



KATHIR COLLEGE OF ENGINEERING

[Approved by AICTE | affiliated to Anna University | accredited by NAAC]

**“Wisdom Tree”, Avinashi Road, Neelambur,
Coimbatore 641062**

MANDATORY DISCLOSURES

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[Approved by AICTE and affiliated to Anna University]

Wisdom Tree, Avinashi Road, Neelambur, Coimbatore 641062

Web: www.kathir.ac.in, Email: kathirce@kathir.ac.in

MANDATORY DISCLOSURES AS ON 31.12.2021

Kathir College of Engineering at a Glance

Kathir College of Engineering (KCE), a Technology Enabled Learning campus is a prominent Institution with a vision to be at the forefront of Technical Education as an Orbit Shifter. We at KCE strive to develop competently and committed professionals driven by values, who aim to take over the corporate and industrial world with strong zeal and passion. KCE intends to change the lives of young students by developing knowledge and accelerating careers under the roof of the wisdom tree.

We focus on imparting skills in niche areas to our students with an emphasis on basic engineering concepts. All our faculty members are having vast experience and expertise in the Practice-Oriented Teaching-Learning Process. In addition to the core faculty team, we strongly get connected to experts from IT and core industries to enrich students' knowledge with their industrial and corporate experience.

Quality Policy

We are committed to produce Real-Time Problem solving and ethical Engineers through

- Technology Enabled Teaching Learning Process
- Industry influenced academic eco-system
- Providing solutions to societal problems through ethical problem solving skills
- Receiving and working on 360 degree feedback system

Our Core Values

- Our motto is to serve the society through producing responsible citizens by imparting integrity and ethics
- We strongly believe in inclusivity and consider every stake holder as responsible to set benchmark in each of our activities
- Our faculty members exhibit excellent team-spirit and achieve excellence in each of our curricular, co-curricular and extra-curricular activities.

- We see every student of our Institution as a problem solver and our start-up studios help them to become entrepreneurs and provide solutions for the societal needs
- We promote the sense of social responsibilities in students by providing ample opportunities to participate in various social activities
- We create an eco-system where every faculty member and student accept responsibility for personal and professional growth and development.

Vision

Strive to promote Excellence in Engineering Education and Research by developing our students as Real-Time Problem solvers thereby contributing to the societal needs

Mission

- Promote excellence in Core and allied studies through Technology enabled Teaching and active learning practices
- Develop multi-talented and committed human resources by providing research-oriented ambience to innovate and find solutions for Real-Time Problems.
- Create socially responsible engineers with team-spirit / entrepreneurs with necessary leadership skills thus contributing towards a better world

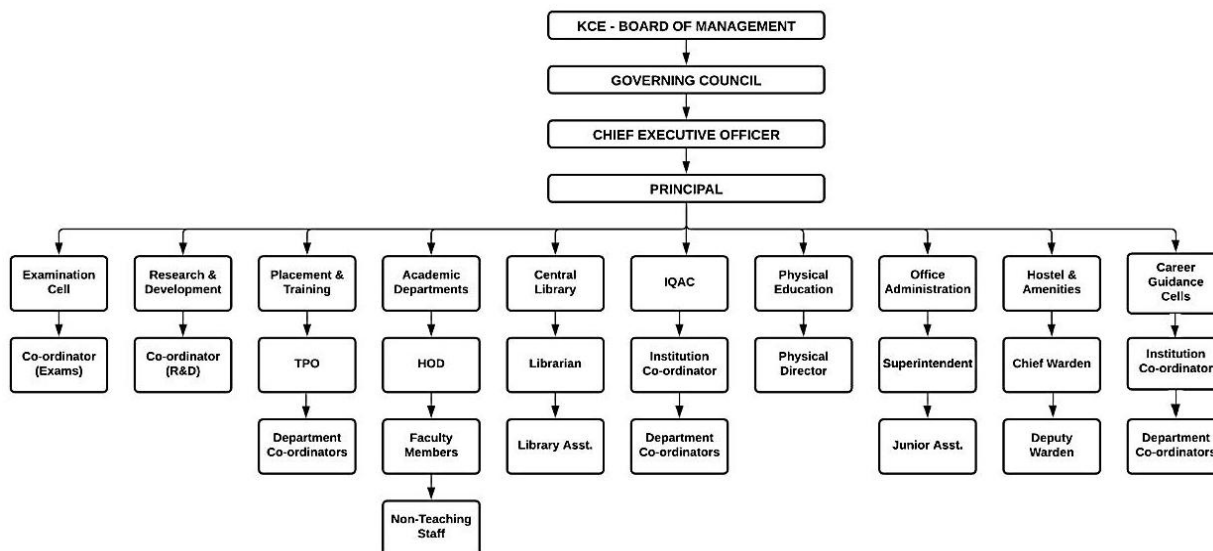
Details

S No.	Description	Details
1	Name of the Institution	Kathir College of Engineering
	Address of the Institution	Wisdom Tree, Avinashi Road, Neelambur, Coimbatore 641062
	State	Tamilnadu
	Phone Number	0422-2203778
	Website	www.kathir.ac.in
	Longitude and Latitude	Longitude - 77°4'59.59"E, Latitude - 11°4'4.48"N
2	Name and address of Trust	Lamika Educational and Charitable Trust, Wisdom Tree, Avinashi Road, Neelambur, Coimbatore 641062
	Phone Number	0422-2203787
	Email	kathirce@gmail.com , info@kathir.ac.in
	Website	www.kathir.ac.in
3	Name of Principal	Dr. R. Udaiyakumar
	Phone Number	+91 9626273374
	Email	principal@kathir.ac.in

4	Affiliating University	Anna University
	Address	Guindy, Chennai 20
	Website	www.annauniv.edu
	Latest affiliation Period	2021-2022

Governance

KATHIR COLLEGE OF ENGINEERING - ORGANOGRAM



Governing Council

The Governing Council governs the overall functioning of the Institution through other statutory bodies and administration team. The Council reviews the major academic activities, implementation of government policies, financial position of the Institution, performance of students and staff and suggests policies to improve the quality of education at the college.

Committee Members	Designation
Shri. E. S. Kathir, Managing Trustee, Lamika Educational Trust	Chairman
Smt. Lavanya Kathir, Secretary, Lamika Educational Trust	Member – Management nominee
Dr. G. Doraisamy, CEO-KCE	Member – Management nominee
Shri. Sivakumar, Managing Director , Ganapathy Pumps (P) Ltd	Industry expert
Dr. Pradeep Kumar, CIO, Amphisoft Technologies, Coimbatore	Industry expert
Dr. A. Ramesh, Principal, Chennai Institute of Technology, Chennai	Academic Expert
Dr. R. Maheswar, Associate Dean/Research, VIT-Bhopal	Academic Expert
Dr. SJK Jagadeeshkumar, Prof & Head, CSE	Senior faculty member of College
Dr. R. Udaiyakumar, Principal/KCE	Member Secretary (Ex officio)

Finance Committee

The Finance Committee of Kathir College of Engineering shall prepare income and expenditure statements of the college in the prescribed format for fixation of tuition and others fees of the college. The Finance Committee will provide necessary inputs on finance to the Governing Council

Dr. R. Udaiyakumar	Principal
Dr.G. Doraisamy	CEO & Management Representative
Mr.Mallikarjunababu	Administrative Officer
Ms. Preethamoulishankar	Accounts Officer

Purchase Committee

The Purchase Committee of Kathir College of Engineering is responsible for receiving requirements from all departments before the commencement of academic year, receiving quotations, arranging for demo of required equipment, preparing comparative statements and recommending to higher authorities for approval.

