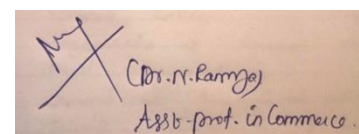


Research and Development Committee

Over All Research Activities during 2023-2024

Name of the Workshop/ Seminar	Department	Date
International Seminar on "Achievements and Challenges of women in Media"- Dr.K.Mangaiyarkarasi, Associate Professor, Women Development Cell, Bharathiar University, Coimbatore.	Department of Tamil	23.02.2024
International Special Lecture "Youth Career Ambassador"- Miss.Surbi Hirawat, Executive data scientist, Sports biz, Ambassador, Siddtha Vetha, USA.	Department of Tamil	04.03.2024
International Webinar on "The Influence of Technology on Inter- Cultural Communication: Bridging or Widening the Gap"- Dr. Anna Kuzio, Polish Linguist- cognitologist & Associate Professor, University of Zielona Gora, Poland.	Department of English	28.10.2023
"Feminism:A Supporting Element in Literature"- Dr.R.Krishnaveni,Assistant Professor & Head,Department of English,Puratchi Thalaivi Amma Government Arts and Science College,Palladam.	Department of English	20.01.2023
"Dissecting the Dynamics of a Novel" - Mr.Nitish Raj,Literary Critic turned Author,Entrepreneur,TEDx Speaker.	Department of English	24.01.2024
Webinar on "Cultural Studies" -Dr.K.Sivarama Krishnan,Assistant Professor of English,Rani Anna Government College for Women,Tirunelveli.	Department of English	07.02.2024
Professional Development Programme on "Mastering the Art of Research Interface Discussion" - Dr. Prathiba Natesan Batley, Professor,Department of Counseling and Human Development, College of Education, University of Louisville, United States.	Department of Mathematics	01.08.2023
Philosophy of Mathematics and its Application-Dr. P. Karthikeyan, Assistant Professor, Department of Mathematics,Sri Vasavi College, Erode.	Department of Mathematics	26.12.2023
Guest Lecture on "Bio photonics"- Dr. M. Lavanya, Associate Professor, PSGR Krishnamal College for women, Coimbatore.	Department of Physics	06.01.2024
Webinar on "Recent Research in Machine Learning Algorithms for Time Series Data" - Dr.S.Karunya, Assistant Professor, PG Department of Information	Department of Computer Science	13.02.2024

Technology and BCA, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai.		
Crafting The Foundation: "Exploring The Essentials Of Research Methodology- 5days FDP"- 1. Dr. C. Kanagaraj,CEO, Happy Valley Business School, Coimbatore., 2. Dr. T. Bina Director, Happy Valley Business School, Coimbatore. 3. Mr.Arun Chandran Assistant Professor, Happy Valley Business School, Coimbatore, 4. Dr. K. Sampath Kumar, HOD, Happy Valley Business School, Coimbatore. 5. Dr. S. T. Nambi, Associate Professor, Happy Valley Business School, Coimbatore .	Department of Commerce	09.10.2023 to 13.10.2023
"Statistical Tools in Research" (Student Development Programme) - Dr. T.Kokilapriya, Assistant Professor in commerce, P.K.R. Arts College for Women, Gobi.	Department of Commerce	04.12.2023
Capacity Building Programme on "Artificial Intelligence in Social Science Research" - 1. Dr.R.Kavitha, Associate Professor, School of Sciences, Department of ComputerScience, CHRIST Deemed to be University, Bangalore. 2.Dr.R.Sangeetha, Associate Professor, School of Business and Management, Department of Management Studies, CHRIST Deemed to be University, Bangalore.	Department of Commerce	09.02.2024
"Analytical forge mastering multivariate insights- Hands on Capacity building Programme" - Dr.M.Nisha, Assistant Professor, Department of Management, Bharathiar University PG Extension & Research Center, Erode	Department of Management	07.02.2024



Dr. R. Ranganj
Assst. prof. in Commerce.

Research Coordinator

International Seminar on Achievements and Challenges of women in Media

Report



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Ref. No.

