




SKCET

Buzz

09th November - 15th November 2024



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VISION

To Produce Globally
Competitive Engineers with
High Ethical Values and Social
Responsibilities.

MISSION

- To impart the highest quality state-of-the-art technical education by providing impetus to innovation, research, and development and empowering students with entrepreneurship skills.
- To instill ethical values, imbibe a sense of social responsibility, and strive for societal well-being.
- To identify the needs of society and offer sustainable solutions through outreach programs.

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EVENTS**



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SKCET | TCS LEADERSHIP TEAM INTERACTION



TCS Leadership team visited SKCET for an interactive session with **Chairperson Madam, Shri. K. Adithya**, Trustee, SKI Institutions, **Dr. Sundararaman**, CEO, SKI Institutions and **Dr. K. Porkumaran**, Principal, SKCET.

TCS Leadership Team:

- Mr. Sridhar Venkatraman, Global Head - Delivery Centers - Shared Services
- Mr. Suceendran K.M., Techno HR Leader Head - Academic Alliance
- Mr. Sathya, Center Head - TCS
- Mr. Selvakumar Balasubramani, TCS Coimbatore DC Head
- Mr. Suresh Raman, TCS Chennai DC Head
- Mr. Stephan Dinakaran, HR - TCS Academic Alliance Team

SKCET | TCS LEADERSHIP TEAM INTERACTION WITH 1st YEAR STUDENTS



Mr. Sridhar Venkatraman, Global Head of Delivery Centers - Shared Services, addressed the students, emphasizing the significance of their four-year college journey and encouraged them to master fundamental subjects in their respective domains. He also highlighted the value of engineering studies, urging students to adopt an engineer's mindset. Chairperson Madam further highlighted SKCET's advanced, platform-based educational methods designed to align with industry standards.

Session Highlights:

- Unlock Innovation - Fostering an Engineering Culture
- Prime Opportunities - Encouragement to pursue TCS Prime Exclusive Offers
- Excel Together - Focus on Centers of Excellence (CoE)
- Trendsetters - Staying updated with Industry Trends
- Elevate Education - Emphasis on Faculty Development Programs
- Collaborative Projects - Opportunities for joint initiatives
- Diversity Drives Success - Embracing Inclusion and Diversity at TCS

The interaction aimed to inspire and motivate students about TCS's initiatives, opportunities and industry expectations.

SKCET | TCS LEADERSHIP TEAM CAMPUS INFRASTRUCTURE AND STATE OF THE ART LAB VISIT

**TATA
CONSULTANCY
SERVICES**



TCS officials toured SKCET's state-of-the-art infrastructure, including:

- Sri Krishna Hall (Hall facility)
- SKCET Library facilities
- Sri Krishna stadium (sports facility)
- Lab Facilities (SAE Lab, SAR Lab, Fabrication Lab, Robotics Lab) - Our students and faculty members articulated about the projects, funding received, Project paper publication, patent published related to projects and Hackathon accolades.

SKCET | VISTEON COMPANY VISIT FOR INDUSTRY INSTITUTE INTERACTIONS AND TIEUPS



SKCET team, led by **Dr. Porkumaran K**, Principal of SKCET, visited Visteon at the KGISL IT Park to discuss a potential MoU aimed at faculty training, student development and a specialized "train + hire" model for lateral entry students. **Dr. Jayasudha Subburaj**, Dean of Placement, **Dr. Ashok Vardhanan**, Dean of Innovations and **Dr. Mohana Geetha**, Professor, ECE, interacted with Visteon's leadership team - **Mr. Puroshothaman Ranganathan**, Senior Manager; **Mr. Jithen**, Head of Human Resources and **Mr. Sajith**, Human Resources Manager. SKCET team toured the Visteon campus, gaining insights into various industry projects and interacting with employees about ongoing initiatives. Key outcomes from the discussions included potential collaboration on work-integrated learning programs tailored for lateral entry students, real-time industry projects in partnership with SKCET and opportunities for Visteon officials to contribute to curriculum design, Board of Studies, internships and placements for SKCET students. They also explored faculty development programs, including specialized internships for SKCET faculty in embedded systems, further enhancing the institution's industry-aligned educational framework.

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**HACKATHON
ACCOLADES**



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EEE | EDII HACKATHON 2024



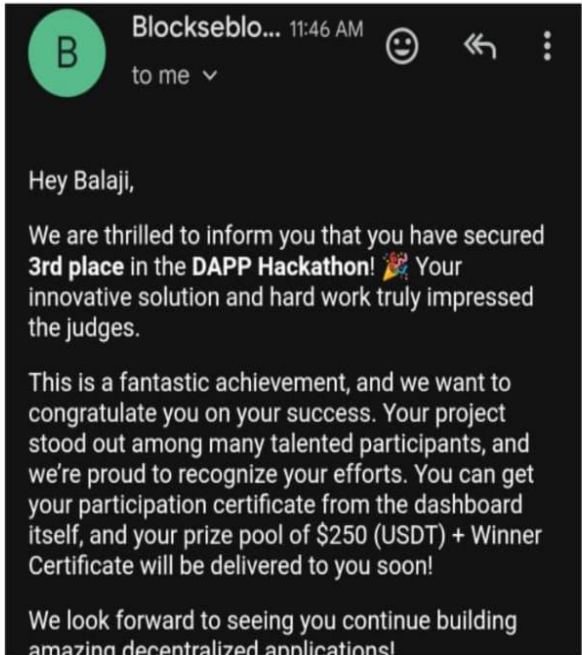
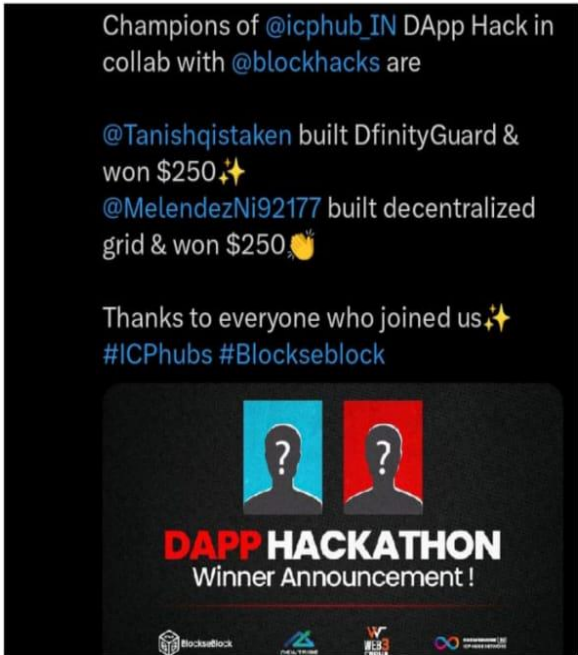
Team ElectroElites from the Department of **EEE** has achieved a remarkable milestone at the **Entrepreneurship Development and Innovation Institute's (EDII-TN) State-Level Creation Camp**. Their innovative project, the "**Low-cost Myoelectric Arm**," earned them **First Place** along with a cash prize of **One Lakh Rupees**. The award was presented by Honorable State Minister, **Sri. T. M. Anbarasan**, Minister for Rural Industries, Cottage Industries, Small Industries and **Sri. Ma. Subramanian**, Minister for Health and Family Welfare, Government of Tamil Nadu, during a grand ceremony at Anna University, Guindy, on November 11, 2024. This prestigious recognition underscores the significance of the "Low-cost Myoelectric Arm" project by Team ElectroElites and celebrates SKCET's dedication to impactful innovation.

