

# FRONTLINE



## **TWO-DAY INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN COMMERCE AND MANAGEMENT - ICCICM 2022**

The world today is constantly demanding new things and new ways to do things. Without research, demands would go completely unrecognized. Curiosity is the mother of all inventions. To facilitate the interchange of information, establishment of standards, new techniques and find new solutions to problems, the School of Commerce and Management of Agurchand Manmull Jain College conducted ICCICM 2022 a two-day International Conference on 4th & 5th of August 2022, on Contemporary Issues in Commerce and Management in Bhagwan Mahaveer Gyan Bhavan.



The International conference commenced with the inaugural session, a welcome note by Dr. M.M. Ramya, Dean. The conference overview was presented by Dr. E. Mahendiran, Convener. This was followed by the Presidential Address by Dr. N. Venkataramanan, Principal. The chief guest was honoured by Mr. Pannalal Chordia, Management Committee Member. The release of the conference proceedings was carried out by Cllr. Dr. Monica Devendran MD, Deputy Mayor of Historic Amesbury – The Homage Of Stonehenge, London, England, UK.

The International conference witnessed a participation of nearly 302 members from 61 Institutions around the globe. The Conference found many enthusiasts participating. A lot of research scholars participated by presenting their research papers of research. Around 127 papers submitted by authors, were accepted for presentations and made its way to the Conference Proceedings. The renowned speakers from various fields graced the event with their diverse views. Guest of honour Cllr. Dr. Monica Devendran MD, Deputy Mayor of Historic Amesbury – The Homage Of Stonehenge, London, England, UK, Prof. Kim Cassidy, Senior Professor of Service Marketing Edge Hill University, Lancashire, UK, Dr. Arockiasamy Soosaimanickam, Dean, College of Economic Management and Information systems University of Nizwa, Mr. V M Karthikesh Rangan, Zonal – Head South Mahindra Manulife Investment Management Ltd., Chennai, India, Dr. Lahori Director Anekat Institute of Management Studies AIIMS, Pune Maharashtra, India, Dr. Swatti Watts Marketing Analyst RX Infotech Pvt Ltd., Faridabad, Haryana, India, Mr. Rob Peck Director of Client Services of Google Partner Florida, United States of America, graced the occasion. Panel Discussion was headed by Prof. Sridar Natarajan, Dean, Chennai Business school, Mr. Tom Cassaert, VP Procurement, Marketing & Quality CGA Partner, Mexico City. The two-day conference comprised of four technical sessions on hybrid mode. Each session was headed by a chairperson, who were experts in the domain. The contribution of inquisitive minds from diverse fields added a new dimension to the conference. This International Conference proved that Agurchand Manmull Jain College firmly believes in maintaining global academic standards.



## **HIGH LIGHTS**

- **International Seminar on Reviving the Eternal Indian Glory: French and Sanskrit as Global Ambassadors- 2nd and 3rd August 2022.**
- **Two day International Conference (ICCICM) - 4th and 5th August 2022.**
- **Soft Skill Training Program - 10th August to 16th August 2022.**
- **Har Ghar Tiranga 75 Flag Relay Run - 14th August 2022.**
- **Introduction to NFT & METAVERSE -Blockchain Technology- 18th August 2022.**
- **Seminar on Artificial Intelligence - 22nd August 2022**
- **Recent Trends in Computer Technologies - 23rd August 2022**
- **Two day International Conference (ICRRMCSA) - 9th and 10th September 2022**

## TWO DAY INTERNATIONAL CONFERENCE

The Departments of Mathematics, Computer science and Computer applications conducted International level conference on Recent Revolutions in Mathematics, Computer science and Applications (ICRRMCSA) on 9th and 10th September 2022.



### Day 1

The inaugural ceremony of the Conference commenced with the invocation of Jain Maha Mantra followed by Tamizh Thai Vazhthu. The following dignitaries were present for the inaugural function Dr. N. Venkataramanan, Principal, Dr. B. Mahavir, Vice-Principal, Dr. M.M. Ramya, Dean, Dr. G. Venkiteswaran, Associate Professor, Department of Mathematics and Associate Dean, BITS, Pilani. Dr. H. Aaisha Farzana, Assistant Professor, Department of Mathematics with Computer Applications, Agurchand Manmull Jain College. The Welcome address was delivered by the Dr. M. M. Ramya. The Convener. Dr. H. Aaisha Farzana presented the theme of the conference. The Presidential Address was given by the Principal, followed by the release of the Proceedings by the Chief guest, Dr. G. Venkiteswaran The Chief Guest during his inaugural address emphasized on the application of Mathematics and Computer Science in all walks of life. He further indicated the enhancement of interface through the deployment of tools/aspects that are 'critical' in order to become worthy of the label 'revolution' The inaugural came to an end with the vote of thanks by Dr. B. Mahavir. The session's Keynote address were made by Dr. G. Venkiteswaran, Associate Professor, BITS Pilani on "Variance reductions in Monte Carlo Simulations" and Dr. Gheorgita Ghinea, Brunel University, London who briefed on the Challenges and Opportunities in Mulse Media. The Conference had two technical sessions on Day One which consisted of 11 concurrent tracks. The invited talks delivered by Dr. Indra Rajasingh and Dr. T. Karthick were on the emphasis of applications of Graph theory in real life and there search areas in graph domination, colouring and labelling were identified.

