrical Engineering,

Faculty of Engineering & Technology, Jamia Millia Islamia, New Delhi-110025

### Research Programmes at Avinuty - Research and Development Cell

**Dr. P. Lalitha**

Director R&D i/c & Co-ordinator, Bharat Ratna Prof. CNR Rao Research Centre

School of Physical Sciences and Computational Sciences &

Professor, Department of Chemistry, Avinashilingam Institute for Home Science and Higher Education for Women. Coimbatore

### Activity : Research and Publication Ethics

**Dr. P. Lalitha**

Director R&D i/c & Co-ordinator, Bharat Ratna Prof. CNR Rao Research Centre

School of Physical Sciences and Computational Sciences &

Professor, Department of Chemistry, Avinashilingam Institute for Home Science and Higher Education for Women. Coimbatore

**DAY 5 (25.01.2024)**



**Session - 15**  
**9.45 am - 11.15 am**



**Session - 16 (online)**  
**11 30 am -12.45 pm**



**Session - 17**  
**2.30pm -3.30 pm**

**Session - 18**  
**3.45 pm - 4.45 pm**

**DAY 6 (26.01.2024)**

**DAY 7 (27.01.2024)**

**Session - 19**  
9.45 am - 11.00 am

**Session - 20**  
11.15 am - 12.45 pm

**Session - 21**  
1.30 pm - 2.45 pm

**3.00 pm - 4.30 pm**



**Outbound Activities -- Arsha Vidya Gurukulam, Anaikatty**

**Module: Technology for Teaching, Learning and Assessment of I Generation**

**Application of AI tools in Teaching, Learning and Assessment**

**Dr. P. Subashini**

Professor, Department of Computer Science,  
Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

**Hands On Training**

**AI Tools for Teaching , Learning and Assessment**

**Dr. P. Subashini**

Professor, Department of Computer Science,  
Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

**Technology for Teaching**

**Dr. C. Karthik Deepa**

Assistant Professor, Department of Education,  
Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

**Feedback of the participants**

**Valediction**

**Dr. U. Jerinabi**

IQAC Co-ordinator

**Dr. A. Vijayalakshmi**

Dean, Academics,  
Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

## ORGANISING COMMITTEE

## CHIEF PATRONS

## PATRONS

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**Dr.T.S.K. Meenakshisundaram**  
Chancellor & Managing Trustee



**Dr. V. Bharathi Harishankar**  
Vice Chancellor



**Dr. S. Kowsalya**  
Registrar



**Dr.U.Jerinabi**  
IQAC, Co-ordinator



**Dr. A. Vijayalakshmi**  
Dean, Academics



**Dr. S. Gayathri Devi**  
Professor and Head, Department of  
Biochemistry, Biotechnology and  
Bioinformatics



**Dr. K. Arockia Maraichelvi**  
Associate Professor, Department of  
Human Development



**Dr. K. Ramya**  
Assistant Professor, Department of  
Business Administration



**Dr. R. Karthiyayini**  
Assistant Professor, Department of  
Botany



# AIHS&HE

AVINASHILINGAM INSTITUTE FOR HOME SCIENCE  
AND HIGHER EDUCATION FOR WOMEN







**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University under Category 'A' by MHRD,  
Estd. u/s 3 of UGC Act 1956) Re-accredited with 'A++' Grade by NAAC.  
Recognised by UGC under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

## **INTERNAL QUALITY ASSURANCE CELL**

# **GURU-DAKSHTA: 2023-24**

**Seven – Day  
Faculty Induction Programme (FIP)  
for  
Newly Recruited Faculty**

**Phase – II  
15.02.2024 - 22.02.2024**

**Venue:  
HI-TECH SEMINAR HALL**

## Outcomes of the Programme

1. Apply Technology for teaching and assessment.
2. Use free and open-source software to develop and deliver content.
3. Appreciate the dynamics of academic leadership.
4. Formulate strategies for engaging in meaningful research
5. Practice and maintain academic standards

## Objectives of the Programme

1. To engage the participants to use the technology for teaching and assessment
2. To enable the participants to acquire research skills
3. To empower the participants to develop leadership qualities for professional development
4. To promote Academic integrity
5. To facilitate to turn out with quality academic outputs

**Guru-Dakshta**

**Faculty Induction Programme**





### ABOUT THE INSTITUTE

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### ABOUT THE PROGRAMME

Teachers are our nation builders and their development will determine the success of all other professions. Teaching profession is becoming more and more dynamic, creative and challenging with the recent developments in technology and other revolutions. Teachers need to be constantly trained for continuous professional development along with academic and professional support specially for the newly recruited teachers. With this perspective, MHRD and UGC have developed a broad framework for Faculty Induction Programme titled "Guru-Dakshta". UGC has made it mandatory for all newly inducted teachers to undergo induction program after their appointment.

This staff induction program has been conceived in the same lines of Guru-Dakshta covering various aspects such as Technology for teaching and Assessment, Research, Professional Academic Leadership, use of modern developments in



**DAY 1 (15.02.2024)**

**INAUGURAL  
ADDRESS**



**Andrew Thangaraj**  
Professor,  
Electrical Engineering,  
Indian Institute of Technology Madras, Chennai

**Session-1**  
11.45 am to 1.15 pm



**Dr. V Bharathi Harishankar**  
Vice Chancellor  
Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

**Session-2**  
1.45 pm - 3.15 pm



**Ecosystem around the University - MHRD, State Departments of Higher Education, UGC, NAAC, NIRF and Other Regulatory Bodies and their roles**

**Dr. U. Jerinabi**  
IQAC Co-Ordinator  
Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

**Session-3**  
3.30 - 5.00 pm  
(online)



**Dr. Ajita Deshmukh**  
Assistant Professor (ICT)  
School of Education and Research  
MIT – ADT University  
Pune, India

**Theme: Curriculum Designing, Outcome Based Learning and Choice Based Credit System**

**Outcome Based Education – Devising Programme Outcomes and Course Outcomes**

**Dr.(Mrs.) G.Padmavathi**

Dean, School of Physical Sciences & Computational Sciences

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

**Constitutional Values, Human Rights, Fundamental Duties and Gender**

**Dr.Swarna Rajagopalan**

Managing Trustee, The Prajnya Trust,

Honorary Director,

Prajnya Initiatives for Peace, Justice and Security

**Stress Management – Activity**

**Dr. S. Gayatri Devi**

Professor and Head, Department of Psychology,

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

**Emotional Intelligence in Teaching – Enhancing Connection and Communication with Students**

**Ms. Priya G Arunprasad**

Counselling Psychologist

Chennai

**DAY 2 (16.02.2024)**



**Session - 4**  
**9.45 am - 11.15 am**



**Session - 5**  
**11.30 am - 1.00 pm**  
**(Online)**



**Session - 6**  
**1.45 pm - 3.15 pm**

**Session - 7**  
**3.30 pm – 5.00 pm**

### Sustainable Development Goals – An Overview

**Dr. Vidyasagar Ramamurthy**  
Former Child Protection Specialist  
UNICEF TAMIL NADU OFFICE  
Chennai, Tamil Nadu, India

**Session - 8**  
9.45 am -11.15 am  
(Online)

### Sustainable Development Goals in India

**Dr. Vidyasagar Ramamurthy**  
Former Child Protection Specialist  
UNICEF TAMIL NADU OFFICE  
Chennai, Tamil Nadu, India

**Session - 9**  
11.30 am -1.00 pm  
(Online)

### Application of AI Tools in Teaching, learning and Assessment – Augmented Reality

**Dr. P. Subashini**  
Professor, Department of Computer Science  
Avinashilingam Institute for Home Science and Higher Education for Women  
Coimbatore



**Session - 10**  
1.45 pm -3.15 pm

### Constitutional Values, Human Rights and Fundamental Duties

**Dr. Swami Jagadatmananda Saraswati**  
Trustees of SrutiSeva Trust,  
Chief Advisor and teacher of Vedanta and  
Sanskrit at ArshaVidyaGurukulam, Anaikatti, Coimbatore.



**Session - 11**  
3.30 pm – 5.00 pm



## Curriculum Designing, Outcome Based Learning and Choice Based Credit System

**Dr. N. Muthumani**

Principal

PPG College of Arts and Science, Coimbatore

## Curriculum Designing, Outcome Based Learning and Choice Based Credit System

**Dr. N. Muthumani**

Principal

PPG College of Arts and Science, Coimbatore

## Role of Teachers and Educational Institutions in Realizing Sustainable Development Goals

**Dr. Siddhi Sreemahadevan**

Department of Bio-Technology, PSG College of Technology, Coimbatore, India

**Cospeaker:**

**Mr. M.R.Sudarshan**

Director, Sri Sai Tejaswi Academy,  
Salem, Tamil Nadu, India

## Environmental Sustainability in a Changing World

**Dr. T. Muthukumar**

Professor

Department of Botany

Bharathiar University, Coimbatore - 641046

Tamilnadu, India

**DAY 5 (20.02.2024)**

**Session - 12**  
**9.45 am - 11.15 am**  
**(Online)**



**Session - 13**  
**11 45 am - 3.15 pm**



**Session - 14**  
**1.45 pm – 3.15 pm**  
**(Online)**



**Session - 15**  
**3.30 pm-5.00 pm**



**DAY 6 (21.02.2024)**

**Session - 16**  
9.45 am - 11.15 am



**Session - 17**  
11.30 am – 1.00 pm

**Session - 18**  
1.45 pm - 3.15 pm



**Session- 19**  
3.00 pm-5.00 pm

### **Human Rights and Responsibilities**

**Prof. G. Palanithurai**

Dean, Students Welfare, Rajiv Gandhi Chair for Panchayati Raj Studies  
Department of Political Science and Development Administration  
The Gandhigram Rural Institute – Deemed University  
Gandhigram, Dindigul Dt., Tamilnadu

### **Human Rights and Responsibilities**

**Prof. G. Palanithurai**

Dean, Students Welfare  
Rajiv Gandhi Chair for Panchayati Raj Studies  
Department of Political Science and Development Administration  
The Gandhigram Rural Institute – Deemed University

### **Science Communication through Books, Monographs, Research Publications and Patents**

**Dr. Mangala Sunder Krishnan**

Professor Emeritus  
CYB 103B, Department of Chemistry  
Indian Institute of Technology Madras,  
Chennai - 600036

**Dr. Mangala Sunder Krishnan**

Professor Emeritus  
CYB 103B, Department of Chemistry  
Indian Institute of Technology Madras,  
Chennai - 600036

**DAY 7 (22.02.2024)**

**Session - 20**  
**9.45 am - 11.15 am**



### **Higher Education and Indigenous Knowledge System**

**Dr. M.A. Sudheer**

UGC Emeritus Professor  
The Gandhigram Rural Institute – Deemed University  
Gandhigram, Dindigul Dt., Tamilnadu

**Session - 21**  
**11.30 am - 1.00 pm**

### **NEP 2020 – Holistic and Multidisciplinary Education**

**Prof. Sudheer Reddy**

UGC Emeritus Professor  
The Gandhigram Rural Institute – Deemed University  
Gandhigram, Dindigul Dt., Tamilnadu

**Session-22**  
**1.45 pm - 3.15 pm**



### **Environmental Consciousness and Sustainable Development Goals ( Green , Environment and Energy Audits)**

**Dr. P. Ponmurugan**

Associate Professor  
Department of Botany,  
Bharathiar University, Coimbatore

**3.00 pm - 4.30 pm**

### **Valediction**

**Valedictory Address**

**Dr, S.Kowsalya**

**Registrar**

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

# AIHS&HE

## ORGANISING COMMITTEE

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Chancellor & Managing Trustee



**Dr.V Bharathi Harishankar**  
Vice Chancellor



**Dr.S.Kowsalya**  
Registrar



**Dr.U.Jerinabi**  
IQAC, Coordinator



**Dr. Vijayalakshmi**  
Dean, Academics



**Dr. S. Gayathri Devi**  
Professor, Department of Biochemistry,  
Biotechnology and Bioinformatics



**Dr. K. Arockia Maraichelvi**  
Associate Professor, Department of  
Human Development



**Dr. S. Karthiyayani**  
Assistant Professor, Department of  
Botany



**Dr. K. Ramya**  
Assistant Professor, Department of  
Business Administration



**Avinashilingam Institute for Home Science and Higher Education for Women,  
Coimbatore**

**Inauguration of Two Days National Seminar on Inclusive Education: Addressing  
Diversity as per NEP Guidelines**

**Organized by**

**Internal Quality Assurance Cell & NEP Cell**

**06 & 07 March 2024**

**Press Note**

Two Days National Seminar on Inclusive Education: Addressing Diversity as per NEP Guidelines is organized by IQAC, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore is inaugurated on 06.03.2024 at 9.30 am by lighting the lamp of knowledge by the dignitaries Honorable Vice Chancellor of Avinashilingam Institute for Home Science and Higher Education for Women Dr. V. Bharathi Harishankar, and other organizing committee members.



**Honorable Vice Chancellor of Avinashilingam Institute for Home Science and Higher Education for Women Dr. V. Bharathi Harishankar, and other committee members lighting the lamp of knowledge in the Inaugural Session**

Dr.U. Jerinabi IQAC Co-ordinator, and Convener of Two Days National Seminar on Inclusive Education: Addressing Diversity as per NEP Guidelines welcomed the gathering.



**Dr.U. Jerinabi IQAC Co-ordinator, and Convener of Two Days National Seminar presenting Welcome Address**



Dr. V. Bharathi Harishankar, Vice Chancellor of Avinashilingam Institute for Home Science and Higher Education for Women, delivered the Presidential address. In her speech madam emphasized about the institutional, National and Global level initiatives to promote inclusion and diversion education.



**Dr. V. Bharathi Harishankar, Vice Chancellor of Avinashilingam Institute for Home Science and Higher Education for Women is Presenting Presidential Address**

Prof. Neelima Gupta, Vice-Chancellor, Dr. Harisingh Gour Vishwavidyalaya Sagar University, Madhya Pradesh in her inaugural addressed about the different types of diversity in education. She also talked about the evolutionary and visionary approach of inclusive education in India along with the different types of supports such as ecosystem to support the diverse learner needs and the best practices in their institution.



**Prof. Neelima Gupta, Vice-Chancellor, Dr. Harisingh Gour Vishwavidyalaya Sagar University, Madhya Pradesh**

Dr. K. Arockia Maraichelvi, Assistant Co-ordinator, IQAC- Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore has proposed the Vote of Thanks.



**Dr. K. Arockia Maraichelvi, Assistant Co-ordinator, IQAC- Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore proposing Vote of Thanks**

**Day 1 (20.01.2024) : Session 1 – 11.45 to 1.00 pm**

Session I was a panel discussion on Understanding NEP Guidelines and Identifying Diverse Need by Dr. M. Jayakumar, Former IQAC Director & Dean, School of Education, Bharathiar University, Coimbatore as a Moderator talked about the advantages and challenges of NEP 2020. He also discussed about the requirements and supports required from the institutions and government to promote and implement inclusivity. He also discussed about the need of change in assessment system to support the inclusivity.



**Dr. M. Jayakumar, Former IQAC Director & Dean, School of Education, Bharathiar University, Coimbatore is delivering his lecture**

The first panellist Dr. Prashant R Nair, Vice Chairman, IQAC, Amrita Vishwa Vidyapeetham, Coimbatore talked about the positive aspects about the NEP 2020, and how it will take its form in due time with the support of technology, open sources and assistive technology, the need of large language models for AI to enhance the AI usage in inclusivity. He also talked about the fund and affordability of assistive technologies, which will empower the inclusivity.



**Panellist Dr. Prashant R Nair Vice Chairman, IQAC Amrita Vishwa Vidyapeetham, Coimbatore addressing the participants**

The second panellist Dr H Indhu, Dean, School of Education, Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore talked about the diverse nature of India and institutions and the roles and responsibility of teachers. She also brought light on the pedagogies and psychological theories to implement the inclusivity effectively.



**Panellist Dr H Indhu, Dean, School of Education Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore addressing the participants**

The session ended with few questions as mentioned below.

1. How to raise funds or generation fund for higher education according to NEP 2020?
2. How to improve research and research publications according to NEP 2020?
3. How to incorporate the inclusivity in curriculum? Will it be a realistic without losing the essence?
4. Does multiple boards such as State Board, CBSE, ICSE enhance inclusive education?
5. How there will be a possibility of inclusivity if there is increase in fees for education?

The afternoon session was started at 2.00 pm

**Day 1 (06.03.2024) : Session 2 – 2.00 pm to 3.15 pm**

Prof. Mumtaz Begum, Professor, School of Education, Pondicherry University, Puducherry has addressed the audience on the topic '*Case Studies Successful Models of Inclusive Education Implementation*'. She has discussed various institutional models successfully implemented the inclusive model. She narrated how the education become special education and how it turned to inclusive education. She shared the nine principles of inclusive education, characteristics of diversity and what is the present position of inclusion?

The session ended with few questions as mentioned below.

1. Which model is suitable for women institutions?
2. How can we take the inclusivity to the grass root level?



**Prof. Mumtaz Begum, Professor, School of Education, Pondicherry University  
addressing the gathering**

**Day 1 (06.03.2024) : Session 3 – 3.00 pm to 5.00 pm**

Dr. Poornima Rajendran Assistant Professor Central University of Tamil Nadu, Thiruvavur delivered a Special Address on '*Resource Mobilization and Networking for Inclusive Education*'. She gave an introduction about inclusive education. How it moved from homogeneous to heterogeneous and to inclusion. She suggested ideas to increase inclusion in classrooms. She shared the model of Ecology of Inclusive Education, networking and forms of partnership.





**Dr. Poornima Rajendran Assistant Professor Central University of Tamil Nadu, Thiruvavur delivering a Special Address**

**Day 2 (07.03.2024): Session 4 – 9.30 am to 11.00 am**

There was a panel discussion on Developing Inclusive Curriculum and Teaching Strategies, the Moderator of the panel Dr. Gabriel Simon Thattil Director - IQAC and Professor & Head, Department of Commerce, University of Kerala, Trivandrum addressed the need for the change in curriculum and teaching strategies. He narrated about the conventional method to current modern method of curriculum in India. He brought light on the history of educational development in India and vast and rich curriculum we had during ancient times. He also highlighted the need for revamping the curriculum for the inclusivity.



The first panellists Dr. Evelyn Brindha Director, Centre for Online and Distance Education Karunya Institute of Technology and Sciences, Coimbatore shared her views on increasing accessibility and fostering inclusive classrooms with free tools from Microsoft Education. Empowerment and inclusion, how to improve reading habits by using Microsoft immersive reader, Flipgrid, Translation, math Equations, office lens, Edge, seeing AI among special children. She also shared about writing tools spell checker, editor in office, dictation in office and word prediction and how it facilitates the special children. DEFFIT and Conker tool for teachers to facilitate the inclusive classroom. She gave a hands-on training on the same.



**Panellists Dr. Evelyn Brindha Director, Centre for Online and Distance Education Karunya Institute of Technology and Sciences, Coimbatore sharing her views**

The second panellist Prof. R. Arthur James Head, Department of Marine Science Chair, School of Marine Sciences Director - Internal Quality Assurance Cell (IQAC) Bharathidasan University, Tiruchirappalli discussed about social perspectives of NEP 2020. He also discussed about how NEP 2020 will take India to global standard. He shared about the importance of collaboration and cooperation with various disciplines, society and industries to promote inclusivity. How online education enhance the inclusivity. He advised the teachers to identify their potential and bringing it to the global platform to build inclusivity and also suggest to be proactive for the negatives and supportive for the achievements.



**Panellist Prof. R. Arthur James Head, Department of Marine Science Chair, School of Marine Sciences Director - Internal Quality Assurance Cell (IQAC) Bharathidasan University, Tiruchirappalli addressing the gathering**

**Questions**

1. Is it necessary to prepare separate curriculum for normal class and inclusive classroom?
2. How to balance between the slow and advanced learner?
3. How to get the attention of the students in offline classes since the learners are having more screen time?

**Day 2 (07.03.2024): Session 5 – 11.00 am to 12.45 pm**

Prof. P. Sivakumar Senior Professor and Head, Department of Education (DDE) Alagappa University, Karaikudi delivered his concerns on the topic 'Identifying and Addressing Various Forms of Diversity in

Educational Setting's in which he shared about diversity and forms of diversity such as economic, cultural, gender, race, religious, and linguistic disability. Differentiated instruction, integrated pedagogy, cooperative & collaborative strategy and teacher capacity building.



**Prof. P. Sivakumar Senior Professor and Head, Department of Education (DDE) Alagappa University, Karaikudi delivering his lecture**

He divided the participants into 10 groups and gave case studies to the groups to find out the diversity and suggest solution for the same.



**Group activity**



**Presentation by the participants**

**Day 2 (07.03.2024): Session 6 – 1.30 am to 3.30 pm**

There was a Specialized Training Sessions for Educators and Administrators for Teachers: on the topic "Differentiated Instruction in the Inclusive Classroom" For Administrators: "Policy Implementation for Inclusive Education" by Dr Lalitha Balakrishnan Retired Principal M.O.P Vaishnav College for Women, Chennai. She shared about Principle of equal opportunities, uniqueness, dignity, acceptance, collaboration, relevance, empowerment and social balance. She also discussed about policy

framework of inclusive education, key components of inclusive education policy, strategies for effectively implementing inclusive education, promoting awareness and understanding. She also highlighted differentiated instruction,



**Dr Lalitha Balakrishnan Retired Principal M.O.P Vaishnav College for Women, Chennai delivering special training session**

#### Question

1. How to treat the students without poise, suggest strategies to overcome this problem ?

#### Valedictory Function



#### **Valedictory function**

Valedictory Function of Two Days National Seminar on Inclusive Education: Addressing Diversity as per NEP Guidelines organized by IQAC, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore from 06.03.2024 to 07.03.2024 which was held at Hi-tech Seminar Hall. Dr. K. Ramya, Core Committee Member, IQAC, Avinashilingam Institute for Home Science and Higher Education for Women welcomed the gathering.

Dr.C.Karthik Deepa, Assistant Professor, Department of Education, presented the brief report of Two Days National Seminar.

The Presidential Address was delivered by Dr. S. Kowsalya, Registrar of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. She highlighted the



initiatives taken by our institution has taken to promote inclusion and diversity. She emphasized the need of mental health among students in the promotion of inclusivity. She focused on the special education initiative, disable friendly environment, technological supports, and accessibility of global knowledge. She troughed light on knowledge diversity and the importance of implementing inclusivity from school education to higher education. She suggested to have a holistic approach to implement inclusivity.

Dr. Anne Mary Fernandez, Dean, Administration, Alliance University, Bangalore delivered the valedictory address on ‘Assessing inclusivity in education – Tools and metrics for Measuring Progress’. In her talk she explained how to conceptualize, understanding, devising, adopting and measuring diversity. She insisted to create institutional bench marks, corrective mechanism and periodic review with end in mind. She also explained about popular tools and metrics used in educational technology and to identify critical factors. She shared a case study of an Australian Model and NAPLAN. She concluded that inclusion is not to eliminate the diversity but facilitate.



