



NEWS.COMM

**PG and Research Department of Commerce**

**Sri Sarada College for Women (Autonomous)**

**Re-accredited with 'B++' Grade by NAAC**

**(Affiliated to Periyar University)**

**Salem - 636016.**



**Volume XIX**

**NEWSLETTER  
(For Private Circulation only)**

**April 2025**

**Dear Readers,**

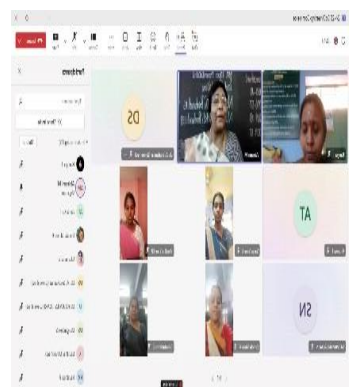
With the blessings of the Holy Trinity Sri Ramakrishna Parmahansa, Sri Sarada Devi and Swami Vivekananda, we have made an attempt to bring out this Newsletter. We dedicate the Nineteenth Volume of the Newsletter to the sacred memories of Srimath Swami Chidbavananda and Yatiswari Saradapriya Amba. Our humble pranams are due to our Directress Yathiswari Vinyakapriya Amba and Our College Secretary Guhapriya Amba. We are thankful to Dr. (Tmt). R. Uma Rani, Principal for her kind advice, valuable suggestions and encouragement in bringing out this volume. We are thankful to Dr. (Tmt.) G. Vasuki, Controller of Examinations for her constant support and encouragement.

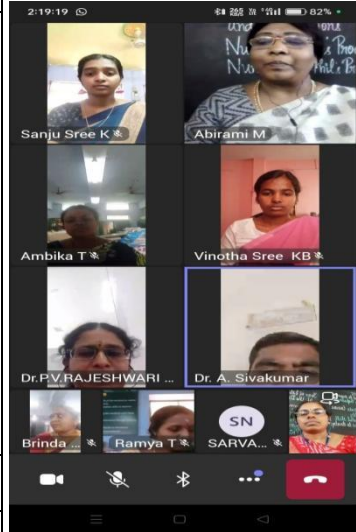

## **CURRICULUM ENRICHMENT**

### **Board of Studies Meeting**

**Date: 04.11.2024**

**Members:**

<b>Chairman</b>	<b>Subject Expert 1</b>	<b>Subject Expert 2</b>	<b>Geo Tagged Photos</b>
<b>Dr. (Tmt.) M.Abirami,</b> M.Com., M.Phil., MBA., NET., Ph.D., Head and Assistant Professor, PG & Research Department of Commerce, Sri Sarada College for Women (Autonomous), Salem - 16	<b>Dr. A. Sivakumar</b> Head & Associate Professor, Department of Commerce (Banking & Insurance), Gobi Arts & Science College, Gobichettipalayam.	<b>Dr. P. Kavitha</b> M.Com., M.Phil., MBA., Ph.D., Associate Professor of Commerce, Cauvery College for Women (Autonomous), Cauvery College Road, Annamalai Nagar, Trichy-620 018.	

University Nominee	Industrialist	PG Alumnus	
<b>Dr. K Suresh Babu</b> Associate Professor Com with Retail Marketing, PSG College of Arts & Science, Civil Aerodrome Post, Coimbatore - 641014.	<b>CA Shankar B A,</b> Chartered Accountant in Practice, Partner: V Verma and Co., Shevapet, Salem.	<b>Dr. P.V.Rajeswari</b> Assistant Professor of Commerce, Sona College of Arts & Science, Salem.	
<b>Student Member (UG)</b>	<b>Student Member (PG)</b>		
<b>Vinotha Sree. K. B</b> III B.Com. B	<b>Sanju Sree K</b> II M. Com		
<b>Other Faculty Members of the Department</b> Dr. S. Chandra, M.Com., M.Phil., NET., Ph.D., Dr. G. Selvalakshmi, M.Com., M.Phil., MBA., Ph.D., SET., Dr. R. Pavithra, M.Com. (C.A.), M.Phil., Ph.D., SET., MBA., Dr. R. Brinda Shree, M.Com., M.Phil., MBA., Ph.D., NET., SET., Dr. T. Ramya, M.Com., M.Phil., MBA., Ph.D., NET., SET., <b>Self-Financing Faculty</b> Mrs. T. Ambika, M.Com (CA), M.Phil., MBA., Ph.D., Ms. N. Sarvamangalaa, M.Com., NET., Ph.D., Ms. S. Durga Devi, M.Com., NET.,			

The board perused, discussed and recommended the following modifications in the UG and PG syllabi.

#### For the Students Admitted in 2023 - 2024

TANSCHS Syllabus is adopted for the students admitted from 2023 - 2024 for the IV Semester according to “Choice Based Credit System”, in Elective Course - IV both the course “Consumerism & Consumer Protection” and “Operations Research” are Active. The course structure is as follows for **B.Com. & M.Com.**

#### B.Com - IV Semester

For the students admitted in 2023 - 2024 - IV Semester	
Courses	Percentage of Changes
Core Course - VII: Corporate Accounting - II	80
Core Course - VIII: Principles of Marketing	50

Elective - IV: Consumerism & Consumer Protection / Operations Research (Both are <b>Active</b> )	100
Skill Enhancement Course - VI: Service Marketing	100
Skill Enhancement Course - VII: MS Office Practical -II	100
Environmental Studies (Shifted from II Semester)	-

#### M.Com - IV Semester


For the students admitted in 2023 - 2024 - IV Semester	
Courses	Percentage of Changes
Core Course - X: Corporate and Economic Laws	100
Core Course - XI: Human Resource Analytics	100
Elective - VI: (Discipline Specific) Organisational Behaviour / Insolvency Law and Practice	40
Project with Viva Voce	-
Professional Competency Skill: Personality Development	100
Society Connect Activity	-

#### For the students admitted in 2024 - 2025 - II Semester


Courses	Percentage of Changes
Extra Disciplinary Course: Business Environment	100
Extra Disciplinary Course: Applied Business Research	Removed

**Date: 16.04.2025**

**Members:**

Chairman	Subject Expert 1	Subject Expert 2	Geo Tagged Photos
<b>Dr. (Tmt.) M.Abirami,</b> M.Com., M.Phil., MBA., NET., Ph.D., Head and Assistant Professor, PG & Research Department of Commerce, Sri Sarada College for Women (Autonomous), Salem – 16	<b>Dr. A. Sivakumar</b> Head & Associate Professor, Department of Commerce (Banking & Insurance), Gobi Arts & Science College, Gobichettipalayam.	<b>Dr. P. Kavitha</b> M.Com., M.Phil., MBA., Ph.D., Associate Professor of Commerce, Cauvery College for Women (Autonomous), Cauvery College Road, Annamalai Nagar, Trichy - 620 018.	
<b>University Nominee</b>	<b>Industrialist</b>	<b>PG Alumnus</b>	

<b>Dr. K Suresh Babu</b> Associate Professor Com with Retail Marketing, PSG College of Arts & Science, Civil Aerodrome Post, Coimbatore - 641014.	<b>CA Shankar B A,</b> Chartered Accountant in Practice, Partner: V Verma and Co., Shevapet, Salem.	<b>Dr.P.V.Rajeswari</b> Assistant Professor of Commerce, Sona College of Arts & Science, Salem.
<b>Student Member (UG)</b>	<b>Student Member (PG)</b>	
Loga Sri. T III B.Com ‘A’	Tharsha.P.S II M.Com.	
<b>Other Faculty Members of the Department</b>  Dr. S. Chandra, M.Com., M.Phil., NET., Ph.D., Dr. G. Selvalakshmi, M.Com., M.Phil., MBA., Ph.D., SET., Dr. R. Pavithra, M.Com. (C.A)., M.Phil., Ph.D., SET., MBA., Dr. R. Brinda Shree, M.Com., M.Phil., MBA., Ph.D., NET., SET., Dr. T. Ramya, M.Com., M.Phil., MBA., Ph.D., NET., SET.,  <b>Self-Financing Faculty</b>  Mrs. T. Ambika, M.Com (CA)., M.Phil., MBA.,Ph.D., Ms. N. Sarvamangalaa, M.Com., NET., Ph.D. Ms. S. Durga Devi, M.Com., NET.,		



Salem, Tamil Nadu, India  
Sri Sarada College for women, New Fairlands, periyar pudur, Salem, Tamil Nadu  
638004, India  
Lat 11.678238°  
Long 78.146877°  
16/04/25 02:34 PM GMT +05:30

The board perused, discussed and recommended the following modifications in the UG and PG syllabi.

#### **For the Students Admitted in 2024 - 2025**

TANSCHS Syllabus is adopted for the students admitted from 2024 - 2025 for the III Semester according to "Choice Based Credit System", in Elective Course - III both the course "Marketing Research" and "E-Commerce" are Active. The course structure is as follows for **B.Com. & M.Com.**

#### **B.Com.**

#### **For the students admitted in 2025 - 2026**

#### **I Semester**

<b>Courses</b>	<b>Percentage of Changes</b>
Skill Enhancement Course - SEC (NME I) Business Organisation & Entrepreneurship	100
Skill Enhancement Course - SEC (NME I) Tally Practical - I	Removed

## II Semester

Courses	Percentage of Changes
Skill Enhancement Course - SEC (NME II) Advertising	100
Skill Enhancement Course - SEC (NME II) Tally Practical -II	Removed

**For the students admitted in 2024 - 2025**

## III Semester

Courses	Percentage of Changes
Skill Enhancement Course - V: Practical – Word, Excel and Tally	100
Skill Enhancement Course - V: MS Office Practical - I	Removed

## IV Semester

Courses	Percentage of Changes
Skill Enhancement Course - VII: Commerce Practical	100
Skill Enhancement Course - VII: MS Office Practical - II	Removed

Added one paper named Health and Wellness for the students admitted in 2024 - 2025 – III Semester.

