

PROGRAMMES
ORGANIZED BY
DEPARTMENT OF
BUSINESS
ADMINISTRATION
(2022 – 2023)



GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN
TIRUCHENDUR
DEPARTMENT OF BUSINESS ADMINISTRATION



organises

ORIENTATION CUM COMPETITION FOR PLUS TWO STUDENTS

Resource Person: Mr. S.D. Sakthi Kumar,
Audit Superintendent,
HRIA Department
Sivagangai.

Date: 16 September, 2022
Venue: P.G. Seminar Hall
Time: 10.00 A.M. To 4.30 P.M

All are cordially invited

Mrs. R. Deiva Veeralakshmi
Organising Secretary

Dr. T. Renuha
Head of the Department

Dr. P. Jeyanthi
Principal

GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR

Management Association

Report of the programme

Name of the programme	: Orientation cum competition for plus two students.
Venue	: PG Seminar hall
Date	: 16.09. 2022
Objective of the programme	: <ul style="list-style-type: none">• To create an opportunity for the school students to visit our campus.• To help students understand the career opportunities in BBA.• To increase the interest of school students to enroll in BBA after schooling.• To offer an opportunity to school students to expose their talents.
Name of the chief guest with designation	: Mr. S.D. Sakthi Kumar, Audit Superintendent, HRIA Department, Sivagangai.
Topic of orientation	: Career opportunities after Higher Secondary Course.
Competitions Conducted	: Tamil essay writing, wealth from waste, pencil sketching and quiz.
No. of Participants	: 50
Details of prize winners	: <u>Tamil essay writing:</u> <u>I Place</u> - T. Subhiksha Tamilmani from Anitha Kumaran Matric. Hr. Sec. School, Thandhupathu. <u>II Place</u> - K. Sowmya from Kamlavathi Hr. Sec. School, Sahupuram. <u>III Place</u> - M. Sri Vijayabharathi from Kanchi Sri Sankara Hr. Sec. School, Tiruchendur.

Pencil sketching:

- I Place** - S.H. Nafeeza Fatima from Kamlavathi Senior Secondary School, Sahupuram.
II Place - U. Rishmitha Rayen from Sri Ganesar Higher Secondary School, Panikanadarkudierupu.

Wealth from waste:

- I Place** - V.M. Maneesha Shrea and Srinithi Babu from Kamlavathi Senior Secondary School, Sahupuram.
II Place - A. Trenifa and E. Jency Annapackiam from Anitha Kumaran Matric. Hr. Sec. School, Thandhupathu.
III Place - S. Caron Tracy Vaz and M. Jaquiline Joshiba from Kamlavathi Hr. Sec. School, Sahupuram.

Quiz:

- I Place** - P. Vidhyavarshini and J. S. Joancy Scarlet from Anitha Kumaran Matric. Hr. Sec. School, Thandhupathu.
II Place - R. Praislin and K. Devakani from Sri Ganesar Higher Secondary School, Panikanadarkudierupu.
III Place - S. Caron Tracy Vaz and S. Mafrin from Kamlavathi Hr. Sec. School, Sahupuram.

Outcome of the programme

:

- Awareness on the scope of BBA and career opportunities of BBA was created.
- About 50 students from 8 schools actively participated and exhibited their talents. Prizes were distributed to the winners.

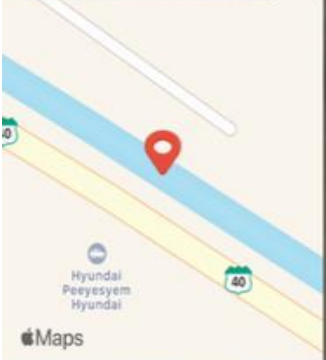

Staff in charge


Head of the department


Principal



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GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN

TIRUCHENDUR

ENTREPRENEURSHIP AND INNOVATION CELL

& MANAGEMENT ASSOCIATION



Organises

ENTREPRENEURSHIP AWARENESS PROGRAMME

Agenda

- >Experience sharing by Budding Entrepreneurs
- >Launch Lounge – Product Launch Competition

Date: 18.10.2022

Time : 1.30 – 4.30 P.M

Venue : P.G. Seminar Hall

We request your presence at the entrepreneurship summit where budding women entrepreneurs with business ideas are empowered with a platform to share their ideas.

welcome you all to experience our start ups.

