

**G.VENKATASWAMY NAIDU COLLEGE (Autonomous), KOVILPATTI.**

(Affiliated to Manonmaniam Sundaranar University – Tirunelveli,  
Re-accredited with 'A' Grade (3.21 out of 4) by NAAC  
STAR College by DBT, Govt. of India)

**DEPARTMENT OF B.COM. BUSINESS ANALYTICS  
COM-MAJESTY ASSOCIATION ACTIVITIES - 2024- 2025**

**1. Inauguration Cum Seminar - "Financial Literacy For Young Entrepreneurs" (14.08.2024)**

On August 14, 2024, the department organized an **Inauguration Cum Seminar** titled "**Financial Literacy For Young Entrepreneurs.**" The event aimed to create awareness among young minds about the importance of financial literacy in managing and growing their businesses. Dr. P. Ramalakshmi, **Assistant Professor in Commerce at Government Arts and Science College, Sivakasi**, was invited as the **Chief Guest** for the session. She provided valuable insights into financial planning, investment strategies, risk management, and budgeting techniques essential for budding entrepreneurs. The session was highly interactive, with students actively participating and engaging in discussions on various aspects of financial management.

**2. Placement Training Programme - "Training Programme" (30.08.2024)**

On August 30, 2024, a **Placement Training Programme** was conducted to equip students with essential skills required for interviews and corporate life. The training session was led by **Ms. S. Vasanthi and Ms. N. Subashini, MBA students from ISSM B-School, Taramani, Chennai.** They provided insights into resume building, aptitude tests, group discussions, and personal interviews. The program also focused on improving soft skills such as communication, teamwork, and leadership. The interactive nature of the session allowed students to clarify their doubts and gain confidence for future placement opportunities.

**3. Workshop - "Honey Bee Farming" (04.09.2024)**

A hands-on **Workshop on "Honey Bee Farming"** was held on September 4, 2024, to introduce students to the fundamentals of beekeeping and honey production. The session was led by **Mrs. Josephine Vibis, Proprietor of Vibis Honey Bee Farm, Madurai.** She shared her expertise on the different species of bees, beekeeping techniques, hive management, and the process of honey

extraction. She also discussed the economic benefits of beekeeping as a profitable business venture. The workshop included a live demonstration where students got the opportunity to observe honeybees in their natural habitat and understand the process of honey collection.

#### **4. Industrial Visit - Chocolate Emporium, Kodaikanal (07.09.2024)**

On September 7, 2024, students embarked on an **Industrial Visit to Chocolate Emporium in Kodaikanal**. This visit was an educational and experiential opportunity for students to understand the chocolate manufacturing process. They witnessed the various stages of chocolate production, including cocoa bean processing, refining, molding, and packaging. Experts at the factory explained the quality control measures and marketing strategies used in the chocolate industry. Around **50 students from the B.Com. Business Analytics Department** participated in this visit, gaining practical knowledge about the food processing sector.

#### **5. Alumnae Interaction - "Career Counselling" (02.01.2025)**

On January 2, 2025, an **Alumnae Interaction Session** was conducted under the theme "**Career Counselling**." The session was led by **Mr. S. Madhavan, an alumnus of the B.Com. Business Analytics Department**. He shared his experiences in the corporate world and provided valuable career guidance to the current students. The session covered topics such as career opportunities in commerce and analytics, resume preparation, and interview techniques. Students had the chance to ask questions and seek advice regarding higher studies and job prospects.

#### **6. Seminar - "Logistics Management" (07.02.2025)**

On February 7, 2025, a **Seminar on "Logistics Management"** was conducted to enhance students' understanding of supply chain and logistics operations. The seminar featured **Mr. M. Perinbaraj, a professional from JJ Logistics Consultancy & Training Services, Nazareth**, as the resource person. He explained the importance of logistics in global trade, transportation management, inventory control, and warehouse management. Real-life case studies and industry trends were discussed to give students practical exposure to the logistics sector.