Date 19/03/2024

பி.கே.ஆர்.மகளிர் கலைக் கல்லூரியில் 23.02.2024 (வெள்ளிக்கிழமை) அன்று தமிழ்த்துறையும், கவிஞர் முனைவர் ஆலந்தார் கோ.மோகனரங்கன் தமிழியல் ஆய்வு மையம் இணைந்து நடத்தும் ஊடக உலகில் பெண்களின் சாதனைகளும், சவால்களும் எனும் தலைப்பில் பன்னாட்டு கருத்தரங்கம் நடைபெற்றது. நிகழ்வில் கல்லூரியின் தாளாளர் மற்றும் செயலர் திரு.பி.வெங்கடாசலம் அவர்கள் முன்னிலை வகித்தார். தமிழ்த்துறைத் தலைவர் முனைவர்.ச.மரகதமணி அவர்கள் அனைவரையும் வரவேற்க. கல்லூரியின் தலைமைச் செயல் அதிகாரி திருமதி. ஜேகதாலட்சுமி அவர்கள் வாழ்த்துரையும், முதல்வர் முனைவர் ந.எழிலி அவர்கள் பாராட்டுரையும் வழங்கினர். கருத்தரங்கிற்கு தலைமையேற்று ஒருங்கிணைத்த கவிஞர் முனைவர் ஆலந்தார் கோ.மோகனரங்கன் தமிழியல் ஆய்வுமைய இயக்குநர் முனைவர் மோ.பாட்டழகன் ஐயா அவர்கள் பெண்கள் முன்னேற்றத்திற்கு ஊடக உலகில் தோற்றுவாயாக அமைந்த பெண்கள் குறித்து நோக்கவுரையாற்றினார். அடுத்து முதல் ஆய்வுரையை கோவை பாரதியார் பல்கலைக்கழக மகளிரியல் துறை இணைப்பேராசிரியர் முனைவர் கே.மங்கையர்க்கரசி அவர்கள் பெண்கள் தங்களின் ஆளுமையை வளர்த்துக் கொண்டு பொருளாதார நிலையில் உரிமைப்பெறுதல் வேண்டும் என்று உரையாற்றினார். அவரைத் தொடர்ந்து யாழ்ப்பாண யோகம்மாள் கலைக் கூடத்தின் இயக்குநர் தேசமணி குமாரு யோகேஸ்வரன் ஐயா அவர்கள் இணையவழியில் இணைந்து மக்களின் வாழ்வியலையும், பெண்களின் துயர நிலையினையும் எடுத்தியம்பி ஆய்வுரை இரண்டை நிறைவு செய்தார். இவரை அடுத்து பாட்டியாலா பஞ்சாப் பல்கலைக்கழக பஞ்சாபி மொழியியல்துறை இணைப்பேராசிரியர் முனைவர் சி.ஜி.சங்கர் ஐயா அவர்கள் பெண்கள் ஊடகத்துறையில் சாதிதல் வேண்டும், அதற்கு பன்மொழிப்புலமை வளர்த்துக்கொள்ளுங்கள் என்றும் பெண்களுக்கான பல்வேறு வேலைவாய்ப்புகள் குறித்தும் சிறப்புரையாற்றினார். அடுத்த நிகழ்வாக மதியம் 2 மணியளவில் இரண்டாவது அமர்வில் பிராவிடன்ஸ் மகளிர் கல்லூரி தேசிய மாணவர் படை இணை அலுவலரும், மக்கள் தொடர்பு அதிகாரியும், பிரஞ்சுதுறை உதவிப் பேராசிரியர் சிந்தியாஜார்ஜ் அவர்கள் தலைமையுரையாற்றினார். பெண்கள் ஒவ்வொருவரும் சூரியனைப் போர் பிரகாசிக்கக் கற்றுக் கொள்ளுங்கள் தீமையை சுட்டெரிக்கவும் தீமை அணுகாது சூரியனாய் திகழவும் கற்றுக்கொள்ளுங்கள் என்றார். ஆய்வுரை முற்றில் எழுத்தாளரும், மலேசிய ஊடகவியலாளருமான பொன்கோகிலம் அவர்கள் பெண்கள் வாழ்வில் எதிர்கொள்ளும் பிரச்சனைகள், சவால்கள் மற்றும் அதனை எவ்வாறு வெற்றிக்கொள்ளலாம் என்பனக் குறித்து உரையாற்றினார். அடுத்து மாணவிகள் தாங்கள் கற்றுக்கொண்டதை மிகச்சிறந்த பின்னூட்டமாக வழங்கினர். இறுதியாக தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் ப.உமாமகேஸ்வரி அவர்கள் நன்றியுரை நவில விழா இனிதே நிறைவுற்றது.

