

THE SONA TIMES

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SonaSpeed's Simplex Stepper motor in chandrayaan-3 MRC control



Krivvas '23 - National cultural fest



INDO-JAPAN Cultural Exchange Program



NSS Award

- Research & Development Achievements
- Placement Endeavours
- Highlights at Sona

- Cultural fests
- Art at work
- Colorful Cascade

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PLACEMENTS Batch 2023

Marching towards Excellence

1114 offers

LEADER IN
CAMPUS
PLACEMENTS



MARTIN MATHEW
MECH



DHINESH R
MECH



MOHAMED ASLAM H
MECH



RIJIN PRASAD P S
MECH



DHANAJAYAN K
MECH



SHINEY PEARLINA A
FT



KANAKHA LAKSHMI A
FT

DECATHLON

@ **7.6 LPA**



NADHINI S
EEE



JAYACHANDRU K
EEE



PRIYANKA K
EEE

Our Leading Recruiters of 2023 Batch





Research and Placement Endeavours

Sona Contribution in Chandrayaan-3



Sona College of Technology etched its name in the echelons of the rich history of our nation on the 14th of July. ISRO launched Chandrayaan-3, the third and most recent lunar exploration mission under Chandrayaan programme. Sona College of Technology played a part in this historical feat. The Simplex Stepper Motor made by SonaSpeed, was used in MRC control for second C25 stage of the mission. This has taken Sona 's name to lunar heights.

MoU Signed with Krish Tec



The Department of Electronics and Communication Engineering of Sona College of Technology signed a MoU with Krish Tec, Coimbatore on 11th March. This would allow the department and students to make industrial visits, boost placements and share facilities.

MoU Signed with CADD Centre



The Department of Mechatronics Engineering signed a MoU with CADD Centre. This endeavour would help the students to up skill in areas like drafting, designing, analysis, CAM and project management.



Highlights

Indo-Japanese Cultural Exchange Program



The Indo-Japan Cultural Exchange programme was held on the 4th of July at Valliappa auditorium in Sona College of Technology. Mr. Taka Masayuki, Consul-General, Consulate General of Japan, and Ms. Mami Teraoka, Researcher/Adviser Culture and Information, Consulate General of Japan in Chennai were the guest of the event along with Vice-chairman, Mr. Chocko Valliappa, Dr. S. R. R. Senthilkumar, Principal, Sona College of Technology, Dr. V. Karthikeyan, Principal, TPT and Dr. G. M. Kadhar Nawaz Principal, Sona College of Arts and Science. This was a literal exchange of cultures where the students displayed in their performances the colours and music of the Japanese culture for the guests.

NSS AWARD



National Service Scheme (NSS) unit of Sona College of Technology received two awards from Anna University for the academic year of 2021–2022 in the NSS Award Ceremony held on 28th April, at Anna University, Chennai. Dr. P. Iyyanar from the Department of Information Technology received the Best NSS Unit Award for the year 2021–2022 and Student volunteer, Ms. S. Devishruthi of Final Year Information Technology, received the Best NSS Volunteer Award for the year 2021–2022. The chief guest for the award function was Thiru. Udhayanithi Stalin, Honorable Minister of Youth Welfare and Sports Development, Government of Tamilnadu. The other honorary dignitaries were Additional Chief Secretary Thiru. Athulya Mishra, I.A.S., Youth Welfare and Sports Development, Government of Tamilnadu and Prof. R. Velraj, Vice Chancellor, Anna University, Chennai.



Highlights

26th Annual Day Celebration



The 26th Annual day of Sona College of Technology took place on the 6th of May at Sri Vallaiappa Auditorium in Sona College of Technology. Mr. Rahul Kadri, Principal Architect & Partner, I. M. Kadri Architects, was the Chief Guest and Mr. C. Karthic, Project Manager, Wipro Limited was the Guest of Honour. Mr. B. R. Manikandan, an alumnus of our college was an honorary invitee. The Chairman, Mr. Valliappa, Vice Chairmen, Chocko Valliappa and Thyagu Valliappa, the Principals of the Sona Group of Institutions Dr. S. R. R. Senthil Kumar, Dr. V. Karthikeyan, and Dr. G. M. Kadhar Nawaz were present for the occasion.

NPTEL first position



Sona College of Technology bagged the first position in faculty performance rating given by NPTEL among 5200 NPTEL local chapters in all over the country. This is an astonishing feat in itself but what makes it incredible is the fact that this is the fourth consecutive time Sona College of Technology bags this award since its inception.

