



KONGU ARTS AND SCIENCE COLLEGE
(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)
ERODE - 638 107



BEST PRACTICES





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BEST PRACTICES



MARKETING EXPO



SKILL ENCHANCEMENT



BEST PRACTICES - 01

MARKETING EXPO





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TITLE OF THE PRACTICE:

Marketing Expo – Exhibition cum sales – A Platform to exhibit the creative skills of the students.

THE CONTEXT:

Creativity is the most important human resource of all and without creativity there would be no progress. Exhibitions have long been used as a platform to enhance creative skills, promote and publicize new products. The principle goal of conducting X-Travaganza (Exhibition cum sale) is to create entrepreneurs who are capable of doing new things, creative and inventive. Here the students are allowed to develop new products, forecasting the market trends thereby paving an opportunity for them to earn while learning.

The Department of Commerce organizes “KASCO” - an exclusive activity based learning programme which induce the concept EARN WHILE LEARN. The Department of Management Science (PG) organizes FESI (Fun & Earn through Smart Innovation) – A mega sale mela for two days. These activities help the students to develop their interpersonal, Planning, leadership, and Coordinating Skills. Various Stalls had been arranged for the students to inculcate the real time experiences in the field of marketing a product, raising fund and managing fund, and raw material purchase.

THE OBJECTIVES OF THE PRACTICE:

- To engage the students in activities beyond their curriculum.
- To identify and support those activities that contribute most directly to student’s learning.
- To enable the budding designers to have real experience and confidence that can only come from designing and developing new products.
- To provide opportunities for the student to create products they are passionate about and also to earn while they learn.



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THE PRACTICE:

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



KASCO-SHOP





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NANJANAPURAM, Erode - 638 107

Department of Management Science cordially invites you for the

FEST'19

(Fun & Earn through Smart Innovation)

Thiru. A.K. Ilango
Correspondent

Dr. N. Raman
Principal

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

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

Awaiting your Presence on
23.01.2019 at 24.01.2019 in the Basketball Court

K+NGU
Assuming the Best

KONGU ARTS AND SCIENCE COLLEGE
(Autonomous)

DEPARTMENT OF MBA

FEST 2k19

23rd & 24th January

Fun and Earn through Smart Innovation

STALLS

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

AWARENESS CAMPAIGN ON ORGAN DONATION

24K ROOM - PG BLOCK 001

K+NGU
Assuming the Best

Nanjanapuram Road, Nanjanapuram, Tamil Nadu 638107, India
KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
erode
India
2019-01-23(Wed) 10:42(am)

FESI - AN EXHIBITION CUM SALE

Nanjanapuram
Tamil Nadu
India

27°C
81°F

2020-01-31(Fri) 10:12(am)

Nanjanapuram Road, Nanjanapuram, Tamil Nadu 638107, India
KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
erode
India
2019-01-23(Wed) 11:31(am)



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OBSTACLES FACED / PROBLEMS ENCOUNTERED:

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



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IMPACT OF THE PRACTICE /EVIDENCE OF SUCCESS:

- The practice offers the faculty to have a close involvement with students in an informal setting and thereby improves the faculty's ability to understand the student as a whole.
- To enable the students to reach forward into their curriculum for analysis and design aspects during their task of accomplishing the project.
- Competitions provide opportunities for the emerging professionals to be recognized by the industry recruiters for their fresh ideas and acts as a platform to showcase their work
- Students get a first-hand sense in the importance of the following:
 - ❖ Following a schedule
 - ❖ Communication and Coordination
 - ❖ Designing to a budget, Market research
 - ❖ Knowledge about products
 - ❖ Creation of innovative products
 - ❖ Academic improvement, Managerial skills and Competency
 - ❖ Earning while learning & Team work and motivation



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K.MADHUMITHA

2019 – 2021 – M.Sc. CD

COSMETIC FORMULATOR, DESIGNER&

WOMAN ENTREPRENEUR

Madhumitha K

**COSMETIC FORMULATOR
DESIGNER
WOMAN ENTREPRENEUR**

PERSONAL PROFILE

A confident and innovative woman entrepreneur with a fervor for learning and teaching various forms of cosmetic products. I am also a designer by profession since 2019.

PROFESSIONAL EXPERIENCE

- Look Book

2021 - Present

Manager/Director



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GOKUL.V, BSC CDF
2018 – 2021
VENUS CLOTHING SHOP,
VELLAKOVIL

Balamani Nagaraj
9965202183

Gokul
9626179247

Venus Clothing Shop
வினஸ் கிளாத்திங் ஷாப்

VCS

527, PR Complex, Muthur Road, Vellakovil - 638 111
Venusclothingshopvkl@gmail.com
Venus_clothing_shop



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KAVYA.T, BSC CDF

2018 - 2021

PROMAGIC MAKEUP STUDIO

PROMAGIC
MAKEUP STUDIO

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Whatsapp Me or Call Me

8072827427

Book your big day
@promagic_makeup_studio



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VARUN.S BSC CDF
2017-2020
KRISH APPAREL, TIRUPUR





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M.KAVIYA BSC CDF

2017 – 2020

SAANVI DESIGN STUDIO,

TIRUPUR

Kaviya.M

93616 46485

Saanvi
சான்வி
Design studio

Stitching | Salwar & Blouses
Designer Frocks | Embroidery Works
[Accessories From Scraps]

B04 A/1, Ajai Avenue, Shri Mahalakshmi Nagar, Dharapuram Road,
Tirupur-641 604



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JISHNU KRISHNAN
 BSC CDF
 2017 – 2019
 FASHION STYLIST, CHENNAI



JISHNU KRISHNAN

WORK HISTORY

Evoluzione - Chennai
 FASHION STYLIST

H&M - VR Chennai
 Sales Associate -2021-2022

WORKING AS FREELANCE FASHION STYLIST AND DESIGNER

- Worked as costume designer for movies and TV shows
- Did styling/photo shoot for Designer collections and runway shows.
- Workshops to college students in the fashion-related topics.
- "Career Guidance program in Fashion Retail" at Fashion Academy of Learning, Erode
- Worked as stylist for personal blog videos.
- Worked as stylist in "TODAY'S SOCIETY BOSS'S PROFILES" TV SHOW (FEB 2019) and "Championnat de "MAGNETISM" - The Fashion Capital, Tamil Nadu.

