

AP.C. Mahalaxmi College for Women, Thoothukudi

Department of Commerce (Aided)

Report

2021-2022

The activities of the Department of Commerce (Aided) commenced with an online Faculty Development Programme on the topic “Intellectual Property Rights” was organized by the Department 11.08.2021 through Free Conference Call. Dr.M.Nagamalar, Assistant Professor of H.R.M, SDNB Vaishnav College for Women, Chrompet, Chennai was the Resource Person. Participants gained in-depth knowledge about the basic concepts of IPR, Patent Act, types of intellectual properties with innovations in India like Volcano Levitating Bluetooth Speaker, self-adhesive and biodegradable strip to detect blood sugar, smart lock, and smart bench. 92 faculty attended the programme.

A.P.C. Mahalaxmi College for Women, Thoothukudi.
Reaccredited by NAAC with **B⁺ Grade**
4 Star Rating in MoE's Institution's Innovation Council

Department of Commerce (Aided)
Organizes Faculty Development Programme on

Intellectual Property Rights

Resource Person **Dr.M.Nagamalar, Assitant Professor, Department of HRM**
SDNB Vaishnav College for Women, Chrompet, Chennai

Registration Link:
<https://forms.gle/isKsv5K2hDZCgV39>

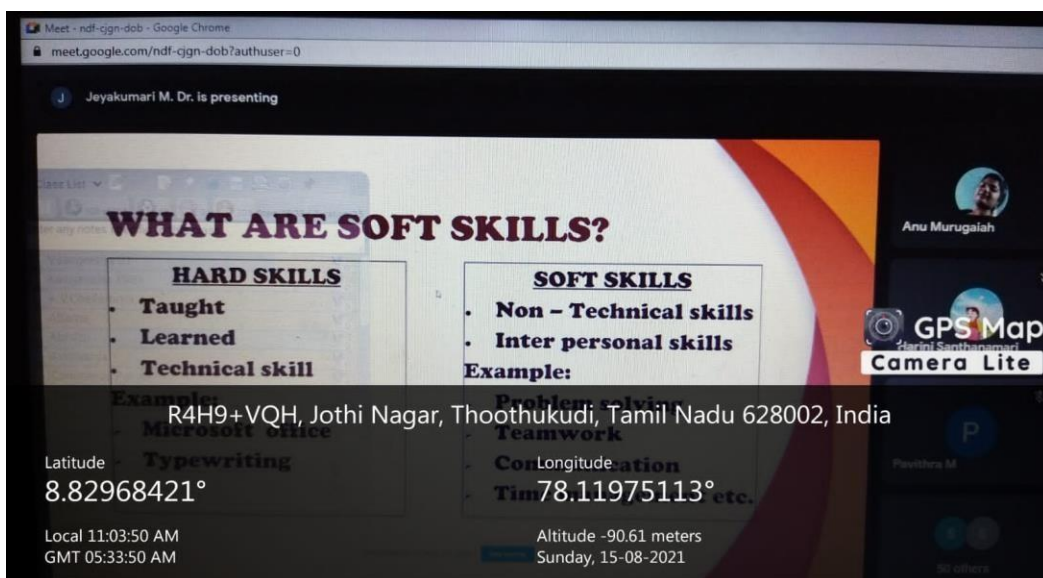
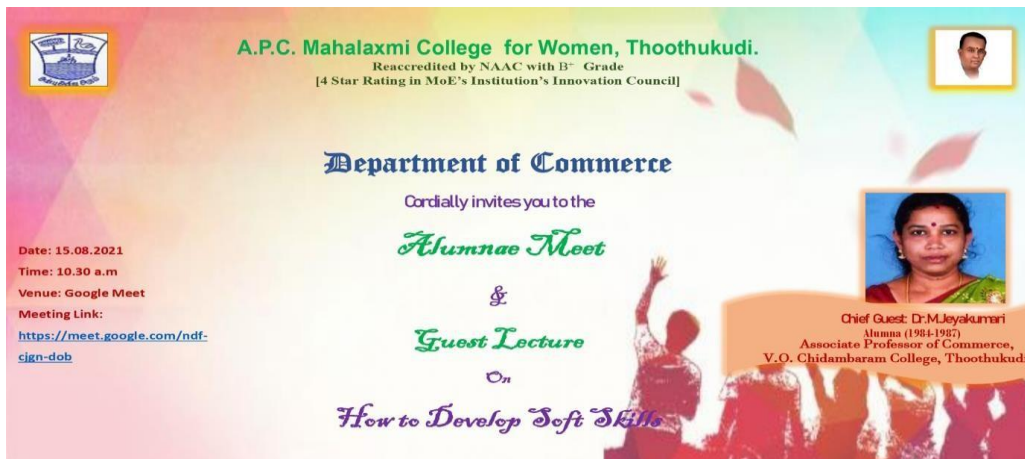
ALL ARE CORDIALLY INVITED

CELL PHONE

- Working Mechanism - PATENT
- Shape - DESIGN
- Name - TRADE MARK
- Manual - COPY RIGHT

Sankaraperi, Tamil Nadu, India
4/67/9, Ettayapuram Road, near APC Women's College, Jothi Nagar, Sankaraperi, Tamil Nadu 628002, India
Lat 8.827797°
Long 78.129182°
11/08/21 11:15 AM