### Day 2

The day two of the Conference started with the invited talk of Prof. Balasubramanian, Professor, Department of Computer Science, IIT Roorkee on the Application of Mathematics in Machine Learning and Computing hierarchical curve-skeletons of 3D objects, followed by a technical session that consisted of 5 parallel tracks. Dr.K.A.Venkatesh, Professor and Dean, School of Mathematics and Natural Sciences, Chanakya University, Bangalore presented the usage of Data Envelopment Analysis based on Linear Programming Problem techniques to study the relative performance of organizations/ individuals and to identify the efficient and inefficient ones in the considered context. The invited talk on Cyber- Physical systems was given by Dr. Gladston Raj, Head & Associate Professor, Department of Computer Science, Govt. College, Trivandrum briefed on the seamless integration of cyber and physical systems, and its benefits to fields related to technology and engineering. Dr. A. Swaminathan, Department of Mathematics, IIT Roorkee discussed the usage of continued fraction in Orthogonal Polynomial and the Variants of graph dominants was discussed by Dr. Roushini Leely Puspham in a hybrid mode, a total of 106 paper presentations were chaired by Dr. Viji Vinod HOD, Computer Applications, Dr.M.G.R. Educational and Research Institute, Chennai, Dr. Ramaprasath, Associate Professor Hindustan Institute of Technology and Sciences, Dr. Rajeshwari Mukesh, Associate Professor Department of Computer Science, SRM Ramapuram Campus, Dr. M. M. Ramya, Dean, Agurchand Manmull Jain College and Dr. Paulraj, Associate Professor, Department of Mathematics, Dr. Nalina, Assistant Professor, Department of Mathematics, Dr. Suchitra, Assistant Professor, Department of Mathematics and Dr. Capt. T. Thulasiram, Associate Professor, Department of Mathematics of Agurchand Manmull Jain College. Two best paper awards each in Mathematics and Computer Science were presented to Ms. S. Jebisha Esther, Research Scholar, Karunya Institute of Technology and Sciences, Coimbatore. and Mrs. Janani Varun, Research Scholar, VISTAS, Chennai



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## RECENT TRENDS IN COMPUTER TECHNOLOGIES

On 23rd August 2022, the Department of Computer Applications (B.C.A) of Agurchand Manmull Jain college organized a special lecture on "RECENT TRENDS IN COMPUTER TECHNOLOGIES" for its Department Students at Mahaveer Gyan Bhawan. The seminar was inaugurated by the chief guest Dr. G.RAJESH M.E., Ph.D., Assistant Professor, Department of Information Technology, MIT Campus, Anna University, Chennai by lighting the Kuthuvillakku.



Mr. S. Kishore Kumar, student of BCA Department welcomed the chief guest and the gathering. The Coordinator Ms.Nandhini Sharphathy introduced the chief guest. The Assistant Professors of our Department Ms. A.Kalpana, Dr. V.R.Elangovan, and Coordinator Ms. M.Nandhini Sharphathy honoured the Chief Guest by Bouquet, Shawl and Memento respectively.



The Resource person started the session by highlighting the recent advancements in various technologies and elaborated more on the topic, Internet of Things which involves communication between interrelated computing devices, mechanical devices and also with other type of devices without human or computer interaction. The students enjoyed the lecture by having vibrant interaction with the chief guest and got insights over the basics of IOT. Further, he emphasized the practical challenges that we are facing indaily life and how we can handle it using Internet of Things (IOT) and its devices. He suggested the students to get awareness about the IOT projects and gave exciting project ideas too. Dr. G.Rajesh the resource person explained the applications of IOT, its platform & various companies related with IOT.Ms. I. Sonia student of BCA department proposed the vote of thanks which was followed by the National Anthem.