STYLIST IN A M.A FASHION SHOW, JULY 2018

- Worked with stylist "Farida Barmett"
- Collaborate with design student as a stylist for their final collection look book.
- Worked as a Designer in the backdrop of BCU M.A Fashion Show.

ACADEMIC HISTORY

BIRMINGHAM CITY UNIVERSITY, UK
 MASTER OF ARTS IN FASHION STYLING -2018/2019

KONGU ARTS AND SCIENCES COLLEGE
 BHARATHIAR UNIVERSITY - COIMBATORE, INDIA
 BACHELOR OF SCIENCE IN COSTUME DESIGN AND FASHION - 2015-2018

CONTACT DETAILS:


Mobile: +91 9622041119
 Email: jishnukjkrishnan@gmail.com
 Instagram: @jishnukrishnan




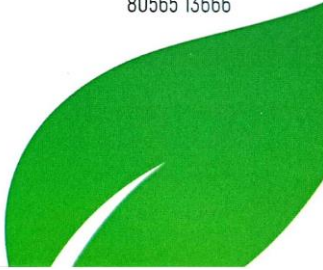
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CIBIRAJA.S.M
B.Com
2018-2021
AMBAL MCR AGRO TRADERS,



S.M.CIBIRAJA
Proprietor
96004 01989
80565 13666



Manufactured & Marketed by
AMBAL MCR AGRO TRADERS
45/3, Karuvilparaivalasu, Villarasampatti, Erode - 638 107.

 96004 01989  ambalz1989@gmail.com  www.ambalz.com



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M.PRAVEEN

MBA : 2018-2020

SRI SIVA EARTH MOVERS,

ERODE

96881 33232
பிரவேன்

ஸ்ரீ சிவா ஸர்த் ழுவர்ஸ்

எங்களிடம் JCB 24 மணி தீதரழம்
வாடகைக்கு கீடைக்கும்

ஸ்ரீ சிவா ழறாழரை பிரிக்கும், ழைதழ் நகர் ழுதம் வீதி,
தெற்குபர்வம் ழாலை, தீண்டம் (P.O), ழரீராத - 638 012.



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RESOURCES REQUIRED:

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



BEST PRACTICES - 02

SKILL ENHANCEMENT





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BEST PRACTICES - 02

SKILL ENHANCEMENT

TITLE OF THE PRACTICE:

Skill Enhancement

CONTEXT:

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

THE OBJECTIVES OF THE PRACTICE:

Textbooks are written with pedagogical objectives in mind.

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

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



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THE PRACTICE:

The Departments of English & Tamil organizes various programmes to enlighten

கொங்கு கலை அறிவியல் கல்லூரி
(தனியார்)
தஞ்சையூர், சேராதி - 638107.
நவீனப்படுத்தல்

படைப் பரிசீலனைப் பரிசுரைகள்

அன்புள்ள சி. கலைக்கல், தமிழ்நாட்டின் சாலை மலர் பரிசீலனைப் பரிசுரைகள் ஆரம்பிக்க 24 ஆம் நாள் (09.06.2017) முன்பிருந்து காலை 10.30 மணிக்குள் உ.கொ.பரிசுரைகள் அனுப்புவதில் தயவு செய்து உ.கலை.

ஆய்வுரை
உட்பகுதி, ஏ.பி.க. இலக்கிய அமைப்பின்
பரிசுரை
தலைப்புகள்

கவிஞர் அறிவுறுத்தல் அமைப்பின்
தலைப்புகள் உ.கலை
பரிசுரை.

மலர் பரிசீலனை ஒத்த
பரிசுரை அமைப்புகளுக்கு பரிசுரை
அளிக்க உ.கலை.

குறிப்புகள் தயவு செய்து கலை அமைப்பின்
பரிசுரை அமைப்புகள்.

இவ்வலைப்
பரிசுரைகள்.

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



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CONTENT WRITING





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OBSTACLES FACED / PROBLEMS ENCOUNTERED:

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

IMPACT OF THE PRACTICE / EVIDENCE OF SUCCESS:

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



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STUDENTS BOOK PUBLICATION



Name: Ms. Subathra P

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

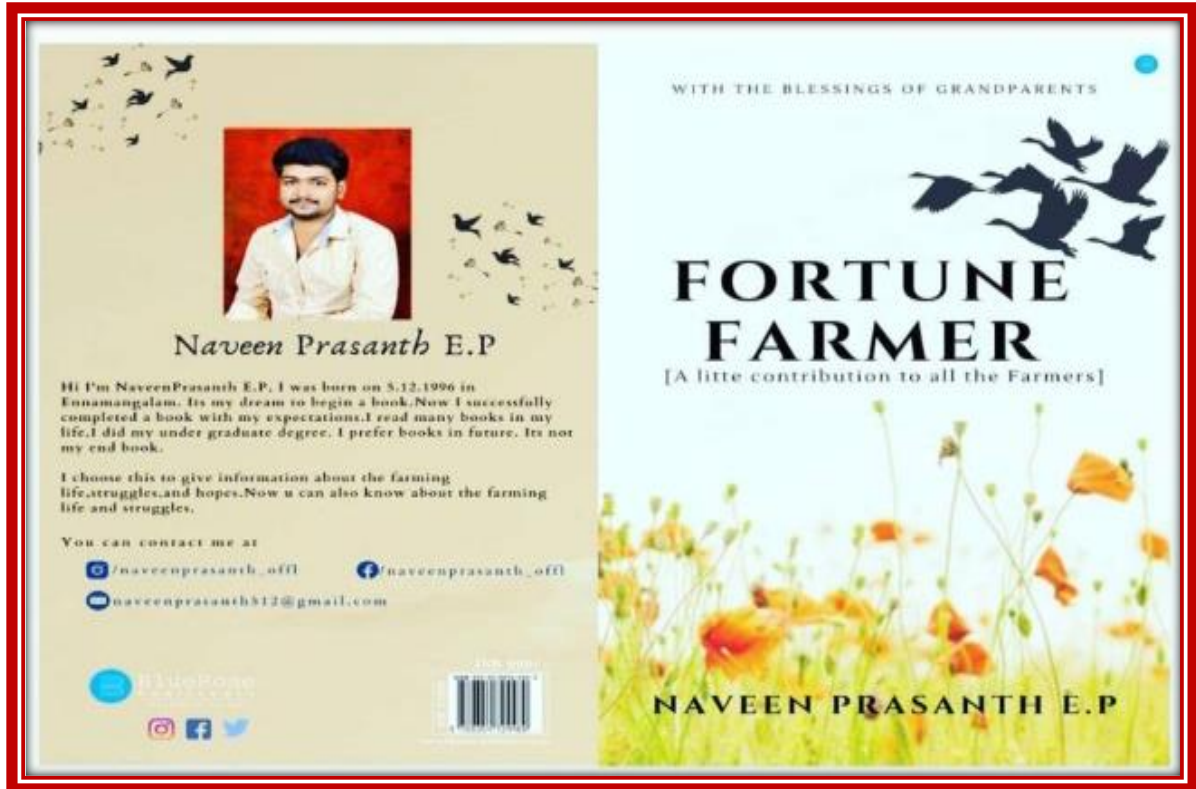
(Translated as: Marriage Rituals of Kongu Vellalar Gounders)