Alumnae Meet and Guest Lecture was conducted by the Department on 15th August, 2021 in Google Meet. Dr.M.Jeyakumari, Alumna of the Department (1984-1987 Batch) and Associate Professor of Commerce in V.O. Chidamabaram College, Thoothukudi was the Chief Guest. The Guest Speaker started her speech with Independence Day wishes and continued her presentation on the topic “How to Develop Soft Skills”. Dr.Jeyakumari explained the difference between hard skills and soft skills with examples, importance of soft skills in today’s world, four important soft skills that is, listening, reliability, emotional awareness, and empathy to be acquired by everyone, need, means and ways to develop soft skills. She insisted the alumnae and the students to develop a learning mindset, encourage self-reflection, expand knowledge and understanding, prioritize the skills to develop, practice and feedback. 25 alumnae & 62 students current year students attended the meeting with enthusiasm.



In view of International Literacy Day Celebration, the Department conducted a guest lecture on the theme “Literacy for a human centred recovery: Narrowing the Digital Divide” on 8th September, 2021 in Google Meet at 6.00 p.m. Mrs. Mary Arockia Janci Rani, Middle Grade Assistant, Holy Cross Anglo Indian Hr.Sec.School, Thoothukudi was the Guest Speaker. Mrs.Janci gave a motivational presentation as to how the students should adapt themselves to this digital learning environment, efforts to be taken by the students and steps already taken by the government and teachers to minimise digital divide. She also insisted the students to use mobile phones and laptops only for education and also, to minimise the inequality in providing education to all, the students should use other learning resources like books and library. 62 students of I B.Com and III B.Com attended the programme and were inspired and motivated by the speech of the Guest Speaker.

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INTERNATIONAL Literacy Day
08.09.2021
By Department of Commerce

Theme: Literacy for a Human Centred Recovery: Narrowing the Digital Divide

Platform: Google Meet
Time: 6.00 p.m to 7.00 p.m

ALL ARE CORDIALLY INVITED

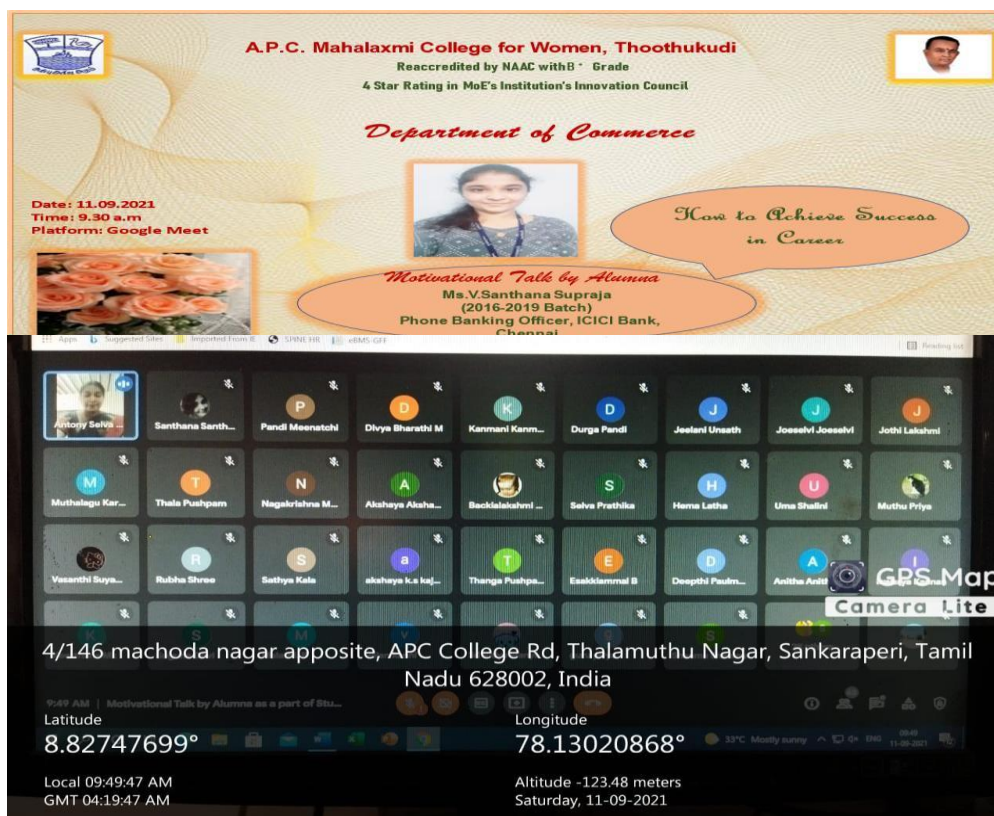
Guest Speaker: Mrs.Mary Arockia Janci Rani
Middle Grade Asst,
Holy Cross Anglo Indian Hr.Sec. School,
Thoothukudi

mary arockia janci rani

Thoothukudi, Tamil Nadu, India
12b, Thalamuthu Nagar Main Rd, Mappilaiurani,
Thoothukudi, Tamil Nadu 628002, India
Lat 8.833599°
Long 78.152702°
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sareva kumar commerce for all
A.V.Chellamma Karthika Rani
Malathi E Selva Prathika
44 others
GPS Map Camera

