



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

An Autonomous Institution Affiliated to Bharathiar University  
Re -Accredited by NAAC with 'A' Grade  
COIMBATORE - 641 048.

Newsletter  
2015-2016

Issue V

Private Circulation Only

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# COMRADE

Association for

## The Business Brain



## EDITORS' DESK

We are glad to bring out the fourth issue of Commerce with Computer Applications newsletter "COMRADE" for the academic year 2015 - 2016. Over the year the members of the association have performed, achieved and succeeded in their academic and career development.

We are thankful to the department for their outstanding performance. This newsletter exhibits the table of conferences/seminars and workshops organized by the department. It also focuses on the awards and rewards achieved by the faculties and Students. We hope that this newsletter will be interesting and informative.

## ACHIEVEMENTS OF THE DEPARTMENT

### STAFF ACHIEVEMENT

Mr.M.Prakash and Mrs.T.Snekalatha have successfully submitted their Ph.D dissertation.

### GRANTS RECEIVED

Dr.S.Namasivayam, Professor of our Department has received a grant of Rs.20000 from Indian Council of Social Science Research, New Delhi (ICSSR) to conduct One Day National Level Seminar on "Opportunities and Challenges in Rural Marketing and its Impact on Rural Development"

Our department has received a grant of Rs.25,000 from Central Bank of India, Regional Office, Coimbatore for Conducting One Day National Level Seminar on "Opportunities and Challenges in Rural Marketing and its Impact on Rural Development".

### ORIENTATION PROGRAMMES

Our department has conducted One Day National Level Seminar on "Opportunities and Challenges in Rural Marketing and Its Impact on Rural Development" on 30th Sep 2015.

Our department has conducted one day "COMMERCE EXHIBITION 2016" on 25.02.2016 in our college.

### ADMINISTRATIVE ACHIEVEMENT

Mr.C.Rohit has acted as the student Chairman of student council and Fine Arts of the college for the academic Year 2015-16.

### VALUE ADDED COURSES 2015-16

The department has undertaken an MOU with "MAX VALUE ACADEMY" to offer a course on "Business Analytics & Data

Science" for the students of First Year M.Com (CA).

The department has undertaken an MOU with "SRIKARA INDUSTRIAL" to offer a course on "Taxation with E-Filing" for the students of second Year B.Com (CA).

The department has undertaken an MOU with "INSTITUTE OF COMPUTER ACCOUNTANTS" to offer a course on "Advanced Excel" for the students of Third Year B.Com (CA).

## PAPERS AND ARTICLES PUBLISHED BY STAFF

### ISSN PUBLICATIONS (2015-16)

Research Publications in International and National Journals

- ❖ M.Prakash & Dr.S.Namasivayam, S.Ashwini & M.Gunasekaran, published a paper entitled "A Study on Performance Appraisal System of Propel Industries in Suler" in International Journal of Marketing, Financial Services & Management Research (E-ISSN: 2277 3622), Vol.No.4, Issue 8, August 2015, pp. 71-78. (Impact factor: 3.454).
- ❖ M.Prakash. & G. Vaishnavee, published a paper entitled "A Study on Students Satisfaction Regarding ducational Loan with Special Reference to Nationalized Bank in Coimbatore City" in GJRA - GLOBAL JOURNAL FOR RESEARCH ANALYSIS X 49. V Volume-4 Issue-10 October-2015. ISSN.No2277-8160.
- ❖ M. Prakash & Dr.T. Duraipandi, published a paper entitled "A Study on Socio- Economic Conditions and Consumer's Environmental Attitude of Green Products in Erode District." in INDIAN JOURNAL OF APPLIED RESEARCH Volume : 5, Issue : 3 March 2015. ISSN - 2249-555X.
- ❖ Dr.S. Namasivayam & M. Gunasekaran, published a paper entitled "A Study on effectiveness of ethics in advertisements and its impact on the consumer preference for health drinks with reference to Coimbatore city" in International Journal of Multidisciplinary Research and Development (E-ISSN: 2349-4182), Vol.No.2, Issue 3, March 2015, pp. 68-71. (Impact factor: 3.672).
- ❖ S.Arunpriya & Dr. P Ananda Murugan, published a paper on the topic "Work family conflict and its impact on child growth among working mothers in select arts and science colleges in Coimbatore" Volume 2, Issue 12 Part A,pp: 29-36, ISSN 2349-5979(print) Impact Factor 5.72, December 2015.