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Name : Mr. Naveen Prasanth E P

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

Title : Fortune Farmer



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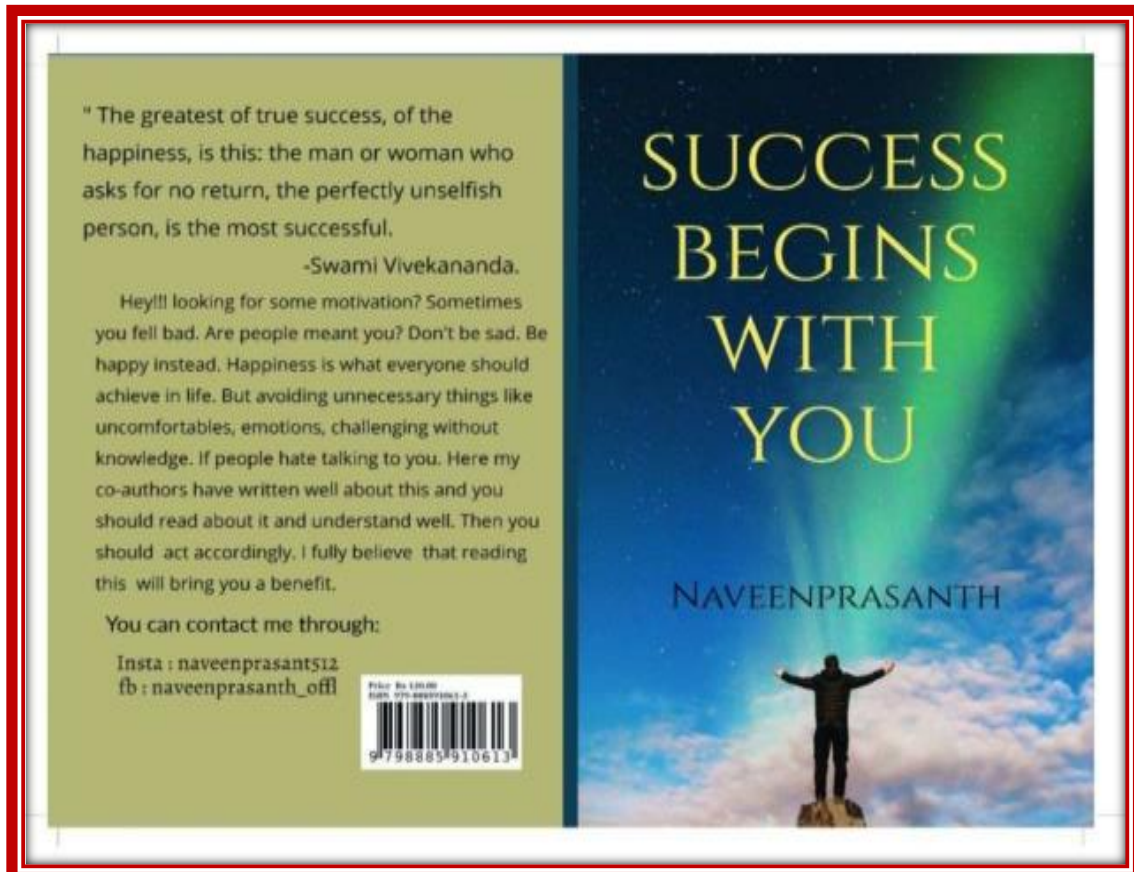
Name: Ms. Harshini M

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

(Translated as: Freezing Emotions)



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Name: Mr. Naveen Prasanth E P

