

TERF's Academy College of Arts and Science, Tiruppur

ANNUAL REPORT (2024-25)

Since 2006, the focus of Our TERF ' S Academy College of Arts and Science is to provide quality education to the rural students of this region and develop their overall personality. The college improves the infrastructure facilities and new academic initiatives continuously to achieve this vision.

This year, we have added smart classes rooms for the students with LED screen projectors, individual computer systems for all the departments, an Amphitheater, Canteen dining hall with upgraded facility and this open concrete stage to organise events like this.

Our highly qualified and dedicated 24 faculty members (7 PhDs, 12 MPhil and NET) take care of the education process

Our present total students strength is 494 with 193 students in the 1st year UG and PG, 153 students in the 2nd year UG and PG and 133 students in the 3rd year UG and 15 Doctoral Research students.

At present we offer B.COM (CA), B.Com(PA), & M.COM (CA) and Ph.D in Commerce, BBA, B.Sc (CS)., BCA., B.Sc Maths (CA) & B.Sc (CDF). New courses B.COM & M.Sc (CS) will be introduced in next Academic Year.

It is a great pleasure to celebrate our College 19th Annual day and I stand before you to present the Annual report for the academic year (2024-2025), which was genuinely an eventful year of success.

Staff Activities

Publications by our Faculty:

1. Dr.K.Karuppusamy published a book "Financial Services" Charulatha Publications in June 2024 with ISBN

2. Mr.S.Sivasubramaniam,Assistant Professor in Computer Science published a book on **“WEB DEVELOPMENT USING PYTHON WITHDJANGO”** Haayan Publications with ISBN.
3. Ms.T.VidyaKrishnan, PH.D Scholar and Dr.K.Karuppusamy, Research HOD published an article titled **“Perception of Banking Employees towards Green Banking Service and their Implications for Sustainable Development in Calicut District, Kerala”** in the International Journal of Creative Research Thoughts.
4. Ms.K.V.Jisha PH.D Scholar and Dr.K.Karuppusamy, Research HOD published an article titled **“Household Perception and Satisfaction towards Roof Top Solar System in Calicut District, Kerala”** in the International Journal of Creative Research Thoughts.
5. Mr.S.D.Ashwinthraj PH.D Scholar and Dr.K.Karuppusamy, Research HOD published an article titled **“The Impact of Digital Transformation on Consumer Behaviour in the FMCG Sector – A study on Consumer in Karur District”** in the International Journal of Creative Research Thoughts
6. Dr.P.Pavithra, HOD of Commerce and Mr.B.Yuvaraj, Assistant professor in Commerce published a paper titled **“Intervention of AI in the Insurance Sector”** in a National Seminar on Insurance And Innovation by School of Applied Commerce sponsored by Insurance Institute of India at AVP College of Arts and Science, Tirupur.
7. Dr.K.Karuppusamy Research HOD, Assistant Professor in Commerce, published a paper for a National Level Conference on **“Artificial Intelligence in Shifting Global Business”** held at Kongunadu Arts and Science College, Coimbatore
8. Dr.P.Pavithra, HOD of Commerce Published a paper with ISBN on **“Empowered Leadership: Redefining Work-Life Balance for Women Leaders”** in National Seminar on **“Nurturing Narishakti: Women as Leaders in Viksitbharat @2047** sponsored by ICSSR organized by Sri Ramakrishna College of Arts and Science, Coimbatore
9. Mrs.G.Yugapriya, Assistant Professor in Commerce published a paper on **“Accelerating Sustainability through Digital Transformation in**

