

SKCET

Buzz



16th-22nd 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.



INSTITUTIONAL EVENTS



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SKCET- CIR | PRINCIPAL INTERACTION INTI INTERNATIONAL UNIVERSITY DELEGATES



Centre for International Relations (CIR), Sri Krishna College of Engineering and Technology (SKCET) welcomed esteemed delegates from INTI International University, Malaysia on November 14, 2024.

The delegation included **Prof. Ts. Dr. Siti Sarah Maidin**, Deputy Director of the Centre for Data Science and Sustainable Technologies and **Prof. Ir. Dr. Malathy Batumalay** from the Data Science and Information Technology Department. They were warmly received by **Dr. K. Porkumaran, Principal, SKCET.**

The visit featured productive discussions focused on exploring potential academic and research collaborations, marking a significant step toward strengthening international partnerships.

SKCET- CIR | PRINCIPAL INTERACTION INTI INTERNATIONAL UNIVERSITY DELEGATES



Pointers of Discussion:

- Collaborative Research Initiatives
- Student Exchange and Internship Programs
- Joint Workshops and Faculty Exchanges
- Curriculum Enhancement

This partnership promises to create **transformative experiences** for both students and faculty, equipping them with the **skills and perspectives needed** in an increasingly interconnected world. Our **Principal** motivated the faculty members and students to actively participate in the upcoming collaborative ventures, ensuring they fully benefit from the opportunities ahead.

SKCET | TECHZOOKA HACKATHON 2024 PRELIMS

SKCET | TECHZOOKA HACKATHON 2024 PRELIMS

INNOVATION AT EVERY STEP

Presided by
Dr. K. Porkumaran
IEEE Madras Chapter - Chairman
Principal & Senior Professor
Sri Krishna College of Engineering and Technology, Coimbatore

20th November, 2024 @ 02.00 P.M
Venue: Conference Hall,
Admin Block, Third Floor

This Hackathon will be conducted in three phases:
Phase 1 - Prelims round will be conducted within our Student branch and the short-listed participants details need to share to IEEE Madras Section.
Phase 2 - IEEE Madras Section review committee will scrutinize around 7 teams physically.
Phase 3 - Infosys will shortlist the winning team based on their final presentation in

SKCET-IEEE Madras Section Industrial Committee, IEEE Madras Young Professionals & SKCET in association with INFOSYS organized Techzooka Hackathon 2024 Prelims, the event was presided by **Dr. K. Porkumaran, Principal and IEEE Madras Section – Chairman**. The Techzooka Hackathon 2024 Prelims served as an exciting and intense platform for innovation, creativity and collaboration

The Resource Person for this event was **Mrs.Heena Firdaus**, Senior Data Analyst, Accenture Technologies Pvt Ltd, Coimbatore

The Session takeaways were: Innovative Idea, Technical Insights, Time Management and Networking Opportunities.

SKCET | EXTENSION & OUTREACH ACTIVITY



The **UYIR Club** of Sri Krishna College of Engineering and Technology partnered with the **Coimbatore City Police** for a '**Traffic Regulation Campaign**' during the Diwali season, held from 19th October 2024 to 30th October 2024. Under this initiative, **4 Faculty Mentors and 50 Student Volunteers** of Skcet-Uyir Club actively assisted in **managing traffic at high-congestion zones**, including Oppanakara Street and Town Hall. Their tireless efforts ensured smooth vehicular movement and minimized traffic disruptions during the festive rush. In recognition of their outstanding contribution to public safety, the mentors and volunteers were honored on 15th November 2024 by the respected Commissioner of Police, **Mr. V. Balakrishnan** at the Commissioner's Office.

SKCET | EXTENSION & OUTREACH ACTIVITY



Police Commissioner personally commended the UYIR Student Volunteer **R. Dinesh Ram of III EEE B**, for his sincere dedication and commitment, **highlighting his pivotal role** in ensuring a safe and orderly Diwali for the citizens of Coimbatore.

Faculty Coordinators: Ms. R.Geethamani, NSS Programme Officer, Dr. V.Narasimharaj, NSS Programme Officer, Mr. C.Visvesvaran, UYIR Club Mentor, Mr. J.Baskaran, NSS Department Coordinator.