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

Book Title: Success Begins With You



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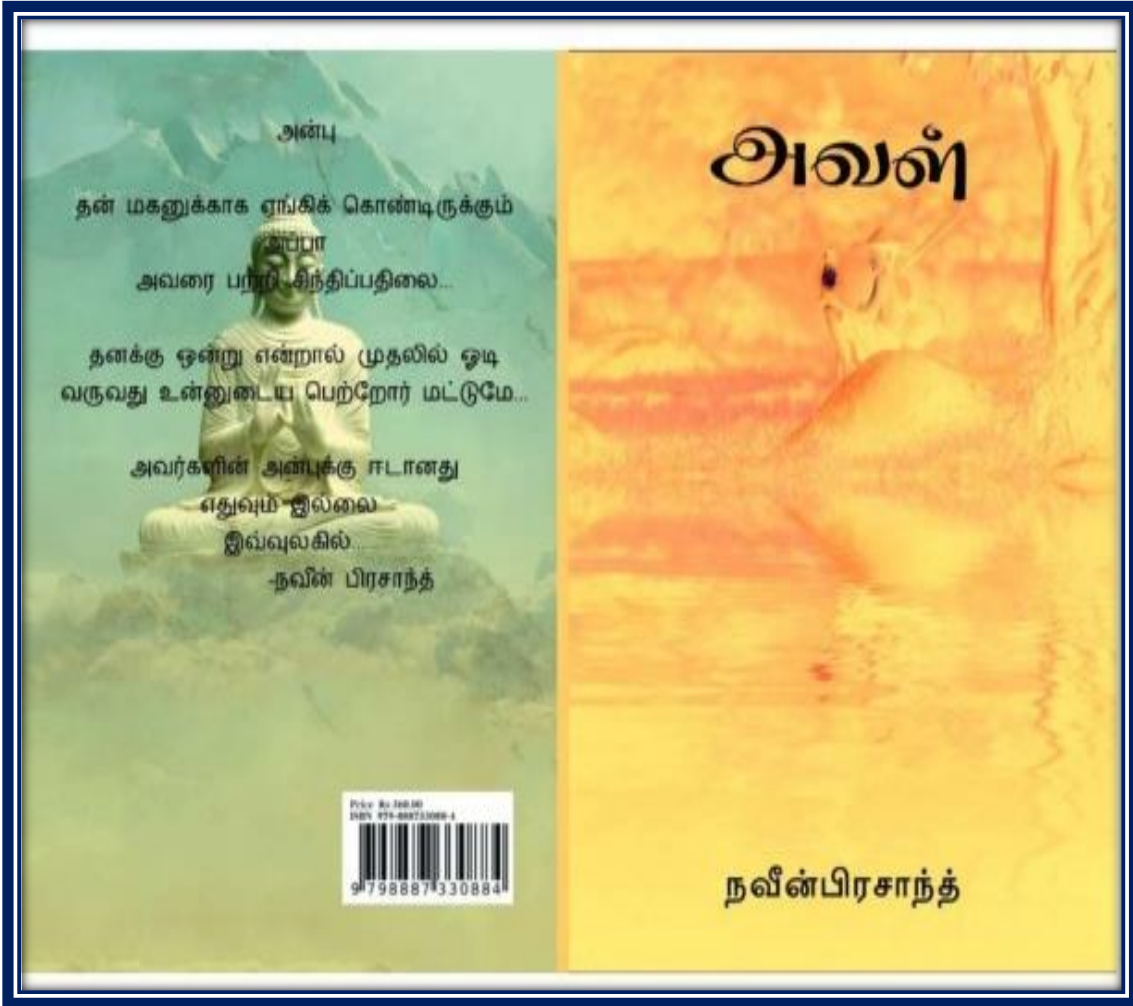
Name: Ms. Agarsana T K

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

(Translated as: Shrieking Music of Mind)



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Name: Mr. Naveen Prasanth E P

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

(Translated as: She)



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மௌனத்தின் சுவடுகள்

வாந்தைகள் ஊமைபாக்றறா
எழும் வர்
கடல் அலைகள் போல்
ஓயாமல் ஓங்குதுக் கொண்டே கீருக்கிறது.
கார்த்திகை தீபத்தல்
குளிகாய்கிறது அடைமலை
வந்தியாசானா பார்வையில்
புரவசுளிக்கிறது.

A. K. இளங்கோ

கிருத்தி புன்னகை

சிறித நூற்றாண்டில்
பதிப்புகள்
Thiruvananthapuram

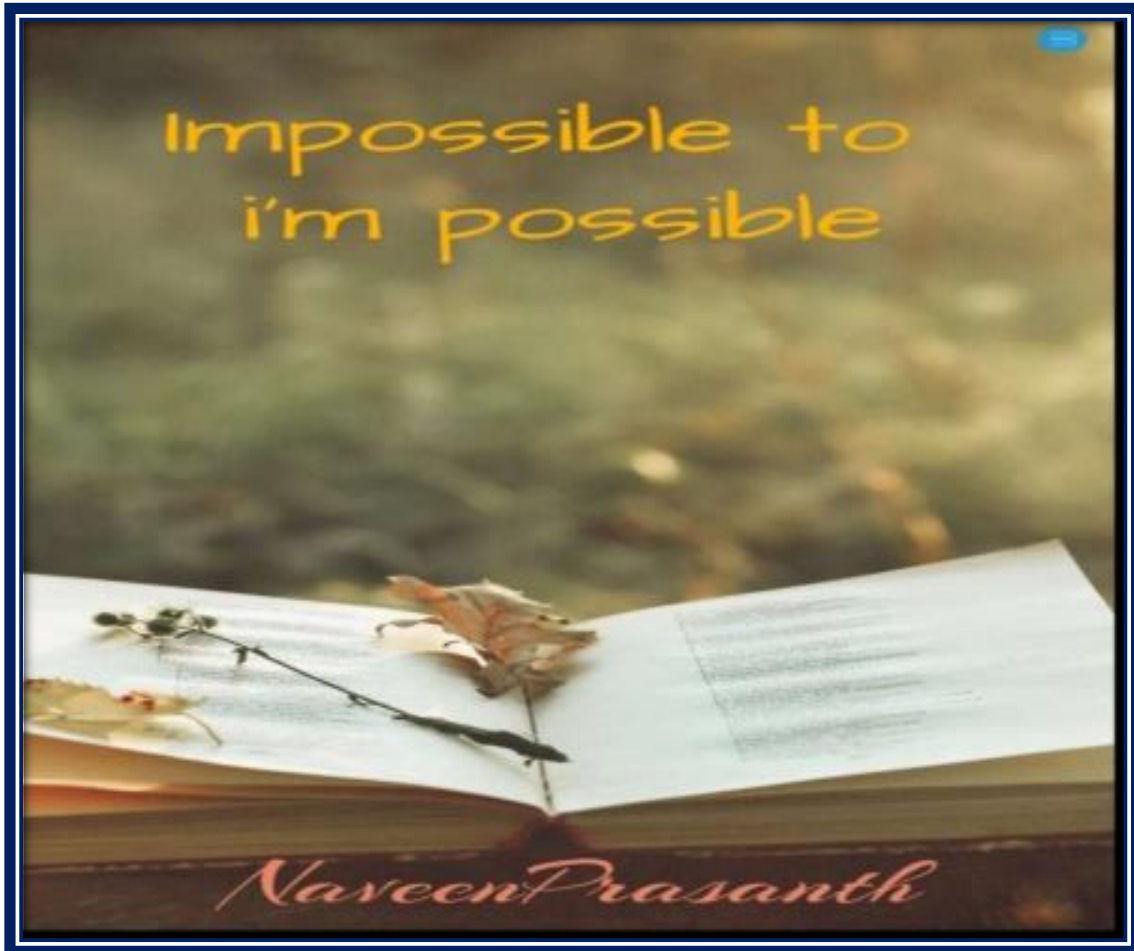
Name: Ms. Kiruthiga V N

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

(Translated as: Traces of Silence)