19/03/2024

International Special Lecture on Youth Career Ambassador

Report



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Date 4.3.2024

மேய், பி.கே.ஆர். மகளிர் கலைக் கல்லூரி, தமிழ்த்துறை சார்பாக 4.3.2024 அன்று காலை 10.00 மணியளவில் இளைஞர் தொழில் தூதர் மற்றும் துணை ஆசிரிய அய்யாவு தகவல் தொழில் நுட்பத்துறை சித்தா வேதா பன்முகத்தன்மை என்ற தலைப்பில் பன்னாட்டு சிறப்புச் சொற்பொழிவு நடைபெற்றது. இந்திகழ்வில் சிறப்பு விருந்தினராக அமெரிக்கா, ஸ்போர்ட்பிஸ் தூதர் சித்தா வேதா, நிர்வாக தரவு விஞ்ஞானி, சுர்பி ல்ராவத் அவர்கள் கலந்து கொண்டார்.

அவர்தம் உரையில் மாணவர்களின் கல்வி ஊக்கத்தொகை பெறுவதற்கான வழிகள் குறித்து எடுத்துரைத்தார். மாணவர்கள் கல்விப் படிப்பை தாண்டி ஆய்வில் கவனம் செலுத்த வேண்டும். அவ்வாறு ஆய்வு மேற்கொள்ளும் போது பலதுறை சார்ந்த அறிவும் வேலைவாய்ப்பும் அதிகரிக்கும் என்று மாணவிகளுக்கு அறிவுறுத்தினார். மேலும் ஊக்கத்தொகை பெறுவதற்கான நான்கு படிநிலைகள் குறித்து சிறப்பாக எடுத்துரைத்தார். இந்திகழ்வில் இந்து சமய அறிநிலைத் துறை சார்பாக நடைபெற்ற வள்ளலார் 200 முப்பெரும் விழாவில் கலந்து கொண்டு சிறப்பித்த மாணவியர்களுக்கும் உலகம் போற்றும் சித்த மருத்துவம் பன்னாட்டுத்தமிழ் அய்யாவுக் கருத்தரங்குகளில் பங்குபெற்ற மாணவியர்களுக்கும் சான்றிதழ் வழங்கப்பட்டது.

இந்திகழ்வில் தமிழ்த்துறைத் தலைவர் முனைவர் ச.மரகதமணி அவர்கள் வரவேற்புரை மற்றும் அறிமுகவுரை ஆற்றினார். தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் க.மோகனா அவர்கள் நன்றியுரை வழங்க விழா இனிதே நிறைவுற்றது.


Dr (Mrs). N.EZHILA
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International Webinar on The Influence of Technology on Inter- Cultural Communication: Bridging or Widening the Gap

Report


P.K.R. ARTS COLLEGE FOR WOMEN
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Gobichettipalayam

Report on International Webinar on the Influence of Technology on Inter-Cultural Communication Bridging or Widening the Gap

The Department of English organized an International Webinar on the Influence of Technology on Inter-Cultural Communication Bridging or Widening the Gap on 28.10.2023.

The programme began by invoking the blessings of the Lord Almighty. Ms. Sneha of III-BA English Literature welcomed the gathering and introduced the chief guest, Dr. Anna Kuzio, Polish Linguist-Cognitologist & Associate Professor, University of Zielona Gora, Poland was the resource person.

She started the session by introducing the Evolution of Technology in Communication. She made the students to understand the benefits of technology in Inter cultural communication. She persisted on the purpose and the scope of the presentation. She explained about the importance of technology in education and how it helps in Inter-cultural communication. She discussed the concept of the digital divide and its impact on global inter-cultural interactions. She highlighted the benefits of technology in enhancing Cross-cultural understanding and cooperation. She encouraged the students to improve their communication in the digital age. The students actively participated in the interactive session.

The vote of thanks was proposed by Ms. Safrin Fathima of III - BA English Literature.

No. of Beneficiaries: 93 students and 11 faculty members.

Outcome of the Programme:

- Understanding the impact of technology on intercultural communication can lead to a deeper comprehension of the dynamics at play when different cultures interact through digital mediums.
- The webinar helps to promote a balanced approach to utilizing technology in intercultural communication.

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Feminism: A Supporting Element in Literature

Report



P.K.R. ARTS COLLEGE FOR WOMEN, GOBI
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REPORT

Name of the Programme : Seminar on Feminism: A Supporting Element in Literature

Department: English, **Date:** 20.01.2024, **Venue:** MBA Seminar Hall, **Time:** 10.30am – 12.30pm

Guest details: Dr. R.Krishnaveni, Assistant Professor & Head, Department of English, Puratchi Thalaivi Amma Government Arts and Science College, Palladam.