For the students admitted in 2023 - 2024 - V Semester	
Courses	Percentage of Changes
Core Course - IX: Cost Accounting - I	30
Core Course - X: Banking Law and Practice	40
Core Course - XI: Income Tax Law and Practice - I	10
Core Course - XII: Project Work (Group)	-
Discipline Specific Elective - V: Financial Management	10
Discipline Specific Elective - VI: Human Resource Management	40
Value Education	-
Summer Internship	-

**M.Com.**

**For the students admitted in 2025 - 2026 - II Semester**


Courses	Percentage of Changes
DSE Course: III Business Ethics and Corporate Sustainability	100
DSE Course: III Advance Financial Management	Removed

**For the students admitted in 2024 - 2025 - III Semester**



Courses	Percentage of Changes
Extra Disciplinary Course: Entrepreneurial Development	100
Extra Disciplinary Course: Business Data Analysis	Removed



## Internal Academic Audit

Date	Internal Audit Members	Geo Tagged Photo
06.11.2024	<p>Dr. (Tmt) T. Sasikala, M.A., M.Phil., Ph.D., Associate Professor of Economics, Sri Sarada College for Women (Autonomous), Salem – 16.</p> <p>Dr. (Tmt) V. Nirmala, M.Sc., M.Phil., Ph.D., Assistant Professor of Statistics, Sri Sarada College for Women (Autonomous), Salem – 16.</p>	

## External Academic Audit

Date	External Audit Members	Geo Tagged Photo
11.11.2024	<p><b>Dr.P.Raja</b>, M.Com., M.Phil., MBA., M.Phil., PGDCA., Ph.D., Associate Professor, PG and Research Department of Commerce, Government Arts College (Autonomous), Salem - 636007.</p> <p><b>Dr. V. Renugadevi</b>, M.Com., M.Phil., Ph.D., PGDCA., B.Ed., Head and Associate Professor, Department of Commerce, Vellalar College for Women, (Autonomous), Erode - 12</p>	 

## RESEARCH ACTIVITIES

### Ph. D. Registered and Pursuing

Sl. No.	Name of the Scholar	Registration Number	Date of Registration	Research Supervisor
1.	Mrs. M. Priya (PT)	PUAJ200020179	05.07.2021	Retd. Dr. L. Lakshmi, Associate Professor of Commerce, Sri Sarada College for Women (Autonomous), Salem 636316
2.	Mrs. T. Ambika (PT)	PUAJ200020176	05.07.2021	
3.	Ms. N. Sarvamangalaa (PT)	PUAJ210020294	21.02.2022	
4.	Ms.C.Shivaanuja(FT)	PUAJ200020175	05.07.2021	
5.	Ms. Saajidha Akbar (FT)	PUAD220020647	07.07.2023	Retd. Dr.S.Revathi, Associate Professor of Commerce, Sri Sarada College for Women (Autonomous), Salem 636316
6.	Mrs. M.K. Madhumathi (FT)	PUAD220020648	07.07.2023	
7.	Mrs. S. Anjutha (PT)	PUAD220020649	07.07.2023	

## PUBLICATIONS

### Chapters Contributed in Edited Books:

Sl. No.	Name of the Faculty	Title of the Book & Chapter Title	Publisher	Chapter No., Page No. & ISBN
1.	Dr. M. Abirami	Exploring Indian Knowledge Systems: Interdisciplinary Perspectives and Applications	Holistic Management: Integrating Bhagavad Gita's Teachings Into Business Practices	ISBN: 978-93-40505-12-5
2.	Dr. S. Chandra	Exploring Indian Knowledge Systems: Interdisciplinary Perspectives and Applications	Thirukkural and Indian Knowledge System: Timeless Wisdom for Ethical Leadership And Sustainable Management	ISBN: 978-93-40505-12-5
3.	Dr. G. Selvalakshmi	Exploring Indian Knowledge Systems: Interdisciplinary Perspectives and Applications	Thirukkural and Indian Knowledge System: Timeless Wisdom for Ethical Leadership And Sustainable Management	ISBN: 978-93-40505-12-5

4.	Dr. R. Pavithra	Exploring Indian Knowledge Systems: Interdisciplinary Perspectives and Applications	Yogic Thinking for Entrepreneurs: Mindfulness , Innovation and Growth	ISBN: 978-93-40505-12-5
		Exploring Indian Knowledge Systems: Interdisciplinary Perspectives and Applications	Dharma and Finance: A Sustainable Approach to Ethical Banking	ISBN: 978-93-48505-12-5
5.	Dr. R. Brinda Shree	Exploring Indian Knowledge Systems: Interdisciplinary Perspectives and Applications	Yogic Thinking for Entrepreneurs: Mindfulness ,Innovation and Growth	ISBN: 978-93-40505-12-5
6.	Dr. T. Ramya	Exploring Indian Knowledge Systems: Interdisciplinary Perspectives and Applications	Gandhi's Vision to Ethical Business: The Man to Mahatma Approach	ISBN:978-93-40505-12-5
7.	Mrs. T. Ambika	Exploring Indian Knowledge Systems: Interdisciplinary Perspectives and Applications	Gandhi's Vision to Ethical Business: The Man to Mahatma Approach	ISBN:978-93-40505-12-5
8.	Ms. N. Sarvamangalaa	Exploring Indian Knowledge Systems: Interdisciplinary Perspectives and Applications	Holistic Management: Integrating Bhagavad Gita's Teachings into Business Practices	ISBN: 978-93-40505-12-5

#### Publication in Conference Proceedings:

Sl. No.	Name of the Faculty	Name of the Conference & Title of the Paper	Publisher	Page No. & ISBN
1.	Dr. M. Abirami	2 <sup>nd</sup> International Conference on Commerce Confluence 2025: Innovation and Digitalization in Commerce and Management Literature Review: The Significance of E- Learning in Higher Education	Department of Commerce, Sona College of Arts and Science, Salem	ISBN: 978-939197742-9



2.	Dr. S. Chandra	Artificial Intelligence in Commerce, Economics and Management (AICEM) Growth and Future Trends of AI In Digitalized Business Era	K.S.R College of Arts and Science for Women	ISBN: 978-93-92649-59-2
3.	Dr. R. Brinda Shree	2 <sup>nd</sup> International Conference on Commerce Confluence 2025: Innovation and Digitalization in Commerce and Management Brand Loyalty towards Fast Moving Consumer Goods (A study with Reference to Salem City)	Department of Commerce, Sona College of Arts and Science, Salem	ISBN: 978-939197742-9
4.	Dr. T .Ramya	Indian Knowledge System in Mathematics, Economics, Sanskrit and Science (Hybrid Mode) Economic Principles in Ancient Indian Texts (Insights for Modern Commerce)	Sri Sarada College for Women (Autonomous) Salem	ISBN: 978-93-6492-043-8
		International Conference on Resilience and Progress: Pioneering Transformative Pathways to Sustainability (ICRPPTPS), Empowering Eco-Choices: Integrating Psychological and Market Drivers in Sustainable Consumption	Kristu Jayanti College, Autonomous, Bengaluru	ISBN: 978-81-983354-3-2
5.	Mrs.T.Ambika	Exploring Ancient Indian Mathematics in the Context of Indian Knowledge System, NSIKS-2025 Influence of Indian Mathematical Tradition LS on Global Commerce	PG & Research Department of Mathematics, Sri Sarada College for Women (Autonomous)	ISBN: 978-93-6348-381-1
		International Conference on Resilience and Progress: Pioneering Transformative Pathways to Sustainability (ICRPPTPS),Innovations in Personalised Banking	Kristu Jayanti College, Autonomous, Bengaluru	ISBN: 978-81-983354-3-2

		Services Transforming Customer Engagement and Satisfaction		
		Artificial Intelligence in Commerce, Economics and Management (AICEM) Transforming Financial Planning: The Role of AI in Modern Finance	K.S.R College of Arts and Science for Women	ISBN: 978-93-92649-59-2 Page No. 19-23
6.	Ms. N.Sarvamangalaa	Exploring Ancient Indian Mathematics in the Context of Indian Knowledge System, NSIKS-2025 IKS and the legacy of ancient Indian astronomical innovations	PG & Research Department of Mathematics, Sri Sarada College for Women (Autonomous)	ISBN: 978-93-6348-381-1
		International Conference on Resilience and Progress: Pioneering Transformative Pathways to Sustainability (ICRPPTPS), Decoding the Impact of AI Integration on the Purchase Intention towards Electric Two-Wheelers in Salem City	Kristu Jayanti College, Autonomous, Bengaluru	ISBN: 978-81-983354-3-2
		Artificial Intelligence in Commerce, Economics and Management (AICEM) AI Integration: Elevating Customer Experience in The Business Landscape	K.S.R College of Arts and Science for Women	ISBN: 978-93-92649-59-2