Commerce and Analytics" at Sree Saraswathi Thiyagaraja College, Pollachi

10. Dr.P.Pavithra, HOD of Commerce, and Ms.R.Subhashini, Assistant Professot in Commerce presented the paper on **"E-Commerce, and Customer Service Automation with Chatbots: Revolutionizing Customer Experience"** in our 2nd National Conference held at our college.
11. Mr.B.Yuvaraj, Assistant Professor in Commerce presented the papers on **"Neuro Marketing and its Critical need in Modern Marketing Strategies"** in the 2nd National Conference held at our College.
12. Dr.T.Jaishree, Assistant Professor in Commerce presented the papers on **"Financial Literacy and Saving Behaviour"** in the 2nd National Conference held at our College.
13. Mrs.G.Nivethithaa and Ms.R.D.Manimekalai, Assistant Professor in Commerce presented the papers on **"Minority Entrepreneurship and its Impact on Business"** in the 2nd National Conference held at our College.
14. Mrs.G.Yugapriya, Assistant Professor and Ph.D Scholar of Dr.K.Karuppusamy Research HOD presented the papers on **"Customer Preference Towards App – Based Online Shopping A Research Review"** in the 2nd National Conference held at our College.
15. Mrs.K.V.Jisha, Mrs.T.VidhyaKrishnan Ph.D Scholar of Dr.K.Karuppusamy Research HOD presented the papers on **"Entrepreneurship And Suistainable Development"** and **"Financial literacy and savings behaviour of working women among private sectors"** in the 2nd National Conference held at our College.
16. Mrs.R.Asha, Mr.Unnez, Ph.D Scholar of Dr.P.Pavithra, HOD of Commerce presented the paper titled **"The Impact of Mobile Commerce on Consumer Behaviour among Working Women's in Kerala"** and **"The Role Of Financial Literacy In Savings Behaviour Of Kerala Experts In The Middle East"** in our 2nd National conference.

17. Mr.C.Mohammed Niyaf, Mr.P.Irshad, Mr.K.Safvan, Ph.D Scholar of Dr.Jaishree, Assistant Professor in Commerce presented the papers on **"Integrating and Commerce Technology: Revolutiozing Business"** , **"Integrating Commerce Technology for Business"** and **"The Strength and Prospects of App-based shopping in India"** in the 2nd National Conference held at our College.
18. Mrs.S.Sivasubramaniam, Vice Principal and Dr.R.Ravikumar, Assistant Professor in Computer Science presented the paper on **"Applied Informatics – a Quick Review"**
19. Mrs.M.Jayanthi, HOD of Computer Science presented a paper on **"Heart Disease Prediction System using Web Mining"** , Mrs.S.Suganya Assistant Professor in Computer Science on **"Impact on Digital Twin Technology on AI, Edge Computing and 6G Networks"** , Mrs.R.Kavitha, Assistant Professor in Computer Science on **"A study on the Monitoring of Air Pollution through the use of IOT Technology"** , Mrs.V.Sangeetha, Assistant Professor in Computer Science on **"Water Quality Monitoring System using IOT Techniques"** in our 2nd National Conference held at our college.
20. Mr.Uneez, Ph.D Scholar and Dr.P.Pavithra, HOD of Commerce, presented the paper on **"The Role of MSMEs in Economic Development: Growth Drivers and Policy Perspectives"** at VET Engineering College, Erode
21. Dr.P.Pavithra, HOD of Commerce attended an International Conference on Sustainable Development in Digital Marketting – BIZCOM 2025 on **"Green Marketing Practices in Digital Era"** presented the paper, Mr.B.Yuvaraj, Assistant Professor in Commerce, on **"Role of Ethical Marketing Sustainable Consumption"** ,Dr.K.Karuppusamy, Hod Research on **"Sustainable Development in Digital Marketing"** ,Ms.R.D.Manimekalai, Assistant Professor in Commerce on **"Circular Economy and its Impact on Modern Marketing Practices"** , Dr.T.Jaishree, Assistant Professor in Commerce on **"Leveraging Green Innovation for Sustainable Brand Loyalty"** , Mrs.G.Nivethitha, Assistant Professor in Economics on **"From Green Washing to Green Marketing:Building Authentic Sustainability in Branding"** , Ms.R.Subashini, Assistant Professor in Commerce on **"Collaboration for Sustainability: Partnering for a Greener Future in Marketing"** , and

G.Yugapriya, Assistant Professor in Commerce on “Sustainable Development in Digital Marketing” held at Theeran Chinnamalai College of Arts and Science, Tirupur.

