

Name of the Department: Commerce .CA. & PG. Department of Commerce

1.1 ACTIVITIES OF THE DEPARTMENT

(Association meetings, Guest Lectures, Celebration of Important days)

| S. No | Date | Topic | Resource Person (designation with complete official address) | Event | Platform |
|--------------|-------------|--|--|-----------------------|-----------------|
| 1 | 12.7.2024 | Opportunities for Early-stage Entrepreneur | Ms.Snekha, Alumna ,Nirmala College for Women. | Guest Lecture | Offline |
| 2 | 24.7.2024 | Aspects of Active Investing | Dr.Radhakrishnana.P, Trainer,SEBI Recognized Individual Securities Market | Guest Lecture | Offline |
| 3 | 04.9.2024 | Capital Gain | Dr.Nithya Sumathi,Associate Professor,Deaprtment of B.Com.C.A. PSGR Krishnammal College for Women,Coimbatore | Guest Lecture | Offline |
| 4 | 01.10.2024 | Skills for Youth | Mr S. Madhana Sankar Associate, ScholarshiP Team | Orientation Programme | Offline |

1.1.4 Competitions Organized

| S.No | Date | Topic | Name of the Competition | Platform |
|-------------|-------------|--------------|--------------------------------|-----------------|
| 1 | 19.02.25 | Competition | Role of Women in society | Offline |

1.2 WORKSHOPS, SEMINARS, CONFERENCS, SYMPOSIUMS, HANDS ON TRAININGS ORGANISED BY THE DEPARTMENT

1.2.1 State level Workshops Organized by the Department

| S. No | DATE | TOPIC | RESOURCE PERSON | No. of Participants | Platform |
|--------------|----------------------|-----------------------|--|----------------------------|-----------------|
| 1 | 30.09.24 | Revolution in Trading | Mr.N.Sundarapandian, Mr.Pravin Kumar B | 84 | Offline |
| 2 | 06.02.25 to 26.02.25 | Tally Prime | Mrs Sowrna Lakshmi, TiaC | 48 | Offline |
| 3 | 04.03.25 (Ongoing) | Python | Mrs. Abinash | 29 | Offline |

1.2.2 National level Workshops Organized by the Department

| S. No | DATE | TOPIC | RESOURCE PERSON | No. of Participants | Platform |
|-------|--------|--|--|---------------------|----------|
| 1 | 7.1.25 | Strategies for effective preparation in competitive Examinations | Mrs. Satheesh. K, Founder, Explore Academy | 40 | Offline |
| 2 | 6.2.25 | A marketing Platform for startups | Mrs. R. Sofiya Roselin, Professional Makeup Artist | 112 | Offline |

1.2.3 International level Workshops Organized by the Department

| S. No | DATE | TOPIC | RESOURCE PERSON | No. of Participants | Platform |
|-------|----------|---|---|---------------------|-------------|
| 1 | 10.02.25 | Intelliscribe AI-Driven Research Writing and Analysis | Dr. R. Devi Prasanna, Assistant professor, School of Management, Kristu Jayanti College - Bengaluru | 111 | Hybrid mode |

1.4 EXPOSURE VISITS

| S. No | DATE | CLASS | PLACE | No. of days | No of students | Type |
|-------|------------|--------------|---------------------|-------------|----------------|------|
| 1 | 13.03.2025 | I B.Com (CA) | Kodiveri Waterfalls | 1 | 48 | |

1.5 BEST PRACTICES OF THE DEPARTMENT

| SL. No. | DATE | DEPT | ACTIVITY |
|---------|----------|---|--------------------------------------|
| 1 | 30.7.24 | Commerce (CA) & PG Department of Commerce | Women Empowerment and Rights |
| 2 | 06.02.25 | Commerce (CA) & PG Department of Commerce | An Awareness Program on WOMEN HEALTH |

2.5.3 FDP ATTENDED BY THE FACULTY

| S.No | Date | Name of the faculty | Title | Organized by | Online/Offline |
|------|------|---------------------|-------|--------------|----------------|
|------|------|---------------------|-------|--------------|----------------|

