

**A. P. C. Mahalaxmi College for Women, Thoothukudi.**

**Department of Commerce (Aided)**

**Association Report**

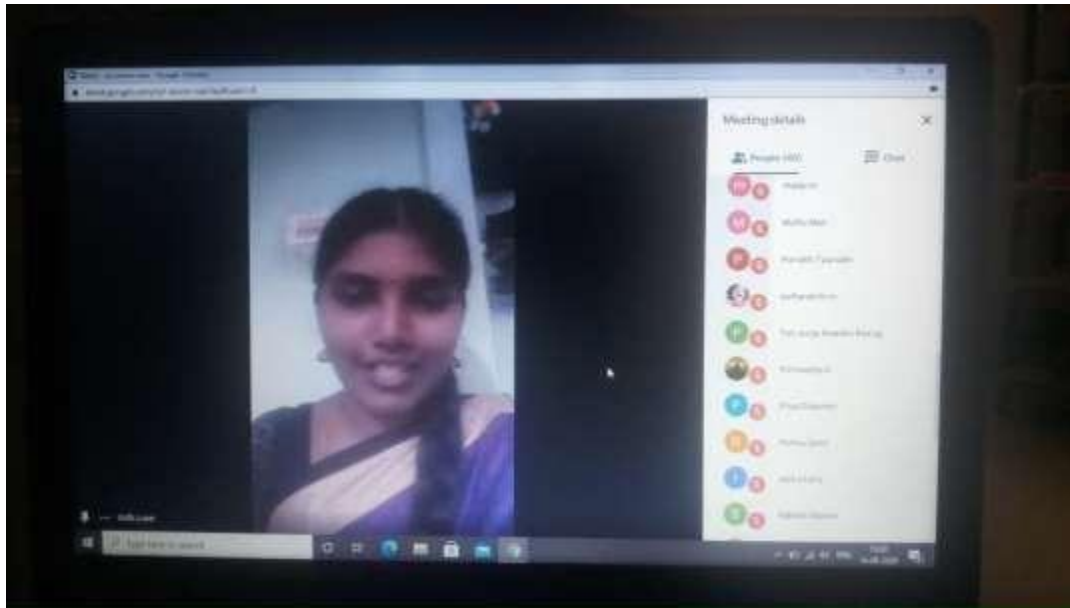
**2020-2021**

Department of Commerce (Aided) celebrated **International Literacy Day (Special Day Programme)** on **8<sup>th</sup> September 2020 at 10.00 a.m** in Microsoft Teams. The theme of International Literacy Day given by UNESCO for 2020 is “Literacy teaching and learning in the COVID 19 crisis and beyond. **Mrs.Mathi Mani, Retired Vice Principal of A.P.C. Veerabahu Matriculation Higher Secondary School and eminent religious Orator in Thoothukudi was the Guest Speaker.** The Department commemorated the programme in order to emphasize the significance of Digital Literacy, and to use of different of methods of online teaching and learning during COVID-19 pandemic period.

**Mrs.Mathi Mani gave a lecture on the topic “Tireless Efforts in the Wireless World”.**



The Department organised “**Motivational Speech by Alumna**” as a part of **Student Induction Programme on 14.09.2020** at 3.00p.m in Microsoft Teams in order to motivate the I B. Com students (Freshers) who are exposed to a new learning environment, share the pleasant memories of the alumna with the Freshers. **Miss.M.Vidya Meenakshi, Alumna of Commerce Department (2014 -2017 Batch) was the Guest Speaker.** She addressed the students regarding adaption of freshers to the new learning environment, new technology, new teachers, and new friends.



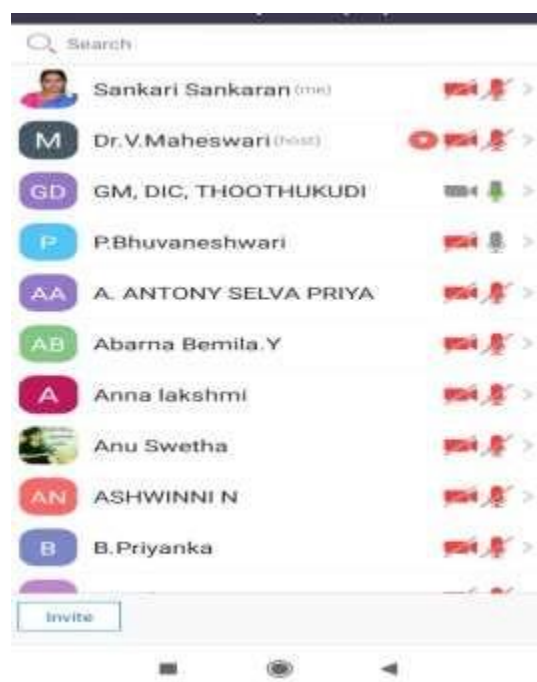
The Department in association with Institution's Innovation Council and Entrepreneurship Development Cell organized an online workshop on the topic **“Entrepreneurship Development Phases”** on **17.12.2020** at 10.00 a.m through Zoom in order to create knowledge about entrepreneurship among students and encourage them to become self-employed and to make the students know about various phases involved in entrepreneurship development