Awards

Dr.K.Karuppusamy Research HOD, Dr.P.Pavithra, HOD of Commerce and Mrs.G.Yugapriya, Assistant Professor in Commerce were awarded the **Best Faculty Award – 2025** by the TNGSTPA and ICP Professional Academy, Coimbatore

Various continuing educational Programs/seminars/workshops and Conferences were attended by the following faculty members of our college:

- 1.Dr.P.Anandan, Assistant Professor, Department of Management
2. Ms.R.Kavitha, Assistant Professor, Department of Computer Science
3. Dr.R.Ravikumar, Assistant Professor in Computer Science
4. Ms.G.Nivethithaa, Assistant Professor in Commerce
5. Dr.T.Jaishree Assistant Professor in Commerce
6. Dr.P.Pavithra, HOD of Commerce
7. Dr.M.Punitha,HOD and Assistant Professor in Tamil
8. Mr.S.Sivasubramaniam, Vice Principal
- 9.Mrs.M.Jayanthi, HOD of Computer Science
- 10.Mrs.V.Sangeetha, Assistant Professors in Computer Science
11. Mrs.S.Suganya Assistant Professors in Computer Science
12. Dr.K.Karuppusamy Research HOD,
13. Mrs.G.Yugapriya, Assistant Professor in Commerce
14. Mr.K.Rameshwaran,HOD and Assistant Professor in English
15. Mrs.M.G.Banumathi, Assistant Professor in Management
16. Mr.B.Yuvaraj, Assistant Professor in Commerce

PhD report submission

Mr.K.Ratheesh Kumar Ph.D Scholar of Dr.P.Pavithra, HOD Commerce has submitted the **Ph.D. Thesis** “Entrepreneurs Perception And Satisfaction Towards

Small And Medium Enterprise (Sme) Loan Schemes With Special Reference To Selected Banking Institutions And Non-Banking Financial Companies Of Coimbatore District” on March 2025.

Mr.S.Ganesan Ph.D Scholar of Dr.P.Pavithra, HOD Commerce has submitted the Ph.D. Thesis “A Study On Impact Of Digital Marketing In Customers Purchase Decision With Special Reference To White Goods In Coimbatore City” on March 2025.

STUDENTS Participation and ACHIEVEMENTS

The 78th Independence Day was celebrated in our college hosting our National flag. Our Correspondent, Dr.P.Ravichandran and our College Advisor, Dr.R.Rudramoorthy participated as Chief Guests. The students enacted their performances of Dance, Silambattam, Singing, Speech in Tamil and English, and Mime.

From 05.08.2024 to 13.08.2024 our TERF’ S Flair, conducted competitions for the first year students like Tamil and English oratorical, MIME, Solo dance , Silambattam, Treasure Hunt, Instrumental Music, Group dance. Sports events like 100m, and 200m Shot put, Discus Throw for girls and 100m, 200m, 400m& 800m Shotput, Discus Throw for boys were conducted.

K.Haripriya of I B.com (CA), S.Barani of I B.com(CA),, S.Srimathi of I B.Sc (CS) ,I.Mithra and S.Usha of I B.COM CA, R.Harini of I B.COM CA, C.Ramya of I B. SC CS, Anuri of 1 B.COM CA, R.Srirudra of I B.SC IT and P.Varshini of I.B.SC IT won prizes in the girls section.

In boys section, B.Balaganapathy, B.Paul Joseph, A.Kaviarasu of I B.COM CA, R.Hari Prasath, P.Sivaraj of I B.SC IT ,M. Fazil Ali of I B.Sc CS ,N.Sridhar I B.Sc.IT, M.Ajay of I B.SC CS, V.L.Sridhar of I B.SC and M.Vignesh of I BBA won various prizes.

6 of our students participated in Professional Doyen 2k24 at Gobi Arts and Science College, Gobichettipalayam.

Our students, A.Samuvel Abishek of III B.com CA and G.S.Muthu of III B.com CA won the 1st prize with cash award of Rs.1000 in an Intercollege meet held at Kangayam Institute of Commerce.