Dr. R. Udaiyakumar	Principal
Mr.Mallikarjunababu	Administrative Officer
All Heads of the Departments	

NON-STATUTORY COMMITTEES

Transparent and good Governance mechanism

The following are the various bodies of the institution constituted as per the recommendations of statutory bodies. Faculty members are involved in decision making, perspective plan in all the following bodies. These bodies meet as per the norms prescribed and take suitable decisions and ensure the implementation of the decisions. The action items from the decisions of these bodies ensure the communication and implementation of various plans towards the realization of the vision through the mission. Other key stakeholders such as nominees of various statutory bodies, senior academics from other institutions, industry experts, parents, alumni, local authorities, support staff and students also are members of some of the following bodies as applicable.

Name of the Committee	Committee Members	Designation	Department
Chair Person for all the Committees: Dr. R. Udaiyakumar, Principal			
Planning and Evaluation Committee	Dr.S.J.K.Jagadeeshkumar	Professor and Head	CSE
	Dr. P. Banumathi	Professor	CSE
	Dr.Anush Kannan	Associate Professor & Head	ECE
	Dr.G.Mahendran	Associate Professor& Head	EEE
	Dr.V L Mangesh	Professor and Head	Mechanical
	Mr.M.Venkatesh	Assistant Professor	Mechanical

Grievance Redressal Committee	Dr.S.J.K.Jagadeeshkumar	Professor and Head	CSE
	Dr.P.Banumathi	Professor	CSE
	Dr.K.V.KannanNithin	Professor and Head	S&H
	Ms.Thamaraiselvi	Assistant Professor	ECE
	Ms.D.Sinduja	Assistant Professor	Mechanical
	Mr. Arunprakash	Assistant Professor	Mechanical
Examination Committee	Dr.P.Banumathi	Professor	CSE
	Ms.Paavai	Assistant Professor	CSE
	Mr.M.Ramkumar	Assistant Professor	EEE
	Mr. David Baburaj	Associate Professor	MBA
	Dr.A.LalithaSaravanan	Associate Professor	Mechanical
Library Committee	D. David Baburaj	Associate Professor	MBA
	Mr.M. Suresh	Assistant Professor	MBA
	Mrs Shanmugapriya	Assistant Professor	CSE
	Mrs.A.Kaviya	Assistant Professor	ECE
	Mr.D.Mohanraj	Assistant Professor	EEE
Student Welfare Committee	Mr.D.Ravi	Associate Professor	CSE
	Ms.M.Gomathi	Assistant Professor	ECE
	Mr.D. Sridhar	Assistant Professor	ECE
	Ms.S.Kalpna	Assistant Professor	EEE
	Mr.A.Vijayakumar	Assistant Professor	Mechanical
NSS, YOGA Committee	Ms.R.PunithaGowri	Assistant Professor	CSE
	Mr. N. Sathishkumar	Assistant Professor	EEE
	Mr. Nandhakumar	Assistant Professor	ECE
	Mr.M. Arun Prakash	Assistant Professor	Mechanical
	Mr.T.Karthik	Assistant Professor	Mechanical
	Mr.Navaneethakrishnan	Assistant Professor	Mechanical
IQAC- Academic Audit Committee	Dr.S.J.K.Jagadeesh Kumar	Professor and Head	CSE
	Dr.G.Prabhukanna	Associate Professor	CSE
	Ms.R.S.Ramya	Assistant Professor	CSE
	Dr..G.Mahendran	Associate Professor& Head	EEE
	Dr.B.Prabakaran	Associate Professor	EEE
	Mr. U. Arunkumar	Assistant Professor	EEE
	Mr. M. Ramkumar	Assistant Professor	EEE
	Mr. S.Surenderkumar	Assistant Professor	EEE
	Dr.M. Sathiyaraju	Associate Professor	Mechanical
	Dr. V.L. Mangesh	Assistant Professor	Mechanical
	Dr.A.LalithaSaravanan	Assistant Professor	Mechanical
	Mr. M.R. Thiyagupriyadharsan	Assistant Professor	ECE
	Mr. R. Nandhakumar	Assistant Professor	ECE
	Mr.S.Nithyasai	Assistant Professor	ECE
	Dr.G.Manjula	Professor and Head	Civil
	Dr.P.Adaikalakumar	Assistant Professor	Civil
	Mr. D. David Baburaj	Assistant Professor and Head	MBA
Timetable Committee	Mr. N. Satishkumar	Assistant Professor	EEE
	Ms.Premalatha	Assistant Professor	ECE
	Ms.R.S.Ramya	Assistant Professor	CSE

	Mrs.P.VidhyaPriya	Assistant Professor	CSE
	Mr.S.Navaneethan	Associate Professor	Mechanical
	Mr. S.Saravanan	Assistant Professor	S&H
Alumni Association	Mr. M.Ramkumar	Assistant Professor	EEE
	Mr.R.Devendran	Assistant Professor	ECE
	Mr.Aravind	Assistant Professor	Civil
	Dr.G.Manjula	Professor and Head	Civil
	Ms.Udhaya	Assistant Professor	Civil
	Dr.K.V.KannanNithin	Professor and Head	S&H
	Mr.S.Saravanan S	Assistant Professor	S&H
	Mrs.J.Shivabhuvaneshwari	Assistant Professor	CSE
Discipline Committee	Dr.S.J.K.Jagadeesh Kumar	Professor and Head	CSE
	Ms.S.Suganya	Assistant Professor	CSE
	Dr.M.Varatharaj	Associate Professor and Head	ECE
	Dr.G.Manjula	Professor and Head	Civil
	Dr.B.Vaikundaselvan	Professor and Head	EEE
	Mr.N.Sathishkumar	Assistant Professor	EEE
	Mrs.A.Radhika	Assistant Professor	S&H
	Ms.K.Hemalatha	Assistant Professor	S&H
	Mr.S. David Selvaraj	Assistant Professor	S&H
	Dr.K.V.KannanNithin	Professor and Head	S&H
	J. Divya Lakshmi	Assistant Professor	MBA
Research Cell & Extension Services Committee	Dr. B. Prabakaran	Associate Professor and Head	EEE
	Mr.U.Arunkumar	Assistant Professor	EEE
	Dr.S.Rajasekaran	Professor	Mechanical
	Dr.M.Satthiyaraju	Assistant Professor	Mechanical
	Mrs.S.Gokilapriya	Assistant Professor	ECE
	Dr.G.Prabhukanna	Associate Professor	CSE
	Mrs.S.DhivyaBharathi	Assistant Professor	CSE
Women Empowerment Committee	Dr.G.Manjula	Professor and Head	Civil
	Dr.N.MohanaSuganthi	Professor	CSE
	Ms.D.Sindhuja	Assistant Professor	Mechanical
	Ms.K.K.Hinduja	Assistant Professor	EEE
	Dr.C.Vinotha	Assistant Professor	MBA
Institutional Industry Collaboration Committee	Dr. B. Prabakaran	Associate Professor and Head	EEE
	Mr.N.Sathishkumar	Assistant Professor	EEE
	Mr.S.Nithyasai	Assistant Professor	ECE
	Mr.R.Eswaramoorthy	Assistant Professor	CSE
	Mr.D.Sathishkumar	Assistant Professor	Mechanical
	Ms.T.Gowthami	Assistant Professor	MBA
Anti-Ragging Committee	Dr.S.J.K.Jagadeesh Kumar	Professor and Head	CSE
	Dr.P.Banumathi	Professor	CSE
	Dr.K.V.KannanNithin	Professor and Head(S&H)	Physics
	Mr.S.Nithyasai	Assistant Professor	ECE
	Ms.D.Sinduja	Assistant Professor	Mechanical
	Mr. S. Saravanan	Assistant Professor	Mathematics