Objective of the Seminar: To know about the significance of feministic approaches and theories in literature

The Department of English organized a seminar on Feminism: A Supporting Element in Literature on 20.01.2024. The programme began by invoking the blessings of the Lord Almighty. Ms. S. Safrin Fathima of III BA English Literature welcomed the gathering and introduced the chief guest. The Chief Guest for the seminar was Dr. R.Krishnaveni, Assistant Professor & Head, Department of English, Puratchi Thalaivi Amma Government Arts and Science College, Palladam.


She started the session with the quote of Virginia Woolf "As a woman I have no country. As a woman, my country is the whole world". In order to make the session interactive she raised a few simple quizzes related to feminism and the students took active participation in it. She made the students to analyze and understand the concept of feminism during the pre and post independence era by quoting different writers' works. She emphasized the importance of feministic approaches as well as highlighted the importance of feminist theory by referring to the works of a few writers such as Margaret Atwood, Leo Tolstoy, Kamala Das and D.H.Lawrence. She illustrated classical female characters from Ramayana and Mahabharata pouring a different view on Sita, Draupadi, Kunti, Gandhari and others. She concluded the session with video clips from movies and epics relating to feministic approaches and theories.

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Dissecting the Dynamics of a Novel

Report

Date: / /



P.K.R. ARTS COLLEGE FOR WOMEN, GOBI
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Gobichettipalayam

REPORT

Name of the Programme: Webinar on Dissecting the Dynamics of a Novel

Date: 24.01.2024 **Venue:** Google meet **Time:** 3.00 pm

Guest detail: Mr. Nitish Raj, Literary Critic turned Author, Entrepreneur and TEDx Speaker.

Objective of the Webinar: The objective of this webinar was to introduce layers of storytelling, character development, thematic elements and fostering a deeper appreciation for the craft of novel writing.

Content: The Department of English organized a webinar on Dissecting the Dynamics of a Novel. The programme began by invoking the blessings of the Lord Almighty. Ms. U.Nivetha of I MA English Literature welcomed the gathering and introduced the chief guest. The Chief Guest for the webinar was Mr. Nitish Raj, Literary Critic turned Author, Entrepreneur and TEDx Speaker. He started the session with the question "Do you know how old novel is and what the first novel in the world is?" In order to make the session interactive he raised a few simple quizzes related to novel and the students took active participation in it. He discussed about history and origin of novel. He discussed the characteristics of novel like plot, length, word count, theme and characterization. He emphasized the importance of character development and dialogues in novel. He introduced the students to four types character and various types of novel like Epistolary, Bildungsroman, Künstlerroman, regional and Gothic etc. he described about the various genres in novel like fantasy, science fiction, thriller, horror, historical fiction, dystopian, graphic novel and detective etc. he also discussed about the five compounds of novel and its importance. He concluded the session by telling the importance of marketing for authors. The students actively participated in the interactive session. The vote of thanks was proposed by M.Gowsika of I MA English Literature.

No. of Beneficiaries: 65 Students and 7 Faculty members


Outcome of the Programme: The webinar met its objectives of dissecting the dynamics of a novel, leaving participants with a deeper understanding and practical tools to appreciate, analyze and engage with novels on a more profound level.

P. N. Pushpalatha

P.N. PUSHPALATHA M.A.M.Phil.
ASSISTANT PROFESSOR & HEAD
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Webinar on Cultural Studies

Report


P.K.R. ARTS COLLEGE FOR WOMEN
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Coimbatore

REPORT

Name of the Programme: Webinar on Cultural Studies
Date: 7th February 2024
Venue: Google Meet
Time: 10.30 AM

Guest detail: Dr. K. Sivarama Krishnan, Assistant Professor of English, Rani Anna Government College for Women, Tirunelveli.

Objective of the Webinar/Seminar/Conferences:
To provide the students with a range of tools to analyze how cultural practices and meanings are produced, circulated and exchanged.

Content:
The Department of English organized a Webinar on "Cultural Studies" on 7th February 2024 through Google meet. The programme began by invoking the blessings of almighty. Ms. U. Nivetha, I MA English Literature welcomed the gathering and introduced the chief guest. The chief guest of the programme was Dr. K. Sivarama Krishnan, Assistant Professor of English, Rani Anna Government College for Women, Tirunelveli.