On 11th September 2021, the department organised a motivational session in which Miss.V.Santhana Supraja, Alumna, and Phone Banking Officer, ICICI Bank, Chennai was the Guest Speaker. Miss. Supraja gave an inspiring presentation on the topic “How to Achieve Success in Your Career”. She gave a lecture regarding adaptation of freshers to the new learning environment, new technology, new teachers, and new friends. She motivated the freshers to concentrate on studies as well as to participate in various co-curricular and extra-curricular activities organized by our college. The alumna also insisted the need for discipline, courage, self-confidence, enthusiasm, listening skills, hard work, communication skills, initiative and to fulfil the expectations of their parents. 64 students attended the programme. 64 students attended the programme and were inspired and motivated by the speech of the alumna.




A one-day workshop on “Basics in Research Methodology” was conducted by the Department of Commerce (Aided) on 22.09.2021 from 9.30 a.m to 11.30 a.m through Google Meet. Dr.P.Rajeswari, Assistant Professor of Commerce of Business Administration, Auxilium College, Vellore was the resource person. She gave an understandable presentation about research, need for research, steps involved in research, types of research, and thrust areas in which research can be conducted by commerce students. Hands on training was given by the resource person on application of statistical tools like correlation, regression and chi square test by using Excel. Finally, Dr.Rajeswari explained the points to be considered to prepare a good research report. 38 students of III B.Com and 58 students of I B.Com (Totally 96 students) attended the programme and got benefitted.




A Four Day Workshop on MS Office & Tally on 23rd, 24th, 25th and 27th September 2021 to the students of Commerce department from 6.00 p.m to 8.00 p.m through Google Mint and Teachmint. Ms.I.Niraimathi, Alumna (2015-2018 Batch) and Accountant in Subbiah Vidyalaya Girls Hr.Sec.School, Thoothukudi was the trainer. 142 students of Commerce (aided) department attended the workshop and got benefitted. They learnt the basics of MS Office and Tally. The students also tried practically since live training was given and were able to design greeting cards using PPT. 142 students of Commerce (aided) department attended the workshop and got benefitted.



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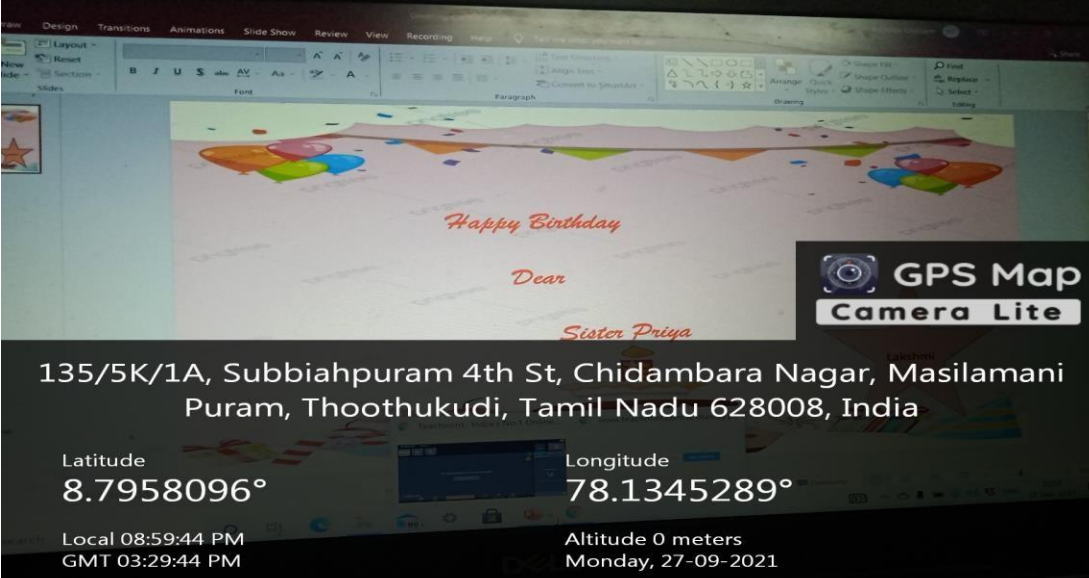


Department of Commerce (Aided)
 Organizes A
Four Day Workshop MS Office & Tally
 Date: 23rd, 24th, 25th & 27th September, 2021

Trainer: Ms.Niraimathi
 Alumna (2015-2018 Batch) ,
 Accountant, Subbiah Vidyalayam
 Girls Hr.Sec.School, Thoothukudi.