Mrs. R. Deiva veeralakshmi
EDI- Spoke Coordinator
Mrs. V. Bhargavi
EDI - Member

Dr. T. Renuha
Head, Department of
Business Administration

Dr. P. Jeyanthi
Principal

GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR

**Department of Business Administration & Entrepreneurship Development and Innovation
Cell**

Report of the programme

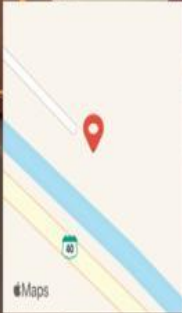
- Name of the programme** : Launch Lounge
- Venue** : PG Seminar Hall
- Date** : 18.10.2022
- Brief objective of the programme** :
- To create a platform for the students to launch their creative products
 - To induce entrepreneurial interest among students
- Presidentship** : Dr. P. Jeyanthi, Principal
- No. of participants** : 145 students of BBA Department
40 students of Economics Department
- Outcome of the programme** :
- The students gained practical knowledge about enterprising
 - Students exhibited their innovations.
 - An idea about the challenges and customer expectations was gained.


Head of the Department


Principal



P. V. Narayana Murthy College for Women - Tiruchendur
ENTREPRENEURSHIP AND INNOVATION CELL
MANAGEMENT ASSOCIATION
ORGANIZES
AWARENESS PROGRAM ON ENTREPRENEURSHIP
LAUNCH & PRIZE
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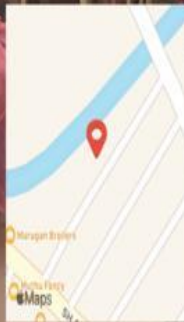


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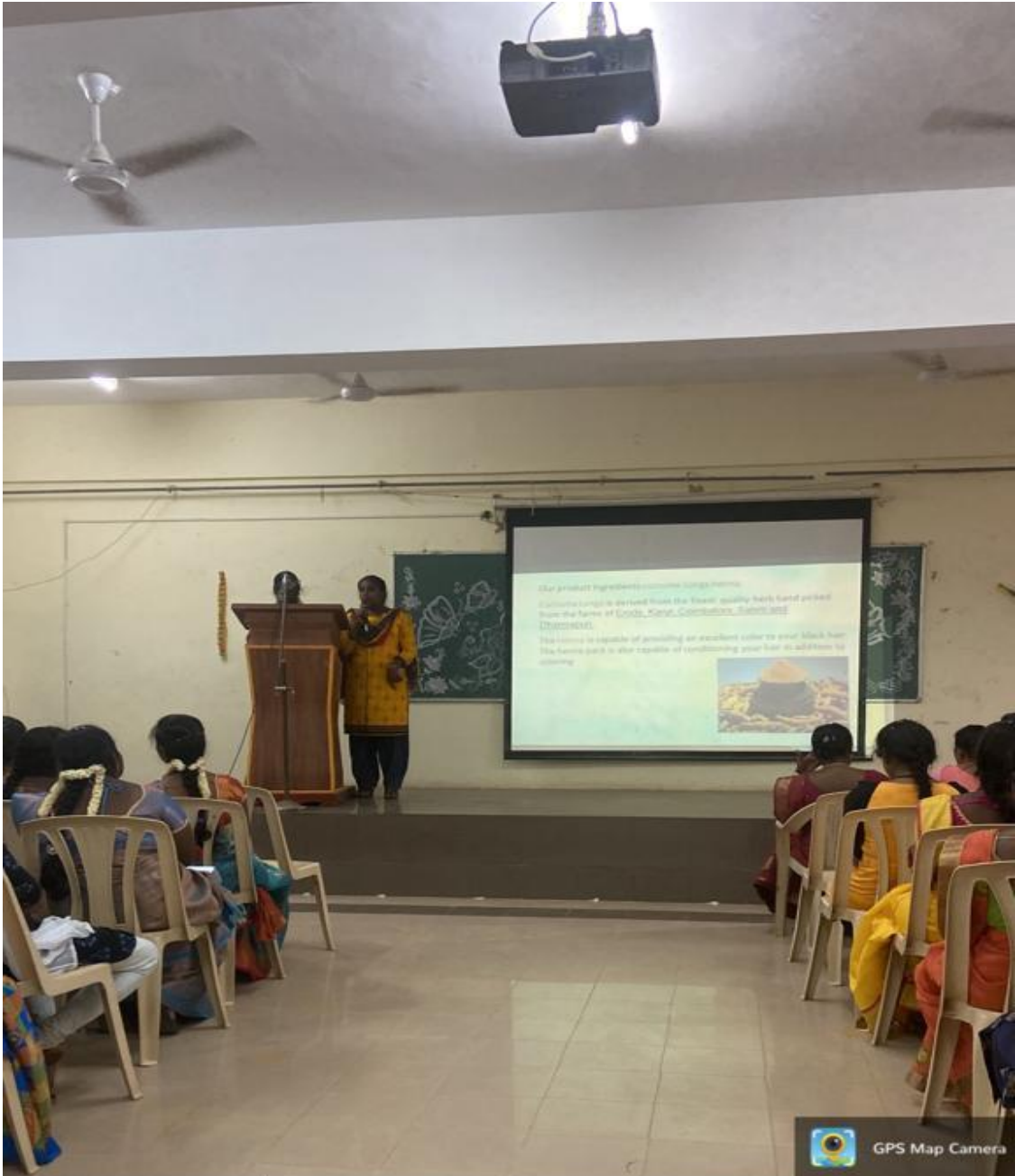
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Our product ingredients come from nature.