Team ElectroElites' remarkable journey from district-level rounds to the grand state finale exemplifies their innovation, resilience and entrepreneurial spirit.

Team Members: Dharaneesh A - III EEE A, Karthikeyan S - III EEE A, Gowtam Krishshnan P - III EEE A, Aakash S - III EEE A

Faculty Mentor: Dr. P. Vinoth Kumar, Associate Professor/EEE

IT | HACKATHON ACCOLADES



J. Balaji, Third year IT student, has secured **Third Place** in the **DAPP Hackathon** organized by Blockseblock, a global hub for online hackathons. Competing against 600 participants, his project impressed the judges and earned him a prize of \$250 USD.

IT | HACKATHON PARTICIPATION



First year students of IT Department displayed their idea proposal at the “INNO BLITZ Hackathon 1.0” organized by Sri Ramakrishna Engineering College on 17th October 2024, held virtually. Their proposal was shortlisted in this prestigious event.

Track Theme: Agriculture and Smart City

Team Members:

- Ms R Janani(AP/IT)
- Shriya Githanjali
- Sarveshvar S
- Sangamitra Pugal
- Santhosh M
- Sanjana R P
- Santhaa Kumar P

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STUDENTS PROGRESSION



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EEE | EDII STATE LEVEL EXPO



Team **ElectroElites** from the Department of **EEE**, who recently won **First Place** at the **EDII State-Level Creation Camp**, received special recognition for their "**Low-cost Myoelectric Arm**" project at the State-Level Expo. **Sri. Ma. Subramanian**, Minister of Health and Family Welfare, applauded the team's impactful design on stage, selecting it from among 55 projects for its exceptional potential to benefit society.

In a further endorsement of their innovation, Ms. Vanitha Venugopal, CEO of ITNT HUB, Department of IT and Digital Services, Government of Tamil Nadu, offered the team a prestigious mentorship opportunity to advance their project.

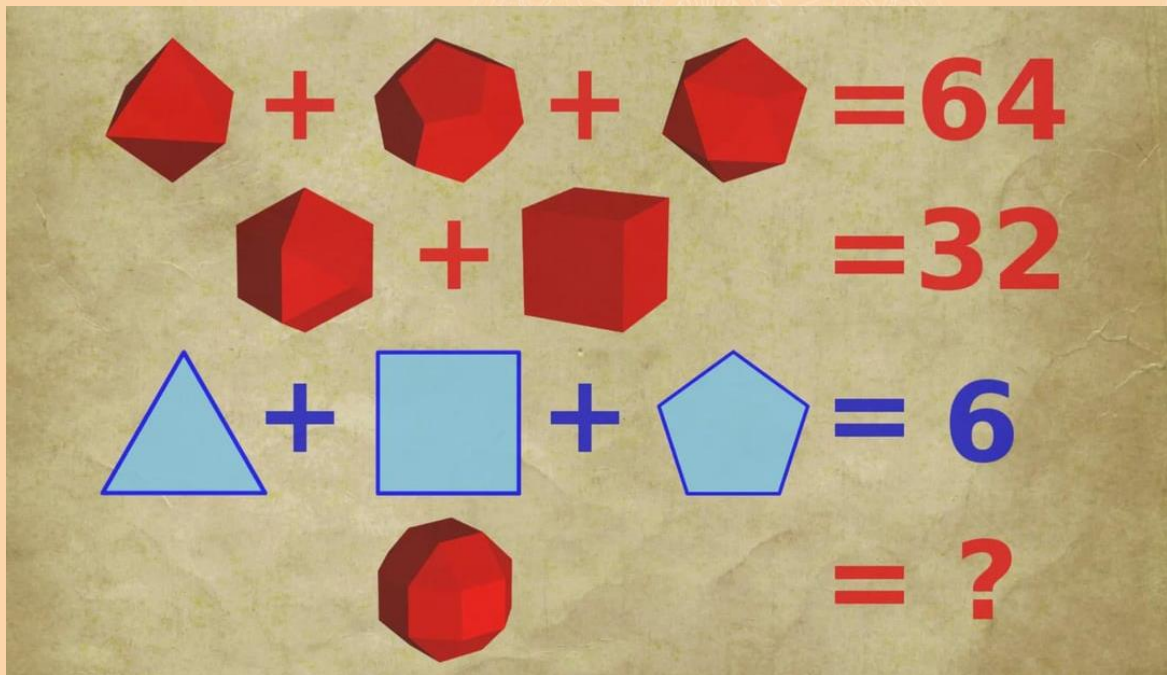
SKCET was also recognized with the prestigious '**Best Performer Award**' for the academic year 2023-2024, underscoring SKCET's commitment to fostering innovation, creativity and excellence.

CSBS | IDE BOOTCAMP PARTICIPATION



Harsha Vardhan A, student of Second year Computer Science and Business Systems has participated in Innovation, Design and Entrepreneurship(IDE) Bootcamp at National Institute of Technology Karnataka, Surathkal organised by All India Council for Technical Education(AICTE) & MIC from 23rd to 27th September 2027.

CAN YOU SOLVE?



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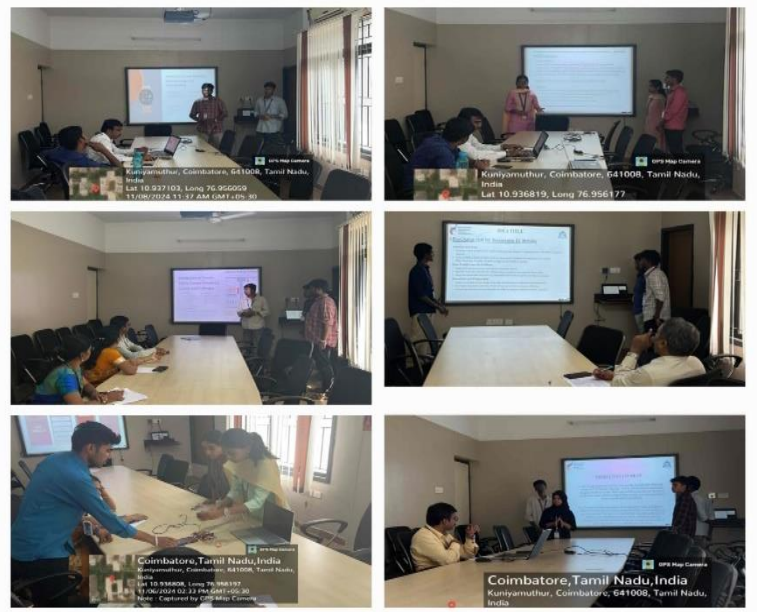


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EEE | INTER-INSTITUTION IDEA COMPETITION



Department of **Electrical and Electronics Engineering** in collaboration with SKCET- Institution's Innovation Council (IIC), hosted an Inter-Institution Idea Competition titled "**Idea Fusion: Unleash Your Creative Power**" from November 6th to 8th, 2024, at EEE Conference Hall.