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Name: Mr. Naveen Prasanth E P

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

Book Title: Impossible to I'm Possible



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Name: Ms. Harshini M

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

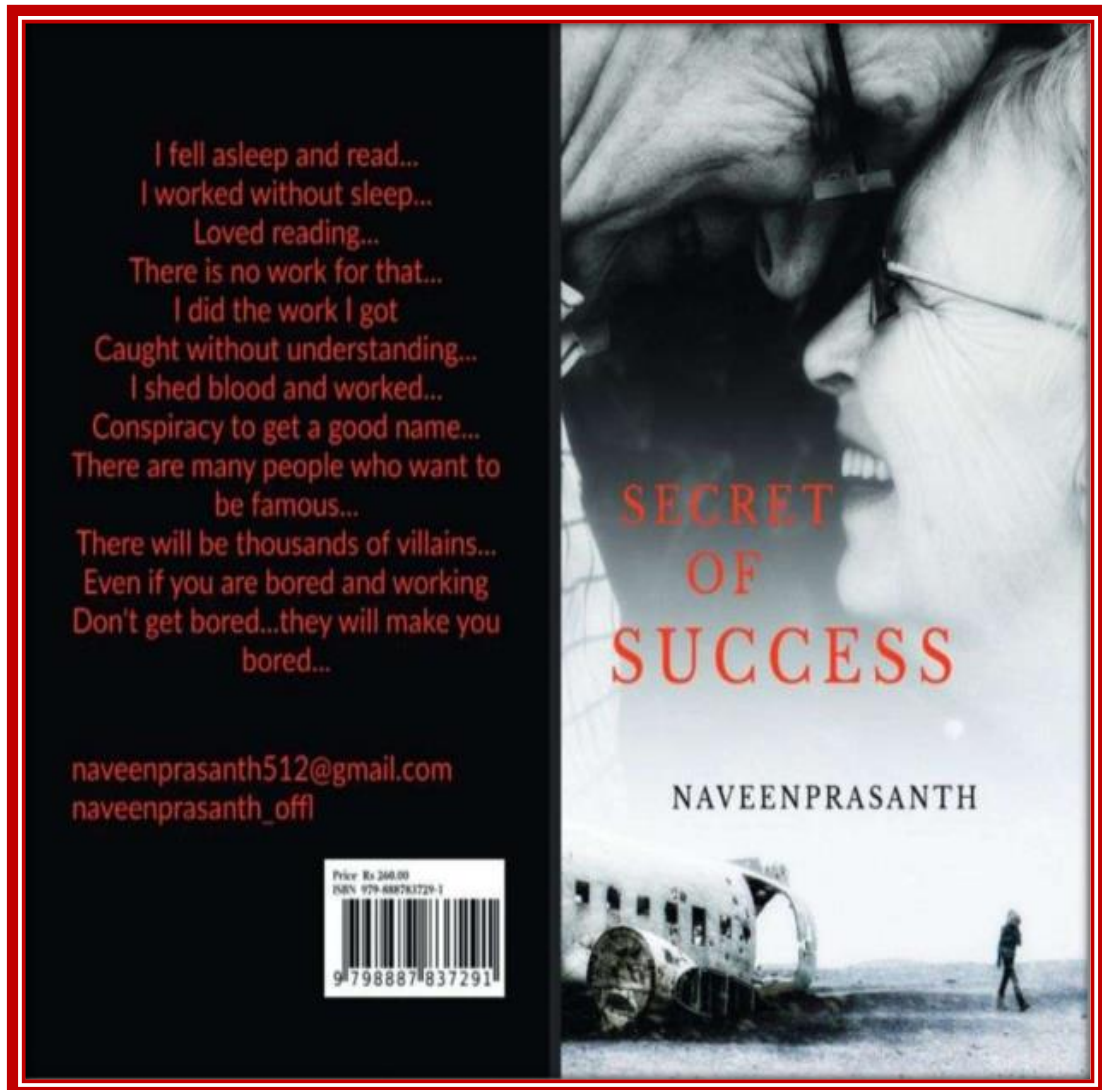
Book Title: Music of Nature



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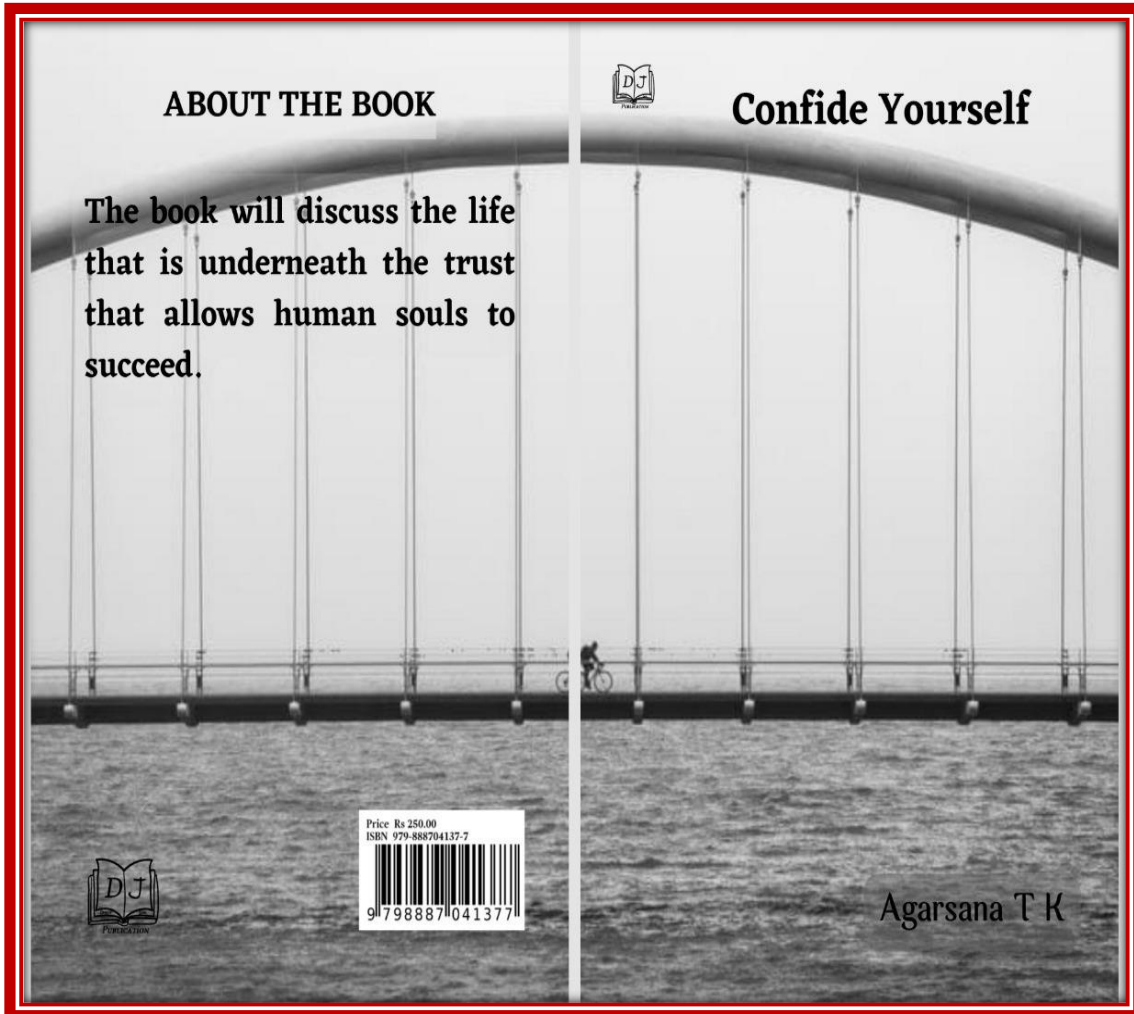
Name: Mr. Naveen Prasanth E P