**Dr. Anne Mary Fernandez, Dean, Administration, Alliance University, Bangalore  
delivering the valedictory address**

It was followed by certificate distribution by the dignitaries.



The Valedictory session came to an end with the Vote of Thanks by Dr.C.Karthik Deepa ,Assistant Professor, Department of Education, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.

Totally 56 participants attended the seminar in which 54 offline and 2 in online, 54 female and 2 male participants and 54 from different districts of Tamilnadu and 2 from other state.



**Avinashilingam Institute for Home Science and Higher Education for  
Women**

**Coimbatore – 641 043, Tamil Nadu, India**

**Department of Biochemistry, Biotechnology and  
Bioinformatics**

**Summer Internship Program  
on  
Techniques in Biological Sciences  
06.06.2024 to 20.06.2024**

**Module I- Techniques in Microbial Bioinformatics**

**Coordinators- Dr. D. Kavitha and Dr. M Rajeswari**

**Research Scholars:**

**R. Ramya**

**R. Deepthi Sri**

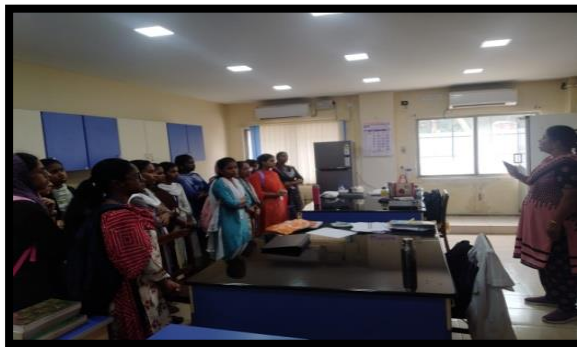
**R. Monica**

**06.06.2024**

On June 6, 2024, students attended an Orientation Program at the Bioscience Seminar Hall, starting with a prayer. Teachers warmly welcomed the students, creating a positive atmosphere. Afterward, students visited laboratories in the Biochemistry, Biotechnology, and Bioinformatics departments, where they were introduced to various equipments. Respective Lab in-charges Scholars explained the usage and principles of these tools.

Following the lab visits, Dr. D. Kavitha and Dr. M. Rajeswari provided an overview of Module I, which includes 23 students from SONA College of Arts and Science and Students from Department of Biochemistry & Biotechnology, campus II. They outlined the module's objectives, key topics, and expectations. Essential glassware was distributed, and sterilization procedures were supervised. The day concluded with the formation of smaller groups to enhance teamwork and support during practical sessions.

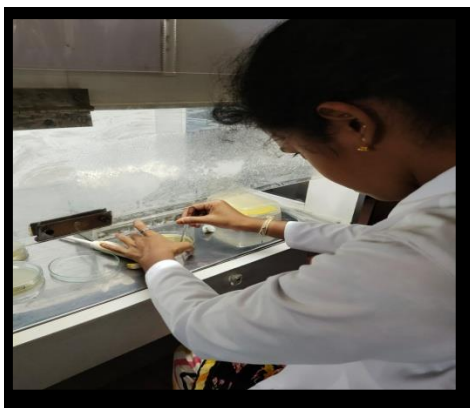
## Student's Lab Visit



**07.06.2024**

On June 7, 2024, students conducted group experiments to isolate pure cultures from soil, milk, and water. This involved serial dilution, preparing and sterilizing nutrient agar, spreading samples on plates, and incubating them to observe microbial growth. Students took an MCQ test to assess their knowledge of microbiology, including culture media, sterilization, and equipment, ensuring they were prepared for independent work. Students also attended bioinformatics classes covering the basics of bioinformatics, how to use databases like NCBI and EBI, and the history of bioinformatics. These lessons aimed to enhance their computational skills and understanding of bioinformatics tools, complementing their lab work.

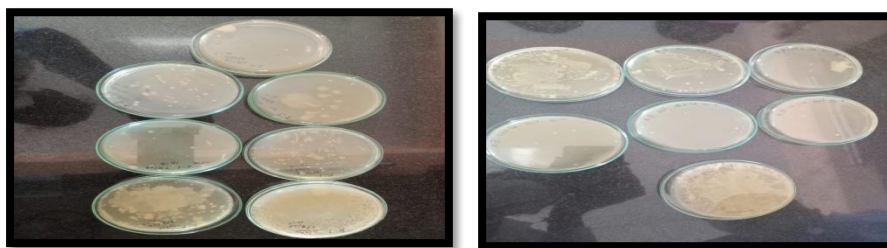




**08.06.2024**

On June 8, 2024, students examined the results of their pure and axenic culture isolation experiments from the previous day. Each group counted and recorded the colonies on their nutrient agar plates. They calculated colony-forming units (CFUs) to determine the microbial concentration in their original samples from soil, milk, and water. After observations and calculations, students decanted the experimental plates. The used agar plates were sterilized to ensure proper disposal and maintain lab hygiene, highlighting the importance of sterilization in preventing contamination. In addition to their microbiology experiments, students were taught microbial sequencing techniques using various bioinformatics databases. They were given several exercises to practice and apply what they had learned. Students learned about gene sequencing techniques and their applications in bioinformatics. They explored how to explore gene sequence and analyze sequencing data. Students practiced using major bioinformatics databases, to retrieve and analyze microbial gene sequence data. Exercises were given to navigate these databases, understanding their functionalities, and utilizing various tools for data analysis.

## Isolation of Pure Culture - Observation



## Practice Questions in Bioinformatics

### Ex1: Exploring Gene Sequence records

1. Go to <https://www.ncbi.nlm.nih.gov/search> and search for ACE2 . Select Homo sapiens ACE2 from the options. Write the gene name in the space below.  
Download the fasta format of the nucleotide sequence
2. Click on the gene page link or go to <https://www.ncbi.nlm.nih.gov/gene/59272> , then answer the following:
  - a) How many transcripts variants are listed?
  - b) What is the exon count?(view Genomic Context)
  - c) Approximately, how long is the gene (in kilobase pairs)/
  - d) In which chromosome is found?
3. Navigate to the Expression information in the Gene page. In which tissue is found at highest abundance (in the HPA RNA-Seq normal tissues dataset)?

### Ex:2 Exploring Protein Sequence records

1. Go to <http://www.uniprot.org/> and Retrieve the protein sequence in FASTA format corresponding to P00519
2. Obtain relevant information about protein with reference to function and its location in chromosome
3. Write the role of P00519 in human disease
4. List the post translational modification of P00519.
5. How many structures are available in pdb databank for P00519 protein?

**10.06.2024**

On June 10, 2024, Student as groups independently prepared media for streaking techniques, building confidence and proficiency in this essential microbiology skill. Teachers provided comprehensive instruction on quadrant streaking, T-streaking, continuous streaking, and radiant streaking for isolating pure bacterial colonies. Bacterial cultures were inoculated

onto the prepared media and incubated overnight to prepare for the next day's streaking exercises. In addition to the microbiology lab work, students participated in Bioinformatics classes where they were taught about pairwise alignment, including how to retrieve sequences and perform pairwise alignments. Several exercises were provided to practice working with databases, enhancing their computational skills, familiarizing them with bioinformatics tools, and integrating computational analysis with biological data.



**11.06.2024**

On June 11, 2024, in the morning session, students revisited the bioinformatics exercises from the previous class, solidifying their understanding of pairwise alignment and sequence retrieval. Teachers introduced students to Multiple Sequence Alignment (MSA) of microbial genomes using cultural omega, explaining how to search for data and analyze the relationships between sequences based on similarity alignments. This session focused on enhancing students' skills in identifying and interpreting evolutionary relationships among different microbial sequences. In the afternoon, students individually performed various streaking techniques using different bacterial cultures. This hands-on practice included quadrant streaking, T-streaking, continuous streaking, and radiant streaking, reinforcing their skills in isolating pure bacterial colonies from mixed cultures.





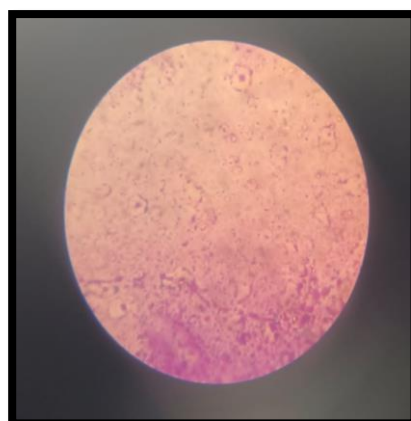
## Streaking Technique



**12.06.2024**

On June 12, 2024, Students observed the results for the different types of streaking and also they performed Gram staining to differentiate between Gram-positive (purple) and Gram-negative (pink) bacteria. They observed and identified bacteria under a microscope and learned about cell wall composition differences and the clinical relevance of Gram staining. Students practiced simple staining techniques to observe bacterial morphology and arrangement using a single stain. Students were taught to use the Basic Local Alignment Search Tool (BLAST) for microbial sequence searches. They practiced searching databases, understanding sequence alignment processes, and analyzing relationships between sequences.

## Gram Staining



**13.06.2024**

On June 13, 2024, students prepared and autoclaved media in groups to ensure sterility for antimicrobial sensitivity tests. They also prepared different source extracts and stored them under appropriate conditions. For antimicrobial sensitivity testing, both the agar well diffusion and disc diffusion methods were performed. All plates and required media were autoclaved, and the procedures for both methods were followed. Finally, all plates were incubated to observe results the next day.

## Antimicrobial Sensitivity Test



**14.06.2024**

On June 14, 2024, the students observed and recorded the results of the antibiotic sensitivity tests conducted the previous day. Students measured the zones of inhibition around the wells and discs for both extracts at varying concentrations. Students focused on the identification of bacteria using BLAST (Basic Local Alignment Search Tool). They worked with FASTA sequences for both nucleotides and proteins to perform the following tasks: Students retrieved FASTA sequences for bacterial nucleotide and protein data. Using BLAST, they compared the retrieved sequences against database entries to identify bacterial species. The analysis involved aligning sequences to find regions of similarity and determine potential matches. Students interpreted the BLAST results to identify bacteria based on sequence alignment scores and similarity percentages. Many exercise were given to students to perform, this exercise to enhance their understanding of bioinformatics tools in bacterial identification.



**15.06.2024**

On June 15, 2024, Students were taught how to access and navigate the Protein Data Bank (PDB) database to view detailed protein structures. Instructions were given on how to download protein structures for further analysis. Students were provided with practice questions related to the PDB to reinforce their learning. Teachers introduced the PATRIC database, explaining its functionalities and applications in microbial research. Students learned how to work with PATRIC, including data retrieval and analysis. Teachers provided an overview of PlasmoDB, a database for Plasmodium species. Students were instructed on how to navigate the database and utilize its tools for research purposes.

### Practice Questions in Bioinformatics

1. Download the 2VUZ molecule from RCSB PDB databank. Using the structure summary page answer the following questions?
  - Give the biological function of 2VUZ.
  - What is the resolution of the structure?
  - Name the experimental method by which structure is predicted?
  - Who are the authors of the PDB file?
  - In which journal was the primary citation published?
  - On what date was the file deposited into the PDB?
  - How many chains are in 2VUZ?
  - Are there any ligands within this PDB file? If so, which ones?
  - From what source was this molecule isolated?
  - Justify whether the structure is good or bad based on the percentage of Ramachandran outlier.

**18.06.2024**

On June 18, 2024, students focused on conducting biochemical tests for microorganism identification. The day started with the preparation of various media required for these tests. The prepared media were then autoclaved to ensure sterility and prevent contamination during the tests. After sterilization, students proceeded with the inoculation of the prepared media with microbial cultures. Students learned to retrieve information on antimicrobial small molecules using the PubChem database. Students were taught how to use SWISS-MODEL to predict the tertiary structure of proteins.



**19.06.2024**

On June 19, 2024, Students engaged in practice exercises from the previous day's bioinformatics session to reinforce their learning and skills. The session continued with instruction on the identification of bacteria using 16S rRNA sequencing. More Practice questions were provided to allow students to apply their knowledge and understanding. In the afternoon few reagents for observing the results for biochemical test were prepared.



**20.06.2024**

On June 20, 2024, the students observed and recorded the results of the biochemical test conducted the previous days. After observations, students decanted the experimental plates. The used agar plates were sterilized to ensure proper disposal and maintain lab hygiene, highlighting the importance of sterilization in preventing contamination.

**Conclusion:**



Overall students got wide knowledge about the microbial techniques as well as bioinformatics. Few students who were already exposed to basic skills were given a separate project with an isolation of enzyme producing bacteria from natural sources. All these students were benefitted and gained knowledge from this Module I.

**Avinashilingam Institute for Home Science and Higher Education for Women**  
**Coimbatore – 641 043, Tamil Nadu, India**

**Department of Biochemistry, Biotechnology and  
Bioinformatics**

**Summer Internship Program**  
**on**  
**Techniques in Biological Sciences**  
**06.06.2024 to 20.06.2024**

**Module 3: Advanced Research Techniques**  
**Venue: Advanced Research Laboratory**

**Coordinators**

1. Dr. R. Nirmaladevi, Assistant Professor
2. Dr. A. Poornima, Assistant Professor

**Research Scholars**

1. Ranjini. B
2. Udayadharshini. S

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### **Module 3: Advanced Research Techniques**

A total of 14 students from biotechnology majors have registered for advanced research techniques, among them 2 students from Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, and 12 students from Sona College of Arts and Science, Salem.

The students were engaged in seminars, journal uploads, assignments and presentations. Every day, they presented a journal in the classroom related to what they had learned on that particular day. Apart from that, every intern had a seminar on topics related to the instruments present in the Department of Biochemistry, Biotechnology and Bioinformatics. With the help of all these parameters, the students were evaluated for the internship.

**06.06.2022**

After the inauguration program and lab visits, the interns were assembled in the Advanced Research Laboratory (ARL). The interns had a small orientation program on **“Introduction to Advanced Research Techniques”** by Ranjini B and Udayadharshini S. Explained the activities like journal selection, assignment and presentation. Students were divided into three groups and allotted work topics like “The Different type of extraction,” the second group, “Chromatographic techniques,” and the third group, “Flow Cytometry applications,” for journal selection. A number of sophisticated instruments in our department were selected for the presentation for each student, like HPLC, HPTLC, Flow cytometer, Real-time PCR, Bone Densitometer, ELISA reader, Freeze dryer, Electrophoresis unit, etc.,



**07.06.2024**

Explained the different extraction techniques of medicinal plants, and the interns were asked to collect various samples, like leaves, flowers for extraction and searched for their botanical names and the phytoconstituents present in the selected plants, solvent selection, and methods of extraction.







The sample is concentrated by using a freeze dryer, and the working principle and application of the freeze dryer were explained.

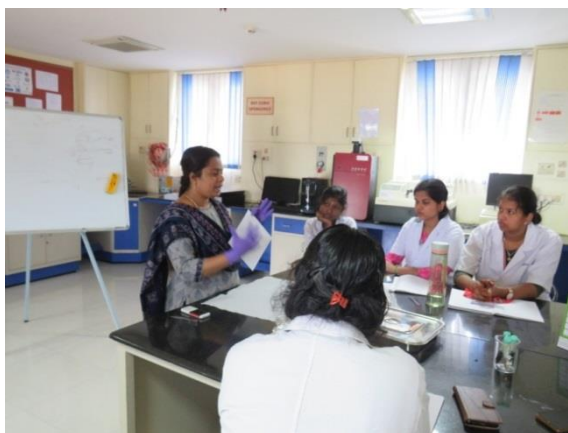
**08.06.2024**

The interns calculated the yield of the plant extracts kept in the freeze dryer. They also recorded the absorption spectrum of various plant extracts using Biospec Nano. Simultaneously, the interns' presentations about instrumentation were also carried out.



**10.06.2024**

The working principle and applications of Thin Layer Chromatography and Column Chromatography were explained. The interns got hands-on training in thin-layer chromatography using their plant extracts. They prepared the samples and solvents system for the separation of mixtures present in the extracts. The interns got hands-on training in column packing and sample elution on adsorption column chromatography. The sample was collected in seven different fractions.



**11.06.2024**

B. Ranjini, Research Scholar, Department of Biochemistry, Biotechnology and Bioinformatics, explained the working principle and application of flow cytometry. The interns were also given a demo on Flow cytometry. Simultaneously, the interns' presentations about instrumentation were also carried out.





**12.06.2024**

Hands-on training about DNA isolation and quantification from sources was given. The working principle and applications of High-Performance Layer Chromatography (HPLC) and High-Performance Thin Layer Chromatography (HPTLC) were demonstrated.



**13.06.2024**

Journal presentations followed by instrument presentations allotted to interns were carried out.



**14.06.2024**

Students were introduced to the fundamental concepts of animal tissue culture. The session included a comprehensive overview of the history, significance, and applications of tissue culture techniques in research and biotechnology. We discussed various types of animal tissue cultures, such as primary cultures, cell lines, and organ cultures, emphasizing their specific uses and challenges. Following the theoretical introduction, students were given a tour of the animal tissue culture laboratory. The lab layout was explained in detail, highlighting the preparation room for media preparation and sterilization, the culture room equipped with laminar flow hoods, incubators, and microscopes, the incubation area with CO<sub>2</sub> incubators, the storage area for cells, media, and reagents, and the wash room for



cleaning and sterilizing equipment. This foundational session set the stage for understanding the critical importance of maintaining a sterile and efficient working environment.



**15.06.2024**

On day 9, the focus was on sterilization techniques and media preparation, both essential for maintaining aseptic conditions in tissue culture. The session covered various sterilization methods, including autoclaving, filtration, chemical sterilization, and UV sterilization, detailing the principles and applications of each technique. Students learned how to prevent contamination effectively by applying these methods. The practical component of the day involved preparing different types of culture media used for animal cell culture, such as basal media, serum-supplemented media, and serum-free media. The preparation process included dissolving powdered media in distilled water, adjusting the pH, sterilizing the solution through filtration, and aliquoting and storing it at 4°C. This hands-on experience underscored the importance of precision and cleanliness in media preparation.



**18.06.2024**

Day 10 was dedicated to primary culture techniques and chick embryo dissection. Students were introduced to the process of isolating cells directly from animal tissues for primary culture, discussing the advantages and challenges, such as the limited lifespan of primary cultures and their susceptibility to contamination. A demonstration of chick embryo dissection was conducted, showing the step-by-step procedure of sterilizing the egg surface, opening the shell aseptically, extracting the embryo, and dissecting specific tissues under a microscope. Enzymatic digestion was used to release individual cells for culture. This session provided students with a practical understanding of the delicate procedures involved in establishing primary cultures.



**19.06.2024**

Students received hands-on training in chick embryo dissection, allowing them to apply the techniques observed on the previous day. Under supervision, they practiced sterilizing and handling eggs, dissecting embryos, isolating tissues, and enzymatically digesting them to obtain single-cell suspensions. The isolated cells were then plated in culture dishes and incubated under appropriate conditions. This practical session was crucial for students to

refine their skills in handling delicate biological materials and performing precise dissections, enhancing their competency in primary culture techniques.



**20.06.2024**

On the final day, the students were introduced to secondary cell culture, which involves transferring cells from a primary culture to fresh growth medium to expand the cell population. Demonstrations of subculturing and passaging techniques were conducted, including trypsinization to detach adherent cells, cell counting using a hemocytometer or automated cell counter, and seeding cells into new culture vessels with fresh media. Proper cell handling techniques were emphasized, such as working within a laminar flow hood and using sterile equipment, to maintain cell viability and prevent contamination. Best practices for routine cell culture maintenance were discussed, including regularly changing the culture media, monitoring cell growth and morphology, and preventing contamination. For long-term storage, students were introduced to cryopreservation techniques, including the preparation of cryoprotective agents, controlled-rate freezing, and storage in liquid nitrogen. Various cytotoxicity assays were discussed, such as MTT and trypan blue exclusion assays, each with its specific application and methodology. This session provided valuable insights into the procedures and significance of cytotoxicity testing in drug development and toxicity studies.

### **Overall Experience of Conducting Internship**

This internship allowed us to explore advanced research techniques more. It was extremely helpful to understand the methods than before. The Internship provided us with a concrete and easy-to-follow procedure for the methods used in advanced research laboratories. By conducting these kinds of internships, we gain more technical and analytical skills by sharing the knowledge that we learned.

**Avinashilingam Institute for Home Science and Higher Education  
for Women, Coimbatore – 641 043, Tamil Nadu, India**

**Summer Internship Program**

**On**

**Techniques in Biological Sciences**

**06.06.2024 to 20.06.2024**

**Organized by**

**Department of Biochemistry, Biotechnology and Bioinformatics**

**Module 4: Diagnostic and Molecular Techniques**

**Co-ordinators**

1. Dr. S. Velvizhi, Assistant Professor (SG)
2. Dr. C.C.S. Vasundhara, Assistant Professor

**Research Scholars**

1. Shantini M.S.
2. Nanthini N
3. Karthika G

**DATE : 06-06-2024**

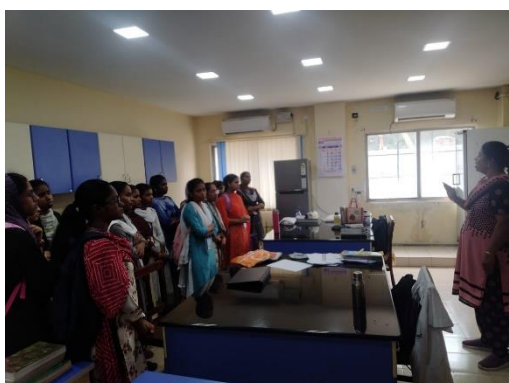
Summer Internship programme of the year 2024 on the title “Techniques in Biological Sciences” started on the June 6, 2024.



The day started with an auspicious prayer song sung by Ms. Sruthi, Research Scholar from the Department of Biochemistry, Biotechnology and Bioinformatics

Welcome address was given by Dr. C. C. S. Vasundhara. The inaugural session followed by the orientation on research and its significance was delivered by Dr. D. Kavitha, Dr. M. Rajeshwari and Dr. S. Velvizhi, Assistant Professors from the Department of Biochemistry, Biotechnology and Bioinformatics

The first session of the day was started by giving the students a direct tour to all the facilitated labs in the Department which included advanced research lab, animal and plant tissue culture labs and enzymology lab, where the students got to know the basic instrumentation facilities and the kind of research activities being carried out in these labs.