Our formula is derived from the finest quality herbs and is based on the science of Ayurveda, Yoga, and Naturopathy.

This formula is capable of providing an excellent relief to your back pain. The formula is also capable of conditioning your hair in addition to styling.



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GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR

DEPARTMENT OF BUSINESS ADMINISTRATION

Report of the programme

- Name of the programme** : Industrial visit
- Venue** : Sai Flexi Bag Pvt. Ltd, Thoothukudi.
- Date** : 19.10.2022
- Brief objective of the programme** :
 - To understand the production process of flexi bag in the visited organisation.
 - To gain practical knowledge in the production process.
- No. of participants** : 51
- Outcome of the programme** :
 - The students gained practical experience in industrial process.
 - Acquired the knowledge of plant layout.
 - Realized the techniques of producing polybags.
 - Enhanced the knowledge of chemicals used in the production.
 - Gathered the details of raw materials used in the process.
 - Understood the duties of quality control in production.
 - Got to know about the welfare facilities of the organisation.
 - Got awareness about the safety measures implemented in the organisation.
 - Intensified the knowledge of marketing and sales strategies of the organisation.


Staff in charge


Head of the department









**GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN
TIRUCHENDUR**



ENTREPRENEURSHIP AND INNOVATION CELL

Launch Pad of the high flyers of GACW

*Our hearty welcome to the **Food Fest** launched by the
Aspiring business magnates of GACW*

*Venue: **Second Floor***

Date: 19.11.2022

Inauguration : 10.30 A.M

*Chief Guest: **Dr. P. Jeyanthi***

Principal

*Govindammal Aditanar College for Women
Tiruchendur*



Timings for Students: 11.40. A.M to 11.50 A.M

12.45 P.M to 1.30 P.M

GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR

Entrepreneurship Development and Innovation Cell

Report of the programme

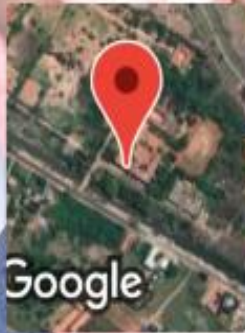
- Name of the programme** : Food Festival
- Venue** : Second floor Corridor
- Date** : 19.11.2022
- Brief objective of the programme** :
- To provide opportunity for the students to express their entrepreneurial skill by organising stalls and selling items prepared by them
 - To help students understand the challenges and prospects in venturing an enterprise
- Presidentship** : Dr. P. Jeyanthi, Principal
- Focus Area** : Food stalls for exhibiting & Selling variety of
Snack/ food items prepared by the students
- No. of participants** : 11 Stalls for selling nearly 25 items
- Outcome of the programme** :
- The students gained practical knowledge about enterprising
 - Learning through experience has helped students understand the importance of planning
 - An insight into organizing and controlling of business activities was gained by the students
 - Students have relished the benefits of “earn while you learn” concept through this programme