## Research Publications in Edited Books

- ❖ Mr. M.Prakash & Dr.S.Namasivayam published a paper on "Rural Development through Agri entrepreneur" in a National Seminar on "Role of agribusiness in sustainable rural entrepreneurship development" conducted by Department of Commerce with Information Technology, Dr. N.G.P. Arts and Science College, Coimbatore on 20th August 2015, pp. 750-755. ISBN Edited Book (978-81-920808-7-1).
- ❖ Mr.C.Eahambaram published a paper on "CORPORATE GOVERNANCE AND DIVIDEND POLICY IN INDIA" , organised by the PG & Research Department of Commerce, Gobi Arts & Science College, on 25th & 26th September, 2015. The paper was Published in edited ISBN Book (ISBN: 9788191020090) paper entitled "IMPACT OF DIVIDEND POLICY ON SHAREHOLDERS'VALUE".
- ❖ Mr.C.Eahambaram Published a paper on "Role of Agribusiness in Sustainable Rural Entrepreneurship Development organized by the Post Graduate and Research Department of Commerce (IT), Dr.N.G.P Arts & Science College on 20th August, 2015. The paper was a per Published in edited ISBN Book (ISBN: 978-81-920808-7-1) entitled "AGRI BUSINESS IN INDIAN SCENARIO".
- ❖ Mrs.T.Snekalatha published a paper in the Online International Interdisciplinary Research Journal, {Bi-Monthly, Title "Consumer Attitude towards Packaged Drinking Water with Special Reference to Coimbatore District", ISBN- 2249-9598, Volume-V, September 2015.
- ❖ Ms.H.Shanu published a paper on "CORPORATE GOVERNANCE AND DIVIDEND POLICY IN INDIA", organised by the PG & Research Department of Commerce, Gobi Arts & Science College, on 25th & 26th September, 2015. The paper was published in edited ISBN Book (ISBN: 9788191020090) paper entitled "IMPACT OF DIVIDEND POLICY ON SHAREHOLDERS'VALUE".
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S.No	Date	Resource Persons	Topic
1	01.07.2015	C.Muthu Kumar CEO, Sri Kara Technologies, Coimbatore	Career Guidance For Value Added Programme
2	09.07.2015	Austin. P.M CEO, Max Value Talent Central	Super charging your Performance
3	10.07.2015	Ms. P. Sumathy Auditor Food Corporation, UAE.	Quality Control Systems
4	16.07.2015	Mr. Rajendran Krishnaswamy Director at Arena Animation, Arena Animation	Career Guidance Programme
5	17.07.2015	Mr.B.Yogeshkumar Chartered Accountant, YS Academy	Career Development Orientation Programme

6	08.08.2015	Mrs. D. Sumathy Senior Manager Indian Bank Kalapatti Branch, Coimbatore	Practical Aspects in banking services
7	06.01.2015	Dr. K. Prabakaran SEBI Certified Financial Instructor	Research in Finance
8	30.09.2015	Dr. K. Prabakaran SEBI Certified Financial Instructor	One day national level seminar on "Opportunities and Challenges In Rural Marketing and its Impact on Rural Development"
		Mr. Smruti Ranjan Dash Deputy General Manager Regional Office Central Bank of India, Coimbatore.	
		Prof. Umesh Chandrasekhar Professor of Marketing PSG Institute of Management Coimbatore	
		Prof. Arun Mudhol Associate professor of Management Studies Aims Institute of Higher Education Peenya Bengaluru	
		Dr. Pradeep Kumar Singh Assistant Professor of Commerce Mahatma Gandhi Government Arts College Mahe, Pondicherry.	
Mr. R. Inigo Arul Selvan Assistant General Manager District Development, NABARD Coimbatore.			
9	06.01.2016	Dr. K. Thangaraj Financial Advisor, Lotus Knowledge wealth Mumbai	Capital Market Awareness, Introduction to Mutual Fund & Financial Planning
10	19.02.2016	Mr. R. KARTHICK Regional Training Manager Axis Securities, Coimbatore	"Career Guidance Programme"