He started his presentation by explaining the importance of cultural studies and the role of social institutions in the shaping of culture. He explained about various branches of cultural studies. Repressive State Apparatuses (RSA) and Ideological State Apparatuses (ISA). And he elucidated various essays and theories like "On Education" and "The Intellectuals" to define the power of ideology in reproducing the economic system and social structure. Various key thinkers and works in cultural studies were highlighted by the speaker. He specifically concentrated on the influence of mass media on the culture of people.

The students actively participated and their queries were clarified at the end of the session. The webinar concluded with the vote of thanks conveyed by Ms. S. Sathya Parthana, III BA English Literature. The Webinar enhanced knowledge on Cultural Studies and all the students and faculty members were benefited.

No. of Beneficiaries: 62 students and 12 faculty members

Outcome of the Programme:
The students were able to recognize various local, regional and foreign influences and indigenous development of cultural processes.

P.N. Pushpalatha
P.N. PUSHPALATHA, M.A., M.Phil.,
ASSISTANT PROFESSOR & HEAD
DEPARTMENT OF ENGLISH,
P.K.R. ARTS COLLEGE FOR WOMEN
(AUTONOMOUS)
COIMBATORE - 638 470.

Professional Development Programme on Mastering the Art of Research Interface Discussion

Report

PROFESSIONAL DEVELOPMENT PROGRAMME INTERFACE DISCUSSION

Date: 01/08/23

Time: 12:00 p.m.

Venue: PG Conference Hall

Participants: Maths & Computer Science
Department faculty

Resource Person

Dr. Parthiba Natesan Batley
Professor,
Department of Counseling and Human Development
College of Education
University of Louisville
United States

Content: Interface Discussion in Machine Learning

Objective of the Programme:

- To create interfaces that allow seamless integration of different types of data, while also providing mechanisms to transform, preprocess, and clean the data as needed for the learning process.
- To promote collaboration by providing clear documentation, well-defined APIs (Application Programming Interfaces), and standardized protocols for communication.
- To provide mechanism to monitor the behavior of the machine learning system.
- To ensure that sensitive data handled securely. This involves implementing encryption, access controls, and other security measures to protect data and models from unauthorized access.

No. of Beneficiaries: 35 Faculty members

Outcome of the Programme:

- Well-designed interfaces make it easier for users to interact with the utilize machine learning system.
- Leading to quicker iteration and faster time - to - market for ML-powered applications
- Interfaces that facilitate collaboration between data scientists, domain experts, and other stakeholders.
- Clear and intuitive interfaces can accelerate the development and deployment of machine learning models.

R. Jamm 1/8/23

Philosophy of Mathematics and its Application

Report



P.K.R. ARTS COLLEGE FOR WOMEN, GOBBI
Re-Accredited with 'A' Grade by NAAC
Autonomous Institution-Affiliated to Bharathiar University
DEPARTMENT OF MATHEMATICS
REPORT

Name of the program:

Topic on Philosophy of Mathematics and its Application

Guest : Dr. P. Karthikeyan,
Assistant Professor,
Department of Mathematics,
Sri Vasavi College, Erode.

Objective of the Program: To explore the profound domain of the Philosophy of Mathematics and elucidate its real-world applications.

Topic on Philosophy of Mathematics and its Application was conducted by Department of mathematics, P.K.R. Arts College for women on 26.12.2023 at 3.00 p.m in MBA Seminar Hall. The event commenced with a prayer song by Ms. Jaisri of III B.Sc Mathematics. A warm and inviting welcome address was given by Ms. S Arrohalekha, Assistant Professor in the Department of Mathematics.


Dr. P. Karthikeyan, a distinguished Assistant Professor in the Department of Mathematics at Sri Vasavi College, Erode, was invited to share his expertise and insights on this intellectually stimulating topic. The function aimed to provide the audience with a deeper understanding of the philosophical foundations of mathematics and how these principles are practically applied in various fields.

The program culminated with a vote of thanks by Ms. P. Vidhya, Assistant Professor in the Department of Mathematics.

Outcome of the Program: Attendees gained insights into the practical applications of mathematical philosophy, recognizing its relevance in problem-solving and various real-world.

