

THE SONA TIMES

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International Conference



International Women's March '24

27th Annual Day Celebration



TANCAM's Design Hackathon for Women in Engineering



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Editorial Board

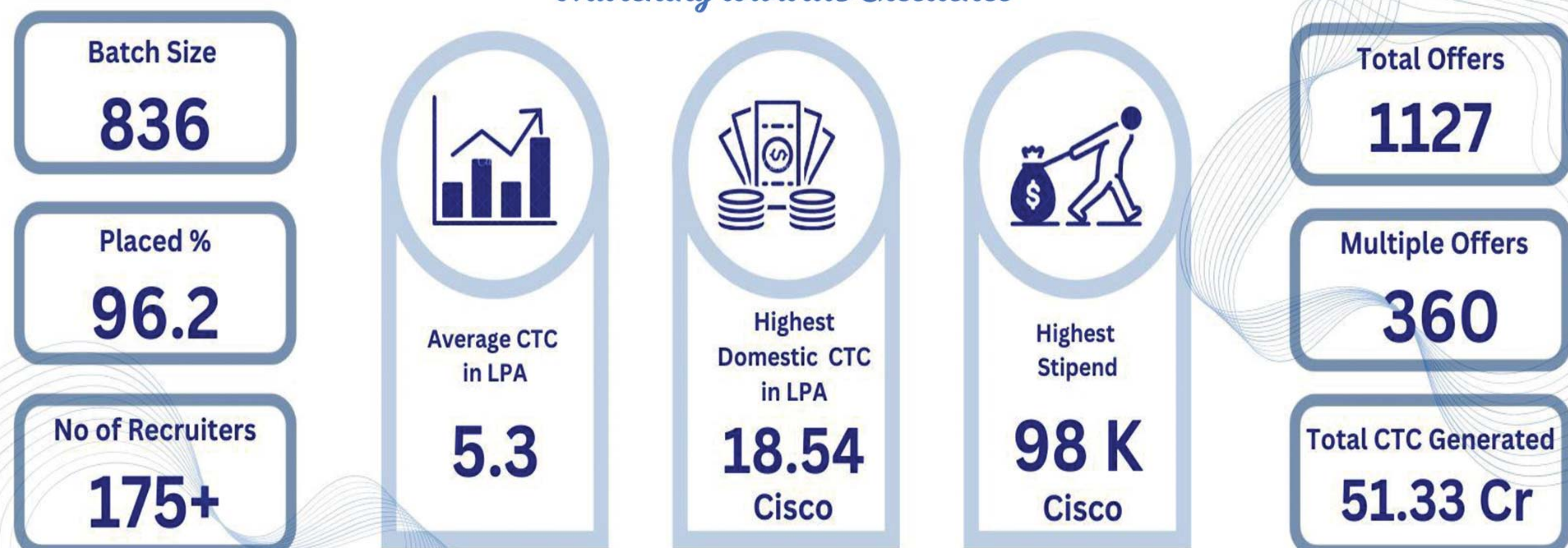
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PLACEMENTS Batch 2023

Marching towards Excellence



Notable Companies (Salary range : 7 LPA to 19 LPA)



Prominent Recruiters- 2023 Batch





Highlights

Bhagavad Gita in Management Studies



Sona School of Business and Management proudly launched the "Bhagavad Gita in Management" course on March 2, 2024, spearheaded by Mr. Thyagu Valliappa, Vice Chairman of Sona Institutions. The Chief Guest, Dr. B. Mahadevan, delivered a captivating session on leadership, delving into Jim Collins' Level 5 Leadership and drawing parallels with Bhagavad Gita Chapter 1. The event explored decision-making, navigating challenges, and the leadership conundrum, aligning these principles with the timeless wisdom of Bhagavad Gita.

International Conference on Green Computing for Communication Technologies (ICGCCT - 2024)



The Departments, CSE, IT, ECE and MCA in collaboration organised an International Conference, "Green Computing for Communication Technologies," (ICGCCT - 2024) on the 6th and 7th of March 2024. The Conference brought in stakeholders from Academia, Industry and other sectors of Information and Communication Technology to cross-fertilize their innovative ideas and to share results of their researches and experience in Green Computing. People from different parts of the world like, Dr. Michael Packianather, Cardiff University, UK. Dr. Seshathiri Dhanasekaran, UIT, The Arctic University of Norway. Dr.Muthuraju Sangu, University of Houston, Texas, USA. Dr.Ferddie Quiroz, Assistant Professor, Department of Computing Muscat College, Sultanate of Oman participated and shared their valuable thoughts on the topic. Faculty members, Research Scholars and Students from different places participated, presented and shared their views.



