PROGRAMMES
ORGANIZED BY
DEPARTMENT OF
BUSINESS
ADMINISTRATION
(2023 - 2024)

GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR

DEPARTMENT OF BUSINESS ADMINISTRATION

Report of the Programme

Name of the programme

: Industrial Visit

Venue

: Venus Home Appliances, Thoothukudi.

Date

: 04.08.2023

Brief objective of the programme

• To understand the production process of water heaters in the visited organisation.

• To gain practical knowledge in the production process.

No. of participants

: 38

Outcome of the programme

- The students gained practical experience in industrial process.
 - Acquired the knowledge of plant layout.
 - Realized the techniques of producing water heaters.
 - Enhanced the knowledge of chemicals used in the production.
 - Understood the duties of quality control in production.
 - Got to know about the welfare and safety measures of the organisation.

Staff in charge 8 8 2 3





GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR 628 215

Management Association
Department Of Business Administration
In Collaboration With
"Mahalir Thittam" Thoothukudi District
Organises

COLLEGE BAZAAR

Date: 23.08.2023 to 25.08.2023 Inauguration: 10:30 A.M. on 23.08.2023

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 Centenary Auditorium

Date

: 23.08.2023 to 25.08.2023

Brief objective of the programme

• To offer students an opportunity to interact with entrepreneurs.

• To help the women entrepreneurs in marketing their products.

• To create a platform for the students to exhibit their marketing skills.

Presidentship

: Dr. P. Jeyanthi, Principal

No. of participants

: 55 (15 women self help groups from all over Tamil Nadu and BBA department students)

Outcome of the programme

- Good rapport between students and entrepreneurs created interest in choosing entrepreneurial career.
- Social responsibility was expressed by helping the women entrepreneurs of SHG.
- Students gained marketing experience.

Staff in charge







Report of the Internship

Name of the programme : Internship

Date : 11.09.2023 to 15.09.2023

Brief objective of the programme : • To help students gain field exposure regarding

• To build idea about the functions and operations

of an organisation.

production process.

No. of participants : 55 – III B.B.A.

Details of internship : INTERNSHIP UNDERGONE BY III BBA STUDENTS

(2023-2024 BATCH)

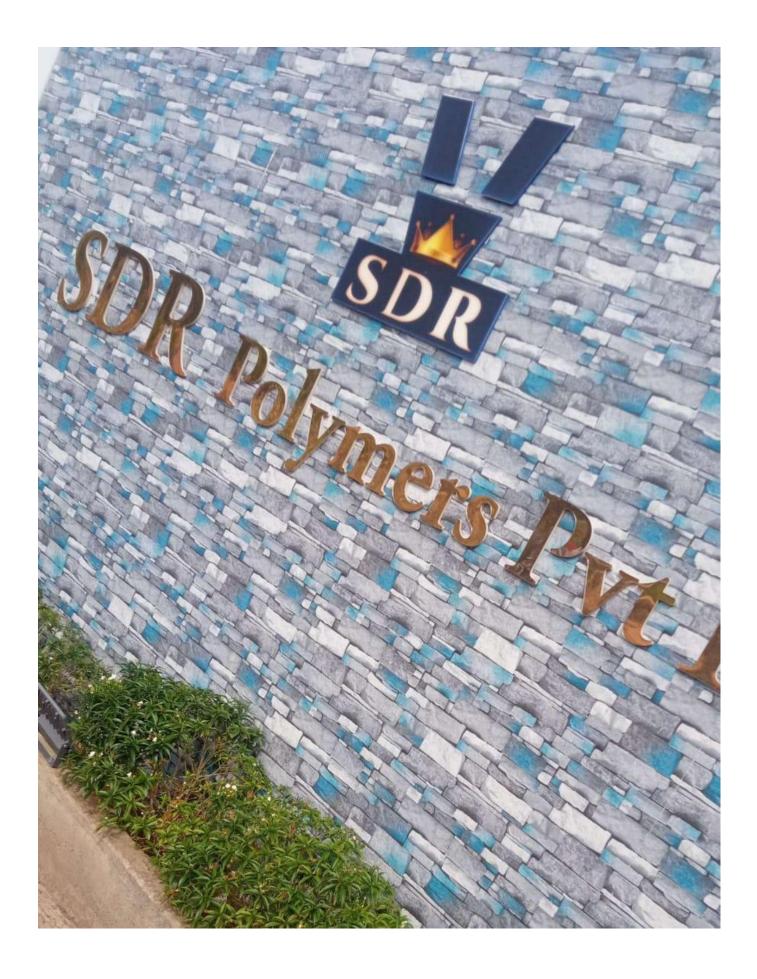
S.	Register	Name of Student	Name of	Place of	Topic	Duration
No.	Number		organization	organization		
1	20212071201202	Abirami. V	Bharat Heavy Electricals Limited - BHEL	Kallamozhi	A C+d a	5 days
	20212071201208	Dharshana. P			A Study on	
	20212071201209	Dhivya			The	
		Dharshini. M			Structure	
	20212071201229	Muthu Mala. L			and	
	20212071201245	Selva Muthu			Functioning	
		Manohari. M			of Bharat	
	20212071201259	Uma Meenakshi. K			Heavy	
					Electricals	
					Limited	