Startup TN



StartupTN, an initiative by the Tamilnadu government to boost the state's economy, hosted its Salem edition in association with Sona College of Technology on 29th March. Mr. Shivaraja Ramanathan, CEO, Tamilnadu Startup and Innovation Mission and Mr. Choko Valliappa, Vice Chairman, Sona Institutions were the Chief Guests for the occasion. Dr. S. R. R. Senthil Kumar, Principal, Sona College of Technology was also present. Many budding entrepreneurs participated in the event and pitched their futuristic ideas.



Highlights

Article in The Times of India

BREAKING BARRIERS AND SHAPING THE FUTURES OF GENERATION NEXT

Sona College of Technology takes pride in carrying forward a legacy in education, philosophy and social responsibility inherited from the founders, Karasamma Thiragaraj and M.L. Chokkalingam. The institution offers real time technological education to rural and small-town students, while making a global impact. Some moves ahead under the



- Awards and recognition**
- Education Strategist of India Award
 - Edgewise Award by Chairman, C. Vellore's extraordinary steps in institutional building
 - AICTE-CO award for the first industry Connect for smart cooperative start
 - IT Department honored with AICTE-CO Mentor Award
 - Ranked among the top institutions in NIRF
- Strong industry connections and placement track record**
- Sona has industry collaborations with 75 major recruiting partners and a remarkable placement track record. This year, students were placed with an average CTR of Rs 5.5 lakh

An article titled “Breaking Barriers and Shaping The Futures of Generation Next” on Sona Group of Institutions featured on Times of India, one of the nation’s leading daily. The article was about the the future and the role of technology in it. Sona Group of Institutions, who have pioneered in the domain of teaching technology was the best fit to feature for this particular topic.

Retrospect '23



Retrospect '23, an enchanting reunion of alumni was held on May 13th at Sona Valliappa auditorium in Sona College of Technology. The Vice Chairmen Mr. Chocko Valliappa and Mr. Thyagu Valliappa graced the occasion with their presence. Graduates from different years gathered to reminisce, laugh, and cherish old memories. The event featured captivating keynote speeches, networking sessions, and alumni presentations that inspired and fostered collaboration. The evening was filled with heartwarming moments as old friends reconnected and celebrated their shared journey since graduation.

Sports Day



The Annual Sports Meet of Sona College of Technology was held on 19th April in the Sona Sports ground. It was a grand appreciation of the laurels and accolades accumulated by the athletes of the college. The Chief Guest was Mr. U. Jayaraman, Former Member, TN State Umpiree Committee Chairman, Salem DCA and the Guest of Honour was Mr. R. Pradeep, Gymnastics Coach, Sports Development Authority of Tamilnadu and a proud alumnus of our college. The Vice Chairman, Mr. Thyagu Valliappa, graced the occasion with his presence and Dr. S. R. R. Sethil Kumar, Principal, Sona College of Technology felicitated the gathering. Dr. G. M. Kadhar Nawaz, Principal, Sona College of Arts and Science and Dr. S. Madhan Kumar, Principal, Sona Medical College of Naturopathy and Yoga were present.



Highlights

International Yoga Day Celebration



The 9th International Yoga Day was celebrated in Sona College of Technology on 21st June in the sports complex. The Principal Dr. S. R. R. Senthil Kumar presided over the proceedings along with many faculty members and students. Doctors of Sona Ayush Multi Speciality Clinic demonstrated yoga asanas and postures.

Kalai Vizah



Kalai Vizah was organised by the Tamil Mandram on 3rd of May at Sri Valliappa auditorium in Sona College of Technology. The Chief Guest of the event was poet M. Ramalingam. The Principal Dr. S. R. R. Senthil Kumar presided over the event. The exuberant students' artistic excellence were on display in the forms of dance, speeches and so on.

Sensathon '23



The department of ECE organized a National level event Sensathon '23, a 24-hour hackathon on the 19th and 20th of April in Sona College of Technology. 18 teams from many states took part in this hackathon. Team Technocrat from Sri Venkateswara College of Engineering bagged the First prize.



Aptithon



The Department of Placement Training organised Aptithon 2023, an aptitude marathon for the students of Sona College of Technology on 21st of April. More than 1000 students participated in this ultimate test of their analytical and cognitive skills.

Literary League 2023



The English club of Sona College of Technology conducted Literary League 2023 over a span of five days for the language enthusiasts of the college. More than 300 students participated in it from the under graduate program to post graduate program. Afrin Sumaiya of I MBA won the title of Lady Literary League 2023 and Siddarth Balaji of II CSE won Lord Literary league 2023.

Spiritual workshop



The Institution of Engineers and Department of Mechanical Engineering organised a two day workshop on "Miracles Of Spiritual Science, Meditation, And Power Of The Sub-Conscious Mind" on the 12th and 13th of April. The workshop focussed on maintaining the mental health through meditation amidst the hectic mechanical life we live on a daily basis.