## **7. Industrial Visit - Kannan Devan Tea Plantations, Munnar (17.02.2025 & 18.02.2025)**

On February 17 and 18, 2025, students participated in an **Industrial Visit to Kannan Devan Tea Plantations in Munnar**. This visit provided firsthand experience in tea cultivation, processing, and packaging. The students observed how tea leaves are harvested, dried, and processed to maintain quality standards. Experts at the plantation explained the export strategies and the impact of climatic conditions on tea production. This visit gave students a deeper understanding of the agricultural and food processing industries.

## **8. Alumnae Interaction - "Career Counselling" (10.03.2025)**

On March 10, 2025, another **Alumnae Interaction on "Career Counselling"** was conducted, featuring a panel of distinguished alumni, including **Mr. R. Arun, Mr. R. Abishek, Mr. M. Bhuvaneshwaran, Mr. K. Ganesh, and Mr. K. Maharaja**. These former students shared their career journeys, challenges they faced, and strategies for success in different industries. The interactive session helped students gain motivation and clarity on career paths in finance, analytics, and business management.

## **9. Trade Show - "Food Festival" (12.03.2025)**

On March 12, 2025, the **Food Festival Trade Show** was organized to encourage entrepreneurial skills among students. The event was inaugurated by **Mr. Arumugam Vanniaperumal, Founder of Niveditha Seva Charity Trust and Correspondent of Sri Vivekananda Matriculation Higher Secondary School, Thoothukkudi**. The festival showcased various food stalls set up by students, offering a range of delicacies, traditional dishes, and innovative food products. The event provided a platform for students to learn about food marketing, pricing strategies, and customer engagement while experiencing real-time business operations.

## **10. State Level Inter-Collegiate Competition - "Talent Titans 2K25" (25.03.2025)**

On March 25, 2025, a **State Level Inter-Collegiate Competition titled "Talent Titans 2K25"** was conducted, bringing together talented students from various institutions. The event featured

competitions in Business Quiz, Connection Clash, Paper Presentation, Short Film, Pencil Art, Photography and As You Like It . The chief guests for the event were **Mrs. T. Jeyasree Christopher, Advocate, Kovilpatti, and Mr. V. Kaviyarasan, Municipal Councillor & Real Estate Businessman, Kovilpatti.** They motivated students with inspiring speeches about leadership, innovation, and entrepreneurial success. The event served as a great platform for students to showcase their skills and compete with peers from other colleges.

### 11.Ph.D. Viva-voce:

Mrs.M.SUNDARABHARATHI, Part-Time Ph.D.Scholar in Commerce under the guidance of Dr.C.Muthulakshmi defend her Ph.D. thesis entitled “A STUDY ON PERCEPTION OF CONSUMERS TOWARDS VALUE ADDED SERVICES OF SUPERMARKETS IN THENI DISTRICT” in the Ph.D. Public Viva-voce held on 23.04.2024 in G.Venkataswamy Naidu College, Kovilpatti.

### STAFF PARTICIPATION DETAILS:

#### I Dr.C.MUTHULAKSHMI

| S.No | Date       | Activity                                                                                                                                                                                                                                                                                                                           |
|------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.   | 22.03.2024 | Participated in the <b>National Seminar on “Innovations in Financial Services and Markets”</b> held at G.Venkataswamy Naidu College, Kovilpatti.                                                                                                                                                                                   |
| 2.   | 23.04.2024 | Under the research guidance of Dr.C.Muthulakshmi, Mrs.M.Sundara Bharathi presented her research paper titled “ <b>A Study on Perception of Consumers Towards Value-Added Services of Supermarkets in Theni District</b> ” at the Ph.D.Viva-Voce organized by the Department of Commerce, G.Venkataswamy Naidu College, Kovilpatti. |
| 3.   | June 2024  | A research paper titled “ <b>A SWOT Analysis of Smart Supermarkets</b> ” was published in the <b>Journal of Inventive and Scientific Research Studies (JISRS)</b> in the year 2024.                                                                                                                                                |
| 4.   | 12.06.2024 | Participated in the “ <b>Before Going to Interview: Research the Company</b> ” training session conducted by <b>Skill Developer</b> in Chennai.                                                                                                                                                                                    |