#### Journal Publications:

Sl. No.	Name of the Faculty	Title of the Journal	Title of the Paper	Month, Year, Vol. No. & Page No.	Impact Factor	WoS / Scopus/ UGC Care List
1.	Dr. S.Chandra	International Journal of Business and Economics Research (IJBER)	A Study on User Satisfaction towards Google Pay in Salem City	July 2024, Special Issue, 215	-	<i>e-ISSN:</i> 2455-3921

2.	Dr. G. Selvalakshmi	Journal of the Asiatic Society of Mumbai	Determinants of Customer Relationship Management Among Banking Employees – with Special Reference to Kallakurichi District in Tamilnadu	Volume: XCII, Number: 02, 2024	-	ISSN : 0972-0766
		Shodha Prabha	Antecedents of Impulsive Buying Behaviour towards Fast Moving Consumer Goods –with Special Reference to Kallakurichi District in Tamilnadu	Volume - 47, (Issue-03), Number: 01 2024	-	ISSN: 0974-8946
		Indian Journal of Information Sources and Services	Awareness and Perception of Gold Ornament Buyers in Bangalore-A Mixed Method Approach	Volume 14, Number.3, pp. 30-38 2024		ISSN: 2231-6094

#### **Paper Presentations:**

Sl. No.	Name of the Faculty	Date	Title of the Seminar/Conference/ Symposium & Host Institution	Title of the Paper
1.	Dr. M. Abirami	06.02.2025	2 <sup>nd</sup> International Conference on Commerce Confluence 2025: Innovation and Digitalization in Commerce and Management  Sona College of Arts and Science, Salem	Literature Review: The Significance of E-Learning in Higher Education
2.	Dr. S.Chandra	24.07.2024 & 25.07.2024	Two Days International Conference on Global Contemporary Issues and Unlocking Innovation in Business Industry 4.0 (Hybrid Mode)  VHNSN College, Viruthunagar.	A Study on User Satisfaction towards Google Pay in Salem City

		29.08.2024	11 <sup>th</sup> International Conference on Artificial Intelligence in Commerce, Economics and Management (AICEM)  K.S.R College of Arts and Science for Women	Growth and Future Trends of AI in Digitalized Business Era
3.	Dr. G. Selvalakshmi	16.07.2024 & 17.07.2024	19 <sup>th</sup> International Conference on Applied Research in Engineering, Technology & Management  Pondicherry University-ARC 2024	Unveiling Customer Relationship Management Dynamics in the Banking Sector
4.	Dr. R. Pavithra	27.09.2024	2 <sup>nd</sup> International Conference on AI – Driven Innovation in Commerce, Management and Entrepreneurship (AIDICME – 2024)  St.Joseph College of Arts And Science for Women, Pagalpatty, Omalur	AI –Driven Digital Payments
		13.02.2025	Innovation for Impact: Achieving the SDG by 2030  Chikkaiah Naicker College, Erode	AI and the Art of Healing: A New Frontier in Frontier in Mental Well Being
5.	Dr. T. Ramya	27.02.2025 & 28.02.2025	Two Days National Level Seminar on Indian Knowledge System in Mathematics, Economics, Sanskrit and Science (Hybrid Mode) Sri Sarada College for Women (Autonomous) Salem	Economic Principles in Ancient Indian Texts (Insights for Modern Commerce)

6.	Mrs. T. Ambika	29.08.2024	11 <sup>th</sup> International Conference on Artificial Intelligence in Commerce, Economics and Management (AICEM) K.S.R College of Arts and Science for Women	Transforming Financial Planning: The Role of AI in Modern Finance
		27.01.2025 & 28.01.2025	Two Days National Level Seminar on Exploring Ancient Indian Mathematics in the Context of Indian Knowledge System Sri Sarada College for Women (Autonomous) Salem	Influence of Indian Mathematical Traditions on Global Commerce
		06.02.2025	2 <sup>nd</sup> International Conference on Commerce Confluence 2025: Innovation and Digitalization in Commerce and Management Sona College of Arts and Science, Salem	Green Wheels of Progress: Reshaping the Transport Landscape with Electric Two-Wheelers
7.	Ms. N. Sarvamangalaa	29.08.2024	11 <sup>th</sup> International Conference on Artificial Intelligence In Commerce, Economics and Management (AICEM) K.S.R College of Arts and Science for Women, Tiruchengode	AI Integration: Elevating Customer Experience in The Business Landscape
		06.02.2025	2 <sup>nd</sup> International Conference on Commerce Confluence 2025: Innovation and Digitalization in Commerce and Management Sona College of Arts and Science, Salem	A Study on Customer Satisfaction Towards E-Banking Services in Salem City



**PARTICIPATION****Orientation/ Refresher/ FDPs/ STC Attended:**

<b>Sl. No.</b>	<b>Name of the Faculty</b>	<b>Date/ Duration</b>	<b>Title of the Programme</b>	<b>Host Institution &amp; Sponsored by</b>
1.	Dr. M. Abirami	24.02.2025 - 10.03.2025	Refresher Course on Commerce and Management	UCG - MMTTC, Shri Ram College of Commerce, University of Delhi
2.	Dr. S. Chandra	01.07.2024 - 07.07.2024	7 Days Online Faculty Development Programme on Essential Skills for Professional Development in Higher Education	Star International Foundation for Research and Education
		07.11.2024 - 04.12.2024	UGC - Sponsored Online Faculty Induction Programme	UCG - Malaviya Mission Teacher Training Center, Madurai Kamaraj University
		11.12.2024 - 17.12.2024	7 Days International Virtual Faculty Development Programme on Recent Advances in Teaching and Research on Sustainable Development in Commerce	School of Commerce, Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology
3.	Dr. G. Selvalakshmi	01.07.2024 - 07.07.2024	7 Days Online Faculty Development Programme on Essential Skills for Professional Development In Higher Education	Star International Foundation for Research and Education
		17.10.2024 - 24.10.2024	One Week National Level Online Faculty Development Programme on Outcome Based Education and Application of Generative AI in Teaching and Research	St.Mary's College (Autonomous), Thraissur, Kerala
		22.11.2024 - 29.11.2024	International FDP Course on Ethics and Values for Teaching Professionals and Administrators	Rani Anna Government College for Women, Triunelveli & Globethics Academy, Geneva, Switzerland

		11.12.2024 - 17.12.2024	7 Days International Virtual Faculty Development Programme on Recent Advances in Teaching and Research on Sustainable Development in Commerce	School of Commerce ,Vel Tech Rangarajal Dr.Sagunthala R&D Institute of Science and Technology,Avadi, Chennai
		22.01.2025 - 18.02.2025	UGC-Sponsored Online Faculty Induction Programme -11	UCG-Malaviya Mission Teacher Training Center, Bharathiar University
4.	Dr. R. Pavithra	01.07.2024 - 05.07.2024	Five Days International Faculty Development Programme on Outcome Based Education	Velammal College of Engineering and Technology, Madurai
		11.12.2024 - 17.12.2024	7 Days International Virtual Faculty Development Programme on Recent Advances in Teaching and Research on Sustainable Development in Commerce	School of Commerce ,Vel Tech Rangarajal Dr.Sagunthala R&D Institute of Science and Technology, Avadi, Chennai
5.	Dr. R. Brinda Shree	22.06.2024	One Day Online Faculty Development Programme on AI Tools for Teaching	Star International Foundation for Research and Education
		01.07.2024 - 07.07.2024	7 Days Online Faculty Development Programme on Essential Skills for Professional Development in Higher Education	Star International Foundation for Research and Education
		11.12.2024 - 17.12.2024	7 Days International Virtual Faculty Development Programme on Recent Advances in Teaching and Research on Sustainable Development in Commerce	School of Commerce ,Vel Tech Rangarajal Dr.Sagunthala R&D Institute of Science and Technology, Avadi, Chennai
		July - Oct 2024	Soft Skills	NPTEL - AICTE
6.	Dr. T. Ramya	22.11.2024 - 29.11.2024	International FDP Course on Ethics and Values for Teaching Professionals and Administrators	Rani Anna Government College for Women, Triunelveli &Globethics Academy, Geneva, Switzerland

		11.12.2024 - 17.12.2024	7 Days International Virtual Faculty Development Programme on Recent Advances in Teaching and Research on Sustainable Development In Commerce	School of Commerce,Vel Tech Rangarajal Dr.Sagunthala R&D Institute of Science and Technology, Avadi, Chennai
		17.02.2025 - 22.02.2025	National Level Transdisciplinary Faculty Development Programme on Mathematics in the Era of AI Adapting to Emerging Trends and Tools (Virtual Mode)	Department of Mathematics, PSGR Krishnammal College for Women, Coimbatore
7.	Mrs. T. Ambika	17.02.2025 - 22.02.2025	National Level Transdisciplinary Faculty Development Programme on Mathematics in the Era of AI Adapting to Emerging Trends and Tools (Virtual Mode)	Department of Mathematics, PSGR Krishnammal College for Women, Coimbatore
8.	Ms. N. Sarvamangalaa	01.07.2024 - 07.07.2024	7 days Online Faculty Development Programme on Essential Skills for Professional Development in Higher Education	Star International Foundation for Research and Education
		19.07.2024 - 20.07.2024	Two days National Level Faculty Development Programme on Advanced Teaching and Learning in HEI's	IOT Academy , Coimbatore , Tamil Nadu
		05.08.2024 - 14.08.2024	Eight days Faculty Development Programme (FDP) on Publish and Promote Your Research: Tools & Techniques	The Department of Environmental Science, and Research Committee in association with Lore & Ed Research Associates
		18.10.2024 -	Three Days Faculty Development Programme	Internal Quality Assurance Cell, Sri Sarada College for