From the afternoon session the students were divided as per their specific modules they choose. The details of the modules are as follows:

- 1) Techniques in Microbial Bioinformatics
- 2) Advanced Research Techniques

### 3) Diagnostic and Molecular Techniques

The students who choose DIAGNOSTIC AND MOLECULAR TECHNIQUES were taken to UG Biochemistry laboratory, they were introduced to the routine clinical laboratory work followed by a lecture by Dr. C.C.S. Vasundhara on the topic phlebotomy, which continued with a demonstration for the better understanding of students.

Students got to know about serum and plasma separation methods and also the precautions and safety measures which should be taken during the collection, transportation, disposal of the samples and sharps/needles.



**DATE : 07/06/2024:**

Session started with the general lecture on estimation of glucose and its overview of metabolism by Dr. S. Velvizhi and the whole experiment was performed by the students by using standard Folin-Wu method. They also got to know about the serum and plasma separation from the blood.

They also learnt how to detect the levels of glucose using the glucometer.

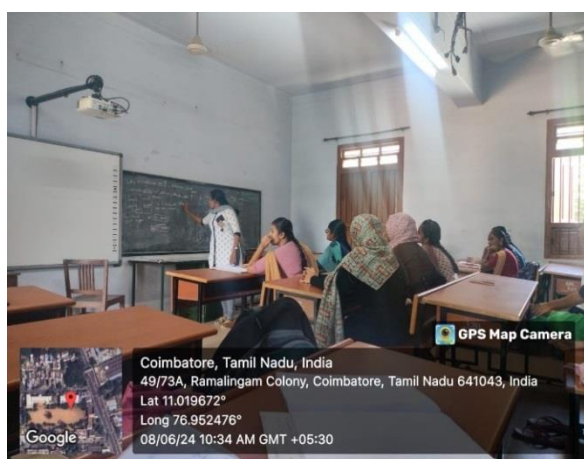


**DATE: 08/06/2024**

The session started with a lecture on kit based methods for Glucose determination using GOD/POD method followed by the demonstration by Dr. C.C.S.Vasundhara.

Students also got to know about the pipettes and their different types, they also learnt about the volume determination. The results of glucose concentration were read using UV-Visible spectrometry.

Afternoon session started with lecture based on AST and ALT in blood which was given by Ms. M.S. Shantini, Research scholar of Biotechnology and the students were given hands on training for the estimation of AST and ALT using the kit method for which the readings were also taken using UV Spectrophotometer.

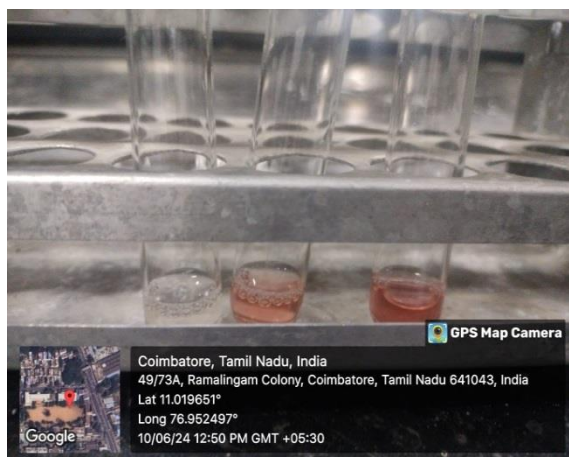


**DATE: 10/06/2024**

Session started with lecture based on HDL and LDL level in blood which was given by Ms. M.S. Shantini, Research scholar of Biotechnology and the students were given hands on training for the estimation of HDL and LDL based on kit assay method.

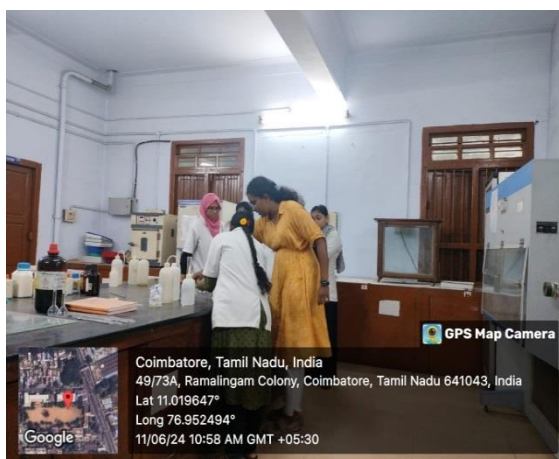
Afternoon session started with a lecture on total cholesterol which was given by Dr. S.Velvizhi and the students completed the total cholesterol experiment by the regular standard Zak method and calculated the readings.





**DATE : 11/06/2024**

Morning session started with lecture based on urea and its metabolism in the body also got to know about the disorders of urea metabolism. Followed by the students had a hands on training on the estimation of urea which was performed using the DAM-TSC method and calculated the readings and graph was plotted for the same.



**DATE : 12/06/2024**

**Topic : DNA and RNA isolation**

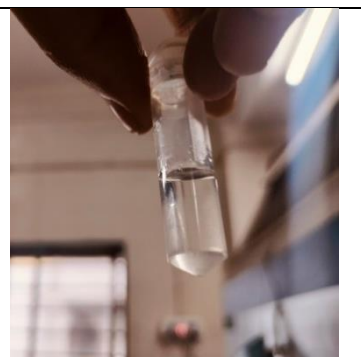
Morning session was started with a lecture about DNA and RNA by Ms. Karthika Research scholar of Biotechnology followed by the hands on training session of DNA and RNA isolation for students.



For the isolation process, required buffers and reagents were prepared. To begin the extraction of DNA, the microorganism was pre inoculated in LB broth. During the centrifugation the bacterial cell walls are broken and DNA, RNA was settled. Sodium lauryl sulphate is added to the solution to break this bilayer apart, soap like structure of SDS will attract the hydrophobic ends of the bilayer which creates holes in the cell membrane. Following this isopropyl alcohol for DNA and ethanol for RNA is poured. This distinction of layers makes it easier to pull the DNA out once it is precipitated, the isolated DNA samples were then dissolved in TE buffer and stored for further use.



## Results



Elute DNA

**DATE : 13/06/2024**

## Topic : Agarose gel electrophoresis

Morning section started with lecture related to separation of nucleic acids by using agarose gel electrophoresis, the principle behind the separation of nucleic acids in electrophoresis was discussed and also instructions was given on how to be careful when using EtBr. The session was conducted by Ms.Karthika, Research scholar of Biotechnology.

Prepared the reagents and materials required for electrophoresis. Agarose gel electrophoresis is a process that undertakes biochemistry and molecular biology understandings to identify and analyse DNA and RNA strands, this is done by separating the genetic material by its size. The genetic material is placed in the solidified wells of the agarose (a linear polymer composed of alternating isomers of the sugar galactose) at the cathode end. The negatively charged nucleic acid molecules move through the agarose matrix with the assistance of an electric field (electrophoresis). This is because genetic material is negatively charged, and will move towards the anode when current is passed through. The smaller molecules migrate faster than the larger molecules.

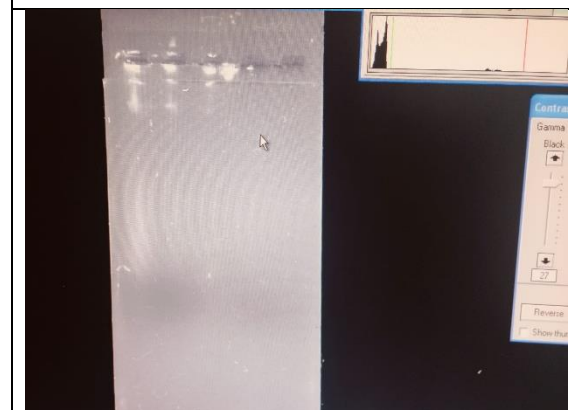
## Results



Loading DNA on agarose gel



Bands under UV



Gel documentation

**DATE :14/06/2024**

**Topic : Transformation**

Morning section started with the introduction about the transformation. Discussed the principle involved in the process. Section was conducted by Ms.Karthika Research scholar of Biotechnology.

Bacterial transformation is a process which involves genetic alteration of bacteria by incorporation and stable expression of a foreign genetic material from the environment to surrounding medium. Competence is a ability of a cell to take up extracellular DNA



from environment. Different method is used chemical transformation ( $\text{CaCl}_2$ ). This mode of transformation is easy to perform.

**DATE :15/06/2024**

Session started with the lecture based on protein estimation and protein metabolism disorders by Ms.N.Nanthini, Research scholar and the students performed the whole experiment of protein estimation using biuret method and the readings were taken.

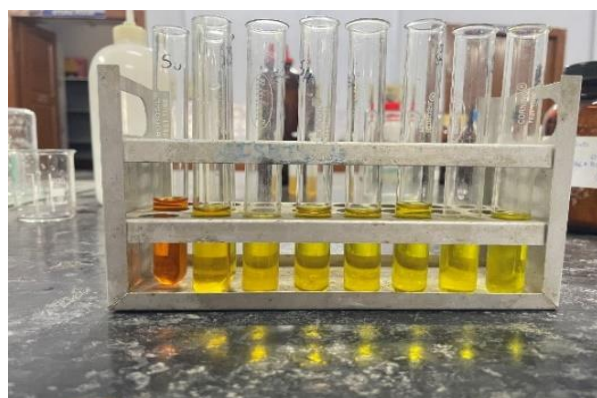
**DATE: 18/06/2024**

Session started with lecture based on the overview of uric acid metabolism, disorders and estimation of uric acid by Ms.N.Nanthini, Research Scholar and all the students performed the whole experiment of uric acid estimation along with the tabulations and the graph.



**DATE :19/06/2024**

Session started with the lecture based on the overview of creatinine metabolism and its disorders which was followed by the practical session for the estimation of creatinine using the sample and all the student performed the experiment and tabulated the readings.



**Topic : PCR Demonstration**

Afternoon section was about Polymerase Chain Reaction. The students were introduced to the working principle of PCR and a demonstration of how to process the samples using PCR machine was given.





**DATE : 20/06/2024**

Session started with the lecture based on the overview of Lab practice, waste management, collection and safe disposal to be carried out by Dr. S. Velvizhi.

Which was followed by the valediction of summer internship held in the AN (20/06/2024) in Bioscience seminar hall, where feedback was given by the participants followed by certificate distribution to all the participants



### **Overall Experience of Conducting Internship**

This internship allowed us to learn and explore advanced technical knowledge. It was extremely useful to understand the methods by both teacher and the learners. It also provided us with a solid and easy procedure for the methods used and followed in clinical laboratories. Overall this internship proved to be beneficial to all where the learned knowledge is shared and thereby benefitting all of us in the learning process.

## International Workshop on “Engineering Drugs and Decoding Analysis” Report

A one-day International Seminar on “Engineering Drugs and Decoding Analysis” organized by the department of Biochemistry, Biotechnology and Bioinformatics, Avinashilingam Institute for Home Science and Higher Education for Women on August 8, 2024. This International Seminar was thoughtfully structured to offer participants a comprehensive insight into the various techniques used in sequencing analysis and their prospects in drug analysis. The event was conducted in a hybrid mode, drawing the participation of a diverse group of over 101 participants.

The Chief guests were **Dr. Anoosha Parchuri**, Senior Research Scientist, The Ohio State University Wexner Medical Center, Ohio, USA. Co-Founder & CSO, BioCogniz and **Dr. Dakshinamurthy Sivakumar**, Co-Founder & CEO, BioCogniz. The Organizing secretaries were **Dr.S.Sumathi**, Professor and **Dr.A.Poornima**, Assistant Professor Department of Biochemistry Biotechnology and Bioinformatics.

The Workshop began with blessing from almighty through a prayer song which was sung by **Gayathri.S from II PG Biotechnology**. Following this, a warm welcome address was given by **Lakshmi Priya S from II PG Biochemistry**.



After which the **Dean of the School of Bioscience, Dr. Anitha Subash** gave a splendid invitatory speech to the gathering regarding the workshop. She began explaining about the origin of DNA sequencing, highlighting the development of Sanger's sequencing by Fredrick Sanger in 1977. The conversation then moved to the advent of next generation sequencing.



Following this, **Professor and Head, Department of Biochemistry, Biotechnology and Bioinformatics, Dr. S. Gayathri Devi** gave an insight on the workshop and the usefulness of it. She elucidated about the evolution and milestones of the department of Biochemistry, Biotechnology and Bioinformatics. She encouraged the students to take full advantage of these opportunities and strive for excellence in the respective fields.



Following this, the **Organizing secretary Dr.S.Sumathi, Professor** spoke about the chief guests and their endeavors and the functionalities of this session.



#### **Technical Session-I (Timings- 10 am -11:15 am)**

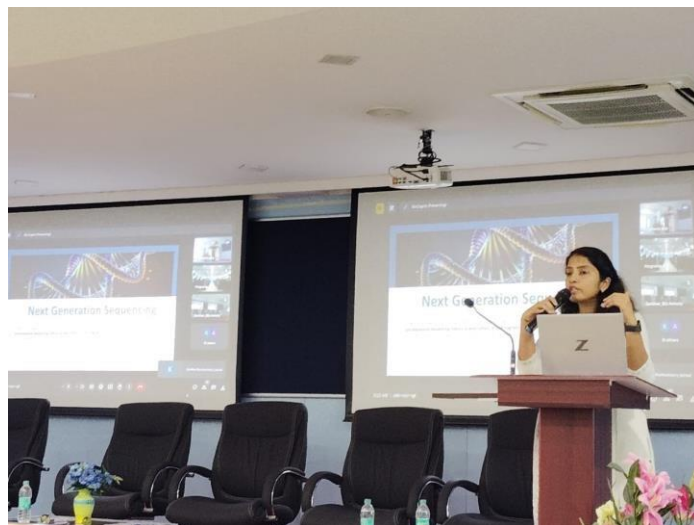


The first technical session was formulated by **Dr. Anoosha Parchuri on the topic “Introduction to NGS Analysis”** where she first gave an introduction to NGS and how it has revolutionized the field of genomics. She explained that NGS was a powerful technology that allowed high-throughput sequencing of DNA or RNA molecules and how it could simultaneously sequence millions or even billions of DNA fragments. She then explained about the principles of NGS where it mainly relied on massively parallel sequencing of DNA or RNA fragments. Then she elucidated on the challenges NGS can address which were Genetic basis of



a disease by diagnosis, Risk Assessment, clinical monitoring and precision medicine. She then explained about the NGS technologies which included whole genome/exome sequencing, transcriptome sequencing, single cell genomics, metagenomics, epigenetics and targeted sequencing. She also explained in depth about Next generation sequencing, High Throughput sequencing and Massive Parallel sequencing. She also explained about the evolution of sequencing techniques which included first generation consisting of Sanger sequencing found by Maxam Gilbert(500-1000 bp fragments), second generation consisting of high throughput from the parallelization of sequencing reactions (50-500 bp fragments), third generation consisting of sequencing native DNA in real time with single molecule resolution (tons of kb fragments). She also explained about different sequencing platforms like MiniSeq system, MiSeq series, NextSeq series, HiSeq series, HiSeq X Series and NovaSeq series. She then also explained about principles of NGS which included Library preparation, Amplification, Sequencing and Data Analysis. She then elucidated about the Applications of NGS which used technologies like Genomics (WGS, WES), Transcriptomics (RNA-seq), Epigenomics (Methyl-Seq, ChIP Seq, ATAC seq) and Metagenomics (16S rRNA, ITS, Shotgun and targeted panels) and their applications in research, diagnostics and healthcare which included functional effects of mutations, network and pathway analysis and integrative analysis. She then specifically explained about NGS in healthcare which included early disease detection, Personalized medicine, cancer genomics and pharmacogenomics. She also explained about the role of NGS to diagnose infectious diseases which included whole genome sequencing, targeted NGS (tNGS) and metagenomics NGS (mNGS). She also explained about NGS in agriculture on how it could be advantageous. This included crop improvement (disease resistance and improved nutritional content), pathogen monitoring (disease management strategies) and food safety (preventing foodborne illnesses). She also explained about NGS in environmental monitoring which consisted of biodiversity assessment, pollution tracking and climate change. She also explained about other diverse applications of NGS which included eDNA analysis, microbial community profiling and climate change impacts. The session finally ended with Dr. Anoosha Parchuri explaining about the challenges of NGS which included ethical considerations, data analysis complexity, data volume and quality control.

## **Technical Session II (Timings- 11:30am -12:45pm)**



The second technical session was formulated by **Dr. Anoosha Parchuri** on the topic **“Decoding the Genome: The Power of NGS Data Analysis”** where she gave a detailed overview of third-generation sequencing, covering both long-read and short-read sequencing methods. Long-read sequencing, used by platforms like PacBio and Oxford Nanopore, is capable of producing very long DNA sequences, which are particularly useful for assembling complex genomes and identifying structural variants, as it can span across repetitive regions and large genetic elements. In contrast, short-read sequencing, which is more commonly associated with second-generation technologies, generates shorter DNA sequences, typically ranging from 50 to 300 base pairs. Despite its shorter read length, it is still used in some third-generation platforms when high accuracy over these shorter regions is required. The speaker also introduced the FASTQ file format, explaining that each read consists of four lines of data and that the average quality score should exceed 20 to ensure reliable data. Additionally, reference genomes such as Hg19, Hg38, and the latest versions of the human genome were discussed as critical tools for mapping reads to the genome. Finally, the speaker covered key bioinformatics formats, including BAM (Binary Alignment Map), SAM (Sequence Alignment Map), and VCF (Variant Call Format), which are used for storing sequence alignment data and genetic variations. Then the speaker introduced several tools and resources. She highlighted the NCBI SRA database for accessing raw sequence data, demonstrated its use, and discussed dbGaP for genotype-phenotype data, as well as TCGA for cancer research data. The speaker also introduced the Galaxy Server, a

cloud-based platform for analyzing genomic data, showing how to use it to access and process data from NCBI SRA, including tools like FastQC, BAM, and SAM for data analysis.

### **Technical Session III (Timings- 1:30 pm- 2:45 pm)**



The Third technical session was formulized by **Dr. Dakshinamurthy Sivakumar on the topic “Hacking Disease : How We Engineer the Next Generation of Drugs”** To begin with, the session started with a brief on drugs which were defined as substances that are intended for diagnosing, curing, alleviating or preventing diseases by FDA. Additionally, the speaker outlined drug discovery pipeline and discussed three methods available today: traditional methods, computer-aided design (CADD) and AI-based techniques. The speaker started with the traditional method, which uses plants and animals as sources. This approach involves target screening and validation, followed by toxicity studies. The drug then goes through pre- clinical trials using animal models followed by clinical trials and requires FDA approval. He noted that this method is time-consuming, expensive, and requires ethical clearance. The speaker then talked about Computer-Aided Drug Design (CADD), explaining that this method is faster and more cost-effective compared to traditional drug discovery. He Further explained the types of CADD : structure-based drug design (SBDD) and ligand-based drug design. For ligand-based design, it's important to ensure the drug is both specific and selective. In SBDD, the process starts with finding a target, like EGFR in humans. Tools such as AlphaFold, Rosetta, and

Swiss-Model are used for validating this target. The structure is analyzed with the Ramachandran Plot. The speaker also covered how binding sites and cavities are identified using databases like PubChem and discussed tools like CASTp and CAVER . He further explained molecular docking and virtual screening, describing it as a funnel-based approach. Finally, he mentioned that while drugs usually need to meet Lipinski's Five Rules, there can be exceptions depending on the situation. The speaker then moved to the AI-based approaches including large language models. He went further to describe how feedback mechanism operates, noting that the AI checks its results against the results of real experiments and in the process only computes the subsequent result in order to make modifications and improvement. He also briefly explained about facilities like Denova, RUN and HITS that can be used to screen and filter out prospective molecules and compounds. The speaker ended the session by providing a real-time example of an AI-based method used during the COVID-19 pandemic.

#### **Technical Session IV (Timings- 2:45 pm- 4 pm)**

In the fourth session, participants had the opportunity to clarify their doubts about next-generation sequencing (NGS) with the esteemed chief guest. Additionally, the session covered how to integrate NGS data into their research work, including practical approaches to applying sequencing results to their specific studies and projects.







The workshop concluded with a heartfelt vote of thanks from **Bavadharani A, II M.Sc Biotechnology**.

The feedback form in the form of Google document was circulated to the participants seeking their input and ratings on various aspects of this workshop.

**Feedback Form Link: <https://forms.gle/EdMyoEqbWXtuiwXC6>.**



**Avinashilingam Institute for Home Science and Higher Education for Women**

**Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD**

**Re-accredited with 'A++' Grade by NAAC.CGPA 3.65/4, Category I by UGC**

**Coimbatore-641 043, Tamil Nadu, India**

**SEMINAR**

**On**

**“Observation on 7<sup>th</sup> Siddha Day  
Celebration”**

**Date:09.01.2024**

## **AGENDA**

- Prayer Song** : Students of Clinical Embryology
- Welcome Address** : Mrs. Uma Devi  
Head of Department (HOD),  
Co-ordinator of Allied and Healthcare Sciences,
- Introduction about Speaker** : Mrs. Sapna  
Assistant Professor.
- Speaker** : Dr. K. Mathan MD (Siddha),  
Senior Siddha Consultant,  
Balasanthi Multi-speciality, Tirupur.
- Vote of Thanks** : Mrs. S.Rajeshwari,  
Assistant Professor,  
Department of Clinical Embryology.

**Date:** 09.01.2024

**Organizing secretaries:** Mrs. Uma devi, Head of Department, Mrs. S.Rajeshwari, Assistant Professor - Department of Clinical Embryology.