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|-----|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5.  | 22.06.2024                      | Participated in a <b>one-day training program</b> on “ <b>AI Tools for Teaching</b> ” organized by the <b>Star International Foundation for Research and Education</b> .                                                                                                                                                          |
| 6.  | 01.08.2024<br>and<br>02.08.2024 | Presented a research paper titled “ <b>An Analysis of Stress Management Among the Private Bank Employees in Thoothukudi District</b> ” at the <b>Forecasting Artificial Intelligence in Commerce for the Next Decade – ICFAIC’24</b> conference, organized by <b>Nadar Saraswathi Arts and Science College for Women, Theni</b> . |
| 7.  | 29.08.2024                      | participated in the “ <b>Innovation and Incubation of Ideas in Commerce and Management</b> ” seminar organized by <b>G.Venkataswamy Naidu College, Kovilpatti</b> . and presented a paper on “ <b>Artificial Intelligence Applications in Commerce and Management.</b> ”                                                          |
| 8.  | 02.09.2024<br>and<br>03.09.2024 | Acted as a Resource Person in a <b>two-day workshop</b> on “ <b>Statistical Package for Social Sciences (SPSS)</b> ” organized by <b>Nadar Saraswathi Arts and Science College for Women, Theni</b> .                                                                                                                             |
| 9.  | 15.10.2024<br>to<br>19.10.2024  | Participated in the <b>five-day training program</b> on “ <b>Innovative Approaches in Higher Education and Research</b> ” organized by <b>G.Venkataswamy Naidu College, Kovilpatti</b> .                                                                                                                                          |
| 10. | January<br>2025                 | Published a research paper titled “ <b>Employees’ Perceptions of Employee-Centric Corporate Social Responsibility (CSR) Practices in Medium and Large-Scale Industries: A Study of Virudhunagar District</b> ” in the <b>Business Studies Journal</b> in <b>January 2025</b> .                                                    |
| 11. | 25.01.2025                      | Participated in the <b>workshop on “Impact of Digital Era in Modern Research”</b> organized by <b>Sri Krishnasamy Arts &amp; Science College, Sattur</b> .                                                                                                                                                                        |
| 12. | 12.02.2025                      | Participated in the <b>IP Awareness/Training Program</b> organized by the <b>National Intellectual Property Awareness Mission (NIPAM)</b> .                                                                                                                                                                                       |
| 13. | 13.02.2025<br>and<br>14.02.2025 | Participated in the “ <b>Global Standards of Business, Issues, Challenges, and Implications</b> ” seminar organized by <b>St. Xavier's College, Palayamkottai</b> , and presented a research paper on “ <b>Comparative Study</b> ”                                                                                                |

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|-----|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     |                                | <b>on Job Satisfaction among Employees in Private and Public Sector Banks in Thoothukudi District.”</b>                                                                                                        |
| 14. | 24.02.2025<br>to<br>28.02.2025 | Participated in the <b>five-day faculty development program</b> on <b>“Advancing Academic and Research Excellence: Innovative Strategies for Faculty Development”</b> organized by St.Joseph College, Chennai. |

## II Dr.S.Shagira Banu

### Activities of S. Shagira Banu

| S.No | Date                            | Activity                                                                                                                                                            |
|------|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.   | 06.02.2024<br>and<br>07.02.2024 | Participated in the <b>"Sustainability and Technology in the BFSI Sector"</b> seminar organized by G.Venkataswamy Naidu College, Kovilpatti.                        |
| 2.   | 22.03.2024                      | Participated in the <b>"Innovations in Financial Services and Markets"</b> seminar organized by <b>G. Venkataswamy Naidu College, Kovilpatti.</b>                   |
| 3.   | 25.03.2024<br>and<br>26.03.2024 | participated in the <b>"Data Analytical Tools and Techniques"</b> seminar organized by <b>G. Venkataswamy Naidu College, Kovilpatti.</b>                            |
| 4.   | 23.10.2024                      | Participated in the <b>"Artificial Intelligence in Commerce and Management"</b> seminar organized by P.M.T.College, Melaneelithanallur.                             |
| 5.   | 25.01.2025                      | Participated in the <b>"Impact of Digital Era in Modern Research"</b> seminar organized by <b>Sri Krishnasamy Arts &amp; Science College, Sattur.</b>               |
| 6.   | 30.01.2025<br>to<br>05.02.2025  | Participated in the <b>"Creating Startup Thinkers and Future Entrepreneurs"</b> seminar organized by Sri Nehru Maha Vidyalaya College of Arts & Science" (SNMV).    |
| 7.   | 23.01.2025                      | participated in the <b>"Adapting to Digital Distribution: A Digital Transformation Strategy for Indian Banks"</b> seminar organized by S.S.D.M.College, Kovilpatti. |

