

K.M.G. COLLEGE OF ARTS AND SCIENCE

Permanently Affiliated to Thiruvalluvar University and Recognized by UGC under section 2(F) & 12(B) of the UGC Act 1956
Accredited with B* Grade by NAAC
Associate member of ICT Academy

Phone: +914171227306 Email: kmgcollege@gmail.com www.kmgcollege.edu.in

6.3.2 Percentage of teachers provided with financial support to attend conference/workshops and towards membership fee of professional bodies during the last five years

S.No	Particulars	
1	Vouchers and Certificates	

INTERNAL QUALITY ASSURANCE CELL (IQAC) ISLAMIAH COLLEGE (AUTONOMOUS), VANIYAMBADI

Accredited by NAAC with 'A' Grade (3rd Cycle) | Affiliated to Thiruvalluvar University, Vellore,

Certificate of Participation

This is to certify that Dr./Mr.

M. SAKTHIVEL, Assistant Professor of Microbiology, KMG College of Arts & Science, has participated in the One Day State Level Seminar on 'INSTITUTIONAL DISTINCTIVENESS AND BEST PRACTICES' held on 22nd March, 2022, organized by the Internal Quality Assurance Cell (IQAC) of Islamiah College (Autonomous), Vaniyambadi – 635 752.

Dr. S. RAJA MOHAMED KAMIL. Vice Principal & IQAC Co-iredinator

CERTIFICATE OF PARTICIPATION

C.No: 022-201646

Date: 29 Apr 2022

BALAMURUGAN R M

K.M.G. College Of Arts And Science

has participated in 5 Day Faculty Development Program on

Microsoft Azure Al Engineer Associate

conducted by ICT Academy on 25 Apr 2022 to 29 Apr 2022 at

St. Joseph's Institute of Technology, Chennai



THE PROPERTY OF

Hari Balachandran One Gerutin Office, (Cf Academy Balachandren

THE PERSON NAMED IN



CERTIFICATE OF PARTICIPATION

C No: 022-202633

Date: 24 Jun 2022

ARUNA K

K.M.G. College Of Arts And Science

has participated in 5 Day Faculty Development Program on

Microsoft Power BI Data Analyst Associate

conducted by ICT Academy on 20 Jun 2022 to 24 Jun 2022 at

Auxilium College(Autonomous)



THE PROPERTY OF

Hari Balachandran Over Contains Officer, ICT Academy Sugarhanden

WILLIAM WILLIAM



CERTIFICATE OF PARTICIPATION

C.No. 022-202637

Date: 24 Jun 2022

R. ARJUNAN

K.M.G. College Of Arts And Science

has participated in 5 Day Faculty Development Program on

Microsoft Power BI Data Analyst Associate

conducted by ICT Academy on 20 Jun 2022 to 24 Jun 2022 at

Auxilium College(Autonomous)



Hari Balachandran Chief Executive Officer, ICT Academy Sulveringen

SL. No.

2:04171-220551, 227306

KUNJA KOUSALYA AMMAL GOVINDARAJAN EDUCATIONAL AND CHARITABLE TRUST(Regd)

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	Treasurer / Authorised Signatory



K.M.G. COLLEGE OF ARTS AND SCIENCE

Permanently Affiliated to Thiruvalluvar University and recognized by UGC under section 2(F) & 12(B) of the UGC Act 1956.

Accredited with B+ Grade by NAAC.

Associate member of ICT ACADEMY.

Phone: 914171227306

Email: kmgcollege@gmail.com

www.kmgcollege.edu.in

6.3.2 Number of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies

INDEX

SNO	PARTICULARS	
1	Vouchers and certificates of programmes	7

2020-2021 Vombers q certificate

K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

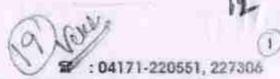
Islamiah Women's College, Vaniyambadi FDP Programme- 02.02.2021 Participant Name List

Date: 01.02.2021

S.No.	Name of the Faculty	Department	Amount (TA)
1,	Prof. R.Arjunan	Asst. Prof. of BBA	150
2.	Dr.K.Gomathy	HOD in Commerce	150
3.	Prof.M.Ravichandran	HOD in Commerce CA	150
4.	Prof. N.Venugopal	Asst. Prof. of BCA	150
5.	Dr.R.Saraswathi	Asst. Prof. of Computer Science	150
6.	Dr.M.D.Lakshmipriya	Asst. Prof. of Bio chemistry	150
7.	Dr.S.Dineshkumar	Asst. Prof. of Microbiology	150
8.	Dr.D.Sudha	Asst. Prof. of Microbiology	150
9.	Prof.D.Tamilselvan	Asst. Prof. of Mathematics	150
10	Prof.B.Balaji	Asst. Prof. of Chemistry	150
		TOTAL	1500

K.M.G. COLLEGE OF ARTS & SCIENCE GUDIYATTAM - 635 803. VELLORE DISTRICT.

Principal



KUNJA KOUSALYA AMMAL GOVINDARAJAN EDUCATIONAL AND CHARITABLE TRUST(Regd)

No. 24, Pilla	iyar koli street, Pudupet, Gu	diyattam.
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ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE

Accredited by NAAC with 'B' Grade

Recognized by the UGC under section 2 (f) 12 (b) of the UGC Act. 1956 Premanently Affiliated with Thiruvalluvar University and Approved by Government of Tamil Nadu. By Pass Road, New Town, VANIYAMBADI - 635 751.

INTERNAL QUALITY ASSURANCE CELL

Certificate of Participation

This is to certify that Prof. / Dr. / Mr. / Ms. K. GIOMATHY Acct prof of Hop of Comments K.M. G. College of Arts ascience Gueliyeth has participated in the Faculty Development Program on "How to Prepare Proposals for Research Projects, Minor and Major" held on 2nd February, 2021 organized by Internal Quality Assurance Cell.

C. Khaiser Ahmed

Secretary & Correspondent



ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE

Accredited by NAAC with 'B' Grade
Recognized by the UGC under section 2 (f) 12 (b) of the UGC Act, 1956 Premanently
Affiliated with Thiruvalluvar University and Approved by Government of Tamil Nadu.

By Pass Road, New Town, VANIYAMBADI - 635 751.

INTERNAL QUALITY ASSURANCE CELL

Certificate of Participation

This is to certify that Prof./Dr./Mr./Ms. D. TAMIL SELVAN, ASSE. Prof. OF MATHS
from K.M.M. COLLEGE OF ARTS & SCIENCE COURGE. Guodyatham has participated in
the Faculty Development Program on "How to Prepare Proposals for Research Projects,
Minor and Major" held on 2nd February, 2021 organized by Internal Quality Assurance Cell.

Dr. M. Remu

C/Khaiser Ahmed Secretary & Correspondent



ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE

Accredited by NAAC with 'B' Grade

Recognized by the UGC under section 2 (f) 12 (b) of the UGC Act, 1956 Premanently Affiliated with Thiroxathuvar University and Approved by Government of Tamil Nadu. By Pass Road, New Town, VANIYAMBADI - 635 751.

INTERNAL QUALITY ASSURANCE CELL.

Certificate of Participation

This is to certify that Prof. / Dr. / Mr. / Me. D. SUDHA Asst prof DEPT of MICROBIOLITY

from K.M.G. Colloge of Arts & science Gudiyather has participated in

the Faculty Development Program on "How to Prepare Proposats for Research Projects,

Minor and Major" held on 2nd February, 2021 organized by Internal Quality Assurance Cell.