Highlights

TANCAM's Design Hackathon for Women in Engineering



Sona College of Technology is pleased to announce the winners of the recent Hackathon organised for Women in Engineering which was held on March 14th, 2024. This event was organized by the Tamil Nadu Centre of Excellence for Advanced Manufacturing – TANCAM in association with our institution and Sona Star Innovation Pvt. Ltd. The event brought together over 240 teams and 700+ students from across the state. The distinguished keynote speakers Mr. Frederic Besson, WW VP - CATIA Brand Sales, Dassault Systems, Mr. Thyagu Valliappa, Vice Chairman, Sona Institutions; and Mr. V. Rama Krishnan, Sr. Regional Manager, INDIAN OVERSEAS BANK, shared their insights and experiences, adding to the excitement of the event. It is indeed a proud moment to share that Ms. Veronica and her team won the first place and received a cash prize of Rs.1,00,000. Three of the second year female mechanical students got third place with a cash prize of Rs.30,000 and Ms. Nisha from I year Mechanical Engineering received the consolation prize of Rs.10,000 in "Design Hackathan-2024 for Women Engineers" conducted by Tamil Nadu Centre of Excellence for Advanced Manufacturing (TANCAM), Chennai association with Mahendra Engineering College, Namakkal on 22nd March 2024. Our institution proudly congratulates all the winners and participants for their outstanding contributions.

ROAD-A-THON 2023



The Department of Civil Engineering in association with Salem City Police organized "ROAD-A-THON 2023" on 5.3.2024. The event was conducted in the PG Auditorium. The panel members of the event were Mrs. S. Brinda I.P.S., Deputy Commissioner of Police (North region of Salem), Mr.M.Ravichandran, Additional Deputy Commissioner of Police, Armed Reserve, Salem city, Sh. K. Srinivasulu, Project Director, National Highways authority of India, Project Improvement Office, Salem, Mr. T. Kulothungan, Assistant Divisional Engineer, National Highways, Salem, Mr. P. Ashokkumar, Assistant Professor in Department of Civil Engineering. The students were adjudicated by the panel members based on their presentation and 11 teams were selected for the final round. Among those 11 teams, 6 teams were from Sona College of Technology and out of the 6 teams, 4 teams were from the Department of Civil Engineering.



Highlights

AN INTERNATIONAL CONFERENCE ON ENGLISH LANGUAGE, LITERATURE AND LINGUISTICS (ICELL '24)



An International Conference on English Language, Literature and Linguistics (ICELL '24) was organized by the Department of Humanities & Languages, Sona College of Technology in association with the Department of English, Muscat College on 16th and 17th of March 2024. Professor. Christian M.I.M. Matthiessen, FUNCAP Research, Dept. of English Studies, Philology College, Universidad Complutense De Madrid, Spain, Professor. Valeria Thomson, Director, Language Centre, Muscat College, Oman and Dr. S.P. Dhanavel, Professor Department of Humanities and Social Science, IIT Madras clearly expounded their valuable view and ideas A workshop was also organised along with the conference titled, "Tonal Dynamics: Exploring SFL Intonation for Meaningful Expression." The workshop was conducted by Dr. Meena C. Debashish, Associate Professor, Dept. of Phonetics and Spoken English, The English and Foreign Languages University. She taught our students and the participants from outside, the nuances of phonetics and intonations and how they play a vital role in the process of communication.

Awareness on Sustainable Development

The event titled "Awareness on Sustainable Development" was organized by the Sona Energy Audit team, IEEE and Circuit Crafters on 25th of March to educate and engage the students on the principles and practices of sustainability. This event aimed to raise awareness and inspire individuals to take action towards building a more sustainable future. The event was organised for the 2nd and 3rd year students of Sona College of Technology to create an awareness on sustainable development. According to the departments, the slots were allotted in three batches. A Quiz was conducted at the end of every batch and all the Energy audit team members addressed the gathering regarding the importance of saving energy.