AICTE Periyar award



Dr. G. Ravi, Professor, Electronics and Communication Engineering was awarded the ISTE Periyar Award for "Best Engineering College Teacher 2022", by Dr. A. Sankara Subramanian, Chairman, ISTE Tamil Nadu Section, in the ISTE Tamilnadu section Annual Faculty Convention 2023 for Engineering Colleges held on 25th March at Aarupadai Veedu Institute of Technology Vinayaka Mission's Research Foundation (Deemed to be University), Chennai.



Runners-up - OneAPI Hackathon



A team of second years and third years from the Department of Information Technology from Sona College of Technology participated in Intel OneAPI hackathon by Intel corp and Hack2skill at IISc, Bengaluru. The team won the second Prize along with a cash price of Rs. 25000.

Participation in Republic Day Parade



Cadet Rohinth. K. R. of II year Computer Science Engineering represented Sona College of Technology in the 75th Republic Day parade in the Marina Republic Day parade held in Chennai.

SONATA '23



Sonata, the annual cultural programme of Sona College of Technology was held on 25th and 26th of April. The two days saw Sona College of Technology on a different vibe. Joy and cheer were in the air as the students danced to the beats and tunes with grace and grandeur. The students danced under the categories of solo, duo and group numbers. The crowd getting into the act was a spectacle to behold.



Krivvas '23

KRIVVAS '23, the National Cultural Fest of Sona College of Technology was organised on the 8th and 9th of May. This was the second edition of the fest. The fest brought more than 1000 participants from 65 colleges spanning across many states to showcase their passion, creativity and diversity. Day 1 saw events like Short Film, Solo Singing, Photography, Fireless Cooking, Fashion Show, Face Painting, Music, Oratorical and Aptitude Testing take place. Day 2 events were more artistic and fun with the likes of Group Dance Performance, Duo Dance, Solo Dance, Debate, Mime, Quiz, Adzap, Poetry Writing and Brushless Painting.

The highlight of the fest was the cultural programs that took place on the 13th of May. It was a star studded evening of pomp and gala. The Starrite featured Actress Aparna Das of the famed film Dada, along with musical performances of the dynamic duo of Srinisha and Anand Aravindakshan who left the crowd enthralled and spellbound at the same time. It also featured a DJ Night by couple DJ Navz and Deepika.





"Embrace the Future: MBA Super Specialization for Thriving in the 21st-Century Business Landscape"

Business schools worldwide are adapting their MBA programmes to meet the needs of 21st-century organisations. Sona School of Business and Management, part of a century-old business and educational group, is leading in developing new pedagogy, tools, and techniques, working closely with companies, and integrating research into the curriculum. The school's Supper Specialisation programme has emerged as the flagship programme while going strong with the traditional functional disciplines like marketing, accounting, production, and finance.



Why Super specialisation?

According to the World Economic Forum, 50% of employees will need to be retrained by 2025, prompting management schools to react by incorporating research and experiential learning into their MBA programmes.

Across the world, business schools are grappling with the relevance of their MBAs to 21st-century organisations. The traditional two-year MBA curriculum, which has been in existence since the late 1950s, is undergoing significant transformation to meet the changing needs of the industry and the modern student population. Two main drivers are pushing for these changes: the shift in

in management from single-function careers to cross-functional leadership roles and the evolving learning preferences of today's students, shaped by technology and the internet.

The rise of the internet and social networking has influenced the way students learn, with a focus on lateral thinking and information synthesis. This has led to a growing demand for new methodologies and pedagogies that encourage creativity and problem-solving. Leading institutions are attempting to adapt through a variety of responses, ranging from developing new pedagogy, tools, and techniques to working more closely with companies to incorporating broader research into the MBA curriculum.

Sona School of Business and Management tackles the two major drivers of 21st century business education with innovative programmes that develop and refine lateral thinking and coordination capabilities, as well as new methodologies and approaches to MBA pedagogy. Our Supper specialisation is an offshoot of these endeavours. This feature allows students to focus on a particular area of interest while building a strong foundation in business management. Students gain a competitive edge and distinguish themselves as experts in a chosen domain, thus enhancing their employability.

Diverse Career Pathways

Specialisation is the key to career success in today's competitive business landscape. With specialised roles in various sectors like BFSI, Retail / FMCG, Healthcare, Family Business and ED, Sports, Culture and Arts, Manufacturing, and Infrastructure, students can choose career paths that align with their interests and passions. This wide array of choices allows them to pursue meaningful and fulfilling careers.