Dr. M. Reini

C. Khaiser Ahmed

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oscitolary & Correspondent

K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

Inter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit
Travel Details

: RAGILISH

1) Traine of the population	
2. Name of participating events	:International Workshop
3. Date of Visit	: 22-02-2020
4. Total Registration fee required if any	: 1400 (7x200)
6. Name of the institution & Place of visit 9. No.of students participating	: USF, Wellows : Boys: A Girls: 3 Total:
7. Names accompanying staff	i) tel. Lavarga iii) R. Hazibabu iii) 8. Violhyapathy
8. Staff incharge of the visit	iv) T. Haliparbya : v) rd. street

10. Time of Departure

Name of the Department

11. Reg.No of the vehicle

12. Name of the Driver with Mobile No.

Mozile number of the staff incharge

13, Name of the Conductor with Mobile No.

14. Time of arrival at the destination (Tentatively)

15. Time of Return to Gallege (Tentatively)

16 Signature of the Staff inchange

Fol. Character Signature of the HOD Mel Bayyon

Signature of the Principal

vi) Dr. g. Jasikumas

vii) R. Winny Early Star

K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

nter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit
Travel Details

Name of the Department	: ENGLISH
Name of participating events	:International workshop
3. Date of Visit	: 31.01.2020
4. Total Registration fee required if any	: 2300/~
5. Name of the institution & Place of visit	: Thirmvally var University
6. No.of students participating	: Boys : - Girls : 4 Total : 4
7. Names accompanying staff	: 1. Doof. S. Vidhyapathy 2. Prof. M. Divya - (in-charge) 3. Dr. S. Sasikuman
8. Staff incharge of the visit	: prof. M. Dhya
Mobile number of the staff incharge	: 9566561461
10. Time of Departure	
11. Reg.No of the vehicle	
12. Name of the Driver with Mobile No.	
13. Name of the Conductor with Mobile No.	
14. Time of arrival at the destination (Tentative	ely):
15. Time of Return to College(Tentatively)	
16. Signature of the Staff incharge	: That. M. Divya
M. Breama Signature of the HOD	Signature of the Principal

全:04171-227306, 227906.

KUNJA KOUSALYA AMMAL GOVINDARAJAN EDUCATIONAL AND CHARITABLE TRUST(Regd) No. 24, Pillaiyar koil street, Pudupet, Gudiyatlam.

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participated in a workshop on

Creative Interventions in Technology Enhanced Language Learning

organized by the Department of English, School of Social Sciences and Languages, VIT Vellore

on 22 February 2020

Or, Saroja Ganapathy Organizing Secretary

Dr. Saifkil Gupta Head, Department of English

Dr. G. Velmurugan Dean, SSL

Dr. N. Gayathri Organizing Secretary



participated in a workshop on

Creative Interventions in Technology Enhanced Language Learning

organized by the Department of English, School of Social Sciences and Languages, VIT Vellore

on 22 February 2020

Dr. Saroja Ganapathy Organizing Secretary

Dr. Sarika Gupta Head, Department of English Dr. G. Velmurugan Dean, SSL

Dr. N. Gayathri Organizing Secretary



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Creative Interventions in Technology Enhanced Language Learning

organized by the Department of English, School of Social Sciences and Languages, VIT Vellore

on 22 February 2020

Dr. Saroja Ganapathy Organizing Secretary Dr. Sarika Qupta Head, Department of English

Dr. G. Velmurugan Dean, SSL

Dr. N. Gayathri Organizing Secretory



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participated in a workshop on

Creative Interventions in Technology Enhanced Language Learning

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on 22 February 2020

Dr. Saroja Ganapathy Organizing Secretary Dr. Sacka Gupta Head, Department of English

Dr. G. Velmurugan

Dean, SSL

Dr. N. Gayathri Organizing Secretary

雪:04171-227306, 227906.

SL. No.

KUNJA KOUSALYA AMMAL GOVINDARAJAN EDUCATIONAL AND CHARITABLE TRUST(Regd)

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K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

Inter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit Travel Details

1. Name of the Department : ENGLISH DEPARTMENT

2. Name of participating events : ONE DAY WORKS HOP

3. Date of Visit : 2002.2019

4. Total Registration fee required if any : STAFF REGISTRATION FEE 150/-

5. Name of the institution & Place of visit . AAA COLLEGE, WALAJAPET

6. No.of students participating : Boys : | Girls : |3 Total : |3

7. Names accompanying staff : M. DrvyA

Dept of English

8. Staff incharge of the visit : Pag. M. Divyc

9. Mobile number of the staff incharge : 9566561461

10. Time of Departure : 8.00 cm

11. Reg.No of the vehicle : TN 23 BQ 0956

12. Name of the Driver with Mobile No. : Mr. Ramamooktki

13. Name of the Conductor with Mobile No. : Mr. Anandan

14. Time of arrival at the destination (Tentatively): 9.00 am.

15. Time of Return to College(Tentatively) : 5.00 pm

16. Signature of the Staff incharge

Signature of the Principal

K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM 14-2-1

Inter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit Travel Details

	marine or the tropartition it	, Cherrinary
2	Name of participating events	: RUSAC-UGI QUIZ Programme
3.	Date of Visit	:15-02-2019
1	Total Degistration for warming it and	g use = 900

and the second s	Staff	(2)	200
5. Name of the institution & Place of visit	: Shanmuga	Industries	AVIS & Scien

_	E I e com President agrama contracta de la participa de la par	college - Thirk van namala	ú
6. No.	No.of students participating	: Boys : q Girls : - Total :	9

7.	Names	accompanying	staff
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Name of the Department

3. Staff incharge of the visit	: V. Umamageshwaneri

9. Mobile number of the staff incharge	: 9043 880474
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10. Time of Departure	: 6.30 AM
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Time of Return	to College(Tentatively)	:5.00 PM

IC. K. O fine HOD Signature of the HOD

Signature of the Principal

全:04171-227306, 227906.

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	Treasurer / Authorised Signatory

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K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

Inter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit Travel Details

 Name of the Department : CHEMISTRY

2. Name of participating events : Rusac. Power Point Presentation

Date of Visit : 28 - 02 - 2019

 Total Registration fee required if any RA 300/= +150TA = 450

Name of the institution & Place of visit

No.of students participating : Boys : - Girls : 2 Total: 01

Names accompanying staff

8. Staff incharge of the visit : P.Manimegalai

9. Mobile number of the staff incharge 9159039947

Time of Departure 1 8 00 AM

11. Reg.No of the vehicle

Name of the Driver with Mobile No.

Name of the Conductor with Mobile No.

14. Time of arrival at the destination (Tentatively): 9.15 AM

15. Time of Return to College(Tentatively)

16. Signature of the Staff incharge

Signature of the Principal

雪:04171-227306, 227906.

KUNJA KOUSALYA AMMAL GOVINDARAJAN EDUCATIONAL AND CHARITABLE TRUST(Regd)

	DEBIT VOUCHER Date 619 18
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KUNJA KOUSALYA AMMAL GOVINDARAJAN EDUCATIONAL AND CHARITABLE TRUST(Regd)

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KUNJA KOUSALYA AMMAL GOVINDARAJAN EDUCATIONAL AND CHARITABLE TRUST(Regd)

No. 24, Pillaiyar koil street, Pudupet, Gudiyattam.