Time: 6.00 p.m
 Platform: Google Meet
 Beneficiaries: B. Com (Aided) Students



135/5K/1A, Subbiahpuram 4th St, Chidambara Nagar, Masilamani Puram, Thoothukudi, Tamil Nadu 628008, India

Latitude 8.7958096° Longitude 78.1345289°
 Local 08:59:44 PM Altitude 0 meters
 GMT 03:29:44 PM Monday, 27-09-2021

A Ten Day Online Professional Development Programme to Non-teaching faculty on the topic “Communicative English” from 18th October, 2021 to 29th October 2021 in Google Meet from 7.00 p.m to 8.15 p.m for ten working days. The Resource Person for the programme was Mrs.Mathi Mani, Retired Vice-Principal, A.P.C. Veerabahu Matric. Hr. Sec. School, Thoothukudi. The Resource person explained the importance of communication, ways to learn, communication skills, how to write circulars, enquiries and other official correspondence, conversation, vocabulary, types of questions used in conversation, verbs, ambiguous words, present tense, past tense, idioms, silent letters, statements, usage of words, phrases and sentences. Everyday there was a practical session for 15 minutes at the end of the programme and the participants were made to interact in English. They were also given small assignments which they posted in the Whatsapp Group created exclusively for this programme. Twenty non-teaching faculty attended the programme and got benefitted.

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Department of Commerce (Aided)
Cordially Invites all Non-Teaching Faculty
to the
Ten Day Professional Development Programme
On

COMMUNICATIVE ENGLISH

Resource Person **Mrs. Math Mani**
Retd. Vice Principal, A.P. Veerabahu Matric. Hr. Sec. Sch, Thoothukudi

Time: 7.00 p.m to 8.00 p.m
Platform: Google Meet

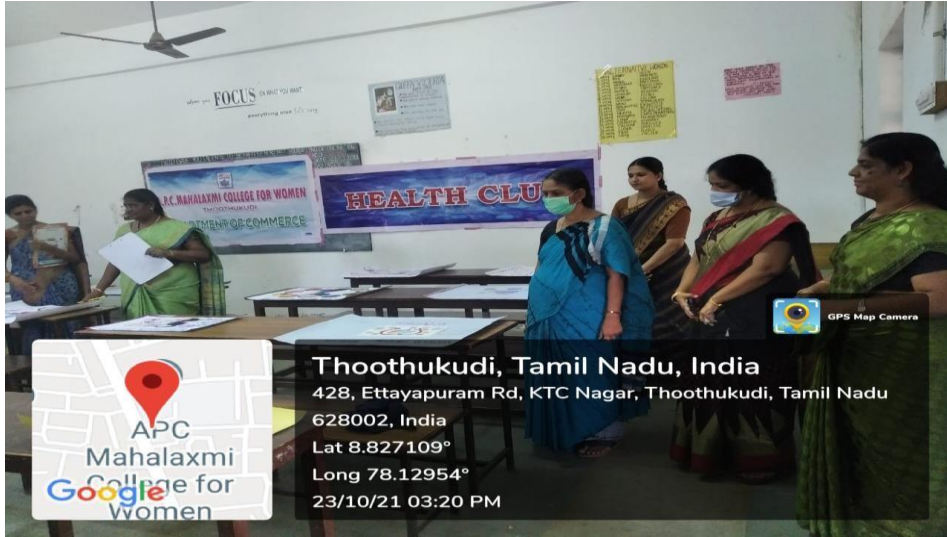
Date: 18th to 29th October, 2021

E-certificates shall be provided to all the participants



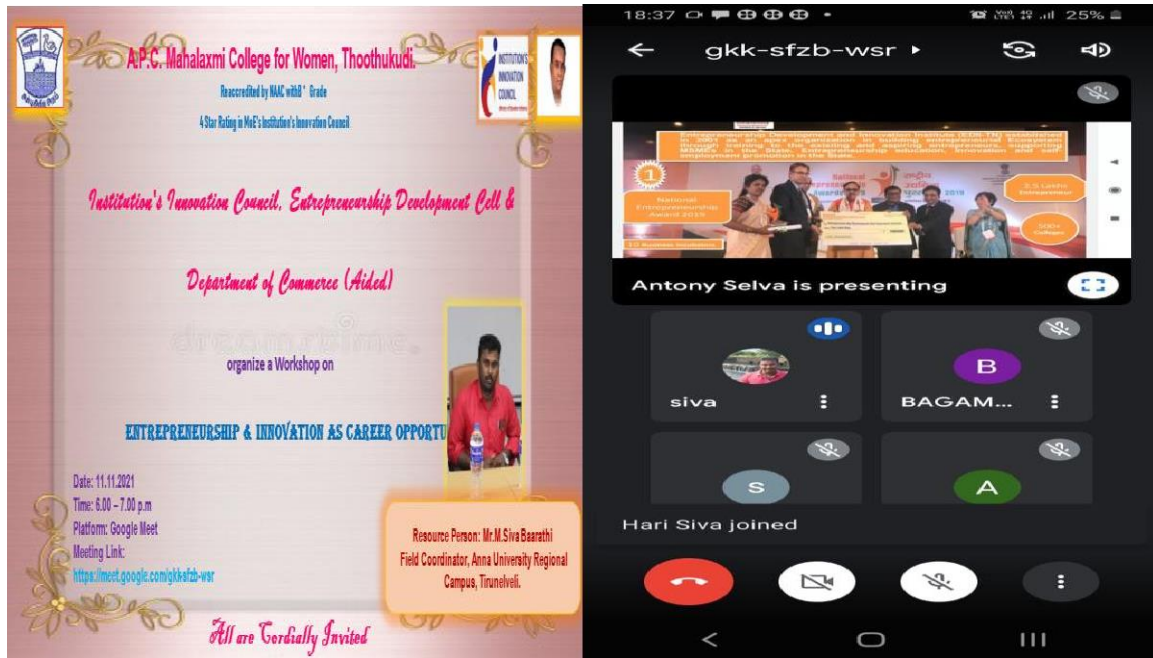
The Department in association with the Health Club conducted Poster Competition in view of World Mental Health Day on 10th October, 2021. The department received 31 posters from students of various departments these posters were exhibited in the Auditorium for the display of students and faculty on 27th October, 2021 in order to make the students and faculty view the posters and gather information about the health tips to be followed by them to stay healthy physically and mentally. Ms.S.Aishwarya, II B.Sc (Aided) Mathematics, Ms.T.Karthika of II B.Sc Maths (Aided) and Ms.G.Parameswari of II B.Sc Maths(Aided) I B.Com won I, II, and III prize respectively.