STUDENTS CERTIFICATION



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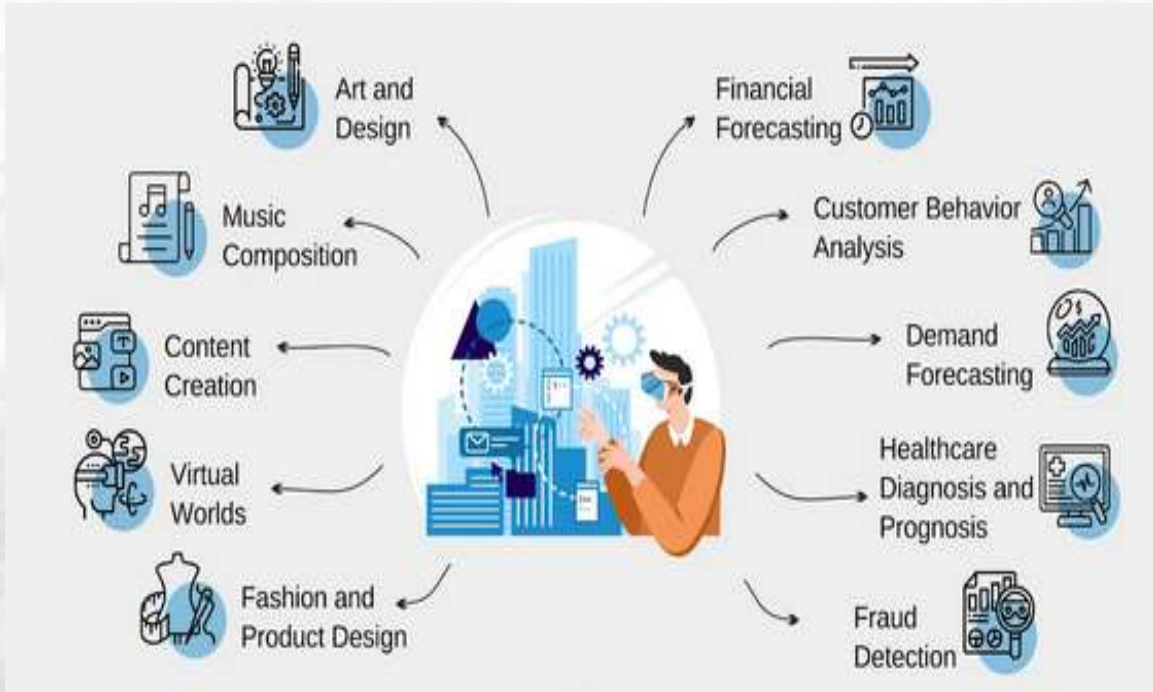
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MCT| WORKSHOP ON ROBOTICS



Mr. B. Sanjiv, Second year student of **Mechatronics Department** has participated in **“Robomastery - A Hands on Robots Workshop”** held as a part of Anohka 2024 - 12th National level tech fest of Amrita Vishwa Vidhyapeetham held on 17th , 18th and 19th of October 2024.

INFOGRAPHICS | GENERATIVE AI APPLICATIONS



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EVENTS



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MCT | NITTTR - STTP – DAY 1



SKCET: MCT- NITTTR Chandigarh

STTP on AI for SDGs under Unnat Bharat Abhiyaan

Day 1 - 18.11.2024

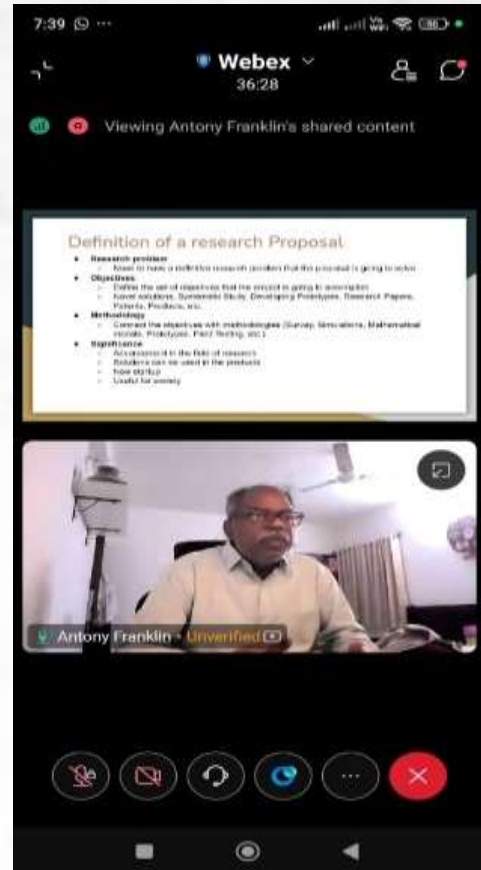
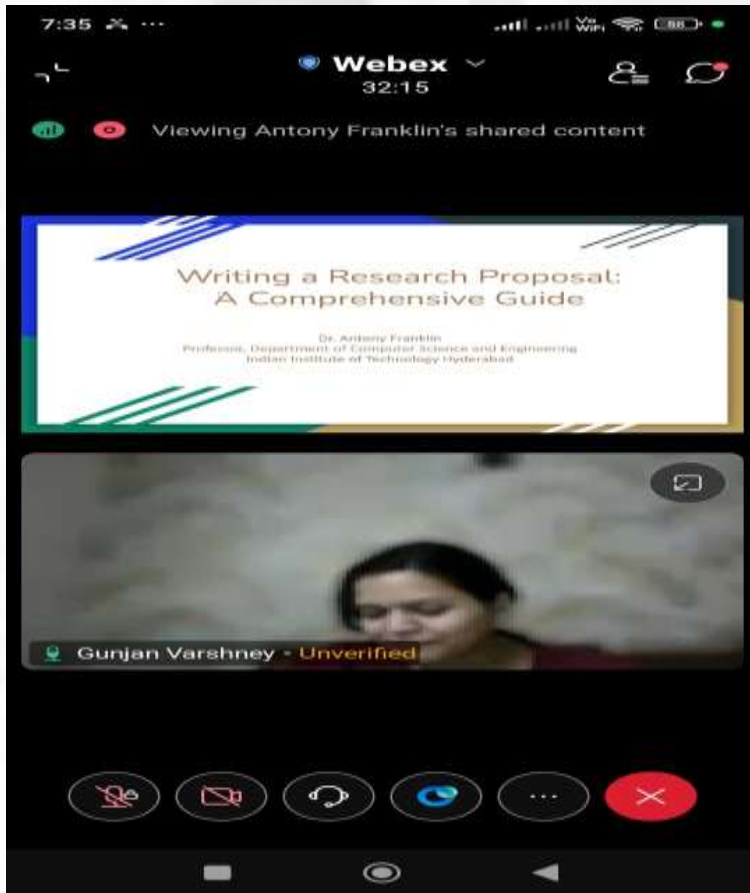
Session 1 - Topic: Intelligent Sensing for smart Agriculture