Internal Quality Assurance Cell (IQAC)

In pursuance of its Action Plan for performance evaluation, assessment & accreditation & quality up-gradation of institutions of higher education, NAAC proposes that every accredited institution should establish an Internal Quality Assurance Cell (IQAC) as a post-accreditation quality sustenance measure. Since quality enhancement is a continuous process, the IQAC will become a part of the institution's system & work towards realisation of the goals of quality enhancement & sustenance. The prime task of the IQAC is to develop a system for conscious, consistent & catalytic improvement in the overall performance of institutions. For this, during the post-accreditation period, it will channelize all efforts & measures of the institution towards promoting its holistic academic excellence (Source: NAAC website).

In continuation with the above recommendations of NAAC, Kathir College of Engineering has formed an IQAC for effective monitoring and recommending quality initiatives for better outcomes.

Strategies

IQAC shall evolve mechanisms and procedures for:

- Ensuring timely, efficient and progressive performance of academic, administrative and financial tasks
- The relevance and quality of academic and research programmes
- Equitable access to and affordability of academic programmes for various sections of society
- Optimization and integration of modern methods of teaching and learning
- The credibility of evaluation procedures
- Ensuring the adequacy, maintenance and functioning of the support structure and services
- Research sharing and networking with other institutions in India and abroad

Benefits

Some of the functions expected of the IQAC are:

- Development and application of quality benchmarks/parameters for various academic and administrative activities of the institution
- Facilitating the creation of a learner-centric environment conducive to quality education and faculty maturation to adopt the required knowledge and technology for participatory teaching and learning process
- Arrangement for feedback response from students, parents and other stakeholders on quality-related institutional processes
- Dissemination of information on various quality parameters of higher education

- Organization of inter and intra institutional workshops, seminars on quality related themes and promotion of quality circles
- Documentation of the various programmes/activities leading to quality improvement
- Acting as a nodal agency of the Institution for coordinating quality-related activities, including adoption and dissemination of best practices
- Development and maintenance of institutional database through MIS for the purpose of maintaining/enhancing the institutional quality
- Development of Quality Culture in the institution
- Preparation of the Annual Quality Assurance Report (AQAR) as per guidelines and parameters of NAAC, to be submitted to NAAC

Nature and Extent of involvement of Faculty and students in academic affairs/improvements

Involvement of Faculty members

The following committees are formed at institution level as per the recommendations of statutory bodies. Faculty members are being involved in decision making and strategic planning as a member/chairman in following committees.

- Governing Council
- Examination Committee
- Internal Quality Assurance Cell
- Grievance Redressal Committee
- Planning and Monitoring board
- Purchase Committee
- Research Cell & Extension Services Committee
- Discipline and Welfare committee
- Women Empowerment Committee
- Anti-Ragging Committee
- Institutional Industry Collaboration Committee

Involvement of students

The Institute also encourages student's representations in various Academic and Administrative bodies, such as,

- Professional Society memberships
- Anti-ragging committee
- NSS & YRC
- Club memberships
- Department students Association

Programmes

Name of Programmes approved by AICTE

S No.	Program	Sanctioned Intake (21-22)	Duration (4 Yrs)
B.E/B.Tech			
1	Artificial Intelligence & Data Science	60	4
2	Computer Science & Engineering	60	4
3	Electronics & Communication Engineering	60	4
4	Electrical & Electronics Engineering	60	4
5	Mechanical Engineering	60	4
M.E/M.Tech/MBA			
6	Applied Electronics	18	2
7	Computer science & Engineering	18	2
8	Manufacturing Engineering	18	2
9	Power Electronics and Drives	18	2
10	Master of Business Administration	60	2

Status of Accreditation

Institution has been accredited by NAAC with 'B' Grade (valid up to May 2021) and second cycle of accreditation is on the process. AQAR have been submitted up to 20-21 and IIQA is yet to be submitted

NAAC Accreditation Status		
1.	Accredited	'B' Grade (valid up to May 2021)
2.	Applied for Accreditation	
	A. Applied but visit not happened	Submitted AQAR 2020-2021; Yet to submit IIQA;

Placement Details for 2020-2021

S No.	Industry	No. of offers	Package per annum (in Lakhs)
1.	Infosys	1	3.6
2.	RFPIO INC.	1	4.50
3.	Capgemini	1	3.8
4.	Linga Technologies	5	2.75
5.	L.G.B, Coimbatore	3	3.25

6.	Foxconn Technologies	1	2.25
7.	Garuda Aerospace, Chennai	2	1.80
8.	Byjus	1	3
9.	Cyber Vault	2	2.5
10.	Incture Technologies Pvt Ltd, Bangalore	1	3
11.	Zappyworks	1	1.2
12.	Mobius knowledge services	1	2
13.	Acidus Tech	1	2.4
14.	Kasadara Technology Solutions	2	2.88
15.	Ceiyone	1	2.76
16.	Vallift Tech	1	2
17.	Saucelabs	2	3.6
18.	Amphisoft Technologies	14	2
19.	Zensar	1	4
20.	Altiostar	1	12
21.	HBD Financial services Ltd	1	2
22.	Pumo Technovation	11	1.8
23.	Ashok Leyland	2	1.2
24.	YOI Robotics Laboratory	1	3
25.	Aura HR Solutions	1	2.5
26.	Raavan Technologies (P) Ltd., Coimbatore	2	2.5
27.	Caliber Embedded Technologies (P) Ltd., Salem	1	2.5
28.	Technical Assistant, Tamilnadu Electricity Board, Tiruppur	1	1.8
29.	SK Impex, Tiruppur	1	1.8
30.	Tata Motors	1	2
31.	AGN Environmental Entreprises	1	2
32.	Simha Business Corporates	2	1.8
33.	Apple Town, Coimbatore	1	2
34.	Indo Texnology Private limited	1	2.2
35.	Real Digital Survey	2	1.56
36.	AJ Housing	2	1.32
37.	Dream House Construction, Coimbatore	3	1.56