Highlights

Union Budget Quiz



The finals of a Quiz on the Union Budgets of India was conducted on the 13th of March, 2024 at PG Auditorium by Sona School of Business and Management. The prelims were conducted through hybrid mode and the students gave their best to secure a spot in the finale. The main aim of the quiz was to create an awareness among the students regarding the importance of the Union Budget of India and its impact. Followed by the quiz, a paper presentation on the most significant Union Budgets of India took place. In the finals 6 teams presented an in depth analysis on a budget of their choice, picked from a topic pool provided by the judge. Mr. Arvind Rajeevsarathy will presided over both the events. The winners, Harini, Infant Jerome, Kamalesh, Kamil Mohammed and Karthikeyan were appreciated for their untiring effort.

Alumni Meet



An Alumni meet for the first batch 1998-2000 of the department of MBA took place on 2 March 2024. All of them expressed their tough terrains, challenging situations, memorable and cheerful episodes and one of our alumnae Dr. S.P. Thenmozhi contributed Rs. 1,00,000. The meeting was indeed an emotional and a memorable one.



Highlights

International Conference on INNOVATIVE SUSTAINABLE DEVELOPMENT IN MANAGEMENT (ICISDM - 2024)



Sona School of Business and Management and Muscat College collaboratively hosted an International conference on 6 & 7 March, 2024. The event, spanning Sustainable Development in Management, drew participants from over 6 countries. Dr. Stephan Arogordon from Muscat College, Dr. Khalfan Abdullah, joined through hybrid mode, Mr. Chocko Valliappa, Vice Chairman, Sona Institutions, Dr. Ferddie Quiroz Canlas, Assistant professor at Muscat College, Dr. Danavel, Professor IIT Madras, Dr. Sujatha Kandai, director, Amity College of commerce, UP, India, Mr. Thiyagu Valliappa, Vice Chairman, Sona Vice Chairman, Sona Institutions graced the occasion. In keynote session, Dr. Ivan Zupic, lecturer in entrepreneurship from university of london discussed the onset of AI, AI hype cycle, outlining its capabilities and limitations. Dr. Mathew Phillips, Assistant Dean Academics, Muscat College, explored on the sustainability and trend in Consumer Behaviour. Both Online and offline Presentations were done by the participants. Professors, research scholars and students from various institutions actively participated and shared their valuable contributions.

MMA Event at Chennai



Few MBA students from our college along with 4 faculty members participated in MMA Women Managers Convention at Chennai on 16 March 24. The MMA Women's Conclave brought together female fighters, coaches, and industry leaders to discuss challenges and opportunities in women's mixed martial arts. It empowers women in the sport, fosters collaboration, and paves the way for a more equitable future in MMA.



Highlights

Interaction with Executive session



An Interaction with Executive session to Super Specialisation Students of MBA was conducted on 8 March 2024. Mr. Arasu, President of Timelinks gave his valuable insights on the topic "Branded Retail Industry Perspectives". He explained the skills and qualities of sales representatives and roles of retailing in an organisation.

Visit to Dharan Hospital



On 23-03-2024 a total of 12 1st year MBA students visited Dharan Hospital, Salem. Mr. Charan started the session by explaining the importance of Health-Care industry and also how an MBA can fit in the healthcare field. He also expounded about the necessary skills and knowledge needed to join the hospital sector. It was an enlightening session for all the students especially who look forward to build a career in the hospital industry.

International Centre for Clean Water (ICCW)



Congratulations to Tharanies and Suruthi of I MBA for securing 5th place in H2O quiz conducted by International Centre for Clean Water (ICCW) at Stella Maris college, Chennai on 22-MAR-24. They won a cash prize of Rs.2000.

National Symposium VYUGAM '24



On 22.03.2024, first year students of the MBA department participated in a National Symposium, VYUGAM '24 which was held at AVS college, Salem. Our students have won prizes in various events conducted by them. Sona College of Technology congratulates all the winners.