Resource Person: Dr. N. Rabi, Indian Agricultural Research Institute, New Delhi

Session Highlights:

- Cultivating digital Farm
- Multimodal Sensing Sensor based
- Monitoring wheat crop through remote sensing using Machine learning
- U nut Architecture

SKCET | PROFESSIONAL MENTORING PROGRAM 2024



Faculty Members of SKCET attended the online Technical Talk #6 under the title **“How to Write Good Project Proposals for Research Funding”** conducted by IEEE India Council IAYPC 2024 as a part of Professional Mentoring Program-2024 on 21.11.2024. The session takeaways were: Essential elements of a compelling research proposal, Tips to align your ideas with research funding priorities, Insights into common mistakes to avoid.

MCT | NITTTR - STTP – DAY 2



SKCET: MCT - NITTTR CHANDIGARH

STTP on AI for SDGs under Unnat Bharat Abhiyaan

Day 2: 19.11.2024

Session 1: AI with Data Science for Industrialization and Sustainable Production.

Resource Person: Er Gaurav Kumar, Magma Research & Consultancy, Haryana.

Session Highlights:

- AI in Manufacturing
- Natural language generation and image synthesis
- AI predictive based maintenance system
- Edge machine learning
- Smart manufacturing using COBOTS

MCT |NITTTR - STTP – Day 2



STTP on AI for SDGs under Unnat Bharat Abhiyaan

Session 2 : SMART AQUACULTURE USING IoT

Resource Person: Prof. Anil kumar Rose, Chandigarh College of Engineering and Technology, Chandigarh.

Session Highlights:

1. SDG 14 - Life below water.
2. Challenges of IoT in Aquaculture.
3. Design of cleaning system.
4. Accessibility of Aqua farm.



TUTOR WARD MEETING



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MCT| ACADEMIC REVIEW MEETING



Department of **Mechatronics Engineering** organized Academic Review Meeting for the Second and Third year students. **Principal Dr. K. Porkumaran**, interacted with the parents and students along with the HoD and tutors.

Pointers of Discussion:

- Student Academic Performance.
- Parent Involvement and Support.
- Student Well-being and Mental Health.
- Clearing arrears.
- Monitoring Wards staying Outside
- Regular Communication with Tutors.

IT | ACADEMIC REVIEW MEETING



Department of **Information Technology** conducted Academic Review Meeting for the Second and Third year students on 15.11.2024. **Principal, Dr. K. Porkumaran** interacted with both the parents and students along with Dean, HoD and tutors.

Pointers of discussion

- Review of Student Academic Progress
- Parental engagement and assistance
- Guidance & support to improve academic performance
- Monitoring of students residing off-campus
- Students' Attendance

EEE | ACADEMIC REVIEW MEETING



An **Academic Review Meeting** was organized for the students of the **EEE** department on 13.11.2024 and 14.11.2024. Parents of both second-year and third-year students enthusiastically interacted with Tutors and Subject handling faculty to discuss their wards' performance. The meetings focused on identifying areas for improvement, exploring enrichment strategies to support student learning, and emphasizing the importance of parental cooperation in driving positive changes.

ECE | ACADEMIC REVIEW MEETING



The Department of **ECE** conducted an **Academic Review Meeting** for second-year and third-year ECE students from 13.11.2024 to 16.11.2024. The discussions focused on students' and parents' feedback, academic progress, and strategies for improving students' performance with parental support.



PLACEMENT AND TRAINING



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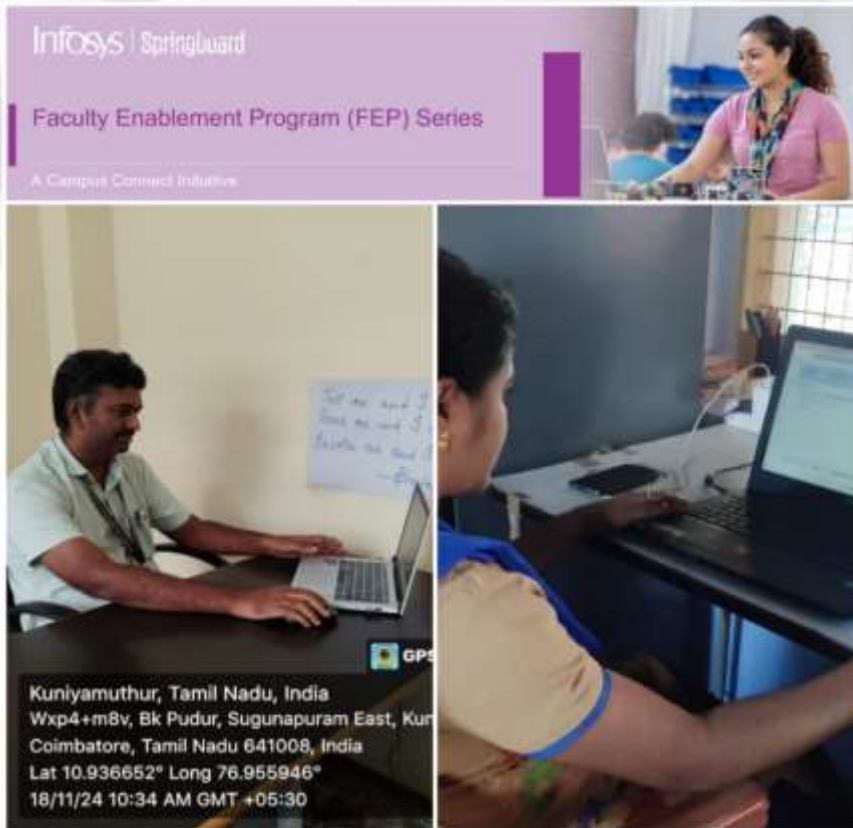


