



# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu & Accredited by NAAC with 'A' Grade (2nd Cycle)  
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## *The Business Bulletin - Newsletter* *June 2019 to May 2020* *Faculty of Commerce*

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- ➡ Department of Commerce with Professional Accounting
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Faculty of Commerce

## National Conference

Our department has conducted National Conference on “Implications of FINTECH in Indian Economy” on 4<sup>th</sup> March, 2020. Resource persons were Dr. Elumalai Kannan, Associate Professor, Center for the study of regional development, School of social sciences, Jawaharlal Nehru university, New Delhi. Dr. K. Senthil Kumar, Incubation manager, Atal Incubation Center-NIFTTEA, Tiruppur and Mr. E. Mohanraj, Senior Vice President, Emerging Local Corporate, Yes Bank Limited, Coimbatore



- ◆ Mr. Manoj and Mrs. Neena, Eduely Banking Coaching, Coimbatore delivered a Lecture “Guidelines for Banking Sector” on 05.09.2019.



- ◆ Mr. T. Sajindas, Operating Manager, G-TEC EDUCATION, Kerala delivered a Lecture on “International Certification” on 12.12.2019



- ◆ Mr. C. Anish, Partner of Firm of Chartered Accountant, Coimbatore delivered a Lecture on “Basics of GST” on 04.01.2020



- ◆ Mr. Kamal Raj & Mr. Gladson Joshua Programming Director, Cross Global, Coimbatore delivered a Lecture on “Anti-Human Trafficking” on 31.01.2020
- ◆ Mr. E. Mohanraj, Senior Vice President, Emerging Local Corporate, Yes Bank Limited, Coimbatore delivered a Endowment lecture on “Banking Reforms” on 4.3.2020.

## Guest Lectures

- ◆ Mr. B. Rajiv, Consultant - Vitae International, Coimbatore delivered a Lecture on “Career Building” on 08.08.2019



- ◆ Mr. D. Vignesh, Faculty in ICSI, Coimbatore Chapter delivered a Lecture on “Academic to Actual” on 27.08.2019



- ◆ Mr. Satheesh, CEO of Explore Academy delivered a Lecture on “Employability Skills” on 04.09.2019



## Extension / Outreach Programme

III year students conducted a Awareness programme on “Digital Commerce & Career Guidance” on 01.02.2020 at Government boys higher secondary School, Chinnathadagam.

II year students conducted a Survey on “Societal Connect-Survey” on 13.02.2020 at Wellington, Ooty

## Inter Department Competition

Commercial Blast 2K19 an Inter Department Competition was conducted by final year students competitions like Paper Presentation, Paper Collage, General Quiz and Photography were conducted by the students

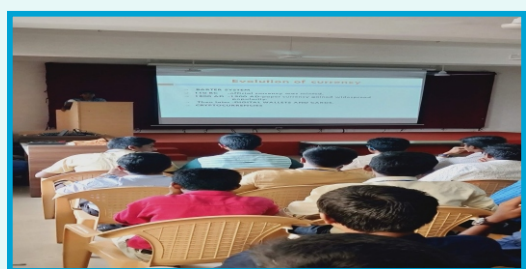


## Intra - department Competition

ComQuiz -2020 was organized by the Quiz team of the department exclusive for the 1 year students

## Student Seminar

Students shared insight's based presentation on various Commerce Topics



## Workshop

Dr.S.Kannaki, Assistant Professor, Department of Mathematics, Dr. N.G.P. Arts and Science College conducted an Workshop on “Applications in statistics using SPSS” on 20.02.2020

## Alumni Interaction

Mr.G.Boopathi, Manager-Lakshmi Villas Bank, Coimbatore delivered a lecture on “Recent Trends in Banking” on 22.07.2019



## Achievements by Students Paper Presentation by Students

Eighty Seven students have participated and presented papers on various topics organized by other reputed institution

## Inter Department Competitions

- ◆ S.G.Vishnuvaradan and D.Kaviarasu won First Prize in Quiz which was conducted at Dr.N.G.P.Arts and Science College, on 25.07.2019
- ◆ Freddy.M.Wilson won First Prize in Solo Song which was conducted on independence day at Dr.N.G.P.Arts and Science College, on 15.08.2019
- ◆ Kowsikaa.S and Meena.V won Second Prize in Trinket which was conducted at Dr.N.G.P.Arts and Science College, on 03.09.2019

## Inter Collegiate Competitions

- ◆ Gokula Krishnan, Sathish babu and Varshath won Second Prize in Cracker Jack which was conducted by Ramakrishna College of Arts and Science, Coimbatore on 4.01.2020
- ◆ Swetha won Third Prize in Picxion Jack which was conducted by Kathir College of Arts and Science, Coimbatore on 09.01.2020
- ◆ Gokula Krishnan, Sharook and Kabivasan won Second Prize in Cracker Jack which was conducted by Ramakrishna College of Arts and Science, Coimbatore on 4.01.2020
- ◆ Suganya. S and Kirubha. P won third Prize in Connection which was conducted by Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore on 7.03.2020
- ◆ Nikkil. V, Suganya. S and Kirubha. P won First Prize in ADZAP which was conducted by Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore on 7.03.2020

- ◆ Jeevarathinam. C won Second Prize in ADZAP which was conducted by Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore on 7.03.2020
- ◆ Nikkil. V and Jeevarathinam. C won First and Third Prize in QUIZ which was conducted by Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore on 7.03.2020

## Sports Achievement

- ◆ T. Dhesigan won First and Third Prize in Basketball which was conducted by Kumaraguru College of Arts and Science, Coimbatore from 22-Sep-19 to 25-Sep-19, Second prize at Sri krishana college of Arts and Science from 14-Oct-19 to 17-Oct-19 and Third prize at Sathyabama university from 15-Nov-19 to 19-Nov-19.

## Contribution by Staff Members Staff Awards

- ◆ Mr. M. A. Prasad, Assistant Professor won the Best Teacher Award of the Department
- ◆ Mr. P. Vimalkumar, Assistant Professor won the Best Mentor-2020 Award of the Department
- ◆ Dr. R. Gunasundari, Associate professor has been recognized for achieving in NPTEL

## Staff Members As Resource Person

- ◆ Dr. R. Gunasundari delivered a lecture on “Interpersonal skills” at Pioneer College of Arts and Science College, Coimbatore on 16-Aug-19, “Business management and Human Resource management” at PSGR Krishnammal College for Women, Coimbatore on 05-Oct-19 and “Value of Education and General Motivational Talks” at Sri Subash Arts and Science College, Erode on 19-Dec-19

## Publication By Staff Members

- ◆ M. Banurekha, N. Chandru, M. A. Prasad, M. R. Chandrasekar M. Dhennupreethi published an article on the title “A study on Rural Women Empowerment Through Self Help Group with special reference to Coimbatore city” in International Journal of Research and Analytical Reviews, Volume 6, Issue 2, June 2019, P-ISSN : 2349 - 5138, E - ISSN 2348 - 1269, DOI -http://doi.org/10.1729/Journal.22902, Impact Factor 5.75

- ◆ Dr. S. Gandhimathi, C. Karthick, Dr. R. Guna Sundari, P. Vimal Kumar, B. Kalaivani published an article on the title “A Study on Impact of Training and Development in Lalton Technologies Pvt. Ltd” in Indian Journal of Research, Volume-9, Issue-1, Pg.No.1-3, January - 2020, PRINT ISSN No. 2250 – 1991, DOI:10.36106.
- ◆ M. Banurekha, C. Karthick, N. Chandru, M. A. Prasad, M. R. Chandrasekar published an article on the title “A study on consumer purchasing behaviour towards selective durable goods in coimbatore city” in Journal of Emerging technologies and innovative research, Volume-7, Issue-2, Pg.No.332-343, February - 2020, PRINT ISSN No. 2349 – 5162, Impact Factor 5.87.

## Workshop / training Programme Attended by Staff

- ◆ Ms. T. Sree Geetha participated in one day FDP on “NTA NET/TN SET COMMERCE PAPER-II” organised by Hindustan College of Arts and Science, Coimbatore on 8-Feb-20
- ◆ Dr. S. Gandhimathi participated in one day Workshop on “Art of Effective Teaching” organised by PSGR Krishnammal College for Women, Coimbatore on 12-Feb-20
- ◆ Ms. T. Sree Geetha participated in one day FDP on “Research Methodology” organised by Cambridge Institute of Technology, Bangalore on 15-Feb-20

## Mou

- ◆ Faculty Exchange Programme MOU has been signed with Vellalar College for women, Erode for the benefit of III Year Students.



# DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

## National Conference

Dr. N.G.P. Arts and Science College has conducted National Conference on “MODERN BUSINESS - OPPORTUNITIES AND CHALLENGES (CMBOC – 2020)” Jointly organized by the departments of Commerce (CA), Commerce (IT), Commerce (BA) and Commerce (BPS) on 27<sup>th</sup> February 2020 at 9:30 AM. The presidential address was given by Dr. Thavamani D Palaniswami, Secretary, Dr. N.G.P. Arts and Science College. She shared her views on adapting to both culture and technology and importance of keeping ourselves updated. Questioning, learn to adopt, good relationship with other, always work hard are the points to become success in all things. Chief Guest Mr. Wonder Joky, Vice President- Operations at CIEL HR Coimbatore Area, India. Key Note Address Dr. S. Deepansa, Senior Manager, Indian Overseas Bank, KKPalayam, Perundurai Branch, Erode. Mr. K. V. Satish, Phoenix Mills (Residential division), Marketing and Strategy Group, Bangalore. Mr. A. Jagadeeswaran, Transformation Lead - FAO, TCS, Chennai.



## Endowment Lectures

V. O. Chidambaram Endowment Lecture 27 February 2020, Chief Guest - Mr. Wonder Joky has delivered a speech on career of the students as they will be the future generations. He inspired the student by VUCA – Volatile Uncertainty Complexity Ambiguity or Vision Understand Clarity Agile Terminology. He said that KASH (Knowledge Attitude Skills Habits) is more important for starting the business. He talked about prospective employee and quoted “Education is what comes to mind after learning.



## Guest Lectures

- ◆ Guest Lecture on “PERSONALITY DEVELOPMENT” by Dr. S. Balamurugan Asst. Professor and Headon 17/08/2019 at Smart class room.



- ◆ Guest lecture on “IT PROJECT MANAGEMENT” by Mr. Nagarajan Chandramohan Professional Master's in Computer, Pepper print GmbH, Heidelberg, Germany on 21/08/2019 at Smart Class Room.



- ◆ Guest lecture on “CMIE PROWESS TRAINING AND REVIEW COLLECTION” by Dr. M.Muthukrishnan, Librarian on 27/08/2019 at Library Hall.



- ◆ Guest lecture on “VEDIC MATHEMATICS” by Mrs. R. Anandhi Assistant Professor Department of Commerce with Computer Applications, conducted on 29/8/2019 at Smart class room.



- ◆ A Guest Lecture was conducted by the Department of B.Com CA on the topic “PILLARING PASSIONS” on 7<sup>th</sup> December 2019. The session was headed by Dr. K. S. Leoakash Raj, Founder & President of Pretty Lil Hearts (NGO) ,Chennai and Further it was lead by Mr. R. John Bosco, Executive Manager, Nova Pvt Ltd, Salem and Ms. Anisha, National Award winner for Power lifting at D - Block Seminar Hall VII.



- ◆ An awareness programme as Guest Lecture organized by Comrade Association, Department of Commerce with Computer Applications on the topic “RIGHT TO INFORMATION ACT” by Dr. Nalvinai Viswaraju M.A., B.L., Advocate, Rasipuram & Mr. K. Rajendran, District Secretary, Legal Awareness World, Tiruppur on 14<sup>th</sup> December 2019 at D- Block Seminar Hall VII.



- ◆ An Guest Lecture jointly organized by, Department of Commerce with Computer Applications, Department of Commerce in Business Process Services, Department of Commerce with Business Analytics, Department of Business Administration A on the topic “INVESTMENT BANKING & CAREER OPPORTUNITIES AND FINEQUEST” by Mr. Ahamed Khalid Imarticus Learning Pvt. Ltd Chennai On 19.12.2019 at SEMAINAR HALL VII.



- ◆ Guest lecture on “TALLY. ERP 9 WITH GOODS AND SERVICES TAX” by Ms. R. J. Fermila Tally Trainer M/s APM Systems at Kambar Arangam on 07.02.2020 Coimbatore at Smart Class Room.



## Extension / Outreach Program

- ◆ Outreach Programme on “A CLEANLINESS PROGRAMME” on 22/6/2019 at Panchayat Union Elementary School, Kalipalayam.



- ◆ Awareness programme on “Sukanya Samriddhi Yojana” on 27/07/2019 at Veeriyampalayam.





## Workshop / Training Programme

- ◆ Workshop on “REPORT WRITING” by Dr. P. Jayasubramanian and Mr. M. Rajakrishnan, Department of Commerce with Computer Applications, conducted on 26/6/2019 at Smart class room.



- ◆ Workshop on “COMPUTER APPLICATION LIFECYCLE TOOL GITLAB” by Mr. Nagarajan Chandramohan Professional Master's in Computer, Pepper print GmbH, Heidelberg, Germany on 21/08/2019 at Computer lab VI.



- ◆ Workshop on “DIGITAL MARKETING” by Mr. S. Thiagarajan, Operations Head, Image Creative Education, Coimbatore on 18/12/2019 at Computer lab VI.



- ◆ Skill Based Training on “Communicative English” by T. Josephine Sneha Assistant Professor in English Sri Ramakrishna College of Arts and Science for Women Coimbatore conducted on 08/02/2020 at Smart class room (A403).



## Knowledge Exchange Programme

- ◆ Knowledge exchange programme organized by department of commerce with computer application and microbiology on “COMPUTERIZED ACCOUNTING PRACTICES FOR MICROBIAL ENTREPRENEURS & BANKING PRACTISES” on 11/7/2019 at Kamar Arangam.



- ◆ Knowledge extension program organized by department of commerce with computer application and biotechnology on the topic of “PRACTICAL BANKING AND E-COMMERCE TECHNIQUES & MUSHROOM CULTIVATION AND ENTREPRENEURSHIP OPPORTUNITIES” 18/7/2019 at Kamar Arangam



## Student Seminar

- ◆ Student Seminar “BODY LANGUAGE AND PERSONAL GROOMING” by Final year students, Department of Commerce with Computer Applications, Conducted on 12/10/2019 at Smart Class Room.



- ◆ Student Seminar on “ECONOMIC PLANNING IN INDIA” by I M.Com CA Students on 18/10/2019 at Smart Class Room A-426.





- ◆ Student Seminar on “Premenstrual Syndrome” by Ms. M. C. Sreelakshmi, II M.Sc Food and Nutrition Students on 04.02.2020 at Smart Class Room A-403.



## Student Development Program

- ◆ Student Development Programme on “HIGHLIGHTS OF UNION BUDGET 2019-2020” by Final year students, Department of Commerce with Computer Applications, Conducted on 08/07/2019 at Smart Class Room.



## Career Development Program

- ◆ Career Development Program on “HOW TO CRACK BANK EXAM” by Manoj kumar on 12/10/2019 at Smart Class Room.



## Budget 2020 - Live Telecast

- ◆ Budget 2020 - live telecast at smart class room A - 403 on 01.02.2020



## Alumni Interaction Program

- ◆ Alumni Interaction Program by Mr. S. Alagendran graduate commercial trainee larsen & toubro limited (l&t) dahod, Gujarat at Smart Class Room on 07/08/2019.



