

**DEPARTMENT OF COMMERCE (CA) AND PG DEPARTMENT OF COMMERCE  
ACTIVITIES OF THE DEPARTMENT 2025- 2026**

(Association Meetings, Guest Lecture, Celebration of Important Days)

<b>S.No</b>	<b>Date</b>	<b>Topic</b>	<b>Resource Person (designation with complete official address)</b>	<b>Event</b>	<b>Platform</b>
1	24.07.25	Digital Marketing	Dr.K.Thirugnana Sambanthan, Associate Professor, Sankara College.	Association Meeting	Offline
2	18.08.25	Effective Study Strategies NET/SLET Preparation	k.Sakthi Suja Sri (Alumni)	Guest Lectures	Offline
3	20.08.2025	My Dream for India		Video Making Competition	online
4	02.09.25	Awareness programme on commodity Derivation	Dr. k Hemalatha , SEBI & NSE Trainer.	Guest lecture	Offline

**BEST PRACTICES OF THE DEPARTMENT**

<b>SL. No.</b>	<b>DATE</b>	<b>DEPT</b>	<b>ACTIVITY</b>
1	29.08.25	Sthree Needhi Association	Awareness Programme on Women Rights
2	19.09.25	Sthree Needhi Association	Cyber Crime Against Women and legal Protection
3	14.10.25	Sthree Needhi Association	Right to Information Act 2005

### FDP ATTENDED BY THE FACULTY

S.No	Date	Name of the faculty	Title	Organized by	Online/Offline
1	02.09.25	Dr. K.Princy Hebshibha	NEP 2020 Orientatin & Sensitization Programme	UGC – Malaviya Mission – Teacher Training Center	Online
2	02.09.25	Dr.N. Subulakshmi	NEP 2020 Orientatin & Sensitization Programme	UGC – Malaviya Mission – Teacher Training Center	Online

### STUDENT'S PARTICIPATION IN CONFERENCES

S. No	Date	Name of student	Topic	Name of Conference	Organizing Committee and platform	National/ International
1	25.07. 2025	Ms. AGNES MERLIN K	A Study on Consumer Perception Towards Nykaa Products – Offline Vs Online Shopping	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul  OFFLINE	International

2	25.07. 2025	Ms. ALAKANANDHA P	Study on Public Perception and Awareness Towards Intelligent Traffic Management System with Special Reference to Reduction of Traffic Signals and Implementation of Speed Detection Cameras	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul  OFFLINE	International
3	25.07. 2025	Ms. ANUSHA LOURDU B	A Study on The Effects of Subscription-Based Services on Young Adult Spending Patterns	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul.  OFFLINE	International
4	25.07. 2025	Ms. ARUNADEVI M	A Study on Consumer Satisfaction Towards Himalaya	A Two Day BODHI International Multidisciplinary Hybrid	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul	International

			Products with Special Reference to the Coimbatore City	Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	OFFLINE	
5	25.07.2025	Ms. CAROLINE ANTONY	A Study on ChatGpt’s Influence on Personalized Digital Consumer Experience among Gen Z	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International
6	25.07.2025	Ms. HRITHIKA R J	A Study on the Influence of Price on Consumer Perception of Product Quality in Personal Gadgets and Accessories.	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International

7	25.07.2025	Ms. JANANI S	Exploring Digital Behaviour of Young Adults: A Case Study on PhonePe	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International
8	25.07.2025	Ms. JENIFER MARY L	A Study on Early Financial Planning Awareness Among Final Year College Students: Campus to Retirements with Special Reference to Coimbatore City	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International
9	25.07.2025	Ms. MERLIN JONA A	A Study on Financial Literacy and Its Influence on Awareness of Digital Payment Fraud and Preventive Measures Among Gen Z: A Special	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International

			Reference to Coimbatore City	SCIENCE, ARTS AND SCIENCE”		
10	25.07.2025	Ms. NARMATHA R	A Study on Customer Perception towards Maybelline New York Product Among Indian Youth	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International
11	25.07.2025	Ms. NITHYASHREE C	A Study on Customer Satisfaction on Surf Excel Detergent Powder with Special Reference in Coimbatore City	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International
12	25.07.2025	Sr. RAIMI A A	A Study on Customers Satisfaction Towards E-Banking Service with Special	A Two Day BODHI International Multidisciplinary Hybrid	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International

			References to Coimbatore City	Conference on “RECENT DEVELOPME NTS IN SOCIAL  SCIENCE, ARTS AND SCIENCE”		
13	25.07.2025	Ms. REENA X	A Study on Fear Of Missing Out (FOMO) Acts as a Marketing Tactics among Youth with Special Reference to Coimbatore City	A Two Day BODHI International Multidisciplin ary Hybrid Conference on “RECENT DEVELOPME NTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul  OFFLINE	International
14	25.07.2025	Ms. RINISHA ANAFAL M	A Study on Financial Awareness and EMI Management of IT Employees with Special Reference to Coimbatore C ity	A Two Day BODHI International Multidisciplin ary Hybrid Conference on “RECENT DEVELOPMEN TS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul  OFFLINE	International