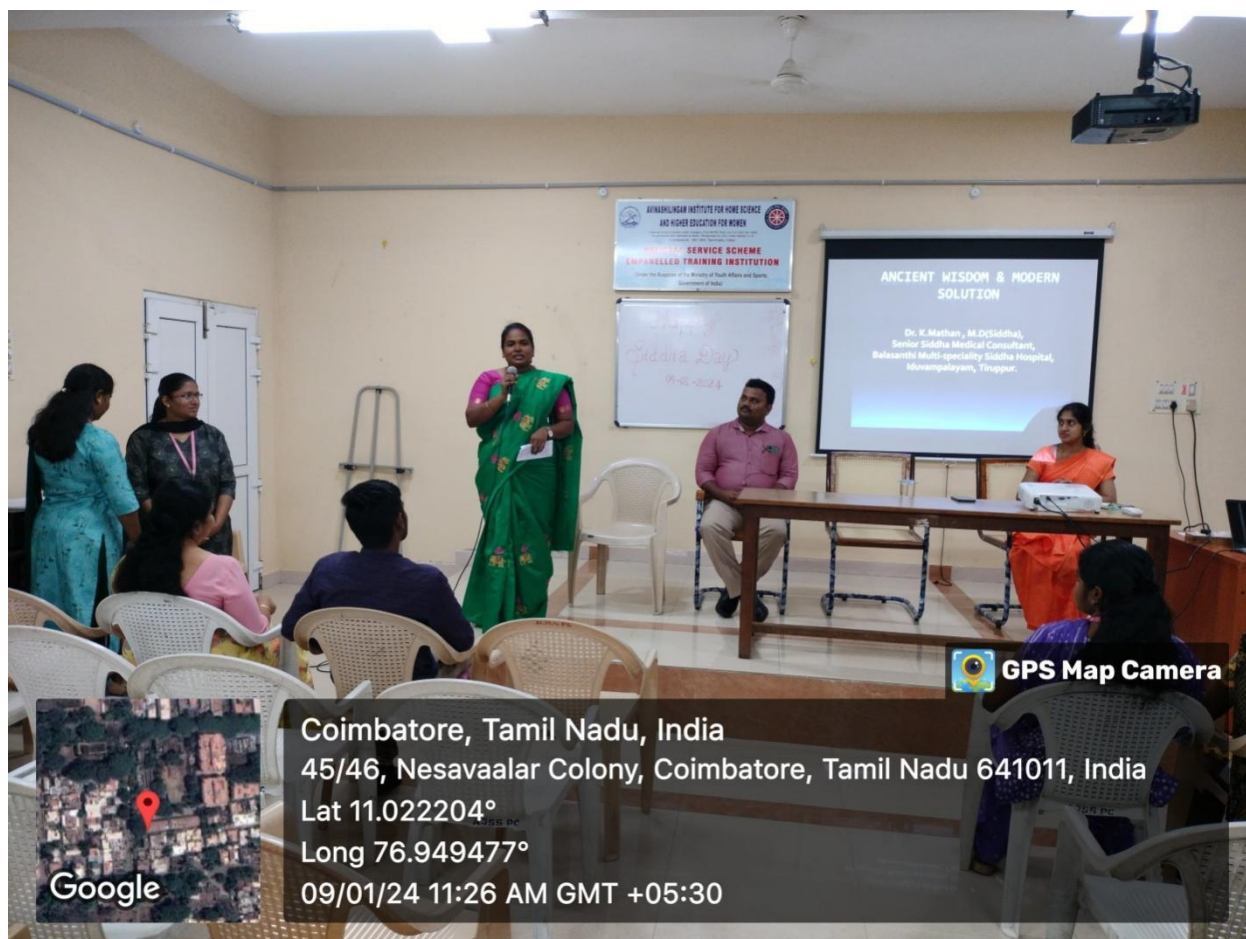
**Report:**

Department of Clinical Embryology conducted Seminar on “Observation on 7<sup>th</sup> Siddha Day Celebration” on 09.01.2024 at 10.30 am. The Programme commenced with prayer song. Our Faculty members, **17 students** of Clinical Embryology (I Year- PG), **28 students** of physiotherapy (II Year- UG), **55 students** of physician assistant (III Year- UG), **14 students** of Audiology and Speech Language (II Year- UG), **26 students** of Clinical Psychology (I Year- PG) and **10 students** of Optometry (II Year- UG) attended the seminar. Welcome address was delivered by Mrs. Uma devi, Head of department (HOD), Co-ordinator of AHS. Introduction about the speaker was delivered by Mrs. Sapna, Assistant Professor.

The speaker of the seminar was: **Dr.K.Madhan,MD(Siddha), Senior Siddha Consultant in Balasanthi Multi-Speciality Hospital, Tirupur.** The topic of the seminar was “Ancient Wisdom and Modern Solutions”. He thought about the Siddha medicines benefits and explained about historical usage of Siddha medicines. The session was more useful and it was so informative.

And the vote of thanks was given by Mrs. S.Rajeshwari, Assistant professor in Department of Clinical Embryology.





**Fig.1:** Mrs. G. Uma devi, Head of department (HOD), Co-ordinator of AHS, Addressed the gathering



**Fig.2:** Dr. Mr.K.Mathan, MD(Siddha), Senior Consultant in Balasanthi Multi-speciality Hospital, Tirupur, delivered the seminar on Observation on 7<sup>th</sup> Siddha Day Celebration.

**LIST OF PARTICIPANTS**  
**DEPARTMENT OF CLINICAL EMBRYOLOGY – I PG**

<b>S.No</b>	<b>Name</b>
1.	Aarthi Nandhini S R
2.	Akshaya C V
3.	Archana P
4.	Bonica T
5.	Dhivya S
6.	Enitha K
7.	Hridhya V S
8.	Pravahini Y
9.	Saumiya S
10.	Shankari S
11.	Sindhu A
12.	Sindhya J
13.	Sumitha S
14.	Tamizharasi
15.	Thilagavathi
16.	Varssha K
17.	Vashini Rishika R

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4	Deepika R
5	Hevangeline Agnus Mary B
6	Iniyalzh P M
7	Jenifer S
8	Kanchana E
9	Kaviya Dharshini U
10	Keerthana S
11	Mutharani M
12	Nanthini K
13	Rifana Parveen S
14	Sai Janashree R
15	Sai Shana J
16	Salika S
17	Samyuktha R
18	Sandhiya S
19	Sandhiya S
20	J Sanya Jenisa
21	Saptami R
22	Sathana V
23	Sobika A
24	Vidharshini S M
25	Visalatchi V
26	Vishnupriya N
27	Abinaya M
28	Yasmin J



## **LIST OF PARTICIPANTS**

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3.	Karnika
4.	Methuna Shree
5.	Nandhini
6.	Priya Varshini
7.	Rakshitha
8.	Selvanayagi
9.	Shamsida
10.	Shreya Shree
11.	Snegitha shreema
12.	Varsha
13.	Vinodhini
14.	Abarna Mugi

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8.	GOMATHI M
9.	GOMATHY S
10.	HARIPRIYA R
11.	HARSHINI M
12.	JEBENSHIYA G
13.	JEYANTHI S
14.	KARISHIKA C
15.	KARTHEESWARI S
16.	KAVIPRIYA M
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18.	MARGRET SOPHIA M
19.	MARIYAMMAL K
20.	MATHIMITHA M
21.	MOHANAPRIYA C
22.	NAGAJOTHI S
23.	NANCY CATHRINE J
24.	NANETTE SHERIN S
25.	NANTHINI N
26.	NIVETHA L
27.	NIVETHA V
28.	PAPITHA S
29.	PAVATHARANI R

30.	POOMIGA J
31.	PRABHAVATHI B
32.	RAGHADHARSHINI R
33.	RAKSHITHA R
34.	RISHANA S
35.	SAHITHYA B
36.	SAKEENA M I
37.	SHARMILA S
38.	SIVASAKTHI B
39.	SOPHIAA A
40.	SOUNDHARYA B
41.	SOUNDHARYA M
42.	SRINITHI R
43.	SUBIKSHA P
44.	SUJITHA G
45.	SWETHA R
46.	THARANI E
47.	UDAYALAKSHMI D
48.	UMME NIHA A
49.	VAISHNA K
50.	VAISHNAVI V
51.	YOGA G
52.	ZUMANA ROSHAN S
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54.	MEERA B
55.	PANDIMEENAL R

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2.	Akshaya A
3.	Arthi V
4.	Hari Priya V
5.	Indira Priyadharshini K
6.	Mary Janifar S
7.	Pavithra R
8.	Saayni R
9.	Surekha M
10.	Hema Malini S



**LIST OF PARTICIPANTS**  
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5	Bairavi .A
6	Darsini S.S.
7	Dhakshana.B
8	Hemambal.R
9	Jeno
10	Keerthana Krishnan
11	Loganiranjini .S
12	Megasri M
13	Meghna Biju Joseph
14	Mythili.V
15	Nivetha Dharshini
16	Reshma. I
17	Rithika.G
18	Saisupriya. S
19	Selvapriya .K
20	Shubaharinisha .R
21	Sivasankari.K
22	Sowmiya. B
23	Sri Sowbharini.R.S
24	Swetha.S
25	Varsha Lakshmi .V
26	Sowndarya .S



**Avinashilingam Institute for Home Science and Higher Education for Women**

Coimbatore – 641043, Tamil Nadu, India

Deemed to be University Estd U/S 3 of UGC Act 1956, Category 'A' by MHR  
Re-accredited with 'A++' Grade by NAAC, CGPA 3.65/4, Recognised by UGC under section 12B

**School of Allied and Healthcare Sciences**

## ***DEPARTMENT OF CLINICAL EMBRYOLOGY***

***Cordially invites you for a Seminar on***

### **OBSERVATION OF 7<sup>th</sup> SIDDHA DAY CELEBRATION**

- 10.30-10.32 am: Prayer  
10.33-10.40am: Welcome  
Mrs. Uma Devi A, Coordinator, School of AHS  
10.41-10.45am: Introduction of Speaker  
Mrs. Swapna Chandrasekar  
10.46-12.15pm: **“Ancient Wisdom & Modern Solution”**  
Dr. Mathan K. M.D (Siddha)  
12.16-12.25pm: Vote of Thanks  
Mrs. Rajeshwari S, Department of Clinical Embryology



**Venue**  
**NSS Seminar Hall**

**Date & Time**  
**09.01.2024, 10.30am -12.30pm**



**Avinashilingam Institute for Home Science and Higher Education for Women**  
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD  
Re-Accredited with 'A++' Grade by NAAC, CGPA 3.65/4. Category I by UGC  
Coimbatore-641043, Tamil Nadu, India.

**Report on  
Workshop Series II: International Webinar on  
Micronutrient Deficiencies and its Preventive Measures**

**Organised by**  
Department of Food Service  
Management and Dietetics Online Mode

**28 November 2023**

**CONVENOR**

Dr.V.Premala priyadharsini  
Professor & Head  
Department of Food Service Management and Dietetics

**ORGANISING COMMITTEE**

Dr.R.Radha  
Assistant professor  
Department of food service management and dietetics

Dr.N.Rekha  
Assistant Professor  
Department of food service management and dietetics

## **Report on “Workshop Series II: International Webinar on Micronutrient Deficiencies and its Preventive Measures”**

The Department of Food Service Management and Dietetics at Avinashilingam Institute for Home Science and Higher Education for Women in Coimbatore, in collaboration with the Indian Dietetic Association Coimbatore, hosted a webinar series on November 28, 2023. This session, held from 2:00 PM to 3:30 PM via Google Meet, drew over 250 participants eager to delve into the topic of micronutrient deficiencies and their preventive measures.

The event began with a prayer song by Miss Prageetha P, setting a reflective mood. Miss Vishnudurga S then welcomed the attendees. Dr. S. Amsamani, the Dean of the School of Home Science, stressed the importance of understanding micronutrient deficiencies for individual and community well-being, highlighting the practical applications of this knowledge. Dr. V. Premala Priyadharsini, Head of the Department of Food Service Management and Dietetics, emphasized building trust and employing culturally sensitive communication for effective dietary recommendations.

Miss ProstutiBharddwaj introduced the guest speaker, Miss Aisha Pookunju, Clinical Dietitian Supervisor at the National Centre for Cancer Care and Research, Doha-Qatar. Miss Pookunju's lecture covered various aspects of micronutrient deficiencies comprehensively.

She discussed:

1. Classes of Vitamins and Minerals.
2. Causes of Deficiencies.
3. Strategies for Prevention.
4. Dietary Reference Intakes (DRI).
5. Magnitude, Causes, and Consequences of Micronutrient Malnutrition.
6. Global Hunger Index Group and Risk Groups.
7. Nutrition Care Process and PES Framework.
8. Thyroid Function Tests.
9. Clinical Manifestations, Interventions, and Public Health Implications.

Following the lecture, an interactive Q&A session provided attendees with a chance to delve deeper into specific topics. Miss Pookunju addressed inquiries thoughtfully, enriching the discussion with practical insights.

In summary, Miss Pookunju's lecture equipped attendees with practical knowledge to contribute to preventive measures against micronutrient deficiencies. The event concluded with Miss Shwetha V expressing gratitude, acknowledging the collective effort in organizing the session. Miss Fiza ensured the event's smooth execution. Overall, the webinar series proved to be an invaluable platform for advancing knowledge in nutritional science.



## Glimpses

### *Presidential Address – Dr.S.Amsamani,Dean, School of Home Science*

A screenshot of a Google Meet interface during a webinar. The main screen displays a presentation slide for the Presidential Address by Dr. S. Amsamani, Dean of the School of Home Science at Avinashilingam Institute for Home Science and Higher Education for Women. The slide includes the institute's logo, accreditation details, and a portrait of Dr. Amsamani. The presentation is being shared by Swetha V Avinuty. The right sidebar shows a grid of participants, including Aisha, Fiza S Avinuty, Thejasvee S Avinuty, Nisha R Avinuty, Swetha V Avinuty, Harinithi T Avinuty, Uma FSMD, Logaparameshwa..., 138 others, and Radha FSMD. The bottom status bar indicates the time is 2:17 PM and the event is 'Workshop Series 2- International Webinar o...'. The Windows taskbar at the bottom shows the search bar, system tray, and date/time (28-11-2023).

### *Introduction of chief guest – Ms .Prosluti bharaddwwaj ,I M.sc, Food Service Management andDietetics*

A screenshot of a Google Meet interface during a webinar. The main screen displays a presentation slide for the Introduction of Chief Guest, Ms. Prosluti Bharaddwwaj, I M.Sc FSMD. The slide includes the institute's logo, accreditation details, and a portrait of Ms. Bharaddwwaj. The presentation is being shared by Swetha V Avinuty. The right sidebar shows a grid of participants, including Aisha, Dean HomeScience, Fiza S Avinuty, Thejasvee S Avinuty, Nisha R Avinuty, Harinithi T Avinuty, Uma FSMD, Logaparameshwa..., Swetha V Avinuty, 138 others, and Radha FSMD. The bottom status bar indicates the time is 2:22 PM and the event is 'Workshop Series 2- International Webinar o...'. The Windows taskbar at the bottom shows the search bar, system tray, and date/time (28-11-2023).



**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD)  
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

## **Department of Commerce**

**Jointly with**

**The Institute of Cost Accountants of India (ICMAI), Coimbatore Chapter**  
(Statutory body under an Act of Parliament) having its office located at SFI Apartments,  
No.13, 14 Sathyamoorthy Road, Ramnagar, Coimbatore – 641 009)

### **Report on** **International Conference on** **Digital Transformation in Financial Services – Global Trends** **(Hybrid Mode)**

**23rd – 24th February 2024**

**Held at**  
**Hi-Tech Seminar Hall**

**Submitted By**

**Advisor**  
**Dr. P. Santhi, Dean,**  
School of Commerce and Management

**Convener**  
**Dr.K.Kanniammal,**  
Professor and Head  
Department of Commerce

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**Dr. D.Deivanai Assistant Professor (SG)**  
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Education for Women, Coimbatore – 641 043,

**Joint Organizing Secretaries**

**Dr. D.Arthi, Assistant Professor**  
**Dr.S.Sangamithra, Assistant Professor**  
Department of Commerce  
Avinashilingam Institute for Home Science and Higher  
Education for Women, Coimbatore – 641 043

**February -2024**

The views expressed in this conference report are those of authors and do not necessarily represent the views of either the organization to which they belong or the Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore – 641 043.

**Published by**

**Department of Commerce**

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Avinashilingam Institute for Home Science  
and Higher Education for Women, Coimbatore

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## ***ABOUT THE INSTITUTION***

Avinashilingam Institute for Home Science and Higher Education for Women (AIHSHEW) is a Deemed to be University under Category “A” by MHRD, Reaccredited with “A++” Grade by NAAC, Estd. u/s 3 of UGC Act 1956, an educational institution offering undergraduate, post graduate, professional and research degrees. The Institute has secured 84th rank in India Rankings (NIRF, Sep.2022) among Universities. It has ranked 5th in ARIIA 2021 in the category of Deemed University (Government and Government Aided). It is one of the premier institutions for Women’s education in India which has expertise in various specialized areas across Home Science, Bio Science ,Physical and Computational Sciences, Arts and Humanities, Commerce and Management , Allied and Healthcare Sciences, Engineering and Education. The Institute has a vision to enable self-development and empowerment of women through modern, scientific and value based education so as to lead a purposeful life filled with moral and spiritual values.

## ***ABOUT THE DEPARTMENT***

The Department of Commerce of AIHSHEW, is at forefront in enriching the knowledge and skills by offering professional technology based curriculum. The Department of Commerce offers Undergraduate Programmes B.Com., B.Com.(Professional Accounting), B.Com.(Computer Applications), B.Com.(Company Secretaryship), B.Com.(Accounting and Finance),B.Com. (Information Technology), B.Com. (Business Analytics), B.Com.(Financial System and Technology) and B.Com.(Entrepreneurship and Business Management), Post graduate Programmes M.Com and M.Com. (Computer Applications) and Research Programme - Ph.D. in Commerce. The Department offers skill based courses (Accounting with Tally & Digital Banking) to the Non-Commerce stream. Several Research Projects have been carried out the financial assistance from funding agencies like UGC, ICSSR and Government Agencies.

## ***VISION***

\*To Impart Quality Business Education through orientation by nourishing the individual aspiration of the students for their empowerment.

## ***MISSION***

- \* Deliver holistic education where quality reigns supreme
- \* Academic excellence in teaching and research
- \* Disseminate knowledge in the pursuit of its objective of achieving excellence in Commerce Education, Management Education, Entrepreneurship and Taxation

## ***ABOUT THE CONFERENCE***

The conference will provide an insight on the transformation of financial services due to advancement of technology and its impact on the global business and economic progress. The conference will provide a platform to the Academicians, Industrialists and Research Scholars in sharing the expertise and updating the research knowledge in the recent developments of financial services. The application of digital technology is reshaping the future of financial scenario at the global level that in turn benefits the society and promotes economic development of the nation. Further, it aids to analyze the challenges in technology disruption happening in delivering financial services.

## ***KEY THEMES OF THE CONFERENCE***

- Digital Transformation in Financial Markets and Services
- Digital Transformation in Banking Sector
- Digital Transformation in Insurance Sector
- Other related themes in Digital Transformation

## ***CALL FOR PAPERS***

- \* Original research Papers are invited from academicians, industrialists and research scholars on the following sub-themes:-

### **Digital Transformation in Financial Markets and Services**

- ❖ Global Dynamics of Finance
- ❖ Financial Analytics and Financial Intelligence
- ❖ Sustainable Investment and ESG
- ❖ Crowd Funding
- ❖ Fintech and Financial Services

- ❖ Corporate Governance, Corporate Disclosure and Reporting
- ❖ Micro-finance and Financing for Micro-enterprises
- ❖ Commodity Derivates: Trading, Pricing and Risk Management

### **Digital Transformation in Banking Sector**

- ❖ Digital Banking
- ❖ IT, Cyber Security and Ethical Hacking in Banking
- ❖ Mobile and Social Media Banking
- ❖ Crypto currency and Block Chain Technology
- ❖ AI, IoT, Big Data, Cloud and Machine Learning in Banking Scenario

### **Digital Transformation in Insurance Sector**

- ❖ Insurtech and Digital Technology
- ❖ Insurance and Social Security Act
- ❖ Life Insurance and Non-Life Insurance
- ❖ Risk management in Insurance Industry
- ❖ Regulatory Development in the Global Insurance Sector

### **Other Related Themes in Digital Transformation**

- ❖ Financial Inclusions and Payment Systems
- ❖ Digital Finance and Neuro Finance
- ❖ Technology and Digital Marketing Challenges
- ❖ Network Marketing Sustainability
- ❖ Hospitality and Tourism
- ❖ Digital Innovation in Human Resource Management
- ❖ Corporate Social Responsibility
- ❖ Risk Management



## DAY I – 23-02-2024

### Inaugural Programme

The International Conference on “Digital Transformation in Financial Services” provided a platform for experts and practitioners to delve into the latest trends, challenges, and opportunities in the realm of financial technology. This report aims to encapsulate the key insights and discussions from the conference, shedding light on the transformative impact of digitization on the financial services industry.

Inaugural session of the Conference started at 10 am with the prayer song by Final year under graduate students Ms. Nandhini and Ms.Dharana from the Department of Commerce followed by the illumination of the Lamp by Honourable Vice Chancellor Dr. V. Bharathi Harishankar, Dr.P.Santhi, Dean, School of Commerce and Management, Dr.K.Kanniammal, Professor and Head, Department of Commerce, Sri. K. Ramasamy , Head (Finance and HR), Global Vantage Innovative Group of Companies, formally known as VLCC Group of companies, Singapore, Sri.Jyoti Ranjan Parida, Deputy Vice President, Regional Head, HDFC Bank , CMA. Subramaniam Kumar, Vice Chairman of ICMAI and the faculty members of the Department of Commerce.



**Lighting of Lamp by Dignitaries of International Conference on Digital Transformation in Financial Services**





**Lighting of Lamp by Dignitaries of International Conference on Digital Transformation in Financial Services**

Dr. P. Santhi, Dean, School of Commerce and Management welcomed the illustrious gathering.



**Welcome Address by Dr.P.Santhi, Dean, School of Commerce and Management**



Honourable Vice Chancellor Dr. V. Bharathi Harishankar delivered the Presidential Address by highlighting the importance of Finance in the day-to-day life of all individuals. She addressed the gathering as the 'Players of Money' and shared the insightful thoughts on the evolution of digital finance from the forms of cheques and withdrawal slips to ATMs and digital transactions.



**Presidential Address by Dr.Bharathi.V.Harishankar, Vice Chancellor**

Dr.S.Kowsalya, Registrar, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, felicitated the organizing team and delegates of the conference.



**Greetings by Dr.S.Kowsalya, Registrar**

## Book Release

A book with ISBN entitled “Technology Revolution and Indian Industry” edited by Dr.P.Santhi, Dean, School of Commerce and Management, Dr.D.Vennila, Assistant Professor (SG), and Dr.S.Rubeya, Assistant Professor was released by the dignitaries during the Conference.



## Technology Revolution and Indian Industry - An ISBN Book Release

## Inaugural Address

Sri. K. Ramasamy ,Head (Finance and HR), Global Vantage Innovative Group of Companies, formally known as VLCC Group of companies, Singapore, delivered the Inaugural Address on Financial Markets – Global Outlooks, by highlighting the Overview of the key trends in Global Financial Markets where he quoted that “The integration of Environmental, Social, and Governance (ESG) considerations into investment decisions is gaining momentum, reflecting growing investor demand for sustainable and responsible investment opportunities”.





### **Inaugural Address by Mr.K.Ramasamy**

#### **Keynote Address**

Sri.Jyoti Ranjan Parida, Deputy Vice President, Regional Head, HDFC Bank, gave a keynote address on Economic Development towards financial services and banking technology and highlighted the changes happened throughout the last two decades where the technology took over the space in the traditional banking system. Further, economic development towards financial services and banking technology involves embracing digital transformation, fostering innovation, addressing regulatory challenges, and prioritizing cyber security to create a more inclusive, efficient, and secure financial ecosystem.