Staff in charge


Principal



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Inauguration 10.00 A.M to 10.30 A.M

TECHNICAL SESSIONS

Technical Session I : 10.45 A.M – 11.45 P.M

Resource Person : **Mrs. A. Swarnalatha**
General Manager
District Industries
Centre
Tuticorin

Topic : Government Schemes
for Entrepreneurs - NEEDS,
UYEGP, PMEGP, MUDRA,
Bank Linkage & Start-up/
Company Registration

Technical Session II : 11.45 A.M – 12.45 P.M

Resource Person : **Mrs. Jerina Bubby**
Assistant Director - MSME
Tirunelveli

Topic : Financial Support for
Entrepreneurs

Technical Session III : 1.30 P.M – 2.30 P.M

Resource Person : **Dr. G. Chelladurai,**
Member EDI Cell &
Assistant Professor & Head,
Department of Zoology,
G.Venkataswamy Naidu
College,
Kovilpatti

Topic : Intellectual Property
Rights

Technical Session IV : 2.30 P.M – 3.30 P.M

Resource Person : **Mr. S.D. Salthi Kumar,**
Audit Superintendent,
HRIA Department,
Sivagangai.

Topic : Statutory Registration –
GST, ESI, EPF, EPS



**GOVINDAMMAL ADITANAR
COLLEGE FOR WOMEN
TIRUCHENDUR**

**ENTREPRENEURSHIP DEVELOPMENT
AND INNOVATION CELL**

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**ENTREPRENEURSHIP DEVELOPMENT
AND INNOVATION INSTITUTE- HUB
MANONMANIAM SUNDARANAR
UNIVERSITY TIRUNELVELI**

Jointly Organizes

*One Day Entrepreneurship
Development Programme for Outgoing
Students*

All are cordially invited

Date 25.01.2023
Venue: PG Seminar Hall
Time : 10 A.M. – 04.00 P.M.

Organised by

Dr. P. Jeyanthi

Principal

Mrs. R. Deiva veeralakshmi

Spoke Coordinator & Convenor

Dr. T. Renuha

Dr.R. Tamilselvi

Dr. A. Jeyanthi

Dr. G. Kamalselvi

Dr. R.Bhavani

Mrs. S.Chellapriya

EDI Cell Members

Facilitated by

Dr. G. Magesh Kuttalam

COORDINATOR- EDII – HUB &

Assistant Professor

Department of Management Studies

Manonmaniam Sundaranar University

Tirunelveli

Dr. S. T. Suvaitharan

Field Coordinator

EDII HUB

Manonmaniam Sundaranar University

Tirunelveli

GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR
ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION CELL

Report of the programme

Name of the programme	: One day Entrepreneurship Development programme for Outgoing Students (Funded by EDII –TN)
Venue	: PG Seminar Hall
Date	: 25.01.2023
Brief objective of the programme	: <ul style="list-style-type: none">• To create awareness about Government Schemes and financial support for startups.• To help the students understand the procedures to register patents.• To acquaint the students regarding statutory registration, GST, EPF, ESI.
Presidentship	: Dr. P. Jeyanthi, Principal
Name of the resource persons with designation	: Mrs. G. Akila, Assistant Director, District Industries Centre, Tuticorin. Mrs. Jerina Bubby, Assistant Director – MSME, Tirunelveli. Dr. G. Chelladurai, Member EDI Cell & Assistant Professor & Head, Department of Zoology, G. Venkatasamy Naidu College, Kovilpatti. Mr. S. D. Sakthi Kumar, Audit Superintendent, HRIA Department, Sivagangai.