**ASSOCIATION ACTIVITIES**  
**ONE DAY NATIONAL SEMINAR ON**  
**"Opportunities and Challenges in Rural Marketing and**  
**its Impacts on Rural Development"**  
**Held on 30<sup>th</sup> September 2015**



**EXTENSION ACTIVITIES**



DRUG ABUSE AWARENESS RALLY on 26.06.2015



Village Sanitation Survey on 21.012.2015



Consumer Awareness Programme on 11.01.2015

## CAREER GUIDANCE



Super Charging Your Performance  
Austin. P.M  
CEO  
Max Value Talent Central on  
09.07.2015

Career Development Orientation Programme  
Mr. B. Yogeshkumar  
Chartered Accountant  
YS Academy on  
17.07.2015



## GUEST LECTURERS

Practical Aspects in banking services  
Mrs. D. Sumathy  
Senior Manager Indian Bank on  
08.08.2015

Capital Market Awareness  
Introduction to Mutual Fund  
& Financial Planning on  
06.01.2016  
by  
Dr. K. Thangaraj



## STUDENTS ACHIEVEMENT

S.NO.	DATE	STUDENT NAME	EVENT	PRIZE WON
1	19.08.2015	Spivy Bastin	Paper presentation	1st prize
2	19.08.2015	Abraham.T.T	Paper Presentation	1st prize
3	11.02.2015	Spivy Bastin	Paper Presentation	2nd prize
4	11.02.2015	Abraham.T.T	Paper Presentation	2nd prize
5	11.02.2015	Spivy Bastin	Best Manager	1st prize
6	28.09.2015	Spivy Bastin	Case Analysis	1st prize
7	28.09.2015	Abraham.T.T	Case Analysis	1st prize
8	16.01.2016	Spivy Bastin	CFR	Best Case Study Award
9	16.01.2016	Abraham.T.T	CFR	Best Case Study Award
10	20.01.2016	Spivy Bastin	Paper Presentation (SPAZFOS)	2nd prize
11	20.01.2016	Abraham.T.T	Paper Presentation (SPAZFOS)	2nd prize

## PLACEMENT DETAILS

S.NO.	Student Name	Company Name
1	ASHAD	ATCS
2	NANDHINI	DTCS
3	ANITHA	STCS, WIPRO, IBM
4	ARUNACHALAM	NTCS
5	KALEESWARI	ATCS

6	KARTHICK	NTCS,INFOSYS
7	KRISHNA PRIYA	ATCS,WIPRO,IBM
8	RAGHAVI	STCS,WIPRO
9	VIGNESH. M	TCS,EP TECH
10	SARANYA	STCS
11	SPIVY BASTIN	WIPRO
12	SUDHAKAR.M	MPHASIS
13	LAKSHMANAN.S	RELIANCE
14	PAVISH.S	RELIANCE,EP TECH
15	SURENDRAN.S	RELIANCE
16	VELUSAMY.R	RELIANCE
17	POORNACHANDRIKA.P	DICOM
18	DIVYA.N	VEE INFOTECH
19	MOHANA PRIYA.M	VEE INFOTECH
20	SIVARAM.S	VEE INFOTECH
21	NANDHINIE.C.K	EP TECH
22	VIGNESHA.C	EP TECH
23	KARTHICK.P	HDFC
24	MOHANA.R	HDFC
25	SANJAY KUMAR.R	HDFC
26	BHUVANESWARI.K	IDBI
27	GOKILA.D	IDBI
28	HARIPRASANTH.R	IDBI
29	THENMOZHI.K	IDBI



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An Institution of Kovai Medical Center Research & Educational Trust | Approved by Government of Tamil Nadu & Affiliated to Bharathiar University, Coimbatore  
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