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| 8. | 27.02.2025 | participated in the " <b>Human-Machine Teams: The Future of Work and Innovation</b> " seminar organized by Don Bosco Arts and Science College, Keela Eral. |
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### Mr.G.Saravanan

Here is the translated table with details of Dr. C. Muthulakshmi's participation in various programs:

| S. No | Date          | Activity                                                                                                                                                                                                    |
|-------|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | 21-22.12.2023 | Participated in Workshop on <b>Intellectual Property Rights</b> , organized by Tamil Nadu State Council for Science and Technology, Govt. of Tamil Nadu & <b>G. Venkataswamy Naidu College, Kovilpatti.</b> |
| 2     | 25-26.01.2024 | Participated in Workshop on <b>Data Analytical Tools &amp; Techniques</b> , organized by B.Com (Business Analytics) Dept., <b>G. Venkataswamy Naidu College, Kovilpatti.</b>                                |
| 3     | 13-15.02.2024 | Participated in FDP on <b>MongoDB</b> , organized by <b>ICT Academy, IITM Research Park, Chennai</b>                                                                                                        |
| 4     | 29.03.2024    | Participated in National Conference on <b>Innovation and Incubation of Ideas in Commerce</b> , organized by PG & Research Dept. of Commerce, <b>G. Venkataswamy Naidu College, Kovilpatti.</b>              |
| 5     | 15-19.12.2024 | Participated in FDP on <b>Innovative Approaches in Higher Education and Research</b> , organized by <b>G. Venkataswamy Naidu College, Kovilpatti.</b>                                                       |
| 6     | 14-15.03.2025 | Participated in FDP on <b>Mastering Research Excellence with Tools, Techniques, and Publication Insights</b> , organized by KV Institute of Management & Information Studies, Coimbatore                    |

**Mrs.M.Selva Nanthini**

| <b>No.</b> | <b>Date</b>                | <b>Activity</b>                                                                                                                                                                                                                                                                             |
|------------|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1          | 01.08.2024 -<br>02.08.2024 | Participated in a conference on <b>Forecasting Artificial Intelligence in Commerce for the Next Decade</b> and presented a paper on Prospects and Challenges of Agricultural Business in Digital Marketing organized by <b>Nadar Saraswathi Arts and Science College for Women, Theni..</b> |
| 2          | 20.08.2024                 | Presented a paper in the session <b>Dynamics of Digital Marketing: Global Perspectives and Future Trends</b> organized by <b>P.K.R. Arts College for Women, Erode.</b>                                                                                                                      |
| 3          | 13.02.2025 -<br>14.02.2025 | Presented a paper on <b>Issues and Challenges of Agricultural Business in India</b> organized by <b>St. Xavier's College, Palayamkottai.</b>                                                                                                                                                |
| 4          | 23.01.2025                 | Presented research in the session <b>Digital Transformation in Banking and Financial Services</b> organized by <b>S.S.D.M.College, Kovilpatti.</b>                                                                                                                                          |
| 5          | 25.01.2025                 | Participated in a workshop on <b>Impact of Digital Era in Modern Research</b> organized by <b>Sri Krishnasamy Arts and Science College, Sattur..</b>                                                                                                                                        |
| 6          | 05.02.2025                 | Attended a 5-day workshop on <b>Creating Startup Thinkers and Future Entrepreneurs</b> organized by <b>Sri Nehru Maha Vidyalaya College of Arts &amp; Science" (SNMV), Coimbatore.</b>                                                                                                      |