**Keynote Address by Sri.Jyoti Ranjan Parida**

### Special Address

CMA. Subramaniam Kumar delivered the special address on the topic “Transforming Financial Services for the Future”. He emphasized the importance of digital transformation in securities market. He also highlighted that “the digital transformation in securities markets and financial institutions is reshaping the industry by improving efficiency, accessibility, and security while offering innovative solutions to meet the evolving needs of investors and customers.



**Special Address by CMA.Subramaniam Kumar**

The inaugural session ended up with a formal vote of thanks proposed by Dr.K.Kanniammal, Professor and Head, Department of commerce of Avinashilingam Institution.

After the Inaugural session, two special sessions were held where the guest speakers graced the occasion with their online presence.



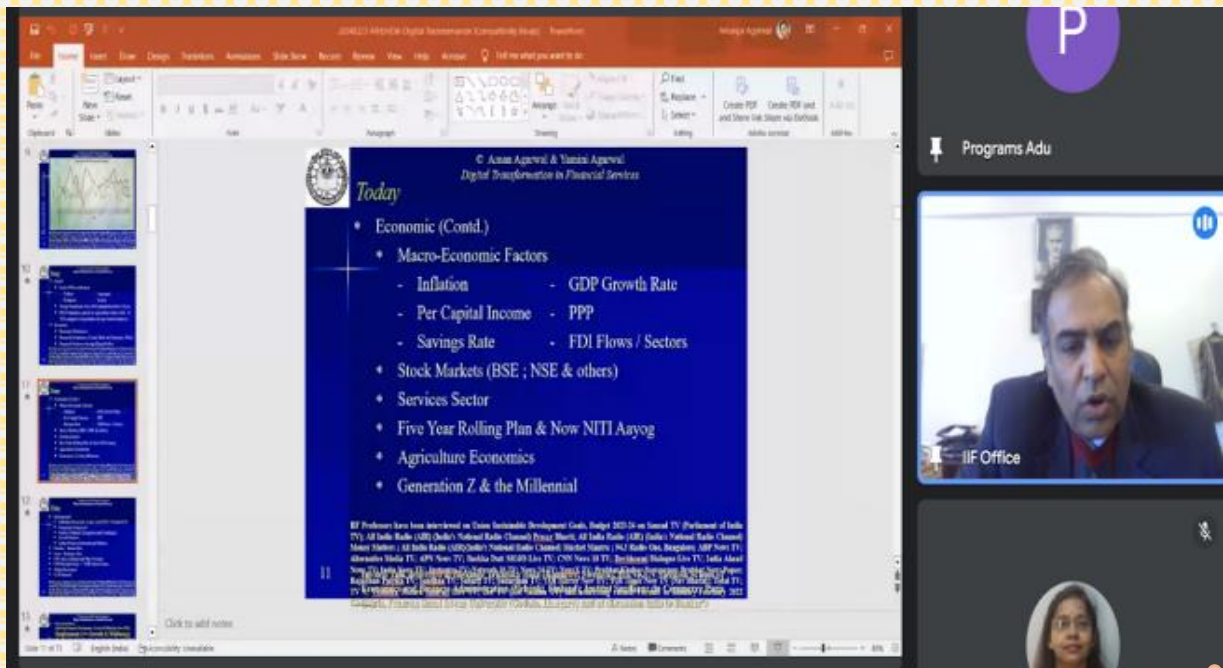
**Vote of Thanks by Dr.K.Kanniammal, Head of the Department**

### Special Session I

Special Session I was headed by Prof. Aman Agarwal, Professor of Finance, Dean (International Relations) and Director (Rektor), Indian Institute of Finance, Greater Noida, Uttar Pradesh. Dr.A.R.Rihana Banu, Assistant Professor, Department of Commerce welcomed the guest speaker of the session. He delivered the special address on “Transformation in the Digital Financial Services”. His session shed light on “India towards Financial Inclusion, SDGs, G20, Union Budgets and India @100 Growth Story. Further, he highlighted the recent trends in the world of financial markets and services with current examples. He emphasized the key threats of digital transformation and also focused on importance of women empowerment for financial inclusion. He concluded the session with the note “Trust and Confidence holds key to Growth and Prosperity”.

Ms.Surya A, Research Scholar, Department of Commerce delivered the vote of thanks for the session.



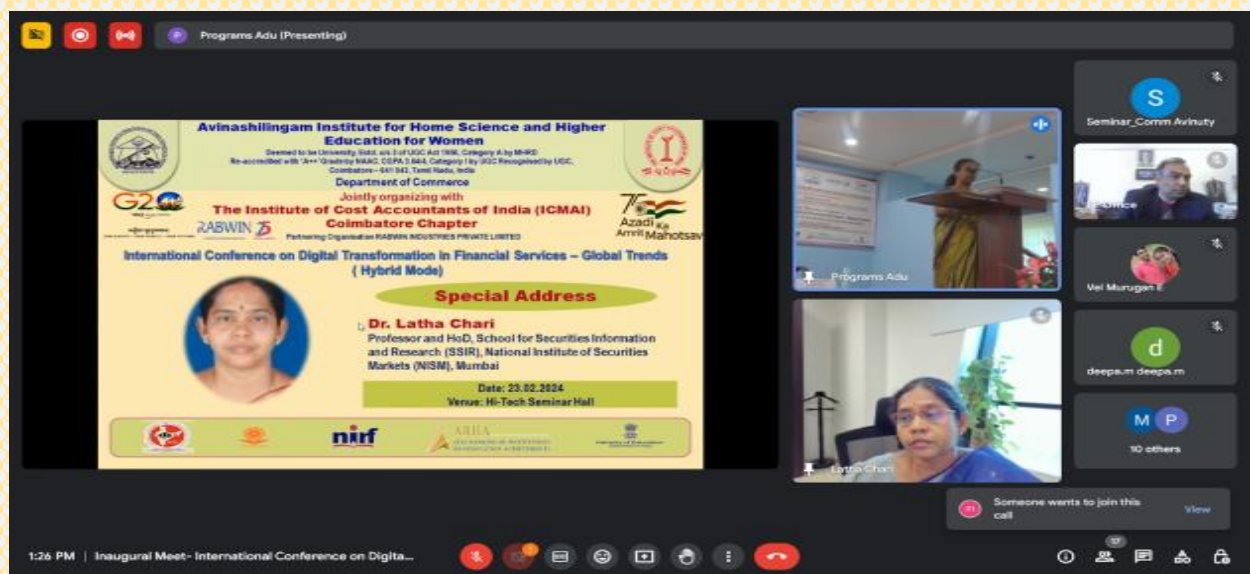


### Special Session I by Prof.Aman Agarwal

### Special Session II

The Special Session II was headed by Dr.Latha Chari, Professor and Head, School of Securities Information and Research(SSIR), National Institute of Securities Markets (NISM), Mumbai. Dr.A.R.Rihana Banu, Assistant Professor, Department of Commerce welcomed the guest speaker of the session. Dr.Chari shared her insights on the importance of Financial Planning, and the availability of varied Investment Products in the current scenario and highlighted the future prospects of NISM Programmes and E-Learning platforms.

After the lecture, vote of thanks for the speaker was given by Mrs.Reshma.K, Research Scholar from the Department of Commerce.



### Special Session by II Dr.Latha Chari

## *Details of the Participants*

A total of 180 registered across the nations for the conference. The participants comprised of academicians, industrialists, research scholars and delegates from varied parts of the Globe, to name a few US, Nigeria, UK, Oman, Saudi Arabia and Singapore.

Further, the nationwide participants belongs to varied cities and states like Tamil nadu, Karnataka, Mumbai, Kerela, Ahmedabad, Assam, Utthar Pradesh and Andhra Pradesh.

### Technical Session I

Technical Session I on the topic Digital Transformation in Financial Markets and Services was started at 2.00pm. Dr. M. Sivakumar, Professor and Head, Chairperson, Department of Entrepreneurship Studies, Department of Commerce, Madurai Kamaraj University, Madurai acted as the Chairperson of the technical session I

The screenshot shows a Zoom meeting interface. The main display area shows a presentation slide for the "International Conference on Digital Transformation in Financial Services - Global Trends (Hybrid Mode)". The slide includes logos for the organizing institutions: Avinashlingam Institute for Home Science and Higher Education for Women, The Institute of Cost Accountants of India (ICMAI) Coimbatore Chapter, and Azadi Ka Amrit Mahotsav. It also features a portrait of the Chairperson, Dr. M. Sivakumar, and his title: Professor and Head, Chairperson, Department of Entrepreneurship Studies, Department of Commerce, Madurai Kamaraj University, Madurai. The date is 23.02.2024 and the venue is Hi-Tech Seminar Hall. On the right side of the Zoom window, there is a video feed of Dr. M. Sivakumar speaking at a podium. Below the video feed, there is a list of participants, including Seminar\_Comm\_Avinashy, Dr. M. Sivakumar, Val Murugan E, deepa.m deepa.m, and 11 others. At the bottom of the Zoom window, there is a bar with meeting controls and a timestamp of 1:54 PM.

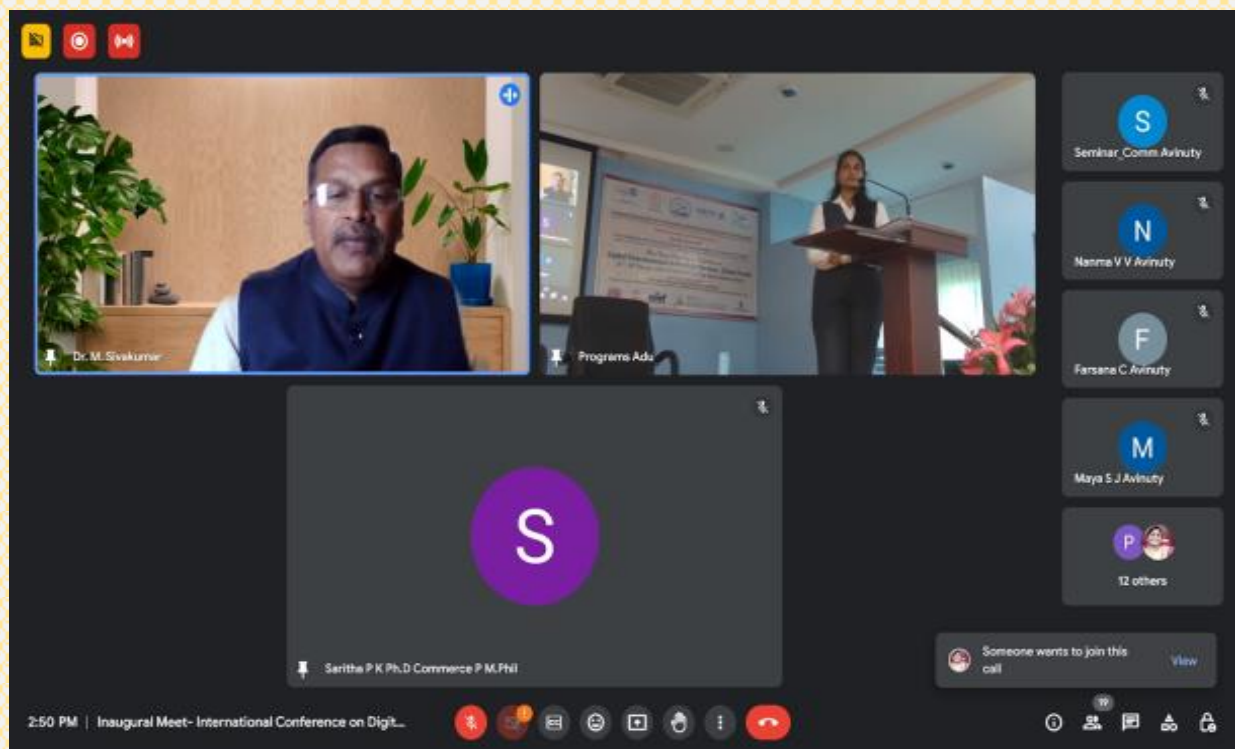
**Technical Session I by Dr.M.Sivakumar**



Dr.D.Vennila, Assistant Professor, Department of Commerce acted as the Rapporteur And welcomed the Chairperson for Technical session I - Sivakumar Sir offered a special note on “Transformation of Digital Marketing Influence on Global Business” further he focused on the key emerging technologies in Insurtech and the Internet of Things. After the special address, paper presentations by the delegates were carried out in both online and offline mode. Around 30 papers were registered for presentation in the Technical Session I, Of which the best three papers were presented by the delegates.

After each presentation, comments were provided by the Rapporteur and the Chairperson. They gave valuable suggestions and appreciated the delegates' efforts.

At the end of presentation, Dr.D.Vennila presented the Rapporteur's Report. She highlighted about the importance of this Technical Session in today's era and gave a detailed note on the presentation of each delegates.The session was concluded by a formal Vote of Thanks rendered by Mrs.Reshma.K,Research Scholar from the Department of Commerce.



**Technical Session I by Dr.M.Sivakumar**

## Technical Session II

Technical Session II on the topic Digital Transformation in Banking Sector commenced at 3.00pm.

Dr. S. Senthil Kumar, Associate Professor, Skyline University, SAMSS School of Arts, Management and Social Sciences, Kano, Nigeria, acted as the Chairperson of the technical session 2

Dr.K.Vidhyakala, Assistant Professor, Department of Commerce acted as the Rapporteur and welcomed the Chairperson for Technical session 2. Senthil Kumar Sir addressed the gathering about "Technology Transformation in Financial Markets and Services". After his deliberations paper presentations by the delegates were carried out in both online and offline mode.

Around 28 papers were registered for presentation in the Technical Session 2 , Of which the best three papers were presented by the delegates. After each presentation, comments were provided by the Rapporteur and the Chairperson. They gave valuable suggestions and appreciated the delegates' efforts.

The technical session 2 was winded up with a formal vote of thanks by Mrs.Banumathi, Research Scholar from the Department of Commerce.



**Technical Session II by Dr. S. Senthil Kumar**

### Technical Session III

Technical Session III shed light on Digital Transformation in Insurance Sector started at 4.00pm. CA Vedha. K, Senior Manager, Stambaugh Ness, Birmingham, Alabama, US chaired the session with the Rapporteur Dr. P. Sasirekha, Assistant professor, department of commerce being the rapporteur, welcomed the Chairperson of the session.

CA Vedha Krishnamoorthy madam shared her insights on the Technology Modernization in Retail Business. She quoted that “technology modernization in retail businesses is aimed at improving efficiency, enhancing customer experience, and staying competitive in an increasingly digital marketplace. By leveraging advanced technologies strategically, retailers can adapt to changing consumer preferences and drive growth in the retail sector. After the deliberation, the paper presentation by the research scholars, professors and delegates were started.

Around 30 papers were registered for presentation in the Technical Session 3 , Of which the best three papers were presented by the delegates.

Dr. P. Sasirekha presented a brief report of the session. Followed by that Mrs.Deslit Devid research scholar from Commerce concluded the session with a formal Vote of Thanks.



**Technical Session III by CA. Vedha.K**



## DAY II- 24-02-2024

### Special Session I

The special session was started at 10.am.Dr. M. Agila, Assistant Professor, Department of Commerce welcomed the gathering . Dr.Kabaly P. Subramanian, Head, Faculty of Business Studies, Arab Open University, Muscat, Oman delivered the special address on Entrepreneurial finance Sir highlighted that “By effectively managing funding, financial planning, capital structure, valuation, risk, exit strategies, and performance measurement, entrepreneurs can enhance the financial health and sustainability of their ventures and maximize shareholder value over the long term”.

Dean Dr. P. Santhi addressed the speaker and the vote of thanks was rendered by Ms. S.S Mageswari,Research Scholar, Department of Commerce.

The screenshot shows a Zoom meeting in progress. The main window displays a presentation slide titled "International Conference on Digital Transformation in Financial Services – Global Trends (Hybrid Mode)". The slide features a portrait of Dr. Kabaly P. Subramanian and text identifying him as the speaker for a "Special Address". Logos for Avinashilingam Institute for Home Science and Higher Education for Women, The Institute of Cost Accountants of India (ICMAI), and others are visible. The Zoom interface includes a sidebar with participant thumbnails and names, a top bar with meeting controls, and a bottom taskbar showing the system clock as 10:38 AM on 24-02-2024.

### Special Session I Dr.Kabaly P.Subramaniam



## Special Session II

The special session II started at 11.am with a welcome note by Ms. Sukritha K R Research Scholar, Department of Commerce followed by the introduction of the speaker by Mrs. K. Jayanthi, Assistant Professor, Department of Commerce.

Dr. Sadar Abdul Rasheed, Director of Commodity Risk Control at Savola Group, Saudi Arabia addressed the gathering about Fintech and financial services through his online presence. He started his speech with the quote "Technology is changing everyday". He had highlighted the fintech technologies in India and elaborated the fintech applications like Digital payments, peer-to-peer lending, blockchain and cryptocurrency. He mentioned that Fintech is playing a great role in bringing the startup industries. He also emphasized on the challenges and opportunities of fintech mainly focused on the cyber security concerns and technological glitches. He stressed on "Innovation needs to be supported with Regulation and Regulation needs to be supported with Innovation". After Dr. Sadar Abdul Rasheed lecture, vote of thanks was rendered by Ms. Sukritha K R, Research Scholar, Department of Commerce.

The screenshot shows a Zoom meeting in progress. The main display area shows a presentation slide titled "International Conference on Digital Transformation in Financial Services - Global Trends (Hybrid Mode)". The slide includes logos for Avinashilingam Institute for Home Science and Higher Education for Women, G20, The Institute of Cost Accountants of India (ICMAI) Coimbatore Chapter, and Rabwin Industries Private Limited. It also features a portrait of Dr. Sadar Abdul Rasheed and text identifying him as the Director of Commodity Risk Control at Savola Group, Saudi Arabia. The date is 24.02.2024 and the venue is Hi-Tech Seminar Hall. The Zoom interface shows three participants in a grid: Dr. Sadar Abdul Rasheed, Saritha P K Ph.D Comm..., and Seminar\_Comm Avinuty. The bottom status bar indicates the time is 10:41 AM on Day 2 of the conference.

**Special Session II by Dr.Sadar Abdul Rasheed**

### Special Session III

The special session III started at 11.45.am with a welcome note by Ms. Shaheera Banu Research Scholar, Department of Commerce followed by the introduction of the speaker by Mrs. R.Poongodi, Assistant Professor, Department of Commerce.

Thiagaraja Gurusamy ,Vice President, Software Engineering JP Morgan Chase & Co., Columbus, Ohio, USA honoured the conference with his visual presence and his special address focused on Big data, Clod, Artificial Intelligence and Machine Learning.

He shared his insightful thoughts and his experience of being a Software engineer by profession. He started by giving an overview about JP Morgan Chase & Co. which he represents. He highlighted about the technological advancement at JP Morgan Chase& Co. which is one of the biggest technologies driven companies.He continued to emphasize on the Power of Cloud Data Platform, that offers a range of services and tools for data integration,storage, querying, analysis and visualisation, often leveraging technologies like distributed computing, data lakes, and Machine learning. He illustrated about the Layers of Cloud Data Platform on Student Performance Analytics.He concluded by briefly explaining about the Future Trends in Big Data .After his special address formal vote of thanks for the speaker was rendered by Mrs.Shaheera Banu, Research Scholar from Department of Commerce.

The screenshot shows a Zoom meeting in progress. The main display area shows a presentation slide titled "International Conference on Digital Transformation in Financial Services - Global Trends (Hybrid Mode)". The slide features a portrait of Thiagaraja Gurusamy M. S., Vice President, Software Engineering, JP Morgan Chase & Co., Columbus, Ohio, USA. It also mentions a "Special Address" and the date "Date: 24.02.2024" and "Venue: Hi-Tech Seminar Hall". Logos for Avinashilingam Institute for Home Science and Higher Education for Women, The Institute of Cost Accountants of India (ICAI) Coimbatore Chapter, and NIRF are visible. The Zoom interface includes a participant list on the right with names like "Seminar\_Comm Avinuty", "Saritha P K Ph.D Comm...", "Programs Ads", and "13 others". The bottom status bar shows "11:26 AM | Day 2- International Conference on Digital Transfo..." and system icons.

**Special Session III Sri.Thiagaraja Gurusamy**



## Special Session IV

Technical Session IV on the other related themes in Digital Transformation commenced at 12.30pm. Dr. K. R. Jalaja, Professor and Dean, Department of Commerce, Central College Campus, Bengaluru City University, Bengaluru acted as the Chairperson of the technical session IV. Dr.S.Sangamithra, Assistant Professor, Department of Commerce acted as the Rapporteur and welcomed the Chairperson for Technical session IV - Dr. Jalaja presented a special address on “Financial Inclusion and Banking technology”

After the special address, paper presentations by the delegates were carried out in both online and offline mode. Around 30 papers were registered for presentation in the Technical Session IV, of which the best three papers were presented by the delegates.

After each presentation, comments were provided by the Rapporteur and the Chairperson. They gave valuable suggestions and appreciated the efforts of the delegates .

Dr. S.Sangamithra presented a brief report of the session. Followed by that Mrs.Banumathi research scholar from Commerce concluded the session with a formal Vote of Thanks.

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide for the Avinashilingam Institute for Home Science and Higher Education for Women, jointly organizing with The Institute of Cost Accountants of India (ICMAI) Coimbatore Chapter. The slide identifies Dr. K. R. Jalaja as the Chairperson, Professor and Dean Department of Commerce, Central College campus Bengaluru City University, Bengaluru Karnataka, India. The date is 24.02.2024 and the venue is Hi-Tech Seminar Hall. The Zoom interface shows two video feeds: one of a woman in a green shirt (Trishna Nair) and another of a woman in a yellow sari (Sangamithra). The bottom status bar shows the time as 12:17 PM, Day 2 - International Conference on Digital Transfo..., and the system clock as 24.02.2024.

**Technical Session IV Dr.K.R.Jalaja**

## Valedictory Session

The Valedictory programme of the Two days grant academic event started at 2.30 pm when Dr. P.Devanai, Assistant Professor , Department of Commerce delivered the welcome address and Dr.P.Santhi, Dean, School of Commerce and Management greeted



**Welcome Address by Dr.P.Deivanai, Assistant Professor (SG), Department of Commerce**

Dr.P.Santhi, Dean, School of Commerce and Management greeted the gathering for the Valedictory Session.



**Greetings by Dr.P.Santhi, Dean, School of Commerce and Management**



### Special Address

CMA.Subramaniam Kumar delivered the special address on the topic “Transforming Financial Services for the Future”. Through his deliberation it is clear that the transformation of financial services is not a destination but a journey towards re-imagining the future of finance, enhancing experiences and driving sustainable growth.



**Special Address by CMA. Subramaniam Kumar**

### Keynote Address

Sri. Senthilkumar Kandasamy Executive Director, Rabwin Industries Private Limited, Malumichampatti, Coimbatore offered a keynote address on “Trends and digital transformation in business and banking”. He emphasized that the journey towards digital transformation in business and banking is one of immense promise and potential. By embracing these key trends and transformation opportunities, we can unlock new avenues of growth, deliver unparalleled value to customers, and chart a course towards a future by innovation and success.