No. of Beneficiaries: 55 Students and 13 Faculty Members

Organizing Secretary : Ms.S.Arrohalekha


(Signature of the HOD with Seal)

Guest Lecture on Bio photonics

Report



P.K.R. ARTS COLLEGE FOR WOMEN, GOBI
Re-Accredited with 'A' Grade by NAAC
Autonomous Institution-Affiliated to Bharathiar University
REPORT
Guest Lecture on Bio-Photonics

Date - 06.01.2024 & Time 12.00 p.m

Venue: UG Conference Hall

The Guest Lecture on Bio Photonics held on January 6, 2024, at the UG Conference Hall, P.K.R Arts College for Women, Gobichettipalayam, aimed to provide attendees with valuable insights into the interdisciplinary field of Bio Photonics. **Dr.M.Lavanya, an Associate Professor at PSGR Krishnamal College for Women, Coimbatore**, graced the occasion as the esteemed chief guest, bringing her expertise and knowledge to the forefront.

The session commenced with a comprehensive introduction to Bio Photonics, emphasizing its interdisciplinary nature incorporating physics, biology, and optics. Dr.M.Lavanya provided a clear overview of the field's applications and significance in contemporary scientific research.

Dr.M.Lavanya explored recent technological breakthroughs in Bio Photonics, shedding light on innovations that have transformed imaging, sensing, and diagnostic methodologies in the life sciences. Dr.M.Lavanya explored recent technological breakthroughs in Bio Photonics. The lecture was followed by an interactive session, providing attendees with the opportunity to engage directly with Dr.M.Lavanya. The session facilitated insightful discussions, allowing participants to seek clarifications.

No. of Beneficiaries: 64 Students and 08 Faculty members from Physics department and 39 students from Mathematics department.

Objective:

The objective of the Guest Lecture on Bio Photonics was to provide attendees with a comprehensive understanding of the interdisciplinary nature and recent advancements in Bio Photonics.

Outcome:

The participants left with a deeper appreciation for the field and a heightened motivation to explore further studies and research in Bio Photonics.

Gp 2/1/24 <C. ARULJOATHI>
(Signature of the HOD with Seal) i/c
Head,
Department of Physics,
P.K.R. Arts College for Women,
Gobichettipalayam - 638476.

Crafting The Foundation: Exploring The Essentials Of Research Methodology

Report



P.K.R. ARTS COLLEGE FOR WOMEN, GOBICHETTIPALAYAM
Reaccredited with 'A' Grade by NAAC
Autonomous Institution- Affiliated to Bharathiar University.

REPORT FOR FIVE DAY FACULTY DEVELOPMENT PROGRAMME

Name	Crafting the Foundation: Exploring the Essentials of Research Methodology
Date	09.10.2023 to 13.10.2023
Mode	Google Meet (Online)
Time	7.00 pm to 8.00 pm
Resource person 1	Dr. C. Kanagaraj CEO, Happy Valley Business School, Coimbatore.
Resource person 2	Dr. T. Bina Director, Happy Valley Business School, Coimbatore.
Resource person 3	Mr. Arun Chandran Assistant Professor, Happy Valley Business School, Coimbatore.
Resource person 4	Dr. K. Sampath Kumar HOD, Happy Valley Business School, Coimbatore.
Resource person 5	Dr. S. T. Nambi Associate Professor, Happy Valley Business School, Coimbatore.

A Five Day FDP on Crafting the Foundation: Exploring the Essentials of Research Methodology has been collaboratively organized by the department of commerce, P.K.R. Arts College for Women, Gobichettipalayam with Happy Valley Business School, Coimbatore from 09.10.2023 to 13.10.2023 through Google Meet between 7.00 pm to 8.00 pm.

Objective of the programme:

The objective is to provide support and guidance to the faculty members and research scholars in the social sciences, specifically focusing on research methodology. It aims to cover the fundamental aspects of research methodology, both in theory and practice. The course will emphasize key areas such as defining research problems, creating research hypotheses, conducting literature reviews, using various data collection methods, selecting appropriate statistical analysis techniques and enhancing report writing skills.

Programme Outcome:

The five days Faculty Development Programme was very effective and both research scholars and faculty members participated enthusiastically in the programme. The participants gained knowledge in the aspects of basics of research, selection of research problem, literature review, sampling methods, collection of data and analytical tools in research with real time examples.

The FDP programme creates awareness and confidence for budding research scholars to pursue the research.

FDP Coordinator: Mrs.P.M.Shiyana,
Assistant Professors,
Department of Commerce.

