

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	Orientati on 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, CONFERENCES, 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	Intelliscrite 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

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

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

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