Faculty

Permanent faculty: student Ratio

No. of full time / permanent faculty	106
Students in-take (for all years of study)	1644
Faculty student Ratio	1:15.5

Profile of principal

Name : Dr. R. Udaiyakumar
Date of Birth : 22.06.1967
Unique ID :1-449813899
Education Qualifications : B.E (EEE), M.E (Applied Electronics) & PhD (I&CE)

Work Experience

Teaching : 19 Years & 5 Months
Industry : 03 Years & 4 Months
Area of Specialization : Low Power VLSI Circuits, Electron Optics

Research Guidance

No. of Papers Published (Journals/Conferences): 32
Master : Completed – 12 & Ongoing – 0
PhD : Completed –03 & Ongoing – 2
Patents (Published) : 04

Profile of faculty members

Research

Projects Carried Out

Research Publication (No. of Papers published in National/International Journals/Conferences)

No. of Books published with details (Name of the Book, publisher with ISBN, year of publication)

Tuition Fee details

Details of fee, as approved by State Fee Committee, for the Institution

S No.	Program	Fee for GQ / Year (in `)	Fee for MQ / Year(in `)
B.E/B.Tech			
1.	Artificial Intelligence & Data Science	50,000	85,000
2.	Computer Science & Engineering	50,000	85,000
3.	Electronics & Communication Engineering	50,000	85,000
4.	Electrical & Electronics Engineering	50,000	85,000
5.	Mechanical Engineering	50,000	85,000

M.E/M.Tech			
6.	Applied Electronics	50,000	50,000
7.	Computer science & Engineering	50,000	50,000
8.	Manufacturing Engineering	50,000	50,000
9.	Power Electronics and Drives	50,000	50,000
MBA			
10.	Master of Business Administration	30,000	30,000

Time schedule for Payment of fee for the entire programme

Yearly fees - During the beginning of ODD semester of every Academic year

Number of scholarship offered by the Institution, duration and amount

Government offered Concession:-

1. Tuition fees waiver to First Generation Graduates students for OC, BC, MBC, SC & ST Students (as per Tamil Nadu Govt Norms): ` **25,000/student/Year who got admitted through GQ admission procedure (TNEA)**
2. Post Metric Scholarship -Tuition Fees Concession for SC & ST Students (As per Tamil Nadu Govt Norms) : ` **50,000/student/Year for students who got admission through both GQ/MQ admission procedure**

Criteria for fee waivers / scholarship:

S No.	Scheme	Eligibility
1	Tamil Nadu State Government Scholarship for BC / MBC students	<ul style="list-style-type: none"> ▪ Only Government Quota students are Eligible ▪ Annual Income of parent : Below 2 Lakhs
2	Tamil Nadu State Government Scholarship for SC / ST Students	<ul style="list-style-type: none"> ▪ Both Government Quota & Management Quota Students are Eligible ▪ Annual Income of parent: <ul style="list-style-type: none"> ▪ SC/SCA/ST : Below 2.5 Lakhs ▪ Converted Christian (AdiDravidar) Annual Income : Below 2 Lakh
3	Special Scholarship for SC/ST students	<ul style="list-style-type: none"> ▪ Students should be a hostler from any district. (except nearby district) ▪ Both Government Quota & Management Quota Students are Eligible

		▪ Annual Income of parent (SC/SCA/ST) : Below 1 Lakhs
4	Chief Minister Award Scholarship for SC/ST Students	Based on the Eligible Mark every year declared by the Tamilnadu Government

No. of Fee waivers granted with amount

Number of Beneficiaries and amount (Government Schemes)

Name of the Scholarship Scheme	Number of students benefited by government scheme and amount	
	Number of students	Amount (in `)
BC/ MBC	234	9,80,050
SC/ST	74	5,18,883
FG	208	52,00,000

Number of Beneficiaries and amount (Contributions from Management)

Name of the Fee waiver Scheme	Number of students benefited by through management contributions	
	Number of students	Amount (in `)
Full Fee waiver	51	30,70,000
Partial fee waiver	405	1,07,39,000

Admission

Number of Students Sanctioned(S) and Admitted (A)

S. No	Course	2021-2022		2020-2021		2019-2020		2018-2019	
		S	A	S	A	S	A	S	A
1.	BE Civil Engineering	0	0	0	0	60	3	60	8
2.	BE Computer Science and Engg.	60	60	60	22	60	51	60	47
3.	BE Electronics and Communication Engg.	60	40	60	2	60	33	60	34
4.	BE Electrical and Electronics Engg.	60	35	60	3	60	7	60	18
5.	BE Mechanical Engg.	60	37	120	2	120	11	120	32
6.	B.Tech AI&DS	60	59	60	9	0	0	0	0
UG Total		300	231	360	38	360	105	360	139

S.No	Course	2021-2022		2020-2021		2019-2020		2018-2019	
		S	A	S	A	S	A	S	A
1.	ME Computer Science and Engg.	18	2	18	2	18	6	18	5
2.	M.E. – Power Electronics and Drives	18	1	18	0	18	5	18	3
3.	M.E. – Manufacturing Engineering	18	2	18	3	18	4	18	10
4.	M.E. – Applied Electronics	18	1	18	1	18	0	18	2
5.	Master of Business Administration	60	57	60	18	60	59	60	43
PG Total		132	63	132	24	132	74	132	63

Number of Students admitted under various categories each year in the last three years (2020-21, 2019-20, 2018-19):

Sl. No.	Branch	Year	OC		BCM		BC		MBC		SCA		SC	
			S	A	S	A	S	A	S	A	S	A	S	A
1	B.E. CSE	2021-2022	2	2	1	0	36	36	11	11	4	4	6	6
		2020-2021	2	1	1	1	36	13	11	6	4	1	6	0
		2019-2020	2	2	1	1	30	30	8	8	4	4	6	6
		2019-2018	3	3	1	1	22	22	12	12	5	5	4	4
2	B.Tech AI&DS	2021-2022	5	5	3	3	30	30	17	17	0	0	3	3
		2020-2021	3	3	0	0	3	3	3	3	0	0	0	0
		2019-2020	0	0	0	0	0	0	0	0	0	0	0	0
		2018-2019	0	0	0	0	0	0	0	0	0	0	0	0
3	B.E ECE	2021-2022	4	4	0	0	19	19	19	19	0	0	2	2
		2020-2021	0	0	0	0	2	2	0	0	0	0	0	0
		2019-2020	0	0	0	0	19	19	9	9	2	2	3	3
		2018-2019	1	1	2	2	20	20	8	8	2	2	1	1
4	B.E EEE	2021-2022	3	3	2	2	22	22	5	5	1	1	2	2