(Signature of the HOD with Seal)

Dr. P. NATESAN, M.Com., M.Phil., Ph.D.,
DEAN and HEAD
Department of Commerce,
P.K.R. Arts College for Women
Gobichettipalayam-638 476.

Day 1:

First Session of FDP on **Understanding Research and Research Design** was handled by Dr. C. Kanagaraj, CEO, Happy Valley Business School, and Coimbatore. The resource person highlighted the roadmap of research journey, the various types of research and he gave an overview of the research process.

Around 20 scholars and 80 faculty members have participated in the programme. Further the queries were answered by the resource person.

Day 2:

Second Session of FDP on research problem identification was delivered by Dr. T. Bina, Director, Happy Valley Business School, Coimbatore. She highlighted the factors to be considered in identifying the research problem, formulation of objectives with real time examples.

Around 30 scholars and 70 faculty members were benefited.

Day 3:

Third Session of FDP on Literature Review process was delivered by Mr. Arun Chandran, Assistant Professor, Happy Valley Business School, Coimbatore. The Key points discussed in the session were the importance of literature review for research, the procedure to conduct the literature review and the sources available for getting literature review.

Around 30 scholars and 80 faculty members have participated and benefited out of the programme.

Day 4:

Fourth Session of FDP on Data Collection methods handled by Dr. K. Sampath Kumar, HOD, Happy Valley Business School, Coimbatore. He gave a basic introduction and discussed the differences between qualitative and quantitative research. Further, he explained the various sampling methods in research, determination of sample size and discussed the real time examples relating to survey methods. Around 25 scholars and 85 faculty members were benefited.

Day 5:

Fifth Session of FDP on Data Analysis and Interpretation was handled by Dr. S.T. Nambi, Associate Professor, Happy Valley Business School, Coimbatore. He gave an introduction on data analysis, various statistical tools used in the research. He gave an insight on interpretation of findings and pointed out some of quantitative and qualitative data analysis used in research.

Around 20 scholars and 90 faculty members have participated in the programme.

Statistical Tools in Research

Report



P.K.R. ARTS COLLEGE FOR WOMEN, GOBI
Re-Accredited with 'A' Grade by NAAC
Autonomous Institution-Affiliated to Bharathiar University

DEPARTMENT OF COMMERCE

REPORT

Students Development Programme on
STATISTICAL TOOLS IN RESEARCH (Hands-on Training)

DATE: 4th December 2023

Venue: Hall No. 27

Time: 9.30 am to 3.30 pm

OBJECTIVE OF THE PROGRAMME

To give hands-on training to PG students on statistical tools in research using SPSS package and Excel to effectively carry out research.

Students Development Programme on 'Statistical Tools in Research (Hands on training)' was organised by the Department of Commerce on 4th December, 2023. The resource person of the programme was Dr.T.Kokilapriya, Assistant Professor of Commerce, P.K.R. Arts College for Women. The programme started with welcome note and introduction of the resource person by Ms.S. Kavipriya of II M.Com. The resource person outlined the meaning of research, objectives of research, selection of research problem, review of literature and research process. Practical explanation was given in the aspects of how to conduct review of previous studies and construction of questionnaire/ interview schedule. Further, she proceeded with coding of data, importing data from Excel to SPSS, defining and recoding variables, labeling variables, identifying missing values, measurement scales and computation of total score and average score. Further, the session focused on analytical tools like computation of mean, percentage and standard deviation using SPSS. Testing of hypothesis with Chi-square test, One-way ANOVA, independent sample t-test and z-test were explained practically and students practiced on their own with sample data. Hands-on training was also given to compute Correlation, Regression, Reliability Analysis and Factor Analysis. Ranking techniques like Simple Ranking Technique,

Weighted Score Ranking Technique and Garrett's Ranking Technique have also explained using Excel. At the end of the session, an overview of preparation of research report which was demonstrated with an example. The vote of thanks was proposed by Ms.N.Gayathri, II M.Com.

No. of Beneficiaries: 22 students of II M.Com and 2 faculty members.

Outcome of the Programme:

1. The students got well trained in using SPSS and Excel.
2. The students got exposure to process the research data of their own.

Organizing Secretary: Ms.S.Kirubharani
Assistant Professor and Head
Department of Commerce
P.K.R. Arts College for Women
Gobichettipalayam.

Signature of the Head of the Department

Dr. P. NATESAN, M.Com., M.Phil., Ph.D.
DEAN and HEAD
Department of Commerce,
P.K.R. Arts College for Women
Gobichettipalayam-638 476.