Varshini of I BSc IT secured the Best Performer of the Month award for completing the highest number of LinkedIn certifications.

Srikannan and Srivarshan of II BCA received the Best Performer of September award for completing the highest number of TCS iON and Infosys certifications.

Vegashini of II BCA was recognized as the Best Academic Performer for September, along with Aswin Kumar and Kathiravan of I BSc IT. Meanwhile, Sanjay of I BSc IT and Deepak of II BCA secured the Best Technical Performer award for their outstanding technical skills.

Our students showcased their creativity and problem-solving skills by submitting their innovative ideas for SMART INDIA HACKATHON 2024. The participants from II BCA included Vikash D., Deepak N., Madhumitha S., Devadharshini M., Vegashini S., Sreedhar K.P., Srivarshan T., Srikannan M., Dharani S., and Renuga K. From I BSc IT, the participants were Hariprasath R., Varshini P., Lingeshwaran S., Sivaraj P., Abdul Kalam Azad J., Parkavi P., Raghav Krishna R.B., Sri Ashwinth R., Akash R., Kathiravan V., Sree Rudhra B., Aswin Kumar R., Sridhar V.L., and Sanjay R. Their participation reflected their enthusiasm for innovation and technology.

Prem Kumar of I -BSc IT, Devadharshini of II BCA, Vegashini of II BCA, and Deepak of II BCA successfully cleared the first round of the Tata Imagination Challenge 2024, showcasing their exceptional knowledge and sharp thinking skills.

A.Samuvel Abishek of III B.COM CA won Best Paper Presentation Award in a National Level Conference at Sree Venkateswara Arts and Science College, Gobichettipalayam.

On behalf of Tamilnadu Forward Writers Organisation, a district level verse competition was held at Pongalur our students A.Ashmitha I B.SC IT, K.Kaviya of

II B,Sc CS were selected for best poem. Nearly 30 students decided to publish a book.

Pongal Festival was celebrated with the competitions like rangoli, uriadithal, mulaipari sack race, singing, oratorical, Kaiyiru iluthal were conducted. Many students participated and won prizes.

In an Intercollegiate meet, “Digital Dynamo 2k25” held at Sree Venkateswara Arts and Science College, Gobi, our students K.P Sridhar of II BCA won the 1st prize in Debugging, D.Kathiravan of I B.SC IT face prep won the 2nd prize in poster design, R.Kamali of II B.SC CS won the 1st prize in solo dance and K.Kalaiarasan of II B.com CA won the 2nd prize and received the Overall championship.

In the Microsoft AI Tour, Lingeshwaran S. of I BSc IT and Deepak N. of – IIBCA had the incredible opportunity to meet Microsoft CEO Satya Nadella, marking a significant milestone in their learning journey and exposure to cutting-edge technology.

Republic day was celebrated at our campus. Tamil and English Oratorical event and patriotic dance were performed. The students were appreciated with certificates.

In an intercollegiate meet, “MANASULAYO 2K25” held at Gobi Arts and Science College, Gopichettipalaiyam, our students participated in solo dance R.Kamali of II B.Sc CS won the 1st prize, and K.Kalaiaarsan of II B.COM CA won the 2nd prize.

In 120 sec fame, M.Vignesh and R.Hari of I BBA won the 2nd prize.

In a National level intercollegiate meet, “TECHTRON 2K25” held at PPG College of Arts and Science, Coimbatore, our students participated in code fiesta event, Sridhar K.P and N.Deepak of II BCA face-prep won the 1st prize and K.Renuga of II BCA Face-prep won the 2nd prize.

In a National level Technical Symposium, “FORZA 25” held at Nandha Arts and Science College, Erode. Our students participated in Debugging K.Renuga and S.Dharani of II BCA face prep won the 3rd prize.

In a National Level talent fest, “REPOWIS” held at Kongu Engineering College, Erode, our students participated in paper presentation. A. Samuvel Abishek and G.S. Muthu of III B.COM CA presented the papers. In quiz M. Chandru and A.N. Aswin Kumar of III B.COM CA won the I and II prizes respectively.