**Keynote Address by Sri. Senthilkumar Kandasamy Executive Director, Rabwin Industries Private Limited, Coimbatore**

## Report Presentation

After the Special Address, report of the entire conference was presented by Dr.D.Arthi, Assistant Professor, Department of Commerce.



**Report Presentation by Dr.D.Arthi, Assistant Professor, Department of Commerce**

## Felicitations

Our Honourable Registrar, Dr.S.Kowsalya madam will felicitate the gathering with the valedictory address and Dr.V.Vimala, Assistant Professor (SG), Department of commerce concludes the valedictory session by thanking all the visible and invisible hands who rendered their support for making this two days event a grand success. The International Conference on Digital Transformation in Financial Services provided a comprehensive overview of the opportunities and challenges associated with the ongoing digitalization of the financial services industry. By fostering interdisciplinary dialogue and knowledge sharing, the conference served as a catalyst for advancing innovation and driving sustainable growth in the digital era.





**Felicitation by Dr.S.Kowsalya**

### Vote of Thanks

The inaugural session ended up with a formal vote of thanks proposed by Dr.V.Vimala, Assistant Professor (SG), Department of commerce of Avinashilingam Institution.



**Vote of Thanks by Dr.V.Vimala, Assistant Professor (SG), Department of Commerce**



## **Avinashilingam Institute for Home Science and Higher Education for Women,**

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD

Re-accredited with 'A++' Grade by NAAC.CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

**Department of Commerce**

**Jointly organizing with**

**The Institute of Cost Accountants of India (ICMAI), Coimbatore Chapter**

(Statutory body under an Act of Parliament) having its office located at SFI Apartments, No.13, 14 Sathyamoorthy Road,  
Ramnagar, Coimbatore - 641 009

## **International Conference on Digital Transformation in Financial Services – Global Trends (Hybrid Mode)**

**23<sup>rd</sup> – 24<sup>th</sup> February, 2024**



**Partnering Organisation**



**Manufacturer of Precision Components  
RABWIN INDUSTRIES PRIVATE LIMITED**

SF.NO.138/2, SNMV College Road, Malumichampatti (PO), Coimbatore-641050, Tamilnadu, India  
0422-2611190, +91 9364574044, info@rabwin.in, www.rabwin.com



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ON INNOVATION ACHIEVEMENTS





## Inaugural Program – (Hybrid Mode)

Online Meet Link: Gmeet ID/Link

[meet.google.com/eap-hanw-gjf](https://meet.google.com/eap-hanw-gjf)

9.45 am – 9.50 am

### Prayer and Lighting the Lamp

9.50 am – 9.55 am

### Welcome Address

#### Dr. P. Santhi

Professor and Dean,  
School of Commerce and Management,  
Avinashilingam Institute for Home Science and  
Higher Education for Women



9.55 am – 10.00 am

### Greetings

#### Dr. T. S. K. Meenakshisundaram

Chancellor, Avinashilingam Institute for Home  
Science and Higher Education for Women



10.00 am – 10.05 am

### Presidential Address

#### Dr. V. Bharathi Harishankar

Vice Chancellor, Avinashilingam Institute for  
Home Science and Higher Education for Women



10.05 am – 10.10 am

### Greetings

#### Dr. S. Kowsalya

Registrar, Avinashilingam Institute for Home  
Science and Higher Education for Women



10.10 am – 10.35 am

### Inaugural Address

Theme: Financial Markets –  
Global Outlook

#### Sri. K. Ramaswamy

Head, (Finance and HR), Global Vantage  
Innovative group of Companies, Formerly known  
as VLCC group of Companies, Singapore



10.35 am – 11.00 am

### Keynote Address

Theme: Economic Development  
towards Financial Services and  
Banking Technology

#### Sri. Jyoti Ranjan Parida

Deputy Vice President, Regional Head,  
HDFC Bank, Private Banking Group



11.00 am – 11.05 am

### Special Address

Theme: Security Markets and  
Financial Institutions

#### Dr. R. Maheswaran

Chairman, The Institute of Cost Accountants of  
India (ICMAI), Coimbatore Chapter, Coimbatore



11.05 am – 11.10 am

### Special Address

Theme: Digital Revolution in  
Industries

#### Sri. P. R. Aruchamy, B.E.

Managing Director, Rabwin Industries Private  
Limited, Malumichampatti, Coimbatore – 641 050



11.10 am – 11.15 am

### Vote of Thanks

#### Dr. K. Kanniammal

Professor and HoD, Department of Commerce,  
Avinashilingam Institute for Home Science and  
Higher Education for Women, Coimbatore



11.15 am

High Tea

### Special Session (Online)

**11.50 am – 12.30 pm**

#### Special Address

Theme: Transformation in the Digital Financial Services

#### Prof. Aman Agarwal

Professor of Finance, Dean (International Relations) and Director (Rektor), Indian Institute of Finance Greater Noida, Uttar Pradesh



**12.30 pm – 1.00 pm**

#### Special Address

Theme: Exploring NISM Financial Planning

#### Dr. Latha Chari

Professor and HoD, School for Securities Information and Research (SSIR), National Institute of Securities Markets (NISM), Mumbai



**1.00 pm – 2.00 pm**

#### Lunch Break

### Technical Session – I

#### Digital Transformation in Financial Markets and Services

**2.00 pm – 2.45 pm**

#### Chairperson

Theme: Transformation of Digital Marketing Influence on Global Business

#### Dr. M. Sivakumar

Professor and Head, Chairperson, Department of Entrepreneurship Studies, Department of Commerce, Madurai Kamaraj University, Madurai



#### Rapporteur

#### Dr. D. Vennila

Assistant Professor (SG), Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore



#### Paper Presentations

**2.45 pm – 3.00 pm**

#### High Tea

### Technical Session – II

#### Digital Transformation in Banking Sector

Meeting Link: <https://us05web.zoom.us/j/85839051649?pwd=faMM8XSWU4HdJHag32yi20aEXUcdRJ.1>

**3.00 pm – 3.55 pm**

#### Chairperson

Theme: Technology Transformation in Financial Markets and Services

#### Dr. S. Senthil Kumar

Associate Professor, Skyline University, SAMSS School of Arts, Management and Social Sciences, Kano, Nigeria – 700 231



#### Rapporteur

#### Dr. K. Vidhyakala

Assistant Professor (SG), Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore



#### Paper Presentations

### Technical Session – III

#### Digital Transformation in Insurance Sector

**4.00 pm – 5.00 pm**

#### Chairperson

Theme: Technology Modernization in Retail Business

#### CA. Vedha. K

Senior Manager, Stambaugh Ness, Birmingham, Alabama, US



#### Rapporteur

#### Dr. P. Sasirekha

Assistant Professor (SS), Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore



#### Paper Presentations



**Day - 2 – 24.02.2024**

Online Meet Link: Gmeet ID/Link  
[meet.google.com/jpj-jdei-zfq](https://meet.google.com/jpj-jdei-zfq)

**10.00 am – 10.35 am**  
**Special Address**  
Theme: Entrepreneurial Finance

**Dr. Kabaly P. Subramanian**  
Head, Faculty of Business Studies,  
Arab Open University, Muscat, Oman



**10.35 am – 11.10 am**  
**Special Address**  
Theme: Fintech and Financial Services

**Dr. Sadar Abdul Rasheed**  
Director of Commodity Risk Control at Savola Group,  
Saudi Arabia



**11.10 am – 11.20 am**

**High Tea**

**11.20 am – 11.50 am**  
**Special Address**  
Theme: Big Data, Cloud & AI/ML

**Thiagaraja Gurusamy M. S.**  
Vice President, Software Engineering JPMorgan Chase & Co.,  
Columbus, Ohio, USA



**Technical Session – IV**  
**Other Related Themes in Digital Transformation**

**12.00 pm – 12.45 pm**  
**Chairperson**  
Financial Inclusion and Banking Technology  
**Rapporteur**

**Dr. K. R. Jalaja**  
Professor and Dean, Department of Commerce,  
Central College Campus, Bengaluru City University, Bengaluru



**Dr. S. Sangamithra**  
Assistant Professor (Temporary), Department of Commerce,  
Avinashilingam Institute for Home Science and Higher Education  
for Women



**Paper Presentations**

**1.00 pm – 2.00 pm**

**Lunch Break**

**Valedictory Programme**

**2.30 pm – 2.40 pm**  
**Welcome Address**

**Dr. P. Deivanai**  
Assistant Professor (SG), Department of Commerce,  
Avinashilingam Institute for Home Science and Higher Education  
for Women



**2.40 pm – 2.50 pm**  
**Greetings**

**Dr. P. Santhi**  
Professor and Dean,  
School of Commerce and Management,  
Avinashilingam Institute for Home Science and Higher Education  
for Women



**2.50 pm – 3.00 pm**  
**Special Address**  
Theme: Transforming Financial Services for  
the Future

**CMA. Subramaniam Kumar**  
Vice Chairman, The Institute of Cost Accountants of India (ICMAI),  
Coimbatore Chapter, Coimbatore



**3.00 pm – 3.10 pm**  
**Special Address**  
Theme: Trends and Digital Transformation  
in Business and Banking

**Sri. Senthilkumar Kandasamy**  
Executive Director, Rabwin Industries Private Limited,  
Malumichampatti, Coimbatore – 641 050



**3.10 pm – 3.30 pm**  
**Presentation of Report  
& Deliberations of  
Conference**

**Dr. D. Arthi**  
Assistant Professor (Temporary), Department of Commerce,  
Avinashilingam Institute for Home Science and Higher Education  
for Women



**3.30 pm – 3.40 pm**  
**Valedictory Address**

**Dr. S. Kowsalya**  
Registrar, Avinashilingam Institute for Home Science and  
Higher Education for Women



**3.40 pm – 3.50 pm**  
**Vote of Thanks**

**Dr. V. Vimala**  
Assistant Professor (SG), Department of Commerce  
Avinashilingam Institute for Home Science and Higher Education  
for Women







## AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER EDUCATION FOR WOMEN

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Coimbatore-641 043, Tamil Nadu, India

### Department of Commerce

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## Two Days International Conference on **Digital Transformation in Financial Services - Global Trends** (Hybrid Mode)

23<sup>rd</sup> - 24<sup>th</sup> February 2024

Thiruchithrambhalam Auditorium  
Campus – I



Partnering Organisation

**RABWIN INDUSTRIES PRIVATE LIMITED** 25 years (Silver Jubilee)

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## ABOUT THE INSTITUTION

Avinashilingam Institute for Home Science and Higher Education for Women (AIHSHEW) is a Deemed to be University under category "A" by MHRD, Reaccredited with "A++" Grade by NAAC, Estd. u/s 3 of UGC Act 1956, an educational institution offering undergraduate, post-graduate, professional and research degrees. The Institute has secured 84<sup>th</sup> rank in India Rankings (NIRF, Sep. 2022) among Universities. It has ranked 5<sup>th</sup> in ARIIA 2021 in the category of Deemed University (Government and Government Aided). It is one of the premier Institutions for women's education in India which has expertise in various specialised areas across Home Science, Bio-Science, Physical and Computational Sciences, Arts and Humanities, Commerce and Management, Allied and Healthcare Sciences, Engineering and Education. The Institute has a vision to enable self-development and empowerment of women through modern, scientific and value based education so as to lead a purposeful life filled with moral and spiritual values.

## ABOUT THE DEPARTMENT

The Department of Commerce of AIHSHEW, is at forefront in enriching the knowledge and skills by offering professional technology based curricula. The Department of Commerce offers Undergraduate Programmes B.Com., B.Com. (Professional Accounting), B.Com. (Computer Applications), B.Com. (Corporate Secretaryship), B.Com. (Accounting and Finance), B.Com. (Information Technology), B.Com. (Business Analytics), B.Com. (Financial System and Technology) and B.Com. (Entrepreneurship and Business Management), Post-graduate Programmes M.Com. and M.Com. (Computer Applications) and Research Programme - Ph.D. in Commerce. The Department offers skill based courses (Accounting with Tally & Digital Banking) to the Non- Commerce stream. Several Research Projects have been carried out with the financial assistance from funding agencies like UGC, ICSSR and Government Agencies.

## ABOUT THE CONFERENCE

The conference will provide an insight on the transformation of financial services due to advancement of technology and its impact on the global business and economic progress. The conference will provide a platform to the Academicians, Industrialists and Research Scholars in sharing the expertise and updating the research knowledge in the recent developments of financial services. The application of digital technology is reshaping the future of financial scenario at the global level, that in turn benefits the society and promotes economic development of the nation. Further, it aids to analyze the challenges in technology disruption happening in delivering financial services.



## CALL FOR PAPERS - CONFERENCE THEME

Original research papers are invited from academicians, industrialists and research scholars on the following sub-themes:



### 1. Digital Transformation in Financial Markets and Services

- Global Dynamics of Finance
- Financial Analytics and Financial Intelligence
- Sustainable Investment and ESG
- Crowd Funding
- Fintech and Financial Services
- Corporate Governance, Corporate Disclosure and Reporting
- Micro-finance and Financing for Micro-enterprises
- Commodity Derivatives: Trading, Pricing and Risk Management



### 2. Digital Transformation in Banking Sector

- Digital Banking
- IT, Cyber Security and Ethical Hacking in Banking
- Mobile and Social Media Banking
- Crypto currency and Block Chain Technology
- AI, IoT, Big Data, Cloud and Machine Learning in Banking Scenario



### 3. Digital Transformation in Insurance Sector

- Insurtech and Digital Technology
- Insurance and Social Security Act
- Life Insurance and Non-Life Insurance
- Risk Management in Insurance Industry
- Regulatory Development in the Global Insurance Sector



### 4. Other related themes in Digital Transformation

- Financial Inclusions and Payment Systems
- Digital Finance and Neuro Finance
- Technology and Digital Marketing Challenges
- Network Marketing Sustainability
- Hospitality and Tourism
- Digital Innovation in Human Resource Management
- Corporate Social Responsibility
- Risk Management

**REGISTRATION LINK** <https://shorturl.at/mzCS0>

## GUIDELINES FOR PAPER SUBMISSION

- Delegates who are willing to contribute papers can submit their papers on the above themes
- Full manuscript in MS-word format not exceeding 10 - 15 pages (Size - A4, Line Spacing - 1.5, Font Style -Times New Roman, Font size -12 and Margin - 1 inch) and sent through e-mail to [intcomcon24@gmail.com](mailto:intcomcon24@gmail.com)
- Figures, Labels and Charts etc., must be original ones.
- First page must contain the theme, title, abstract and name of the author(s), designation, official address, contact number and email ID, Institution / University and Place
- References and text citation as per APA style
- The selected papers will be permitted for presentation in the conference. Papers with less than 10% plagiarism will be published in UGC Care approved Journal /Scopus/ Conference Proceeding with ISBN / Edited volume book.

**Note:** Publication charges will be intimated to the authors of selected papers for payment (Each author should make separate payment)

## INSTRUCTIONS

- Each Author has to register separately
- Registration fee must be sent through NEFT
- Publication charges will be based on the norms of the Publishers and it will be intimated after selection of papers

## REGISTRATION FEES

Participants	Indian	Foreign
Academician / Industrialist	₹1,000	US\$ 50
Research Scholar	₹ 750	US\$ 30

## ACCOUNT DETAILS FOR NEFT

Name of the Account Holder: **The Registrar, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore 641 043**

Name of the Bank & Branch: **Indian Bank ADU Campus (220), Coimbatore**

Savings A/C No.: **6010310202**

IFSC Code: **IDIB000A005**

## DATES TO REMEMBER

Full Paper Submission with Registration Fee: **10<sup>th</sup> January 2024 (LAST DATE)**

Date of Conference: **23<sup>rd</sup> – 24<sup>th</sup> February, 2024**

## ORGANISING COMMITTEE

### Chief Patrons

**Dr. T.S.K. Meenakshisundaram,**  
Managing Trustee and Chancellor

### Patrons

**Dr. Bharathi Harishankar,** Vice Chancellor  
**Dr. S. Kowsalya,** Registrar

### Advisor

**Dr. P. Santhi,** Dean,  
School of Commerce and Management

### Convener

**Dr. K. Kanniammal,** Professor and Head,  
Department of Commerce

### The Institute of Cost Accountants of India (ICMAI), Coimbatore Chapter Members

**CMA Dr. R. Maheswaran,** Chairman

**CMA U. Suryaprakash,** Secretary

**CMA Subramaniam Kumar,** Vice Chairman

**CMA S. Surendra Kumar,** Treasurer

### Organizing Secretaries

**Dr. P. Deivanai,** Assistant Professor (SG), Department of Commerce (86670 77272)

**Dr. V. Vimala,** Assistant Professor (SG), Department of Commerce (94429 44904)

### Joint Organizing Secretaries

**Dr. D. Arthi,** Temporary Assistant Professor, (89739 68639)

**Dr. S. Sangamithra,** Temporary Assistant Professor (95979 37007)

**Dr. R. Arul Jothi,** Temporary Assistant Professor, (Campus – II) (90037 50104 / 88382 69029)

**Dr. A. Vennila,** Temporary Assistant Professor, (Campus – II)

### Organizing Committee Members

#### Campus – I: Team Members

**Dr. D. Vennila,** Assistant Professor (SG)

**Dr. K. Vidhyakala,** Assistant Professor (SG)

**Dr. P. Sasirekha,** Assistant Professor (SS)

**Dr. A.R. Rihana Banu,** Assistant Professor (Temp)

**Dr. M. Agila,** Assistant Professor (Temp)

**Dr. S. Rubeya,** Assistant Professor (Temp)

**Dr. S. Kavitha,** Assistant Professor (Temp)

**Mrs. R. Poongodi,** Assistant Professor (Temp)

**Mrs. V. Yasodha,** Assistant Professor (Temp)

**Dr. O.Mathuthra,** Assistant Professor (Temp)

**Mrs. Malarvizhi,** Teaching Assistant (Temp)

**Mrs. K. Jayanthi,** Teaching Assistant (Temp)

**Dr. S. Manimegalai,** Assistant Professor (Temp)

**Dr. M. Srividhya,** Teaching Assistant (Temp)

**Mrs. A. Anitha,** Teaching Assistant (Temp)

#### Campus – II: Team Members

**Dr. S. Raja,** Director, Self-Finance Programmes

**Dr. V. Savitha,** Assistant Director, Self-Finance Programmes



**International Conference on  
Digital Transformation in Financial Services – Global Trends (Hybrid Mode)**  
23rd – 24th February 2024

List of participants presenting paper for the Technical Session – I

**Technical Session – I**

**Digital Transformation in Financial Market and Services**

**Date: 23-02-2024**

**Time: 2.00 pm – 2.45 pm**

S.No	Paper Code	Name of the author and co-author	Address, Phone No, E-mail Id	Title of the paper
1	INC003	R. Ravani Research Scholar	D.K.M College for Women 9585440032 <a href="mailto:ravanir1993@gmail.com">ravanir1993@gmail.com</a>	Digital Transformation In Financial Services - Global Trends
		Dr.A. Sundarvizhi Assistant Professor	D.K.M College for Women 9894177140 <a href="mailto:Vizhi.sudar3@gmail.com">Vizhi.sudar3@gmail.com</a>	
2	INC005	V. Priyanka Research Scholar	D.K.M College for Women 6381252575 <a href="mailto:priyankavijayasarathi@gmail.com">priyankavijayasarathi@gmail.com</a>	Strategic Development for Marketing Mix Elements Four Piece of Organic Products in Vellore City
		Dr.A. Sundarvizhi Assistant Professor	D.K.M College for Women 9894177140 <a href="mailto:Vizhi.sudar3@gmail.com">Vizhi.sudar3@gmail.com</a>	
2	INC006	Rumana. M II-M.COM	Avinashilingam Institute for Home Science and Higher Education for Women 6385314292 <a href="mailto:22pco015@avinuty.ac.in">22pco015@avinuty.ac.in</a>	Effectiveness of Social Media Advertising towards Consumers Perception
		Malarvizhi. A Teaching and Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women 7539929416 <a href="mailto:Malarvizhi_comm@avinuty.ac.in">Malarvizhi_comm@avinuty.ac.in</a>	
3	INC011	Ramitha A II-M.COM	Avinashilingam Institute for Home Science and Higher Education for Women 6382826990 <a href="mailto:22pco013@avinuty.ac.in">22pco013@avinuty.ac.in</a>	Consumers Attitude towards Online Shopping
		Dr. S. Rubeya Assisstant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 9994764772 <a href="mailto:rubeya_comm@avin(1uty.ac.in">rubeya_comm@avin(1uty.ac.in</a>	



4	INC014	Priya B Research Scholar	Salem Sowdeswari College	Perception of Policyholders Towards Competitive Marketing of Private Life Insurance Companies
		P Vadivel Assistant Professor	Salem Sowdeswari College	
5	INC017	Dave Jasmine Bhadreshbhai Research Scholar	M. J. College of Commerce <a href="mailto:Jasminedave84@gmail.com">Jasminedave84@gmail.com</a>	The Role of Fintech Startups in Advancing Financial Inclusion: Opportunities, Risks, and Regulatory Implications
		Dr Hitesh D Vyas Associate Professor	M. J. College of Commerce	
6	INC022	Marisri S II-MBA	Bharathiar University 9543896926 <a href="mailto:marisriseenivasagan.21@gmail.com">marisriseenivasagan.21@gmail.com</a>	Digital Transformation In Financial Markets And Services
		Dr. S. Pavithra Associate Professor	Bharathiar University 9655542175 <a href="mailto:pavithra.sabapathy@gmail.com">pavithra.sabapathy@gmail.com</a>	
7	INC024	Dr. M. Rashmi Assistant Professor	Davangere University Shivagangothri 9741381681 <a href="mailto:rashmicks@gmail.com">rashmicks@gmail.com</a> .	Financial Technology: An Analytical Study
8	INC025	Vinisha K II- M.Com	Avinashilingam Institute for Home Science and Higher Education for Women 8072788904 <a href="mailto:22pco021@avinuty.ac.in">22pco021@avinuty.ac.in</a>	Comparative Study on Traditional Marketing and Digital Marketing
		Dr. S. Manimegalai Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 8072788904 <a href="mailto:22pco021@avinuty.ac.in">22pco021@avinuty.ac.in</a>	
9	INC026	Pooja D II-M.COM	Avinashilingam Institute for Home Science and Higher Education for Women 7812826350 <a href="mailto:22pco010@avinuty.ac.in">22pco010@avinuty.ac.in</a>	Understanding the Benefit and Risk Factor Towards the Fintech Adoption
		Dr. P. Deivanai Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 8667077272 <a href="mailto:deivanai_comm@avinuty.ac.in">deivanai_comm@avinuty.ac.in</a>	
10	INC027	Reshma K Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women 7902723395 <a href="mailto:20phc0f003@avinuty.ac.in">20phc0f003@avinuty.ac.in</a>	A Review on Antecedents of Financial Inclusion in the Digital Era: Global Perspective