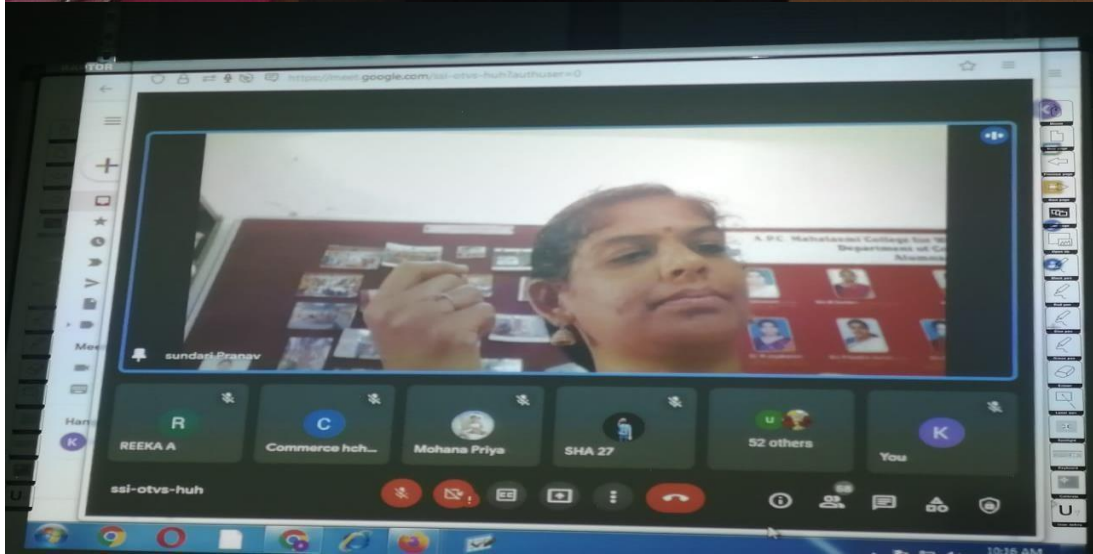
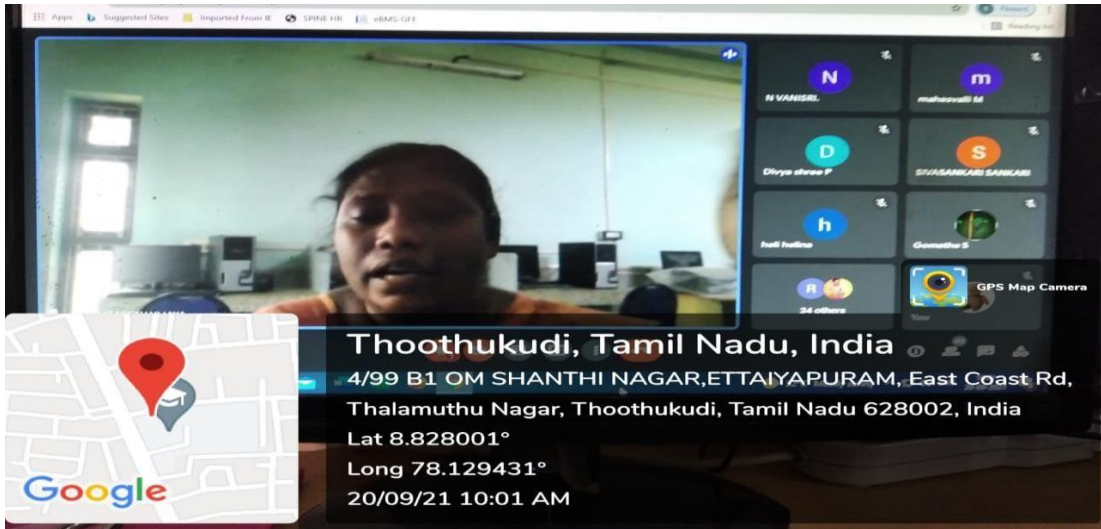




A One Day Online Workshop on “Entrepreneurship and Innovation as Career Opportunity” was conducted by the Department of Commerce in association with Institution’s Innovation Council and Entrepreneurship Development Cell on 11.11.2021 at 6.00 p.m through Google Meet. Mr.M.Siva Baarathi, Field Coordinator, TN-EDII, Anna University Regional Campus, Tirunelveli was the Resource Person. Mr.Siva Baarathi gave a presentation about the important areas in which entrepreneurship and innovations can be introduced, that is, Manufacturing Sector, Service Sector, Farming and Trading. He explained about various schemes of Government like PMEGP, UYEGP, NEEDS and about the role of DIC, DII, MSME, MHRD’s IIC and TN-EDII and so on to promote entrepreneurship and innovation almost in all the fields. 95 students and faculty attended the Workshop and got benefitted.