MBA with Super Specialisation curriculum is carefully crafted in collaboration with industry experts and leading academicians. It is tailored to meet the demands of modern businesses, ensuring that the skills you acquire are immediately applicable in the real world.

Through case studies, practical projects, and industry internships, students get the opportunity to develop a deep understanding of real-world business challenges and learn to strategize effectively. Faculty drawn from major universities such as IIMs and other top colleges ensure that students obtain a high-quality education, significant insights, and mentorship to help them excel in their chosen industries.



"Embrace the Future: MBA Super Specialization for Thriving in the 21st-Century Business Landscape"

Mentorship in the Real World

Learning from industry experts offers students direct knowledge of current industry practises, difficulties, and trends, allowing them to bridge the gap between theory and practise and graduate job-ready.

Unique Outcome-based education (OBE) Model

OBE is a global educational theory that aims to achieve specific outcomes by the end of an educational experience. It incorporates a theory of education, a systematic structure, and a specific instructional practice. OBE focuses on life skills, basic skills, professional and vocational skills, intellectual skills, and interpersonal and personal skills. It offers benefits like clarity, flexibility, and comparison across institutions. OBE encourages student involvement, allowing teachers to structure lessons around individual needs, and promoting diversity among students. Industry-experienced people play a crucial role in curriculum development and preparing students for life after college.

Here is how Sona weaves its diverse potential into unique outcome-based offerings:

The Sona School of Business and Management combines Business, Management, and practical experiences in Job, Entrepreneurship, and Family Business (JEF). This aims to equip students with relevant skills for society and the business community. Students work on live projects with professors and industry mentors to address problems for MSMEs and large MNCs.

The institution has established an ecosystem that empowers young individuals to start their own businesses by combining Management and Technology (MAT). Students from Engineering and Management collaborate on joint projects, creating exceptional learning experiences. It also enables students to take a 360-degree approach to learning.

The Sona Garage incubation facility plays a vital role in nurturing entrepreneurs and promoting creativity.

According to Mr. Thyagu Valliappa, Vice Chairman, Sona Institutions, "Not all students will find the transition to outcome based learning and experiential learning smoothly. Students who come from a background of learning by rote are going to find the going tough. De-training would be a necessary step before a deep dive into experiential and outcome based learning. At Sona, we call the process Mind-Set engineering, and we have developed some proprietary models that entail training happening from the Mind-Set through Yoga techniques. Students experience an overall positive outlook and improved self belief".

Sona Star Innovations, a consulting and training arm, with a holistic approach to education, emphasising the MAT format. It creates an industry type set-up like a Technology Super Market within the campus. Sona Star Innovations accepts problems from industries and gives students the opportunity to work out solutions. Students satisfy their lateral thinking and curiosity while developing creative skills too. Live projects and club activities, emphasising effective communication and problem-solving skills augment experiential learning. On the other hand, the institution also helps the industry invent its future here on campus. The school invests in cutting-edge technology and the Tomorrow's Technology Today (3T) platform, with a board of studies reviewing curriculum and course content regularly.

Sona Institutions prioritise foreign language acquisition for international work mobility, offering Japanese, Korean, and Spanish language training. Sona is a leading Japanese language training centre in South India. Linguistic proficiency opens up job opportunities with highest salary package.

Sona works with organisations like PWC, KPMG, Toyota, Volvo, TVS Motors, Amazon, City Union Bank and Timelinks to deliver training on their platforms, helping students develop industry-relevant skills.

The MBA programme is diversifying to meet industry demands through syllabus changes, offering management tracks and Super specialisations. Experiential learning is becoming the cornerstone, and business schools are collaborating with companies and integrating research to develop 21st-century skills. Specialised tracks in healthcare, technology, and entrepreneurship are being offered. At the Sona School of Business and Management, these possibilities find expression in the way that it addresses industry changes, enhancing education's relevance for the future.

Wizardry with Words

காத்திருப்பு

அவனை சந்தித்து,
அறியாமல் அறிமுகமானோம்,
அடிக்கடி பார்த்துக்கொண்டோம்,
அதிகம் பேசியதில்லை,
அவனைப் பற்றி பேசாமல் இருந்ததில்லை,
அவாரம்பு நான்,
ஆண் தேவதை அவனை சேர நினைத்தேன்,
ஆண்டு சென்றது தான் மிச்சம்,
ஆண்வனின் அன்பைப் பெற முடியவில்லை,
அறியமையில் நன் இருக்க,
அவனோ நப்பு பாராட்டினான்,
அன்பன் விடைபெறும் நேரம் வந்தது,
அறிவால் அறிவேன்,
அவனை இனி சந்திக்கப்போவதில்லை என்று,
அன்பு ம்னம் ஏற்க மறுக்கிறது,
அவன் இல்லை என்பதை
அருள் ஒன்று வேண்டுகிறேன்,
அவனை மீண்டும் காண,
அதுவரை காத்திருப்பேன்....