Event Highlights:

38 teams from various departments participated in the competition. Out of these, 25 teams advanced to the idea presentation rounds held on November 6th and 7th. Following the initial presentations, 13 teams were shortlisted for the final round on November 8th. The final round jury **Mr. M. Shibi Chakaravarthy**, Technical Head and Proprietor of Murugu Electricals, Coimbatore evaluated the projects and provided valuable feedbacks to the participants.

Winning Teams:

First Prize: Better Call Us - Sriram Arasu T & Team - III EEE B

Second Prize: Innomains - Sriram R & Team - III CSE C

Third Prize: Circuit Breaker - Anuaparna & Team - III EEE A

Dr.P.Ashoka Varthanan, Dean - Innovation and IIC Coordinator, congratulated and awarded with cash prizes.

AI&DS | SEMINAR ON APPLICATIONS OF AI IN HEALTHCARE



Department of **AI&DS** organized a Seminar on "**Applications of AI in Healthcare**" on 08.11.2024.

Resource Person: Mr.Ganesh Kumar Ponnuswamy, Technical Architect, Bengaluru.

Session Takeaways:

Predicate logic, Perception of language, Narrow and General AI, Super intelligent AI, Predictive Analytics and models, Health Monitoring, Advanced data Analytics, Virtual health Assistants, AI Triage Systems, AI in pharmaceutical services, Epidemic Forecasting.

CIVIL | EXPERT INTERACTION



Third year students of **Civil Engineering** Department interacted with **Dr. L. S. Jayagopal**, Mithran Structures to learn about the Structural Design aspects of Pre Engineered Buildings, Connections detailing and Role of Bracings in stability of structure. To summarize, students got an intense knowledge of the PEB and its structural significance.

M.TECH CSE | INDUSTRY LECTURE



Department of **M.Tech Computer Science and Engineering** has organized an Industry Lecture on 8th November 2024 for the Third and Final year students of M.Tech CSE and CSD in the title “**Harnessing REST APIs for Robust Flutter Applications**” at C3-12 Classroom

Resource Person: Mr.Suderson Raju., CEO, Recluse Software, Saibaba Colony, Coimbatore-641038

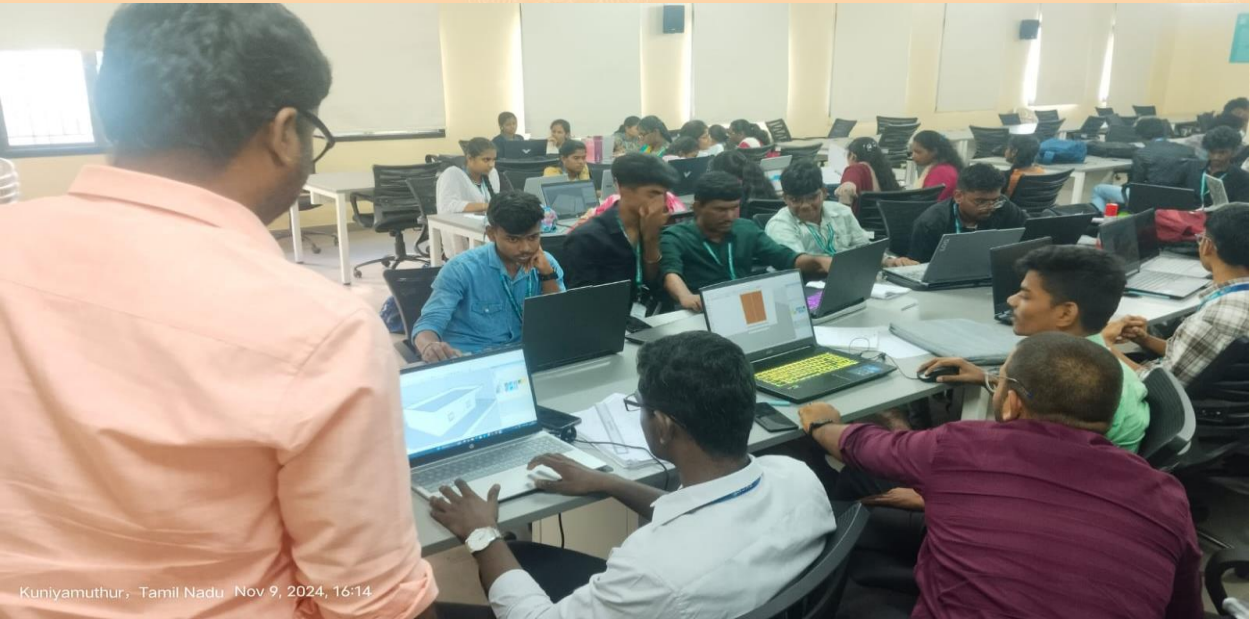
Session Highlights:

- Introduction to REST APIs and Flutter Integration
- Setting Up REST API Calls in Flutter
- Optimizing API Performance
- Error Handling and Resilience

CIVIL | DESIGNATHON 2024



Kuniamuthur, Tamil Nadu, Nov 9, 2024, 13:39



Kuniamuthur, Tamil Nadu, Nov 9, 2024, 16:14

Department of **Civil Engineering** successfully organized a Technical Workshop titled **Designathon 2024** for the First-year students on 9th November 2024. The event aimed to enhance the students' 3D drafting and functional design skills, crucial for their academic and professional growth in Civil Engineering. The workshop focused on 3D modeling techniques using SketchUp, a popular software in architectural and Civil design. The session was conducted by, **Er. R. Udhaysankar**, B T R construction, Erode. He provided insightful guidance and practical tips on 3D models, vital for effective design and planning in Civil engineering projects.

ECE | PAPER PRESENTATION



Third year **ECE** students **GUHAN A** , **HARIN M** and **AKASH KUMARAN AG** have won First prize in Paper Presentation contest conducted by the Department of Electronics and Communication Engineering, Sri Ramakrishna Engineering College, Coimbatore on 7.11.2024.