15	25.07.2025	Ms. SAHANAA BALACHANDIRAN	Impulse Buying Vs Budgeting: How Mobile Wallets Influence Decision-Making	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International
16	25.07.2025	Ms. SHIFA SULTHANAK	Role Of Government Schemes in Uplifting Girl Child Education	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International
17	25.07.2025	Ms. SHIFNAAZ A	A Comparative Study on Online Review Engagement and its Influence on Consumer Decision-	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International



			Making for High and Low-Investment Purchases	SCIENCE, ARTS AND SCIENCE”		
18	25.07.2025	Ms. SILVIYA X	A Study on Marketing Opportunities for Bottled Drinking Water in Coimbatore City	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International
19	25.07.2025	Ms. UDHAYA B	A Study on Customer Expectation from Digital Marketing Respected to E-Commerce Platform	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International
19	25.07.2025	Ms. UDHAYA B	A Study on Customer Expectation from Digital Marketing Respected to E-Commerce Platform	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International

				DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”		
21	25.07.2025	Ms. KEERTHANA A	A Study on Consumer Preferences Towards Online Shopping Sites	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International
22	25.07.2025	Ms. MADHUMITHA R	A Study on Customer Awareness and Usage Patterns of Post Office Savings Account with Special Reference to Coimbatore City	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul OFFLINE	International

### STUDENTS' PRESENTATION IN SEMINARS AND CONFERENCES

S. No	Date	Name of the student	Topic	Name of the Seminar/ Conference/	Organized by	Platform
1	25.07.2025	Ms. AGNES MERLIN K	A Study on Consumer Perception Towards Nykaa Products – Offline Vs Online Shopping	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul	Offline
2	25.07.2025	Ms.ALAKA NANDHA P	Study on Public Perception and Awareness Towards Intelligent Traffic Management System with Special Reference to Reduction of Traffic Signals and Implementation of Speed Detection Cameras	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul	Offline
3	25.07.2025	Ms.ANUSH A LOURDUB	A Study on The Effects of Subscription-Based Services on Young Adult Spending Patterns	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN	Nirmala College for Women, Coimbatore & The Gandhigram Rural	Offline

				SOCIAL SCIENCE, ARTS AND SCIENCE”	Institute, Dindigul	
4	25.07.2025	Ms.ARUNA DEVI M	A Study on Consumer Satisfaction Towards Himalaya Products with Special Reference to the Coimbatore City	A Two Day BODHI International Multidisciplinar y Hybrid Conference on “RECENT DEVELOPME NTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigra m Rural Institute, Dindigul	Offline
5	25.07.2025	Ms.CAROL INE ANTONY	A Study on ChatGpt’s Influence on Personalized Digital Consumer Experience among Gen Z	A Two Day BODHI International Multidisciplinar y Hybrid Conference on “RECENT DEVELOPME NTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigra m Rural Institute, Dindigul	Offline
6	25.07.2025	Ms. HRITHIKA R J	A Study on the Influence of Price on Consumer Perception of Product Quality in Personal Gadgets and Accessories.	A Two Day BODHI International Multidisciplinar y Hybrid Conference on “RECENT DEVELOPME	Nirmala College for Women, Coimbatore & The Gandhigra m Rural	Offline

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7	25.07.2025	Ms. JANANI S	Exploring Digital Behaviour of Young Adults: A Case Study on Phone Pe	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul	Offline
8	25.07.2025	Ms. JENIFER MARY L	A Study on Early Financial Planning Awareness Among Final Year College Students: Campus to Retirements with Special Reference to Coimbatore City	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul	Offline
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10	25.07.2025	Ms. NARMATH A R	A Study on Customer Perception towards Maybelline New York Product Among Indian Youth	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul	Offline
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19	25.07.2025	Ms. UDHAYA B	A Study on Customer	A Two Day BODHI	Nirmala College for	Offline



			Expectation from Digital Marketing Respected to E-Commerce Platform	International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Women, Coimbatore & The Gandhigram Rural Institute, Dindigul	
20	25.07.2025	Ms. NANDHINI R	A Study on Customer Preference and Satisfaction Towards Boat Lifestyle Products	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul	Offline
21	25.07.2025	Ms. KEERTHANAA	A Study on Consumer Preferences Towards Online Shopping Sites	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul	Offline
22	25.07.2025	Ms. MADHUMITHA R	A Study on Customer Awareness and Usage Patterns of Post Office	A Two Day BODHI International Multidisciplinary Hybrid Conference on “RECENT DEVELOPMENTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	Nirmala College for Women, Coimbatore & The Gandhigram Rural Institute, Dindigul	Offline

			Savings Account with Special Reference to Coimbatore City	y Hybrid Conference on “RECENT DEVELOPME NTS IN SOCIAL SCIENCE, ARTS AND SCIENCE”	& The Gandhigra m Rural Institute, Dindigul	
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**STUDENTS’ PARTICIPATION IN CULTURAL/EXTRA CURRICULAR ACTIVITIES  
AND PRIZES**

<b>S. No</b>	<b>Date</b>	<b>Name</b>	<b>Event</b>	<b>Participation/ Prize</b>	<b>Organizing Committee</b>
1	15.08.25	M.Rithanya	Makeup - Artist	Second Prize	Auraa Fashions Tamilnadu