		2020-2021	0	0	0	0	1	1	1	1	0	0	1	1
		2019-2020	0	0	0	0	5	5	2	2	0	0	0	0
		2018-2019	0	0	2	2	11	11	4	4	0	0	1	1
5	B.E Mech	2021-2022	0	0	1	1	12	12	9	9	3	3	13	13
		2020-2021	0	0	0	0	2	2	0	0	0	0	0	0
		2019-2020	0	0	0	0	3	3	6	6	0	0	2	2
		2018-2019	1	1	0	0	14	14	9	9	1	1	7	7
6	B.E Civil	2021-2022	0	0	0	0	0	0	0	0	0	0	0	0
		2020-2021	0	0	0	0	0	0	0	0	0	0	0	0
		2019-2020	2	2	0	0	0	0	1	1	0	0	0	0
		2018-2019	0	0	0	0	3	3	3	3	1	1	1	1
7	M.E Power Electronics and Drives	2020-2021	0	0	0	0	0	0	0	0	0	0	0	0
		2019-2020	3	3	0	0	0	0	2	2	0	0	0	0
		2018-2019	0	0	0	0	1	1	1	1	0	0	1	1
8	M.E Manufacturing Engineering	2020-2021	3	3	0	0	0	0	0	0	0	0	0	0
		2019-2020	0	0	1	1	2	2	0	0	0	0	1	1
		2018-2019	2	2	0	0	5	5	2	2	0	0	1	1
9	M.E Computer Science and Engineering	2020-2021	1	1	0	0	1	1	0	0	0	0	0	0
		2019-2020	6	6	0	0	0	0	0	0	0	0	0	0
		2018-2019	1	1	0	0	2	2	1	1	0	0	1	1
10	M.E Applied Electronics	2020-2021	0	0	0	0	1	1	0	0	0	0	0	0
		2019-2020	0	0	0	0	0	0	0	0	0	0	0	0
		2018-2019	0	0	0	0	2	2	0	0	0	0	0	0
11	MBA	2020-2021	7	7	0	0	8	8	2	2	0	0	1	1
		2019-2020	13	13	2	2	35	35	4	4	0	0	5	5
		2018-2019	12	12	0	0	19	19	6	6	0	0	6	6

Number of applications received during last three years (2021-22, 2020-21, 2019-20) for admission under Management Quota and number admitted:

Year/ Course	Regular		Lateral		Total	
	Application Received	Admitted	Application Received	Admitted	Application Received	Admitted
2021-2022	241	84	124	42	365	126
2020-2021	32	10	15	3	47	13
2019-2020	57	14	87	29	144	43

Admission Procedure:

Government Quota – Admission Procedure

1. The Secretary, Tamil Nadu Engineering admission (TNEA) Anna University, Chennai will call for college details for preparation of Admission booklet and updation of admission Website of Anna University, Chennai.
2. The TNEA will publish the college details and instructions to candidates in the university website
3. The Director of Technical Education(DOTE), Chennai, will collect the details of surrender of Seats from the college, on the basis of 65% for Government Quota and 35% for Management Quota, as per norms, and the DOTE will inform these details to The Secretary, Tamil Nadu Engineering Admission, Anna University, Chennai.
4. Admission application is issued by The Secretary, Tamil Nadu Engineering admission (TNEA) Anna University, Chennai.
5. After submitting the application by the candidates, the certificates are scrutinized by TNEA.
6. Random Number and Rank List will be published by TNEA
7. Based on the Random Number, the candidates are called for single window counselling by TNEA.
8. The Secretary, Tamil Nadu Engineering admission (TNEA) Anna University, Chennai, will fix the date for counselling and the counselling schedule will be announced.
9. TNEA will announce the college wise vacancy position in the university website.
10. In the single window counselling, the candidates are selecting course and college on their choice.
11. TNEA is issuing allotment order to the candidates to the selected colleges.
12. Based on the allotment order, candidates are admitted in the college.
13. At the time of admission, all originals certificates are collecting at the college and these are submitted to the Director of Technical Education office (DOTE), Chennai for verification.
14. After verification of all original certificates, DOTE office will issue the approval order for the admission of the students to the institution.

Management Quota – Admission Procedure

1. The Consortium of self – financing professional, Arts and Science Colleges in Tamil Nadu will publish information brochure for admission of students under management quota.
2. Admission applications forms are issued by consortium of self – financing professional colleges in Tamil Nadu.
3. After submitting the application by the candidates, it is scrutinized by Consortium.
4. Rank List will be published by Consortium
5. Candidates are admitted in the college based on the Rank List.
6. The admitted students details under management quota will be informed to the special officer, committee to regulate monitor the admission of the students to professional courses by self-financing colleges, Chennai, for verification and submission to DOTE
7. At the time of admission, all originals certificates are collecting at the college and these are submitted to the Director of Technical Education office (DOTE), Chennai for verification.
8. After verification of all original certificates, DOTE office will issue the approval order for the admission of the students to the institution.

Criteria and weightage for Admission

HSC (General)

A pass in the HSC (Academic) or its equivalent with a minimum average percentage in Mathematics, Physics and Chemistry put together as given below:

S No.	Community	A Pass with Minimum average marks in Mathematics, Physics and Chemistry put together
1	General Category	45%
2	Backward Class including BCM	40%
3	MBC & DNC	40%
4	SC/SCA/ST	40%

HSC (Vocational)

A pass in any one of the HSC (Vocational subject) with any one of the Engineering related subjects with a minimum average percentage put together as given below:

S No.	Community	A Pass with Minimum average marks in related subjects, Vocational Theory and Practical put together
1	General Category	50%
2	Backward Class including BCM	45%
3	MBC & DNC	40%
4	SC/SCA/ST	40%

Mention the cut-off levels of percentage and percentile score of the candidates in the admission test for the last four years (2021-22, 2020-21, 2019-20, 2018-19):