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**TUTOR WARD
MEETING**



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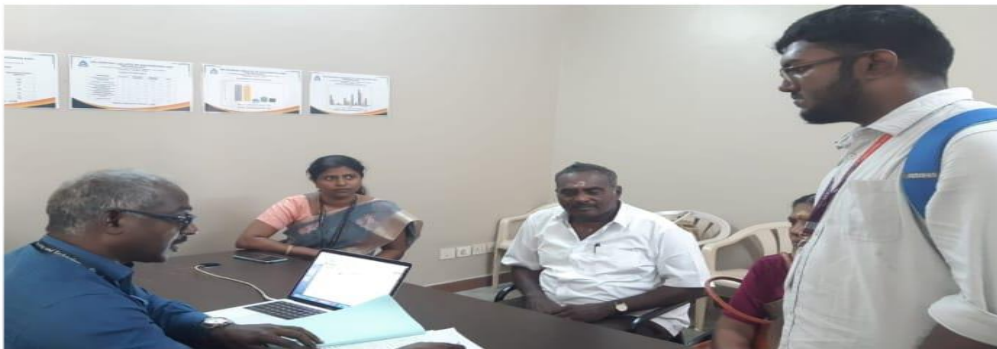
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CSE | ACADEMIC REVIEW MEETING



Kuniamuthur, Tamil Nadu, India
Sri Krishna College Of Engineering And Technology Class Room Block



Department of **Computer Science and Engineering** held an Academic Review Meeting for the **Second** and **Third** year students on 13.11.2024. Principal, along with the Head of the Department (HoD) and tutors, engaged in a fruitful interaction with both parents and students.

Key discussion points:

- Student Academic Progress
- Parental engagement and assistance
- Student welfare and mental well-being
- Encouragement to resolve academic backlogs
- Oversight of students residing off-campus
- Consistent parent-tutor interactions

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PLACEMENT AND TRAINING



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SKCET | CDW- PLACEMENT WORKSHOP



As part of Bridging, the gap between Academic and Industry 3rd year 2026 batch students were attended CDW-Placement workshop on React and Redux at SKCET lab from 8.11.24 to 10.11.24.

CDW is our prestigious recruiter, with CTC of 10 LPA. Every year before their campus hiring, they will conduct **“STEP workshop on niche Technologies”** to make students understand the industry needs and expectations

SKCET | PLACEMENT TESTIMONIALS

“The future belongs to those who believe in the beauty of their dreams.”

With this belief guiding me, I am excited to share that I have started my journey as a Content Creator at Kalvium, focusing on Electrical and Electronics. This milestone is a culmination of hard work, perseverance and invaluable support from exceptional mentors and my family.

I would like to extend my heartfelt gratitude to the Principal and Head of the Department, Electrical and Electronics Engineering at Sri Krishna College of Engineering and Technology. Their unwavering guidance and encouragement were pivotal in shaping my academic path.

I am also thankful to my year coordinators and tutors, who consistently encouraged me to push my boundaries and strive for excellence. Their belief in my potential fueled my determination and helped me to navigate challenges with confidence.

I express my sincere thanks to my parents and the faculty members of Sri Krishna College of Engineering and Technology, whose unwavering support and belief in my abilities have been my greatest motivation. They have always encouraged me to chase my dreams relentlessly.

As I embark on this exciting new chapter at Kalvium, I am eager to apply my skills and contribute to innovative projects while continuing to learn and grow.



Dhilip Kumar V
EEE
Content Creator, Kalvium

SKCET | PLACEMENT TESTIMONIALS

I am **Vibin.K** from the **Electronics and Communication Engineering** department, batch of 2021-2025. My time at SKCET has been incredibly rewarding, offering me many opportunities to develop both technical and organizational skills. The expert sessions conducted by industry professionals introduced me to the latest trends in the field, helping me stay updated and prepared for the professional world. The college's focus on enhancing soft skills and overall personality development proved invaluable, especially during placement season. SKCET provided a platform to display my abilities and refine my management and organizational skills, which I have fully utilized. I am grateful to the placement cell and faculty team for their support and guidance throughout the placement process, helping me secure a position at DESK365. Special thanks to the Principal and the entire faculty team for their encouragement and dedication.

Vibin. K
ECE,
DESK365



SKCET | PLACEMENT TESTIMONIALS

I am **Sanjai Kumar N** from **Civil Engineering Department** of batch 2021 - 2025. My experience at SKCET had been wonderful and I had an opportunity to gain new skills, which is an important part of my career. I am grateful to my college's placement cell for helping me land my first job. The support, resources and dedication of the placement team made the entire experience smooth and effective. The workshops on resume building, skill development, and interview preparation were incredibly beneficial, helping me feel confident and well prepared. Training for improving soft skills and overall personality development had helped me during placements. The college has many opportunities to learn and display the skills. Overall, I had a very good experience at the college and I am grateful to my parents for choosing SKCET. I would like to specially thank the placement cell and faculty team for providing me a good platform for my career and helped me to be placed at SOBHA CONSTRUCTIONS LLC by guiding me at every stage of the placement process. Thanks to the Principal and the entire SKCET faculty team.

SANJAI KUMAR N
CIVIL
SOBHA
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R&D | PATENT PUBLICATION | CSY

(12) PATENT APPLICATION PUBLICATION	(21) Application No: 202441081237 A
(19) INDIA	
(22) Date of filing of Application: 24/10/2024	(43) Publication Date: 01/11/2024
(50) Title of the invention: 1 (Intelligent) - Letterbox	
(51) International classification	(71) Name of Applicant: 1)Dr. S. Palani Address of Applicant: Department of Computer Science and Engineering (Cyber Security), Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India. 2)Dr. V. Ragavi 3)Mr. N. Sabari 4)Dr. Mithran 5)Sri Krishna College of Engineering and Technology Name of Applicant: NA Address of Applicant: NA
(56) International Application No	(72) Name of Inventor:
(57) International Publication No	1)Dr. S. Palani Address of Applicant: Department of Computer Science and Engineering (Cyber Security), Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India.
(61) Patent of Addition to Application Number	2)Dr. V. Ragavi Address of Applicant: Department of Science and Humanities, Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India.
(62) Divisional to Application Number	3)Mr. N. Sabari Address of Applicant: D.NO 1/110, Theradi Street, Theerthnallai, Harur, Dharmapuri, Tamil Nadu, India.
(63) Divisional to Application Number	4)Dr. Mithran Address of Applicant: Department of Mechatronics Engineering, Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India.
	5)Sri Krishna College of Engineering and Technology Address of Applicant: Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India.
(57) Abstract: In recent years, the use of traditional letters has diminished due to the rise of electronic data transfer. However, many government and private sectors continue to rely on letters and postal services as vital means of communication and documentation. Despite the increasing trend toward digital communication, physical letters remain an essential part of these operations. One of the major challenges in the postal system is the manual collection of letters from post boxes by postal workers. To address this problem, a new technological device has been developed with the primary aim of helping postal workers streamline their tasks. This invention proposes an I-Letterbox (Intelligent Letterbox), a smart, automated solution designed to detect the number of letters. The system sends real-time updates to the postal worker's mobile app, eliminating the need for physical checks by automatically notifying them whenever a letter is deposited. The I-Letterbox streamlines the collection process, enhances efficiency, and ensures timely service. This invention aims to improve postal operations by introducing a technology that allows for more reliable and quicker mail collection.	
No. of Pages: 6 No. of Claims: 10	

Dr.V.Ragavi, Dean Student Affairs, HoD **S&H,** **Dr.S.Palani,** Assistant Professor, Department of **Computer Science and Engineering (Cybersecurity)** have published a patent titled **“I (Intelligent) - Letterbox”**, in the Patent Office, Government of India on 24.10.2024.