Highlights

Patent Granted

The month's most exclusive and greatest achievements are the 6 Patents granted for the innovative inventions done by the different departments of Sona College of Technology

- Our respected Principal, Prof. Dr.S.R.R. Senthilkumar along with Dr. R. Malathy, Dr. Gulshan Taj M N, Mr. N. Karuppasamy and a student Mr. V. Aravinda Kumar were granted patent no. 520054/2024 for their innovation, "Method of Manufacturing An Eco-Friendly Cement less Dry Interlocking Blocks From Polyethylene waste" on 05.03.2024.
- Our Principal, Prof. Dr.S.R.R. Senthilkumar along with Dr. R. Malathy, Mrs. S. Saranya, Mr. P. Ashokkumar, Dr. D. Jegatheeswaran were granted patent no. 523612/2024 for their innovation, "Method of Manufacturing An Eco-Friendly Cement less Dry Interlocking Blocks From Polyethylene waste" on 12.03.2024.
- Mr. S. Lakshmana Kumar/ MECH and Mr. K. Venkatesh Raja / MECH were granted patent no. 527790 / 2024 for their innovation, "A Cylindrical Surface Grinding Process Using Metal organic Formulated Magnetorheological Fluid" on 15.03.2024.
- Dr. D. Raja / FT, Mr. K. Mani, Dr. M. Usha / CSE were granted the patent no. 528545 / 2024 for their innovation, "An Assistive Electronic Device to operate Sewing Machines Thereof" on 15.03.2024.
- Dr. Malathy Ramalingam, Mr. Karuppasamy Narayanan, Dr. Senthilkumar Sellamuthu Ramchandran Rajagopal, Mr. Arvind Thilagarmani, Mr. Dharani Raj U were granted the patent no. 529230 / 2024 for their innovation, "NIB Concrete Sprayer for Smart Construction" on 20/03/2024.
- Dr. D. Raja / FT, Mr. S. S. Suresh / FT, Mr. S.Chinnadurai were granted the patent no. 529590 /2024 for their innovation "A Novel Instrument To Determine The Movement of water Through Inter fibre Capillaries of Textile Fabric" on 21/03/2024.



Highlights

Celebrating Excellence: 27th Annual Day



The 27th Annual Day Celebration at Sona College of Technology took place on Wednesday, March 20, 2024, marking a significant milestone in our academic journey. It served as a magnificent tribute to the outstanding achievements of our students, staff and faculty members, encapsulating the essence of our educational philosophy. The celebration was graced by our esteemed Chairman, Shri C. Valliappa, who emphasized the importance of a humanitarian mindset, defining it as a hallmark of every Sona student. Our Vice Chairmen, Mr. Chocko Valliappa and Mr. Thyagu Valliappa highlighted Sona's remarkable achievements, stating that its potential has the capacity to reach beyond the skies. Our Principal, Prof. Dr. S.R.R Senthilkumar's video presentation on Sona College's achievements and his 271-page report on achievements during the year 2023-24 was indeed a breath taking one. The event welcomed the honourable Chief Guest Mrs. Vanitha Datla, Vice Chairman of ELICO Ltd, and Mrs. Dharmala Shri D, IAS, our esteemed alumna, to share their valuable insights. The ceremony also featured awards honouring the best outgoing students, academic toppers, and appreciation recipients, followed by cultural performances by talented students that lent colour and gaiety to the occasion.

SONATA'24



An Intra-College Cultural Fest "SONATA" was conducted from February 19 to March 19, 2024. Students actively participated in various cultural competitions like dance (solo, duo and group), face painting etc. From each competition, the best performances were selected for the final round which was conducted on March 19, 2024. The most deserving performances were appreciated and cash prizes were awarded to the winners.

International Women's March '24

8th, 13th, 14th & 22nd March

Celebrations





Highlights

International Women's March'24



The Women Empowerment Committee celebrated the International Women's Day as a month long celebration of womanhood on 08.03.2024, 13.03.2024, 14.03.2024 and 22.03.2024. Many important and successful Women Guests were invited to give inspirational talks to our girl students and also our proud alumnas were invited to share some insight about their experience as how Sona institution acted as an important module for their successful career. Our Institution innovatively celebrated Women's Day as a month long celebration which is expected to be something which has not been done ever.

KRIVVAS'24



Sona's yearly cultural festival, Krivvas'24, an Inter-college Techno National Cultural fest was conducted on 15th March, 2024. There were many competitions like solo dance, group dance, battle of bands, singing, Fashion Show, Mime, Brain Busters, Debates, Fireless Cooking, Photography, Tower Building-Team Building Game and Wealth out of Waste. Students from various colleges in and around Tamil Nadu enthusiastically participated and showcased their talents in an exuberant manner. Students from all categories of colleges participated in various competitions conducted in KRIVVAS and received certificates and cash prizes.