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SKCET | INFOSYS SPRINGBOARD FEP - GENERATIVE AI



Ms.Pooranam N, Assistant Professor, **CSE** and **Mr.J.Senthil**, Assistant Professor, **M.Tech CSE** attended Infosys Springboard - Faculty Enablement Program(FEP) Generative AI on 18.11.24. It is an Infosys initiative to prepare faculty members with the latest teaching methods and use of technology to impart effective education.

Key Insights

- Generative AI Landscape
- Introduction to OpenAI
- GPT Models
- Prompt Engineering
- Pre-trained Transformer 3 (GPT-3) for developers

SKCET | PLACEMENT TESTIMONIALS

I'm Bavani Devi R, from the **Electrical and Electronics Engineering** Department, batch 2021-2025. My journey at SKCET has been truly remarkable, filled with numerous opportunities for growth and learning. The expert sessions conducted by industry professionals kept me abreast of the latest trends and developments in the industry. The rigorous training programs focused on enhancing soft skills and overall personality development played a crucial role in preparing me for placements. The institutions provided an excellent platform to showcase my skills and helped me develop a well-rounded personality. I am extremely grateful to my parents for choosing SKCET, which has contributed immensely in shaping my career. I would like to extend my heartfelt gratitude to the placement cell and faculty team for their unwavering support and guidance throughout the placement process. Their efforts helped me secure placements at TVS Motors and IBM, two prestigious organizations. A special thanks to the Principal and the entire SKCET faculty team for their encouragement and dedication.

SKCET has been a cornerstone of my academic and professional success, and I am proud to be an alumna of this esteemed institution.

BAVANI DEVI R – EEE
TVS MOTORS



SKCET| PLACEMENT TESTIMONIALS

I'm Varshaa A.M, a final year student of the **Electronics and Communication Engineering** department, batch of 2021-2025. My time at SKCET has been a transformative journey, offering me countless opportunities to build both technical expertise and interpersonal skills. The expert sessions organized by the institution were impactful, keeping me informed about emerging technologies and industry trends, which played a key role in shaping my career readiness.

The focus on soft skills and holistic personality development at SKCET truly made a difference during the placement season, equipping me to present my best self. I'm deeply thankful for the support and guidance of the placement cell and faculty, whose efforts were instrumental in helping me secure a position at BlueYonder with a CTC of 10.5 LPA.

A special thanks to the Principal and the entire faculty team for their encouragement and commitment in fostering student growth. SKCET has been more than just an institution—it's been a foundation for my personal and professional growth.

**VARSHAA A.M - ECE,
BLUEYONDER**



SKCET| PLACEMENT TESTIMONIALS

Reflecting on my journey, I express my deepest gratitude to our esteemed Principal, HOD, year coordinator and faculty members. Their unwavering support has been instrumental in helping me secure a position at E&Y. The exceptional education and guidance from the Electrical and Electronics Engineering department equipped me with the skills needed to excel. This milestone is a reflection of the collective efforts of everyone in the EEE department. Thank you for being an integral part of my journey.



**NAVEEN M - EEE
E&Y**



RESEARCH AND DEVELOPMENT



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R&D | PAPER PUBLICATION | MCT