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	Treasurer / Authorised Signatory

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K.M.G.COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

inter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit Travel Details

Name of the Department	TAMIL DEPT
2. Name of participating events	: Bush, soms, sucong.
3. Date of Visit	: 25/06/18
4. Total Registration fee required if any	: Rs: 7501-
5. Name of the institution & Place of visit	: Vellore. Voorhees colleg-
6. No.of students participating	: Boys: Girls: 2 Total: 3
7. Names accompanying staff	: M. RADHA.
Staff incharge of the visit	Asst. Professor of Tame! K.M.G. Asts & Science. GUDIYATHAM.
9. Mobile number of the staff incharge	: 8973313949.
10. Time of Departure	2
11. Reg No of the vehicle	
12. Name of the Driver with Mobile No.	
13. Name of the Conductor with Mobile No.	₽
14. Time of arrival at the destination (Tentatively): 7.30 A.M
15. Time of Return to College(Tentatively)	5.00 p.M
16. Signature of the Staff incharge	(9.5m2)
Signature of the HOD	N July 22 106 /2018 Signature of the Principal

र्जिडिडने!

บอกตายกัง หาง ปี หม่อยกัง ราย เช่ารับ ปลาวรับ รากายอยกัง เรา เป็น หาง ปี ปาร์อโนลั กล์สุลส์ง, เรา เป็น หาง หาง มี ปาร์อโนลั กล์สุลส์ง,

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KUNJA KOUSALYA AMMAL GOVINDARAJAN EDUCATIONAL AND CHARITABLE TRUST(Regd)

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雪:04171-227306, 227906.

KUNJA KOUSALYA AMMAL GOVINDARAJAN EDUCATIONAL AND CHARITABLE TRUST(Regd)

No. 24, Pillaiyar koll street, Pudupet, Gudiyattam.

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K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

Inter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit / WDRK SHOF Travel Details

Name of the Department	் தமிழ்த்துறை.
2. Name of participating events	: புயிரைங்கம்
3. Date of Visit	: 20/02/2019.
4. Total Registration fee required if any	584 × 150 G > 750/-
5. Name of the institution & Place of visit	் தாயரைசைக் கல்வுக், தெடுப்பத்த
6. No. of students participating	: Boys : 🛶 Girls : — Total : —
7. Names accompanying staff	
Staff incharge of the visit	
9. Mobile number of the staff incharge	1 4
10. Time of Departure	i e
11. Reg.No of the vehicle	
12. Name of the Driver with Mobile No.	
13. Name of the Conductor with Mobile No.	
14. Time of arrival at the destination (Tentatively)	: 9.00. A.M.
15. Time of Return to College(Tentatively)	: 6.00 P.M.
16. Signature of the Staff incharge	
Signature of the HOD	Signature of the Principal

KUNJA KOUSALYA AMMAL GOVINDARAJAN + EDUCATIONAL AND CHARITABLE TRUST(Regd)

No. 24, Pillaiyar koil street, Pudupet, Gudiyattam.

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K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

Inter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit

- 1. Name of the Department : PLACEMENT CELL
- 2. Name of participating events : Dr. CHACKO VIJAI SHARMAS
- 3. Date of Visit : 31 | 01 | 2019
- 4. Total Registration fee required if any : 2360 + (500 74) : 2860 / -
- 5. Name of the institution & Place of visit : CHE N.N.A.I
- 6. No of students participating : Boys: Girls: Total:
- 7. Names accompanying staff : ICT AGDGM Y
- 8. Staff incharge of the visit
- 9. Mobile number of the staff incharge : 9840 100 18 7
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- 13. Name of the Conductor with Mobile No. :
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- Time of Return to College(Tentatively)
- 16. Signature of the Staff incharge

Signature of the HOD

Signature of the Principal 30 lot 12019





(http://bridge.ictacademy.in/index.html)

30/01/2019

Welcome Dr.Chacko Vijal Sharma:S / Logout (Registration.aspx) / Home (index.html)

THANK YOU FOR REGISTERING FOR THE 37TH EDITION OF BRIDGE - 31 JAN 2019, HOTEL LE ROYAL MERIDIEN, CHENNAI

	Print Registration		
Print Pass			
Venue			
Agenda			
Logout index.html)			
	BRIDGE CONFERENCE PASS		
	Name : Dr.Chacko Vijai Sharma.S		
	Organisation : KMG College Of Arcs And Science		
	Category : College		
	Type : Member		
	Venue : Ballroom Hall - Hotel Le Royal Meridien		
	Date: 31 Jan 2019 (Thursday)		
	Time: 08.00 am - 05.00 pm		
	Paid Amount: 1180.00		
	Transaction Id: dc38e0c3e8c9f7a88e3f		

BRIDGE CONFERENCE PASS

Name: Dr.Chacko Vijai Sharma.S
Org uisation: KMG College Of Arts And Science
Category: College
Type: Member
Venue: Ballroom Hall - Hotel Le Royal Meridien
Date: 31 Jan 2019 (Thursday)
Time: 08.00 am - 05.00 pm
Paid Amount: 1180.00

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HR CONCLAVE PASS

Name: Dr.Chacko Vijai Sharma.S

Org visation: KMG College Of Arts And Science
Category: College
Type: Member
Venue: Ballroom Hall - Hotel Le Royal Meridien
Date: 31 Jan 2019 (Thursday)
Time: 05.30 pm - 08.30 pm
Paid Amount: 1180

Transaction Id: dc38e0c3e8c9f7a88e3f





Rajendran Kmg <kmgcollege@gmail.com>

Kind Attention: Dr. Chacko - Placement Coordinator, KMG College

1 message

Project Director - UHET <pd.uhet@gmail.com> To: Rajendran Kmg <kmgcollege@gmail.com>

Wed, Jan 30, 2019 at 11:22 AM

Kind Attention: Dr. Chacko - Placement Coordinator, KMG College

Dear Sir.

Greetings from Universal Higher Education Trust!

We are happy to inform you that Aspire Systems (India) Pvt Ltd in partnership with Universal Higher Education Trust, Vellore has been conducting SHINE (a skill development; program for rural youth in Vellore region) program in Vellore Institute of Technology from mid of 2016 onwards. So far we have completed four batches and trained around 80 candidates.

SHINE is a 6 month full time skill enhancement & employability program launched by Aspire Systems (India) Private Limited in association with Universal Higher Education Trust (Vellore) to help youth especially from rural regions to launch successful careers in the Information Technology sector.

On Successful completion of the 6 months program all candidates are provided with support and guidance to secure employment opportunities in the Information Technology (IT) sector. All candidates are provided with a stipend of INR 5000 during the 6 months program. We have started enrolment for our 5th and this training will take place in VIT campus for 6 months between Feb'19 and July'19.

In this regard, we request you to refer eligible students from BCA, B.Sc., Com. Sci., B.com. (CA) graduated in 2017-18 btach.

The students may be reached us in the following number for any clarifications. UHET: 8428408872.

Thank you, R. Muthuveeran

Dr. R. Muthu veeran **Project Director** Universal Higher Education Trust No:215, Dr. MGR Block VIT Campus, Vellore-632 014 Tamil Nadu, India

Tel: +91-416-2247777/ 2202196

Fax : +91-416-2243092 Email: pd.uhet@gmail.com Web : www.uhetindia.org

SL No.

会 : 04171-227306, 227906.

KUNJA KOUSALYA AMMAL GOVINDARAJAN EDUCATIONAL AND CHARITABLE TRUST(Regd)

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	Participants Name and Desig	0 11/
	 Prof. M.Megharajan 	- Vice Principal Carried Salata
	2. Dr.J. Jayakumar	- HOD of Tamil - 3 Sange Congres
	3. Prof.D.Balaji	- HOD of English - 7.
	4. Prof. C.Arunachalam	- HOD of BBA
	5. Dr.K.Gomathy	- HOD of Commerce -4-6- 1216
	6. Prof. P.Daniel Sundarraj	- HOD of Computer Science
	7. Prof.N.Raji 8. Prof. D.Shakila	- HOD of Computer Science
	9. Prof. R.Maheswari	Tion of Chemistry
	10. Dr.D.Manikandan	- HOD of Biochemistry W

Date: 18.08.2017

From

M.MEGHARAJAN, Vice Principal, K.M.G. College of Arts & Science, Gudiyattam.