Highlights

Guest Lecture on “Enhancing Placement Skills for Career”



The Department of ECE organized a guest lecture on the topic ” Enhancing Placement Skills for Career”. It was held on 02.03.2024 in Dr.A.P.J Abdul Kalam hall. Mr.R.Santhosh Kumar Principal Business Analyst, at Rx Data Science, Salem, was the resource person. Throughout the session, the resource person emphasized on the aspect of skill building and networking and how it will prove to be of use in the future. He also assessed the students’ knowledge on building projects. The guest lecture raised awareness among the students about skill development and career building, and how it might prove to be useful under demanding circumstances.

Annual Games and Sports Meet’ 24



Sona College of Technology and Sona College of Arts and Science celebrated the Annual Games and Sports Meet’ 24 on 21st March 2024. The event was graced by the presence of our Chairman, Shri.C. Valliappa, Vice-Chairmen Mr. Chocko Valliappa and Mr. Thyagu Valliappa, Principals of both the Institutions, Eminent Chief Guest Mr. T.R. Arasu, Former Ranji Trophy/Deodar Trophy Cricketer, Senior Selection Committee member, Ranji Trophy and the Guest of Honour and our proud alumna, Mr. P. Larsen, MBA NIS, Swimming Coach, International Swimmer. Many sports events like 100 meters, 200 meters and special events like dance and silambam were performed before the dignitaries. Our Chairman Shri. C. Valliappa exuded the presidential address and encouraged the aspiring sports students to achieve more. Our Vice- Chairmen, Mr. Chocko Valliappa and Mr. Thyagu Valliappa, also added their words of appreciation and also shared their experience in sports. As a final note, prizes were distributed to the winner who participated in International, National, All India Inter University, Inter Zone, Zonal level competitions. Staff members, who participated in various sports activities conducted by our college were appreciated and awarded prizes.



Highlights

Academic Exploration to CIT



The II Year computer Science and Engineering students went on an educational trip to Coimbatore Institute of Technology, Coimbatore on 2nd March 2024. The students executed their talents and actively participated in the workshop and various events conducted by them. Our students even won prizes for it. They were highly motivated and enriched by this excursion.

NCC Cadet Achievement

Senior Under Officer, K. R. Rohinth of III Year CSE department received the Best Cadet Award and was selected for the Inter Group Competition representing Sona College of Technology, II TN SIG COY NCC Salem. He was selected for the Marine Republic Day Camp as one among the 50 cadets from all over Tamil Nadu. He also got selected from TN, P&AN and has been trained as the Gentleman Cadet of Indian Military Academy at Dehradun, Uttarakhand. Sona College of Technology proudly congratulates Rohinth for his achievements.





Highlights

MOU with Aditya Birla Group Cellulosic Fibres Division



The Department of Fashion Technology has signed an MOU with Aditya Birla Group Cellulosic Fibres Division. The MOU signing ceremony was graced by our Chairman, Vice Chairman and Principal. This MOU will be mutually benefitting the Departments' faculty members, students as well as the Aditya Birla Group Cellulosic Fibres Division by facilitating the exchange of knowledge, research collaboration, training and placement opportunities. Additionally, Aditya Birla Group Cellulosic Fibres Division has sponsored a Liva resource center (including new fibres/yarns) for student and faculty learning purposes.

TechEDU India Awards '24



Our Sona College of Technology shines with silver and bronze, leading excellence across 200 colleges in India. Our college was awarded TechEDU India Awards '24 from the Economic Times. It is indeed a proud moment for Sona to receive an award for innovation in implementation of Advanced Technology and the best use of Technology in Training and Placement.

Gate'24 Achievers





Sona's Sports Fraternity's Achievements

International Level Cricket Nets



Our Vice-Chairman, Mr. Thyagu Valliappa insisted an International Level Cricket nets to be instilled in our Sports ground and as per his guidance the International level cricket nets' boomi pooja was successfully completed.

UN World Water Day 2024



The Department of Civil Engineering in association with the IGBC student chapter celebrated UN World Water Day 2024 in MBA Conference Hall. Events like seminar presentation, poster presentation, extempo and quiz were organised for the students. Many enthusiastically participated and the winners were awarded with certificates.