Departments of Commerce of our College and Holy Cross Home Science College, Thoothukudi conducted Faculty Exchange Programme from 20th, 22nd, 24th, 27th, 29th Sep, 1st 4th October 2021 from 9.30 a.m to 10.10 a.m through Google Meet for 7 working days. The programme was conducted as per the MoU signed between the two Colleges on 15.09.2021. The subject to be taken was mutually decided by Dr.K.Sivagama Shunmuga Sundari, Assistant Professor of Commerce of our College and Dr.Elizabeth Vijaya, Assistant Professor of College, Holy Cross Home Science College, Thoothukudi. It was decided to take Data Collection Methods (Unit-IV) in Research Methodology for III B.Com students in respective colleges. 56 students of our college and 85 students of Holy Cross Home Science College attended the programme and got benefitted.

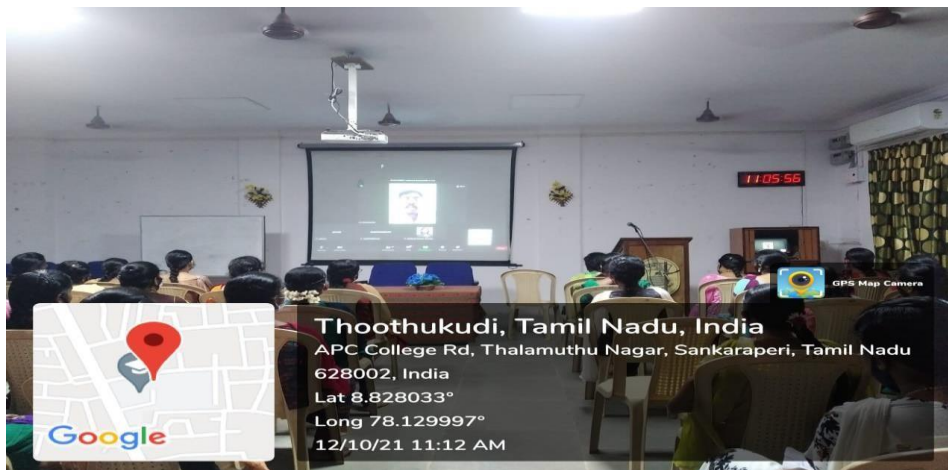


Signing of MoU on 15.09.2021



A one-day webinar on the topic “Entrepreneurship & Government Support” was organized by the Department of Commerce(aided), Institution’s Innovation Council and Entrepreneurship Development Cell in association with Entrepreneurship Development and Innovation Institute, Government of Tamil Nadu on 12.10.2021 from 10.00 a.m to 1.00 p.m to Zoom. Mr.A.R.A.Rajkumar, Trainer, Micro, Small and Medium Enterprises Development Institute Guindy, Chennai was the Resource Person. Mr.Rajkumar gave an excellent lecture about the importance of entrepreneurship and role played by the entrepreneurs in generating employment opportunities and in the development of country’s economy. He gave a detailed explanation about various schemes of the government to support MSME, loans and subsidy that can be availed under various schemes, training institutes that mold the skills of young

entrepreneurs and to enable new entrepreneurs to prepare project proposal. 149 students of the department of commerce attended the programme and got benefitted. Since Zoom could accommodate only 100 participants, 60 students attended the programme in the Seminar Hall having ICT facility.



A three-day online Entrepreneurship Development Training Programme on “Business Model & Business Plan Preparation” was organized by the Department of Commerce(aided), Institution’s Innovation Council and Entrepreneurship Development Cell in association with Entrepreneurship Development and Innovation Institute, Government of Tamil Nadu from 22.11.2021 to 24.11.2021 from 10.00 a.m to 1.30 p.m to Zoom. Mr.P.Sugin Benzigar, Founder, Blue Lead Digital & Digital Marketing Trainer, Chennai gave a presentation on Business Model Canvas with inspiring examples, six step to generate ideas, value proposition, customer segments, revenue streams, channels of distribution, customer relationships and cost structure. Mr.A.R.A.Rajkumar, Trainer, Micro, Small & Medium Enterprises Development Institute, Guindy, Chennai gave a lecture about schemes, and subsidies offered for the M.S.M.E sector by the Government. On 23rd and 24th, November,

2021, Mr.R.V.Subramanian, Former Coordinator, TN-EDII and retired Manager of Indian Overseas Bank was the resource person. Mr. Subramanian gave a presentation on A to Z of What our Business is, Project summary, economic feasibility and financial feasibility, selection of project, preparation of promoter's bio-data, requirements for a business, plant layout, ways and ability to repay the loan, and preparation of final accounts. 113 students from all the departments attended the programme and got benefitted. Since Zoom can accommodate only 100 participants, 40 participants attended the programme in offline mode at the Seminar Hall of the College.