**Mr.A.Ayyadurai, Assistant Professor of Commerce, working in Kamaraj College, Thoothukudi** was the Resource Person.



A One Day **Online Workshop on “Entrepreneurship and Innovation as Career Opportunity”** was conducted by the Institution’s Innovation Council and Entrepreneurship Development Cell in association with the Department of Commerce on **23.12.2020** at 10.00a.m through Zoom in order to create an awareness about the career options available for students in the field of entrepreneurship and innovation, and to bring to the knowledge of the students about various schemes, incentives and subsidies offered by the Central and State governments to promote entrepreneurship and innovation.

**Mr.T.Kannan, General Manager of District Industries Centre, Thoothukudi was the Resource Person.**



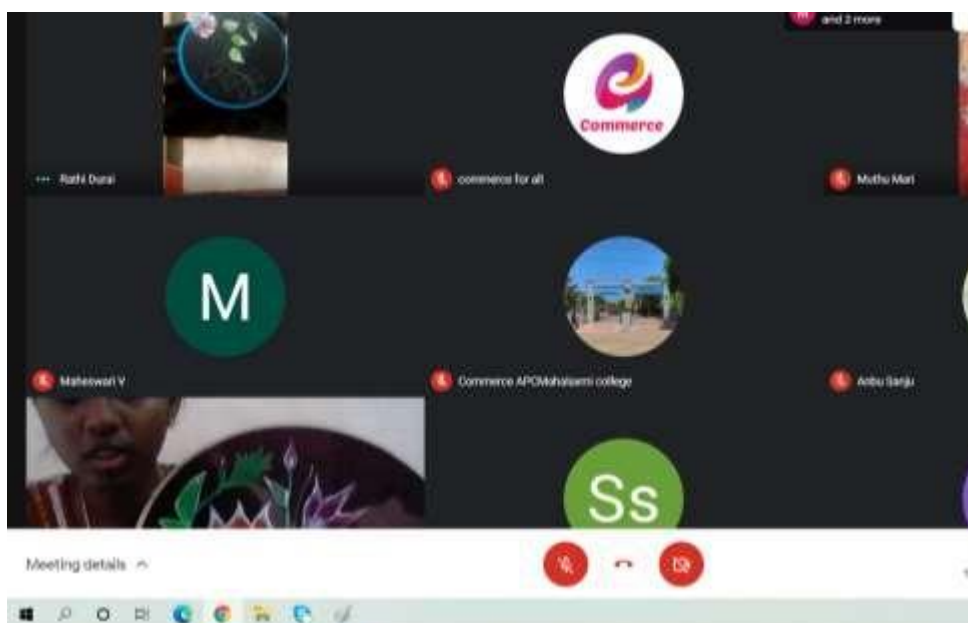
A **Guest Lecture on the topic “My Success Story”** was conducted by the Institution’s Innovation Council and Entrepreneurship Development Cell in association with the Department of Commerce on **24.12.2020** at 10.00a.m through Zoom in order to motivate the students to become entrepreneurs and to make the entrepreneur share their experiences, challenges and success with the students.

**Mrs.V.Malathy, Beautician, Former Manager of Green Trends, Tirunelveli and Proprietor of Trendy Beauty Salon in Thoothukudi was the Guest Speaker.**

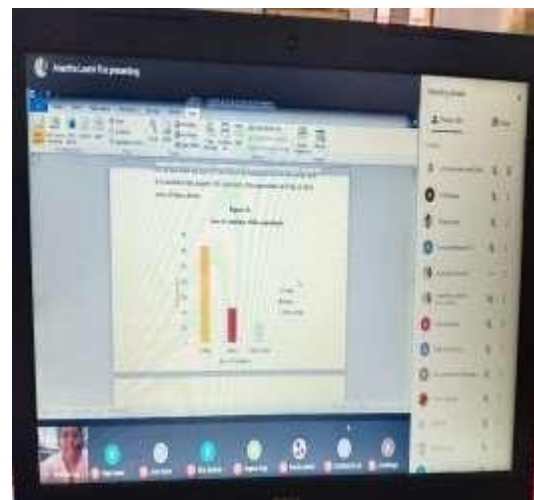


Department of Commerce in association with Institution's Innovation Council and Entrepreneurship Development Cell organized an **online Workshop on Fabric Painting** as a part of **Vocational Education & Training (VET) on 28.12.2020** at 10.00 a.m through Google Meet in order to develop the artistic skills of students, make the students think creatively & inculcate entrepreneurial skills in them.