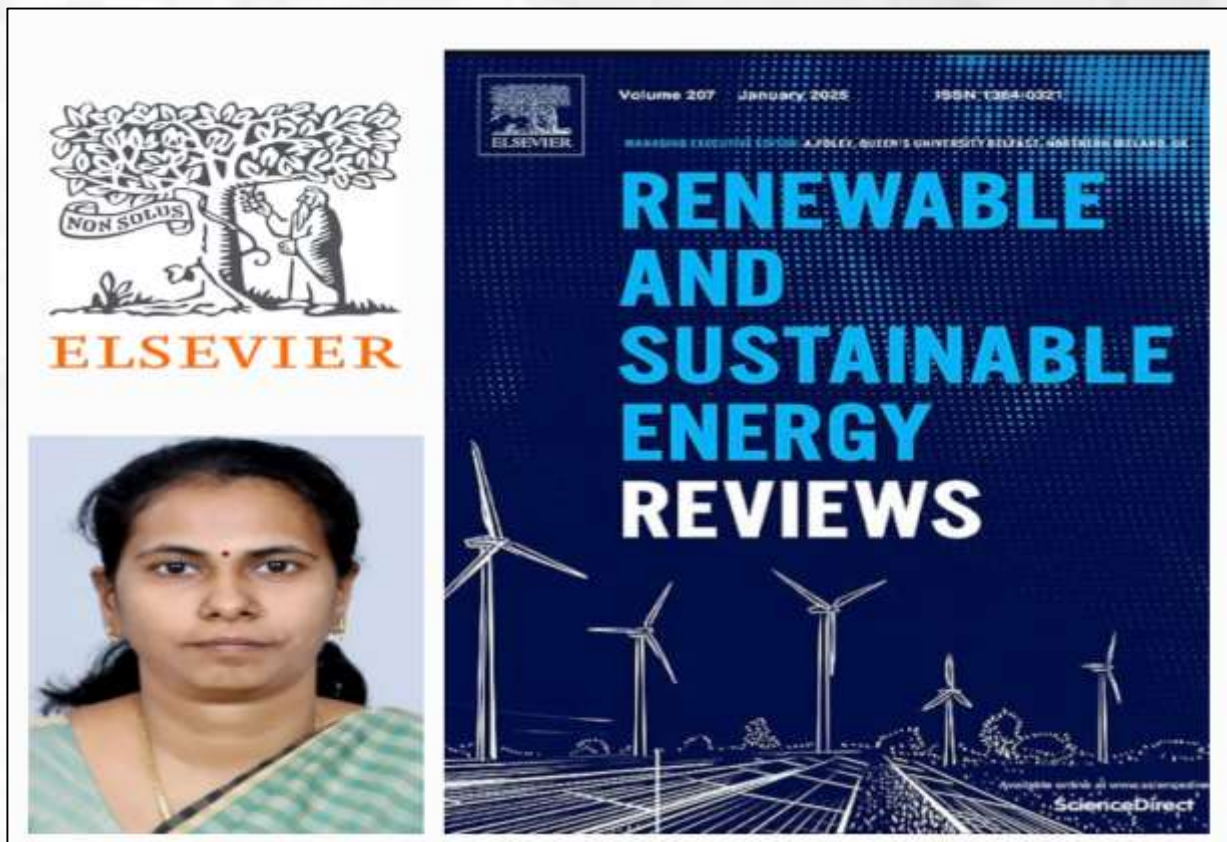
Dr. D. Pritima, Professor, **MCT** and **Dr. G. Veerappan**, Associate Professor **MCT** have published a paper titled **“Mechanical Properties and corrosion behavior of SiC reinforced high entropy alloy (Ni - Co- Fe) matrix composites produced by microwave and conventional sintering techniques”**, in **Surface Technology : Metrology Properties**. It's an Annexure I Journal publication.

R&D | BOOK CHAPTER PUBLICATION | ECE

Mr.C.Visvesvaran, Assistant Professor, **ECE** Department has published a Book Chapter titled **“Supply Chain Security in 6G Networks: Commerce's Critical Challenge”** in the book titled **"6G Security Education and Multidisciplinary Implementation"** which was published by **IGI GLOBAL**. ISBN: 9798369374214.



R&D | JOURNAL PUBLICATION | EEE

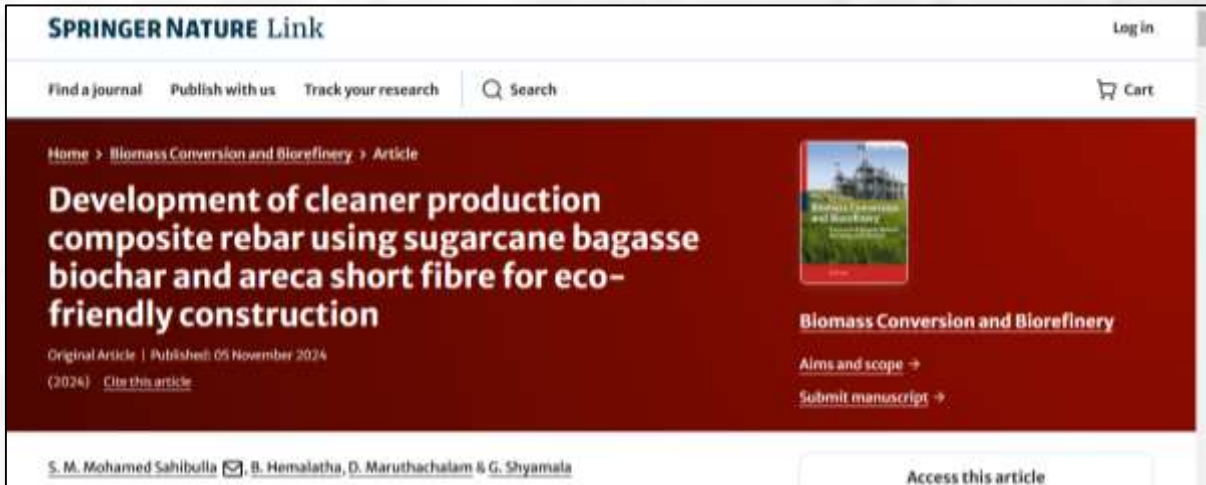


Dr. A. Radhika, Professor, Department of Electrical and Electronics Engineering has made a remarkable contribution to the **field of renewable energy** by publishing her research paper titled '**Hybrid Control for Capacitor-Assisted Z-Source Inverter in Grid-Connected Photovoltaic System**' in the renowned journal **Elsevier - Renewable and Sustainable Energy Reviews**.

The prestigious journal is recognized **globally for its high standards**, indexed in SCI and Scopus and holds an exceptional **Impact Factor of 16.3**. This milestone emphasizes the innovation and research excellence nurtured at SKCET, **fostering advancements in cutting-edge** renewable energy technologies and sustainable solutions.