- ◆ Alumni Interaction on “INTERVIEW SKILLS” by Ms. G. Geethanjali Process Associate, Mashreq Bank, Dubai at Smart Class Room on 06/09/2019.



- ◆ Alumni Interaction on “Cognizance on opportunities ahead” by Mr. T. Vignesh Kumar Accounting Analyst, Ford Motor Pvt Ltd Coimbatore at Smart Class Room on 01/12/2020



- ◆ Alumni Interaction on “Job Opportunities in IT field” by Mr. T. Sabareeswaran (2014-2017) Process Specialist, Infosys Ltd Bangalore at Smart Class Room on 04/03/2020.



## Paper Presentation by Students

- ◆ Sixty Students have participated and presented papers on various topics organized by other reputed Institutions.

## Funds Received by Staff Members

- ◆ Dr.M.Shanthinidevi and Dr.S.Arunpriya Received grant Rs.4,34,000 under ICSSR-IMPRESS for the topic E-Governance towards Good Governance An Analysis of selected Village Panchayat Blocks in Coimbatore,2019.
- ◆ Mr.M.Rajakrishnan, Received grant Rs.7500 under Tamil Nadu State Council for Science and Technology for the topic Impact of E-governance in Coimbatore district of Tamilnadu with special reference to good governance among SC/ST people in selected rural areas,2018-19.

## Awards Received by Staff Members

- ◆ Dr.M.Shanthinidevi Achievement in Research Award Received 2020, Dr.N.G.P.Arts and Science,Coimbatore.
- ◆ Dr.S.Arunpriya Achievement in Research Award Received 2020, Dr.N.G.P.Arts and Science,Coimbatore.
- ◆ Mrs.V.Jayashree Tally Commerce Aptitude Test Award Received 2018-19, Dr. N.G.P. Arts and Science College, Coimbatore.
- ◆ Mr.M.Rajakrishnan Best Teacher Award Received 2018-19, Dr. N.G.P. Arts and Science College, Coimbatore.
- ◆ Mr.M.Rajakrishnan Best Mentor Award Received 2018-19, Dr. N.G.P. Arts and Science College, Coimbatore.
- ◆ Dr.R.Prema Best Mentor Award Received 2018-19, Dr. N.G.P. Arts and Science College, Coimbatore.

## Awards Received by Students

- ◆ S.Akashraj III B.Com CA Received Best Social Activist Award From Ramana Gaurav Award 2020 held on 2<sup>nd</sup> February 2020.

- ◆ V.Mugshkumar II B.Com CA Received Best Social Activist Award From Ramana Gaurav Award 2020 held on 2<sup>nd</sup> February 2020.

## Students Achievement

- ◆ Shivani.R and Karthikeyan .R III B.Com CA Students Won II Prize Paper Presentation – Commercial Blast 2K19 Organized by the Department of IT, Dr. N.G.P. Arts and Science College held on 29<sup>th</sup> August,2019
- ◆ Avinash.P III B.Com CA Student Won II Prize Picture Talk – Techknowledge Organized by the Department of IT, Dr. N.G.P. Arts and Science College held on 7<sup>th</sup> September, 2019.
- ◆ Bharathi.R III B.Com CA Student Won II Essay Writing – Organized by the Department of Tamil, Dr. N.G.P. Arts and Science College held on 11<sup>th</sup> December, 2019
- ◆ Vasuki.C III B.Com CA Student Won II Tamil Elocution – Organized by the Department of Tamil, Dr. N.G.P. Arts and Science College held on 11<sup>th</sup> December, 2019
- ◆ S.Akashraj III B.Com CA Participated in the National Youth Festival - 2020 at Odisha held on 20<sup>th</sup> January 2020.
- ◆ Naveen.S and Vishnu.S.J. II B.Com CA Students Won III Prize Photography – National Level Technical Symposium Techvizha 2020, Organized by the Department of Computer Applications, Dr. N.G.P. Arts and Science College held on 7<sup>th</sup> February, 2020.
- ◆ Ramya.S, Ramya .G and Sathyapriya.P II M.Com CA Students Won I Prize Xchange in Alley – Revert Analytics 2020 Organized by the Department of Commerce with Business Analytics, Dr. N.G.P. Arts and Science College held on 20<sup>th</sup> February, 2020.
- ◆ Kesavi.N, Swetha.G I M.Com CA Students Won II Place – Best Investor COMFEST 2020, Organized by the Department of Commerce, Nirmala College for Women Intercollegiate Competitions held on 20<sup>th</sup> February, 2020.
- ◆ Kesavi.N, Swetha.G, Sujitha and Madhunisha I M.Com CA Students Won I Prize – Kabushiki War (PG) - Trishantha 2k20, Organized by the Tipsglobal Institute Coimbatore held on 3<sup>rd</sup> March, 2020.

- ◆ Kesavi.N, I M.Com CA Student Completed Excel Crash Course ,Organized by the Corporate Finance Institute,30<sup>th</sup> March, 2020.

### Staff Members as Resource Person

- ◆ Dr. P. Jayasubramanian, Invited Speaker “Accounting standard for international business” Seminar Hall - Government Arts and Science College, Avinashi 26<sup>th</sup> September 2019.
- ◆ Dr. P. Jayasubramanian, Invited Speaker “Management Accounting” Webinar - Organized by Government Arts and Science College, Avinashi, 28/04/2020.
- ◆ Dr. P. Jayasubramanian, Invited Speaker “Professional opportunity for chartered accountant in practice” Webinar - Organized by Maharani Arts and Science college, Dharapuram, 26/05/2020.
- ◆ Mr. M. Rajakrishnan, Resource Person, Webinar on Indian Taxation, Department of Commerce, Emerald Heights College for Women, The Nilgiris, 22-May-20.
- ◆ Mr. M. Rajakrishnan, Resource Person, Workshop on Operations in MS Office, Department of Biotechnology under DBT Star College Scheme, Dr. N.G.P. Arts and Science College, Coimbatore, 15-Jul-19.
- ◆ Mr. M. Rajakrishnan, Resource Person, Knowledge Exchange Programme on Computerized Accounting Practices for Microbial Entrepreneurs, Department of Microbiology under DBT Star College Scheme, Dr. N.G.P. Arts and Science College, Coimbatore, 11-Jul-19.
- ◆ Mr. M. Rajakrishnan, Resource Person, Workshop on Report Writing, Department of Commerce with CA, Dr. N.G.P. Arts and Science College, Coimbatore, 26-Jun-19.

### Publications by Staff Members

- ◆ Dr. M. Prakash M. Ragavi Employees' Awareness And Effective Utilization Towards Esi Benefits, Journal of Emerging Technologies and Innovative Research (JETIR) © 2020 JETIR February 2020, Volume 7, Issue 2 www.jetir.org (ISSN-2349-5162).
- ◆ Dr. P. Jayasubramanian, Dr. A. Rajamani Financial Efficiency Analysis of Selected MNC'S Pharmaceuticals Operating in India, International Journal Of

- ◆ Multidisciplinary Educational Research, Volume – 8, Issue – 7(2), July – 2019, ISSN : 2277-7881/71-75. (Google Scholar).
- ◆ Dr. P. Jayasubramanian, V. Kannammal A Study on the Relationship between Retained Earnings and Stock Prices, International Journal Of Multidisciplinary Educational Research, Volume – 8, Issue – 6(3), June – 2019, ISSN:2277-7881/94-99. (Google Scholar).
- ◆ Dr. P. Jayasubramanian, Dr. A. Rajamani Profitability and Liquidity Analysis of Selected MNC'S Pharmaceuticals in India, International Journal Of Multidisciplinary Educational Research, Volume – 8, Issue – 5(3), May – 2019, ISSN:2277-7881/154-157. (Google Scholar).
- ◆ Dr. P. Jayasubramanian, Ms. V. Kannammal IMPACT OF RETAINED EARNINGS ON STOCK RETURNS OF SELECTED AUTOMOBILE COMPANIES, Paripex, Volume – 8, Issue – 5, May – RETURNS OF SELECTED AUTOMOBILE COMPANIES, Paripex, Volume – 8, Issue – 5, May – 2019.
- ◆ M. Shanthini Devi, S. Arunpriya, Structural Equation Modelling – An analysis on roles played by and conflicts faced by working women, International Journal of Commerce and Management Research, Vol.6, issue I, pp. 91-93 , January 2020, ISSN: 2455-1627, (Indexed in Google Scholar/EBSCO).
- ◆ M. Shanthini Devi, S. Arunpriya Investment Avenues: Assessment of Awareness Among IT Employees, Journal of Emerging Technologies and Innovative Research, Vol.7, Issue:2, pp.418-424, January 2020, ISSN-2349-5162, (Indexed in UGC/Google Scholar).
- ◆ Dr. S. Arunpriya, N. Revathi, A study on account holders awareness and satisfaction towards Sukanya Samriddhi Yojana scheme with special reference to Tirupur, International Journal of Commerce and Management Research, Vol.6 issue I, pp. 73-76, January 2020, ISSN: 2455-1627, (Indexed in Google Scholar/EBSCO).
- ◆ Dr. S. Arunpriya, Dr. M. Shanthini Devi, Structural Equation Modelling - An analysis on roles played by and conflicts faced by working women, International Journal of Commerce and Management Research, Vol.6, issue I, pp. 91-93 , January 2020, ISSN: 2455-1627, (Indexed in Google Scholar/EBSCO).



- ◆ Dr.S.Arunpriya, Dr.M.Shanthini Devi, Investment Avenues: Assessment of Awareness Among IT Employees, Journal of Emerging Technologies and Innovative Research, Vol.7, Issue:2, pp.418-424, January 2020, ISSN-2349-5162, (Indexed in UGC/Google Scholar).
- ◆ Mr.C.Eahambaram and Mr.M.Rajakrishnan “Socio Economic Condition and Quality of Work Life among Women Workers in Textile Industry with special reference to Coimbatore District – A Study of Published Literature” Journal of Emerging Technologies and Innovative Research (JETIR), Vol - 6, Issue -6, pp.285-291, June 2019, ISSN 2349 – 5162.
- ◆ M. Rajakrishnan, Dr. R. Prema & S. Latha, Customers' Expectations and Behavior towards Confectionery Products. A Study on Effect of Advertisement in Selected Areas of Tiruppur District, Tamilnadu, Our Heritage, Vol. 68, Issue 30, pp. 452 -457, February 2020, ISSN: 0474 – 9030 (Indexed in UGC).
- ◆ M. Rajakrishnan, Dr. K. Udayakumar, Challenges faced by the individual assessee while filing income tax returns, International Research Journal of Management Sociology & Humanities, Vol. 10, Issue 6, pp. 452 -457, June 2019, ISSN: 2277 – 9809 (Indexed in UGC).
- ◆ Mr.M.Rajakrishnan and Mr.C.Eahambaram “Socio Economic Condition and Quality of Work Life among Women Workers in Textile Industry with special reference to Coimbatore District – A Study of Published Literature” Journal of Emerging Technologies and Innovative Research (JETIR), Vol - 6, Issue -6, pp.285-291, June 2019, ISSN 2349 – 5162.
- ◆ M. Rajakrishnan, Dr. K. Udayakumar, Perception and Attitude towards Taxation and Filing of returns of Individual Assessee with special reference to Coimbatore city - A Study of Published literature, Journal of Emerging Technologies and Innovative Research (JETIR), Vol. 6, Issue 6, pp. 399 -407, June 2019, ISSN-2349-5162. (Indexed in UGC).
- ◆ Dr. R. Prema (April 2020), Impact of Sukanya Samridhi Yojana with reference to the Nilgiris, Purakala, Vol. 31, Issue 6, pp 177-181, ISSN: 0971-2143 (Peer Reviewed and Listed in UGC CARE).
- ◆ Dr. R. Prema (March 2020), Impact of Social Networking Sites on College Students, International Journal of Research in Informative Science Applications & Techniques, Vol.4, Issue 3, pp 204314- 204322, ISSN: 2581-5814 (Indexed in UGC, Google Scholar).
- ◆ Dr. R. Prema, M. Rajakrishnan & S. Latha (February 2020), Customers' Expectations and Behavior towards Confectionery Products. A Study on Effect of Advertisement in Selected Areas of Tiruppur District, Tamilnadu, Our Heritage, Vol. 68, Issue 30, pp. 452 -457, February 2020, ISSN: 0474 – 9030 (Indexed in UGC).
- ◆ Ms. S. Latha, Dr. R. Prema and M. Rajakrishnan (February 2020), Customers' Expectations and Behavior towards Confectionery Products. A Study on Effect of Advertisement in Selected Areas of Tiruppur District, Tamilnadu, Our Heritage, Vol. 68, Issue 30, pp. 452 -457, February 2020, ISSN: 0474 – 9030 (Indexed in UGC).
- ◆ Dr. L. Pavithira, “IoT based Agriculture Drought Prediction using Chaotic Genetic Algorithm Integrated Intuitionist Fuzzy Subtractive Clustering”, International Journal of Recent Technology and Engineering (IJRTE), November 2019, ISSN: 2277-3878 (Indexed in Scopus).
- ◆ Dr. L. Pavithira, “Multi-font Optical Character Recognition using Deep Learning”, International Journal of Recent Technology and Engineering (IJRTE), Volume No.8, Issue No.1S4, June 2019, ISSN: 2277-3878 (Indexed in Scopus).

### Workshop / Training Programme Attended by Staff

- ◆ Dr. P.J. ayasubramanian, Structural Equation Modelling using AMOS and PLS, Hindusthan College of Arts and Science Coimbatore, 20, 21 & 22 -Sep -19.
- ◆ Dr. S. Arunpriya, Rural Immersion – Community Engagement, Mahatma Gandhi National Council of Rural Education, Hyderabad & NSS Unit, Dr.N.G.P.Arts and Science College, Coimbatore, 21-Sep-19.
- ◆ C. Eahambaram, Structural Equation Modelling using AMOS and PLS, Hindusthan College of Arts and Science Coimbatore, 20, 21 & 22 -Sep -19.

- ◆ C.Eahambaram, Web Development using PYTHON/MYSQL, Aakkam Industrial Training and Research Institute Coimbatore, 30th June 2019.
- ◆ Mr.M.Rajakrishnan ,Emotional Management, Indian Institute of Mother and Child Welfare, Kolkata, West Bengal , India, 31-Mar-2020 to 4-April-2020.
- ◆ Mr.M.Rajakrishnan ,Structural Equation Modelling using AMOS and PLS, Hindusthan College of Arts and Science, Coimbatore, 20, 21 & 22 -Sep -19.
- ◆ Dr. R. Prema,Emotional Management, Indian Institute of Mother and Child Welfare, Kolkata, West Bengal , India, 31-Mar-2020 to 4-April-2020.
- ◆ Dr. R. Prema National Level Workshop on Structural Equation Modelling using AMOS and PLS, Hindusthan College of Arts and Science, Coimbatore, 20, 21 & 22 -Sep-19.

### Board of Study Member

- ◆ Dr. M. Prakash, University Nominee, B.Com.,CA Department in Sri Ramakrishna College of Arts and Science, Coimbatore.
- ◆ Dr. P. Jayasubramanian, Board of Commerce, Mahendra Arts and Science College, Kallipatti, Namakkal, 2019.
- ◆ Dr. P. Jayasubramanian, Board of Commerce (CA), Gobi of Arts and Science College, Gobi, 2019.
- ◆ Mrs. R. Ananthi, Professional body member, International Association of Engineering (IAENG) Life-time.