S No.	Branch	Year	OC		BCM		BC		MBC		SCA		SC	
			H	L	H	L	H	L	H	L	H	L	H	L
1	B.E. CSE	2021-2022	178.5	160	-	-	184.5	125.5	170	103	173	138.5	163	125.5
		2020-2021	132	-	80.5	-	174	80	179	107.5	103	-	-	-
		2019-2020	138.5	108	106	-	163.5	80	158	83	133.5	90	127.5	80.5
		2018-2019	139.5	115.75	140.5	-	179	94.25	155.5	102.75	163.5	82.75	149	111.5
2	B.Tech AI&DS	2021-2022	170.5	114.5	157	156.5	188.5	102	174.5	134.5	-	-	152.5	136
		2020-2021	150.5	116.5	-	-	161.5	82.5	184.5	101.5	-	-	-	-
		2019-2020	-	-	-	-	-	-	-	-	-	-	-	-
		2018-2019	-	-	-	-	-	-	-	-	-	-	-	-
3	B.E ECE	2021-2022	171	156.5	-	-	177.5	125.5	174.25	130	-	-	171.5	131
		2020-2021	-	-	-	-	169.5	161.5	-	-	-	-	-	-
		2019-2020	-	-	-	-	183	80	165	84.5	107	80	97.5	80
		2018-2019	102.25	-	135.5	134	189	97.5	191.75	91.5	93.5	79.25	108.75	-
4	B.E EEE	2021-2022	152	139.5	152	148.5	170.5	86.5	159.5	115	143.5	-	126.5	124
		2020-2021	-	-	-	-	122.5	-	94	-	-	-	90.5	-
		2019-2020	-	-	-	-	115.5	91	176.5	98	-	-	-	-
		2018-2019	-	-	158	114.25	191.5	95.25	149	94.5	-	-	127.25	-
5	B.E Mech	2021-2022	-	-	162	-	167	135.5	167.5	131.5	149.5	133	160.5	144
		2020-2021	-	-	-	-	115	88	-	-	-	-	-	-
		2019-2020	-	-	-	-	128.5	88	108	80	-	-	137	84
		2018-2019	106.25	-	-	-	189	111.25	179.25	90	137	-	189.5	81.5
6	B.E Civil	2021-2022	-	-	-	-	-	-	-	-	-	-	-	-
		2020-2021	-	-	-	-	-	-	-	-	-	-	-	-
		2019-2020	113.75	86	-	-	-	-	77.5	-	-	-	-	-
		2018-2019	-	-	-	-	148.75	130.5	81.67	51.67	119.25	-	89.75	-

List of Applicants

Information of Infrastructure and other Resources available

Instructional Area					
S No.	Category	Description	Unit area (in Sq. m)	Req. Nos	Req. area (in Sq. m)
1	Class rooms (UG & MBA)	Total no. of divisions * 0.75	66	19	1254
2	Class rooms (PG)	Total no. of divisions * 0.75	33	6	198
3	Tutorial rooms	25% of total class rooms	33	5	165
4	Laboratory for I Year	4	66	4	264
5	Laboratory other than I Year	2/Course/Year	66	30	1980
6	Laboratory for PG courses	1/Course	66	4	264
		1 Research Laboratory	66	1	66
7	Workshop	1	200	1	200
8	Additional Workshop/Laboratory for 'X' category courses	1	200	1	200
9	Drawing Hall	1	132	1	132
10	Computer Centre	1	150	1	150
11	Seminar Hall	1	132	1	132
12	Library	1	400	1	400
13	Language Laboratory	1	33	1	33
					5438

Administrative Area					
S No.	Category	Description	Unit area (in Sq. m)	Req. Nos	Req. area (in Sq. m)
1	Principal Room		30	1	30
2	Board Room		20	1	20
3	Office (all inclusive)		300	1	300
4	Cabin for HoD/Department office		20	5	100
5	Faculty rooms		5	95	475
6	Central Stores		30	1	30
7	Maintenance		10	1	10
8	Security		10	1	10
9	House keeping		10	1	10
10	Pantry for staff		10	1	10
11	Examination control office		30	1	30
12	Placement office		30	1	30
					1055
Amenities Area					
1	Toilets (Ladies/Gents)		350	1	350
2	Boys Common Room		100	1	100

3	Girls Common Room		100	1	100
4	Cafeteria		150	1	150
5	Stationery Store/Reprography		10	1	10
6	First Aid/Sick Room		10	1	10
					720
Circulation Area					
1	(INA + ADA + AMA)	25% of Total Area	7213	0.25	1803
Total Required Area					
1	Instructional Area				5438
2	Administrative Area				1055
3	Amenities Area				720
4	Circulation Area				1803
					9016

KCE - AREA AVAILABLE AND REQUIRED DETAILS AS PER AICTE NORMS (in Sq. m)				
		Available in KCE	Required as per AICTE	Excess
1	Instructional Area	7687	5768	1919
2	Administrative Area	1100	1055	45
3	Amenities Area	930	720	210
4	Circulation Area	2429	1886	543
		12146	9429	2717

IT infrastructure detail (Number of Terminals, Internet bandwidth, etc.)

No of Nodes : 481

Internet Bandwidth : 60 Mbps

Barrier Free Built Environment for Disabled and Elderly Persons:

The following facilities are available in Kathir College of Engineering for Disabled and Elderly persons

- Wheel Chairs
- Ramp with rail facility
- Customized Rest rooms to assist disabled and elderly persons

The institute has equity in all aspects for the differently-abled students by installation of physical structures, software, facilities and support systems in its campus.

- Physical structures like wheelchairs, railings, ramps are installed to enable them access to all facilities of the campus. Screen reader software, scribe facility will also be provided to the differently-abled students.
- Wherever applicable if a student is identified to be with physical disability the concerned classroom of the course will be shifted to the ground floor to enable equity in and ease of access

Occupancy Certificate

K.Dis. 650/2020/B1

Taluk Office, Sulur

Dated: .02.2020

FORM-D

From of License under Sub-Section (1) of Section 6 of the Madras Public Building (Licensing) Act 1965(Madras Act 13 of 1965) referred to in Rule 6 of the Madras Public Building (Licensing) Rules 1966.

Fee:Rs.1000/- remitted
InCh.No.045 dated:10.02.2020
State Bank of India,
Treasury Branch,
Coimbatore

LICENCE

licensee No. 10/2008-09

Registration No. K.Dis. 650/20/B1

License is here by granted to the, M/S. KATHIR COLLEGE OF ENGINEERING, NEELAMBUR VILLAGE, SULUR TALUK, COIMBATORE DISTRICT for the purpose and in respect of the building specified in the statement below and subject to the conditions and for the period mentioned here under

The period of validity of the license shall be from 01.01.2020 to 31.12.2022 (inclusive of)

Date : .02.2020

TAHSILDAR
SULUR

STATEMENT TO ACCOMPANY THE LICENCE

Location of the Building(S.F.No/ Door No./Street No/Name)	Purpose in which the building is licensed to be used as a public building	No.of persons to be recommended
M/S. KATHIR COLLEGE OF ENGINEERING, NEELAMBUR VILLAGE, SULUR TALUK, COIMBATORE DISTRICT SF. No. 812/1,	Educational Building	2000

TAHSILDAR
SULUR

Fire Safety Certificate

Main Block FIRE EN66 coll

TAMILNADU FIRE - RESCUE SERVICES FIRE SERVICE LICENSE

Under Section 13 of the Tamil Nadu Service Act No. 40 of 1985 and with Tamil Nadu
Fire Service Rules 1990 – Appendix – III

Office of the District Officer,
Fire - Rescue Services,
Coimbatore - District
Coimbatore.