R&D | PAPER PUBLICATION | ECE

Mr.C.Visvesvaran, Assistant Professor, Department of **ECE** presented and published his conference paper **“Fuzzy Optimization in Heterogeneous VANET Routing for Trusted Contention Window and Forwarder Selection”** at 2024 2nd International Conference on Sustainable Computing and Smart Systems (ICSCSS). It is a Scopus Indexed Conference.

ieeexplore.ieee.org/document/10625655/authors

Conferences > 2024 2nd International Confer...

Fuzzy Optimization in Heterogeneous VANET Routing for Trusted Contention Window and Forwarder Selection

Publisher: IEEE Cite This PDF

Visvesvaran C; N. K. Karthikeyan; A. Vijayalakshmi; Sivasundhar P; Ramamoorthy V; Rohith PA All Authors

4 Full Text Views

Abstract: This study presents an advanced technique for broadcasting safety notifications within Vehicular Ad-hoc Networks (VANETs) using a trust-enhanced fuzzy inference mechanism, integrated at both the Medium Access Control (MAC) and network layers. The Trust-aware Contended Relay Selection Framework (TCRSF) approach optimizes the backoff duration a vehicle must observe before retransmitting data after a packet collision, as well as the intermediary node selection process, to better accommodate varying traffic conditions. The dynamic TCRSF model determines the optimal Contention Window (CW) size by considering factors such as link quality, network density, and vehicle speed. Additionally, the relay selection mechanism incorporates multiple parameters, including direction, speed variance, distance factor, and the Fast-Estimated Transmission Time (F-ETT) between the source vehicle and nearby vehicles within the broadcast range. Experimental results demonstrate that the TCRSF paradigm outperforms other methodologies, yielding improvements in network throughput, reductions in average packet latency, and enhanced reliability.

Published in: 2024 2nd International Conference on Sustainable Computing and Smart Systems (ICSCSS)

Authors

Figures Date of Conference: 10-12 July 2024 DOI: 10.1109/ICSCSS60660.2024.10625655

References Date Added to IEEE Xplore: 20 August 2024 Publisher: IEEE

R&D | PATENT PUBLICATION | CSY

(12) PATENT APPLICATION PUBLICATION (19) INDIA (22) Date of Filing of Application: 24/10/2024	(21) Application No 202441081236 A (43) Publication Date - 01/11/2024
(54) Title of the invention: Automated Engine Control System Based on RF Power Detection for Enhanced Driver Safety	
(51) International classification: H01M10/04090, H01M10/100000, F02D0941220000, G06F0021100000, G10L0015220000	(71) Name of Applicant : 1)Dr. S. Palani Address of Applicant: Department of Computer Science and Engineering (Cyber Security), Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India 2)Dr. V. Ragavi 3)Mr. N.Samith Kumar 4)Ms. R. Risha 5)Mr. Sasidharan S 6)Mr. Subhakarthi R 7)Sri Krishna College of Engineering and Technology Name of Applicant : NA Address of Applicant : NA (72) Name of Inventor: 1)Dr. S. Palani Address of Applicant: Department of Computer Science and Engineering (Cyber Security), Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India 2)Dr. V. Ragavi Address of Applicant: Department of Science and Humanities, Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India 3)Mr. N.Samith Kumar Address of Applicant: Department of Master of Computer Applications, Sri Venkateswara College of Engineering and Technology, Chittoor, Andhra Pradesh, India 4)Ms. R. Risha Address of Applicant: UG Scholar, Department of Computer Science and Business Systems, Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India 5)Mr. Sasidharan S Address of Applicant: UG Scholar, Department of Computer Science and Business Systems, Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India 6)Mr. Subhakarthi R Address of Applicant: UG Scholar, Department of Computer Science and Business Systems, Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India 7)Sri Krishna College of Engineering and Technology Address of Applicant: Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India
(86) International Application No Filing Date (87) International Publication No Filing Date (61) Patent of Addition to Application Number Filing Date (62) Divisional to Application Number Filing Date	(57) Abstract: This invention relates to an enhanced intelligent vehicle control system, carefully developed to improve driver safety by controlling the engine based on the detection of power using an RF power detection module and an Arduino microcontroller. Some of the key components used in the system include the AD8317 (or AD8310/AD8318) Radio Frequency power module, an Arduino microcontroller, an efficient power supply unit, a feedback display unit in the form of an LCD, and an actuation relay that communicates with the vehicle's ECU, either controlling the ignition or the fuel pump relay. The RF power module continuously monitors real-time RF power levels, and based on these measurements, the Arduino system adjusts the relay accordingly. If the monitored RF power exceeds a pre-set safety limit, the relay cuts the power supply to critical engine components, causing the engine to stall to prevent potential dangers. This system acts as a preventive measure in managing driver safety by proactively controlling engine operation in response to RF signals in the environment. Additionally, the system can restore regular engine operation when the RF power levels return to a normal range. No. of Pages : 6 No. of Claims : 8
The Patent Office Journal No. 44/2024 Dated 01/11/2024 102055	

Dr.V.Ragavi, Dean Student Affairs, HoD S&H, Dr.S.Palani, Assistant Professor, Department of Computer Science and Engineering (Cybersecurity) have published a patent titled “Automated Engine Control System Based on RF Power Detection for Enhanced Driver Safety”, in the Patent Office, Government of India on 24.10.2024.

R&D | JOURNAL PUBLICATION | SOM

Dr.V. Ramadevi, Associate Professor, SOM has published an Article titled “Healthcare in Transition: Where Patient Choices and Satisfaction Drive Success” in the International Journal of Economics and Business Administration (Web of Science Maser journal List), 29-50, Nov 2024,

International Journal of Economics and Business Administration
Volume XII, Issue 3, 2024

pp. 29-50

Healthcare in Transition: Where Patient Choices and Satisfaction Drive Success

Submitted 24/06/24, 1st revision 10/07/24, 2nd revision 25/08/24, accepted 30/09/24

Naveen Kumar, R.¹, Ramadevi, V.², Yuvaraj, V.³, Libin Baby⁴

Abstract:

Purpose: The healthcare sector, especially in Kerala, is experiencing significant transformations driven by escalating patient expectations. Patient satisfaction has become a cornerstone of healthcare quality assessment, influencing clinical effectiveness profoundly. Modern private hospitals in Kerala have embraced technological advancements to elevate service standards and compete fiercely.

Design/Methodology/Approach: A study in Thrissur examines patient satisfaction in private medical colleges, revealing preferences among male patients aged 41-60 with higher incomes and education levels. They prioritize timely service, cleanliness, and accurate diagnosis. Variables like length of stay, career, marital status, and education shape patient perceptions. Empirical methods, including statistical analysis, elucidate these findings, highlighting the evolving dynamics of patient expectations and healthcare delivery in Kerala. **Findings:** Research underscores patient satisfaction, disease severity, treatment protocols, and outcomes as critical quality indicators.