Our college IT Association and Face-prep together conducted “ITECHNO 2K25” program for B.SC CS, B.SC IT and B.C.A. many students participated and won prizes.

In an inter college cultural Fest 2025, “PORKANAM” held at KMC college of law at Tirupur. Our students participated in solo dance, K. Kalaiyarasan of II B.COM CA won the 1st prize with a cash award of Rs.2000 and A. Ajith Kumar of I M.COM CA won the 2nd prize with a cash amount Rs.1000. In Meme creators, M. Vignesh of I BBA won the 1st prize with a cash award of Rs.750. In Group dance, A. Ajithkumar of I M.COM CA and K. Kalaiyarasan of II B.com CA won the 1st prize with a cash award of Rs.2000.

In a state Level Symposium held at Nandha Arts and Science College, Erode, our students participated in Quiz, presented the papers.

BBA Final year Students participated in a National Level Management Meet “VISTARA” at Kangayam Institute of Commerce, Kangayam.

Our Commerce Association organized an intra-department meet **COMFEZ '25** with various events on 25th February, 2025.

In an inter collegiate cultural event, “RENISSANCE-25” held at Michale Job college of Arts and Science for women, Sulur. Our students participated in Mehndhi, A. Asura Banu and R. Anupriya of III B.COM CA won the 2nd prize.

In an Intercollegiate Cultural Meet “Dynamix 25” at Parks College, Tirupur. R. Thanikaivel and A. Muraliprasath of II B.COM CA won 1st Prize in Short film with a cash award of Rs.3000.

Builders Engineering College, Kangayam Organised an Intercollegiate Meet “BUDHIMAAN 2025”. 57 students participated and received E-certificates.

In an inter college cultural fest “SRISHTA 25” held at Sasurie College of Arts and Science, our students participated in Nail Decoration, R.Anupriya and A.Asura Banu of III B.COM CA won the 2nd prize.

In a National level inter college meet “KONDATTAM 25” held at AVP College of Arts and Science, Tirupur, our students participated in Adaptune dance A.Ajithkumar of I M.COM CA won the 3rd prize with a cash award of Rs.500.

The Sports Day was celebrated. The Olymbic Torch Rally was inaugurated by Mrs.R.Govarthanambikai, Inspector of Police, Avinashipalayam. Started the rally from Avinashipalayam to our college and Olymbic Torch was Lighted. Subsequently, the National Flag was Hoisted by the guest. The Events were inaugurated by our college Legal Advisor Dr.R.Rudramoorthy, President, PSG Sports Club, Coimbatore. Many students participated and won prizes. The Overall championship was won by the **YELLOW House**.

COLLEGE EVENTS

The college reopened on 19.06.2024 for the II and III Year students.

JUNE 24

A naan Mudhalvan college Kanavu thittam 2024 was held at Tirupur collector office. Our college professors Dr.K.Karuppusamy Research HOD, and Dr.P.Anandan, Mrs.M.G Banumathi Assistant Professor, Department of Management and Mrs.K.Vinothini Assistant Professor in Tamil participated for the admission of academic year 2024-2025

JULY 24

We had a warm inaugural festival for the UG 1st year students Dr.P.Ravichandran President, Participated as chief guest and released the college calendar for the academic year 2024-2025.

AUG 2024

An FDP program was conducted by Dr.R.Thamaraiselvi, Principal, on “BE THE CHANGE IN TEACHING”

An Drug Awareness program was organised and our NSS students took a pledge during program, Mr. K.S VARATHARAJAN, Block Health Supervisor,

Dr.A.Sundaravelu, Block Medical officer, Government Primary Health Center, Pongalur was the Chief guest.

A Blood Donation Camp was organized in our college, 61students donated blood. Our College was appreciation with certificate and award at Government Hospital, Tirupur.

Commerce Association conducted 2 days Seminar on “Future Training Programme” on 28th&29thAugust 2024, presided by JC.P.Vijay, JC.A.Pradhisa,JC.Gokulraj,JC K.M.Mohanraj - Provisional Zone Trainers of JCI,India.