**Mrs.Vani Kannan, Professional Artist of Divya Paintings, Thoothukudi was the trainer for the workshop.**



An online workshop on the topic “Research Methodology: An Overview of Research Process [ P 2 R for Beginners – From Problem Identification to Report Submission]” was organized on 7<sup>th</sup> January, 2021 at 10.30 a.m in Google Meet. The workshop was arranged for II B.Com and III B.Com students to impart basic knowledge about research methodology & orient students doing Major Project to complete their project with ease. **Dr.R.Anantha Laxmi, Assistant Professor of Commerce [CA], working in Sona College of Arts and Science at Salem was the Resource Person.**



Annual Alumnae Meet and a Guest Lecture was conducted on 20.02.2021 at 10.45a.m in Google Meet. **Ms.K.Swetha Manju, Alumna of our College and Digital Marketing Executive, S.J. Group of Companies, Tirunelveli** was the Chief Guest. She gave an informative presentation on “**How to Choose the Right Career after Graduation**”.





**K.Swetha Manju, Alumna & Digital Marketing Executive, S.J. Group of Companies, Tirunelveli**

**Mrs.M.Muthukani, Head and Assistant Professor of Zoology** gave a lecture about “**Apiculture**” to III B.Com (Aided) students on **24.02.2021** in III B.Com class room. This lecture was given to promote **Women Entrepreneurship and as a part of Vocational Education and Training**. She gave information about the right time to start bee farming, that when the bees collect nectar from the flowers, beekeeping equipment, number of honey bee colonies required at the initial stage, frequency during which the beekeeper should inspect the bee hive, how to commercialise it, investment required and the returns a beekeeper would get in the first year. She also insisted the students to go for commercialisation after gaining sufficient experience in beekeeping. Video related to Apiculture was posted in Students’ Whats App Group and students were requested to watch. 54 students of III B.Com attended the lecture and got benefitted.





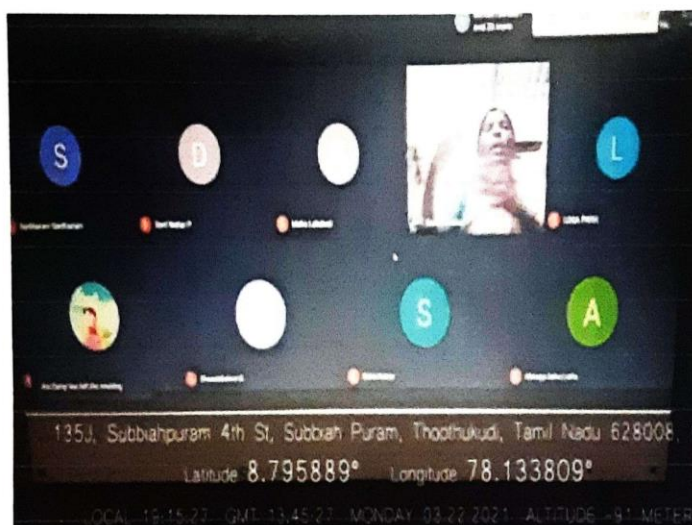
**Online Faculty Development Programme** was conducted on the topic **“Taxation on Salary Income”** 17.03.2021 at 10.30 a.m through Google Meet in order to impart knowledge about the basic concepts of Income Tax, enable the faculty, both teaching and non-teaching belonging to various disciplines understand the procedures involved in the calculation of income tax of salaried persons and make the faculty familiar about the most important Deductions under Section 80 C to Section 80 U from their Gross Total Income.

**Mrs.S.Sundari, Accounts Manager of Threekay Builders** was the Resource Person for the Faculty Development Programme on the topic **“Taxation on Salary Income – Simple Computation Procedures to Practise).**



The Department also organized an **Online Awareness Programme on the topic “Water Conservation” on 22.03.2021 in view of World Water Day** at 07.00 p.m through Google Meet in order to emphasize the significance of water, bring to the knowledge of the students about the causes of water scarcity and the problems living things would face due to water scarcity and create an awareness about various methods and ways to conserve water resources.

**Mrs.B.Sudha Baskar, Trainer in Tamilnadu Water Supply and Drainage Board (TWAD Board) and Director of Sanju Social Trust, Thoothukudi** was the Guest Speaker.



**A Service Oriented Programme on 22.04.2021 at Vallinayakapuram 5<sup>th</sup> & 6<sup>th</sup> streets at 10.00 a.m . Kabasura Kudineer & Masks were distributed to the people of Vallinayaka Puram 5<sup>th</sup> & 6<sup>th</sup> Streets in Thoothukudi. This programme was conducted through volunteers of that area. 150 people of that area got benefitted.**



*N. Naanakumari*  
PRINCIPAL  
**A.P.C. Mahalaxmi College For Women**  
**TUTICORIN-2.**