To

THE PRINCIPAL, K.M.G. College of Arts & Science, Gudiyattam.

Respected Sir,

Sub : Sanction TA for faculties to attend the FDP Program-Reg.

The MHRD will conduct FDP program for faculty members at Islamiah College, Vaniyambadi from 23.08.2017 to 29.08.2017. We are the ten faculty members of our college will participate the program. Per day TA cost will be Rs. 60/- only. For five days it will be Rs.300/- per faculty. So, I request the Principal kindly sanction the above amount for the same.

Thanking you,

Yours faithfully,

(M.MEGHARAJAN) 18

22/8/17

Participants Name and Designation

Vice Principal Prof. M.Megharajan HOD of Tamil -Dr.J. Jayakumar HOD of English Prof.D.Balaji 4. Prof. C. Arunachalam HOD of BBA HOD of Commerce -de Dr.K.Gomathy HOD of Computer Science \ 6. Prof. P.Daniel Sundarraj -HOD of Mathematics 1. A-7 Prof.N.Raji HOD of Chemistry - 2 9 8. Prof. D.Shakila HOD of Biochemistry V 9. Prof. R.Maheswari HOD of Microbiology 10. Dr.D.Manikandan

KUNJA KOUSALYA AMMAL GOVINDARAJAN 全: 04171-227306, 227906. EDUCATIONAL AND CHARITABLE TRUST(Regd)

No. 24, Pillaiyar koil street, Pudupet, Gudiyattam.

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	Thanking you,
Name of the HOD's 1. Prof. M.Megharajan 2. Dr.J. Jayakumar 3. Prof.D.Balaji 4. Prof. C.Arunachalam 5. Dr.K.Gomathy 6. Prof. P.Daviel Sundarraj 7. Prof.N.Raji 8. Prof. D.Shakila 9. Prof. R.Maheswari 10. Dr.D.Manikandan	Vice Principal HOD of Tamil HOD of English HOD of BBA HOD of Commerce HOD of Mathematics HOD of Chemistry HOD of Biochemistry HOD of Microbiology HOD of Microbiology
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From

B. Kalaverhey Asst Profesor of English Malazhais

to M. G. College of Arts of science, Guelle Hattern.

to the principal K. M. G. college of Arts of secure. Gueling than.

Respected Moram.

In how prevented my perpets out the Individual organized by sermatival value reliege for women, maderal and Auxilium college, Ital-padi. Both the papers were published in the respective publications.

Conference organized by the fluxuvallerrar university on ista + 16th February, 2018.

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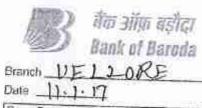
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Yours sincerely

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KUNJA KOUSALYA AMMAL GOVINDARAJAN EDUCATIONAL AND CHARITABLE TRUST(Regd) No. 24, Pillaiyar koil street, Pudupet, Gudiyattam.

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From,

DR. Chacke Vyai Sharma. S.,
Assistant Professor,
P.G Dept of Microbiology.
RMG college of Arts and Science,

41) workers

10,

The Principal.

KMG college of Arts and Science,

Godiyattam,

Respected Madam.

SUB: - Requesting for claim amount - Reg

I attended the International Conference on 18/02/18 and 16/02/18 at DKM College for women, vellore. I kindly request to accept the claiming amount of registration fee Rs 750/

Thanking You

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Your's Sincerety.

RUNJA RUUSALTA AMMAL GOVINDARAJAN EDUCATIONAL AND CHARITABLE TRUST(Regd) No. 24, Pillaiyar koil street, Pudupet, Gudiyattam.

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K.M.G.COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

Inter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit Travel Details

1. Name of the Department

2. Name of participating events

3. Date of Visit

4. Total Registration fee required if any

5 Name of the institution & Place of visit

6. No. of students participating

7. Names accompanying staff

8. Staff incharge of the visit

9. Mobile number of the staff incharge

10. Time of Departure

11. Reg.No of the vehicle

12. Name of the Driver with Mopile No.

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16. Signature of the Staff incharge

Signature of the HOD

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31.3.2018.

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பேரா. ஏவ. உள்ளத்த, மூராத்ரியை, விரும்மி தமிழ்த்துறை உதவ்பி பேராத்ரியை, விரும்மி தே. எம். ஷி. கிறை மூறும் அந்வியல் சுவிவூர், கேடியாத்தம்.

क्राकातित्त

தேரு. முதல்லா அறாகள்,

கே. எம். தி. கலை (விறும் அறில்யன் கலிலார்), கேடியாத்தம்.

மத்ப் பிருக்கிய அம்மா அவர்களுக்க,

இபாளுள்: அப்பணியம்பாடி கிஸ்லாகியாக கூலிவுறியில் முறையிர கூருத்தரஙிக் ஃகில் இணிறத் ஒதாரை பதிவுக் கடிபணம் ஃ பயணக் கேடேணம் அழைதல் இதா டர்பாக ...

இரண்பெயோடி கின்ஸாக்யாக் கல்வூரியில் 31. 3. 2018 அன்று தமிழ்ந்துறை சூரியாக கேறியக் களுத்தரங்கம் முடைப்பைறி. றது அக்கருத்தரங்கில் கட்டுறையாளராக பங்கேற்கேறல்.

அக் கடுத்தரங்கில் பங்கேற்க அலும்த அடிங்கியமைக்க நனிருயியை ரகுர்கித்திக் அகளிகிகளுள்.

குத்தரங்கில் பங்குக்க பதிவுக்க உணமைக் 250 போக்குவரத்துக் கடிடம்கும் எ 150 ம் சிமாத்தம் ரே 400/-சுதாகையியை அழுவீத அனுமத் அடிங்க்கும்று பணிவளிபுடன் கேட்கே சகாளிக்குறை.

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Mary Surger



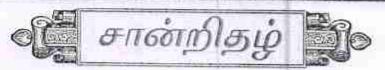
இசுலாமியாக் கல்லூரித் தமிழ்த்துறையும் தமிழ்நாடு மாநில உயர்கல்வி மன்றமும்



இணைந்து நடத்தும்

69 FW& achbanilai

நாள்: 31–03–2018 சனிக்கிழமை \star இடம்: இசுலாமியாக் கல்லூரி கருத்தரங்கக்கூடம்



போ/முகள் பிறு வளிழுகி, குறிழுக்கு திறைவி உகவி பெறுகிறியை.
கிக எட்டிக்கி கணை மற்றுக் பிறிலைக் கவிஞர்களின் பங்களிப்பு (ISBN:978 9384607 13 5) என்னும் பொருண்மையில் இகலாபியாக் கல்லூரித் தமிழ்த்துறையும் தமிழ்நாடு மாநில உயர்கல்வி மன்றமும் இணைந்து நிகழ்த்திய தேசியக் கருத்தரங்கில் கட்டுரையாளராக/அமர்வுத்தலைவராக/ பார்வையாளராகப் பங்கேற்று அவணைகள் கிறு கதைவில் கிறு கதைவில் கிறு வரிக்கில் கட்டுரையாளராக/அமர்வுத்தலைவராக/ என்னும் தலைப்பில் ஆய்வுக் கட்டுரை வழங்கி சிறப்பித்தார் என்று சான்றளிக்கப்படுகிறது.