Practical Implications: Despite Kerala's robust healthcare infrastructure, retaining skilled professionals poses challenges due to migration trends. Thrissur emerges as a pivotal healthcare hub, fostering infrastructure growth.

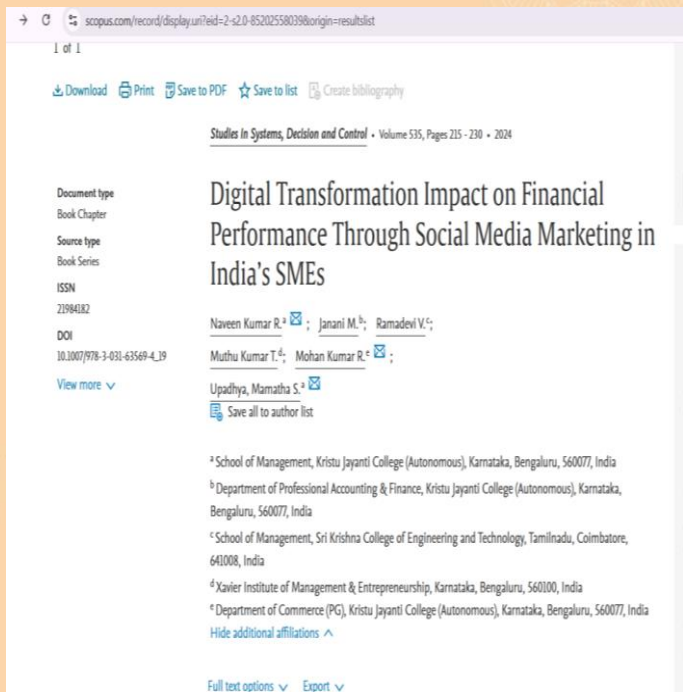
Originality/Value: Patients now demand superior services alongside medical care, leading to dilemmas in choosing between public and private healthcare facilities.

Keywords: Private Hospitals, Healthcare Quality, Service Standards, Patient Satisfaction, Patient Expectations, Technological Advancements.

JEL Classification: I11, I18, L84, D12, L15.

Paper type: Research article.

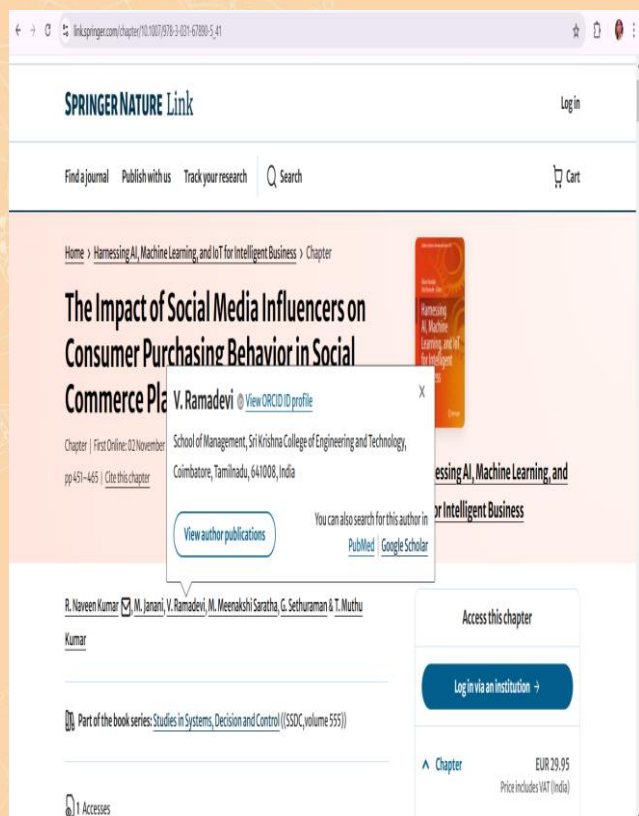
R&D | ARTICLE PUBLICATION | SOM



Dr.V. Ramadevi, Associate Professor, SOM has published an Article titled, **“Digital Transformation Impact on Financial Performance Through Social Media Marketing in India’s SMEs.**

R&D | ARTICLE PUBLICATION | SOM

Dr.V. Ramadevi, Associate Professor, **SOM** has published an Article titled, **“The Impact of Social Media Influencers on Consumer Purchasing Behavior in Social Commerce Platforms”** © The Author(s), under exclusive license to Springer Nature Switzerland AG 2025 A. Hamdan and U. Braendle (eds.), *Harnessing AI, Machine Learning, and IoT for Intelligent Business*, *Studies in Systems, Decision and Control* 555.





FACULTY CERTIFICATIONS



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This certificate is awarded to
DR V RAMADEVI
for successfully completing the course

Strategic Management for Competitive Advantage

with a consolidated score of **65 %**

Online Assignments	18.44/25	Proctored Exam	46.9/75
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Total number of candidates certified in this course: 224

Jul-Oct 2024
(12 week course)

Prof. Haimanti Banerji
Coordinator, NPTEL
IIT Kharagpur

Indian Institute of Technology Kharagpur

swayam

Roll No: NPTEL24MG95652403981 To verify the certificate No. of credits recommended: 3 or 4

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with a consolidated score of **65 %**

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

Duration of NPTEL course : 12 Weeks

Roll No: NPTEL24MG95652403981

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 16th Nov, 2023, similar to other refresher / orientation courses. F.No. AICTE / RIFD / FDP through MOOCs / 2023

Dr.V. Ramadevi, Associate Professor, **SOM** has successfully completed the course “**Strategic Management for Competitive Advantage**” with Elite Score during Jul-Oct 2024.

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NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
R MUTHUKRISHNAN
for successfully completing the course

Strategic Management for Competitive Advantage

with a consolidated score of **51 %**

Online Assignments	17.5/25	Proctored Exam	33/75
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Total number of candidates certified in this course: 224

Jul-Oct 2024
(12 week course)

Prof. Haimanti Banerji
Coordinator, NPTEL
IIT Kharagpur

Indian Institute of Technology Kharagpur

swayam

Roll No: NPTEL24MG95652404071 To verify the certificate No. of credits recommended: 3 or 4

NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)

This certificate is awarded to
R MUTHUKRISHNAN
for successfully completing the course

Strategic Management for Competitive Advantage

with a consolidated score of **51 %**

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

Duration of NPTEL course : 12 Weeks

Roll No: NPTEL24MG95652404071

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 16th Nov, 2023, similar to other refresher / orientation courses. F.No. AICTE / RIFD / FDP through MOOCs / 2023

Dr R Muthukrishnan, Associate Professor, **SOM** has successfully completed the course “**Strategic Management for Competitive Advantage**” during Jul-Oct 2024.