		20.10.2024	on Facilitating Effectual Teaching Through Mental Well Being	Women (Autonomous), Salem
		04.11.2024 & 05.11.2024	FDP on Research Proposal Writing for Funding Project	Department of Research & Publications, A2Z EduLearning Hub LLP

**Seminar/Webinar/Conference/Symposium/Workshop:**

<b>Sl. No.</b>	<b>Name of the Faculty</b>	<b>Date</b>	<b>Title of the Seminar/Webinar/Conference/Symposium/Workshop</b>	<b>Host Institution &amp; Sponsored by</b>
1.	Dr. S. Chandra	21.06.2024	IP Awareness /Training Program under National Intellectual Property Awareness Mission	Intellectual Property Office, India
		01.08.2024	One day National Online Workshop on Writing Proposal for Funded Project	Global Institute of Statistical Solutions (GISS)
		04.03.2025	International Webinar on Integrating Indian Knowledge System And Artificial Intelligence in the Contest of Higher Education	IQAC, Sri Sarada College for Women (Autonomous)
2.	Dr. G. Selvalakshmi	21.06.2024	IP Awareness /Training Program under National Intellectual Property Awareness Mission	Intellectual Property Office, India
		01.08.2024	One Day National Online Workshop on Writing Proposal for Funded Project	Global Institute of Statistical Solutions(GISS)
		23.09.2024 - 27.09.2024	Five Days Online Workshop on Foundation of Stock Market for Beginners	Star International Foundation for Research and Education
		04.03.2025	International Webinar on Integrating Indian Knowledge System And Artificial Intelligence in the Contest of Higher Education	IQAC of Sri Sarada College for Women (Autonomous)
3.	Dr. R. Pavithra	04.03.2025	International Webinar on Integrating Indian Knowledge System And Artificial Intelligence in the Contest of Higher Education	IQAC of Sri Sarada College for Women (Autonomous)

4.	Dr. R. Brinda Shree	23.09.2024 - 27.09.2024	Five Days Online Workshop on Foundation of Stock Market for beginners	Star International Foundation for Research and Education
		12.02.2025	IP Awareness /Training Program under National Intellectual Property Awareness Mission	Intellectual Property Office, India
		04.03.2025	International Webinar on Integrating Indian Knowledge System And Artificial Intelligence in the Contest of Higher Education	IQAC of Sri Sarada College for Women (Autonomous)
5.	Dr. T. Ramya	24.11.2024	Workshop on AI tool and chatGPT	Belox
		27.11.2024 - 29.11.2024	Three days International Online Workshop on SEM, CFA, Time Series and Cluster Analysis using JASP	Institute for Statistics and Analytical Research
		01.12.2024	One Day Workshop on Effective Research Paper Publication Strategies for Scopus/Wos Journals	Academia Insight Institute of Research Studies
		26.12.2024 - 30.12.2024	Five Days International Online Workshop on Master the Art of Research and Publication AI Tools and Techniques of Research for Quick Report Writing & Quality Publication	Global Research & Training Centre, India
		25.01.2025	National Level Online Workshop on Building Research Foundation	Institute for Scholarly Research and Training, Chennai
		04.03.2025	International Webinar on Integrating Indian Knowledge System And Artificial Intelligence in the Contest of Higher Education	IQAC of Sri Sarada College for Women (Autonomous)
		22.03.2025	National Level Online Workshop on Applications of Artificial Intelligence in Ph.D Scholarly Research & Training	Institute for Scholarly Research & Training, Chennai
6.	Mrs. T. Ambika		National Level Online Workshop on Quantitative Research Design: Methods,	Institute for Scholarly



		08.02.2025	Sampling Techniques, Data Collection Process and Presentation for PhD Research and Scholarly Publishing	Research and Training, Chennai
7.	Ms. N. Sarvamangalaa	31.07.2024	One day National Level Workshop on Exploring AI Basics - Mastering AI Prompt Techniques	Sun Virtual Learning, Tamilnadu
		21.05.2024 - 23.05.2024	Completed the “Course on Fundamentals of Blockchain & Metaverse”	Department of Academic Affairs, A2Z EduLearning Hub LLP
		07.08.2024	National Webinar on Financial Education A Life Skill Under NEP 2020	Joint collaboration of Rampur Anchalik College, South Kampur, Assam and Association of Mutual Funds in India (AMFI)
		08.08.2024	National Webinar on Financial Empowerment and Career Opportunities in Financial and Securities Market	Joint collaboration of Department of Business Management, Palamuru University, Mahbubnagar, Telangana and association of Mutual Funds in India(AMFI)
		17.08.2024	A One-Day National Online Workshop on Art of Writing and Publishing Research Papers in Scopus Indexed Journals for Social Science Research	Department of English in association with IIPC, Kongu Engineering College, Perundurai
		09.11.2024	Masterclass on Finding the Right Journals: SCI, Scopus,	Department of Research & Publications,

			WoS, ABCD	A2Z EduLearning Hub LLP
		04.03.2025	International Webinar on Integrating Indian Knowledge System And Artificial Intelligence in the Contest of Higher Education	IQAC of Sri Sarada College for Women (Autonomous)
8.	Ms. S. Durga Devi	04.03.2025	International Webinar on Integrating Indian Knowledge System And Artificial Intelligence in the Contest of Higher Education	IQAC of Sri Sarada College for Women (Autonomous)

**Role of Faculties in College Activities:**

S. No.	Name	Position Held
1.	Dr. M. Abirami	IIC Innovation Ambassador NDLI Member Member in Tamil Drama Accessories
2.	Dr. S. Chandra	IIC Innovation Ambassador Criteria VII member IIC member IPR member NPTEL Mentor Member in Tamil Drama Make - up Class Teacher III B.Com B Society Connect Activity - III B.Com B
3.	Dr. G. Selvalakshmi	IIC Innovation Ambassador Departmental Admission Incharge Criteria II member IIC member NPTEL Mentor Member in Tamil Drama Accessories Class Teacher I B.Com A Society Connect Activity - I B.Com A
4.	Dr. R. Pavithra	IIC Innovation Ambassador Sub-Committee member in the Admission Internal Exam Cell Member - Odd Semester Member in Tamil Drama Make - up Class Teacher I B.Com B Society Connect Activity - I B.Com B

5.	Dr. R. Brinda Shree	Departmental Admission Incharge IIC member ICC Member WCCC Member NPTEL Mentor Department E- Content Coordinator Criteria V member Internal Exam Cell Member - Even Semester Member in Tamil Drama Make - up Class Teacher III B.Com A Society Connect Activity - III B.Com A
6.	Dr.T.Ramya	IIC member Member in Tamil Drama Stage Decoration Class Teacher II B.Com B Society Connect Activity - II B.Com B

**Position Held by the Faculty (Inside & Outside):**

S. No.	Name	Position Held
1.	Dr. M. Abirami	IIC Internship Coordinator
2.	Dr. G. Selvalakshmi	BHUMI Club - Impact Officer Doctoral Committee Member
3.	Dr. R. Pavithra	IIC Mentor Mentee Coordinator

**Ph.D. Scholar (Full Time & Part Time)**

**Journal Publication:**

Sl. No.	Name of the Scholar	Title of the Journal	Title of the Paper	Month, Year, Vol. No.& Page No.
1	Mrs. M. Priya	Journal of Indian School of Political Economy	A Study on Customer Attitude towards Eco-Friendly Products	Volume 36, Number 3, ISSN: 0971-0396

**Seminar/Webinar/FDPs/Conference/ Symposium/Workshop:**


Sl. No.	Name of the Scholar	Date	Title of the Seminar/Webinar/FDPs /Conference/ Symposium/Workshop & Host Institution	Sponsored by
1.	Ms. C. Shivanuja	12.06.2024	National Webinar on Financial Empowerment Through Wealth Creation	Joint collaboration of T.R.C. Law College. Satrikh, Barabanki, Uttar Pradesh & Association of Mutual Funds in India(AMFI)

		25.11.2024 - 29.11.2024	Five days National Level Research Training Programme on Navigating the Future with cutting-Edge Technology Through Research and Innovation	Senthi Research Advocacy Form & Department of Commerce(SF)
2.	Mrs. M.K. Madhumathi	17.07.2024	National Webinar on Financial Empowerment and Career Opportunities in Financial and Securities Market	Joint collaboration of school of Management, CMR University, Bangalore and Association of Mutual Funds in India (AMFI)
		24.07.2024	National Webinar on Financial Empowerment Through Wealth Creation	Joint Collaboration of University Department of Commerce, Bhupendra Narayan Mandal University, Bihar & Association of Mutual Funds in India(AMFI)
		07.08.2024	National Webinar on Financial Education A Life Skill Under Nep 2020	Joint collaboration of Rampur Anchalk College, South Kamrup, Assam and Association of Mutual Funds in India (AMFI)
		05.08.2024 - 14.08.2024	Eight days Faculty Development Programme (FDP) on Publish and Promote Your Research: Tools & Techniques	The Department of Environmental Science, and Research Committee in association with Lore & Ed Research Associates
		25.11.2024 - 29.11.2024	Five days National Level Research Training Programme on Navigating the Future with cutting-Edge Technology Through Research and Innovation	Senthi Research Advocacy Form & Department of Commerce(SF)