முன்னர் **ப.சிவராவி** ஒருங்கிணைப்பாளர்/ தமிழ்த்துறைத் தலைவர்

k , இ. ஆ. . ந்களும் குள்ளுக்க ந்தல்வர்

K.M.G.COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

Inter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit Travel Details

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2. Name of participating events	: egaluis a citaresi
3. Date of Visit	: 31.03.2018
4. Total Registration fee required if any	250 +150 = 400
5. Name of the institution & Place of visit	というないの、いからないののいというという。
6. No.of students participating	: Boys : Girls : Total :
7. Names accompanying staff	: Gorano i garangani
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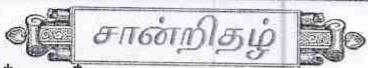
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இணைந்து நடத்தும்

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நாள்: 31–03–2018 சனிக்கிழமை 🖈 இடம்: இசுலாமியாக் கல்லூரி கருத்தரங்கக்கூடம்



போ/முன்னர் ஜா* ஜெயக்குமார், கம்முக்குறைத் தலைவர்

8க்× எம் × ஜி. கலை மற்றும் அறிவியல் கல்லூர் குடிபாத்கம்

அவர்கள் "சமூகவியலுக்குக் குழந்தைக் கவிஞர்களின் பங்களிப்பு" (ISBN:978 9384607 13 5) என்னும் பொருண்மையில் இகலாமியாக் கல்லூரித் தமிழ்த்துறையும் தமிழ்நாடு மாநில உயர்கல்லி மன்றமும் இணைந்து நிகழ்த்திய தேசியக் கருத்தரங்கில் கட்டுரையாளராக/அள்வுத்தலைவராக/ பாள்ளையாளராகுப் பக்கேற்று .**சமூகவியலுக்கு குழந்தைக் கவிஞர் தவிமணி** தேச்**க விநாயகம்பள்ளையின்** என்னும் தலைப்பில் ஆய்வுக் கட்டுரை வழங்கி சிறப்பித்தார் என்று சான்றளிக்கப்படுகிறது.

ஒருங்கிணைப்பாளர்/ தமிழ்த்துறைத் தலைவர்

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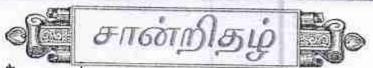
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நாள்: 31–03–2018 சனிக்கிழமை 🛨 இடம்: இசுலாமியாக் கல்லூரி கருத்தரங்கக்கூடம்



_{போ/முனவர்} ஜா 🗴 லெயக்குமார், தமிழ்த் துறைத் தலைவர்
கே * வர் *ஜீ. ஐஸ் மற்றிர் அறிவியல் ஐல்லூரி இடியாத்தம்
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முனவர் **ப.சிவராவி** ஒருங்கிணைப்பாளர்/ தமிழ்த்துறைத் தலைவர் முதல்வர் முதல்வர்

EDUCATIONAL AND CHARITABLE TRUST(Regd) No. 24, Pillaiyar koil street, Pudupet, Gudiyattam.

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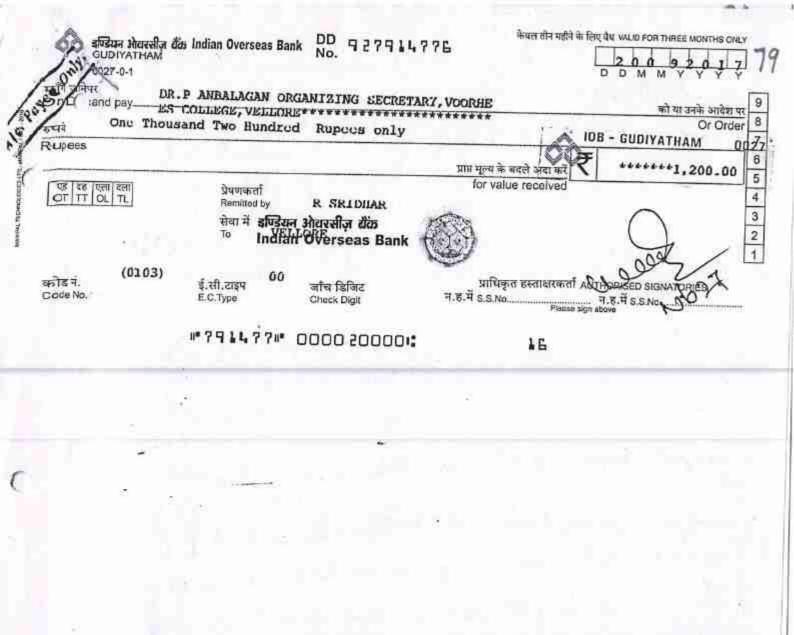
ATTENDENCE CERTIFICATE

This is to certify that Mr/Ms/Dr. D.: Shakila., Asst. Prof. & Head, Dept. of Chemiday, K.M. Gr. College of At Science, budgeton, participated in the IV-National Level Conference on "Emerging Trends in Chemical and Biological Sciences" conducted by Department of Chemistry, D.K.M College for Women, Vellore-1 on 05.01.2018.

PRINCIPAL D.K.M. COLLEGE FOR WOMEN VELLORE - 632 001

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From K. Giomathy 21/08/2017 Assistant professor & Head PG & Research Dopositioned of Commerce KMG college of Asta & science CudigaTham

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Kespected Madam

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I have been published a paper in internalimit Conference held on 17.8.2014 at moundhar Kesasi Jain College, vaniyambadi. The publication fee for the same is Ro 700. Hence I sequest you to grant an amount of Rs 700 Towards publication fees.

Thanking you

yours faithfully.

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K.M.G.COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

Inter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit Travel Details

Travel Details	
Name of the Department	: PG. Department & minobiol
2. Name of participating events	: PG. Department of Milrobiol : Poster presentation. and participation
3. Date of Visit	: 11. 01. 2018.
4. Total Registration fee required if any	: 2150
5. Name of the institution & Place of visit	: voothees tollege, vellage
6. No.of students participating	: Boys: Girls: Total: 19
7. Names accompanying staff	: M. SAKTHIVEL
8. Staff incharge of the visit	: M. SAKTHIVEL
9. Mobile number of the staff incharge	: 9894752269
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From

A.D. Manikandan, Head, Department of microbiology k.M.G. Whege of arts and science Gradigallain

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K. N. G. College of art, and Science.

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amount Rs 1900 (19 students x100=1900) and staff

(1 x 250 = 250) Total amount 2150 for abounce

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K.M.G.COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

Inter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit Travel Details

Name of the Department	: PG DEPT OF MICROBIOLOGY
2. Name of participating events	: INTERNATIONAL CONFERENCE
3. Date of Visit	: 15 & 16 FEBRUARY 2018
4. Total Registration fee required if any	: 750/
5. Name of the institution & Place of visit	: DKM COLLEGE , VELLORE
6. No.of students participating	: Boys : - Girls : - Total :
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No. 24, Pillaiyar koil street, Pudupet, Gudiyattam.

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Treasurer / Authorised Signatory



Gudiyattam 12.08.2017

Joshakila, Head, Dept. of chamistry, 14. M. Cr. College of Arts & Science, -Gudiyattam.

12/08/2017

To The Principal, K.M.G. College of Arts & Science, Gudiyattam.

Respected Madam,

Swish to inform that I presented a paper in the National Conference held at Thiswallwar University on 11-08-2017, Organised by the Dept of Chamistry. I paid Rs. 10001-for Registration-for the conference. Hence laidly I request you to give me Dermission to claim the Registration amount in Our collège office. Hérewith 3 enclosed original Bill reciept assiell as Attendance Certificate for your Kind persusal.