CIVIL | NPTEL CERTIFICATION



Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
DR R CHANDRA DEVI
for successfully completing the course

Soil Mechanics/Geotechnical Engineering I

with a consolidated score of **80 %**

Online Assignments	23.31/25	Proctored Exam	57/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: **101**

Jul-Oct 2024
(12 week course)

Prof. Haimanti Banerji
Coordinator, NPTEL
IIT Kharagpur

Indian Institute of Technology Kharagpur

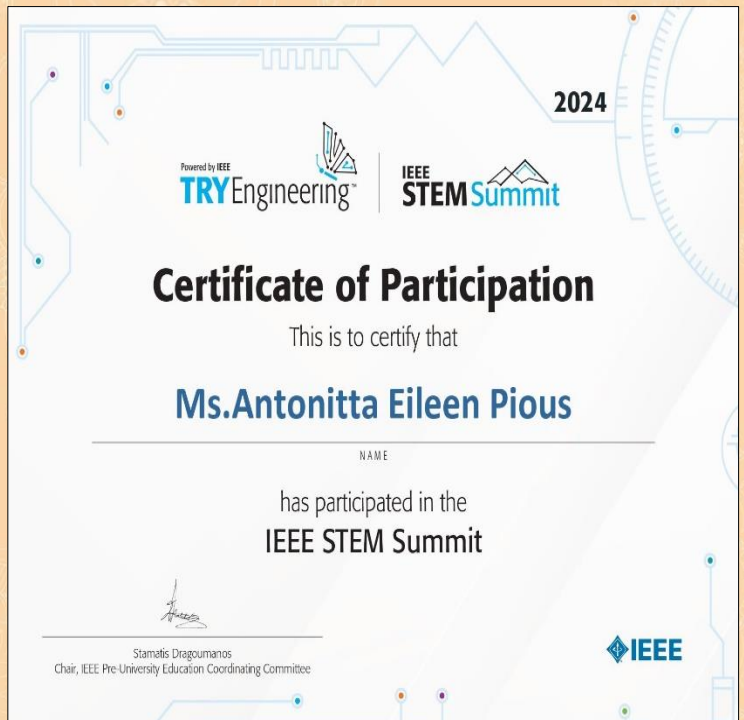
swayam

Roll No: NPTEL24CE95S658601419 To verify the certificate No. of credits recommended: 3 or 4

R. Chandra Devi, Associate Professor, Department of **Civil Engineering** has completed a course on **Soil Mechanics/Geotechnical Engineering** with a consolidated score of 80%. The 12 week course was provided by IIT, Kharagpur.

CSY | IEEE STEM SUMMIT CERTIFICATION

Ms. Antonitta Eileen Pious, Assistant Professor in the Department of **Computer Science and Engineering (Cybersecurity)** has participated in the **IEEE STEM Summit** powered by IEEE TRY Engineering.



2024

Powered by IEEE
TRY Engineering | **IEEE STEM Summit**

Certificate of Participation

This is to certify that

Ms. Antonitta Eileen Pious

NAME

has participated in the
IEEE STEM Summit

Siametis Dragoumanos
Chair, IEEE Pre-University Education Coordinating Committee

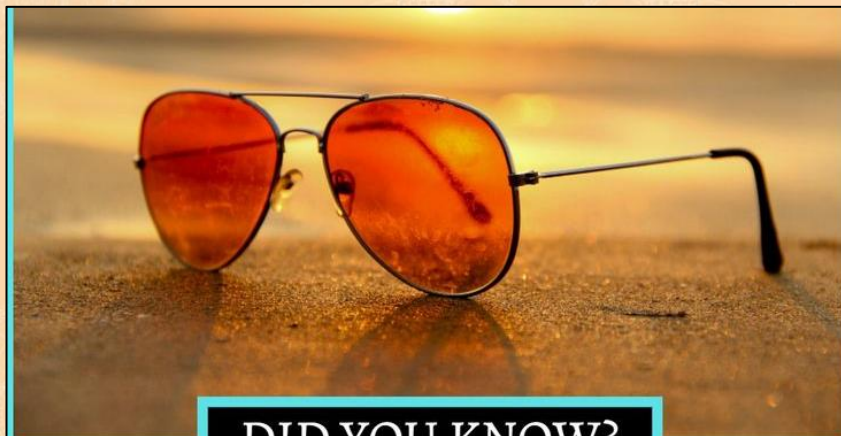
IEEE

CSY | COURSERA CERTIFICATION



Ms. Antonitta Eileen Pious, Assistant Professor in the Department of **Computer Science and Engineering (Cybersecurity)** has successfully completed **“Introduction to Cyber Attacks”** authorized by **New York University** and offered through **Coursera** held on **19th Oct 2024.**

DID YOU KNOW?



DID YOU KNOW?

Sunglasses were originally designed for **Chinese judges** to hide their facial expressions in court.

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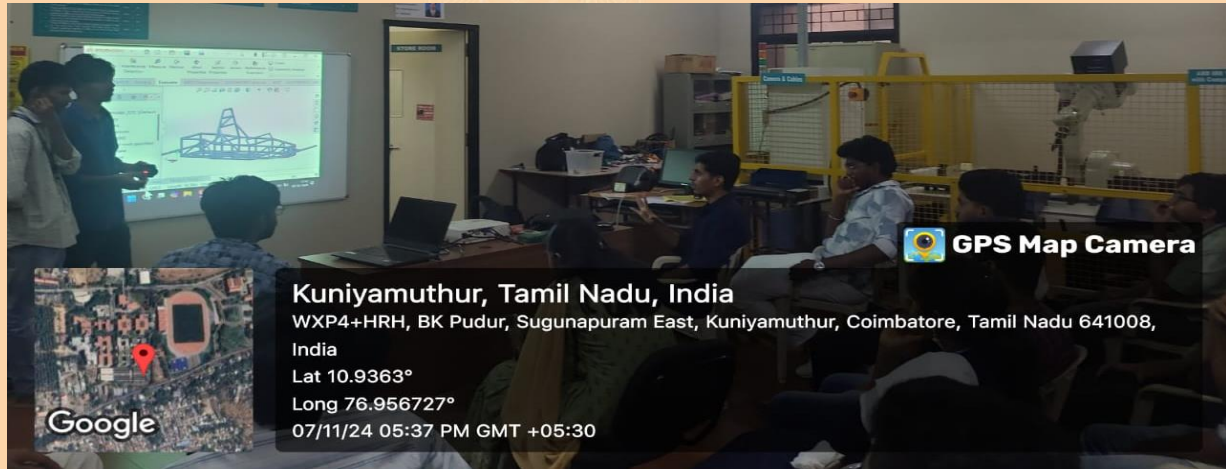