### Placement Activities

- ◆ 62 OFFERS Received Various Companies.

# DEPARTMENT OF COMMERCE CORPORATE SECRETARYSHIP WITH COMPUTER APPLICATIONS

## National Conferencea

Our department have conducted nation level conference on "Impact of trade war on Indian economy" on 7th February 2020, Resourse person was CA. M. Sathya Kumar, CEO of Tycoon.



## Publication by Staff Members

- ◆ Mrs. T. Christy Cresida has published an article on "A study on financial performance of selected public sector banks in India using CAMEL Approach in journal for International Journal of Scientific Research and Review" ISSN- 2279 – 0543 Vol.8, ISSUE- 2APRIL – JUNE-2019.
- ◆ Mr. R. Suresh has published an article on "A Study On Employees Awareness on Corporate Governance with Special Reference to HDFC Bank in Coimbatore City in Journal for emerging technologies and innovative research". ISSN-2349-5162, Vol.6, ISSUE-6, JUNE-2019
- ◆ Mrs. T. Christy Cresida has published an article on "A study on operational efficiency of public and private sector banks: a DEA approach in journal for Research Review International Journal of Multidisciplinary" ISSN-2455- 3085 Vol.4,ISSUE-7 JULY- 2019.
- ◆ Dr. D. Parasakthi and Dr. S. Jagatheeswari has published an article on "A Study On Employee Stress on Organisation With Special Reference to Textile Industries in journal for South Asian Journal of Marketing and Management Research" ISSN-2249 –877X Vol.9, ISSUE-11OCTOBER-2019.
- ◆ Dr. S. Jagatheeswari has published an article on "A Study On Employee Welfare Measures In Textile Industries in journal for The International journal of analytical and experimental model analysis" ISSN-0886-9367 Vol.9,ISSUE-9 NOVEMBER-2019.
- ◆ Mrs.T.Christy Cresida has published an article on "A Study On Financial Performance Of Selected Private Sector Banks In India on journal for ADALYA" ISSN-1301-2746,Vol.8,ISSUE-11, NOVEMBER-2019
- ◆ Mrs.J.Princy has published an article on "Influence Of OrganisationalCommitment On Job Performance Of Employees Working In Select IT Companies in journal for The International journal of analytical Land experimental modal analysis" ISSN NO: 0886-9367,Vol.12,ISSUE-2 FEB-2020.
- ◆ Mr.R.Suresh jas published an article on "A study on corporate governance practices of selected Private sector banks in Coimbatore district of Tamilnadu on journal for Purakala UGC Care Journal", ISSN: 0971- 2143, Vol-31- Issue-12, April-2020
- ◆ Dr. S.Kowsalya has published an article on "Export Performance of India in jounal for The International journal of analytical and experimental modal analysis" ISSNNO:0886- 9367 Vol.12, ISSUE-4 APRIL-2020.
- ◆ Dr. S.Kowsalya has published an article on "An analysis on India's Foreign Trade in journal for International Journal of Trend in Scientific Research and Development (IJTSRD)" e-ISSN: 2456 –6470 Vol.4, ISSUE-3 APRIL-2020.
- ◆ Dr. S.Kowsalya has published an article on "Analytical Study on Economic Growth of BRICS in journal for Purakala UGC Care Journal" ISSN: 0971- 2143 Vol.31,ISSUE-12 APRIL- 2020
- ◆ Dr.D.Parasakthi haspublished an article on "A study on consumer's awareness and attitude towards green FMCG products in Coimbatore city in journal for Journal Of Interdisciplinary Cycle Research" ISSN-0022-1945,Vol.12,ISSUE-5 MAY-2020.
- ◆ Dr.D.Parasakthi has published an article on "A study on problems faced by the consumers towards green FMCG products in Coimbatore City in journal for International Journal of Advance Research, Ideas and Innovations in Technology" ISSN: 2454- 132X Volume 6, Issue 2 MAY-2020.



- ◆ Dr.D.Parasakthi has published an article on "A study on factor influencing to purchase of green products in coimbatore city in journal for Alochana Chakra Journal",ISSN NO:2231-3990, Vol.9,ISSUE-5, MAY-2020
- ◆ Mrs .T.Christy Cresida has published an article on "Gender discrimination faced by employees at workplace in journal for International Journal of Research and Analytical Review"ISSN-2348-1269, Vol.7,ISSUE-2, MAY-2020
- ◆ Dr. S.Kowsalya has published an article on "Trends in Non performing Assets of Scheduled Commercial Banks in India" in journal for Alochana Chakra Journal". ISSN NO:2231- 3990, Vol.9, ISSUE- 5, MAY-2020.

## Achievements In Our Departments

### Staff Achievements

- ◆ Dr.S.Jagatheeswari achieved excellent research organized by Maya's academic private limited on 29.12.2019
- ◆ Mrs.J.Princy and Mrs.S.Archana was awarded best Mentor award in year 2020
- ◆ Mr.S.Yuvaraj was awarded best teacher award in the year 2020
- ◆ Mrs.R.Swarnalakshimi was awarded topper in NPTEL in the year 2020



### Students Achievements In Sports

- ◆ M. Naveena Priya was a semi - finalist held by Tamil Nadu table tennis association on 8.9.2013

- ◆ D.Gokul won prize in District level athlete held at Coimbatore district on 16.8.2019
- ◆ A.Deepan won prize in District level powerlifting held by Tamilnadu Power Lifting Association on 20.10.2019
- ◆ R.Gokul Manickam won prize in State level powerlifting held by Tamilnadu Power Lifting Association on 15.12.2019.

## In Academic

- ◆ C. Benita, K. Mythili, R. Jayakumar, A. Priyadharshini, B. Nivedha had cleared foundation of ACS held by Institute of Company Secretaries on India on 25.1.2020
- ◆ D. Devadharshini have cleared Inter of CA held by The Institute of Chartered Accountant of India on 15.11.2019
- ◆ B.Jayasurya have finished his Diploma Course on secretarial practice in NCVRT.
- ◆ Our 55 students have passed NPTEL online courses held on 21.9.2019 and 28.9.2019 respectively.
- ◆ Our 150 Students have Placed in Various Companies.

## Inter College Technical Meet

- ◆ M.Thambi Manikandan, N.Vinith Kumar, B.Jaya Suriya, Saran.G, Z.Ibrahim has won third prizes in ADCAST conducted by SriRamakrishna College of Arts And Science for Women at 4.1.2020.
- ◆ D.Infant Nithya Jasms has won first prize in glass painting event held by Sri Krishna Adithya College of Arts and Science on 30.1.2020
- ◆ S.Akshaya shree has won second prize in photography competition held by Sri Krishna Adithya College of Arts and Science on 30.1.2020
- ◆ P.Abinaya has awarded as start up and won first prize in rangoli competition held by KPR &, Co. 19.2.2020
- ◆ M.Thambi Manikandhan has won start up award and first prize in rangoli competition held by Friends Catering on 19.2.2020
- ◆ B.Nivedh, K.Priyanka has won third prize in rangoli competition conducted by KPR College Of Arts, Science and Research on 10.2.2020
- ◆ Jaikumar, Ashwin of II B. Com CSCA won first prize in maths quiz conducted by Department of Mathematics on 2.1.2020

- ◆ Nivetha.B, Priyanka.K of III B. Com CSCA won second prize in poster presentation held by Department of Mathematics on 2.1.2020
- ◆ 5 students of II - B. Com CS CA-B won third prize in ADCAST at Sri Ramakrishna College of Arts and Science for Women held on 4.1.2020

### Inter Departmental Competition

- ◆ Our students won first prize in Intercollegiate, by Department of Commerce with Finance, Dr. N.G.P. Arts and Science College, 24.7.2019
- ◆ Our students won first prize in intercollegiate, by Department of Commerce with Information Technology, Dr.N.G.P. Arts and Science College, 25.7.2019.
- ◆ Our students won first prize in intercollegiate, by Department of Commerce, Dr.N.G.P. Arts and Science College, 29.8.2019.
- ◆ Our students won second prize in intercollegiate by Department of Chemistry, Dr.N.G.P arts and science college, 4.9.2019
- ◆ Our students won second prize in intercollegiate by Department of BCA, Dr.N.G.P arts and science college, 7.9.2019
- ◆ Our students won first and second prize in intercollegiate, by Department of mathematics, Dr.N.G.P arts and science college, 2.1.2020.
- ◆ Our students won first, second and third prize in National Level Technical Symposium organised by Department Of Computer Science Dr.N.G.P arts and science college, 13.2.2020.
- ◆ Our students won first prize in National Level Technical Symposium - "CYBERTRON- 20" held by Department of Computer Technology on 5.3.2020.

### Workshop / Training Program Attended by Students

- ◆ Ph.D research scholar Shonana.G and our three students of M.Com CS have participated at Vellalar College for Women for Two Day International Workshop on "Preparing Quality Research Writing and Improving Research Impact" on 3.1.2020 - 4.1.2020

- ◆ Our 6 students have attended and trained in One day Training Program on "Child Rights" conducted by ivekanandha College of Arts & Science for Women on 7.1.2020
- ◆ Our 11 students have attended the workshop at Kaamadhenu Arts and Science College, Sathy Department of Commerce One day National Level Practical Workshop on "GST 2020" held on 14.2.2020.
- ◆ Performance of our students in mock board meeting with cheif guest S.Snehalatha, Head and Professor, Department of A & T, Dr. N.G.P College of Arts and Science.

### Seminar and Paper Presentations by Students

- ◆ Ph.D research scholar G.Shobana have presented a national level seminar at Bharathiar University Department of Commerce on " Financial Inclusion: Creating Value for Banks and Boosting Economic growth" from 6.1.2020 - 8.1.2020.
- ◆ 12 of our II B. Com CSCA students have presented Paper at the international conference conducted by Sri Ramakrishna College of Arts and Science for Women Department of Commerce & Business Administration on "Emerging Trends in Business and management held on 7.1.2020  
8 of our M. Com CS students have presented seminar at G. R. Damodaran Academy of Management on "INDUSTRY4.0 - Trends in Automation and Manufacturing Technologies" held on 5.2.2020
- ◆ 6 of our B. Com CSCA students have presented paper in National level seminar conducted by Nandha Arts and Science College on "INCLUSIVE BANKING IS ELUSIVE: A Retrospective Analysis for Prospective India" held on 7.2.2020



## Extension / Outreach Program

- ◆ 25 students conducted an acknowledgement program on "D2C Digitally" on 22.6.2020 at Vagarayanpalayam



- ◆ 25 students conducted an awareness program on "Savings schemes for women at Kaikolapalayam" on 14.12.2019.



- ◆ 25 students were made an awareness for Opportunity for Orphanage People's Employment at Podanur on 8.2.2020

## M.Phil. Degree Awarded

- ◆ Ms. M. Karthiga, Department of Corporate Secretaryship, Dr. N.G.P College of Arts and Science, Coimbatore, presented her M.phil. Viva examination on "A study on impact on GST on small and medium enterprises (SMEs) with reference to coimbatore district" under the guidance of Dr .S. Jagatheeswari 11.2.2020.

## Guest Lectures and Workshops Conducted

- ◆ Financial Technologies by Dr. P.R.Muthusamy, Director of all Academics, Dr.N.G.P Institutions on 17.7.2019

- ◆ Financial Literacy by Mr.N.A.Arjun, Company Secretary in practice, Arjun & Co on 17.7.2019
- ◆ Career Guidance by Mr.P.Wilson, Senior Process Executive, INFOSYSBPM on 27.7.2019



- ◆ Research Tools by Dr.S.Saravanan, Dean Administration, Dr.N.G.P arts and science college on 27.7.2019
- ◆ Awareness on professional Courses by Mr.Palanivel, ICAI, Coimbatore 7.9.2019



- ◆ Working Capital Management by Mr.K.Ravi, CFO, Roots industries, Coimbatore on 13.9.2019
- ◆ Awareness and Opportunities in mutual fund Industries by Mr.Nivas Narashiman on 11.9.2019.
- ◆ Demo on online trading and Capital Market by Mr.K.Sahul Hammed Annamalai Capital Services on 9.12.2019.
- ◆ Personality Development by Prof.C.Sindhu on 13.12.2019
- ◆ Mock Board Meeting conducted by our corpianz association on 16.12.2019



- ◆ AMOS - Research Tools by Dr. K. K. Gowri, Certified Data Analyst, PGS CAS, Coimbatore on 29.1.2020
- ◆ Self-Realization by Mrs. J. S. Shanthini. District-Family Court Counsellor, Coimbatore on 7.2.2020



- ◆ Post Budget analysis by Mr.R.Manoj Kumar, Asst. Professor Department Of Commerce with International Business on 7.2.2020.



### Staff Members Acted as Resource Person

- ◆ Dr.D.Parasakthi present's her guest speak on FINTECH, Ramalinga Sowdambikai College of arts and science, Coimbatore on 12.2.2020
- ◆ Dr. D. Parasakthi delivers a lecture for one day training program on "child rights at Vivekananda College of arts and science", namakkal on 7.1.2020
- ◆ Dr.D.Parasakthi piloted One day workshop on "FINTECH at Erode Arts and Science College", Erode on 9.1.2020



### Book Published By Staff Members

- ◆ Dr.S.Jagatheeswari published a book on "Factors Affecting Women Career Development in Corporate Sector, Lambert Academic Publications, Germany on 12.8.2019



### Board of Study Member

- ◆ Dr. D. Parasakthi was an active member in Board of E - Commerce, Vellalar College for Women, Erode, Since 2019
- ◆ Dr. D. Parasakthi was an active member in Board of Commerce, Karunya University, Coimbatore, Since 2019.
- ◆ Dr. A. R. Kanagaraj acted as BOS member in Kongu arts college, Erode, 2019.

# DEPARTMENT OF COMMERCE WITH INFORMATION TECHNOLOGY

## Guest Lecture

- ◆ Career Opportunities in IT sector - Mr. M.Sarathy, Ms. V. Swathy, Ms. R. Nivitha, Associate Trainee, Project Management Office(PMO), TCS, Chennai on 16.08.2019.
- ◆ Self Confidence and Fearless Life- Mr. K. Kishan, Entrepreneur at Omkar Traders, Bangalore on 26.08.2019.



- ◆ Invited Lecture on Operations of Business by Dr. Rajkaal K.Prabhu, Managing Director, Ranjith Enterprises, Coimbatore, on 26.06.2019.



- ◆ Invited Lecture on Positive Attitude for Career Development by Ms. V. Pallavi, Technical Associate, AMAZON, Coimbatore, on 01.07.2019.
- ◆ Block Chain Technology- Dr.D.Parasakthi, Head of the Department of Corporate Secretaryship(CA),Dr.N.G.P Arts and Science College, Coimbatore, on 12.09.2019.
- ◆ Corporate Etiquettes- Dr.R.Sakthiprasad, Associate Professor, Department of Commerce with BPS, Dr.N.G.P Arts and Science College, Coimbatore on 13.09.2019.



- ◆ Invited Lecture on Thotu Vidum Thooram by Mr.N.K.Prasad, Joint Secretary in Vasantha Vasal Kavimandram, Coimbatore, on 28.08.2019.



- ◆ Invited lecture on National Integration by Mr.K.Mahendran, Assistant Professor,Department of Corporate Secretaryship, Dr N.G.P Arts and Science College, Coimbatore.48 on 14.12.2019.
- ◆ Dhirubhai Ambani Endowment Lecture on - “An Overview of Revolution in Information Technology”, on February 27-Feb-20.