3.	Ms. Saajidha Akbar	05.08.2024 - 14.08.2024	Eight days Faculty Development Programme (FDP) on Publish and Promote Your Research: Tools & Techniques	The Department of Environmental Science, and Research Committee in association with Lore & Ed Research Associates
		25.11.2024 - 29.11.2024	Five days National Level Research Training Programme on Navigating the Future with cutting-Edge Technology Through Research and Innovation	Senthi Research Advocacy Form & Department of Commerce(SF)
		27.11.2024 - 29.11.2024	Three Day International Online Workshop on SEM,CFA, Time series and Cluster Analysis using JASP	ISAR Institute For Statistics And Analytical Research, Chennai

### ACTIVITIES FOR STUDENTS' SUPPORT AND PROGRESSION



#### Students' Induction Programme & Department Orientation:


Date	Topics Covered	No. of Beneficiaries	Geo Tagged Photos
03.07.2024	<b>College Orientation- SIP-</b> Human Values, Hindi, Sanskrit & AIF, SSC- A Virtual Glimpse, Health & Hygiene and NSS, Mentoring & Counselling, Seminar/Workshops/Projects/ EVS, Society Connect Activities, Continuous/ Semester Assessment, Entrepreneurship.	IB.Com 'A' - 60 IB.Com 'B' - 60 Total - 120	





04.07.2024	Advanced Diploma Courses, Placement Cell, NPTEL/MOOC Courses, NCC, YRC, IIC, Naan-Mudhalvan Scheme and Soft Skill Courses, Documentary on Founders, Pudhumai Pen Scheme and other Scholarships.	I B.Com 'A' - 60 I B.Com 'B' - 58 Total - 118	
05.07.2024	<b>Department Orientation</b> Inaugural Speech & Staff introduction, Evolution of the Department, Infrastructure details, Other Relevant details, Career Opportunities, MOU Activities, Importance of the Core/Elective/Skill Enhancement Courses/ Ability Enhancement Compulsory Courses of the Programme.	I B.Com 'A' - 60 I B.Com 'B' - 59 Total - 119	






### Bridge Courses:

Date & Duration	Class	Concepts Covered	No. of Beneficiaries	Geo Tagged Photos
08.07.2024	I B.Com 'A' I B.Com 'B'	Basic Concepts of Accounting and Conventions, Important terms in Accounting.	I B.Com 'A' - 59 I B.Com 'B' - 59 Total - 118	
09.07.2024	I B.Com 'A' I B.Com 'B'	Business: Meaning and definition - Essentials and Scope - Classification of business activities - Management and its functions	I B.Com 'A' - 59 I B.Com 'B' - 54 Total - 113	

10.07.2024	I B.Com 'A' I B.Com 'B'	Business Communication - Importance - Barriers to communication - Types of business letter	I B.Com 'A' - 58 I B.Com 'B' - 57 Total - 115	
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### Mentor/Mentee Support (Odd Semester):



Mentor	No. of Mentees	Counselling Dates	Geo Tagged Photos
Dr. M. Abirami	20	18.07.2024, 24.07.2024, 08.08.2024, 21.08.2024, 09.09.2024, 18.09.2024, 07.10.2024	
Dr. S. Chandra	20	18.07.2024, 24.07.2024, 08.08.2024, 21.08.2024, 09.09.2024, 18.09.2024, 07.10.2024	
Dr. G. Selvalakshmi	20	18.07.2024, 24.07.2024, 08.08.2024, 21.08.2024, 09.09.2024, 18.09.2024, 07.10.2024	
Dr. R. Pavithra	20	18.07.2024, 24.07.2024, 08.08.2024, 21.08.2024, 09.09.2024, 18.09.2024, 07.10.2024	

Dr. R. Brinda shree	20	18.07.2024, 24.07.2024, 08.08.2024, 21.08.2024, 09.09.2024, 18.09.2024, 07.10.2024	
Dr. T. Ramya	20	18.07.2024, 24.07.2024, 08.08.2024, 21.08.2024, 09.09.2024, 18.09.2024, 07.10.2024	
Mrs. T. Ambika	24	18.07.2024, 24.07.2024, 08.08.2024, 21.08.2024, 09.09.2024, 18.09.2024, 07.10.2024	
Ms. N. Sarvamangalaa	24	18.07.2024, 24.07.2024, 08.08.2024, 21.08.2024, 09.09.2024, 18.09.2024, 07.10.2024	
Ms. S. Durga Devi	24	18.07.2024, 24.07.2024, 08.08.2024, 21.08.2024, 09.09.2024, 18.09.2024, 07.10.2024	



### Mentor/Mentee Support (Even Semester):

Mentor	No. of Mentees	Counseling Dates	Geo Tagged Photos
Dr. M. Abirami	20	12.12.2024, 13.12.2024, 07.01.2025, 22.01.2025, 05.02.2025, 27.02.2025, 27.03.2025	
Dr. S. Chandra	20	12.12.2024, 13.12.2024, 07.01.2025, 22.01.2025, 05.02.2025, 27.02.2025, 27.03.2025	
Dr. G. Selvalakshmi	20	12.12.2024, 13.12.2024, 07.01.2025, 22.01.2025, 05.02.2025, 27.02.2025, 27.03.2025	
Dr. R. Pavithra	20	12.12.2024, 13.12.2024, 07.01.2025, 22.01.2025, 05.02.2025, 27.02.2025, 27.03.2025	
Dr. R. Brinda shree	20	12.12.2024, 13.12.2024, 07.01.2025, 22.01.2025, 05.02.2025, 27.02.2025, 27.03.2025	
Dr. T. Ramya	20	12.12.2024, 13.12.2024, 07.01.2025, 22.01.2025, 05.02.2025, 27.02.2025, 27.03.2025	

Mrs. T. Ambika	24	12.12.2024, 13.12.2024, 07.01.2025, 22.01.2025, 05.02.2025, 27.02.2025, 27.03.2025	
Ms. N. Sarvamangalaa	24	12.12.2024, 13.12.2024, 07.01.2025, 22.01.2025, 05.02.2025, 27.02.2025, 27.03.2025	
Ms. S. Durga Devi	24	12.12.2024, 13.12.2024, 07.01.2025, 22.01.2025, 05.02.2025, 27.02.2025, 27.03.2025	


#### Association and its Office Bearers:

Name of the Association	Vice President	Secretary Name & Class
Commerce Association	<p><b>Dr. G. Selvalakshmi,</b> M.Com., M.Phil., MBA., Ph.D., SET., Assistant Professor of Commerce</p> 	<p><b>Vinotha Sree K B</b> III B.Com B</p> 







### Association Activities:

SI. No	Date	Event	Resource Person & Title	No. of Beneficiaries	Geo Tagged Photo
1.	06.08.2024	Unlocking your Potential - career guidance for commerce students	CS. Poornima.N.S Chairperson Salem Chapter of the ICSI Salem.	336	
2.	10.10.2024	Fuel your fire – you are the next entrepreneur	Shevika Jaganmohan Founder of Coco Baba Salem.	384	
3.	12.12.2024	Steps to Launch Your First Startups on Account of National Entrepreneurship Day	Dr.S.Chandra Assistant Professor of Commerce	279	
4.	24.12.2024	Career Guidance for Aspiring Chartered Accountants	CA B.A. Shankar Chartered Accountant , CA A. Karthik Chartered Accountant, CA G. Premalatha Secretary, Salem Branch of ICAI	350	

5.	31.12.2024	Streamlining Academic – Entrepreneurial Projects With Latex	Dr.V. Visalakshi, Assistant Professor, Department of Mathematics, C. Kandaswami Naidu College for Women, Cuddalore.	562	
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### Department Activities:

SL No.	Date	Event	Resource Person & Title	No. of Beneficiaries	Geo Tagged Photo
1.	19.07.2024	Business Blitz (Business Plan Competition)	Dr.B.Amudhambigi, Associate Professor of Mathematics and Dr.K.Sangeetha, Associate Professor of English, Sri Sarada College for Women (Autonomous), Salem-16	155	
2.	21.08.2024 - 23.08.2024	International Entrepreneurs Day	Trio Fest-2023(A Pre Incubation Activity)	Nearly 450 [students participated for all the three days]	
3.	29.01.2025	Effectives Sales and Marketing Strategies for Entrepreneurs/ Startups	Dr.P.Muralidharan Assistant Professor, Department of Management Studies, Sonal College of Technology, Salem	108	
4.	07.03.2025	Business Canvas Model	Dr. Zakiya Abdul Samad, FHEM Assistant Professor Program Directors MA-Business and Finance, PG Dissertation Coordinator, Dubai	349	

### MoU Activities:

Sl. No.	Date	Name of the Institution/ Organization	Activities Undertaken	No. of Beneficiaries	Geo Tagged Photo
1.	19.08.2024 - 23.08.2024	Sri Sarada College for Women (Autonomous)	Basic Beautician course	45 [Student participants from various departments]	
2.	19.08.2024 - 23.08.2024	Sri Sarada College for Women (Autonomous)	Aari and Embroidery Work (Batch I)	45 [Student participants from various departments]	
3.	27.08.2024 - 31.08.2024	Sri Sarada College for Women (Autonomous)	Aari and Embroidery Work (Batch II)	45 [Student participants from various departments]	

### Alumnae Sharing Expertise Programme on International Women's Day:





Sl. No.	Distinguished Alumnae – Name and Designation	Topic	No. of Beneficiaries	Geo Tagged Photo
1.	Mrs. Deepa Selvakumar, M.Com., B.Ed., M.Phil., Head & Faculty of Commerce Department Cultural Coordinator, Emerald Valley Public School, Salem.	International Women's Day & “Alumnae Meet”	Offline - 129 Online - 21  <b>Total – 150</b>	
2.	CA V. Monisha B.Com., Associate Statutory Auditor, PwC Bangalore.			