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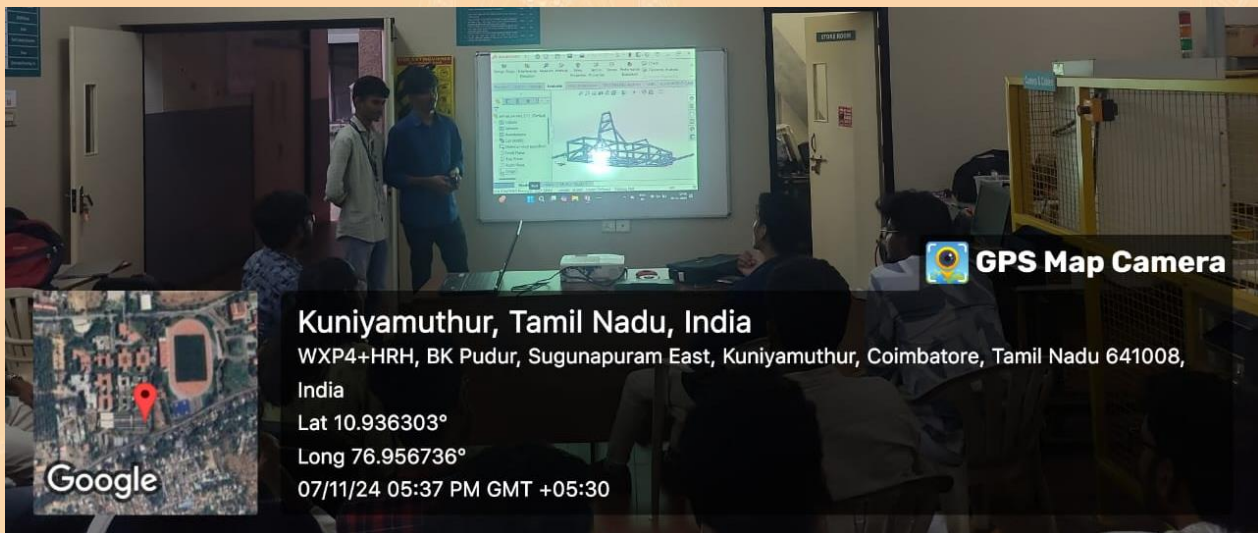


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MCT | ALUMNI INTERACTION



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Lat 10.9363°
Long 76.956727°
07/11/24 05:37 PM GMT +05:30



Kuniyamuthur, Tamil Nadu, India
WXP4+HRH, BK Pudur, Sugunapuram East, Kuniyamuthur, Coimbatore, Tamil Nadu 641008, India
Lat 10.936303°
Long 76.956736°
07/11/24 05:37 PM GMT +05:30

Mr. Medhun Krishnaa.A, **Department of Mechatronics Engineering** (2019-2023 batch Alumnus), R&D Head - Konwert India Motors Pvt Ltd, interacted with Kart students on 07.11.2024. He discussed on the topic “**Opportunities in E-vehicles**” and gave valuable insights to students.

Session Takeaways:

- About E-Vehicle.
- Need for EV.
- Current trends in EV.
- Battery used in EV.

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ECE | INTERNATIONAL DAY FOR PREVENTING THE EXPLOITATION OF THE ENVIRONMENT IN WAR AND ARMED CONFLICT

In many regions around the world, the environment becomes an overlooked casualty of war. On November 6, the International Day for Preventing the Exploitation of the Environment in War and Armed Conflict reminds us of the hidden but profound impacts conflicts have on nature. War often leads to the destruction of natural resources, pollutes water sources, and leaves behind hazardous materials, all of which harm ecosystems and human communities for years, if not decades.

Why This Day Matters

During warfare, the environment can be directly targeted, as seen in instances where land is intentionally scorched, forests are felled, or rivers are polluted to disrupt enemy movements. Resources like oil, timber, and minerals can be exploited, leading to deforestation, loss of biodiversity, and severe soil erosion. In addition, indirect impacts such as forced migrations and destruction of critical infrastructure can lead to unsustainable use of resources as displaced populations struggle to survive.

These environmental damages not only worsen the immediate impact of conflict on people's lives but also hinder long-term recovery efforts. Damaged farmland, polluted water sources, and diminished biodiversity create challenges for local communities trying to rebuild after the end of conflict. Consequently, environmental protection in times of war is essential to achieve sustainable peace.

The Connection between Peace and Environmental Protection

The United Nations has long emphasized the importance of protecting the environment during times of conflict. This observance aims to raise global awareness of the need for policies and strategies that prevent environmental degradation during conflicts. It also calls for international cooperation to rehabilitate ecosystems and assist affected communities in rebuilding sustainably.



Shruthi
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EEE | CREATIVE CORNER



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|| EEE A

ECE | INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN: WHY THIS DAY MATTERS

**STOP
VIOLENCE
AGAINST
WOMEN**



Each year, on November 25, people around the world observe the International Day for the Elimination of Violence against Women. This day is dedicated to raising awareness of gender-based violence, amplifying the voices of survivors, and advocating for policies and actions to protect women and girls everywhere. Despite strides toward equality, violence against women remains a global crisis, affecting millions of lives and limiting opportunities for individuals, families, and communities.

Understanding Gender-Based Violence:

Gender-based violence is a deeply rooted issue that affects women from all occupations. It takes many forms, including physical, sexual, emotional, and economic abuse. Some common examples include domestic violence, sexual harassment, human trafficking, child marriage, and female genital mutilation (FGM). According to the World Health Organization (WHO), 1 in 3 women worldwide has experienced physical or sexual violence at some point in her life, with many cases going unreported due to fear, stigma, or lack of support. The impacts of such violence are devastating, leading to long-term physical and mental health problems, economic hardships and sometimes-even death. However, beyond the personal toll, violence against women also harms entire communities by reinforcing gender inequality, reducing productivity, and perpetuating poverty and discrimination.

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**KISHORE KUMAR P
I CSE C**

ECE | WORLD KINDNESS DAY: SIMPLE ACTS TO MAKE A BIG DIFFERENCE



Each year on November 13, people around the globe come together to celebrate World Kindness Day—a day dedicated to spreading kindness, compassion, and goodwill. In a world that often feels busy, overwhelming, or even divisive, World Kindness Day encourages us to slow down and remember that even the smallest gesture can brighten someone's day. But what does it mean to be kind, and how can we incorporate kindness into our daily lives beyond this one day?

Why Kindness Matters

Kindness can also foster stronger social connections, reduce feelings of isolation, and inspire others to act with kindness, too.

Imagine a world where everyone made small efforts to be a little kinder each day. The cumulative effect could transform our communities, workplaces, and even global relationships.

Simple Acts of Kindness to Try on World Kindness Day

1. Smile at a Stranger
2. Support a Local Charity
3. Buy Coffee for the Person Behind You
4. Share a Compliment
5. Spend Time with Someone Who Needs Company

Final Thoughts

World Kindness Day is a beautiful reminder of the difference we can make by simply being kind. It doesn't take much to spread positivity—just a little intention and willingness to put compassion into action. So, whether you choose to reach out to a friend, volunteer your time, or simply share a smile, remember that every act of kindness counts. And who knows? Your small gesture today might just inspire a chain reaction of kindness that echoes far beyond November 13. Happy World Kindness Day!

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