		Dr. K. Kanniammal Professor	Avinashilingam Institute for Home Science and Higher Education for Women 9965520151 Kanniammal_comm@avinuty.ac.in	
11	INC028	Farsana C Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women 9562866287 farsanahamza.c@gmail.com	Impact Of Instagram Marketing on Consumers Buying Behavior Towards Sustainable Cosmetics
12	INC030	Dr. Nandhini. B Assistant Professor	V.V.Vanniaperumal College for Women nandhini@vvvcollege.org	Role of Micro Entrepreneurs in Network Marketing- A Study with Special reference to Jute Business
13	INC047	Prameela Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women 9847733467 <a href="mailto:prameelapathiyil@gmail.com">prameelapathiyil@gmail.com</a>	Digital Empowerment Of Women Micro Entrepreneurs Through Mobile In An Era of Digital Transformation
		Dr. K. Kanniammal Professor	Avinashilingam Institute for Home Science and Higher Education for Women 8248637779 Kanniammalsiva1411@gmail.com	
14	INC054	Dr. S. Praveenkumar	Madurai Kamaraj University 9842118666 s.praveenkumarus@gmail.com	New Technological Innovations in Marketing
15	INC055	J. Rosareen Sandra Research Scholar	Madurai Kamaraj University jsandrafred@gmail.com	A study on understanding the digital marketing challenges and opportunities in today's business environment
16	INC063	Mythili Priya. R II M. Com	Avinashilingam Institute for Home Science and Higher Education for Women 9600905250 <a href="mailto:22pco008@avinuty.ac.in">22pco008@avinuty.ac.in</a>	Emerging Trends and Challenges in Digital Banking
		Mohana Sindhu E P	Avinashilingam Institute for Home Science and Higher Education for Women 7868996637 <a href="mailto:22pco007@avinuty.ac.in">22pco007@avinuty.ac.in</a>	

17	INC068	Dharshana. R II M. Com	Avinashilingam Institute for Home Science and Higher Education for Women	Digital Financial Inclusion in Coimbatore
18	INC069	Mohana Sindhu. E. P II M. Com	Avinashilingam Institute for Home Science and Higher Education for Women	Emerging Trends and Challenges in Digital Banking
19	INC070	Pranitha. K. M II M. Com	Avinashilingam Institute for Home Science and Higher Education for Women	Artificial Intelligence (AI) in Banking Sector
20	INC071	Rupashika. J II M. Com	Avinashilingam Institute for Home Science and Higher Education for Women	Employee Attitude towards green HRM practices on sustainable performance in IT Companies
21	INC072	Ashmitha.S I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A Study on Satisfaction level of Googlepay
22	INC073	Bhavatharinee.R.A I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A Study on Women Entrepreneurship in India
23	INC074	Dhivya Dharshini.S I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A Study on Satisfaction level of Googlepay
24	INC075	Fousiya.J I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	Impact of Digital transformation in Corporate social responsibility
25	INC076	Harini.D I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A Study on Life insurance and Non life insurance
26	INC077	Aarthipriya. J I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	A Study On Analysis Of Sustainable Practice of Private Bank In India



27	INC078	Akila Shri. G I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	A Study On Analysis Of Sustainable Practice of Private Bank In India
28	INC079	Deepashree. M I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	A Study On Impact Of Waste Management By MSMES On The Environmental Sustainability
29	INC080	Dharani. G I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	A Study On Impact Of Waste Management By MSMES On The Environmental Sustainability
30	INC081	Janani. S I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	The Study On Customer Satisfaction Towards Meesho App

**Technical Session – II**  
**Digital Transformation in Banking Sector**

**Date: 23-02-2024**

**Time: 3.00 pm – 3.55 pm**

S.No	Paper Code	Name of the author and co-author	Address, Phone No, E-mail Id	Title of the paper
1	INC001	Ms. V. Shunmathy Assistant Professor	Virudhunagar Hindu Nadar's Senthikumara Nadar College 7548891856 Shunmathy.v@vhnsnc.edu.in	A Study on Customer Satisfaction Towards Digital Banking With Special Reference To Virudhunagar City
2	INC002	G. Usha Nandhini Teacher	Sri Narayani Vidhyashram CBSE School 9677965033 <a href="mailto:Nirajashree78@gmail.com">Nirajashree78@gmail.com</a>	A paper on A Study on Green Banking Practices and Strategies for Sustainable Development in India
		Dr. A. Sundarvizhi Assistant Professor	D.K.M College for Women 9894177140 <a href="mailto:Vizhi.sudar3@gmail.com">Vizhi.sudar3@gmail.com</a>	
3	INC015	Anusha Devi A S Shreya Sumesh Menon Students	Sri Krishna Arts and Science College, Coimbatore <a href="mailto:Menonshreya27@gmail.com">Menonshreya27@gmail.com</a>	A Study on Digital Transformation in Banking Sector
		Mirunalini K Associate Professor	Sri Krishna Arts and Science College, Coimbatore	
4	INC016	Saranya K M Research	Salem Sowdeswari College <a href="mailto:saranyamailvendan@gmail.com">saranyamailvendan@gmail.com</a>	Impact of Poverty Reduction through



		Scholar		Microcredit
		Vadivel P Assistant Professor	Salem Sowdeswari College	
5	INC019	Kavali Rangaiah Research Scholar	Alagappa University <a href="mailto:kavalirangaiah@gmail.com">kavalirangaiah@gmail.com</a>	Digital Wallets: Is It The Future For Money Transfer?
		Dr. B. Menaka Assistant Professor	Alagappa University 9486673385 <a href="mailto:menakab@alagappauniversity.ac.in">menakab@alagappauniversity.ac.in</a>	
6	INC020	Nanma V V Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women 9961994995 <a href="mailto:20phbap004@avinuty.ac.in">20phbap004@avinuty.ac.in</a>	Exploring the Opportunities and Challenges of Integrating Emotional Artificial Intelligence in the Banking Sector
		Dr. T. Amutha Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 9952733445 <a href="mailto:Amutha_mba@avinuty.ac.in">Amutha_mba@avinuty.ac.in</a>	
7	INC021	S. Ponvarshini II-M.COM	Avinashilingam Institute for Home Science and Higher Education for Women 9698657257 <a href="mailto:22pco009@avinuty.ac.in">22pco009@avinuty.ac.in</a>	Customer's Perception Towards the Efficacy of Artificial Intelligence in the Banking Sector: An Empirical Analysis
		Dr. P. Deivanai Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 8667077272 <a href="mailto:deivanai_comm@avinuty.ac.in">deivanai_comm@avinuty.ac.in</a>	
8	INC023	Javvaji Vijay Kumar Research Scholar	Acharya Nagarjuna University 8008221236 <a href="mailto:vijay.bemus@gmail.com">vijay.bemus@gmail.com</a>	Digital Transformation Impact in Human Resource Management: A Comprehensive Analysis
9	INC039	Sri Ranjani A R II- M. COM	Avinashilingam Institute for Home Science and Higher Education for Women 6379663143 <a href="mailto:22PCO019@avinuty.ac.in">22PCO019@avinuty.ac.in</a>	Customer Preference and Adoption towards Mobile Banking
		Dr. D. Arthi Assisstant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 897368639 <a href="mailto:Arthi_comm@avinuty.ac.in">Arthi_comm@avinuty.ac.in</a>	
10	INC041	Menaka. B	Avinashilingam Institute for Home	Impact of

		II- M. COM	Science and Higher Education for Women 9150147207 22PCO006@avinuty.ac.in	Technology Towards Customer Satisfaction In selected Banks In Coimbatore City
		Dr.K. Vidhyakala Assisstant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 9965439557 Vidhyakala_comm@avinuty.ac	
11	INC043	Rashmitha. S. T II- M. COM	Avinashilingam Institute for Home Science and Higher Education for Women rashmitharashmitha2649@gmail.com	Factors Influencing Customers Behavioral Intention of M-Banking: A Study In Coimbatore District
		Poongudi. R Assisstant Professor	Avinashilingam Institute for Home Science and Higher Education for Women poongodi_comm@avinuty.ac.in	
12	INC045	Fathimah Thasleena K Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women fathimathhasleena23@gmail.com	Empowering Rural Kerala: Navigating the Path to Digital banking Transformation
		Dr. P. Santhi Assisstant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 9442019368 shanthi_comm@avinuty.ac.in	
13	INC050	Kajal Sharma Research Scholar	Ramswaroop Memorial University 6393800076 kajalsharma.smu@gmail.com	FDI Impacts on India's Economy: A Comprehensive Review and Outlook
		Dr. Manoj Kumar Associate Professor	Shri Ramswaroop Memorial University 8840559639 drmanoj040@gmail.com	
14	INC053	Sineka B S II-M.Com	Avinashilingam Institute for Home Science and Higher Education for Women 6379315670 22pco017@avinuty.ac.in	Determinants of Adoption of Social Media Banking by the Customers
		Mrs.K.Jayanthi Assisstant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 9003545163 Jayanthi_comm@avinuty.ac.in	
15	INC058	Boomika. M II-M.Com	Avinashilingam Institute for Home Science and Higher Education for Women 9715066333 22pco001@avinuty.ac.in	Transition of Indian Banking System - Banking 5.0: An Analysis of Select Private

		Dr. P. Shanthi Professor	Avinashilingam Institute for Home Science and Higher Education for Women 9443368491 <a href="mailto:Shanthi_comm@avinuty.ac.in">Shanthi_comm@avinuty.ac.in</a>	Sector Banks
16	INC059	S. Dharshini II-M.COM	Avinashilingam Institute for Home Science and Higher Education for Women 9597770257 <a href="mailto:22pco003@avinuty.ac.in">22pco003@avinuty.ac.in</a>	DIGITAL BANKING:“BEHA VIOUR OF CUSTOMERS”
		N. S. Kavya II-M.COM	Avinashilingam Institute for Home Science and Higher Education for Women 8508191750 <a href="mailto:22pco004@avinuty.ac.in">22pco004@avinuty.ac.in</a>	
17	INC082	Soundarya. D II M. Com	Avinashilingam Institute for Home Science and Higher Education for Women	A study on cybercrime in digital banking.
18	INC083	Sujitha. P II M. Com	Avinashilingam Institute for Home Science and Higher Education for Women	A study on customer satisfaction level towards digital payment
19	INC084	Achaya.R II M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	Comparative study on Brands strategies and its effect on development of Brand equity with reference to Lakme and Maybeline
20	INC085	Charumathi.C. VII M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	A Study on Venture capital financing for MSME Businesses
21	INC086	Dhivya.T II M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	Customer and Employee Perception towards AI based Banking Services
22	INC087	Harshitha.S I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	Impact of Digital transformation in Corporate social responsibility
23	INC088	Kavya.M I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A study on corporate Risk management
24	INC089	Kumuthavalli Natchiyar.S	Avinashilingam Institute for Home Science and Higher Education for	Consumer perception towards



		I Mcom	Women	Green marketing
25	INC090	Mohanapriya.P I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A study on Customer satisfaction towards online shopping
26	INC091	Murugeswari.S I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	Consumer perception towards Green marketing
27	INC092	Kodieswari. M I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	A Study On venture capital funded start up companies Financial performance with reference IT sector in coimbatore
28	INC093	Naveena. C I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	A Study On Marketing Strategy Analysis And Evaluation For Adidas
29	INC094	Prithigha. B I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	A Study On Marketing Strategy Analysis And Evaluation For Adidas
30	INC095	Reethika. V I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	
31	INC096	Roopavathi. V I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	

**Technical Session – III**  
**Digital Transformation in Insurance Sector**

**Date: 23-02-2024**

**Time: 4.00 pm – 5.00 pm**

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1	INC035	Dr.M.Ponnien Selvi Associate Professor	V.V.Vanniaperumal College for Women	Digital Transformation of Vehicle Insurance Services
		R.Atheeswari Assistant Professor	V.V.Vanniaperumal College for Women <a href="mailto:atheeswari@vvvcollege.org">atheeswari@vvvcollege.org</a>	
2	INC036	J. Jamela	Alagappa University	Revitalizing Financial



		Salasty Research Scholar	9845387204 <a href="mailto:jamelasanjay@gmail.com">jamelasanjay@gmail.com</a>	Inclusions in The Digital Era: Mudra Yojana's Trailblazing Role
		Dr. G. Kanagavalli, Assistant Professor	Alagappa University 9629510979 <a href="mailto:kanagarajesh25@gmail.com">kanagarajesh25@gmail.com</a>	
3	INC012	Ashitha Ashok Research Scholar	Alagappa University 9656494743 <a href="mailto:ashiashokc@gmail.com">ashiashokc@gmail.com</a>	Opportunities and Challenges Faced by the Organization in Kerala
		Dr. B. Menaka Assistant Professor	Alagappa University 9486673385 <a href="mailto:menakab@alagappauniversity.ac.in">menakab@alagappauniversity.ac.in</a>	
4	INC013	Shameera M K Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women <a href="mailto:19phcop006@avinuty.ac.in">19phcop006@avinuty.ac.in</a>	Business Incubation Practices and Sustainability of Start-up firms in the Malabar Region of Kerala
5	INC033	Ashish Kanwar. G	Avinashilingam Institute for Home Science and Higher Education for Women <a href="mailto:ashish_tm@avinuty.ac.in">ashish_tm@avinuty.ac.in</a>	Coimbatore as a MICE Tourism Destination: Scope and Challenges
		Dr. V.T Bindu Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women	
6	INC037	Dr. Nishad Assistant Professor	Sree Narayana College 7994338150 <a href="mailto:nishadattungal@gmail.com">nishadattungal@gmail.com</a>	The Impact of Virtual Tourism In Post-Pandemic Recovery
7	INC038	Shwetha J Rao Assistant Professor	Vivekananda College of arts science and commerce (Autonomous) Puttur 8668190302 <a href="mailto:shwethajrao1996@gmail.com">shwethajrao1996@gmail.com</a>	Unleashing the Impact and Potential of Digital Transformation in the Unorganized Retail Sector: A Comprehensive Study of Puttur Taluk in Dakshina Kannada District

8	INC040	P. T. Kanthimathi Assistant Professor	V.V.Vanniaperumal College for Women, 9488001890 <a href="mailto:kanthimathi@vvvcollege.org">kanthimathi@vvvcollege.org</a>	Beyond Boundaries: The Positive Influence of ICT Tools on Professorial Performance
9	INC042	Bhanumathi. R. C Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women <a href="mailto:21phcof005@avinuty.ac.in">21phcof005@avinuty.ac.in</a>	An Analysis of the Significance of Work-Life Harmony
		Dr. D. Vennila Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women <a href="mailto:vennila_comm@avinuty.ac.in">vennila_comm@avinuty.ac.in</a>	
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		Dr. P. Santhi Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 9442019368	
11	INC046	Kadambari. K Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women 9497470232 <a href="mailto:Kadu.dharmesh@gmail.com">Kadu.dharmesh@gmail.com</a>	Rural Women Entrepreneurship: Catalysts for Sustainable Entrepreneurship and Economic Development
		Dr. V. Vimala Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 9442944904 <a href="mailto:vvimachary@gmail.com">vvimachary@gmail.com</a>	
12	INC048	K. Mangalam II-M.Com	Avinashilingam Institute for Home Science and Higher Education for Women 9150147207 <a href="mailto:22PCO006@avinuty.ac.in">22PCO006@avinuty.ac.in</a>	Impact of Online Visual Merchandising of the Fashion Industry on Generation Z Customers
		K. Vidhyakala Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 9965439557 <a href="mailto:Vidhyakala_comm@avinuty.ac">Vidhyakala_comm@avinuty.ac</a>	

13	INC051	Prabha Research Scholar	<u>Avinashilingam Institute for Home Science and Higher Education for Women</u> <u>prabhasethu06@gmail.com</u>	Digitalisation In Social Audit Process of MGNREGS
		Dr. K. Kanniammal Professor	Avinashilingam Institute for Home Science and Higher Education for Women 8248637779 <u>Kanniammalsiva1411@gmail.com</u>	
14	INC056	Linni Wilson Assistant Professor	St Thomas College Autonomous 8281888870 <u>linniwilson@gmail.com</u>	An analysis on investor's attitude towards LIC Policy in Coimbatore City
		Dr. E. Shirley Elizabeth Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women	
15	INC061	Dr.M. Dhanabhakya m Professor and Dean	Bharathiar University <u>dhanabhakya@buc.edu.in</u>	Benchmarking the impact of IOT innovations: advancements, challenges, and future trends in the it landscape
		Jenifer J Research Scholar	Bharathiar University <u>jeniferjayakumar97@gmail.com</u>	
16	INC097	Gnana Poo.M II M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	Consumers Perception towards the Cashless Transactions
17	INC098	Ishvarya.T II M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	Impact on Brand equity in Selected Personal care products
18	INC099	Keerthana.S. M II M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	Impact factors and challenges issued by Motor Insurance Consumers
19	INC100	Keerthika.M II M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	Literature Review on Social Media Advertising
20	INC101	Poornima.E II M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	A Review of Corporate social responsibility and its relationship with image and brand equity brand
21	INC102	Neha.J.I I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A study on Customer satisfaction towards online shopping
22	INC103	Nissi.S I Mcom	Avinashilingam Institute for Home Science and Higher Education for	A study on Women Entrepreneurship in



			Women	India
23	INC104	Preethi K I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A study on Mobile and Social Media banking
24	INC105	Priya.D I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A study on Mobile and Social Media banking
25	INC106	Priyanka.K I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A study on Life insurance and Non life insurance
26	INC107	Sabitha. S I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	
27	INC108	Sandhiya. S I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	
28	INC109	Saranya. K I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	A Study On The Impact of Online Shopping
29	INC110	Sreeja. K I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	A Study On The Use Of Artificial Intelligence And Machine Learning In Banking.
30	INC111	Sumaiya. S I M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	The Study On Impact Of Digital Technologies On Banking Industry

#### Technical Session – IV

#### Other related themes in Digital Transformation

Date: 24-02-2024

Time: 12.00 pm – 12.45 pm

S.No	Paper Code	Name of the author and co-author	Address, Phone No, E-mail Id	Title of the paper
1	INC004	G. Sathya Assistant Professor	Arignar Anna govt.Arts College for Women 8667561090 <a href="mailto:gajendranmonikasri@gmail.com">gajendranmonikasri@gmail.com</a>	A Study on the Awareness of Cashless Digital Transaction Among college students(with special reference to vellore city)
		Dr.A. Sundarvizhi Assistant Professor	D.K.M College for Women 9894177140 <a href="mailto:Vizhi.sudar3@gmail.com">Vizhi.sudar3@gmail.com</a>	
3	INC007	E. Velmurugan Research Scholar	Madurai Kamaraj University <a href="mailto:velumuthes@gmail.com">velumuthes@gmail.com</a>	A Study On The Satisfaction Of Patients With Reference To Theni



				Government Medical College And Hospital Services
4	INC008	Mohammed Rahamathunnisa I – BMS (Maritime and Logistics)	Andhra Loyola College (Autonomous) 9550573438 <a href="mailto:mo.raha2004@gmail.com">mo.raha2004@gmail.com</a>	The Effect of Technological Development on Financial Changes in the Maritime Logistics Industry
5	INC009	Mounika Rani Kanchanapally Special Education Teacher	Newton County School Systems,GA, USA <a href="mailto:mounikarajrajesh@gmail.com">mounikarajrajesh@gmail.com</a>	Multidisciplinary Studies and Education: Inclusive Education
6	INC010	Meghahu Research Scholar Dr. S Venkatesh Professor and Dean	Kuvempu University <a href="mailto:gowdameghana96@gmail.com">gowdameghana96@gmail.com</a>	Financial Literacy and Retirement Planning among Teaching Faculties: A Study of Selected Universities in Karnataka
7	INC018	W. Angelin Felcia Research Scholar Dr. S. Sangeetha Assistant Professor	Sri Krishna Arts and Science College, Coimbatore 7200460994 <a href="mailto:angelinfelciw@skasc.ac.in">angelinfelciw@skasc.ac.in</a> Sri Krishna Arts and Science College, Coimbatore 9952168501 <a href="mailto:sangeethas@skas.ac.in">sangeethas@skas.ac.in</a>	The Emerging Technologies of Digital Payments and Associated Services
8	INC029	Seema H. M Research Scholar Dr. Sarala K. S Professor	Sahyadri Commerce and Management College <a href="mailto:seemahm22@gmail.com">seemahm22@gmail.com</a> Sahyadri Commerce and Management College <a href="mailto:kssmurthy94@yahoo.co.in">kssmurthy94@yahoo.co.in</a>	Opportunities and Challenges of Technology for Rural Entrepreneurship in Shivamogga District: An Analytical Study
9	INC031	M. Vinothini Teaching Assistant Dr. V. Vaidehi Priyal Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 8754971055 <a href="mailto:vinothini_tm@avinuty.ac.in">vinothini_tm@avinuty.ac.in</a> Avinashilingam Institute for Home Science and Higher Education for Women 8760628378 <a href="mailto:vaidehipriyal_tm@avinuty.ac.in">vaidehipriyal_tm@avinuty.ac.in</a>	Leveraging Social Media for Effective Employer Branding In HR Strategies
10	INC032	Nisha. S	Avinashilingam Institute for Home Science and Higher Education for Women <a href="mailto:nishatm@avinuty.ac.in">nishatm@avinuty.ac.in</a>	Study on Recreation Activities in Ukkadam Periyakkulam Lake as a Part of Smart City

		Dr.S Bhuvaneshwari Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women	Development
11	INC034	V. Mohana Rani Teaching Assistant	Avinashilingam Institute for Home Science and Higher Education for Women 9791662676 <a href="mailto:mohanarani_tm@avinuty.ac.in">mohanarani_tm@avinuty.ac.in</a>	Strategic Shifts: How Virtual Reality is Transforming Training and Development in Human Resource Management
		V.S Srilakshmi Assistant Professor	Vidhya Sagar Women's College 8778667844 <a href="mailto:srilakshminnayar.vs@gmail.com">srilakshminnayar.vs@gmail.com</a>	
12	INC049	Geetha K M Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women <a href="mailto:geethanambiar39@gmail.com">geethanambiar39@gmail.com</a>	Delving Deeper into Digital Payment Systems: A Thorough Overview
		Dr. K. Kanniammal Professor	Avinashilingam Institute for Home Science and Higher Education for Women 8248637779 <a href="mailto:Kanniammalsiva1411@gmail.com">Kanniammalsiva1411@gmail.com</a>	
13	INC052	Priya Dharshini M II-M. Com	Avinashilingam Institute for Home Science and Higher Education for Women 8754822310 <a href="mailto:22PCO012@avinuty.ac.in">22PCO012@avinuty.ac.in</a>	Factors Influencing Online Buying Behavior for Apparel among the Working Women in Coimbatore City
		Dr.M. Agila Assisstant Professor	Avinashilingam Institute for Home Science and Higher Education for Women 9944442143 <a href="mailto:agila_comm@avinuty.ac">agila_comm@avinuty.ac</a>	
14	INC057	A Rosary Infanta Research Scholar	Madurai Kamaraj University <a href="mailto:rosaryinfanta@gmail.com">rosaryinfanta@gmail.com</a>	Unified Payments Interface (UPI): Ushering a Cashless Era
		Dr. V. Vidya Chellam Assistant Professor	Madurai Kamaraj University	
15	INC060	Nisha. P Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women 18phcop005@avinuty.ac.in	Attitude and awareness of crypto currency among public with special reference to palakkad district
16	INC062	Saritha P K	Avinashilingam Institute for	CHALLENGES IN