License No: 1543/2021
K. Dis: 13060/D1/2021
Your Ref. No. Nil. Date: 27.10.2021.

Date: 17.11.2021

DATE OF INSPECTION **17.11.2021** INSPECTED BY **A.D.O. Coimbatore** License is hereby granted under section 13 of the Tamil Nadu Fire Service act, 1985 for running of **Engineering College** in the Name of **M/s. Kathir College of Engineering** within the jurisdiction of Coimbatore District at the premises **S.F.No. 812/1, Avinashi Road, Neelambur, Sular Taluk, Coimbatore - 641062** Coimbatore District subject to the conditions noted there on and such other condition as may be prescribed.

CONDITIONS

1. This License is valid for one year from the date of issue.
2. The applicant will also get permission/No objection certificate from other department if necessary
3. If the extension or alteration is made in the existing building and also for Changing of present business will also apply & get separate permission
4. Regular License has to be obtained from competent authority.
5. If there is any deviation from the Govt. Rule and Act the license issued will stand cancelled.
6. All the Fire Extinguishers have to be recharged and maintained periodically as per code practice in 2190/2010.
7. Advise to train the employee to operate the fire Extinguisher.
8. Height of the building **15.62 Meter.**
(Official Seal with Date)



District Officer,
Namakal District
Fire - Rescue Services,
(Add.Charge) Coimbatore District
Coimbatore - 641018.

To,
M/s. Kathir College of Engineering,
S.F.No. 812/1, Avinashi Road, Neelambur, Sular Taluk, Coimbatore - 641062

Copy to: Joint Director, Fire and Rescue Services, Western Region, Coimbatore-18.

Hostel facilities

Separate hostels for boys and girls is provided on campus with excellent security measures, 24 hours power supply, fully furnished comfortable rooms for the students, separate gym, fresh, healthy and nutritious food provided by our own mess.

IT Centre

An on-campus cyber cafe exclusively for students for browsing, printouts, project work and other academic related works. All system monitors are bound to 19" wide LCD with advance configurations, worthy to be utilized for educational and research purposes. All systems are connected with LAN facility, with a non-stop high speed lease line internet facility through which one can always get connected to the world. The whole campus has been connected with Wi-Fi network and hence the complete vicinity of the campus is always at your hand's length, joined to lively intranet connectivity. The Servers are products of IBM and hence efficient to the core.

Library facilities

A library is the heart of an academic institution. Our institution encourages all students and staff members to make the best use of the library that has been carefully built up since the inception of the college. The library is housed in a spacious area of 625 sq.m., fully computerized and air-conditioned with Reference Section, Magazine Section and Stack Area. Presently there are 30,000 books and reference volumes and numerous magazines in all relevant streams of engineering and management, stacked for the benefit of staff and students. There is an established media resource centre.

Our library follows the open access system and is encouraging students to browse in the stack area. The library subscribes more than 180 specialized journals, over one third of them being international. Accessibility for browsing through the e-journals is an added advantage. We are also a member of US Information Service (USIS), British Council Library, CSIR, Delnet, Malibnet, IIT, CII, Madras Productivity Council and Anna University.

Library Number of Library books/ Titles/ Journals available (program-wise)

S.No	Programme	No. of Titles	No. of Books	No. of Journals
1.	BE Civil Engineering	510	718	25
2.	Computer Science and Engg.	2066	6618	30
3.	BE Electronics and Communication Engg.	1462	4138	32
4.	BE Electrical and Electronics Engg.	1200	3296	27
5.	BE Mechanical Engg.	1656	4522	24
6.	S&H	1172	2990	13
7.	MBA	1670	5474	66
8.	PG ECE, CSE, EEE, MECH	575	1807	-
Total		10311	29566	217

E-library Facilities: The library provides access to Science direct e-Journals through DELNET and other E-resources such as, NPTEL videos etc

Laboratory and Workshop

Computing Facilities

S.No	Details
1.	Computing Facilities <ul style="list-style-type: none"> • Internet Bandwidth : 30 Mbps • Number of systems: 403 • Details of configuration of Systems: • Total number of system connected by LAN: 403

Major software packages available:

S.No	Name of the Software	Year of Purchase	Cost of Software (Rs.)	No of Licenses
1	Matlab	2013	265950.00	25
2	Simulink		80500.00	10
3	DSP System ToolBox		44275.00	5
4	Signal processing toolbox		64400.00	10
5	Communication System toolbox		44275.00	5
6	Control system toolbox		64400.00	10
7	Sim Scape		20700.00	2
8	Sim power System		51750.00	2
9	Math Works	2013		
10	NI Lab View	2013	1219292.00	
11	IBM SPSS	2013		10
12	Tally ERP 9 Gold	2013	27000.00	1
13	Microsoft Open value Subscription	2011		
14	Clarity SNET class language lab platform	2010	104000.00	60+1
15	Sequite EPS Business Standrd	2017	39000.00	60
16	Symc Endpoint Protection 12.1	2011	19524.00	12
17	AutoCAD 2019			1250
18	Ansys 14.0	2014	196000.00	1
19	Edgecam software Educational Network Licence	2013	240000.00	1
20	Oracle 11g	2010		unlimited
21	Rational Rose			30

Facilities for conduct of classes/courses in online mode (Theory & Practical)

S.No	Platform/Software Used	Purpose
1.	Google Meet	Theory
2.	E-Box platform	Practical

Facilities for Conduct of online classes

- Number of class rooms : 6
- Number of Tablets/PC's : 50
- Number of projector : 15
- Number of Router :1
- Number of Access point :1

List of Facilities Available**Games and Sports Facilities**

S.No	Description	Available
1.	Gym & Fitness Centre	Yes
2.	Physical Education Department	Yes
3.	Road Side Ramp	Yes
4.	Cricket Ground	Yes
5.	Kabaddi Court	Yes
6.	Kho-Kho Field	Yes
7.	Foot Ball Field	Yes
8.	Volleyball Court	Yes
9.	Throw ball	Yes

Soft Skill Development Facilities

S.No	Soft Skills Facility
1	Theoretical inputs/knowledge sessions – English grammar, idioms and phrases, communicative English skills
2	Hands-on session on writing professional emails, covering letters, Resume
3	Mock sessions with feedback for Group Discussion, Personal Interviews
4	Sessions on Interview Etiquette – personal grooming, interview attire
5	Career counselling on competitive examinations in government sector, banking sector

6	Career counselling on job opportunities and trends in government and private sector
7	Career inputs on higher studies both domestic and global
8	Guidance on careers in IAS, engineering services like IES, ITS
9	Inputs, coordination for taking tests like IELTS, GRE, certification courses in English from the British Council, foreign language training

The soft skills inputs and experiences are provided both by internal resources like identified faculty members from various departments of the institute as well as professionals and experts in the relevant soft skills topics.