A Special Camp - NSS

A special NSS camp was organised by Sona College of Technology in collaboration with Anna University, Chennai and Sona Polytechnic College, Salem-5, at Vattamuthampatti, Salem between 08.03.2024 to 14.03.2024. The main motive of the camp was to promote hygiene in young minds. The camp had many free medical services, awareness programs for school students, sapling distribution and eradication of the wastes in the nearby schools and temples by NSS volunteers. This camp was an eye opener for many people and the people from that locality benefitted immensely from the camp.



Wizardry with Words

கற்பனைக் காவியம்

துச்சத்தோடு தொடங்கிய ஒரு வனவாசம்
பலருக்கும் கிடைத்திடாத பள்ளி வாசம்
கண்ணீர் மல்க கண்ணம் சிவக்க, பொடிபொடியாய் வந்து
படிப்படியாய் வளர்ந்து, கலியுக இன்னல்கள் அனைத்தையும்
மறந்து மணம் வீசும் தோட்டத்தோடு பறவைகளாய் பறந்து
ஈரேழு வருடங்களில் இளமையைக் கழித்தோம்! ஒளிரும்
முகத்தில் புன்முறுவலோடு
ஒலிக்கும் காலை இறைப்பாடலோடு
கட்டி அணைக்கும் நட்புக் கைகளோடும், வகுப்பறை நம்மை
மீண்டும்
பத்து மாதம் சுமந்தது ஆசிரியர்களோடு! இருந்தவரை
எண்ணினேன் இது ஒரு அடர்ந்த கானகம் என!
பிரியும் போது தான் புரிகிறது இது பாரின் வானகம் என!
விடையில்லா வினாக்களுக்கு விடைதேடும் நேரம்
புரியாத புதிராக உள்ளத்தில் ஒரு துக்கம்! தருணங்கள் ஞா-
பகங்களாய் மாறி, ஞாபகங்கள் தாவகங்களாய் மாறி,
தாவரங்கள் கண்ணீராய் மாறி,
விழி வழியே அருவியாய் வீழ்கிறது!
மீண்டும் ஒருமுறை வாழ்ந்திட துடிக்கும் இதயத்தின் ஒசைக்கு
காலம் செவி சாய்க்காதோ!
சிதறும் நட்புக்கு விடைகூற வெறுக்கும் மனதின் மௌனராகத்-
திற்கு காலம் மதி மயங்காதோ!
மனம் கணக்கும் இத்தருணம்
அச்சத்தோடு விடைபெறுகிறது நம் "வனவாசம்"! இறுதியில்
எஞ்சியவை எல்லாம்
முதுமைக்கு இளமை என்னும் கற்பனைக் காவியம்

- by P. Priyadharshini | MBA - I Year
Sona College of Technology, Salem

INNER COUNTEenance OF A CRAFTSMAN

With pen and ink
I bleed on papers
That never cuts me!
With words and thoughts
I shout at people
Who will never know me!
With stories untold
I fly on fantasies
Where it never meets reality!
With tears and daffodils
I let this fly in air
Where the valley of my mind never meets mortality!