## National Conference

- ◆ National Conference on MODERN BUSINESS – OPPORTUNITIES AND CHALLENGES (CMBOC. 2020) on 27.02.2020. Mr. Wonder Joky, Vice President, Operations at CIEL HR, Coimbatore Area, India, Mr. K. V. Sathish, Phoenix Mills (Residential division), Marketing and Strategy Group ,India and Asia Pacific, and Dr. S. Deepansa Senior Manager, Indian Overseas Bank, Perundurai, Erode were the resource persons.

## Extension / Outreach Program

- ◆ Students of III BCOM IT conducted a program on Plastic Awareness in Kalapatti on 27.07.2019.



- ◆ Students of II BCOM IT visited the Orphanage Aravanaikum Anbu Illam at Peelamedu and offered some essential things to them on 27.07.2019.
- ◆ Few Students of III BCOM IT conducted an awareness program about Scarcity of Water and Electricity in Thadagam on 07.09.2019.
- ◆ Few students of III BCOM IT conducted a programme called Awareness on Cyber Crimes in Kalapatti on 14.12.2019.



- ◆ Students of II BCOM IT organized a Tree plantation program in Kalapatti on 08.01.2020.
- ◆ Students conducted an intra department competition, INFO BEAT'20 on 28.01.2020.
- ◆ Students conducted an inter department competition for other department students called TRADE BUZZ'19 on 25.07.2019.



### Contribution by Staff Members Faculty Development Programme

- ◆ Dr.S.Kamalaveni participated in faculty development programme on the topic “NAAC Revised Accreditation Frame Work and OBE Assessment Methodology”, conducted by Dr. N.G.P. Arts and Science College from 27-May-19 to 2-Jun-19.
- ◆ Dr.S.Kamalaveni participated in faculty development programme on the topic “Quality Measures In Higher Education” conducted by Dr. N.G.P. Arts and Science College from 03-Dec-18 to 09-Dec-18.

### Staff Awards

- ◆ Dr.J.Lilly has won the Best Teacher Award from Dr.NGP Arts and Science College on 26.02.2020.
- ◆ Dr.J.Lilly has awarded for her minor research project on 26.02.2020 by Dr.NGP Arts and Science College.
- ◆ Mr.S.Dineshkumar has won the Best mentor Award for the year 2020 on 26.02.2020 by Dr.NGP Arts and Science College.
- ◆ Mrs. D.Malarvizhi has won the Best mentor Award for the year 2020 on 26.02.2020 by Dr.NGP Arts and Science College.
- ◆ Dr.N.Sathya has received the Best Ph.D Thesis award for the year 2020 on 27.02.2020 from Dr.NGPASC Nalla Gounder Research and Innovation Awards.

- ◆ Dr. N. Sathya has received the Ph. D Awardee on 27.02.2020, awarded by Dr. N.G.P. Arts and Science College Nalla Gounder Research and Innovation Awards.

### Session Chair

- ◆ Dr. S. Kamalaveni acted as a member in the Board of Studies in Sri Ramakrishna College of Arts & Science (unaided), Coimbatore in 2019-20.

### Publications By Staff Members

- ◆ L.Priya published an article on “Green marketing on customer satisfaction and environmental Safety” in Indian Journal Applied Research Issue 6, Vol 9, June 2019, ISSN 2249-555X.
- ◆ Dr.S.Kamalaveni published an article on “A Study on the Performance of SIDBI – Portal of MSME ” in Asian Journal of Management, Issue 4, Vol 10, Oct-Dec 2019, P.No.405-408,ISSN 0976 – 495X .
- ◆ Dr.S.Kamalaveni published an article on “A Study on Cardamom Production and Exports : Queen of Spices” in International Journal of Applied Research, Issue 10, Vol 5, Oct 2019, P.No. 225-228, ISSN2394-7500.
- ◆ Dr.S.Kamalaveni published an article on “Impact of Globalization on the Growth on MSME's in India” in International Journal of Analytical and Experimental Modal Analysis, Issue 12, Vol 11, Dec 2019, P.No. 2976-2981, ISSN 0886-9367.
- ◆ Dr. S. Kamalaveni published an article on “A Study on Lending Performance of SIDBI” in Journal of Interdisciplinary Cycle Research., Issue 12, Vol 11, Dec 2019, P.No. 1693-1699, ISSN 0022-1945.

### Research Funding

- ◆ Dr. J. Lilly has got approval for a funded project of ICSSR Minor Research Project for Rs.3,50,000 on October, 2019



# DEPARTMENT OF COMMERCE WITH PROFESSIONAL ACCOUNTING

## National Conference

Our department has conducted National Conference on “Implications of FINTECH in Indian Economy” on 4<sup>th</sup> March, 2020. Resource persons were Dr. Elumalai Kannan, Associate Professor, Center for the study of regional development, School of social sciences, Jawaharlal Nehru University, New Delhi. Dr.K.Senthil Kumar, Incubation manager, Atal Incubation Center-NIFTTEA, Tiruppur and Mr. E. Mohanraj, Senior Vice President, Emerging Local Corporate, Yes Bank Limited, Coimbatore.



## National Conference

- ◆ Mr.V.Devaraj Consultant Director and V.L.Management Services, Coimbatore delivered a Lecture on “Emerging Opportunities for Finance Professionals” on 11.07.2019.



- ◆ Mr.S.Senthilkumar, Advocate cum Trademark Attorney, Coimbatore delivered a Lecture on “Essential Ingredients of our Contract Act” on 08.08.2019.



- ◆ Mr. K. G. Ramakrishnamoorthy, Former Director, LIONs Club International Coimbatore delivered a Lecture on “Identify the Leaders in You” on 13.08.2019



- ◆ Mr. B. Narasimhan, Assistant Professor, Department of Computer Technology, Dr. N.G.P. Arts and Science College, Coimbatore delivered a Lecture on “Cyber Security in E-Commerce” on 17.08.2019



- ◆ Mr. Pathy Thangavelu, Head of Business, ZILLION CUBES, Coimbatore delivered a Lecture on “Advanced Excel and Quick Books” on 21.08.2019.



- ◆ Mr.Joel Prince, Performance Analyst, CTS, Coimbatore delivered a Lecture on “Goal Setting” on 07.09.2019.



## Inter Department Competition

- ◆ COMMQUEST 2020 an Inter Department Competition was conducted by final year students competitions like Smart Auditor, Short Film, General Quiz and Photography were conducted by the students



- ◆ Professional Hunt-2019 was organized by the Warrior Association for the department students.



## Extension / Outreach Programme

- ◆ III year students conducted an Awareness programme on “A Tree Plantation Programme” on 22.06.2019 at Sultur.



- ◆ III year students conducted an Awareness programme on “Save Water” on 17.08.2019 at Kalapatti.



## Student Development Programme

- ◆ Students exposed their Skills through talk Show on “Union Budget 2019” on 18.07.2019.

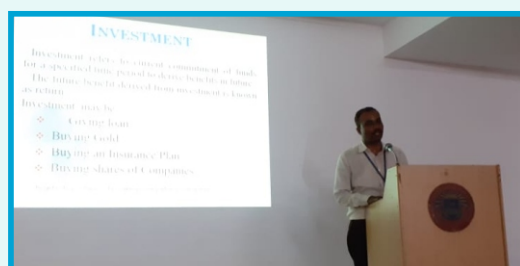


- ◆ Students Participated on Debate “Does social media help for Women Empowerment?” on 07.12.2019.



## Workshop

- ◆ Department Organized Workshop on “Best Investment Selection” on 27.07.2019.



- ◆ Dr. S. Suguna, Associate Professor and Dr. K. Vanaja Professor and Head, Department of Commerce with professional Accounting, Dr. N.G.P. Arts and Science College conducted ICSSR-SRC Sponsored Workshop on “Advanced Research methodology and statistical data analysis for research scholars” from 11.12.2019 to 13.12.2019.





- ◆ Department Organized workshop on “Quick books” from 13.01.2020 to 14.01.2020.



## Alumni Interaction

- ◆ Mr. L. Suresh Babu, Mentor – GBP Consultant MIDNA Global, Coimbatore delivered a lecture on “A Holistic Approach towards Life Skills” on 08.07.2019



## Achievements by Students

### Paper Presentation by Students

- ◆ One Hundred and Twenty Students have participated and presented papers on various topics organized by other reputed institution.

## Inter Department Competitions

- ◆ Nidish S.K and Sri monish won Second Prize in Quiz which was conducted at Dr. N.G.P. Arts and Science College, on 25.07.2019
- ◆ Anuja V won Third Prize in Solo Song which was conducted on Independence Day at Dr. N.G.P. Arts and Science College, on 15.08.2019

## Inter Collegiate Competitions

- ◆ Gokula Krishnan and gokul Raam won Second Prize in Quiz which was conducted by STC College, Pollachi on 4.01.2020
- ◆ Sruthi won First Prize in Picxion Jack which was conducted by Kathir College of Arts and Science, Coimbatore on 09.01.2020

- ◆ Nandhini, Kirthika B and Nivethitha.V won First Prize in CASCALL20 which was conducted by PSG College of Arts and Science, Coimbatore on 7.03.2020.

## Professional Courses Cleared

- ◆ The below student has cleared **Common Proficiency Test** conducted By Institute of Chartered Accountants of India On November 2019.



**MADHUMITHA.T**  
II B.Com (PA) –'A'



**SHRUTHI. E**  
II B.Com (PA) –'B'



**NIVETHA M.K.**  
II B.Com (PA) –'B'



**MADHUMITHA P**  
I B.Com (PA) 'A'

- ◆ The below student has cleared **Foundation Programme CS** conducted By Institute of Chartered Accountants of India on November 2019.



**NIVEDA.K**  
II B.Com (PA) –'A'



## Contribution by Staff Members Staff Awards

- ◆ Mr. A. David , Assistant Professor won the Best faculty and Best Mentor Award of the Department
- ◆ Dr. M. Kalimuthu, Assistant Professor won the Best YRC programme Officer Award of the Department

## Staff Members as Resource Person

- ◆ Dr. K. Vanaja delivered a lecture on “Effective teaching Pedagogy” at N.G.M College, Pollachi on 29.05.2020.
- ◆ Mr. A. David delivered a lecture on “Where is Creativity?” at Dr. SNR College of Arts and Science, Coimbatore on 30.05.2020.

## Publication By Staff Members

- ◆ Ms. N. Ramya published an article on the title “WRAP-UP of Jet Airways” in EPRA International Journal of Research and Development (IJRD), June 2019,P-ISSN:2349-5138, ISSN No : 2455-7838.
- ◆ Ms. N. Ramya published an article on the title “Corporate Retailing: on Overview” in EPRA International Journal of Research and Development (IJRD), Sep - 2019,P-ISSN:2349-5138, ISSN No : 2455-7838.
- ◆ Ms. N. Ramya published an article on the title “ A study on Financial Performance Analysis of Indian Oil Corporation Limited” in EPRA International Journal of Research and Development (IJRD), Mar - 2020, ISSN No : 2455-7838.
- ◆ Ms. N. Ramya published an article on the title “ A study on customers Satisfaction On Service Quality in Banking Sector with Special reference to HDFC Bank” in EPRA International Journal of Research and Development (IJRD), Mar - 2020, ISSN No : 2455-7838.
- ◆ Dr. D. Sivasakthi published an article on the title “Fall out of BSNL: A Bone of Contention in Telecommunication Industry” in EPRA International Journal of Research and Development (IJRD), June 2019, P-ISSN: 2349-5138, ISSN No: 2455-7838, Oct 2019.
- ◆ Dr. M. Kalimuthu published an article on the title “A study on Risk of Stock returns by the day of the Week in Indian Stock Markets” in Alochana Chakra Journal, April 2020, ISSN – 2231-3990.
- ◆ Dr. M. Kalimuthu published an article on the title “Financial Performance of Steel Authority Of India Limited” in Alochana Chakra Journal, April 2020, ISSN – 2231-3990.
- ◆ Dr. M. Kalimuthu published an article on the title “A Study on Significant difference in Share Price Movements in Indian Stock Markets” in Alochana Chakra Journal, April 2020, ISSN – 2231-3990.
- ◆ Dr. M. Kalimuthu published an article on the title “A Study on Employee perception of e-Banking with Special reference to selected Commercial Banks in Chennai Districts” in Alochana Chakra Journal, April 2020, ISSN – 2231-3990.
- ◆ Dr. M. Kalimuthu published an article on the title “Mobile and Internet banking Service Experience of Youngsters in Canara bank with Special reference to thiruvalluvar Districts” in think India Journal, November 2019, ISSN NO- 0971-1260.
- ◆ Dr. M. Kalimuthu published an article on the title “On Overview of Blockchain technology in Indian banking sectors” in Parishodh journals, March 2020, ISSN No- 2347-6648
- ◆ Ms. P. Dhanya published an article on the title “An Empirical study on the Threats and challenges to small finance banks with special reference to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), June 2019,P-ISSN:2349-5138, ISSN No: 2455-7838,Oct 2019.
- ◆ Ms. P. Dhanya published an article on the title “A Study on customer's awareness and perspective towards selected Small Finance Banks in Coimbatore city” in International Journal of Applied Research, Sep 2019, ISSN No: 2394-7500.

- ◆ P. Kanagaraj published an article on the title “Customers' satisfaction towards HDFC banking services: A study in Coimbatore city” in Our Heritage Journal, ISSN-0474-9030, DOP- February 2020, Vol. 68, Issue. 30.
- ◆ P. Kanagaraj published an article on the title “Customers' satisfaction towards HDFC banking services: A study in Coimbatore city” in Our Heritage Journal, ISSN-0474-9030, DOP- February 2020, Vol. 68, Issue. 30.

- ◆ N. Ramya published an article on the title “A study on Consumer's perception towards Online Shopping” in Our Heritage Journal, ISSN-0474-9030, DOP- February 2020, Vol. 68, and Issue. 30.
- ◆ N. Ramya published an article on the title “A study on Brand Equity of online Food Delivery Applications with special reference to Coimbatore city” in EPRA International Journal of Research and Development, ISSN-2455-7838, DOP-March 2020, Vol. 5, Issue.3

## Research funding

S. No.	Name of the Faculty	Name of the project / scheme	Sanction No. and Date	Funding body	Amount
1	Dr.S.Suguna	National Level Workshop on Advanced Research methodology and statistical data analysis for research scholars		ICSSR-SRC	60,000

## Staff Consultancy

S. No.	Name of the Staff / Student	Area of Consultancy	Duration	Place where Consultancy was offered	Amount
1	P.Kanagaraj	Accounting Consultancy Services	One Month- 3.00pm to 4.00 pm	K.Navaneethan & Associates Chartered Accountants, No.27C/1,2 <sup>nd</sup> Floor, Sundaram Brothers Layout, Trichy Road, Ramanathapuram, Coimbatore 641045, Ph.no: 9894927604	Rs.4,000

## DEPARTMENT OF COMMERCE FINANCE

The Department of Commerce Finance of Dr. N.G.P. Arts and Science College inception from the academic year 2013-14 onwards with 25 students. Finance and Accounting Skills are essential for individuals to go in many different directions. This newsletter exhibits the activities and encourages both the faculty members and the students of Finer's Association.

### National Conference

- ◆ National Conference for faculty of commerce were conducted on 04/03/2020 on the theme "Implications of FINTECH in Indian economy" organized by Commerce, Finance and Professional Accounting departments. Resource persons were Dr. Elumalai Kannan, Associate Professor, Centre for the Study of Regional Development, School of Social Sciences, Jawaharlal Nehru University, New Delhi. Dr. K. Senthilkumar, Head - Entrepreneurship Development and Incubation Manager Atal Innovation Centre - NIFTTEA. Mr. E. MohanRaj, Senior Vice - president, YES Bank Limited. Coimbatore.