### Workshops Attended by our Students organized by IQAC:

Sl. No.	Date	Class	Topic	Resource Person(s)	No. of Beneficiaries
1.	23.08.2024	I B.Com 'A' & 'B'	Skills of Language Learning for Effective Communication	Dr.J.Mahaboob Bee	'A' - 58 'B' - 49 Total - 107
			Speaking Skills	Dr. A. Revathi	
			Reading Skills	Dr. R. Saritha	
			Writing Skills	Dr. J. Sharmila Devi	
2.	27.08.2024	II B.Com. 'A' & 'B'	Language Skills	Mrs. S. Lavanya	'A' - 58 'B' - 62 Total - 120
			Language Skills	Dr.C.G.Sangeetha	
			Language Skills	Dr. R. Renuka Devi	
3.	21.08.2024	III B.Com. 'A' & 'B'	Importance of Active Listening	Dr. D. Ghayathry	'A' - 60 'B' - 60 Total - 120
			Effective Verbal Communication	Dr. S. Maheswari	
			Development of Reading Skills	Dr.S.Sangeetha	
4.	20.08.2024	I M.Com.	Public Speaking	Mrs. M.P. Rajeshwari	33
				Mrs. Renie Johnson	
				Dr.S.Esther Juliet Sujatha	
5.	19.08.2024	II M.Com.	Public Speaking	Dr. K. Sangeetha	32
				Dr. A. Selvalakshmi	
				Dr. C. Preetha	
6.	13.08.2024 - 14.08.2024	I B.Com. 'A' & 'B'	Mozhipayirchi	Faculty Members of Tamil Department	'A' - 60 'B' - 58 Total - 118



### UG/ PG Students' Seminars:

Date	Topic	Resource Person	No. of Papers Presented	No. of Beneficiaries	Geo tagged Photo
<b>UG</b>					
30.08.2024	Role of Artificial Intelligence in Digitalized Business Era	Dr.R.Nagalakshmi Associate Professor in Department of Commerce, VET Institute of Arts and Science (Co-Education) College, Erode	30	228	 
<b>PG</b>					
31.01.2025	Revitalizing Modern Commerce Through the Principles of Indian Knowledge System	Dr.(Mrs.) C.S. Srividya Prathiba, M.Com., M.Phil., MBA.,Ph.D. Controller of Examinations, M.O.P.Vaishnav College for Women, Chennai	20	79	 

### Internship Programme:

<b>UG</b>				
Sl. No.	Name of the Organization	No. of Students	From to Dates	Place
1.	Arun And Sujatha Chartered Accountants	5	21.05.2024 - 06.06.2024	Salem
2.	Velmurugan Entrepriase	6	29.05.2024 - 12.06.2024	Salem
3.	Mee Technologies	7	20.05.2024 - 05.06.2024	Salem
		8	03.06.2024 - 19.06.2024	
		2	20.05.2024 - 05.06.2024	

4.	E.Vignesh Kumar & Associates Chartered Accountant	6	20.05.2024 - 05.06.2024	Salem
5.	Murugan Auditor Office	7	14.05.2024 - 31.05.2024	Salem
6.	B.V.Venkatesan,B.A,FCA Chartered Accountant	2	27.05.2024 - 14.06.2024	Salem
7.	Steel Authority of India Limited	2	20.05.2024 - 30.06.2024	Salem
8.	S.K.Gnana Pragasam Auditor Office	7	20.05.2024 - 03.06.2024	Salem
9.	M/S Yuvarani & Associates Chartered Accountant	5	20.05.2024 - 05.06.2024	Salem
10.	G.Sathish Kumar Auditor Office	3	22.05.2024 - 05.06.2024	Salem
11.	V.Balaji Chartered accountant	1	27.05.2024 - 17.06.2024	Salem
12.	CA T.S Lakshmivenkataraman , B.Com.,F.C.A., Charaterd Accountant	4	20.05.2024 - 05.06.2024	Salem
13.	Paulraj &co., Auditors	4	23.05.2024 - 10.06.2024	Salem
14.	Cma.G.Jayaseelan, Cost Accountant	4	24.04.2024 - 08.05.2024	Salem
15.	Lm Technical & Technological Institute	11	04.06.2024 - 18.06.2024	Salem
16.	N.D. Pani &D.B.R. Guptha, Chartered Accountants	6	20.05.2024 - 05.06.2024	Salem
17.	Steel Authority Of India Limited	5	03.06.2024 - 17.06.2024	Salem
18.	Mee Technologies	12	20.05.2024 - 06.06.2024	Salem
		9	31.05.2024 - 14.06.2024	
19.	CA S.Masilamani Karthikeyan & Co., Chartered Accountant	2	31.05.2024 - 17.06.2024	Salem
20.	Prasad &Selvam, Chartered Accountants	3	27.05.2024 - 12.06.2024	Salem
21.	CA V.Seshadri, Chartered Accountant	2	20.05.2024 - 05.06.2024	Salem
22.	Bala &Sakthi, Chartered Accountant	1	20.05.2024 - 06.06.2024	Salem

23.	Sri Nagalakshmi Fibers	1	24.05.2024 - 05.06.2024	Dindigul
24.	Srihari & Co., Chartered Accountants	1	22.04.2024 - 07.06.2024	Chennai
25.	Velmurugan Enterprises	1	23.05.2024 - 10.06.2024	Salem
<b>PG</b>				
1.	Maruthi Agencies, Devendrapuram, Salem	13	20.05.2024 - 24.05.2024	Salem
2.	Gopi Textiles, Ayyoithiyapatinam, Salem	11	20.05.2024 - 24.05.2024	Salem
3.	Sri Lakshmi Pipes, Devendrapuram, Salem	12	20.05.2024 - 24.05.2024	Salem

**Group Project:**

Sl. No.	Title of the Project	Date(s)	Place	Supervisor(s)	Name of the Students
1	The Power of ChatBots and Virtual Assistants in Enhancing Customer Service	February - 2025	Salem	Dr. T. Ramya Mrs. T. Ambika	Dharshini M Harini K Indhumathi S Jayanthi E Krithika M Kiruthika V Nithika P Pooja Sri R Sagana P Shanmuga Priya S Subathira P Vasunthara V Kanishka S Loga Sri T Pooja S Dharshini S Kavya B Kesavardhini S Lenashree M Nandhini K Pavija V Ponnazhagu M Pooviizhi B Renuga Dharshini O S Logeshwari S Nithyasri T Swathi Priya S Dhaya V Dhivyasri G S Janani M

**UG Project:****III B.Com A**

<b>S.No.</b>	<b>Name of the Supervisor</b>	<b>Title of the project</b>	<b>No. of Students</b>
1.	Dr. M. Abirami	A Study on Employees Satisfaction in Workplace Particularly in IT Companies	11
2.	Dr. S. Chandra	Influence of Indian Religious Practices on Online Shopping Behaviour Amidst the Festivities	10
3.	Dr. G. Selvalakshmi	Effectiveness of Online Advertising in Shaping Consumer Buying Behaviour for Smartphones in Salem City	11
4.	Dr. R. Pavithra	A Study on Impact of Meditation and Yoga in Entrepreneurial Stress Management in Salem City	11
5.	Dr. R. Brinda Shree	Trade Ethics and Financial System: Exploring IKS in Commerce with Reference to Salem City	11
6.	Dr. T. Ramya	Traditional Gurukulam Education Vs. Modern Learning: A Study on Educational Approaches	11

**III B. Com B**



<b>S.No</b>	<b>NAME OF THE SUPERVISOR</b>	<b>TITLE OF THE PROJECT</b>	<b>NUMBER OF STUDENTS</b>
1.	Dr. M. Abirami	A Study on Applying Indian Knowledge System to Modern Business Ethics	11
2.	Dr. S. Chandra	Impact of Marketing Strategy on Brand Positioning with Special Reference to Apple & Samsung Smart Phones	10
3.	Dr. G. Selvalakshmi	A Study on Development of Banking Through the Lens of Indian Knowledge System	11
4.	Dr. R. Pavithra	A Study on Awareness Towards Startup Opportunities Among College Students in Salem City	10
5.	Dr. R. Brinda Shree	Consumer Preference towards Eco- Friendly Product in Salem City	10
6.	Dr. T. Ramya	Understanding College Students' Awareness of Workforce Displacement in the AI Era	10