Thank you

Yours faithfully D shalit 19/19/17

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றமங்கத் ..

திரு. முதல்வர் அவர்கள், கெ. எமி. கி. கீல் அரி.

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മിലത്താലിന

നാവാനുന്നു:- വത്നിനില്ലായ ജോർന ക്യാസ്സിറ്റ

அமைக்கம். திருவள்ளுவர் புஸ்கணைக் கடிகத்தில் வருக்ற 27.03. 2018 முற்றும் 28.03. 2018 ஆகிய தேரண்டு நோடுகள் நோடகவியும் கற்பிக்கும் முறை? குடித்த கருத்துருவீகம் நடைபைற உள்ளது. கிக்கருத்துருவிக்கி புவிகுகுற்க இ புணியுடன் பூய விடுப்பு உள்ளது. கிக்கருத்துருவிக்கி புவிகுகுற்க இ புணியுடன் பூய விடுப்பு இ நாடுகள் முடுகில்) வடிருவிகுமாயு துவிகளைக் தாடி மையுடன் குகுடிடுக் இ தாள்க்குறன்.

திப்படிக்கி, தவிகள் உண்மையுள்ள,

16 3 June 16 J

அர் வட்டு இர்படு இல்லில் விலைந் இல்லில் இல்படு

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திருவள்ளுவர் பல்கலைக்கழகம் THIRUVALLUVAR UNIVERSITY SERKKADU, VELLORE - 632 115

26/03/2018

Dr. V.PERUVALLUTHI, M.A., M.Phil., Ph.D., REGISTRAR - in - charge

No.TVU/R/TwoDays Workshop/2018/ 209

Date: 23.03.2018

To

All the Principals of Affiliated Colleges of Arts & Science [Inclusive of OT Colleges] of Thiruvalluvar University/ University constituent colleges / University Departments/ P.G. Extn. Centre, Villupuram.

Sir/Madam,

Sub: Thiruvalluvar University – Department of Tamil –
Conducting Two Days Workshop on "Theater Pedagogy"
Inviting to Participate – Intimation - Reg.

Greetings.

I wish to inform you that our University, Department of Tamil is conducting the Two Days Workshop programme on "Theater Pedagogy" from 27.03.2018 to 28.03.2018 at 11.00 a.m. at our University premises.

I request you to depute your college Tamil department teaching faculties only for the Two Days workshop programme. For your kind note that our Vice-Chancellor Dr.K.Murugan will preside over the meeting and Resource person is giving to deliver a lecture on the topic. It is also informed that participation certificate will be issued at end of the seminar and no TA/DA will be paid for attending the Seminar.

The Participants are requested to contact Dr.M.SenthilKumar, Associate Professor in Tamil [Mobile No.9789433452, 9865336751] for further details.

Thanking you

Your cooperation is solicited in this regard.

Yours faithfully

REGISTRAR I/C

No. 24, Pillaiyar koil street, Pudupet, Gudiyattam.

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Treasurer / Authorised Signatory

EDUCATIONAL AND CHARITABLE TRUST(Regd) No. 24, Pillaiyar koil street, Pudupet, Gudiyattam. DEBIT VOUCHER Date 28/10/12 RECEIVED FROM KUNJA KOUSALYA AMMAL GOVINDARAJAN EDUCATIONAL & CHARITABLE TRUST Regd, a sum of Rs 300 | - (Rupees the thousand and - thro herdrel towards FDP Programme at Chemos Jain Ry College 1300 Signature with address Passed for the Payment of Rs...... 1 300 500 Treasurer / Authorised Signatory

RI PERIASAMY,
Assistant Professor in Commosce,
b. M. G. College & Astory Science,
Gurdyntam.

TO THE PRINCIPAL, le. M. G. College of Astr & science, Guliyaltam.

Respected mam,

Sub: Travelling & Accompodation Allowouces. Reg. reg.

I will participate faculty Development Programme hold on 30, 31 oct, 2017 organised by ICT Academy hold at Missimal wavajus munch Tain Engineering college, CMR in channai. I kindly request you to provide the Travelling and Accommodation Allowaness amounting to Rs. 1300 (Rupees Thousand Three hundred only) for two days only.

Than ling you,

Place: Gudiya Ham. Babe: 88-10-14 yours faithfully,

K.M.G.COLLEGE OF ARTS & SCIENCE, GUDIYATTAM

Inter Collegiate Seminars / Competitions / Sports Meet / Industrial Visit Travel Details

1. Name of the Department : BUSINESS ADMINISTRATION 2. Name of participating events : FDP Date of Visit :30 & 31 - Oct - 2017 4. Total Registration fee required if any Name of the institution & Place of visit : MERIMAL ENG COLLEGE, OMR, CHENNA No.of students participating Girls: : Boys : Total: : P-SHANKAR. Names accompanying staff 8. Staff incharge of the visit Mobile number of the staff incharge : 9043685674 : 30-10-2017 Time of Departure 11. Reg.No of the vehicle 12. Name of the Driver with Mobile No. 13. Name of the Conductor with Mobile No. 14. Time of arrival at the destination (Tentatively): 31-10-2017 : 01-11-2017 Time of Return to College(Tentatively) : Whar Signature of the Staff incharge

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Respected Madam.

SUB! ICT Academy FDP Training Program" Reg.

I wish to passicipate Faculty Development Poogsam held on 30% 31st Oct 2017 oroganized by ICT Academy held all Missoiral Havajee Munostr Juin Engineering College, ome Road, Chennai. I knowly sequest you to Poovide Travelling 2 Accomposition Doponses amconting to N. 1300 (one teasind other hundred only) for two day program only.

Thanking You

Yours Sincerely,

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Gudiyattam 08.01.2018

From

D. Shakila, Asst Professor & Head, PGR Research Dept. of Chemistry, TK.M.G. College of Arts & Sciences Gudiyattam.

To The Principal, K.M.G. College of Arts & Science, - Budiyattam.

Respected Madam, I wish to inform that I participated and Presented a Paper in the National Conference Conducted by the Department of Chemistry, D.K.M. College for Women, Vellore on 05.01.2018. The Registration fee that 9 Paid was Rs. 500/- on that day. Hence & landly request Permit me to claim the registration amount Ps. 500/from our college office. Herewith I enclosed the photology of Conference Pamphlet, Certificate for presentation (oral) and Attendance Certificate for your kind permonl.

Thanking you

Yours faithfully. Dishalily

Host Institution

D.K.M. College for Women established in the year of 1972, stands as a living testimony of the generosity and vision of our founder Shri. N. Krishnaswamy Mudaliar. It enjoys the pride of offering 18 UG courses, 12 PG courses with Departments offering Research Guidance/Supervision for 10 M.Phil. and 11Ph.D. programmes. The College which began 45 years ago with a student strength of 150 has grown today into a glorious support of learning with a strength of 3764 students. The college has been reaccredited by NAAC in 2016 (3rd cycle) and got autonomous status in 2008. The college has a team of experienced, efficient and dedicated faculty who have a passion for teaching and research. In an environment of erudition and innovation, the students are trained to acquire knowledge and skill to take the modern world head-on without compromising on core values.

About the Department

The Department of Chemistry of this institution was started in 1972 and upgraded to offer post graduate course in 2006. It has now grown as PG and Research department by offering M.Phil. and Ph.D. programmes. The department also aims to provide academic excellence and practical training to students to take up chaucinging assignments in the developments.