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

Book Title: Secret of Success



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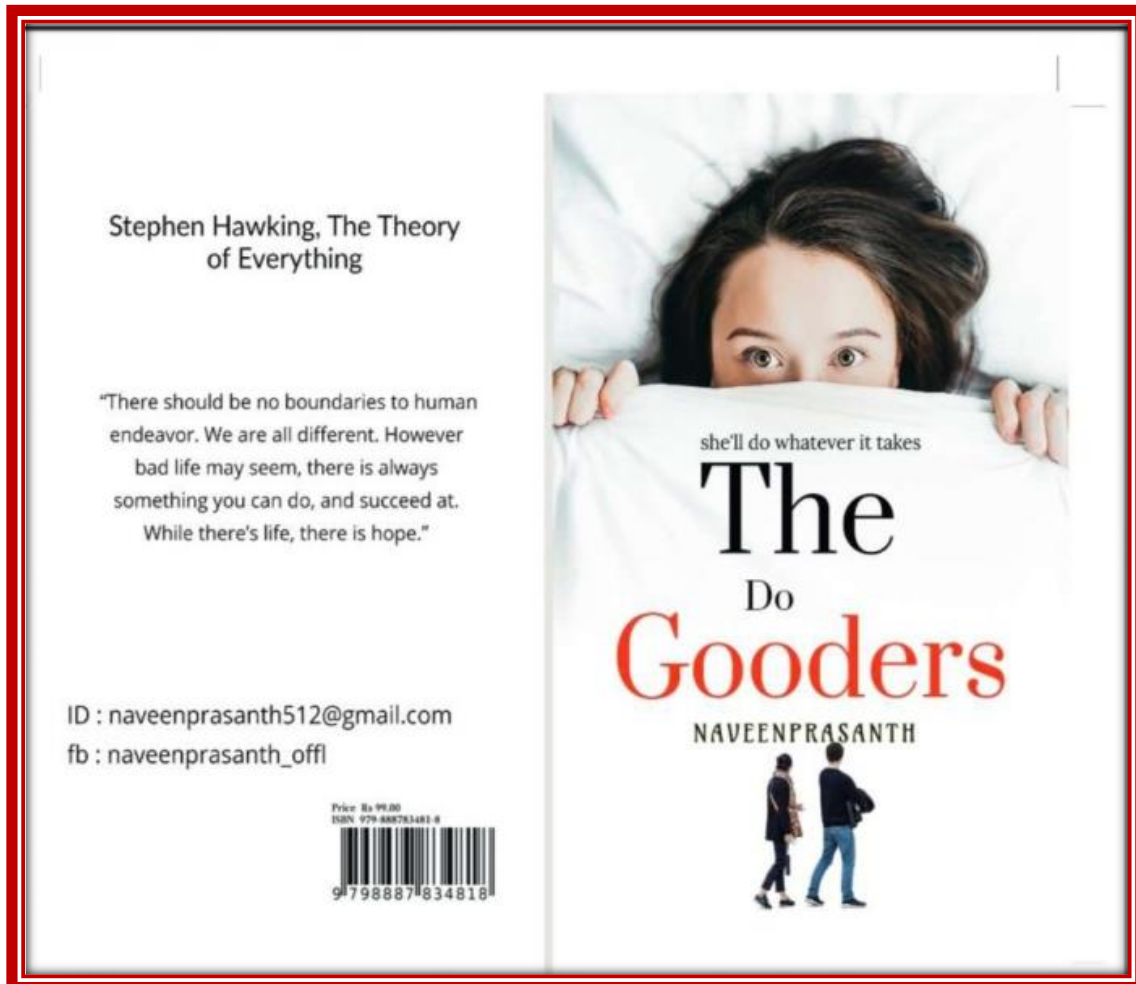
Name: Ms. Agarsana T K

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

Book Title: Confide Yourself



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Name: Mr. Naveen Prasanth E P

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

Book Title: The Do Gooders



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Name: Ms. Harshini M

Class: II M A English Literature

(Translated as: Child's Whining)



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தனியாக பயணிக்க விரும்பினேன்
நீ ஏற்கவில்லை
உன் பார்வையில் நான் வேண்டாம்
உன்னை பொய்யாக நேசிக்க மனம்
ஏற்கவில்லை..
என் உயிர் உள்ளவரை என்னுள் நீ
இருப்பாய்..
உண்மையான அன்புக்கு கிடைத்த ஒரு
வரம் கண்ணீர்த் துளிகள்..
தூக்கம் என்னை தூர்த்த.. கனவில்
இல்லாத நீ...
தூக்கமில்லா நான்
கல்லறையானேன்...