### ADC Project:

S.No	Name of the Supervisor	Title of the project	No. of Students
1	Dr. M.Abirami	A Study on Consumer Behaviour towards Meesho App	10
2	Dr.S.Chandra	A Study on Impact of Social Media Towards Online Shopping in Salem Town	9
3	Dr.G.Selvalakshmi	Assesing Financial Awareness and Money Management Skills Among College Students in Salem City	10
4	Dr.R.Pavithra	A Study on the Impact of ChatGPT among College Students in Salem City	10
5	Dr.R.Brinda Shree	A Study on Customer Satisfaction with E-Banking Services	10
6	Dr.T.Ramya	Impact of Online Reviews and Rating on Consumer Buying Decisions in E-Commerce	10

### Society Connect Activity

Date	Class	Topic & Place	No. of Beneficiaries	Geo Tagged Photo
28.09.2024	I B.Com 'A'	Awareness On Women's Literacy	100	 <p>Salem, Tamil Nadu, India M38J+5K7, Thalavaiyatti, Kollapatty, Salem, Tamil Nadu 636302, India Lat 11.665339° Long 78.082704° 28/09/24 11:00 AM GMT +05:30</p>
28.09.2024	I B.Com 'B'	Public awareness towards QR scan and pay	120	 <p>Salem, Tamil Nadu, India M38M+58F, Thalavaiyatti, Kollapatty, Salem, Tamil Nadu 636302, India Lat 11.665265° Long 78.083437° 28/09/24 10:47 AM GMT +05:30</p>

17.08.2024	II B.Com 'A'	Consumer Awareness Towards E-Banking	80	
17.08.2024	II B.Com 'B'	Awareness Towards E-Seva Center	60	
27.07.2024	III B.Com 'A'	Public awareness towards entrepreneurial opportunities for women	96	
27.07.2024	III B.Com 'B'	Public Awareness Towards Legal Rights And Protections Among Women Community	124	
28.12..2024	IM.Com.	A Study on Consumer Awareness towards Women's Self-Help Groups	158	
28.12.2024	II M.Com.	A Study on Raising Awareness on Reducing Fuel Consumption in Daily Life	167	

### Socially Relevant Projects

S.No.	Name of the Student	Title of the Project	Guide Name
1.	Athifa Fathima M	A Study on Student Awareness Towards E-Learning in Education in Salem City	Mrs.T.Ambika
2.	Jananishri G R	A Study on Perception of Youth Towards Entrepreneurial Opportunities and Schemes in Salem City	Ms. N. Sarvamangalaa
3.	Jeevabharathi R	A Study on Consumer Behavior Towards Millets Consumption with Reference to Salem City	Ms. N. Sarvamangalaa
4.	Keerthika S	A Study on Challenges Faced by Women Entrepreneurs in Salem	Mrs.T.Ambika
5.	Rajeswari G	A Study on GST Awareness and Economic Implications for Consumers in Salem City	Ms. N. Sarvamangalaa
6.	Yuvadharshini S	A Study on Social Media Impact Along College Students in Salem City	Ms. N. Sarvamangalaa
7.	Dharsheni K	A Study on Challenges and Opportunities of Chatgpt Education in Salem City	Mrs.T.Ambika

### Swayam NPTEL Course Completion (Both Staff & Students)

Sl. No.	MOOC Provider (NPTEL/ SWAYAM)	Name of the Staff/ Student	Title of the Course	Score in (%)	Month & Year of Passing
1.	NPTEL	Dr. G. Selvalakshmi	Entrepreneurship	79	Jul - Oct 2024
2.	NPTEL	Dr. R. Brinda Shree	Soft Skills	86	Jul - Oct 2024
3.	NPTEL	Ms. N. Sarvamangalaa	Key to Professional Success	75	September 2024
4.	NPTEL	Shivaanuja C	Soft Skills	75	October 2024
5.	NPTEL	Saajidha Akbar	Soft Skills	72	October 2024

6.	NPTEL	Kavya B II B.Com A	Developing soft skills and personality	78	October 2024
7.	NPTEL	Subhasree D II B.Com A	Developing soft skills and personality	60	October 2024
8.	NPTEL	Nandhini K II B.Com B	Developing soft skills and personality	64	October 2024
9.	NPTEL	Ponnazhagu M II B.Com B	Developing soft skills and personality	75	October 2024
10.	NPTEL	Pooja Shree R I B.Com B	Developing soft skills and personality	78	October 2024
11.	NPTEL	Hemavarshni S I B.Com B	Developing soft skills and personality	78	October 2024
12.	NPTEL	Dharani T III B.Com A	Soft Skill	67	Jul - Oct 2024
13.	NPTEL	Dharsshinee SRK III B.Com A	Soft Skill	71	Jul - Oct 2024
14.	NPTEL	Hemasurya N III B.Com A	Soft Skill	54	Jul - Oct 2024
15.	NPTEL	Jeslin Elziya J III B.Com A	Soft Skill	73	Jul - Oct 2024
16.	NPTEL	Sadhana C III B.Com A	Soft Skill	70	Jul - Oct 2024
17.	NPTEL	Sri Annapoorani S III B.Com A	Soft Skill	72	Jul - Oct 2024
18.	NPTEL	Subha Dharshini S III B.Com A	Soft Skill	63	Jul - Oct 2024
19.	NPTEL	Dhivya B III B.Com A	Soft Skill	69	Jul - Oct 2024
20.	NPTEL	Chandra Seela K III B.Com B	Patent Drafting For Beginners	65	Jul - Aug 2024
21.	NPTEL	Nandhini L J III B.Com B	Introduction to GST	78 (Elite + Silver)	Aug - Oct 2024
22.	NPTEL	Hemalatha S III B.Com B	Introduction to GST	63	Aug - Oct 2024

23.	NPTEL	Subasri S III B.Com B	Introduction to GST	60	Aug - Oct 2024
24.	NPTEL	Karthika Devi N III B.Com B	Introduction to GST	66	Aug - Oct 2024
25.	NPTEL	Mohanapriya S III B.Com B	Introduction to GST	43	Aug - Oct 2024
26.	NPTEL	Mohanavarthini M III B.Com B	Introduction to GST	87 (Elite + Silver)	Aug - Oct 2024
27.	NPTEL	Kaviyatharsini K III B.Com B	Introduction To GST	60	Aug - Oct 2024

### Faculty Achievements

Sl. No.	Name of the Faculty	Position	Organisation
1.	Dr.M.Abirami	IIC - Innovation Ambassador – Foundation Level	MoE's Innovation Cell & AICTE
		Resource Person	IQAC Workshop (SIP), Sri Sarada College for Women (Autonomous), Salem-16
			Institutions' Innovation Council, Sri Sarada College for Women (Autonomous), Salem-16
			IQAC Workshop (NATS), Sri Sarada College for Women (Autonomous), Salem-16
2.	Dr.S.Chandra	Mentor	SWAYAM NPTEL (Introduction to GST)
		Innovation Ambassador – Foundation Level	MoE's Innovation Cell & AICTE
		Resource Person	KSR College of Arts and Science for Women, Department of BBA
			Sri Sarada College for Women (Autonomous), Salem-16
3.	Dr.G.Selvalakshmi	Mentor	SWAYAM NPTEL (Introduction to GST)
		Resource Person	Vivekanandha Arts and Science Womens College
		Innovation Ambassador – Advance Level	MoE's Innovation Cell & AICTE

4.	Dr.R. Pavithra	Top Performing Mentor	SWAYAM NPTEL (Developing Soft Skills and Personality )
		IIC Institution Ambassador – Foundation Level	MoE’s Innovation Cell & AICTE
5.	Dr.R.Brinda Shree	Mentor	SWAYAM NPTEL (Soft Skills)
		Course Topper	SWAYAM NPTEL (Soft Skills)
6.	Dr. T.Ramya	Resource Person	NSS Special Camp For Ethical And Sustainable Consumption of Sri Sarada College for Women (Autonomous), Salem-16 on 28.01.2025
			E-Governance for Teaching & Non-Teaching Staff of Sri Sarada College for Women (Autonomous), Salem-16 On 06.01.2025

#### Basha Sangam Course Completion (Faculty)

S.No	Faculty name	Language
1.	Dr. M. Abirami	Hindi Language Learning Module
		Tamil Language Learning Module
2.	Dr. S. Chandra	Tamil Language Learning Module
3.	Dr. G. Selvalakshmi	Telugu Language Learning Module
4.	Dr. R. Brinda Shree	Telugu Language Learning Module
		Malayalam Language Learning Module
		Kannada Language Learning Module
		Hindi Language Learning Module
5.	Dr. T. Ramya	Kannada Language Learning Module
		Hindi Language Learning Module
6.	Mrs. T. Ambika	Hindi Language Learning Module
7.	Ms. N. Sarvamangala	Hindi Language Learning Module
8.	Ms. S. Durga Devi	Bengali Language Learning Module

#### Basha Sangam Course Completion (Students)

S.No	Class	No. of Language Learned
1.	I B.Com ‘A’	Tamil -6

		Hindi -5 Malayalam -5 Telugu -7 Sanskrit -3
2.	I B.Com 'B'	Kannada-5 Tamil-7 Telugu-8 Hindi-6 Urdu-1 Assamese-2 Malayalam-7 Gujarati-1 Marathi-2 Maithili-1 Bengali-1 Sanskrit-1
3.	II B.Com 'A'	Telugu-1
4.	II B.Com 'B'	Tamil-5 Telugu-4 Malayalam-3 Hindi-7 Kannada-1 Urdu-1
5.	III B.Com 'A'	Hindi-7 Kannada-1 Malayalam-2 Telugu-1
6.	III B.Com 'B'	Hindi-9 Malayam-7 Telugu-1
7.	I M.Com	Malayalam-2 Telugu-1 Kannada-1 Hindi-1
8.	II M.Com	Hindi-13