			T	<u></u>		
2	20212071201221	Keerthika. J	Thangaiah	187,	A Study on	
	20212071201234				The	
	20212071201244	Selsa Devi. D			Structure	
	20212071201246	Shanmuga	Sweets &	Madathachampa	and	5 days
		Sugirtha. M	Bakery	du,	Functioning	,
	20212071201257	Thanga Laxmi. R	Dane, y	Maruthanachivil	of	
	20212071201237	manga Laxim. N		ai.	-	
				al.	Thangaiah	
					Sweets and	
					Bakery	
	20212071201206	Arockiya Hema				
		Brijith. J			A study on	
	20212071201213				the	5 days
	20212071201224	Mari Madhu. K	Eco coir	Deivacheyalpura	structure	
3	20212071201227	Muthu Bavani. V	products	m, Thoothukudi district	and	
	20212071201233	Niranjana. A			functioning	
	20212071201240	Sankareshwari. M			· ·	
	20212071201252	Soundariya. G			of eco coir	
					products	
	20212071201212		Jeyam Metal Roofing Pvt. Ltd.	Reddiarpatti	A field	
	20212071201215	Inbasubashi. J			study at	
4	20212071201228				•	E days
4	20212071201242	Sathikani. M			Jeyam	5 days
	20212071201248	Sharmi@Muthula			Metal	
		kshmi.V			Roofing	
					Pvt.	
					Ltd.	
	20212071201205	Amaravathi. E				
	20212071201219	Jothika. S	AJJ Sweets and Bakery	Mudalur		
	20212071201232	Nanthini Devi. M			A field	
	20212071201235	Poorvega Sakthi.				
5		K			study at	
	20212071201238	Ranjani. C			AJJ Sweets	5 days
	20212071201239	Sangeetha. L			and Bakery	
	20212071201261	Vinodhini. E				

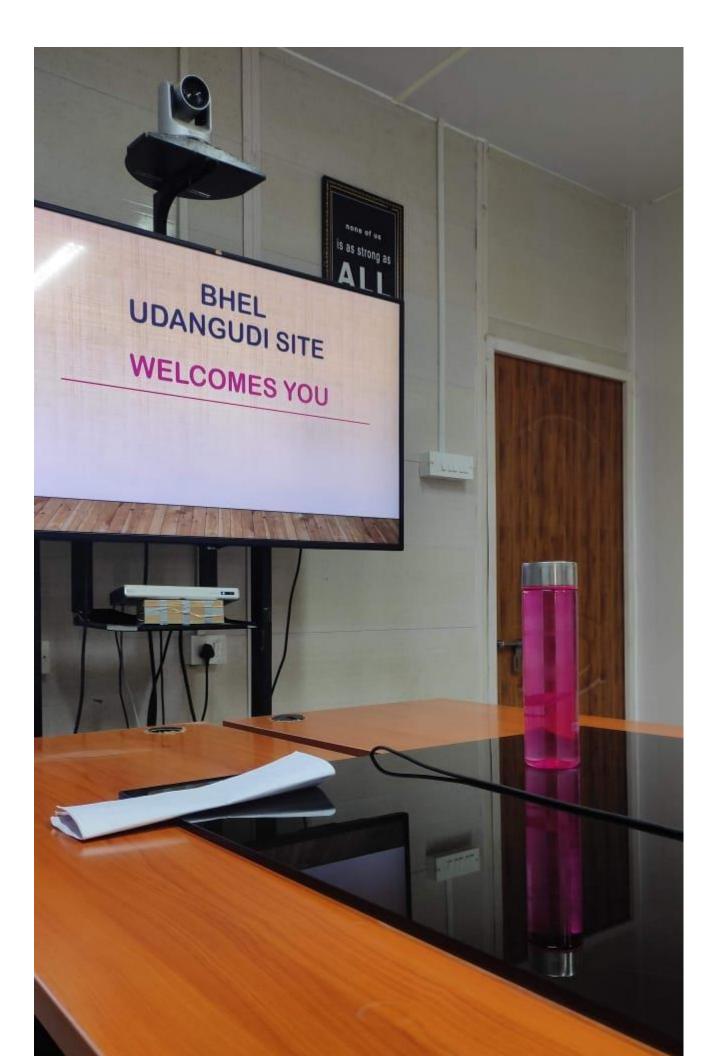
	20212071201220	Kalaiarasi. M			A field	
6	20212071201226				study on	
	20212071201247	Sharlin. J	Menaka Cards		the	5 days
	20212071201251	Sobiya. M	Private Limited	Sanganankulam	structure	
	20212071201254	Subalakshmi. S			and	
	20212071201256	Suvitha. M				
	20212071201230	Savitila. IVI			functioning	
					of Menaka	
					Cards	
					Private	
	20242074204204	Alcabassa C			Limited	
	20212071201204 20212071201217	•	-		A study on	
	202120/120121/	Jenila Princy. J Mari	-		the	
	20212071201223	Murugeshwari S.			structure	
	202120/1201223	P	Venus Home		and	
7	20212071201230		Appliances	Thoothukudi	functioning	5 days
	20212071201249		Appliances		of Venus	
		Sri Rama			Home	
	20212071201253	Lakshmi. R			Appliances	
					(P) Ltd., at	
					Tuticorin.	
	20212071201207	Devatharshini. M				
	20212071201225	Marwa Musfira			A field	
		M.A.K				
	20212071201231	Muthulakshmi	Maris	Thoothulaidi	study at	
8		Prabha. M	Associates	Thoothukudi	Maris	5 days
	20212071201236	Priyadharshini. R	Private Limited		Associates	Juays
	20212071201243	Sathiya Priya. S			Private	
	20212071201250	Snaibiya. S			Limited	
	20212071201201	Abinaya. V			A study on	
	20212071201203	•	1		the	
	20212071201210		SDR		structure	
9	20212071201237	Ramalakshmi. R	Polymers	Sawyerpuram,	and	
	20212071201241	Santhiya. S	private limited	Thoothukudi	functioning	5 days
			pacc minecu		of SDR	
	20212071201255	Subiksha. B				
					Polymers	
					private	
					limited	