insta:naveenprasanth512@gmail.com
fb:naveenprasanth_offi

Price Rs 99.00
ISBN: 979-888783463-4

9 798887 834634

என்னைவள்



நவீன்பிரசாந்த்

Name: Mr. Naveen Prasanth

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

(Translated as: My Beloved)



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Name: Ms. Harshini M

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

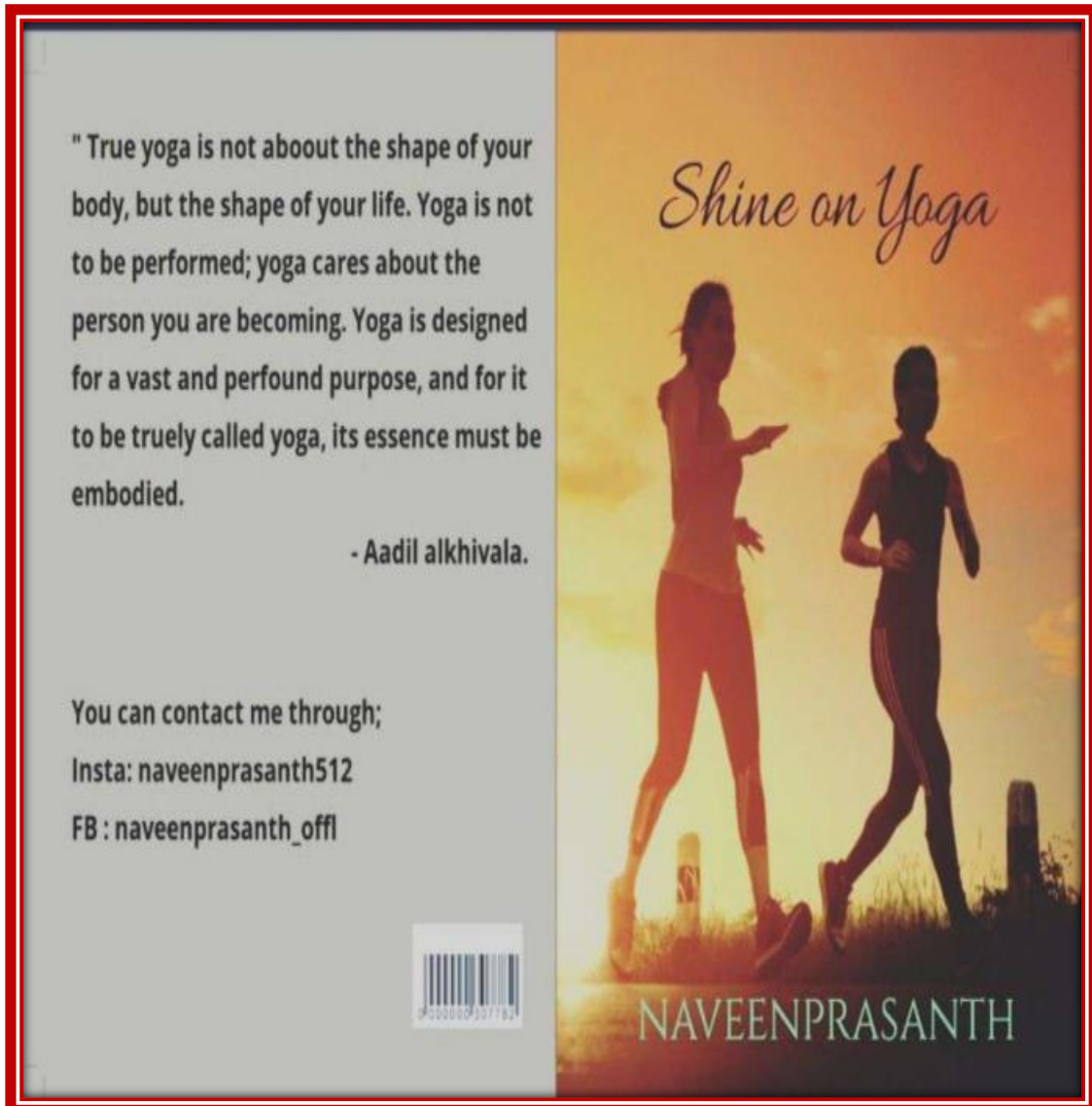
Book Title: Loveable Father



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ERODE - 638 107



Name: Mr. Naveen Prasanth E P

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