The Department is focusing mainly on educating and graduating rural women to compete with the modern world. The faculty members have received a financial support of around 60 lakhs from various funding agencies. The faculty and research scholars are constantly publishing their research findings in various peer reviewed national and international journals.

About the Conference

The IV - National conference on "EMERGING TRENDS IN CHEMICAL AND BIOLOGICAL SCIENCES (ETCBS - 2018)" to be conducted on 5th January 2018, will provide innovative ideas on current trends in research. The aim of the conference is to bring together the most distinguished scientists, industrialists, research scholars and academicians to share their ideas and findings. During the conference we expect collaborations at a national level, among experts in the various fields and we hope that the knowledge shared will be immensely useful to the budding scientists and research scholars.

Thrust areas

- · Polymer chemistry
- Nanochemistry
- Environmental chemistry
- · Green chemistry
- Organometallic chemistry
- Analytical chemistry
- Computational chemistry
- Biological and biomedical applications

Call for papers

- Abstracts of original research papers/articles are invited for both oral and poster presentation during the conference.
- Abstracts should not exceed 250 words with the format given below.

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- Authors are informed to submit the abstract with the indication of the preferred category of the type of presentation (oral/poster) to the email address chemistrydkmca@gmail.com
- Selected papers will be published in peer reviewed journals.
- Poster size- 120 cm x 80 cm

Key dates:

Call for abstract	From 15 th November 2017
Dead line of abstrag	27th December 2017
Notification to the authors regarding the acceptance of abstract	On or before 27 th December 2017
Conference date	5th January 2018

Registration fee:

Students (UG &PC)	Rs.250
Research Scholars/ Academician	Rs.500 ~
Industrialist	Rs.750
Paper Publication (including registration)	Rs.800

For Further Information Please Contact:

Dr.M. Nagarathinam (09486726445)

Dr.T.Gomathi (09894212668)

Organizing Secretar:es, ETCBS-2018

Dept. of Chemistry, DKM College for Women, Vellore - 632 001, Tamil Nadu.



D.K.M. COLLEGE FOR WOMEN



(AUTONOMOUS) Sainathapuram, Vellore - 632 001.

DEPARTMENT OF CHEMISTRY

IV - NATIONAL CONFERENCE

ON

EMERGING TRENDS IN CHEMICAL AND BIOLOGICAL SCIENCES (ETCBS- 2018)

5th January 2018

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M. Non-Organizing Secretary N. Theumph

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From

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Respected Madam.

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we have been selected to present a paper at international conference held on 27.02.2018 at masudhas known Jain college, vaniyambadi. The registration fee for the Same is Rs 1200/. The registration fee for the Same is Rs 1200/. Hence are request you to grant an amount of Rs 1200 towards registration fees. I enclosing heavith the copy of the papers published in the journal for your kind reference.

Thanking you.

yours faithfully.



Special Issue 5

February 2018

ISSN: 2320 - 4168

A STUDY ON CONSUMER BUYING PREFERENCE TOWARDS SELECTED COSMETICS IN FMCG AT VELLORE



Dr.K.Gomathy, M.Com. M.Phil., Ph.D.

Head and Assistant Professor, PG and Research Department of Communes
K.M.G. College of Arts and Science, Gudiyattam, Vellore District

Abstract

Cosmetics are the substances used to enhance the beauty of the Human body. Cosmetics Include skin-care creams, powders, lotions, perfumes waves, hair colours, deodaronts, baby products, bath oils and many other types' products. Their uses widespread especially among women in western countries as well as India. The objective of the study is to examine the Consumer buying decision behaviour towards FMCG of Cosmetics at Vellore. The study was conducted to through primary data and secondary data.

Keywords: Cosmetics, skin allergy, consumer satisfactions.

Introduction

Cosmetics are substances used to enhance protect the beauty of the human body. Cosmetics products are include perfumes, fingernail polishes, eye and facial makeup, haircolours, deodorant, powders, baby products, lipsticks, bath oils, permanent waves, and many other types of products. Their use is widespread, especially among women in western countries. A subset of cosmetics is called "make-up", which refers primarily to colour product intended to alter the user's appearance. Nowadays most of the MNCs concentrate on to manufacture more cosmetic products. Because India is the huge consumer market. Multinational Corporation that origin noted in the early 20th century, but the distribution and sale of cosmetic is spread among a wide range of different businesses.

Fast Moving Consumer Goods (FMCG) Industry in India

The FMCG industry in India is now growing rapidly because of the youngster rapid preference towards the cosmetics, glassware, batteries, bulbs, pharmaceuticals, packaged food products, white goods, house care products, plastic goods, tolletries, consumer on-durables. The FMCG market is highly concentrated in the urban areas as the rise in the income of the middle income group is one of the major factors for the growth of the Indian FMCG market. For this reason the researcher wishes to study the buying behavior of respondent towards cosmetics products.

Objective of the Study

- To determine the impact of consumer buying preference in cosmetic.
- · To identify the factors that influences the purchase of cosmetic.
- · To know the consumer Satisfaction towards quality and price.
- · To bring out the suggestions and conclusions.

Methodology

The Study is based on the both primary and secondary data. The primary data were collected from 150 respondents through questionnaire. The research wasconducted through random sample

International Conference on New Dimensions of Commerce in the Globalised ERA -2018 "NDCGE - 2018"

method. The secondary data are collected from journals, internet. The collected data has been analysed with the help of simple percentage and correlation relationship analysis.

Hypothesis

- .This is no relationship between age and media influence of cosmetics.
- There is no relationship between price and consumer satisfaction.
- There is no relationship between factors influence and frequency of purchase.

Limitation of the Study

- This Study is confined only on the consumer preference of cosmetics
- The geographical limitation of the study was restricted to the Vellore city
- The Sample size was limited to 150 consumers Due to time constraints.

Data Interpretation and Analysis

To know about the product

Table 1 Showing the Product influence of the respondent

From the above table it is inferred that 32% of the respondents are come to know about the product through online shopping (i.e. variety of colour, price), 28% of the respondents come to

Product Influence	No of Consumers	% of Respondents
Online shopping	48	37.
Advertisement	42	28
Friends	24	16
Relatives	36	24
Total	150	100

know about the product through the advertisements, 16% of the respondents well known from friends and 24 % of the respondents influenced from the relative aneighbours.

(Source: Primary data)

Factors Influence to Choose the Product Table 2 Showing the Factors influence of the respondent

Factors Influence	No of Consumers	% of Respondents
Price	53	35
Quality	42	28
Package	18	12
Purity	26	17
Availability	12	08
Total	150	100

From the above table, it is observes that majority 35% of the respondents are influenced by price, 28% of the respondents influenced by the quality of the product, 12% of the respondents influenced by convenience in package, 17% of the respondents most liked for the purity of the cosmetics and 8% of the respondents influenced through availability of cosmetics.