		Research Scholar	Home Science and Higher Education for Women saru.sathyan@gmail.com	PRIORITY SECTOR LENDING: BENEFICIARY ISSUES, FUND UTILIZATION, AND DEFAULT CAUSES SPECIAL FOCUS ON MSME SECTORS
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17	INC064	Ahmad Bala Naiya Research Scholar	Skyline University Nigeria +234 7065356664 Ahmadbalanaiya@Gmail.Com	Impact Of Fintech On The Dynamics Of Financial Inclusion, Payment Systems And Credit Access: A Research Prospective
18	INC065	Dr.M. Dhanabhakym Professor And Dean	Bharathiar University 9345163052 Dhanabhakym@Buc.Edu.In	Unveiling The Nexus: Evaluating The Relationship Between Audit Quality And Financial Performance In Indian Nse-Listed Companies
		Ms. Sangama Research Scholar	Bharathiar University Sangamashenoy@Gmail.Com	
19	INC066	Dr.M. Dhanabhakym Professor And Dean	Bharathiar University 9345163052 Dhanabhakym@Buc.Edu.In	Port Logistics Service Quality And Port User's Satisfaction With Special Reference To Vallarpadam Container Terminal
		Ms. Sandra S Nair Research Scholar	Bharathiar University 9544114694 Sandrasajithanair@Gmail.Com	
20	INC067	Dr. M. Raja Associate Professor	KSG College of Arts and Science 9597044493 Kurinjirajai.m@gmail.com	A Study on Export Performance on Coconut and Coir Industry, Coimbatore
21	INC112	Praveena.R II M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	Review on Mobile Wallet adoption
22	INC113	Priyanka.R II M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	Customer awareness and adoption of Sustainable Green Banking
23	INC114	Sanjuna.S II M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	Consumer Perception towards E-Banking services
24	INC115	Subhashini.G II M.com(CA)	Avinashilingam Institute for Home Science and Higher Education for Women	The Impact of Micro, Small and Medium enterprises



				(MSMEs) on Indian Economy
25	INC116	Amrudha.M I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A Study on Women Entrepreneurship in India
26	INC117	Ramya.S I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	Impact of Digital marketing
27	INC118	Rithika.D I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	Impact of Digital marketing
28	INC119	Sowmiya.M I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A study on Life insurance and Non-life insurance
29	INC120	Sritha.S I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A study on digital transformation in travel and tourism industry
30	INC121	Srivarsha.L I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A study on digital transformation in travel and tourism industry
31	INC122	Swathi.V.K I Mcom	Avinashilingam Institute for Home Science and Higher Education for Women	A study on digital transformation in travel and tourism industry

**International Conference on  
Digital Transformation in Financial Services – Global Trends (Hybrid Mode)**

23rd – 24th February 2024

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## GLIMPSES FROM CONFERENCE



**Welcoming the Chief Guest for the Inaugural Programme**





**Inauguration Programme - Lighting Ceremony**





**Inauguration Programme –Master of Ceremony- Ms.Dharshini R and Ms.Ramya S Research Scholars, Department of Commerce**







**Participants and Faculty Members attending the Conference**





**Presenting Vice Chancellor with memento by Dean, School of Commerce and Management**



**Technology Revolution and Indian Industry - An ISBN Book Release**





**Presenting the Guest Speakers with Memento by the Organising Secretary**





**Paper Presentations by Participants from outside the Institute**





**Reception of Guest Speakers for Valedictory Programme**







**Presenting Token of Love to the Chief Guests of Valedictory Programme**





**Glimpses from the Valedictory Programme**





**Glimpses from the Valedictory Programme**





**Presenting Memento to Chief Guest by Organising Committee Member**



**Feedback by Participants**





**Feedback by Participants**





**Distribution of Certificates to the Participants**





**Group Photo Session- Organizing Committee Members of Department of Commerce**



**Group Photo Session- Faculty Members and Research Scholars of Department of Commerce**

**International Conference on  
Digital Transformation in Financial Services – Global Trends  
(Hybrid Mode)**  
23rd – 24th February 2024

**Participants Feed Back Form**

Sessions	Good	Very Good	Excellent
<b>Technical Session – I</b> <b>Digital Transformation in Financial Markets and Services</b>	27	55	40
<b>Technical Session – II</b> <b>Digital Transformation in Banking Sector</b>	32	48	42
<b>Technical Session – III</b> <b>Digital Transformation in Insurance Sector</b>	24	44	53
<b>Technical Session – IV</b> <b>Other Related themes in Digital Transformation</b>	36	44	42
Other Arrangements and Hospitality	36	44	42

**Experience by the delegates**

Overall, the delegates, academicians, research scholars and other students friends who participated in the conference are highly satisfied with the all the technical sessions and paper presentations. The participants were very happy with the arrangements made by the organizing committee members and with the hospitality. The resources people's deliberation on various themes of Digital Transformation in Financial Services – Global Trends and its Impact on Economic Development really empowered the youngsters who attended the conference.



## **Report of Two-day workshop and Alumni meet on ‘Compositions of eminent composers’ held on 21-11-2023 and 22 -11-2023**

Two-day workshop and alumni meet was conducted by the Department of Music on 21-11-2023 and 22-11-2023.

The first day inaugural programme started at 9.45 am with Saraswathi Pooja. Welcome speech was delivered by Ms.Mira priyadarshini, I PG Student , presidential address given by Dr. V Janaka Maya Devi, HOD of Music and the programme was inaugurated by the Chief guest Dr. Uma Naresh, Director of Sangeetha lahari. The Morning session started with the Sangeetha archana performed by the group named ‘ **Vanisree**’ disciples of Dr. Uma Naresh. ‘Vanisree’group from Nana Nani residential area. Around 25 members included in the ‘Vanisree’ group, which was created and developed by Dr.Uma Naresh. Vanisrees are elder persons , who are very much interested in music and the students of Dr.Umanaresh as well and which was followed by a teaching session in the afternoon. Dr.UmaNaresh , Director of Sangeetha lahari, was the resource person of the first day . Afternoon session started at 2am ,in which Dr.Uma Naresh taught all the compositions to the students ,which was performed in the morning by the vanisree group. Both the sessions were very beneficial to all the students. The end of the session students gave their feedback and formal vote of thanks done by Kamanoori Asma of III BA Music.

The second day [22-11-2023]was lead by Mrs.V.Rajeshwari, Director of Rasikapriya,Home of Carnatic Music and Lecturer in Bridge Academy of Fine Arts, who is also an alumni of the Department of Music, Avinashilingam Institute. The morning session started by 10 am,in which Dr.Rajeshwari madam taught beautiful compositions of Muthu Swami Dikshithar, and Muthu Thandavar. Afternoon session was started at 2pm, in which the compositions of Mari mutha pillai and Periya swami Thooranwas taken into focus. For this session welcome address given by Richitha surya of I PG and vote of thanks delivered by Sneha of IIIBA Music.

Around fifty participants from the Department of Music, Alumnis of the Department of Music and also students from other departments participated and got benefitted with the sessions. Dr V.Janaka Maya Devi, Professor and Head,Department of Music was the convener of the programme. Dr.A.V. Sajni, Assistant Professor, was the organising secretary and Dr.Kavitha, Assistant Professor, Dr.N.Nandhini, Assistant Professor, Department of Music supported and organised the entire event, which was very useful for all the participants. All the sessions were reviewed by the participants and alumnis and students marked their feedback soon after each session.



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Category A by MHRD  
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Category I by UGC  
Coimbatore-641 043, Tamil Nadu, India

Staff and Students of  
**DEPARTMENT OF MUSIC**

Cordially Invite you for the Inauguration of the

## **TWO DAY WORKSHOP AND ALUMNI MEET ON**

### **" Compositions of Eminent Composers "**

**DATE :**

**21/11/2023 and 22/11/2023**

#### **DAY - 01**



**Dr. Uma Naresh**  
Director of Sangeetha Lahari,  
Coimbatore

#### **DAY - 02**



**Mrs. V. Rajeshwari (Alumni)**  
Director of Rasikapriya  
Home of Carnatic Music, Coimbatore  
Lecturer in Bridge Academy of Fine arts.

#### **CHEIF PATRONS**

**Dr.T.S.K. Meenakshi Sundaram,**  
Chancellor, Managing Trustee

#### **PATRONS**

**Dr. V. Bharathi Harishankar, Vice Chancellor**  
**Dr. S. Kowsalya, Registrar**

#### **ADVISOR**

**Dr. Shobhana Kokkadan**  
(Dean School of Arts and Social Sciences)

#### **CONVENER**

**Dr. V. Janaka Maya Devi**  
Professor and Head, Department of Music

#### **ORGANIZING SECRETARY**

**Dr. A. V. Sajini**  
Assistant Professor

#### **CO ORGANIZING SECRETARIES**

**Dr. N. Nandhini**  
Assistant Professor  
&  
**Dr. S. Kavitha**  
Assistant Professor

**TIME : 10.00 am**

**VENUE : Department of Music**



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Category I by UGC  
Coimbatore-641 043, Tamil Nadu, India

## **ABOUT THE INSTITUTE:**

*AISHEW is a Deemed to be University under category "A" by MHRD, Reaccredited with "A++" Grade by NAAC, Estd. u/s 3 of UGC Act 1956, an educational institution granting undergraduate, post graduate, professional and research degrees. The institute has secured 84th rank in India Rankings (NIRF, Sep 2021) among Universities. It has ranked 5th in ARIIA 2021 in category of Deemed University (Government and Government Aided). AIHSHEW has expertise in various specialized areas across Home Science, Bio-Science, Arts and Humanities, Commerce and Management, Education, Physical and Computational Sciences, Engineering and Allied Health Sciences. This premier institution for Women's education in India has a vision to 'enable self-development and empowerment of women through modern, scientific and value based education so as to lead a purposeful life filled with moral and spiritual values'.*

## **ABOUT THE DEPARTMENT:**

*To fulfil our founder's dream to inculcate spirituality in students, the Department of Music was started in 1958 with one staff member and five students. Now it has grown into full-fledged Department headed by Dr.V.Janaka Maya Devi, Professor and Head, Dr. A.V. Sajini, Assistant Professor, Dr.S.Kavitha, Assistant Professor and Dr.N.Nandhini, Assistant Professor. The Department Offering UG, PG and Ph.D. Programmes in Music along with a certificate course in Vocal Music and Instrumental music (veena). International conferences, National seminars, National workshops, lecture demonstrations and musical events are organized to develop the skill of students in and around the Nation. Invited eminent performing artists, Musicologists, academicians and instrument makers are the eye opener to the beneficiaries.*





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Coimbatore-641 043, Tamil Nadu, India

## **ABOUT THE WORKSHOP:**

*Music is the most appealing performing art and learning Music purifies a person through its scientific effects . South Indian Carnatic music is rich in its varied realm of ragas, talas, forms, Instruments, composers, languages etc. The ultimate destination of this workshop is to develop the ability and knowledge through learning many compositions of the great composers. To become an accomplished musician, it is necessary to have the guidance of a guru. The interaction with eminent musicians help the students to clarify their doubts and excel in the art. The workshop like this will kindle the students' knowledge and promote them to create a musical personality of their own.*

## **PROGRAMS**

**DATE:** 21/11/2023

**TIME:** 10.00 am - 12.45 pm  
01.30 pm - 04.00 pm

**RESOURCE PERSON:**

**Dr. Uma Naresh**

**TOPIC**

Compositions of  
Sri Arunachāla Kavirayar

**DATE:** 22/11/2023

**TIME:** 10.00 am - 12.45 pm  
01.30 pm - 04.00 pm

**RESOURCE PERSON:**

**Mrs. V. Rajeshwari**

**TOPIC**

Compositions of  
Sri Maarimutha Pillai  
and Sri Thiagarajar

## **AGENDA**

**21/11/2023**

### **The Sangeetha Archana By the Disciples of Dr.Uma Naresh**

#### **Morning Session:**

- |                                    |   |
|------------------------------------|---|
| Prayer                             | - Sreekala (I PG Music)   |
| Welcome Speech                     | - Kamunoori Asma (III UG Music)                                     |
| Presidential Address               | - Dr.V.Janaka Maya Devi<br>(Professor and Head of Music department) |
| Introduction about Resource Person | - Dr. Uma Naresh<br>by Mira priya dharshini. C (I PG Music)         |
| Performance                        | - Ramanataka Keerthanas of Sri Arunachala Kavirayar                 |

#### **Afternoon Session:**

- |                  |                                |
|------------------|--------------------------------|
| Workshop Session | - Ramanataka Keerthanas        |
| Vote of Thanks   | - Richiedha Surya (I PG Music) |

**Resource person - Dr.Uma naresh**





## Performance by Vanishree's from Nana Nani Residential area





## Rama Nataka Keerthanas - Workshop Session



## **AGENDA**

**22/11/2023**

### **The Sangeetha Archana By the Disciples of Dr.Uma Naresh**

#### **Morning Session:**

- |                                    |  |
|------------------------------------|--|
| Prayer                             | - Sreekala (I PG Music)  |
| Welcome Speech                     | - Snehaa (III UG Music)  |
| Presidential Address               | - Dr.V.Janaka Maya Devi<br>(Professor and Head of Music department)      |
| Introduction about Resource Person | - Mrs. V. Rajeshwari (Alumni)<br>by Mira priya dharshini. C (I PG Music) |
| Workshop Session                   | - Compositions of Eminent composers                                      |

#### **Afternoon Session:**

- |                  |                                     |
|------------------|-------------------------------------|
| Workshop Session | - Compositions of Eminent composers |
| Vote of Thanks   | - Richiedha Surya (I PG Music)      |



22/11/2023

Compositions of Eminent Composers

**Resource Person - Mrs. V. Rajeshwari ( Alumni )**



**Special Address by Dr.Shobana Kokkadan**  
**( Dean School of Arts and Social Sciences )**



**Special Address by Dr. Amsamani**  
**(Dean School of Home Science)**





## Compositions of Eminent Composers - Workshop Session





## Feedback from the Alumni





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Coimbatore-641 043, Tamil Nadu, India

**ONLINE WEBINAR**  
**On**  
**“AWARENESS OF CERVICAL  
CANCER & IMPORTANCE OF  
HPV VACCINATION”**

**Date:06.02.2024**

## **AGENDA**

- Prayer Song** : Students of Clinical Embryology
- Welcome Address** : Mrs. Uma Devi  
Head of Department (HOD),  
Co-ordinator of Allied and Healthcare Sciences,
- Introduction about Speaker** : Students of Clinical Embryology
- Speaker** : Dr. Kirthana SB, DNB,  
Pediatrician, Mumbai.
- Vote of Thanks** : Mrs. S.Rajeshwari,  
Assistant Professor,  
Department of Clinical Embryology.



**Date:** 06.02.2024

**Organizing secretaries:** Mrs. Uma devi, Head of Department, Mrs. S.Rajeshwari, Assistant Professor - Department of Clinical Embryology.

**Report:**

Department of Clinical Embryology conducted Online Webinar on “Awareness of Cervical cancer & importance of HPV Vaccination” on 06.02.2024 at 02.00 pm. The Programme commenced with prayer song. Our Faculty members, **17 students** of Clinical Embryology (I Year- PG), **67 students** of physician assistant (I Year-UG), **14 students** of Audiology and Speech Language (II Year-UG), **26 students** of Clinical Psychology (I Year- PG) and **10 students** of Optometry (II Year- UG) attended the seminar. Welcome address was delivered by Mrs. Uma devi, Head of department (HOD), Co-ordinator of AHS. Introduction about the speaker was delivered by student of Clinical Embryology.

The speaker of the seminar was: **Dr. Kirthana SB, DNB, Pediatrician, Mumbai.** The topic of the online webinar was “Awareness of cervical cancer & importance of HPV Vaccination”. She educated about HPV Vaccination and its methods of prevention. The session was more useful and it was so informative.

And the vote of thanks was given by Mrs. S.Rajeshwari, Assistant professor in Department of Clinical Embryology.





GPS Map Camera



**Coimbatore, Tamil Nadu, India**

7/8, 7/8, Alagesan Rd, Nesavaalar Colony, Coimbatore, Tamil Nadu

641011, India

Lat 11.022857°

Long 76.949592°

06/02/24 02:14 PM GMT +05:30



**LIST OF PARTICIPANTS**  
**DEPARTMENT OF CLINICAL EMBRYOLOGY – I PG**

<b>S.No</b>	<b>Name</b>
1.	Aarthi Nandhini S R
2.	Akshaya C V
3.	Archana P
4.	Bonica T
5.	Dhivya S
6.	Enitha K
7.	Hridhya V S
8.	Pravahini Y
9.	Saumiya S
10.	Shankari S
11.	Sindhu A
12.	Sindhya J
13.	Sumitha S
14.	Tamizharasi
15.	Thilagavathi
16.	Varssha K
17.	Vashini Rishika R

## DEPARTMENT OF PHYSICIAN ASSISTANT – I UG

S.NO	NAME OF THE STUDENT
1	Aishwarya A
2	Anna Sheeba T
3	Anushri T
4	Arthi R
5	Ayusha Banu M
6	Bavatharani G C
7	Birunda B
8	Brindha S A
9	Christoriya Mercy K
10	Darshana M
11	Devika R
12	Dhanushree R
13	Dharshini S
14	Divyalakshmi V
15	Durgadevi V
16	Emmimal P
17	Gopika N
18	Harini K
19	Harini S
20	Harini Sree M S
21	Haryanga M
22	Hepsi Nag
23	Kanishna S
24	Kavijasri R
25	Laya Brindha R
26	Lekha S
27	Lingadharini S S
28	Madhumitha K
29	Madhumitha K
30	Maha A
31	Mirdhulashree M K
32	Mitra L
33	Monika K

<b>34</b>	Muthuselvi C
<b>35</b>	Nithya Sri P
<b>36</b>	Nivetha N
<b>37</b>	Nivetha N
<b>38</b>	Ponselvi G
<b>39</b>	Pooja Sri R
<b>40</b>	Poornima R
<b>41</b>	Prathakchana P
<b>42</b>	Praveena E
<b>43</b>	Priyadharshini N
<b>44</b>	Purnima P
<b>45</b>	Rajalakshmi
<b>46</b>	Rasikapriya K
<b>47</b>	Sadhana G
<b>48</b>	Santhiya N
<b>49</b>	Sasirekha M
<b>50</b>	Sharmila R
<b>51</b>	Sivadharshini A
<b>52</b>	Sreemathi S
<b>53</b>	Sridevi P
<b>54</b>	Sri Dharshini D
<b>55</b>	Sri Harini S
<b>56</b>	Srinisha B
<b>57</b>	Sri Priya S
<b>58</b>	Sumithra S
<b>59</b>	Sureka S
<b>60</b>	Tharunuka J
<b>61</b>	Thicipa S Lincy
<b>62</b>	Varshini G
<b>63</b>	Vijaya Rani S
<b>64</b>	Vongmila Shimray
<b>65</b>	Yuvasree S
<b>66</b>	Yuvasri T
<b>67</b>	Sowtheekshaya.S



## **DEPARTMENT OF AUDIOLOGY AND SPEECH LANGUAGE – II UG**

<b>S. No</b>	<b>Name</b>
1.	Anjana devi
2.	Bala Nandhini
3.	Karnika
4.	Methuna Shree
5.	Nandhini
6.	Priya Varshini
7.	Rakshitha
8.	Selvanayagi
9.	Shamsida
10.	Shreya Shree
11.	Snegitha shreema
12.	Varsha
13.	Vinodhini
14.	Abarna Mugi

## DEPARTMENT OF OPTOMETRY – II UG

S.No	Name
1.	Abinaya V
2.	Akshaya A
3.	Arthi V
4.	Hari Priya V
5.	Indira Priyadharshini K
6.	Mary Janifar S
7.	Pavithra R
8.	Saayni R
9.	Surekha M
10.	Hema Malini S

## DEPARTMENT OF CLINICAL PSYCHOLOGY – I PG

S.No	Name
1	Aarthi .D
2	Aashlin Elizabeth. A
3	Ashika
4	Aswitha S
5	Bairavi .A
6	Darsini S.S.
7	Dhakshana.B
8	Hemambal.R
9	Jeno
10	Keerthana Krishnan
11	Loganiranjini .S
12	Megasri M
13	Meghna Biju Joseph
14	Mythili.V
15	Nivetha Dharshini
16	Reshma. I
17	Rithika.G
18	Saisupriya. S
19	Selvapriya .K
20	Shubaharinisha .R
21	Sivasankari.K
22	Sowmiya. B
23	Sri Sowbharini.R.S
24	Swetha.S
25	Varsha Lakshmi .V
26	Sowndarya .S



## DEPARTMENT OF CLINICAL PSYCHOLOGY – I PG

S.No	Name
1	Aarthi .D
2	Aashlin Elizabeth. A
3	Ashika
4	Aswitha S
5	Bairavi .A
6	Darsini S.S.
7	Dhakshana.B
8	Hemambal.R
9	Jeno
10	Keerthana Krishnan
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13	Meghna Biju Joseph
14	Mythili.V
15	Nivetha Dharshini
16	Reshma. I
17	Rithika.G
18	Saisupriya. S
19	Selvapriya .K
20	Shubaharinisha .R
21	Sivasankari.K
22	Sowmiya. B
23	Sri Sowbharini.R.S
24	Swetha.S
25	Varsha Lakshmi .V
26	Sowndarya .S



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School of Allied and Healthcare Sciences

***DEPARTMENT OF CLINICAL EMBRYOLOGY***

***Cordially invites you for a Online Webinar on***

**Awareness of Cervical Cancer and Importance of HPV Vaccination**

**GUEST SPEAKER**

**DR.KIRTHANA SB, DNB , PEDIATRICIAN**

Google meet link: <https://meet.google.com/xnu-sdas-drđ>

**Venue**  
**NSS Seminar Hall**

**Date & Time**  
**06.02.2024, 2.00pm - 3.00pm**