Topic of the lecture

- : • Government Schemes for Entrepreneurs - NEEDS, UYEGP, PMEGP, MUDRA, Bank Linkage & Start- up / Company Registration.
- Financial Support for Entrepreneurs.
 - Intellectual Property Rights.
 - Statutory Registration – GST, ESI, EPF, EPS.

No. of participants

- : 100 - Final year students from B.B.A., B.Com., B.A. Economics, B.A. English and 10 alumnae.

Outcome of the programme

- : • The students became aware of the Government Schemes for Entrepreneurs.
- They gained information regarding filing patents.
 - The sources of financial support for starting business and methods of approaching them were made clear to the students.


Staff in charge


Principal







PG Block, SH 40, Tamil Nadu

628216, India

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GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN



TIRUCHENDUR

MANAGEMENT ASSOCIATION

DEPARTMENT OF BUSINESS ADMINISTRATION

Organises

BUSINESS QUIZ COMPETITION

Quiz master: Mrs. S. Chellapriya

Assistant Professor of Business Administration

Govindammal Aditanar College for Women, Tiruchendur

Venue: PG Seminar Hall

Date : 17.03.2023

Time: 11.45 A.M to 12.45 P.M

All are cordially invited

Mrs. R. Deiva veeralakshmi
Association Secretary

Dr. T. Renuha
Head of the Department

Dr. P. Jeyanthi
Principal

GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR

DEPARTMENT OF BUSINESS ADMINISTRATION

Report of the programme

Name of the programme	: Competition
Venue	: PG Seminar hall
Date	: 17.03.2023
Brief objective of the programme	: <ul style="list-style-type: none">• To keep students updated with business events.• To create an opportunity for the students to expose their business acumen.• To motivate the competitive spirit and learning.
Presidentship	: Dr. P. Jeyanthi, Principal
Topic of the programme	: Business quiz competition
Quiz master	: Mrs. S. Chellapriya, Assistant Professor of Business Administration, Govindammal Aditanar College For Women, Tiruchendur
No. of participants	: 149
Outcome of the programme	: <ul style="list-style-type: none">• Awareness on Business concepts and events were created.• The participative spirits of the students were encouraged through this programme.• The students actively participated and won prizes.

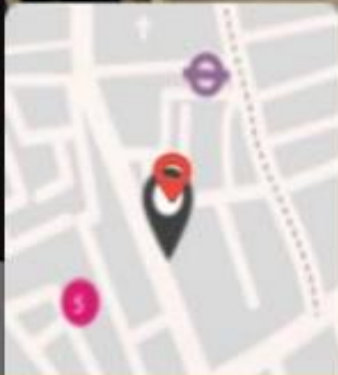

Staff in charge


Head of the department





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**GOVINDAMMAL ADITANAR COLLEGE FOR
WOMEN, TIRUCHENDUR**



*Management Association
Department of Business Administration
In collaboration with
"Mahalir Thittam" Thoothukudi District*

Organises

COLLEGE BAZAAR 2023

Date : 20.03.2023 & 21.03.2023

Inauguration : 10.30 A.M on 20.03.2023

Venue : Open Auditorium

All are cordially invited!!

Mrs.R. Deiva veeralakshmi
Association Secretary

Dr.T. Renuha
Head, Department of
Business Administration

Dr.P. Jeyanthi
Principal

GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR

DEPARTMENT OF BUSINESS ADMINISTRATION

Report of the programme

Name of the programme	: College bazaar
Venue	: Si. Pa. Aditanar open auditorium
Date	: 20.03.2023 and 21.03.2023
Brief objective of the programme	: <ul style="list-style-type: none">• To lend a helping hand to women entrepreneurs to market their products.• To create a rapport between entrepreneurs & student.• To offer an opportunity to students to expose their marketing skills.
Presidentship	: Dr. P. Jeyanthi, Principal
Topic of the programme	: College Bazaar
No. of participants	: 14 women self-help groups from all over Tamil Nadu and I, II & III BBA students.
Outcome of the programme	: <ul style="list-style-type: none">• Awareness on marketing the products was created among the students.• Students practically witnessed the challenges in selling.• The students actively participated and gained insights about sources of raw materials, packaging and pricing of products.


Staff in charge


Head of the department