(Source: Primary data)

Factors influence the choice of the product Table No 3 Showing the Choice of the respondent

It is examined from the study that, 25 % of the respondent are used fair & Lovely, 30% of the

No of Consumers | % of Respondents Choice 38 Fair & lovely 30 45 Ponds cream 12 17 Lakme 10 15 Vaseline 23 Fairever 150 100 Total

responded preferred Ponds cream, 12 % of the respondents consumes Lakme, 10 % of the respondents preferred Vasetine and 23% of the respondents are preferred Fairever cosmetics. Majority of the respondent choice to prefer Ponds

(Source: Primary data)

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MARUDHAR KESARI IAIN COLLEGE FOR WOMEN. Vaniyambadi



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Test of Hypothesis

	Factors	Correlations	Results
Age	Media influence of choice	0.7754	Accepted (Correlated)
Price	Consumer satisfaction	0.3091	Accepted (Correlated)
Factors influence	Frequency of Purchase	0.9285	Accepted (Correlated)

Findings

The study shows that, 40% of the consumer are from the age group of below 20, 32% of the consumer from the age group of between 20 to 35, 17% of them from the below age group of 35 to 50, and 11% of them from the age group of above 50. Majority of the respondent are below 20 yrs age group respondent are more concentrate to the beauty maintenance. It is also observed that 41% are male and 59% are female. This shows those female respondents are more interested to use the cosmetics. Majority 46% of the respondent are highly satisfied to use the cosmetics, 42% of the respondents satisfied and 12% of them partly satisfied because of some adverse effect like kin allergy. From the total survey 20% of the consumers felt that the price of the product is very gh, 56% of the respondents felt the product price is high and 24% of them are felt that it is moderate. It is examined that 44% of the respondents are purchase the product monthly twice, 23% of them are purchase monthly once,21% of the respondent are purchase 2 month once and 12% of them purchase occasions due to festivals and functions.

Suggestion

Most of the of the consumers are like to use a cosmetics but they need at the minimum price.

Some respondents are like to use cosmetic occasions only because it's contains the chemicals create a skin problem and skin allergy. Consumers are like to continue the cosmetics with fruit mixed face cream and to avoid the skin marks, the price of the cosmetics reduced only the entry of the competitors not for consumer satisfaction. So the cosmetics manufacturer should create a awareness of product with reasonable price and also produce the product with eco-friendly to safeguard the health of the consumers.

Conclusion

The cosmetics product like fair cream plays an important role in the present world. This cosmetics has been given beautiful looking and it's give consumers personality confidence. Now Consumers are aware about the chemicals product as well as to maintain the health. So the cosmetic producing companies take green measures to safeguard the consumer health and produce customer satisfied products. Now days everybody has a beauty conscious especially teeninge female are much interested to use cosmetics. Consumers are needed an immediate reaction as well as ever best cosmetics.

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Department of Biochemistry.

K.M.G. College of Arts & Science.

To. The principal. K. M. Gr. College of Arts Sy Science. Gudiyaltam.

Respected Madam.

Hereby I regult you to issue me Rs. 1100 [100 Rs X 8 Students = 300, Rs 300 X 3 days = 900, I staff X 100 Rs = 100 Rs X & days = 200]. from YRC funds for Trowelling Allowance for attending 3 days Zonal level YRC training Programme from 21. 02. 2018 to 23. 02. 2018 at Therwallowan university. Serkadu.

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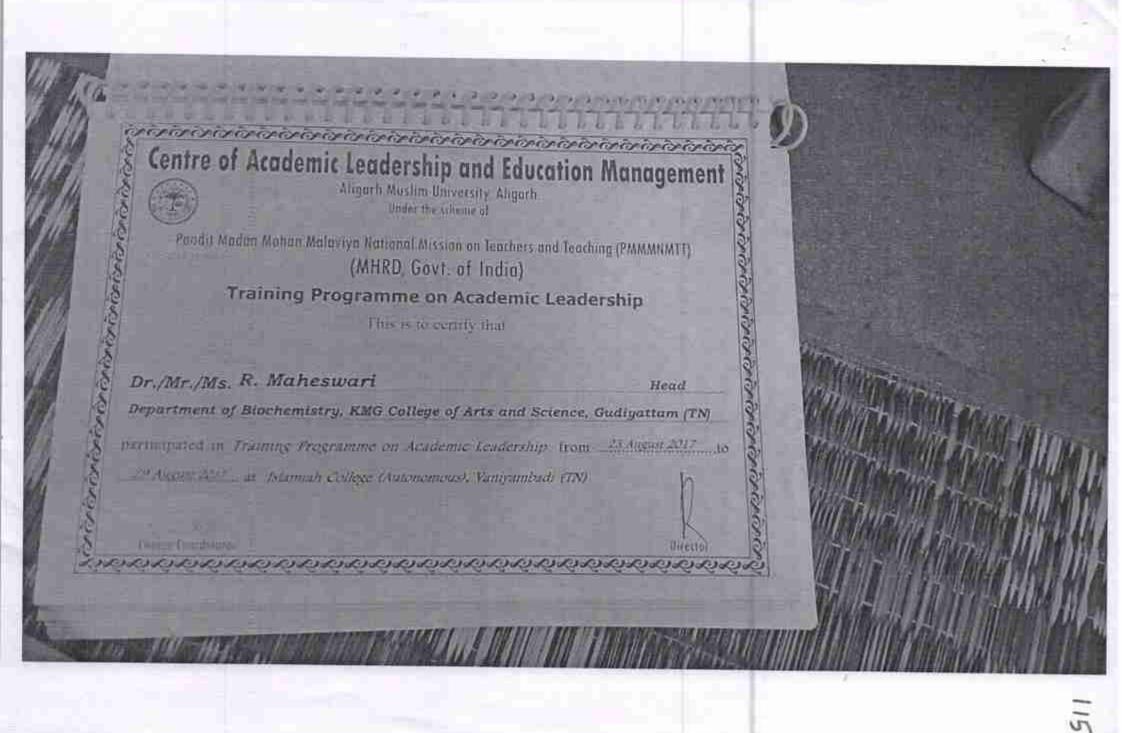


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2. Name of participating events	: FDP (Microsoft Analyst
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4. Total Registration fee required if any	Rs. 500 (5 days)
5. Name of the institution & Place of visit	: Auxillium College, Gud
6. No.of students participating	: Boys : Girls : Total :
7. Names accompanying staff	
8. Staff incharge of the visit	: R. Arjunan
9. Mobile number of the staff incharge	: 6269739884
10. Time of Departure	: 7.30
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FDP Name of participating events

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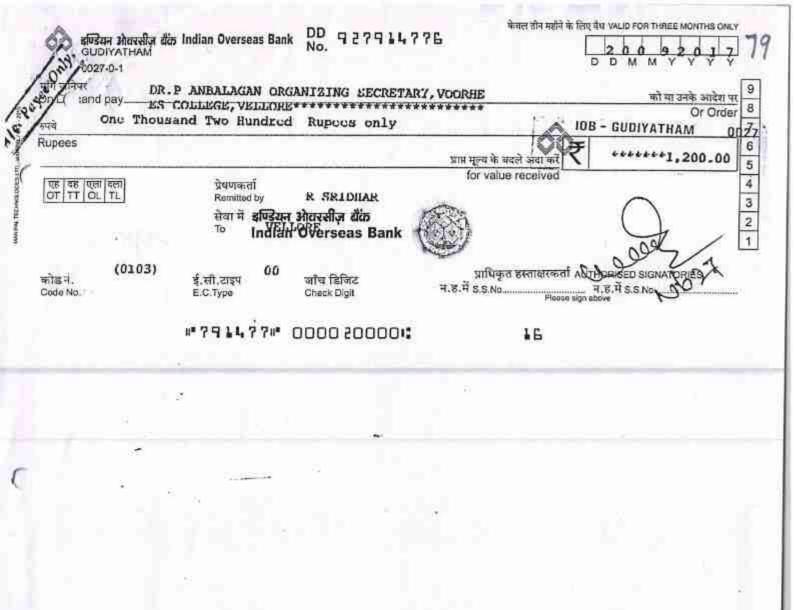
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To. The principal,

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Respected mem,

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I have to attend to State level Conference to be held at Voorhees College, vellone, from 27.05-2017 to de 9.2017 on Goods and Services Tax in Inchia, So.

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and Publication fees.

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