One day seminar on “The Investor Awareness” was held by Dr.K.Senthilkumar, a SEBI Securities Markets Trainer.

SEP 2024

Teachers’ day was celebrated. Our legal advisor Dr.R.Rudramoorthytook part in this celebration.Faculty members were acknowledged for their contributions.

An inter collegiate meet, “FESTIVISTA 2K24” was heldin our college with the competitions like

1. Paper Presentation
2. Debugging
3. Oratorical Competition Tamil and English
4. Quiz

10 colleges participated with 172 Students .

Onam festival was celebrated in our campus

OCTOBER 2024

On behalf ofWOMEN EMPOWERMENT CELL, an awareness program for women security was addressed by Mrs.K.Kavitha, Inspector of police, Palladam. A scheme “Police Akka” introduced by the TamilNadu Government was informed to all girls students and a special head constable, Mrs.Sasirekhais

specially appointed for our College and was introduced to the students to seek help when needed.

Saraswathi pooja was celebrated in our campus. Administrative Officer Mr.Parthibun and all faculty members participated.

NOVEMBER 2024

Our 39 NSS students participated in a Kandha Sashti festival held at Nallur Vigneshwara temple with staffs and served the people for Annathana Food Service.

DECEMBER 2024

NSS Programme Officers Dr.P.Anandan, Assistant Professor in Management and Mrs.S.Suganya, Assistant Professor in Computer Science attended “My Bharat Training” at Bharathiar University, Coimbatore.

Tamil development department organised “Aatchi Mozhi Satta Varam” held at Collectorate Office, Tirupur from 18.12.2024 to 27.12.2024, Dr.P.Anandan, Assistant Professor in Management and Mr.J.Dinesh, Assistant Professor in Mathematics and our NSS Students participated in the awareness rally on 18.12.2024 and got the certificates.

Our NSS student M.Fazil Ali of I B.Sc CS, S.Kaniappan of I BBA, A.K Dharani Dharan of I B.Sc IT, S.Mohankumar, V.Arjun, S.Karthik Raja of I .B.COM CA participated in drug awareness rally and received the certificates.

The Alumni meet was conducted on 28th December for the Batch 2006 – 2010 with the support of 86 students. Alumni Association was formed and President, Vice-President were announced.

JAN 2025

Our college Alumni association organized an Alumni Meet on January 26th. Our college Advisor Dr.R.Rudhramoorthyparticipated and addressed the students as the Chief Guest . 89 students responded and participated actively.

FEB 2025

The Second National Conference was held in our college on "INTERDISCIPLINARY INSIGHTS: EXPLORING CONTEMPORARY RESEARCH IN COMPUTER SCIENCE, COMMERCE, MANAGEMENT" the Chief Guest Dr. J. Anitha, General Manager of Penguin Engineering Pvt. Ltd. Coimbatore presided the function.

Ph.D Scholars, II M.Com CA presented their papers. Abstract Proceedings were published with 19 abstracts in from Computer Science, 30 abstracts from Commerce and 12 abstracts from Management issued to the participants and the full paper to be Published with ISBN.

Management Association organised an "Entrepreneur Awareness Program" for the final year students and the chief guest was Mr. T. Prabhakaran Entrepreneurship Development Institute of India, Tamilnadu District Programme Officer.

MARCH 2025

Women's day was celebrated in our campus.

Placement Cell conducted an On-campus Recruitment Drive which involves 09 Reputed companies like Muthoot Finance, Federal Bank, Ramyasree Associates, Shri Ram Finance, RA TVS Agency, Supreme Mobiles, Dulux, Kalkie Tata Trust, Nauveaux Industries. 132 students participated and 98 students were selected. Among them, 58 completed the first round and awaiting for interview and 40 students were placed.

CONCLUSION

We, The TERF'S Academy College of Arts and Science, as a team, confidently affirm that we are poised for significant growth in student enrollment and academic performance in the upcoming year.

This year's success reflects our collective efforts and perseverance. With renewed enthusiasm, we step into the future, ready to embrace new possibilities and advancements.

Thank You