Department of Commerce (Aided) in association with Entrepreneurship Development Cell and Institution's Innovation Council of the College conducted a Workshop on Promoting Student Entrepreneurship by conducting 30 hour training programme on Aari Work in online as well as offline mode from 1.45 p.m to 2.45 p.m and 6.00 p.m to 7.00 p.m from 25th October, 2021 to 29th November 2021 as a part of Vocational Education Training and Earn While You Learn Programme. The trainer for this programme was Miss. P.Jegatheeswari, II B.Com student. She gave training to II B.Com students on Aari Work and Hand Embroidery for 30 hours. The student trainer was paid a remuneration of Rs.1,500 by the Institution for having trained 58 students on Aari work and hand embroidery. 58 students of II B. Com (Aided) attended the training programme and got benefitted.


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DEPARTMENT OF COMMERCE (AIDED)
 In association with
INSTITUTION'S INNOVATION COUNCIL & ENTREPRENEURSHIP DEVELOPMENT CELL

Duration: 30 Hours
 Time: 1.45 p.m – 2.45 p.m & 6.00 p.m – 7.00 p.m
 Mode: Offline & Online

Workshop on Promoting Student Entrepreneurship
 [Training Programme on Aari Work]

Beneficiaries: II B.Com (Aided) students


- Earn While You Learn

P.Jagatheeswari, II B.Com(Aided)
 Student Trainer
 Expertise in Aari Work, Tailoring & Jewel Making
 A.P.C. Mahalaxmi College for Women,
 Thoothukudi.

25.10.2021 to 29.11.2021






 VID-20211027-WA00
 62.mp4

The same programme is continued for this even semester in which training on jewellery making is offered to students.



VID-20220329-WA00
06.mp4

The Department of Commerce (Aided) conducted Faculty Development Programme on the topic “The Science Behind the Art of Creating Customized Certificates” on 30.11.2021 at 6.00 p.m in Google Meet for Commerce faculty and was conducted in collaboration with Holy Cross Home Science College, Thoothukudi as per the MoU. Ms.J.Sivaranjini, Assistant Professor of Mathematics of our College was the Resource Person. The trainer gave an audio-visual live demo on how to create a folder in a drive, preparation of slide, how to connect google form with slide and auto generation of certificates by downloading Certify’m. 23 commerce faculty of both the colleges attended the programme.

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Holy Cross Home Science College, Thoothukudi
 Reaccredited by NAAC with B⁺ Grade

jointly organize

Faculty Development Programme
The Science Behind the Art of Creating Customized Certificates

Date: 30.11.2021
 Time: 6.00 p.m.
 Platform: Google Meet
<https://meet.google.com/cmx-ntdx-kdf>

Organisers
Department of Commerce (Aided) A.P.C.M
 &
PG & Research Department of Commerce H.C.H.S.C

Ms. J. Sivaranjini
 Assistant Professor of Mathematics,
 A.P.C. Mahalaxmi College for Women,
 Thoothukudi.

Thoothukudi, Tamil Nadu, India
 12b, Thalamuthu Nagar Main Rd, Mappilaiurani,
 Thoothukudi, Tamil Nadu 628002, India
 Lat 8.834017°
 Long 78.152897°
 30/11/21 06:22 PM

Department of Commerce in association with Institution's Innovation Council and Entrepreneurship Development Cell organised a seminar on Innovation in Banking Financial Services & Insurance Sector on 21.03.2022 at 10.45 a.m at Language Lab. This programme was conducted by Timespro, an education initiative from the Times of India Group. Mrs. Madhumitha, Regional Head, Timespro, Times Professional Learning, Tirunelveli and Mr.M.Sankara Narayanan, Director, National Institute of Management and Science were the Guest Speakers. The speakers gave an informative presentation about Timespro followed by innovative practices followed and technologies adopted by banks and insurance companies to

minimize its administrative and other costs, and the skills expected for recruitment. 52 students belonging to various departments attended the programme.

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Department of Commerce (Aided)
in association with
**Entrepreneurship Development Cell &
Institution Innovation Council**

Organises a Seminar on
INNOVATION IN BANKING FINANCIAL SERVICES & INSURANCE SECTOR

Participants
II Year E.D.C. Student
Members

Guest Speaker
Mr.M.Sankara Narayanan
Director, National Institute of
Management & Science, Madurai

Guest Speaker
Mrs.Madhumitha Sankar
Branch Head, Timespro I
Times Professional Learning,
Tirunelveli

21.03.2022
Time: 10.30 a.m - 11.45 a.m
Venue: Language Lab

Timespro
An Education Initiative from the Times of India Group



Department of Commerce (Aided) in view of 183rd birth anniversary of Jamsetji Nusserwanji Tata, the pioneer of industries on 26.03.2022 for students of Department of Commerce. The 183rd birth anniversary of J.N.Tata is on March, 3rd 2022. But the department decided to conduct the online quiz competition on 26th, March, 2022, that is, after the completion I Internal Exams and Fine Arts Celebrations. Google form containing a set of questions related to the famous industrialist was posted in Students Whatsapp Group. 103 responses were received and 19 students secured full marks.