- by Akshaya Sri - 1st Year ADS
Sona College of Technology, Salem

A FASCINATING LANDSCAPE

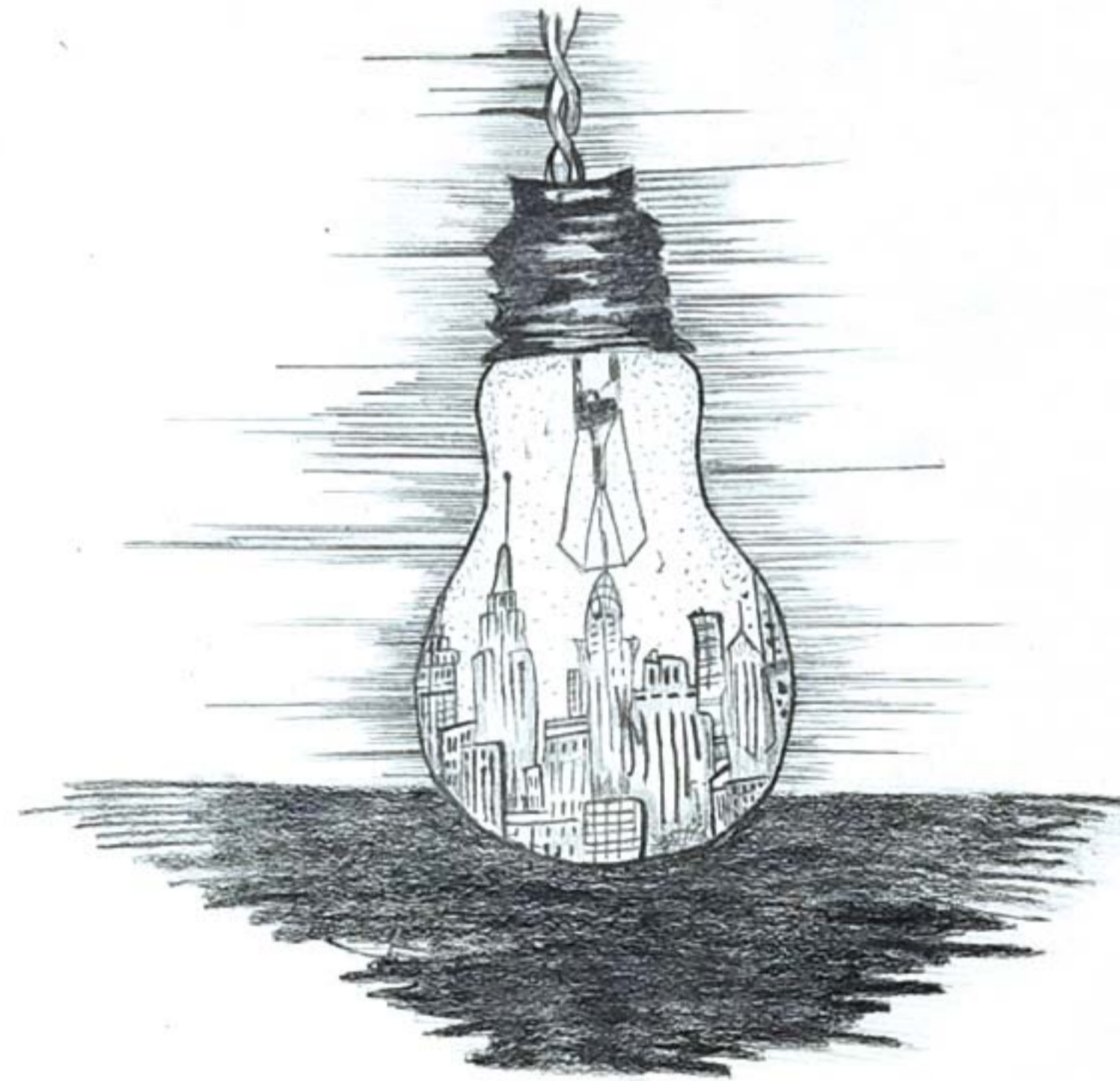
Lifeless planes flying high,
Upon the grave of Mother Nature lie
Skyscrapers percing the sky,
With sans green nearby,
Is that a fascinating landscape?
With all green and water
Blemished like glitter,
Pernicious perts becoming wiser,
And bottled water for the smarter.
Is that a fascinating landscape?
The ailing mother uncared
by her children who spared
Her beauty and flair,
Teach their children-the unfair
Is that a fascinating landscape?
Warriors on the fence
Fight against the best
With brimming patriotic zest
And in red have their final rest.
Is that a fascinating landscape?
The break of dawn,
Sun raising on the horizon,
Green moths on the lawn,
The alluring beauty of the morn.
Yes! That's a fascinating landscape!
The cold winds from the hills,
Susurrations of the rills,
Enticing cascades' natural thrills
With nightingale's enchanting trills.
Yes! That's a fascinating landscape!
The gleaming golden sand,
With wind prints on the land,
Meticulous men's thriving hands,
And events filled with happy chants.
Yes! That's a fascinating landscape!
Young lass on the lane,
Smiling, healthy and hale,
Under the stars of night
With no vicious men on sight.
Yes! That's a fascinating landscape!