## SOFT SKILL TRAINING PROGRAM



The Placement Cell of Agurchand Manmull Jain College conducted a Soft Skill Training Program from 10.08.2022 to 12.08.2022 and 16.08.2022, a four-day training from 9 a.m. to 6p.m. for 2023 batch final year students. The Chief Guest for the program was, Trainer from B-School – Mr Guru Vasudevan, MBA, Magnetz India Pvt Ltd, Chromepet. Enthusiastic students from departments of B. Com/B.Sc./BCA/B.A. attended the program. A total of 2611 students from both Shift I and ShiftII, were benefited by participating in the program. The training program concentrated on the following topics.1.Basic Etiquette for the Students Attending the Campus placement drive.2.Resume Writing.3.HR Process rounds and questions.4.Group discussion – dos and don'ts.5.Confidence building measures.6.Strengths and Weaknesses of the students.7.Maintaining their profile on social media like LinkedIn,Naukri.com and other placement related websites.8.Dos and don'ts for students during participating in the interview including body language.9.Video clippings of all campus drives.All the Students found the program to be very informative

## MOTIVATIONAL PROGRAM - PLACEMENT DRIVE

The Placement Cell of Agurchand Manmull Jain College conducted a Placement Motivational Program for each department final year students of Shift I and Shift II. Around 1200 students participated in the Indoor Stadium. The speaker was Dr S R Rajavarshan, MTech, MBA and Ph.D. (IHC), ASCARDIA CORP CEO & Director, Chennai. The whole session was interactive covering the future ambitions of students, HR Rounds and Group Discussion. Variety programs were conducted which included singing, dancing and mimicry. The program is set to be telecast in national television channel. The students gave excellent feedback.

## SEMINAR ON ARTIFICIAL INTELLIGENCE

The Department of Computer Science conducted a one-day Seminar on 22.08.2022 in Bhagwan Mahaveer Gyan Bhavan on the topic "Artificial Intelligence". The chief guest was Mr. S. AJAY MUKUND, Research scholar, Department of Computer Science and Engineering, Anna University, Guindy. The seminar started with an invocation. The gathering was welcomed by Ms. P.Logambal of II Msc (CS). The Chief Guest introduction was rendered by Dr. S. Aruna, Coordinator, Department of Computer Science. The Chief Guest was felicitated with a memento Dr. M. M. Ramya, Dean and a shawl by Dr. T. Srinivasan, Senior Coordinator, Department of Computer Science. The staff members and students of B.Sc (CS) & M.Sc (CS) actively participated in the interactive seminar and gained knowledge on the concepts and growth of Data Science and machine learning applications of artificial intelligence. The vote of thanks was proposed by Mr. J. Vishnu Kannan II Msc (CS). The seminar ended with the National Anthem.



## REVIVING THE ETERNAL INDIAN GLORY

### FRENCH AND SANSKRIT AS GLOBAL AMBASSADORS

The Departments of French and Sanskrit jointly organized a two-day International Seminar, 'Reviving the Eternal Indian Glory: French and Sanskrit as Global Ambassadors' on 2nd & 3rd August 2022 at Parasomal Chordia Seminar Hall. This event was organized to commemorate the 75th year of Indian independence – Azadi ka Amrit Mahotsav.

The delegates of the seminar brought out the essential elements of the theme of the seminar through their presentations:

#### DAY 1:

The visiting foreign dignitaries were accorded Guard of Honour and a red-carpet welcome into the college premises. Dr. Marion Vercreaene-Eairmal, Directrice, EFIS was the guest of honour. The Principal Dr. N. Venkataraman welcomed the gathering and introduced the theme of the international seminar. The delegates were honoured with shawls and mementos. A traditional classical dance rendition by II B. Com (G) student Ms. Ranga Sri concluded the inaugural session. The international seminar commenced with the presentations by the delegates. Dr. Hugo David, Head of Indology of French Institute, Puducherry spoke on 'French Research Institutions in India: Their Contribution to Indian Studies'.

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**HAR GHAR TIRANGA 75 FLAG RELAY RUN**

The Department of Tourism and Travel Management in Association with the Southern Regional Office (India Tourism) of Ministry of Tourism, Government of India conducted the 'Har Ghar Tiranga 75 Flag Relay Run' on 14th August 2022. The relay started from Parys Corner to Express Avenue Mall, Chennai covering the major tourist attractions in Chennai from 06.00 AM to 02.00 PM as per the route plan given below:

- Parys - Kalaivanar Arangam: 3 Kms - Start At 6 Am.
- Kalaivanar Arangam - Gandhi Statue: 3.1 Kms - 6.20Am
- Gandhi Statue - Ambedkar Memorial: 3.3 Kms - 6.40Am
- Ambedkar Memorial - Theosophical Society: 3 Kms - 7 Am
- Theosophical Society - Velankanni Church: 2.4 Kms - 7.20 Am
- Velankanni Church - Indian Institute of Hotel Management Signal: 2.6 Kms - 7.40 Am.
- Indian Institute Of Hotel Management Signal Marudeeshwarar Temple: 2.5Kms - 8am.
- Marudeeshwarar Temple - Starbucks Coffee: 2.9 Kms - 8.20Am
- Starbucks - Ecr Food Street: 3.2 Kms - 8.40Am.
- Ecr Food Street - Akkarai: 2.7 Kms - 9 Am.
- Akkarai - Shollinganallur: 3kms.- 9.20 Am
- Shollinganallur - Holiday Inn Express: 3.3 Kms - 9.40 Am
- Holiday Inn Express - Chennai I Sez: 3 Kms - 10 Am
- Chennai I Sez - Niot: 2.9 Kms - 10.20 Am
- Niot - Velachery Mrts Station: 3.4 Kms - 10.40 Am
- Velachery Mrts Station - Velachery Check Post: 3.1 Kms - 11Am
- Velachery Check Post - Guindy Rly Station (Via Ashok Leyland): 3 Kms - 11.20 Am
- Guindy Rly Station - Kathipara Jn (Circling Gen. H. M. Mohite Park Thru Rudra Rd): 3.1kms 11.40 Am
- Kathipara Jn - Ashok Pillar: 3.4 Kms - 12 Noon
- Ashok Pillar - The League Club - 3.3 Kms - 12.20pm
- The League Club - Prime Indian Hospital: 2.7 Kms - 12.40 Pm
- Prime Indian Hospital - Pachiappa's College: 2.7 Kms - 1 Pm
- Pachiappa's College - University Union Grounds: 2.8 Kms - 1.20 Pm
- University Union Grounds - Express Avenue: 3.1 Kms - 2.00 Pm.

Nearly 80 students of various departments of our college had participated in the relay run. The run started with all the participants pumped up and shouting out patriotic phrases and slogans such as 'Bharat Mata Ki Jai' and 'Vande Mataram'. As the runners started the 5.5km long run there was no hesitation in their eyes and they all had patriotic energy that drove them to participate in such an event. Volunteers had been placed at every few hundred meters to ensure that the runners followed the designated path and were equipped with water so the runners could stay hydrated throughout the run. Mrs. S. Padmavathi, Assistant Director, Southern Region, India Tourism congratulated the winners and the participants on completing the run. They proceeded to award the winners and participants with medals given by famous film personality Mr. John Vijay. The award ceremony was followed by Mr. Dipankar Gosh, program incharge thanking everyone for being a part of such a patriotic event. All the participants were awarded certificates and eatables to savour after such a tiring run. With the cooperation of the Southern Regional Office (India Tourism) Ministry of Tourism, Government of India the Patriotic relay run became a memorable event.



**INTRODUCTION TO NFT & METaverse - BLOCKCHAIN TECHNOLOGY**

The Department of Software Applications (SA), Agurchand Manmull Jain College, invited Alumni Mr. G. K. Tirunavukarasu, Co-Founder & Director, NFT Creator Economy Pvt. Ltd, Chennai to give a special lecture on "Introduction to NFT & METaverse -Blockchain Technology" on 18th August 2022 at Parasmal Chordia Seminar Hall. The Seminar started with an invocation. The event was inaugurated with lighting of kuthuvilakku by dignitaries and followed by prayer. Welcome address was presented by Mr. S.R. Jayaraman, III B.Sc.(SA) greeting the distinguished Chief Guest and the other dignitaries to express gratitude for their presence. In the welcome address all the college dignitaries, chief guest along with Alumni Mr. S. Jayendra Nataraj, Senior Principal Consultant -NTT DATA, Mr. S Balaji, Quality Head -Gem Hospital, Mr.M.Karthikeyan, Customs and Security incharge - shipping were welcomed.



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**HIGHER STUDIES IN FRANCE / ETUDES EN FRANCE & SCHOLARSHIPS AVAILABLE TO STUDY IN FRANCE**

The Department of French organised a French Guest Lecture on the topic "Higher Studies in France / Etudes en France & Scholarships available to study in France" On Tuesday, 20th of September 2022 at 12.00 pm at Parasmal Chordia seminar hall. The Resource Person for the program was Mr. R. AJITKUMAR Manager, Campus France, Chennai. The event began with prayer and the chief guest briefed the students about opportunities to study in France and on the various procedures to be followed for higher studies in France. The students participated actively and cleared their doubts during the question-and-answer session. Towards the end of the session, the resource person conducted program was attended by all the French students and the faculty members of Shift II. The program was attended by all the French students and the faculty members of Shift II. The program concluded with the National Anthem.