Publication Link: <https://doi.org/10.1016/j.rser.2024.115002>

R&D | PAPER PUBLICATION | CIVIL



Dr. D. Maruthachalam, Dean, Civil Engineering and Infrastructure, has published a research article titled “Development of cleaner production composite rebar using sugarcane bagasse biochar and areca short fibre for eco-friendly construction” in Biomass Conversion and Biorefinery. It is indexed in Scopus and WoS.

CAN YOU SOLVE

$$2 + 7 = 27$$

$$4 + 4 = 24$$

$$5 + 9 = 42$$

$$6 + 0 = ??$$



FACULTY PROGRESSION



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EEE | AICTE TRAINING AND LEARNING (ATAL) FDP GRANT

of ATAL 6 Days Online Faculty Development Programme 2024-25

Host Institute Name	Host Institute Address	Host Institute State	FDP Title
JSSR Causasia College of Engineering For Women, Suggur	Alonga Bahi (Suggur) Ta. Hingur Dist. Suggur-841110	MAHARASHTRA	23rd Century Materials: Advancements in Material Science in Technology
KEE & KRR Institute of Technology & Sciences	Vijayanagara, Gunur, AP	ANDHRA PRADESH	Role of Power Electronics in Electrical Vehicle Technology
K.J.S. Ganga Institute of Technology	"Sama Gangra", Udyambag, Bellary, 592008, Karnataka, India	KARNATAKA	Microarray Processing and 3D Printing of Functional Material From Fundamentals to Future Technologies
KCG College of Technology	KCG Nagar, Rajiv Gandhi Salai, Karpakkam, Chennai - 600 097, Tamil Nadu, India	Tamil Nadu	Latest innovations in medical and healthcare textiles
Anand Institute of Higher Technology	Kalanahalli Nagar IT Corridor, Rajiv Gandhi Salai, Road, Karpakkam	Tamil Nadu	Empowering Advanced Data Science Tools, Techniques and Trends
Konguarts College of Engineering and Technology	Narasikot-Trichy Main Road, Theerthapatti (PO), Theertham (TK), Trichy(DS)	Tamil Nadu	Recent Advancements and Challenges in Integration of IoT in 5G/6G Wireless Communication: Building the Next Gen Campus
Marthandan College of Engineering and Technology	College Road, Kattakudi, Veyyambur Post, Karaikal District	Tamil Nadu	Emerging Trends in Space and Computing Technologies
K.L.S. College of Engineering	Pottapalayam, Srirangapat District	Tamil Nadu	IoT and Cyber Security in Power Systems
SAKTHI POLYTECHNIC COLLEGE	NAKTHINAGAR, ANTHYUR TALUK, ERODE DISTRICT	Tamil Nadu	Disaster Management & Resilient Infrastructure
Sri Krishna College of Engineering and Technology	Kummarathur, Coimbatore	Tamil Nadu	Climate Crisis and Mitigation by sustainable development of In and Environment Systems

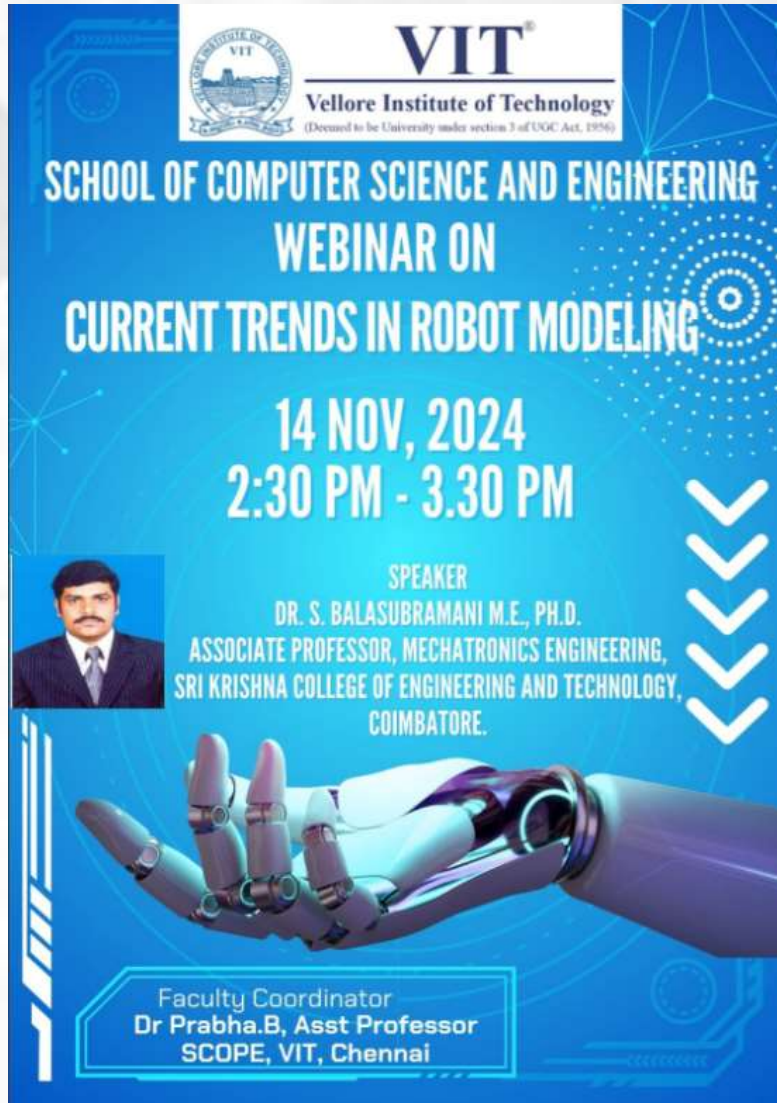
AICTE under the ATAL scheme has sanctioned a grant of **Rs. One Lakh** for organizing a **Six-Day Online Faculty Development Program (FDP)** titled **'Climatic Crisis and Mitigation by Sustainable Development of Energy and Environment Systems'** for the academic year 2024-25.