**National level seminar on Implications of Fintech in Indian Economy" on 04 th March 2020.**

### National Workshop

- ◆ Dr. C. Kandasamy received fund from ICSSR for conducting workshop on "Savings avenues for unorganized working women" on 05/12/2020-06/12/2020.



- ◆ Dr. Kamalveni Women studies Bharathiar University, Mrs. B.Vijya AGM Indian Bank and Mrs. K. Srividhya New opportunity consultancy Pvt.Ltd and Dr. S. Balasubramanian Dean R&D Dr. N.G.P. Arts and Science College, Coimbatore were our resource person for ICSSR sponsored two day national workshop.



**ICSSR sponsored workshop participants from unorganized sector**

### Guest Lectures

- ◆ Student development program on industry internship report presentation conducted by finer association on 11/06/2019 for all final year students
- ◆ ACCA Orientation - Mr. Calvin Fredy Paul, Regional Manager, ISDC, Chennai on 26/07/2019
- ◆ Soft skills for Self Development - Mr. M. C. Gokul, Corporate Trainer, Coimbatore on 14/08/2019
- ◆ Secret Of Success - special lecture Dr. S. S. Sudha, Professor, Dr. N.G.P. Arts and Science College, Coimbatore on 17/08/2019
- ◆ "MoU orientation Programme on NISM certification" by Mrs. S. Chitra, Annamalai Capital Service Pvt.Ltd, Coimbatore on 04/03/2020.



**Invited lecture on ACCA Orientation**

- ◆ A guest session was arranged for Faculty of Commerce students on 08/01/2020 by the department of commerce finance on "Emerging trends in commerce Industry 4.0" by Mr.Vinod Chandran ,Chartered Accountant & Director, Logic school of management ,Kerala





- ◆ Guest lecture In association with Income tax department orientation to all faculty and students on filing of tax returns was conducted on 23/07/2019 by Mr.S. Chandrasekaran Joint Commissioner of Income Tax, Coimbatore.



**Income tax department orientation**

- ◆ Budget live screening was conducted on the day of budget 01/02/2020 at our campus



**Budget live screening**

- ◆ Endowment lecture on Capital Market and Career Opportunities by Mr.K.Annamalai, Promoter, Annamalai Capital Service Pvt.Ltd., Coimbatore on 04/03/2020.



**Endowment lecture**

## Workshop

- ◆ Advanced Excel- Mr.V.S. Binu, NISM Certified Investment Advisor, Cochin on 03/07/2019



**Excel Training**

- ◆ GST Hands On Training - Mr. D. Siva Shanmugam, Certified GST Practitioner, GST Academy of Excellence, Erode on 06/08/2019.



**GST Training**

## Industry Institute Partnership

- ◆ One week skill based training at Roots Industries campus on the topic "Accounting, 5S & Kaizan, QMS, SAP, Reading and Interpretation of Balance Sheet II" on 24/06/2020-28/06/2020 at Roots Industries Pvt. Ltd. Coimbatore



**Industry Interaction**

## Alumni Interaction

- ◆ Alumni Interaction on Self-Employment opportunities by Mr. R. S. Aadharsh, Proprietor, Aarudhra Associate, Coimbatore on 10/07/2019



**Alumni Interaction**

## Extension Activity

- ◆ Extension Activity on Financial Literacy- Door to Door Awareness at veerampalayam on 08/06/2019



**Financial Literacy - Door to Door**

- ◆ Extension Activity on National level letter writing campaign on 30/01/2020 in association with India Post



**India Post Letter Writing Campaign**

## Vanigha Valagham (TherivomThelivom)

- ◆ Unique Program Coordinated by Commerce Finance in association with Accounting and Taxation, Banking & Insurance and Professional Accounting under Faculty of Commerce.



**Interaction with Entrepreneur**

An informal platform session for students to interact with entrepreneur and to get motivated for startup.

- ◆ Mr.A.Sathish Kumar The proprietor, criar solutions (OPC) Pvt.Ltd. highlighted on "Business opportunities for commerce students" on 09/08/2020
- ◆ Mr.J.Veera senthil kumar shared his experience on "Business startup" on 16/08/2020.
- ◆ Inspirational talk for women entrepreneurs by Mrs.S.S.Vetriselvi founder vetri trader's sulur to all interested students on 29/01/2020.

## Bankers and Finance Club

- ◆ Department of Commerce Finance and Banking & Insurance jointly conduct club activities.



## Intra and Inter Department Events

- ◆ Under finers association the department has conducted competition for students in poster presentation and scrap book on 24/07/2019



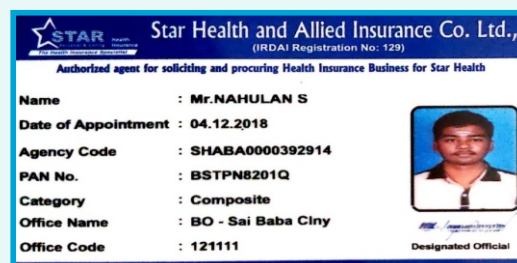
**Department Events Prize Winners**

## Students Achievements

- ◆ Mr. Akash Kaanth P S cleared Common proficiency test conducted by Institute of Chartered accountant of India on Nov 2019



- ◆ Mr.S.Nahulan Final year student received first prize of Rs.1500 from Income Tax department for tax quiz competition and Ms.D.S.Shreemathi second year B.Com. Finance and Ms.Tharuni Radhika first year B.Com. Finance received Rs.1000 for the second prize at 159th annual Income Tax Day celebration, Coimbatore.
- ◆ Chairman Selvam R of final year B.Com. Finance, Keerthiga N and Shreemathi D S of second B.Com.Finance published their articles in UGC Listed journal
- ◆ Mr.M.Ranjith Kumar received an appreciation award from Lions Club of Coimbatore at Ramnagar, on 15.07.2019
- ◆ Mr.M.Ranjith Kumar of final year B.Com. Finance participated and won 2nd place in National Kickboxing Federation Cup conducted at Pune, Maharashtra on 24 - 28/12/2019.
- ◆ Three Final year students of finers association were authorized agent for health Insurance business under star health



- ◆ Mr.G.Gopikrishna Act as a referee in Tamilnadu sports Karate Association on 29/01/2020



- ◆ Mukesh kumar of I year B.Com. Finance student secured first prize in Hammer throw and second prize in short put in inter collegiate tournament.







## PLACEMENT

- ◆ B.Com Finance department 12 students were enrolled in placement and got 17 offers from various reputed companies like TCS, IDBI Etc.

## LIST OF PLACED STUDENTS

S. No.	REGISTER NUMBER	NAME OF THE STUDENT	NAME OF THE COMPANY	No. OF OFFERS	PHOTO
1	171FI001	Abirami. D	Focus Edumatics, Concentrix	2	
2	171FI003	Anaswara Radhakrishnan	Goan Institute International	1	
3	171FI005	Ashok Kumar. P	State Street HCL	1	
4	171FI006	Ashwin. R	Future General Insurance	1	
5	171FI014	Harshini. D	State Street HCL	1	
6	171FI019	Karthikeyan. S	Winners Education, Concentrix	2	



7	171FI036	Rahul Dravid.G	Quintessence Business Solution and Services	1	
8	171FI038	Ramya. N	IDBI Federal Life Insurance Co.Ltd	1	
9	171FI041	Ranjith Kumar.M	ILM, Focus Edumatics	2	
10	171FI049	Sathiya. P	Winners Education, Focus Edumatics	2	
11	171FI056	Tamizhini. S	IDBI Federal Life Insurance Co. Ltd	1	
12	171FI059	Vinitha. E	TCS, Concentrix	2	

## Staff Achievement

- ◆ B.Com Finance Department was recognized as "Best Department" in faculty of commerce
- ◆ Dr. R. Chandrasekaran and Dr. C. Kandasamy were published Financial Services text book
- ◆ Dr. C. Kandasamy received fund Rs. 75,000 from ICSSR for National Level workshop
- ◆ Dr. P. B. Banudevi Awarded as "Best HoD" under faculty of commerce
- ◆ Dr. P. B. Banudevi received as Best Research Guide in faculty of commerce under Dr. Nalla G.Palanisamy research award.
- ◆ Dr. P. B. Banudevi acted as resource person at Cujira, Goa for National conference on 17/12/2019.
- ◆ Dr. P. B. Banudevi acted as resource person at Dr. N.G.P. School on 05/07/2019.

- ◆ Dr. C. Kandasamy acted as resource person at Kamadhenu College of Arts and Science on 20/02/2020.
- ◆ Dr. C. Kandasamy delivered as special lecture for the Department of Commerce Accounting and Taxation at Dr. N.G.P. Arts and Science College on 17/07/2019.
- ◆ Dr. R. Chandrasekaran acted as resource person at SNMV College of Arts and Science on 15/07/2019.
- ◆ Dr. R. Chandrasekaran acted as resource person at PSG College of Arts and Science on 23/09/2019.
- ◆ Dr. R. Chandrasekaran acted as resource person at Kongunadu Arts and Science College on 30/01/2019.
- ◆ Dr. L. Senthil kumar delivered as special lecture for the Department of Commerce Professional Accounting at Dr. N.G.P. Arts and Science College on 27/07/2019.
- ◆ Five Staff members of the department were cleared NPTEL exams.
- ◆ All Staff members of the department published totally eight papers in UGC listed journals for 2019 academic year.



**B.Com Finance department was selected as "Best Department" in faculty of commerce**



**Reserach Awards**

## Industrial Visit

- ◆ B.Com Finance department was organised an field visit to Aavin Milk Cooperative society Pachapalayam on 19/02/2020



**Visit to Milk Co-operative society**

## MOU with Industry

- ◆ The Commerce Finance Department has signed MOU with Annamalai Capital Services Pvt. Ltd. to understand the practical aspects of financial markets with share market function and obtain suitable job.



- ◆ The teachers where enthusiastic and versatile and they managed me very well, and mostly they made a good change in me which I really felt in my life. To be honest the three years instead of studying in, I had lived in NGP College for making my life beautiful. I have earned too much values in my life.



**Jazim Yonnus Rangath  
Batch - 2013 - 2016**

- ◆ Regularly contributing Weekly Tamil Magazine "Nayan Vikatan" from 2018 onwards to till date we appreciate our alumnus for his notable contribution to Finer's Association.



**R S AADHARSH  
Batch 2014 - 2017**

# DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

## National conference

- ◆ Department of Commerce Banking and Insurance had conducted National Level Conference on “Impact of Trade War on Indian Economy” on 25th February 2020. Resource persons were C.A.Sathya Kumar National Youth Icon Award winner Sudsi-Indian Magazine Dhruva Award Winner, Mr.D.Murugesan Senior Faculty in Canara Bank (Retd), Bangalore, and Dr.K.D.Balaji Assistant Professor Kattankulathur campus, SRM Institute of science and Technology, Chennai.



## Endowment Lecture



- ◆ First M.Narasimham Endowment Lecture on “Career Transformation” by Mr. Sasikumar Sivasubramaniam, Chief Executive Director, Brsta Global Sales Pvt Ltd, Coimbatore on 25.02.2020.



- ◆ Invited Lecture on “Emerging trends in Security Market” by Dr. K. Prabhakaran SEBI Financial Resource Person & MCUBE Academy, Chennai, on 07.08.2019.

- ◆ Guest Lecture on “Financial technologies in Banking services” by Dr. D.Parasakthi, Head of the Department, Commerce Corporate Secretaryship (CA), Dr.N.G.P.Arts and Science College (Autonomus), Coimbatore on 26.08.2019.
- ◆ Guest Lecture on “Office Automation” by Mr. Pathy Thangavelu, Manager Zillion Clubs, Coimbatore, on 07.09.2019.



- ◆ Guest Lecture on “Entrepreneurship Etiquette and Ignite” by Dr. Radha Palanisamy, Assistant professor, Department of Biotechnology, Dr. N.G.P Arts and science College (Autonomus), Coimbatore on 12.09.2019.
- ◆ Guest Lecture on “Debt Recovery Programme” by Mr. T. J.Giji Johny Assistant Manager of Business Development Zillion Cubes a brand of Aasheha Technology Ltd, Coimbatore on 07.01.2020.
- ◆ Guest Lecture on “Digitization of banking Services” by Mr. C. Karthikeyan, Branch Manager HDFC Bank Ramnagar Branch, Coimbatore on 08.02.2020.

## Alumni Interaction



- ◆ Alumni Interaction Session on “Role of Communication in Career Development” by our alumna Mr. M. Sugumar, Airport Operation & Customer Service, and Inter globe aviation Limited, Trichy, International Airport on 15.07.2019.
- ◆ Alumni Interaction Session on “Skill enhancement in the competitive world” by our alumna Ms. B. Kasthuri, Avantor Science Private Limited Coimbatore on 08.02.2020.



## Workshop



- ◆ Workshop on “How to Construct Market Beat Portfolio” by Mr. Ragavendhara Perumall, SEBI Registered - Research Analyst, Coimbatore, on 04.09.2019.
- ◆ Workshop on “Advance Excel” by Dr.R.Rajesh Kanna, Head of the Department of IT Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore on 07.09.2019.
- ◆ Workshop on “Statistical Analysis Using SPSS” by Dr.V.Uma, Head of the Department of MHA, Dr.N.G.P.Arts and Science College (Autonomous), Coimbatore on 25.01.2020.

## Extension / Outreach Programme



- ◆ Bancassurance Association organizes Awareness Programme on “Online Banking Applications” at Karuparayanpalayam village on 17.08.2019.



- ◆ Bancassurance Association organizes Outreach Programme on “Make India free from Single use Plastic” at Chinna Thadagam on 07.09.2019.



- ◆ Bancassurance Association organizes Awareness Programme on “Women Empowerment Schemes” at Kalapatti on 07.12.2019.



- ◆ Bancassurance Association organizes Outreach Programme on “Rashtriya Swasthya Bima Yojana & Aam Aadmi Bima Yojana Insurance Schemes” at Periya Thadagam on 04.01.2020.

## Bancassurance Exhibition



- ◆ Our students of Bancassurance association exhibited the Banking and Insurance related in the Bancassurance Exhibition 2019 on 01.02.2020.

## Industrial Visit



- ◆ Our Department has arranged an industrial visit for III.B.Com Banking and Insurance students to visit at Sri Rangavilas Mills (A Unit of National Textile Corporation Ltd), Peelamedu, Coimbatore-641004 on 24.09.2019 (forenoon)



- ◆ Our Department has arranged an industrial visit for III.B.Com Banking and Insurance students to visit at Sarabesh Water Technologies Company, 73/2, Chekkuthottam, Kamarajar Road, No.4 Veerapandi, Coimbatore-641019 on 24.09.2019 (After Noon).



- ◆ Our Department has arranged an industrial visit for III.B.Com Banking and Insurance students to visit at Our Investment Enterprise Limited, (Formerly Cochin Stock Exchange Ltd), Dr.P.K.Abdul, Gafoor Memorial Cultural Complex, Judges Avenue, Kaloor, Cochin-682017 on 20.12.2019.

## Interdepartmental competition



- ◆ Department of Commerce Banking and Insurance had conducted students Inter-department Competition on 08-Feb-2020.



- ◆ Inter-department competition on the account of "Golden Jubilee Year - Bank Nationalization Day Celebration July-19" on 19.07.2019.