- by P Priyadharsini - 1st Year MBA
Sona College of Technology, Salem

Colorful Cascade



- by A.Kamrunnisha / II Yr - CSE
Sona College of Technology, Salem



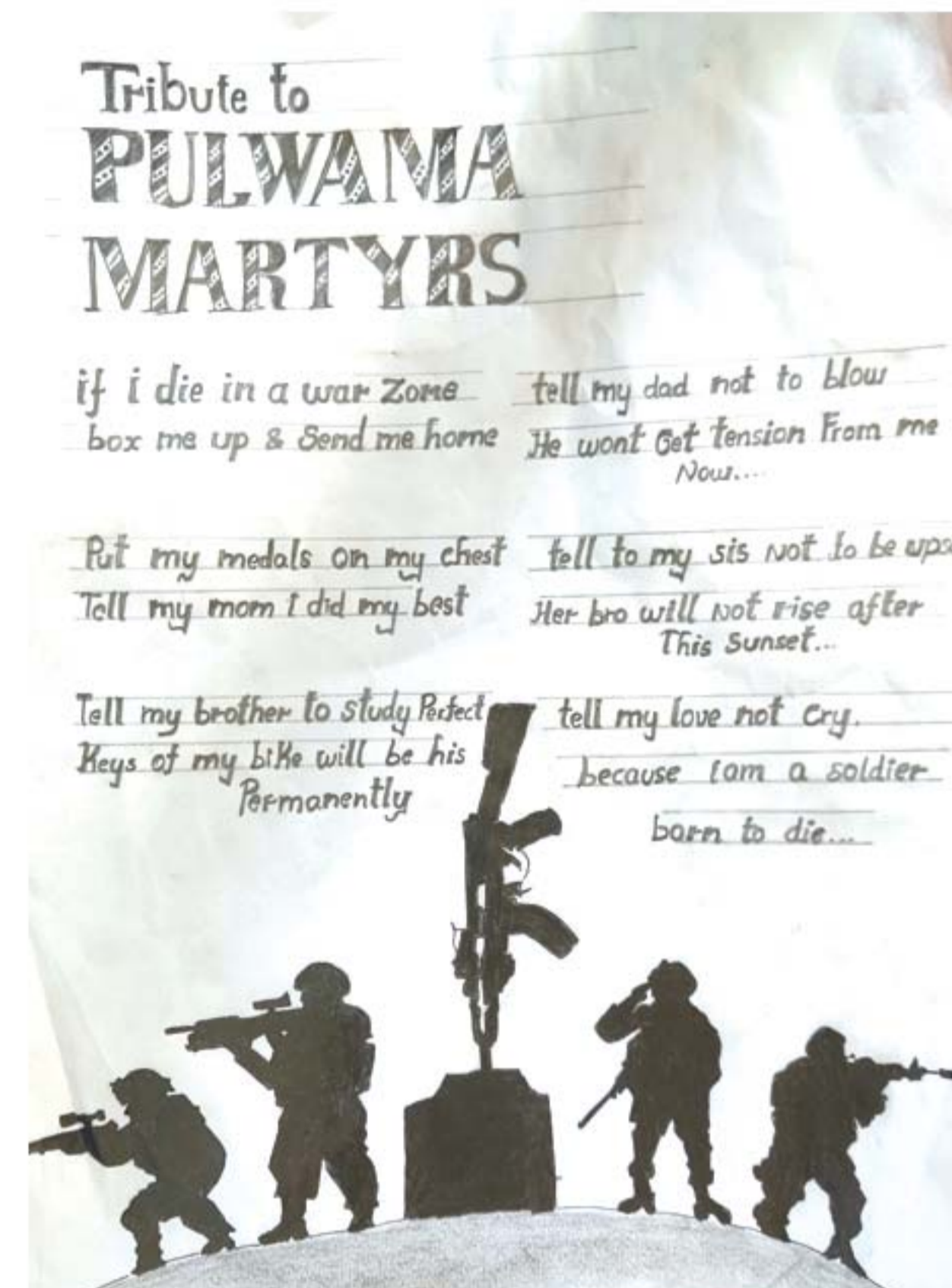
- by F. Thameena / II Yr - CSE (AIML)
Sona College of Technology, Salem



- by Jayavarsha SP / II Yr - CSE
Sona College of Technology, Salem



- by Lakshanya / I Yr - ECE
Sona College of Technology, Salem



- by Mohasin Firdhous / III Yr - BME
Sona College of Technology, Salem



- by Nadhashree.R.S / I Yr - FT
Sona College of Technology, Salem



- by Nadhashree.R.S / I Yr - FT
Sona College of Technology, Salem



- by Tharanies S / I Yr - MBA
Sona College of Technology, Salem