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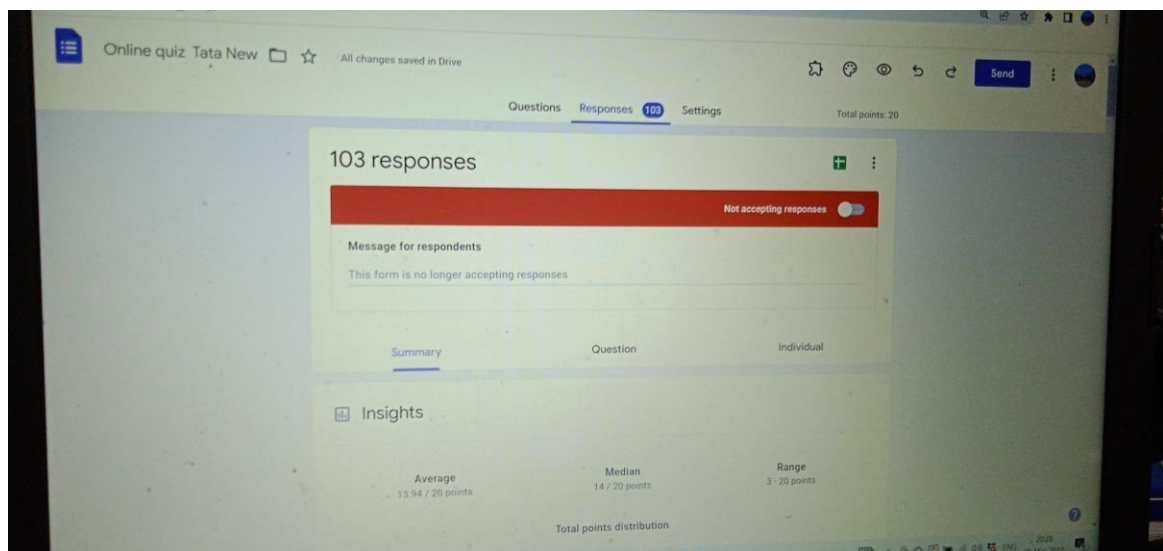
Commemoration of 183rd Birth Anniversary of J.N.Tata

Online Quiz
By
Department of Commerce (Aided)
On
26th March 2022

Quiz Link
<https://forms.gle/pT2N2Ebb8Xmo11fu6>

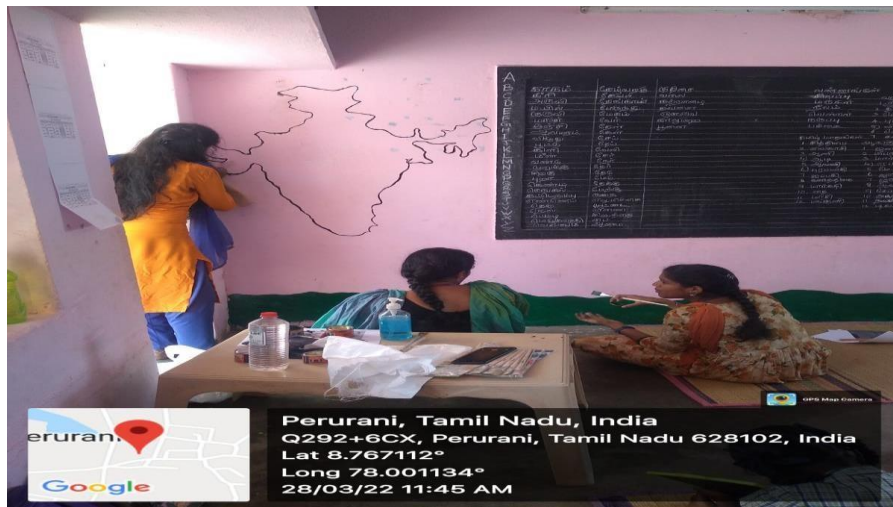
Participants: B. Com students

FATHER OF INDIAN INDUSTRY
March, 3rd, 1839



Visit to T.N.D.T.A. Middle School in Perurani was arranged on 28.03.2022 as a part of service to local community programme. The programme started with a brief welcome address of Mrs.Chandra, Headmistress in-charge of the School, followed by the activities of our students for nearly 4 hours. Our students Sri Dhanya, Harini Santhamari and Selva Boomika of III B.Com taught spoken English, stories, and the practical ways to apply subtraction, addition, multiplication and division and made the school students also to interact in English. K.R.Sinduja, Karthiga Devi ang Sathiya Vadivu and Gomathe of III B.Com did wall

paintings like India Map and a painting revealing two kids studying. 32 school students got benefitted and 8 students were randomly selected to give self-introduction in English.





14 students of our department were taken to the exhibition cum sales conducted by K.A.M.A.K. Matriculation Higher Secondary School on 24th April, 2022 as a part of Field Visit programme. Students had an interaction with the sellers and obtained information about how they are preparing and marketing healthy food products, art and craft products, etc.





N. Neerakumari
PRINCIPAL
M.P.C. Mahalaxmi College For Women
TUTICORIN-2.