Capacity Building Programme on Artificial Intelligence in Social Science Research

Report



P.K.R. ARTS COLLEGE FOR WOMEN, GOBI
Reaccredited with 'A' Grade by NAAC
Autonomous Institution-Affiliated to Bharathiar University
REPORT

Name: Capacity Building Programme on Artificial Intelligence in Social Science Research

Date : 09.02.2024

Venue: II M.B.A Hall

Time: 10.00a.m. to 3.30 p.m.

Resource Persons: 1. Dr. R. Kavitha, Associate Professor,
School of Sciences,
Department of Computer Science,
CHRIST Deemed to be University, Bengaluru.
2. Dr. R. Sangeetha, Associate Professor,
School of Business & Management,
Department of Management Studies,
CHRIST Deemed to be University, Bengaluru.

Content:

The Capacity Building Programme on 'Artificial Intelligence in Social Science Research' was organized with the aim of equipping participants with essential skills and knowledge. The program was conducted through a combination of lectures, hands-on exercises and practical projects. The program employed a blended learning approach, combining theoretical knowledge with practical application. Each session consisted of a lecture segment followed by hands-on training to reinforce learning. Participants were provided with learning materials, coding and access to relevant resources to support their learning journey. In addition, participants were encouraged to collaborate, raise questions and seek assistance from instructors and peers throughout the program. An overview of popular AI techniques and tools used in social science research, participants engaged in hands-on activities to apply AI techniques to analyze social science data sets.

Objective of the Programme:

1. To provide participants with an understanding of the fundamentals of artificial intelligence and its relevance to social science research.

2. To familiarize participants with AI techniques and tools commonly used in social science research.
3. To enable participants to apply AI techniques to analyze social science data and derive meaningful insights.

No. of Beneficiaries: 72 Students and 24 Faculty members

Outcome of the Programme:

1. Understanding of the fundamentals of artificial intelligence and its applications in social science research.
2. Familiarity with AI techniques including natural language processing, machine learning algorithms and data visualization tools.
3. Participants engaged in hands-on activities to apply AI techniques to analyze social science data sets.

Organizing Secretary: **Dr. T. Kokilapriya**
Assistant Professor in Commerce,
P.K.R. Arts College for Women,
Gobichettipalayam.


(Signature of the HOD with Seal)

Dr. P. NATESAN, M.Com., M.Phil., Ph.D.,
DEAN and HEAD
Department of Commerce,
P.K.R. Arts College for Women
Gobichettipalayam-638 476.

Analytical forge mastering multivariate insights-Hands on Capacity building Programme

Report



P.K.R. ARTS COLLEGE FOR WOMEN

Autonomous Institution - Affiliated to Bharathiar University

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DEPARTMENT OF MANAGEMENT ANALYTICAL FORGE MASTERING MULTIVARIATE INSIGHTS-HANDS ON CAPACITY BUILDING PROGRAMME

Date: 07.02.2024

No. of Beneficiaries: 1 MBA - 48 students

Facilitator: Dr.M.Nisha, Assistant Professor, Department of Management,
Bharathiar University PG Extension & Research Center, Erode

Objective of the programme: The program aimed to enhance their proficiency in advanced analytical skills, particularly focusing on statistical techniques and data analysis tools.

Report:

This program focused on equipping students with advanced analytical skills to tackle multivariate data challenges effectively. Through interactive workshops and practical exercises, students gained proficiency in statistical techniques and data analysis tools. Dr. Nisha's guidance ensured a comprehensive learning experience, emphasizing the application of analytical methodologies to real-world scenarios. The program successfully enhanced students' capacity in deriving actionable insights from complex data sets, contributing significantly to their analytical skill development.

Outcome of the Programme:

- Improved proficiency in advanced analytical techniques among management students.
- Enhanced understanding and application of statistical methods and data analysis tools.
- Increased capability to tackle multivariate data challenges effectively.
- Strengthened practical skills through interactive workshops and exercises.
- Empowered management students with valuable insights and competencies for future analytical roles.

Organizing Secretary: Mrs.R.Gomathi, Assistant Professor, Department of Management

Report Prepared by
Ms.B.Angavi

Verified by
Dr.S.Vidhya

Signature of the HOD with Seal
Dr.V.Kavitha

Dr. V.KAVITHA
HOD, Department of
P.K.R. Arts College
Gobichettipalayam