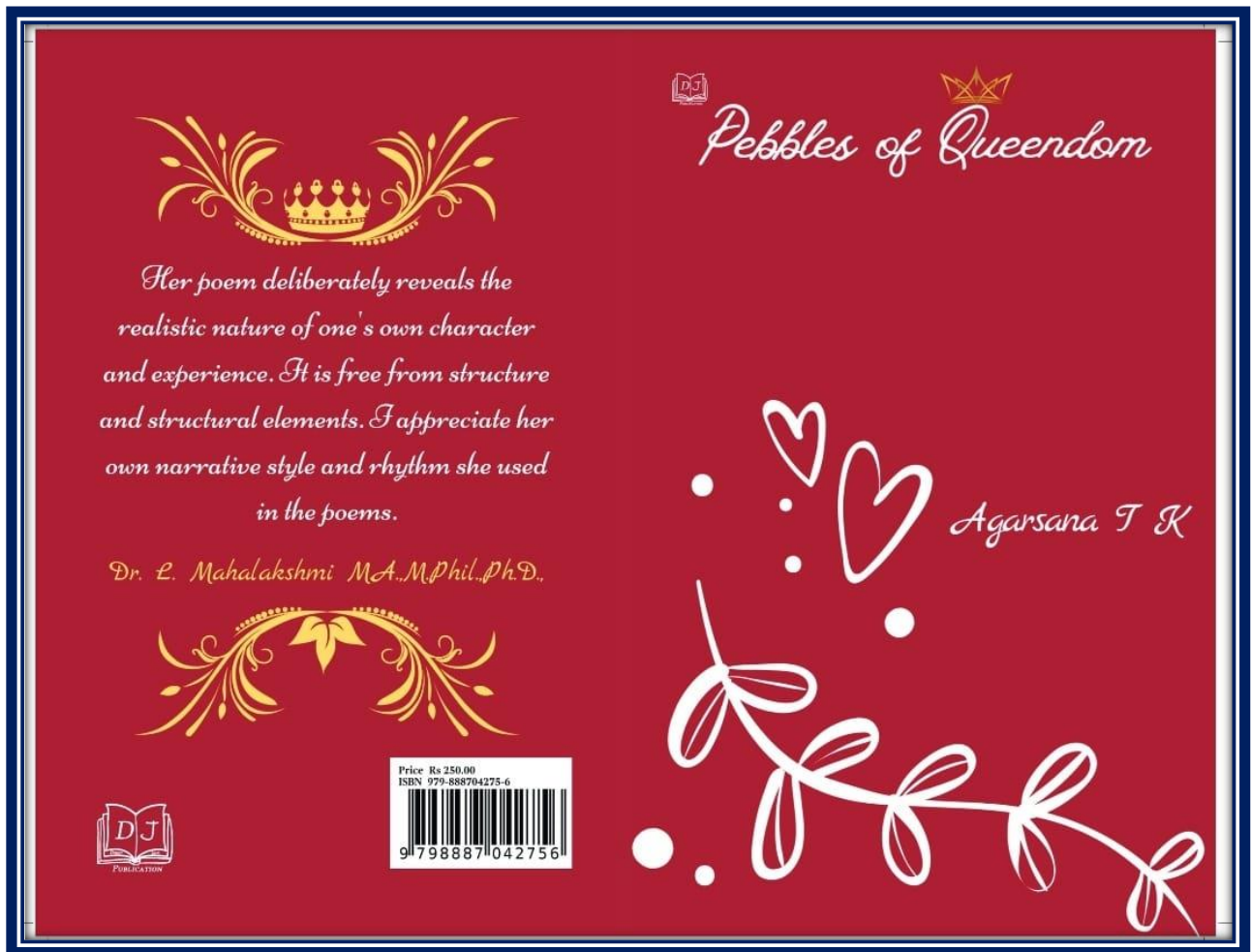
Book Title: Shine on Yoga



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Name: Ms. Agarsana T K

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

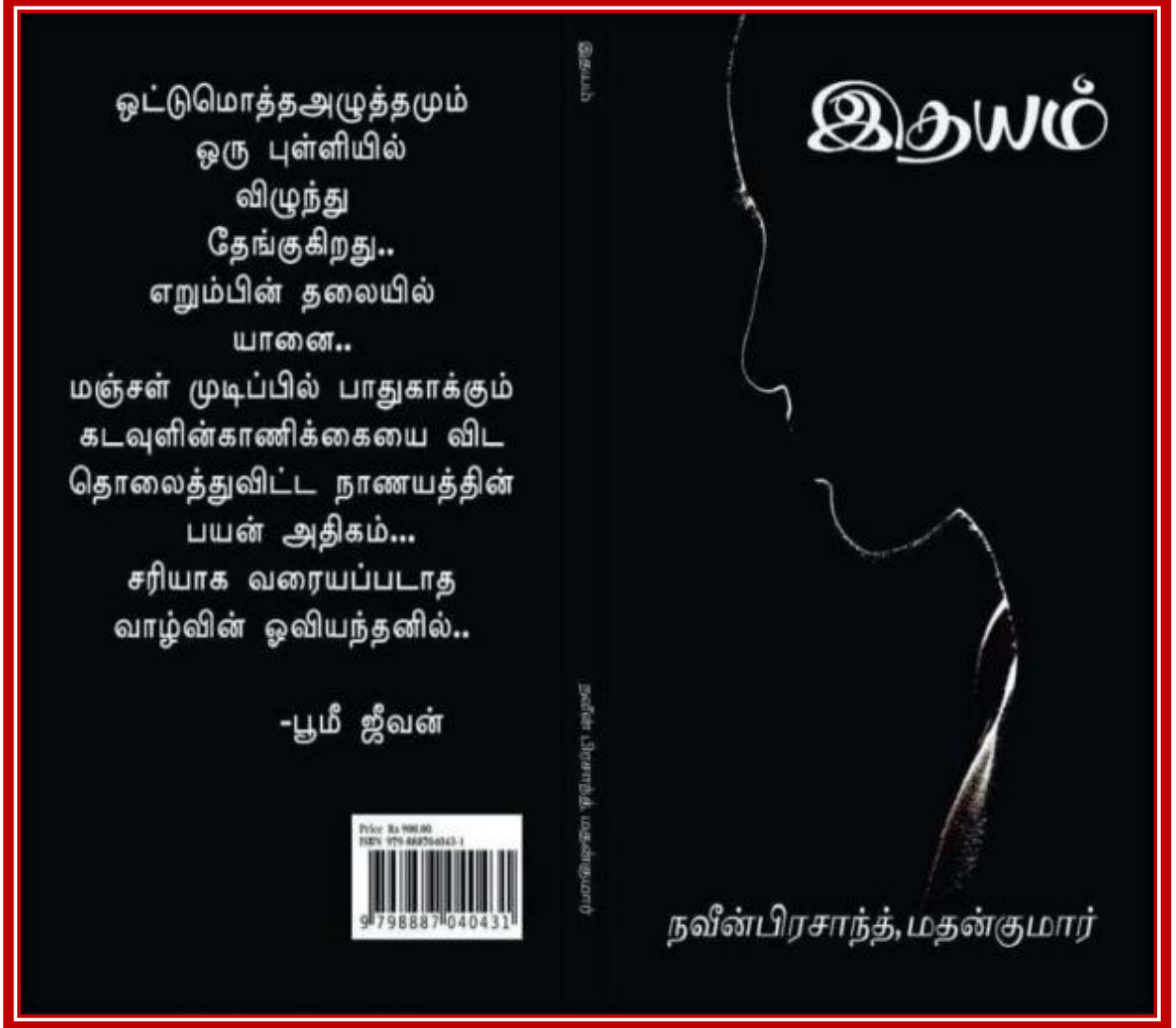
Book Title: Pebbles of Queendom



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Name: Mr. Naveen Prasanth E P

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

(Translated as: Heart)



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RESOURCES REQUIRED:

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