1. The soft skills activities involve engaging the students in placement training for giving theoretical inputs, mock sessions and feedback on preparation of student's Resume, Group Discussion, Interview etiquette and Personal Interview.
2. The soft skills sessions are given during the normal course of daily class hours as well as in exclusive placement training programs. The exclusive placement training programs are scheduled on days dedicated exclusively for this purpose in a working week and also as evening classes.
3. The soft skills activities in addition to giving knowledge sessions, practice for development of attitude and behaviour of students, improvement of interpersonal communication skills comprise career counselling, guidance on taking up competitive examinations in the government and private sector, and guidance for higher studies both in India and abroad.
4. The soft skills facilities include coordination for IELTS, GRE tests given by students for studying abroad.
5. The soft skills facilities include hand-holding students to take up careers as IAS officers and also in engineering streams like ITS, IES.
6. The soft skills facilities include coordination for global tests like IELTS, GRE given by students for studying abroad.
7. The soft skills faculty coordinates for professional certification courses in English from the British Council.
8. The soft skills faculty also coordinates for certification courses in foreign languages like Deutsch, and other languages as per the requirements of prevailing career opportunities and career trends

Teaching Learning Process

[Curricula and Syllabus of each of the Programmes](#)

[Academic Calendar](#)

Enrolment of Students in the last 4 years

S. No	Course	2021-2022		2020-2021		2019-2020		2018-2019	
		S	A	S	A	S	A	S	A
1.	BE Civil Engineering	0	0	0	0	60	3	60	8
2.	BE Computer Science and Engg.	60	60	60	22	60	51	60	47
3.	BE Electronics and Communication Engg.	60	40	60	2	60	33	60	34
4.	BE Electrical and Electronics Engg.	60	35	60	3	60	7	60	18
5.	BE Mechanical Engg.	60	37	120	2	120	11	120	32
6.	B.Tech AI&DS	60	59	60	9	0	0	0	0
UG Total		300	231	360	38	360	105	360	139

S.No	Course	2021-2022		2020-2021		2019-2020		2018-2019	
		S	A	S	A	S	A	S	A
1.	ME Computer Science and Engg.	18	2	18	2	18	6	18	5
2.	M.E. – Power Electronics and Drives	18	1	18	0	18	5	18	3
3.	M.E. – Manufacturing Engineering	18	2	18	3	18	4	18	10
4.	M.E. – Applied Electronics	18	1	18	1	18	0	18	2
5.	Master of Business Administration	60	57	60	18	60	59	60	43
PG Total		132	63	132	24	132	74	132	63

List of Research Projects/Consultancy Works

[Number of Projects carried out, funding agency, Grants received](#)

[Industry Linkage](#)

[MoU with Industries \(Minimum 3\(10\)\)](#)

[LoA and Subsequent EoA till the current Academic Year](#)

[Account Audit Statement for the last three years](#)

Sample Institutional Best Practices

Best Practice I

Practice

Tech Enabled Teaching and Learning for performance assessment of Individual students

Objective

To precisely observe the learning behaviour of each student to identify the strengths and weaknesses of individual student

Context

Each student's learning behaviour is different. They may fall into any one of Gardner's multiple intelligence models. Similarly the learning pace is also different for different students. It is essential to give individual attention to all the students during every learning activity by exposing them to exhaustive testing environment. This leads to have an elaborate assessment model with different segment of questions ranging from remembering skills to creating skills. In class strength of 60, if we frame 10 questions for each lecture session, we end up with 600 solutions which will be humanly impossible to assess on daily basis and identify the strengths and weaknesses. This leads to the dependency of any Artificial Intelligence driven platform to precisely assess the learning behaviour of individual student.

Activity

In our College we use an AI driven Ed-Tech Platform where each faculty member will frame at least 20 questions as per RBT norms for each lecture and upload in the platform to get at least 900 questions with 300 Higher Order Thinking questions to test their analysing, evaluating and creating skills. In the process of finding solutions for the framed HoT questions, students have to refer to many resources based on their learning interest. The platform will precisely record the learning behaviour of individual student through the way students take up the question and find the solution. This gives a clear picture about strength and weakness of individual student.

Proof of concept

The proposed best practice has produced an improved performance in following areas:

1. Increased Pass percentage in regular academics
2. Improved performance during placement activities
3. Quality of Project works are improved

Challenges encountered

Preparing the students to shift their learning style from conventional to tech driven was the biggest challenge. Initially we had a lot of apprehension from students but several orientation and brainstorming sessions helped us to make students understand the real purpose of this activity.

Requirement

Investment on purchasing a customizable third party Ed-tech platform and Faculty empowerment for maximum utilization of the features of the platform.

Best Practice II**Practice**

Generating public visibility, curiosity and good will for the institution by conducting events open to the public free-of-charge

Objective

- To trigger the support of the community in the institute's immediate vicinity as well as that of the Coimbatore district/nearby districts for enquiries and admissions of their wards/known contacts to the UG and PG programs offered by Kathir College of Engineering
- To build brand equity and brand recall

Context

- The institute needs to build public visibility and good will in the minds of the community in its immediate vicinity as well as in the extended region of Coimbatore district and nearby districts to sustain its economic viability and continued operations.
- The institute has to develop a public image by giving back to the community services which includes conducting events that are open to the public
- The institute's trustees are able to leverage the offices of government authorities to lend assistance and support to the institutions initiatives involving the public

Activity

The institute has organized events that are open to the public free-of-charge namely – a state level job fair, public exhibitions, offered its facilities of seminar halls, classrooms, auditorium for conducting competitions for school children and reached out to and arranged transport free-of-charge, refreshments and lunch on week-ends for school students especially who are currently attending secondary school education to visit its laboratories, interact with faculty members to inform their decision-making about their higher education

The hosting of public events free-of-charge (state-level job fair, public exhibitions) acknowledges the need of the institute for direct or indirect support of its immediate community and the public at large

The institute encountered the challenge of carrying out the open-to-public events entirely with the assistance and support of its staff by motivating them to take advantage of the

Occasion to engage with the public, government authorities and perform their role in contributing to societal responsibilities

Proof of concept

The events were well organized and were well attended by the public. Among the many such events organized by the institute the state-level job fair enabled freshers, experienced candidates to find suitable employment.

These events have built good will, brand equity involving positive brand association and recall for the institution.

The results indicate that initiatives involving the community and public support are well received and that they deserve to be provided periodically to sustain the good will and engagement already built and to be of mutual benefit.

Challenges Encountered and Resources Required

The public events need the full assistance and support of the institute's staff as engaging any external event manager will entail charging an entry fee for the public which will turn the nature of the event to a commercial exercise. The events need to be scheduled in a manner where the entire physical infrastructure, systems of the institute will be entirely available for the event.

The institute's management should continue to leverage the good offices of the trustees to be involved in initiatives undertaken by governmental and non-governmental authorities for the long term benefit of the college