## Vanigha Valagham (Therivom Thelivom)



- ◆ Department of Commerce Banking and Insurance had conducted Industry Institution Partnership Conclaves to T-mask (Textile Industry), The Founder Mr.J.Veera Senthil Kumar to deliver the address about **"Business Startup"** on 16-Aug-2019.
- ◆ Department of Commerce Banking and Insurance had conducted Industry Institution Partnership Conclaves to Criar Solutions (OPC) Pvt. Ltd, The Proprietor Mr.A.Sathish Kumar to deliver the address about **"Business Opportunities for Students"** on 09-Aug-2019.
- ◆ Department of Commerce Banking and Insurance had conducted Industry Institution Partnership Conclaves to Vetri Traders (Sulur), the Founder Mrs.S.S.Vetrisevi to deliver the address about **"Inspirational Talk for Women Entrepreneurs"** on 29-Jan-2020.

## Bankers And Finance Club



- ◆ The Bankers and Finance Club Students Participated in Union Budget Discussion on the topic of **"Union Budget – 2020"** on 15.02.2020.

## Staff Achievement

### Research Project (received funds from various funding agencies)

- ◆ Dr. P. Revathi (Principal Investigator) and Dr.R.Muthukumar (Co-Investigator) are received Research funds Rs.3,00,000 from Indian Council of Social Science Research IMPRESS Scheme (MHRD) on 12.09.2019.



## Staff Members as Resource Person

- ◆ Two Staff members of the department were acted as resource person for guest lectures.
- ◆ Three Staff members of the department were cleared NPTEL exams.

## Publication by Staff Members

- ◆ Dr. P. Revathi, published an article on “Technology and Innovation in Insurance– Present and Future Technology in Indian Insurance Industry”, International Journal of Engineering and Management Research, Volume-10, Issue-1 February 2020). e-ISSN: 2250-0758 | p-ISSN: 2394-6962.
- ◆ Dr. P. Revathi, published an article on “Digital Banking Challenges and Opportunities in India”, EPRA International Journal of Economic and Business Review, pp 20-23, December 2019, ISSN (Print): 2349-0187. <https://doi.org/10.36713/epra2985>.
- ◆ Dr. R. Muthukumar & Dr. L. Senthil Kumar published an article on “Users Perception and Awareness of Internet Services in Coimbatore District”, Journal of Emerging Technologies and Innovative Research, 2019 Volume- 6, Issue- 1, Impact Factor 5.87, ISSN: 2349-5162, (Indexed in UGC).
- ◆ Dr. R. Muthukumar published an article on “Contribution of Insurance Sector along with the Banking Sector”, The International Journal of analytical and experimental modal analysis, 2019 Volume-XI, Issue- XI, ISSN:0886-9367, (Indexed in UGC).
- ◆ Dr. R. Muthukumar, published an article on “Relationship between capital structure and financial performance of selected textile industry in India”, International Journal of Scientific Research and Reviews, Online ISSN: 2279-0543 June 2019.
- ◆ Dr. M. Ganesan, published an article on “A Study on Financial Performance Analysis of Ultra Tech Cement Ltd - An Annual Growth Analysis, EPRA International Journal of Research and Development (IJRD), ISSN: 2455- 7838 (Online), Volume: 5, Issue: 3, page 553-558; March 2020.

- ◆ P. Sathyapriya, published an article on “Green Product And Consumer Behavior : An Analytical Study, Epra International Journal of Research And Development , Volume :5, Issue :5, ISSN :2455-7838 May -20.
- ◆ P. Sathyapriya, published an article on “Consumer Buying Behavior Towards Online Shopping ; An Empirical Study, International journal for emerging technologies and innovative research , Volume:6, Issue:6, Journal No ;63975. ISSN:2349-5162 December 19.

## International/National Conference Participation by Staff Members

- ◆ Dr. P. Revathi, participated in International Conference on Challenges in Dynamics of Commerce, Management and Entrepreneurship in T20 - “Success or Failure of Index Insurance in Developing countries like India” Which was organized by Hindustan College of Arts and Science, Coimbatore, on 04-Mar-2020.
- ◆ Dr. R. Muthukumar, Dr. M. Ganesan, participated in International Conference on E-Business Strategies and Opportunities for Sustainable Growth – A Global Perspective (ICBS-2020)- “Financial risk Analysis” Which was organized by Rathinam College of Arts and Science, Coimbatore, on 02-Mar-2020.
- ◆ Dr. R. Muthukumar, participated in National Conference on Prospects and Challenges in Cashless Economy – “Cyber Security in E-Banking” Which was organized by Kovai Kalaimagal College of Arts and Science, Coimbatore, on 26-Feb-2020.
- ◆ Dr. M. Ganesan, participated in International Conference on E-Startup:– “Opportunities for E-Startups in India- Entrepreneurs” Which was organized by Rathinam College of Arts and Science, Coimbatore, on 25-Feb-2020.

## Board of Study Member

- ◆ Dr.P.Revathi, acted as subject expert in the Board of Studies in Kongunadu College of Arts and Science College, on 22.02.2019.



- ◆ Dr. R. Muthukumar, acted as subject expert in the Board of Studies in Sri Ramakrishna College of Arts and Science, Coimbatore, on 27.03 2020.

## Students Achievements

- ◆ More than 60 students were participated and presented their papers in various National and International level seminars.
- ◆ 23 students are received 54 placement of fer letter from diferent companies out of 3 students from Infosys BPM,7 Students from TCS,6 Students from IDBI Federal Life Insurance, 3 Students from Focus Edumatics, 2 Students from Goan Institute, One Students from HCL, One Students from Institute of Language Management.

## Students Sports Achievements



- ◆ Our department students S.Kirubakaran, II-B.Com (B&I), won First place in Athletic (1500m), Inter Collegiate Tournaments was conducted by Bharathiyar University on 9.9.2019 to 11.9.2019.
- ◆ Our department students S.Kirubakaran, II-B.Com (B&I), won Third place in Athletic (5000m), Inter Collegiate Tournaments was conducted by Bharathiyar University on 9.9.2019 to 11.9.2019.
- ◆ Our department students S.Kirubakaran, II-B.Com (B&I), won Second place in Athletic (Cross Country), Inter Collegiate Tournaments was conducted by Bharathiyar University on 7.9.2019.

## DEPARTMENT OF COMMERCE IN BUSINESS PROCESS SERVICES

### National Conference

Dr. N.G.P. Arts and Science College has conducted National Conference on “MODERN BUSINESS – OPPORTUNITIES AND CHALLENGES (CMBOC – 2020)” jointly organized by the departments of Commerce (BPS), Commerce (CA), Commerce (IT) and Commerce (BA) on 27<sup>th</sup> February 2020 at 9:30 AM. The presidential address was given by Dr. Thavamani D Palaniswami, Secretary, Dr. N.G.P. Arts and Science College. She shared her views on adapting to both culture and technology and importance of keeping ourselves updated. Questioning, learn to adopt, good relationship with other, always work hard are the points to become success in all things. Chief Guest Mr. Wonder Joky, Vice President – Operations at CIEL HR Coimbatore Area, India. Key Note Address Dr. S. Deepansa, Senior Manager, Indian Overseas Bank, KKPalayam, Perundurai Branch, Erode. Mr. K.V. Satish, Phoenix Mills (Residential division), Marketing and Strategy Group, Bangalore. Mr. A. Jagadeeswaran, Transformation Lead – FAO, TCS, Chennai.



### Endowment Lectures

- On 27<sup>th</sup> February, the department Organised a JRD TATA Endowment Lecture on “ An Overview of Managing Business Process Services” by Mr. A Jegadeeswaran, FAO Transformations Lead, TCS ,Chennai.



### Guest Lectures

- On 12<sup>th</sup> July 2019, Organized a Guest Lecture on “Logistics Management” by Mr. M. Rajendran, Secretary of Rotary Club, Managing Director of Everwin, Logistics of India Private Ltd, Coimbatore



- On 25<sup>th</sup> July 19, the department organized a guest lecture on Journey of Transformation, by Ms. M. Daisy Mary, Unit HR, Product Development Centre (PDC) ,Larsen & Toubro Limited, Coimbatore.
- On 26<sup>th</sup> July 19, the department organized a guest lecture on Scope of Analytics in Business, by Ms. Kavitha.G, Assistant Professor, Dr. N.G.P. Arts and Science College.
- On 17<sup>th</sup> Dec 19, the department organized a guest lecture on Project Work - An Overview, by Dr. S. Namasivayam Professor & Head, Department of Commerce in Business Process Services, Dr. N.G.P. Arts and Science College.
- On 19<sup>th</sup> Dec 19, the department organized a guest lecture on Investment Banking & Career Opportunities and Finquest, Mr. Ahamed Khalid Imarticus Learning pvt. Ltd.
- On 07<sup>th</sup> Feb 20, the department organized a guest lecture on, Tally ERP 9 With GST, by Ms. R. J. Fermila, Tally Trainer, Mrs. APM Systems, Coimbatore.
- On 05<sup>th</sup> Mar 20, the department organized a guest lecture on, Retail and media Research by Dr. V. Padmanaban, Associate professor, Sri Ramakrishna College of Arts and Science, Coimbatore.

## Extension / Outreach Program

- ◆ On 26<sup>th</sup> June 19, the department organized a Rally on Awareness on Drug abuse from office to VOC Park.
- ◆ On 07<sup>th</sup> Sep 19, the department organized an Orphanage visit for Second and Third year students at Universal Peace Foundation, Pathuvampalli, Annur.



- ◆ On 25<sup>th</sup> Nov 19, the department organised an Outreach Reach Programme for Government School students at Kalapatti.



## Workshops

- ◆ On 10<sup>th</sup> July 19, Organised a Workshop on, Conflict Management in Corporates by Dr. R. Sakthi Prasath, Associate Professor, Dr. N.G.P. Arts and Science College.
- ◆ On 20<sup>th</sup> August 19, Organised a Workshop on, Personality development and Effective Communication by Mr. S. Sukumar, Memory Trainer & Corporate Trainer (Director), Global Vision Training Academy.
- ◆ On 03<sup>rd</sup> Dec 19, Organised a Workshop on, Interview Readiness and Communication Skill on Workshop by, Mr. Stephen Moses Dinakaran, Team Leader, TCS.
- ◆ On 30<sup>th</sup> Jan 20, Organised a Workshop on, Data Analysis using SPSS by, Dr. V. P. Nallaswamy, VET Institute of Arts and Science Co-education College, Thidal, Erode

## Inter Department competition

- ◆ On 12<sup>th</sup> Feb 20, the department organized an Inter Departmental Competition on EUREKA 2020. Nearly 90 Students from various departments of our college had actively participated in all events.



## Alumni Interaction Program

- ◆ On 17<sup>th</sup> August 2019, the department Organized a “Alumni Interaction Program” by Ms. T. Tharani, Process Associates, TCS, Coimbatore.
- ◆ On 15<sup>th</sup> February 2020, the department Organized a “Alumni Interaction Program” by Mr. H. Aadhill Shaa, Process Associate, Technosoft Corporation, Tidel Park, Coimbatore.



## Awareness Program

- ◆ On 12<sup>th</sup> March 2020, Organized an Awareness Program On “Novel Corona Virus” by Mrs. Amutha Kathiresan, Professor and Mrs. Anuradha, Assistant Professor, KMCH College of Nursing, Coimbatore.





## Mou Details

- ◆ The department signed a MOU with M/s. Phoenix IT Consulting for Value Added Course for the period 2019-20.
- ◆ On 19<sup>th</sup> Sep 2019, the department signed a MOU with TATA Consultancy Services, Chennai for On the Job Training.

## Faculty Acted as Resource Person

- ◆ Dr. R. Sakthi Prasad, Associate Professor acted as Resource Person in One Day Mentoring Session on “Ideation and Entrepreneurship” and he was recognized for his presentation at Nesamony Memorial Christian College, Marthandam on 16.3.2020.



## Awards and Honours Received by Faculty

- ◆ Dr. S. Namasivayam, Professor and Head received, Sri Nalla Gounder Research and Innovation Awards 2020, for **Best Fund Mobiliser** from Dr. N.G.P. Arts and Science College, Coimbatore.
- ◆ Dr. S. Namasivayam, Professor and Head received, Sri Nalla Gounder Research and Innovation Awards 2020, for **Best Professor** from Dr. N.G.P. Arts and Science College, Coimbatore.
- ◆ Dr. S. Renugadevi, Associate Professor received, Sri Nalla Gounder Research and Innovation Awards 2020, for **Best Work Paper** from Dr. N.G.P Arts and Science College, Coimbatore.
- ◆ Dr. R. Sakthi Prasad, Associate Professor received, Dr. N.G.P Arts and Science College Annual Awards 2020, for **Best Mentor 2020** from Dr. N.G.P Arts and Science College, Coimbatore.

- ◆ Dr. R. Sakthi Prasad, Associate Professor received, Dr. N.G.P Arts and Science College Annual Awards 2020, for **Best Faculty 2020** from Dr. N.G.P Arts and Science College, Coimbatore.
- ◆ Dr. M. Revathy received, Doctorate in Mathematics from Bharathiar University, Coimbatore.

## Publications by Staff Members (UGC Listed)

- ◆ Dr. S. Namasivayam, published a paper titled on, A Study on Brand Preference towards Chocolates in Madurai, A Journal of Composition Theory, 0731-6755 / Jan 2020 Vol XIII Issue I.
- ◆ Dr. S. Namasivayam, published a paper titled on, Effect on Customer Relationship Management (CRM) concept adoption on Quality services and Customer Satisfaction, The International Journal of Analytical and Experimental Model Analysis, 0886-9367, Vol XII, Issue III Mar 2020.
- ◆ Dr. S. Namasivayam, published a paper titled on, A Study on Customer satisfaction and Usage of Paytm with special reference to Coimbatore, Journal of Interdisciplinary Cycle Research, 0022-1945 Vol XII Issue III Mar 2020.
- ◆ Dr. N. Kodhai Nayaki, published a paper titled on, A Study on Brand Preference towards Chocolates in Madurai, A Journal of Composition Theory, 0731-6755 / Jan 2020 Vol XIII Issue I.
- ◆ Dr. N. Kodhai Nayaki, published a paper titled on, A Study on Customer perception towards Organic Food – An Empirical study with reference to Coimbatore City, Infokara Research, 1021-9056 Mar 2020, Vol 9 Issue 3.
- ◆ Dr. S. Renugadevi, published a paper titled on, A Study on Brand Preference towards Chocolates in Madurai, A Journal of Composition Theory, 0731-6755 / Jan 2020 Vol XIII Issue I.
- ◆ Dr. S. Renugadevi, published a paper titled on, A Study on Customer perception towards Organic Food – An Empirical study with reference to Coimbatore City, Infokara Research, 1021-9056 Mar 2020, Vol 9 Issue 3.