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|---|----------|--------------------------|------------------------------------|--|--------|
| 1 | 09.03.25 | Dr. P.Jona Jenifer | AI tools for research and teaching | St. Xavier college (Autonomous), Palayamkottai | Online |
| 2 | 09.03.25 | Dr. A. Angelchristina | AI tools for research and teaching | St. Xavier college (Autonomous), Palayamkottai | Online |
| 3 | 09.03.25 | Mrs. K. Princy Hebshibha | AI tools for research and teaching | St. Xavier college (Autonomous), Palayamkottai | Online |

2.7 PUBLICATIONS BY THE FACULTY

2.7.1 BOOKS PUBLISHED BY THE FACULTY

| S. No | Year | Name of the faculty | Name of the Book | IBBN/ISSN |
|-------|------|--------------------------|--|---------------|
| 1 | 2024 | S.Jaculin Arockia Selvi | Applied Cost Accounting – MCQ | 9788198291011 |
| | 2025 | | Tally ERP. 9 Practical | 9789334203127 |
| 2 | 2024 | Dr. P. Jona Jenifer | Security Analysis and Portfolio Management- Lecture Material | 9788198291080 |
| | 2025 | | Database Management System – MCQ | 9789334201116 |
| 3 | 2024 | Dr.A. Angelchristina | Business Environment | 9788198291035 |
| | 2025 | | Business Environment – MCQ | 9789334203202 |
| 4 | 2024 | Mrs. K. Princy Hebshibha | Internet and Web Design – Lecture Material | 9788198291066 |
| | 2025 | | Software Development with Visual Basic - MCQ | 9789334203103 |
| 5 | 2024 | Dr. I. Shakena | Banking Theory and Practice – Lecture Material | 9788198291042 |
| | | | Banking Theory and Practice – MCQ | 9789334203172 |

3.2 PROJECTS CARRIED OUT BY THE STUDENTS

| S. No | Name of the Student | Class | Institution where project was carried out | Period | Title of the project |
|-------|---------------------|----------|---|----------------------------------|---|
| 1 | Anniya. J | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on impact of financial stress on Student academic performance |

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|----|--------------------|----------|---------------------------|----------------------------------|--|
| 2 | Bavana G | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on Financial performance analysis of Hatsun Agro Products |
| 3 | Divya Sri J | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on customers' perception towards Messho with Special to Coimbatore city |
| 4 | Hani Reshma V.S | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on Financial Performance Analysis of Larsen and Toubro Limited. |
| 5 | Jasmine Rubika M | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on Trend Analysis of ITC Pvt. Ltd. |
| 6 | Princelin Jemela V | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on Consumer Satisfaction of Arun Ice Cream with special reference to Coimbatore City |
| 7 | Sakthi Suja Sri K | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on the Financial Performance of Titan Company Limited |
| 8 | Santhiya A | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on Financial Performance of Aditya Brila Groups |
| 9 | Shamyuktha L V | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A study on customer satisfaction towards dominos pizza |
| 10 | Sharika D | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A study on impact on social media in consumer buying behaviour |

| | | | | | |
|----|--------------|----------|---------------------------|----------------------------------|--|
| | | | | | towards cosmetic products with reference to Coimbatore city |
| 11 | Shneha U K | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on Financial Performance Analysis of Tata Steel Limited |
| 12 | Sountharya M | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | An effect on customer satisfaction towards Pressana Automobiles Coimbatore city |
| 13 | Supriya S | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on Customer perception towards Patanjali Cosmetic products with special reference to Coimbatore City |
| 14 | Viveka A | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A study on comparative analysis of Zomato and swiggy based on consumer perception in Coimbatore city |
| 15 | Dhelma A | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on Customer Satisfaction Towards D-Mart |
| 16 | Julie Ancy J | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on the effectiveness of law on cybercrime against women in Coimbatore city. |
| 17 | Sweatha S | II M.Com | Nirmala College for Women | 5 months | Neuromarketing - A Study on consumer |

| | | | | | |
|----|---------------------------|----------|---------------------------|----------------------------------|--|
| | | | | (Dec 2024 – March 2025) | behaviour towards the marketing of jewelry |
| 18 | Shanmugapriya Dharshini M | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on the impact of students using snackable videos in Coimbatore city. |
| 19 | Asmitha M A | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on customer satisfaction and service quality in SETC buses with special reference to Coimbatore city |
| 20 | Jothika M | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A study on consumer preference analysis of Avin Milk |
| 21 | Sandhiya M | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | An investigation on consumer Satisfaction towards Reliance jio Sim user with in special reference to Coimbatore city |
| 22 | Varsha S | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on consumer perception and brand loyalty towards Amul butter |
| 23 | Angel I | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on consumer perception towards digital payment modes |
| 24 | Manjupriya S P | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on consumers' perception towards food truck (with special |