நம்பிக்கை

காற்றை நம்பாத இறகுகள்
சிறகைப் பிரிவதில்லை,
தரையை அடைவதில்லை
ஆற்றை நம்பாத
கூலாங்கற்கள்
கடலைக் கண்டதில்லை..
விழும் சூரியன் எல்லாம்
விடியலை நம்பியும்,
ஒரும் செங்குருதியை
இதயம் நம்பியும்,
இப்படி இல்லாத இடமில்லா
காற்றைப்போல்
பரவிக்கிடக்கும் உணர்வுதான் நம்பிக்கை.

நம்பிக்கை

சமூகம்...
விதிக்கும் வினைக்கும் வேரும் இதுவோ...
உன் விதைக்கு ஏற்ப கணிகளோ...
வெட்டும் கத்தி தோற்றுப்போகுமோ...
இவர்களின் பின்பேச்சு கூர்மைக்கு...
சானம் புடிக்க நீ முயலுவாயோ...
நொடி தீ நீ...
தீ பொறிப்போல் ஆக்குவாரோ...
நொடியில் மண்ணில் சேர...
முயற்சிப்பாயோ முதுகெலும்மை கீழே சாய்பாரோ...
நீ இன்னாரென்று கிற்பிக்குமே ...
கத்திருக்குமே ...
இவர்களின் அடிமையக ...

நம்பிக்கை

நடக்க பழகிய நாள் முதல்
கடக்கின்ற பொழுதுகள் எல்லாம்,
நல்லது நடக்கும் என நினைக்க,
கல் அது வீசப்படும்
நத்தை போல் நகரும் வாழ்வில்
கத்தி என இலர்,
நகரல் முயற்சியில்
கதறல்களும் அடங்கும்
இறுதியில்,
நாள் தினம் விடியும் போது
கால் நடக்க தொடங்குகையில்
கைகோர்த்து வருகிறது
நம்பிக்கை எனும் நண்பன்

Haripriya V (CSE - Final year),
Sona College of Technology

நம்பிக்கை

காற்றை நம்பாத
இறகெல்லாம்
சிறகை பிரிவதில்லைஇ
தரையை அடைவதில்லை,,

ஆற்றை நம்பாத
இலையெல்லாம்
கிளையை பிரிவதில்லை,,

தன்னை
நம்பாதவர்கள்
தோல்வியை பிரிவதில்லை

Soorya Ganesh (ECE - III year),
Sona College of Technology

காதல்

காதலிக்காக காதலன் கோட்டை...
என் இதயத்தில் அறைகள் பல ...
நீ உள்ளே நுழைந்துவிட்டாயடி...
வாசலின் வழிகிளைத்தேடி தோற்றுப்போவாயடி...
நீ கதவுகளை உடைக்க நேர்ந்தால்...
என் இதயமோ உடைந்துப்போகுமடி.

Shankar R (ECE - III year),
Sona College of Technology

காத்திருப்பு

பிறையின் நீளம் தேயத் தொடங்கும் என்று
காத்திருந்தது அமாவாசை.....
நம் இருவரின் தூரம் தேயத்தொடங்குவது
காத்திருக்கிறது எந்தன் பேராசை!
காத்திருப்புடன் நானும் எனது பேராசையும்!

Mohanapriya (ADS - Final year),
Sona College of Technology

MISS MY MOM

I miss my mom, with all my heart,
Her love and warmth, I can't depart.
She was my guide, my shining star,
Without her, life seems so bizarre.

Her gentle touch, her soothing voice,
Made everything seem like a choice.
She taught me well, to be strong and brave,
But without her, I feel like a slave.

I miss her smile, her loving gaze,
Her wisdom that guided me through life's maze.
She was my rock, my steady hand,
Without her, I feel like I'm in quicksand.

But though she's gone, her love lives on,
In every moment, from dusk till dawn.
I feel her presence, in every breeze,
And in every moment, I feel at ease.

So though I miss her, with all my heart,
I know she's with me, and won't depart.
Her love's eternal, and will never fade,
And in my heart, her memory's made.

Soowmiya. B. T. (MECH - III year),
Sona College of Technology

Colorful Cascade



Vidhyalakshmi. N
III ECE



Rithika. S
Final Year ECE



Nithyadevi. S
III year ECE



Srivaishnavi. S
Final Year FT