- ◆ Dr. S. Renugadevi, published a paper titled on, A Study on Problems faced by customers in Online reservation with reference to Madurai, Infokara Research, 1021-9056 Mar 2020, Vol9 Issue 3.
- ◆ Dr. R. Sakthi Prasad, published a paper titled on, A Study on Customer Satisfaction towards Canara Bank on basis of Demographic Factors in Coimbatore City, A Journal of Composition Theory, 0731-6755 / Jan 2020 Vol XIII Issue I.
- ◆ Dr. R. Sakthi Prasad, published a paper titled on, The Challenges and Problems Faced by researcher in Writing Research Projects and Proposal, Infokara Research, 1021-9056 Feb 2020, Vol9 Issue 2.
- ◆ Dr. V. P. Amuthanayaki, published a paper titled on, A Study on Customer Satisfaction towards Canara Bank on basis of Demographic Factors in Coimbatore City, A Journal of Composition Theory, 0731-6755 / Jan 2020 Vol XIII Issue I.
- ◆ Dr. V. P. Amuthanayaki, published a paper titled on, An Empirical study on Influence level and Satisfaction of customers while using Mobile Commerce, Journal of Emergigng Technologies and Innovative Research, 2349-5162 Jan 2020 Vol 6, Issue 6.
- ◆ Dr. V. P. Amuthanayaki, published a paper titled on, The Challenges and Problems Faced by researcher in Writing Research Projects and Proposal, Infokara Research, 1021-9056 Feb 2020, Vol9 Issue 2.
- ◆ Dr. V. P. Amuthanayaki, published a paper titled on, Effect on Customer Relationship Management (CRM) concept adoption on Quality services and Customer Satisfaction, The International Journal of Analytical and Experimental Model Analysis, 0886-9367 ,Vol XII, Issue III Mar 2020.
- ◆ Dr. V. P. Amuthanayaki, published a paper titled on, A Study on Customer satisfaction and Usage of Paytm with special reference to Coimbatore, Journal of Interdisciplinary Cycle Research, 0022-1945 Vol XII Issue III Mar 2020.
- ◆ Dr. M. Revathy, published a paper titled on, An Interval Valued Linear Programming Problem With Trapezoidal Fuzzy Number, Indian Journal of Research, 2250-1991 Vol 8 (1) 2019.

- ◆ Dr. M. Revathy, published a paper titled on, Arithmetic Operations on Pythagorean Z Numbers, Journal of Applied Science and Computations, 1076-5131 Vol 6 (10) 2019.
- ◆ Dr. M. Revathy, published a paper titled on, Solving LPP with Stochastic Neutrosophic Pythagorean Z numbers, Accepted in Scopus Indexed Journal.

## Staff Presentation

- ◆ 10 papers were presented by department staff members in various national and international seminars and conferences.

## FDP Attended By Staff

- ◆ Dr. S. Namasivayam attended Online Faculty Development Programme on “Corporate Social Responsibility”, Organised by Indian Institute of Technology, Madras during September 2019.
- ◆ Dr. S. Namasivayam and Dr. V. P. Amuthanayaki attended FDP on, IAAC One week International FDP, organized By IAAC, from 18.4.20 to 24.4.20.
- ◆ Dr. S. Renugadevi, attended Online FDP on FOSS in Association with IIT Bombay, organized by G.Venkatasamy Naidu College ,Kovilpatti ,between 30.4.20 and 04.5.20.
- ◆ Dr. S. Renugadevi, attended Online FDP on Teaching ,Learning and Research in Higher Education- A COVID-19 Response, organized by PKR Arts College for Women,Erode from 4.5.20 to 9.5.20.
- ◆ Dr. S. Renugadevi, and Dr. V. P. Amuthanayaki ,attended Online FDP on Effective and Instructive Research,organized by SONA College of Technology, from 4.5.20 to 9.5.20.
- ◆ Dr. V. P. Amuthanayaki and Dr. M. Revathy, attended Online FDP on FOSS in Association with IIT Bombay, organized by Sri Krishna Arts and Science College, Coimbatore,Kovilpatti ,from 19.4.20 to 24.4.2020.
- ◆ Dr. V. P. Amuthanayaki , attended Online FDP on Innovation to Academicians, NSTEDB, Ramachandra college of Engineering ,from 11.5.20 to 16.5.20.
- ◆ Dr. M. Revathy, attended Online FDP on Descriptive Statistics through R-Programming, organized by KPRIET,Coimbatore, from 26.5.20 to 28.5.20 .

- ◆ All staff members were attended Online FDP on Quality Initiatives in Higher Education, organized by Dr. N.G.P. Arts and Science College, Sri Ramakrishna College of Arts and Science, Coimbatore, Gobi Arts and Science College, Gobichettiapalayam & Vellalar College for Women, Erode, from 13.4.20 to 20.4.20.

- ◆ All staff members were attended One week FDP on Spoken Tutorial FOSS, organized by, Dr. N.G.P. Arts and Science College, from 04.5.20 to 10.5.20.

## Research Funding Received

- ◆ **Dr. S. Namasivayam & Dr. N. Kodhainayaki** received Rs.5,10,000 research fund from Indian Council of Social Science Research for Impress Scheme. (IMPRESS/P3426/64/2018-19/ICSSR).

## Students' Participation & Presentations

- ◆ 103 students were participated in Inter Collegiate/Inter Departmental Conference and paper presentation at various colleges.

## Student Seminar

- ◆ Student seminar taken by Second year students on 06.02.20 in the title “Union Budget 2020”.



## Placement Details

- ◆ 53 Students were placed in Various Reputed Companies including TCS BPS, Quintessence Business Solutions And Services, CSS Corp, KGISL, Genpact, ILM (Institute Of Language Management), 24/7, Amazon, Goan Institute, Chola Ms, Concentrix, Future General Insurance, IDBI Federal Life Insurance.



# DEPARTMENT OF COMMERCE WITH BUSINESS ANALYTICS

## National Conference

- ◆ Our department has conducted National conference on “Modern Opportunities and Challenges” on 27<sup>th</sup> February 2020. Resource persons were Mr. Wonder joky, Vice president – operations at CIEL HR Coimbatore area, India, Dr. S. Deepansa, Senior Manager , Indian Overseas Bank Perundurai, Erode, Mr.K.V.Sathish, Phoenix Mills, Marketing and Strategy Group, Bangalore, Jgadeeswaran.A, Tranformation Lead-FAO,TCS, Chennai.



## Endowment Session

- ◆ On 27<sup>th</sup> February 2020 Department of Commerce with Business Analytics jointly organized an Endowment session. The resource person explained the session through PPT. The resource person gave an idea about the modern business opportunities which are in the current trend.



## Guest Lecture

- ◆ Guest lecture on “SCOPE OF ANALYTICS IN BUSINESS” by MR. B. Baktha Kumar, Managing director, Phoenix Analytical Technologies, Chennai on 26<sup>th</sup> July 2019.



- ◆ Guest lecture on “REVIEW COLLECTION & CMIE PROWESS TRAINING” by DR. M. Muthukrishnan, Librarian, Dr. N.G.P. Arts and Science College, Coimbatore, on 8<sup>th</sup> July 2019.



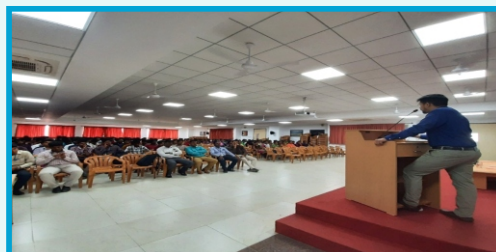
- ◆ Guest lecture on “ATTITUDE” by DR.S.MOHANRAJ, Professor & Head, Department of Commerce with International Business, Dr. N.G.P. Arts and Science College, Coimbatore, on 17<sup>th</sup> July 2019.



- ◆ Guest lecture on “SOCIAL MEDIA NETWORKS” by MR. K. Santhosh Kumar, Social Media Analyst, Accent Techno Soft, Coimbatore, on 22<sup>nd</sup> August 2019.



- ◆ Guest lecture on “INVESTMENT BANKING AND CAREER OPPORTUNITIES AND FINQUEST” by MR. Ahmed Khalid, Imarticus Learning pvt. Ltd, Chennai, on 9<sup>th</sup> December 2019.



- ◆ Guest lecture on “HANDS ON TRAINING FOR LINUX” by DR. R. Anjit Raja, Assistant Professor, Department of Information Technology, Dr. N.G.P. Arts and Science College, Coimbatore. On 14<sup>th</sup> February 2020.



- ◆ An awareness program as guest lecture on “AWARENESS ON STARTUP'S” by MRS. N. Priya, Manager - Credit, Central Bank of India, Regional Ofce, Coimbatore (vetri padigal) on 26<sup>th</sup> August 2019.



- ◆ Guest lecture on “MSME and GST” by MR. Rajesh Kumar Palanisamy, Academic head, MSME Technology Development Centre, Coimbatore on 31<sup>st</sup> January 2020.



- ◆ Guest lecture on “TALLY. ERP 9 WITH GOODS AND SERVICES TAX” by R. J. Fermila Tally Trainer, M/s APM Systems, Coimbatore on 7<sup>th</sup> February, 2020.



## Extension / Outreach Program

- ◆ Awareness on “DRUG ABUSE” on 26<sup>th</sup> June 2019 at Dr. N.G.P. Arts And Science College campus.



- ◆ Extension Activity on “SWACHH BHARATH SUMMER INTERNSHIP CAMP” on 23<sup>rd</sup> July 2019 at Government High school, Karuppampalayam, Coimbatore



- ◆ Extension activity on “ROAD SAFETY PROGRAMME” organized by Ganga Hospital, Coimbatore on 6<sup>th</sup> August 2019.



- ◆ Extension activity on “DENGUE AWARENESS” at Karuparayanpalayam village Coimbatore on 17 August 2019.



- ◆ Outreach program at "UNIVERSAL PEACE FOUNDATION" on 7<sup>th</sup> September 2019 that was located in Pathuvampalli.





## Inter Departmental Competitions - 2019

### REVERT ANALYTICS:

- ◆ The Department of B.Com.(B.A.) organized a interdepartmental quiz program on 20<sup>th</sup> February 2020. The students conducted various events such as paper presentation, Quiz, Exchange Alley.



## Workshops

- ◆ Workshop on the “INDUSTRIAL TRAINING REPORTING” by Dr. M.S.Ranjithkumar, Professor and Head, Department of Commerce with Business Analytics, Dr. N. G. P. Arts and Science College, Coimbatore on 25<sup>th</sup> July 2019.



- ◆ Workshop on “INCOME TAX E-FILING (2019-2020)” by Dr. B. Maheswari, Assistant Professor, Department of Commerce with Business Analytics, Dr. N. G. P. Arts and Science College on 15<sup>th</sup> July 2019.



- ◆ Workshop on “ADVANCED EXCEL” by Mrs. G. Kavitha, Assistant Professor, Department of Commerce with Business Analytics, Dr. N. G. P. Arts and Science College, Coimbatore on 19<sup>th</sup> July 2019.



- ◆ Workshop on “DATA ANALYTICS WITH SPSS” by Dr. P. Nalini, Kumaraguru college on 13<sup>th</sup> February 2020.



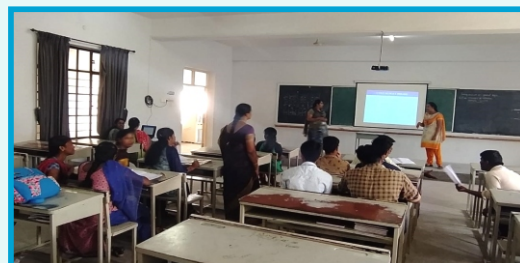
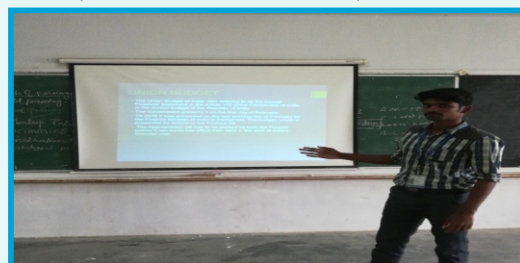
## Knowledge Exchange Programme

- ◆ Knowledge Exchange Programme jointly organized by department of commerce with Business Analytics and department of costume designing and fashion on 17.2.2020.



## Students Seminar

- ◆ Student Seminar on “BUILDING A DATA DRIVEN PRICING STRATEGY” by second year students on 13<sup>th</sup> August 2019.
- ◆ Student seminar on “UNION BUDGET” by second and third year students on 12<sup>th</sup> July 2019.





## Alumini Interaction Program

- ◆ Alumini interaction on “CORPORATE TRANSMISSION” by Ms. G. Geethanjali, Mashreq Bank, Process Analysis, Dubai on 7<sup>th</sup> September 2019.



- ◆ Alumini interaction on “CAMPUS TO CORPORATE CONNECT” by Mr. T. Sabarishwaran, Process Specialist, Infosys Ltd, Bangalore, on 04 March 2020.



## Funds Received By Staff Member

- ◆ Dr. M. S. Ranjith Kumar received grant Rs. 3,00,000 under ICSSR for the topic “A Study On Farmers Perception On Diferent Marketing Channel For Major Vegetables In Ooty And Coimbatore Distric Of Coimbatore”

## Awards Received by Staff Members

- ◆ Mrs. G. Kavitha Best Mentor Award 2019-20 Dr. N. G. P. Arts and Science College, Coimbatore.
- ◆ Mr. M. S. Ranjith Kumar Best Researcher Award 2019-20 Dr. N. G. P. Arts and Science College, Coimbatore.

## Students Achivement

- ◆ Sharmila.B of II B.Com BA won I prize in tamil poem writing conducted on Dr. A.P.J. Abdul Kalam Memorial day celebration.
- ◆ Gitika.T and Vignesh.N of II B.Com BA won I prize in Treasure Hunt organised by Guruvayurappan Institute of technology on 21<sup>st</sup> Janurary 2020.
- ◆ Atul Krishna.P and Arthi.R of II B.Com BA won II prize in Slide master organised by Computer technology on 12<sup>th</sup> September 2018.
- ◆ Harini.G.K and Vanitha.V of I B.Com BA won III prize in bug fixing organised by Department of computer technology on 12<sup>th</sup> September 2018.
- ◆ Sri Vidhya.D and Gowtham.S won II prize in Fun food conducted by Department of IT on 25<sup>th</sup> July 2019.

## Publications by Staff Mambers

- ◆ Dr. M. S.Ranjith Kumar Trend in Sales and Profitability Positions of the Select Cement Industries in India Research Review International Journal of Multidisciplinary ISSN: 2455-3085 Oct 3, 2018 Special Issue.
- ◆ Dr. M. S.Ranjith Kumar & K. Vinoth A Study on The Impact of Capital Structure on Manufacturing Unit Academicia:An International Multidisciplinary Research journal ISSN: 2249-7137 Vol. 8 Issue 10, October 2018 SJIF 2017 = 6.049
- ◆ Dr. M. S. Ranjith Kumar A Study on Profitability Analysis of Indian Selected Automobile Industry in India International Journal for Research in Engineering Application & Management ISSN : 2454-9150 Vol-04, Issue-07, Oct 2018.
- ◆ Dr. M. S.Ranjith kumar and Dr. B. Maheswari Financial Inclusion and its Impact of digital Economy International Journal of Scientific research and Review ISSN: 2279-543X Sep 2018 Vol 8 Issue no : 11.
- ◆ Dr. M. S. Ranjith Kumar A study on job satisfaction of health care employees of Coimbatore(Withspecial reference to Coimbatore city) the research journal of social sciences (UGC Approved journal) ISSN 0025-1348(P), 2456-1356(o) Feb 2019 Vol 10 no :2 5.250 (2017).