FDP Dates: 16th to 21st of December 2024

Coordinator: **Dr. K.C.Ramya**, Professor & Head/ EEE and **Dr. S. Sivaranjani**, Professor/ EEE

This program will explore **innovative approaches** for addressing climate challenges, promoting sustainable energy solutions and advancing environmental systems management. It offers a unique opportunity for **professionals and researchers** to deepen their knowledge, exchange insights and **collaborate towards a greener** and more sustainable future.

MCT | FACULTY AS RESOURCE PERSON



VIT
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

SCHOOL OF COMPUTER SCIENCE AND ENGINEERING
WEBINAR ON
CURRENT TRENDS IN ROBOT MODELING

14 NOV, 2024
2:30 PM - 3.30 PM

SPEAKER
DR. S. BALASUBRAMANI M.E., PH.D.
ASSOCIATE PROFESSOR, MECHATRONICS ENGINEERING,
SRI KRISHNA COLLEGE OF ENGINEERING AND TECHNOLOGY,
COIMBATORE.

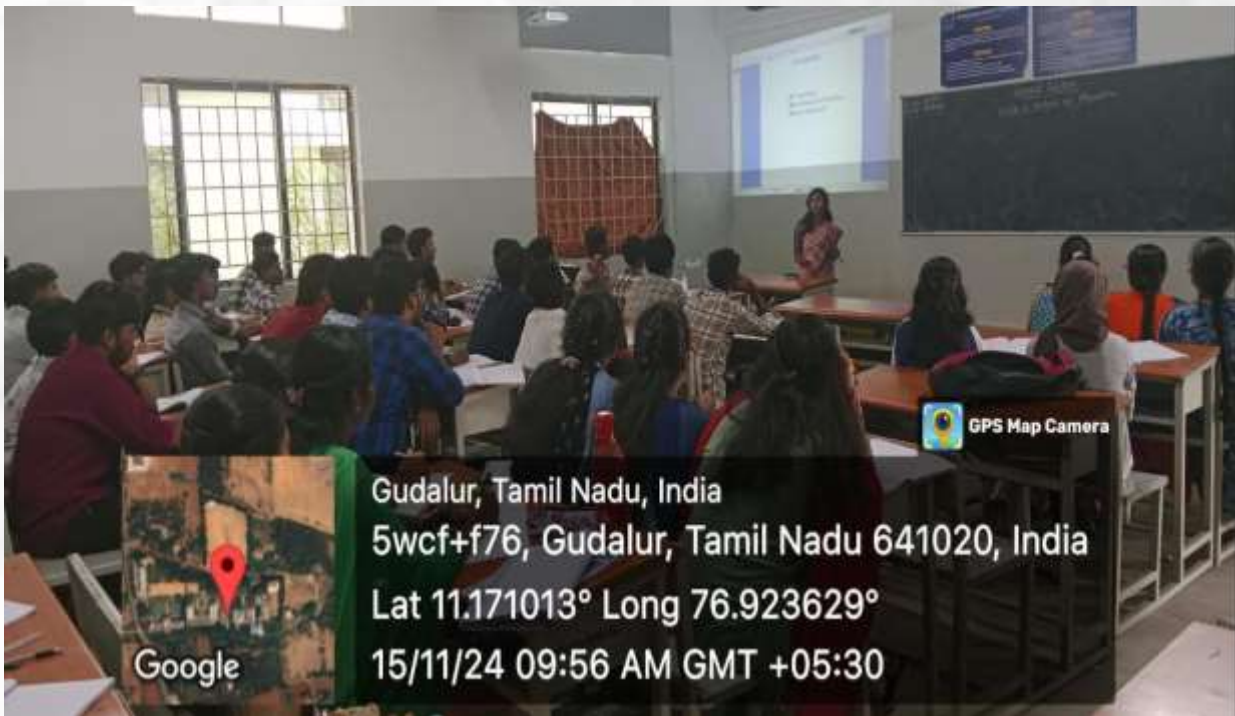
Faculty Coordinator
Dr Prabha.B, Asst Professor
SCOPE, VIT, Chennai

Dr. S. Balasubramani, Associate Professor, **MCT**, delivered a Guest Lecture on the topic of “**Current Trends in Robot Modeling**” virtually on 14th November 2024 at 2:30 pm, Vellore Institute of Technology, Chennai.

Session Highlights:

- Robot Modelling Techniques
- Robot Industry applications and future directions

IT| FACULTY AS RESOURCE PERSON



Ms. R. Janani, Assistant Professor, Department of IT, delivered a guest lecture on “Design and Analysis of Algorithms” at United Institute of Technology, Coimbatore on 15.11.2024.

CSE | FACULTY DEVELOPMENT PROGRAMME



Ms. Azhaguramyaa V R, Assistant Professor, **CSE** has successfully participated in the 5 -Day Residential Faculty Development Program(FDP) on **High Performance Computing(HPC)** conducted by C-DAC , Bangalore under C-HUK project from November 4,2024 to November 8,2024.