**MANAGING PROFILE AND BUILDING ALTERNATIVE CAREER OPTIONS**

A career planning and development seminar was held on 21st September 2022 at 'Bhagwan Mahaveer Gyan Bhavan' on the topic 'Managing Profile and Building Alternative Career Options' organized by Department of Accounting and Finance (Shift-II). Around 600 students and faculty members participated in this event. The seminar was inaugurated by the resource person Mr. Dinesh Gajendran by lighting the lamp. The hosts for the program were Mr. M. Clement Paul and Ms. D. Lakshmi Priya, final year students of the Department of Accounting & Finance (Shift-II). After the prayer, Mr. R. Thirumurugan, Assistant Professor, Department of Accounting & Finance (Shift-II) welcomed the gathering. Dr. M.M. Ramya, Dean felicitated the chief guest with a memento and Dr. P. Rajendra Prasad, Facilitator, Department of Accounting & Finance (Shift-II) introduced the chief guest and talking about profile building, career development, importance of planning one's career and how to develop it. He quoted some interesting anecdotes about how normal students planned their career and how they reached great heights by proper career development. He shared some pointers to help students in coming up with personal career goals and enlightened students on various career opportunities and how to discover their strengths. He concluded his session by saying that career development is a gradual process and it takes time, effort, perseverance, and planning. But the concept of career development begins with self-development and the final choice is YOURS. Ms. B. Bindu, Assistant Professor, Department of Accounting & Finance (Shift-II) proposed the vote of thanks proposed by and the program ended with the National Anthem.



## CONGRATULATIONS

Dr.A.UdhayaKumar, M.Sc., M.C.A., M.Phil., Phd., Assistant Professor, Dept. of Software Applications have received SIMATS GLOBAL ICONIC EXCELLENCE BEST HEAD OF THE DEPARTMENT AWARD from SAVEETHA UNIVERSITY held on 29th –30th July , 2022.



## ART WORK



**M. Jaya Surya**  
21G142  
II BSc  
Computer Science

The Department of Public Administration strives to encourage students to participate in various competitions which will boost them in their competitive exams. RAJ BHAVAN, GOVERNOR'S OFFICE of Tamil Nadu conducted State Level Essay Writing Competition on account of "AZADI KA AMRIT MAHOTSAV." THRISHA M of II B A Public Administration won the 1st PRIZE which included a Cash Prize of Rs.1,00,000. She received the Prize from the Honorable Governor of Tamil Nadu, THIRU R.N.RAVI along with the Honorable Chief Minister of Tamil Nadu THIRU. M.K.STALIN. The STATE HUMAN RIGHTS COMMISSION of TAMIL NADU celebrated their "SILVER JUBILEE" this year. On account of the silver jubilee celebrations, the commission conducted various competitions for college students at State level. Thrisha M ,Subashini S, and Srivarshini M of II BA Public Administration participated in the English Essay Writing competition and won I, II & III prizes respectively. They received their prizes from the Honourable Chief Minister of Tamilnadu, Thiru M. K. Stalin.



THRISHA M of II B A Public administration receiving I prize from the Chief Minister of Tamil Nadu.



SUBASHINI S of II B A Public Administration, receiving II prize from the Chief Minister of Tamil Nadu



SRIVARSHINI M of II BA Public Administration, receiving III Prize from the Chief Minister of Tamil Nadu

## FROM THE CHEIF'S EDITOR DESK

Our college's monthly Newsletter "AMJC Front Line News" initiated from the academic year 2021 - 2022, will contain various information about the activities in the college.

### Particulars :-

1. Painting
2. Photography
3. Staff Articles
4. Student Articles
5. Cartoon Strips
6. Poems
7. Tech Updates
8. DIY Projects
9. Video recordings of participation in music kutcheri's or music creation [It can be vocal carnatic, hindustani, veena, guitar] will be given as a link. Time duration 2 min

Contributions are invited from the Staff and students from Shift I & Shift II.  
Email your contributions to: newsletter@amjaincollege.edu.in  
Along with recent passport size photograph

All articles must be submitted with self-declaration of the staff and student, that it is his/her original work and not taken from any other source. Articles are published in this Newsletter on a first come first serve basis, the upcoming issues will carry the rest. All selected and published articles and columns will have the Name, Photograph, Department and Roll number of the students. With regard to publishing of the articles the editorial board has full rights to correct, change and reject the articles and their decision is final.

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