		Malayalam-15 Urdu-3 Telugu-10 Kannada-3
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## STUDENTS' ACHIEVEMENTS

### Placement:

Sl. No.	Name of the Student	Company	Designation	ON Campus / OFF Campus
1.	Deepa M	Indian Health Care BPO	Medical Billing	OFF Campus
		Sundarajan Hospital	Accountant	ON Campus
		TCS	BPS	OFF Campus
2.	Dhanam K	Xiaomia	Training	ON Campus
3.	Hemasurya N	Xiaomia	Training	ON Campus
4.	Kaviya Sree P	Xiaomia	Training	ON Campus
5.	Sangeetha M	Xiaomia	Training	ON Campus
6.	Nisha B	Xiaomia	Training	ON Campus
		Indian Health Care BPO	Coding	OFF Campus
7.	Sonika T	TCS	Training	ON Campus
8.	Renuga Devi V	Xiaomia	Tele Calling	ON Campus
9.	Shwetha D	Tech Mahindra	Training	ON Campus
10.	Shalini D	Sundarajan Hospital	Receptionist	ON Campus
11.	Poojasri K	Indian Health Care BPO	Medical Billing	OFF Campus
12.	Revathi E	Indian Health Care BPO	Medical Billing	OFF Campus
13.	Rubika G	Indian Health Care BPO	Medical Billing	OFF Campus
14.	Subathra S	Indian Health Care BPO	Medical Billing	OFF Campus
15.	Tharani N	Indian Health Care BPO	Medical Billing	OFF Campus



16.	Nandhini L J	Indian Health Care BPO	Medical Billing	OFF Campus
		TCS	BPS	OFF Campus
17.	Sowmiya S	TCS	BPS	OFF Campus


### Prizes / Awards Won by the Students

Sl. No.	Name of the Student	Prize	Event	Level
1.	Sarala A I B.Com A	1 <sup>st</sup> Prize	Panpattu Thervu	Intra College
2.	Sandhiya B I B.Com A	2 <sup>nd</sup> Prize	Panpattu Thervu	Intra College
3.	Kanishka R I B.Com A	3rd Prize	Panpattu Thervu	Intra College
4.	Kanimozhi S I B.Com B	1 <sup>st</sup> Prize	Panpattu Thervu	Intra College
5.	Sandhiya K I B.Com B	2 <sup>nd</sup> Prize	Panpattu Thervu	Intra College
6.	Hema Shree M I B.Com B	3rd Prize	Panpattu Thervu	Intra College
7.	Maijura Begum. S II B.Com A	1 <sup>st</sup> Prize	AITSC camp , Delhi Inter Group Competition (IGC) in the event Judging Distance and Field Signals ( JDFS )	State
8.	Kowsalya.S II B.Com A	2nd prize (Rs.7000)	Tamil Essay Competition	District
9.	Ramani A II B.Com A	Special Camp	State Level Youth Festival 2025	State
10.	Harini K II B.Com A	2 <sup>nd</sup> Prize (Rs.500)	Know Your Economy Test, Scientific Research Association for Economics and Finance	State
11.	Monika J II B.Com B	3 <sup>rd</sup> Price	Badminton - Doubles	District

12.	Dharani T III B.Com A	5 <sup>th</sup> Position in the Periyar University	Chess	Inter-College
13.	Dharani T III B.Com A	1 <sup>st</sup> Prize In Board 1	Chess	South Zone Inter - University
14.	Dharsheni K II M.Com	World Record	Mehandi Drawing	District
15.	Dhanuja S II M.Com	World Record	Longest Time To Recite Thiruvagasam with Tamil	State

### Field Investigator in SLAS:

The following UG and PG students acted as a Field Investigator for SLAS – 2025 Examination Conducted by State Council of Education Research and Training, Chennai & District Institute of Education and Training Uthamacholapuram, Salem – 10

S. No	Name of the Students	Amount Received	Days	Certificate
1.	Kavitha R I M.Com	1800	3	
2.	Karthiga R I M.Com	1800	3	
3.	Kiruthika K I M.Com	1800	3	
4.	Athifa Fathima M II M. Com	1800	3	
5.	Santhiya S II M. Com	1200	2	
6.	Menaka D II M. Com	1200	2	
7.	Pavithra N S III B.Com 'A'	1800	3	
8.	Madhumitha G III B.Com 'A'	1800	3	
9.	Bavadhareni R III B.Com 'A'	1200	2	
10.	Ganga P III B.Com 'A'	1800	3	

11.	Sheela Varshini S R III B.Com 'A'	1800	3	
12.	Subha Dharshini S III B.Com 'A'	1800	3	
13.	Sowmiya S III B.Com 'B'	1200	2	
14.	Ayesha B III B.Com 'B'	1800	3	
15.	Malarvizhi S III B.Com 'B'	1200	2	
16.	Manasaa H III B.Com 'B'	1200	2	
17.	Hemalatha S III B.Com 'B'	1800	3	
18.	Sangeetha J III B.Com 'A'	1200	2	
19.	Ranjitha M III B.Com 'A'	1200	2	
20.	Lakshithasri G S III B.Com 'B'	1800	3	

### NGO Scholarship

S.No.	Student Name	Reg No.	Class	NGO	Amount Per Year/Month (in Rs.)
1.	Menaka Devi T	24COMU0766	I B.Com. A	Nalavariyam	3000
2.	Nithya Sri M	24COMU0774	I B.Com. A	Nalavariyam	2000
3.	Indhumathi S	23COMU0749	II B.Com A	Labour Construction	4000
4.	Kiruthika V	23COMU0756	II B.Com A	Labour Construction	4000
5.	Monisha K	23COMU0764	II B.Com A	Kalki Memorial Trust	10,000
				Labour Construction	4000

6.	Punitha V	23COMU0772	II B.Com A	Labour Construction	4000
7.	Ranjini J	23COMU0776	II B.Com A	Labour Construction	4000
8.	Renugamba D	23COMU0778	II B.Com A	Kalki Memorial Trust	10,000
9.	Dharani.T	22COMU0748	III B.Com A	Labour welfare Association	4,000
10.	Indurekha.S	22COMU0756	III B.Com A	Labour welfare Association	4,000
11.	Sheela varshini.SR	22COMU0784	III B.Com A	Labour welfare Association	4,000

### Co-Curricular Activities (NSS / NCC / RRC / YRC / CCC/ IIC)

Class	No. of Students					
	NSS	NCC	RRC	YRC	CCC	IIC
I Year	32	2	NIL	6	5	8
II Year	46	6	13	47	10	11
III Year	38	3	NIL	NIL	16	68

### COURSES OFFERED BY THE DEPARTMENT TO OTHER MAJOR STUDENTS

#### Advanced Diploma Course

Name of the Course: **DIGITALIZED BUSINESS**

I Year: Certificate Course Name: E - Commerce						Strength: 54
History	Economics	English	Mathematics	Statistics	Physics	Chemistry
6	6	6	5	4	1	0
Botany	Zoology	Home Science	Commerce	Computer Science		
1	3	0	19	3		

II Year: Diploma Course Name: E - Marketing						Strength: 64
History	Economics	English	Mathematics	Statistics	Physics	Chemistry
6	5	5	5	9	7	0
Botany	Zoology	Home Science	Commerce	Computer Science		
0	0	0	18	9		

III Year: Advance Diploma Course Name: E - Banking						Strength: 61
History	Economics	English	Mathematics	Statistics	Physics	Chemistry
5	10	7	6	3	5	0
Botany	Zoology	Home Science	Commerce	Computer Science		
3	5	3	11	3		

### Non-Major Elective Courses Offered by the Department

#### Number of Students Attended the Course:

Non - Major Elective - I: NME - Tally Practical - I (I - Semester)						Strength: 36
History	Economics	English	Mathematics	Statistics	Physics	Chemistry
5	5	4	3	3	3	0
Botany	Zoology	Home Science	Computer Science			
3	3	3	4			
Non - Major Elective - II: NME - Tally Practical - II (II - Semester)						Strength: 36
History	Economics	English	Mathematics	Statistics	Physics	Chemistry
5	5	4	3	3	3	0
Botany	Zoology	Home Sci.	Computer Science			
3	3	3	4			

#### Non-Major Skill Based - Number of Students Attended the Course:

UG: Non - Major Skill Based - I: Tally Practical - I (V - Semester)		Strength: 57
Economics - 57		

UG: Non-Major Skill Based - II: Tally Practical - II (VI - Semester)		Strength: 57
Economics - 57		

PG: Extra Disciplinary Course: EDC - Business Environment (II- Semester)		Strength: 11
Computer Science – 11		

PG: Extra Disciplinary Course: EDC - Business Data Analysis (III- Semester)		Strength: 14
Computer Science – 14		



## GROUP PHOTO

### III B.Com “A”




### III B.Com “B”



## II M.Com



	<p><b>HoD &amp; Faculty Members</b> <b>PG &amp; Research Department of Commerce</b></p> <p><b>Students' Representatives:</b> <b>Ayesha. B - III B.Com. 'B'</b> <b>Thahaseena Fathima. A - III B.Com. 'A'</b></p>
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