FACULTY CERTIFICATIONS



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CIVIL | NPTEL CERTIFICATION

Dr. P. Saravanakumar, Professor, Department of **Civil Engineering** has completed a course on **Building Materials as a cornerstone to Sustainability** with a consolidated score of 95%. The 12-week course provided by IIT, Madras.



CIVIL | NPTEL CERTIFICATION



Mrs. S. Nithyapriya and Mrs. S. Kannaki, Assistant Professors of **MCT** have successfully completed the course **Smart Grid: Basics to Advanced Technologies** - Power Electronics and Power systems Domain Specification course. (Elite & Silver+Elite Certificate.) This is a 12 week course from Jul - Oct 2024.



ALUMNI CORNER



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CSBS | ALUMNI INTERACTION



Mr. Vikas N, an esteemed alumnus from the Department of **Computer Science and Business Systems** (2020-2024 batch), currently pursuing his MBA at IFIM College, Bengaluru, Karnataka interacted the Final year students of CSBS on September 18, 2024. He delivered an insightful seminar on the topic “**Journey to Higher Education: Lessons and Perspectives**”.

Session Takeaways:

- Understanding the Higher Education Landscape
- Planning the Academic Journey
- Overcoming Challenges
- Skill Development for Success



CREATIVE CORNER



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MCT | CREATIVE CORNER



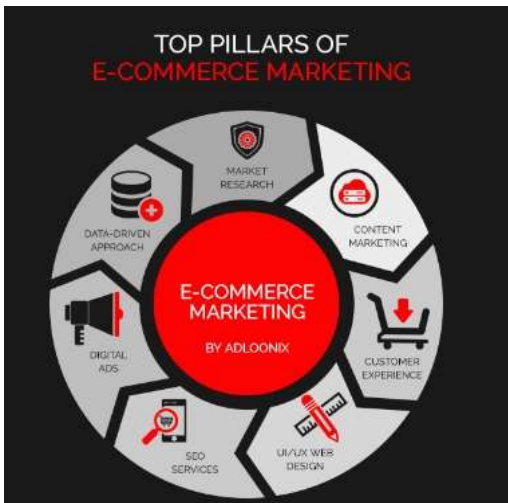
B. Pragathi

I MCT

ECE | THE DUAL EDGE OF E-COMMERCE: A SEQUEL ANALYSIS ON ADVERSE MARKETING AND CONSUMER

PART I: THE EMERGENCE OF ADVERSE MARKETING IN E-COMMERCE

E-commerce, a revolutionary innovation in global trade, promised to democratize access to goods and services, creating a seamless interface between consumers and businesses. Its initial evolution heralded a new era of convenience, affordability, and diversity in choice. However, as the sector expanded exponentially—forecasted to surpass \$6.3 trillion in global sales by 2024—its very success has bred an environment vulnerable to exploitation. Adverse marketing has emerged as a pervasive malady, one that manipulates consumer behaviour and distorts market dynamics under the guise of technological sophistication and competitive zeal.



The roots of adverse marketing in e-commerce lie in its digital architecture, where data-driven insights enable businesses to micro-target consumers. Initially lauded for its potential to deliver personalized shopping experiences, this innovation has been weaponized to exploit consumer psychology. For instance, dynamic pricing algorithms, designed to optimize sales, have devolved into discriminatory tools. A 2023 study by the University of Oxford found that consumers in affluent neighborhoods faced price increases of up to 25% compared to less affluent areas for identical products. Such practices erode the very principle of fair access that e-commerce platforms claim to uphold.

Moreover, the proliferation of misleading advertisements has further undermined the integrity of online marketplaces. According to the Advertising Standards Authority (ASA), nearly 41% of online ads scrutinized in 2022 contained misleading claims. These ranged from overstating product efficacy to using doctored images, resulting in a disconnect between consumer expectations and reality. Flash sales, artificial scarcity campaigns, and deceptive discount practices compound the issue by creating false urgency, compelling consumers to make impulsive purchases. The psychological manipulation inherent in such tactics is as troubling as the financial repercussions, with studies showing a 53% increase in buyer's remorse among e-commerce users since 2020.

While adverse marketing may offer short-term profitability, its long-term consequences threaten the sustainability of the e-commerce ecosystem. Consumers, once deceived, are less likely to return, and trust—a cornerstone of digital transactions—becomes a casualty.

NATIONAL CANCER AWARENESS DAY: SPREADING AWARENESS FOR A HEALTHIER TOMORROW



National Cancer Awareness Day, observed annually on November 7, serves as a critical reminder of the growing burden of cancer and the need for proactive measures to combat it. This day emphasizes the importance of early detection, prevention, and awareness to reduce cancer risk and mortality rates.

National Cancer Awareness Day aims to educate individuals about the risks and prevention of cancer. It encourages:

- **Community Engagement:** Organizing workshops, seminars, and awareness campaigns.
- **Health Check-Ups:** Offering free or subsidized screenings to identify cancer at early stages.
- **Policy Advocacy:** Calling for better healthcare infrastructure and access to affordable treatments.

Conclusion

Cancer is a formidable challenge, but increased awareness and preventive measures can save lives. On National Cancer Awareness Day, let us commit to making informed lifestyle choices, supporting cancer research, and spreading knowledge about risk factors and prevention. Together, we can pave the way for a healthier, cancer-free future.

“It’s not just about fighting the disease—it’s about empowering individuals to take charge of their health.”

- **Shajith Basha U (187) | ECE - C**