| | | | | | |
|----|-----------------|----------|---------------------------|----------------------------------|--|
| | | | | | reference to Coimbatore city) |
| 25 | Ranjani S | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on impact of celebrity endorsements on the purchasing behavior of college students in Coimbatore |
| 26 | Haripriya. E | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on Consumer Perception towards Sugar Cosmetic Products with Special Reference in Coimbatore City |
| 27 | Hari Priya. R | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Study on Consumer behaviour towards Lux Soap |
| 28 | Arockia Amija J | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | Brand Preference towards Mamaearth Product with Special reference to students in Coimbatore city |
| 29 | Sudha K | II M.Com | Nirmala College for Women | 5 months (Dec 2024 – March 2025) | A Comparative Study of online and offline classes with special reference to Coimbatore city |

3.10 STUDENT PLACEMENT

| S.No | Name | Batch | Designation | Name of the Institution |
|------|------------------|-----------|----------------|---------------------------|
| 1 | Jasmine Rubika M | 2023-2025 | Program Mentor | Nirmala College for Women |

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|----|-------------------|-----------|---|---------------------------|
| 2 | Rithika R | 2022-2025 | Trainee AR Analyst | Nirmala College for Women |
| 3 | Divya Shree | 2022-2025 | Junior Process Associate | Nirmala College for Women |
| 4 | Senora Herman | 2022-2025 | Junior Process Associate | Nirmala College for Women |
| 5 | Abigail J Olivia | 2022-2025 | Junior Process Associate | Nirmala College for Women |
| 6 | Abinidhi | 2022-2025 | Project Training Executive | Nirmala College for Women |
| 7 | Afra Azeez | 2022-2025 | Junior Process Associate | Nirmala College for Women |
| 8 | Anjana | 2022-2025 | Teaching (Annai Velankanni Matriculation Higher Secondary School) | Nirmala College for Women |
| 9 | Dhanuprithi | 2022-2025 | Project Training Executive | Nirmala College for Women |
| 10 | Indhusri | 2022-2025 | Project Training Executive | Nirmala College for Women |
| 11 | Jenifer Evangelin | 2022-2025 | Project Training Executive | Nirmala College for Women |
| 12 | Kowsalya | 2022-2025 | Junior Process Associate | Nirmala College for Women |
| 13 | Krishna Priya | 2022-2025 | Project Training Executive | Nirmala College for Women |
| 14 | Meenalooshmi | 2022-2025 | Project Training Executive | Nirmala College for Women |
| 15 | Padamavathi | 2022-2025 | Project Training Executive | Nirmala College for Women |

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|----|------------------|-----------|----------------------------|---------------------------|
| 16 | Shifa Parvin | 2022-2025 | AR Caller | Nirmala College for Women |
| 17 | Srinithi | 2022-2025 | Project Training Executive | Nirmala College for Women |
| 18 | Susitha | 2022-2025 | Junior Process Associate | Nirmala College for Women |
| 19 | Prithiyanka Devi | 2022-2025 | Project Training Executive | Nirmala College for Women |
| 20 | Amirtha Sweetlin | 2022-2025 | Project Training Executive | Nirmala College for Women |

4. CO-CURRICULAR AND EXTRA CURRICULAR ACTIVITIES

4.1.2 STUDENT PARTICIPATION IN INTERCOLLEGIATE/INTER DEPARTMENTAL COMPETITIONS

| S. No | Date | Event | Organized by | Students Name | Participated / Won |
|-------|----------|------------------|--|---------------|--------------------|
| 1 | 05.12.24 | Bharathi Vizha | Speech by Nirmala college for women | Babisha T | First Prize |
| 2 | 11.12.24 | Bharathi Vizha | Patti Mandram by Nirmala College for Women | Babisha T | Participate |
| 3 | 06.01.25 | Siruvani Ilakiya | Speech Nirmala College for Women | Babisha T | First Prize |
| 4 | 06.12.25 | Thiru vizha | DEBATE by TN Govt Library Dept and Nirmala College for women Library | Babisha T | Second Prize |
| 5 | 30.1.25 | Rotarct Club | Speech by Rotarct | Babisha T | Third Prize |