- ◆ Dr. M. S. Ranjith Kumar A study on consumers level of satisfaction towards Eco- Friendly Products International journal of research and Analytical Review Print ISSN No 2349-5138 E ISSN 2348-1269 Vol 5, Issue 4 Oct-Dec 2018 Cosmos Impact factor 4.236
- ◆ Dr. M. S. Ranjith Kumar, Dr. V. P. Amuthanayaki and P. Sumitha Promoting and innovating in women entrepreneurship with special reference to Coimbatore city International Journal of Research And Analytical Reviews (IJRAR) E ISSN 2348 1269, P- ISSN 2349 5138, Vol 6, Issue 1 March 2019 5.75
- ◆ Mrs. G. Kavitha Multi-Dimensional View of Python Packages International journal of Modern Electronics and communication Engineering ISSN : 2321-2152 Vol – 7 March 2019 Issue = 2
- ◆ Ms. R. Suganya, Dr. P. Sumitha and Dr. V. P. Amutha Nayaki A empirical study on influence level and satisfaction of costumes while using M-Commerce Journal of Emerging Technologies and Innovative Research June 2019, volume 6, Issue 6, ISSN-2349-5162 UGC Approved Impact factor – 5.87
- ◆ Dr. M. S. Ranjith Kumar published a book on Banking and Insurance Principles CHARULATA Publication ISBN No 978 93 88335 55 3 Jan 2019

### Workshop / Training Programme Attended by Staff

- ◆ Ms. R. Suganya Participated in FDP at PSGR Krishnammal College for women on the topic Art of effective learning on 12<sup>th</sup> February 2020.
- ◆ Dr. P. Sumitha Participated in FDP at PSGR Krishnammal College for women on the topic Art of effective learning on 12<sup>th</sup> February 2020.
- ◆ Mrs. G. Kavitha Participated in FDP at Dr. G.R.D. College of science on the Big Data Analytics on 28<sup>th</sup> August 2020.

### Placement Activities

- ◆ 37 offers received from various companies.

### Industrial Visit

- ◆ 54 students went for industrial visit.

# DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

## National Conference

- ◆ Organized National Conference on “Impact of Trade war on Indian Economy”. C.A.Sathyakumar National youth Icon Award Winner Sudsi – Indian Magazine Dhruva Award Winner, Mr. D. Murugesan Senior Faculty in Canara Bank (Retd.) Bangalore, and Dr. K. D.Balaji Asst. Professor Kattankulathur Campus SRM Institute of science and technology delivered keynote address.



- ◆ An interactive session on “Skill Enhancement” was organized on 21<sup>st</sup> August 2019. Chief guest Mr. Suresh Babu.L Mentor, GBP consultant Midna Global Coimbatore.



- ◆ Dr. D. Sridevi Head - Department of Nutrition and dietetic Dr. N. G. P. Arts and Science, Coimbatore delivered a special lecture “Healthy Diet” on 10-09-19.



## Guest Lectures

- ◆ Dr. Kingsly Gowtham Founder & Director Brain bro Academy, Coimbatore. delivered a Lecture on “Interpersonal Communication” on 18.07.2019.



- ◆ Mr. R. Harish Chartered Accountant YS Academy, Coimbatore delivered a special lecture on “Panel Discussion On Union Budget 2019” on 24.07.2019.



- ◆ Mr. J. Thiagarajan Senior branch Manager Balmer Lawrier & Co.Ltd Chennai delivered a Lecture on “Export - Import Procedures and formalities” on 21-02-2020.



- ◆ First C.K.Prahalad Endowment Lecture by Shri.K.Ravi,Chief Financial Ofcer Roots Group of Company Coimbatore, On 25.09.2020.





## Inter Department Competition

- Organized “Brave Bharath” an Inter departmental competition on 21.08.2019.



## Extension/outreach Programme

- Conducted an “Outreach Programme on “FIT INDIA” at Kovilpalayam village on 15.02.2020”



- Offerings to orphanage in Kurubampalayam “The United Orphanage For The Disabled” on 08.02.2020



- Extension Activity on “Awareness Program on Plastics” on 01-Feb-2020 at Veerampalayam



- Extension Activity on Awareness Program on 05-Oct-19 Plastic at Karuparayan palayam .



- Extension Activity on “Awareness Program on Plastics” on 05-Feb-2020 at SLRM Center (Kurubampalayam).



## ALUMNI INTERACTION

- Mr. Vikash Chanhani Practice lead – Aptitude Focus Academy, Coimbatore delivered a lecture On 28.02.2020.



## Staff Recognitions

- Ms. S. Priyanka was recognized by management as the “Best faculty” and “Best Mentor”

## Contribution By Staff Members

### Staff Participation & Presentation

- Dr. S. Mohanra, Dr. T. Vasumathi, Dr. N. Chandrakala, Mr. R. Manojkumarr & Ms. S. Ishwarya attended seven days FDP on “NAAC Revised Accreditation Framework and OBE Assessment Methodology.”
- Dr. S. Mohanraj, Mr. R. Manojkumarr, Ms. S. Ishwarya, & Ms. S. Priyanka participated in International Symposium at Nallamuthu Gounder Mahalingam College, Pollachi.
- Mr. R. Manojkumarr & Ms. S. Ishwarya Attended work shop on “Emotional Intelligence and Lateral thinking for Performance Excellence” Sri Krishna college of Technology Coimbatore.
- Dr. T. Vasumathi Ms. S. Ishwarya Ms. S. Priyanka & Ms. S. R. SriPrahathi P attended work shop on “Rural Immersion – Community Engagement program” conducted by MHRD, Hyderabad.
- Ms. S. Ishwarya attended work shop on “Common Statistical Tools in Social Science Research Analysis & Interpretation”.

- ◆ Dr. N. Chandrakala Ms. S. Ishwarya & Ms. S. Priyanka attended FDP on “Art of effective teaching” at PSGR Krishnammal College For Women.

- ◆ All Staff members of the department has presented papers in various National and International conference and seminars.

### Staff Members As Resource Person

- ◆ Dr. S. Mohanraj acted as recourse person and delivered a special lecture on “ Attitude building”at Hindhusthan arts and science College, on Winners mind set” at P.S.G. Arts and science college Coimbatore and on Traits and attitude for multinational executives”at NGM College Pollachi,



- ◆ Dr. N. Chandrakala delivered a special lecture on” GST – valuation and custom duty “at Mother Theresa University.

### Publication By Staff Members

- ◆ Dr. T. VASUMATHI - “A Cram pressure of the kids on parent purchase power” in International journal of advanced science and technology, July-2019, e-ISSN: 2207 6360, volume -128 issue -1,Cite score 0.42.
- ◆ Dr. N. Chandrakala -“A study on financial performance of Indian cement companies with reference to selected cements companies” in International journal of scientific & technology research, september 2019, ISSN 2277-8616, volume -8 ISSUE 1.

- ◆ Dr. N. Chandrakala - “Advergaming - The Modern Instruments in Advertising” in Our Heritage, February-2020, ISSN: 0474-9030, Vol-68-Issue-30.

- ◆ Mr. R. Manoj kumarr -“An Analysis of Difficulties Faced By Logistics Service Providers in Implementation of 5pl with Reference to Coimbatore District.” in Studies in Indian Place Names (UGC Care Journal), February -2020, ISSN: 2394-3114, volume -81ISSUE 40.

- ◆ Dr. S. Mohanraj -A Study about Selected Value Added Agro Product Exporters Problems in Their Supply Chain Process.” in Studies in Indian Place Names (UGC Care Journal), March -2020, Vol-40-Issue-70-ISSN: 2394-3114.

- ◆ Ms. S. Ishwarya -A Study about Selected Value Added Agro Product Exporters Problems in Their Supply Chain Process.” in Studies in Indian Place Names (UGC Care Journal), March -2020, Vol-40-Issue-70-ISSN: 2394-3114.

- ◆ Ms. S. Priyanka -“A study on supply chain management of horticultural products by the farmers to retail outlet” GGIS Business, April 2020, ISSN 1430 -3663. Vol-15-Issue-4.

### Students Achievements

#### Inter Collegiate Competitions

- ◆ Ramanathan.S and Sanjay.R won first thprizes in photography competition at” Rathinam College of Arts and Science, Coimbatore.
- ◆ More than 50 students have participated in seminars, workshops and conference

### Students Seminar and panel discussion

The department has organized students seminar and panel discussion on the following topics

- ◆ Soft skills and personality development
- ◆ Impact of Donald Trump's visit to India
- ◆ Risk management
- ◆ Mind your marketing
- ◆ Goods and service tax(GST)
- ◆ Intellectual Property Rights
- ◆ Frequently asked questions in Indian trade portal
- ◆ International trade regulations





### Inter departmental student seminar

- ◆ Inter departmental student seminar was organized by the Department of International Business in Association with department of English



### Case Study

In order to improve the analyzing skills of the students the department has organized case study presentation on the following topics

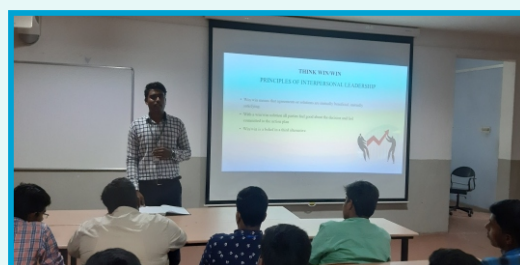
- ◆ Strategy of e business in attaining profit
- ◆ Starbucks value chain
- ◆ Marketing strategies of LG electronics
- ◆ KIA Motors
- ◆ Taking on Patanjali with Ayush
- ◆ 7 P's of Marketing Mix –Toyota,Mc Donalds,
- ◆ Marketing and brand strategy-Samsung
- ◆ Value Chain-Toyota



### BOOK REVIEW

The department has organized book reviews with a motive of inculcating reading habits among the students and the Books reviewed are

- ◆ Harmonizing your inner strength
- ◆ The monk who sold his Ferrari
- ◆ The best thing about you is you
- ◆ As a Man Thinketh
- ◆ 7 habits of highly effective people
- ◆ Conceive it! Believe it! Achieve it!
- ◆ Zero to one
- ◆ The secret
- ◆ Self confidence

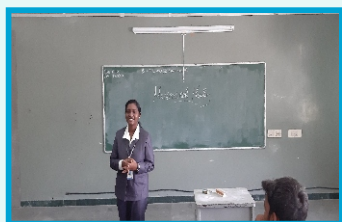




## Best Practices Followed By The Department

DAY	ACTIVITY
Monday	Motivational Monday ( sharing motivational talk among the students)
Tuesday	Best speakers club (communication and personality development activities)
Wednesday	General information (sharing of general information among students)
Thursday	Case study (Case Analysis presentation by students)
Friday	Country analysis (Analysis of various countries in different dimensions)

### Motivational Monday

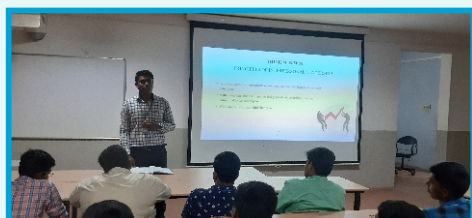


### National youth day celebration

- Students of International Business delivered “Youth Empowerment talk” to all final year students from 6<sup>th</sup> to 10<sup>th</sup> January 2020



### Book review

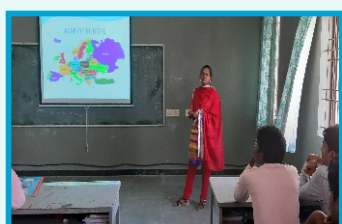


### “ Velicham”

- Department of International Business, Corporate Secretaryship, Business Management and Hospital Administration organized Elite Talks “ Velicham” on the topics Innovation as Agropreneur ,Customer Relationship Management, Women Entrepreneurship and Marketing Etiquette .



### Country analysis



### Port Visit

- The department had organized a Port Visit to DP World Cochin port 18.02.2020 for obtaining practical knowledge in Container handling procedures and various other port related activities.



### Management game



- Management games was organized to improve the leadership and team building skills

## DEPARTMENT OF COMMERCE WITH ACCOUNTING AND TAXATION

### Guest Lecture

- ◆ Invited Lecture on “Present Taxation System” by Dr. J. Vijayavel, Professor and Head, PG Department of Commerce, SNMV College of Arts and Science on 22-07-2019.



- ◆ Invited Lecture on “Role of Fiscal Policy and Monetary policy” by Dr. R. Chandrasekaran, Assistant Professor, Department of Commerce (Finance), Dr. N.G.P. Arts and Science College 26-07-2020.



- ◆ Invited Lecture on “Interpersonal Skills” by Dr. R. Gunasundari, Assistant Professor, Department of Commerce, Dr. N.G.P. Arts and Science College on 28-08-2020.



- ◆ Invited Lecture on “Interpersonal Skills” by Dr. R. Gunasundari, Assistant Professor, Department of Commerce, Dr. N.G.P. Arts and Science College on 28-08-2020.



- ◆ Invited Lecture on “Carrier Opportunities in Banking” by Ms. S. Geethanjali, Process Associate, Mashreq Bank on 07-09-2019.



- ◆ Invited Lecture on “Fundamentals of GST” by Dr. S. Uma Assistant professor and Head, Department of Commerce (CA), Kongunadu Arts and Science college, Coimbatore on 07-12-2019.



- ◆ Invited Lecture on “How to crack Bank exam” by Mr. A. Manojkumar, Chief Consultant (Banking), Edufly Stafng Solutions, Hope College Coimbatore-35 on 07-03-2020.





- ◆ Invited Lecture on “Motivational speech on Register Yourself” by Dr. S. Balamurugan, IQAC Coordinator, Assistant Professor and Head, Department of Commerce(International Business), Government Arts and Science College, Avinashi on 25-01-2020.



### Chanakya Endowment Program

- ◆ First Chanakya endowment Lecture on “Outline of Revenue Levy in existing trends” by Shri. R. Ragupathy, IRS Assistant Commissioner of Income Tax (Retd.) Coimbatore on 25-02-2020



### Skill Based Training

- ◆ Tally ERP.9 WITH GST by Suresh.M, Tax Consultant, SMR Tally Institute, Tiruppur on



### Students Activity

- ◆ Students Debate on “Social Media Kills Creativity” on 07-02-2020.

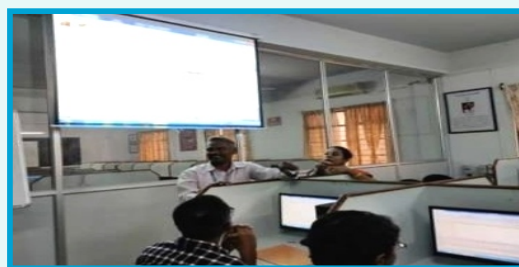


- ◆ Students Seminar on “Union Budget” - 2020 on 08-02-2020
- ◆ Students Seminar on “Next Generation of Wireless Communication” and “Environmental Protection and Sustainability” on 21-12-2019.

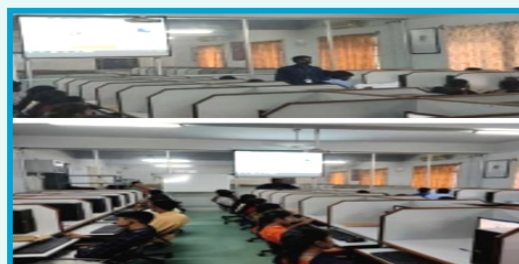


### Workshop

- ◆ Advanced Excel by Dr. C. Kandasamy, Assistant Professor, Department of Commerce (Finance), Dr. N.G.P.Arts and Science College on 13-08-2019.



- ◆ Microsoft Access by Mr. T. R. Anand, Assistant Professor, Department of Computer Technology, Dr. N.G.P.Arts and Science College on 03-09-2020.







## **Dr. N.G.P. ARTS AND SCIENCE COLLEGE** (Autonomous)

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