Outcome of the programme

- The students gained practical knowledge about the functioning of organizations.
 - Students were given hands on training in areas of assembling, packaging and accounts keeping.













GO VINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR - 628215



Management Association
Department of Business Administration

Organises Guest Lecture on

INTRODUCTION TO SPSS

CHIEF GUEST

Dr.J.Nithya,
Assistant Professor,
Department of Management Studies,
Dr. Sivanthi Aditanar College of Engineering,
Tirunchendur

THURSDAY

11

130 p.m to 3.30 p.m

2023

VENUE: P.G. SEMINAR HALL

All are cordially invited

Mrs.R.Deiva Veeralakshmi Association Secretary

Dr. T. Renuha

Head, Department of

Business Administration

Dr.P. Jeyanthi Principal



Report of the programme

Name of the programme

: Guest lecture

Venue

: PG Seminar hall

Date

: 11.10.2023

Brief objective of the programme

: • To create awareness among the students on

measurement scales in research.

• To understand the usage of SPSS for data

analysis.

Name of the chief guest with designation : Dr. J. Nithya,

Assistant Professor,

Department of Management Studies,

Dr. Sivanthi Aditanar College of Engineering,

Tiruchendur.

Topic of the lecture

: Introduction to SPSS

No. of participants

: 140

Outcome of the programme

: • The procedure for data entry in SPSS was

learnt by the students.

• The students understood how to apply

various statistical tests using SPSS.









GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN



TIRUCHENDUR

MANAGEMENT ASSOCIATION

DEPARTMENT OF BUSINESS ADMINISTRATIONOrganises

WEALTH FROM WASTE- SUSTAINABLE PRODUCT DEVELOPMENT COMPETITION

Venue: III BBA HALL NO. 48

Date: 09.01.2024 Time: 3.30 P.M to 4.30 P.M

All are cordially invited

Mrs. R. Deiva veeralakshmi Association Secretary

Dr. T. Renuha Head of the Department Dr. P. Jeyanthi Principal

Report of the programme

Name of the programme : Wealth from waste - Sustainable Product

Development Competition

Venue : Room no. 48

Date : 09.01.2024

Brief objective of the programme: • To encourage innovation in waste

management.

• To develop sustainable products from waste

materials.

• To promote entrepreneurial spirit among the

students leading to job creation.

No. of participants : 137

Details of the prize winners : I Place – A. Muthu Ramalakshmi Priya – I B.B.A.

II Place – I. Mary Jashwa – I B.B.A.

Outcome of the programme : • The students realized the potential of waste

as a resource.

• The competition created awareness about

the importance of waste management.





GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN



TIRUCHENDUR

MANAGEMENT ASSOCIATION

DEPARTMENT OF BUSINESS ADMINISTRATION

Organises

ADCOPY PREPARATION COMPETITION

Venue: III B.B. A - Hall No. 48

Date: 11.01.2024

Time: 3.30 P.M to 4.30 P.M

All are cordially invited

Mrs. R. Deiva veeralakshmi
Association Secretary

Dr. T. Renuha Head of the Department Dr. P. Jevanthi Principal

Report of the programme

Name of the programme : Adcopy preparation competition

Venue : Room no. 48

Date : 11.01.2024

Brief objective of the programme

• To induce creative thinking and improve copywriting skills.

 To familiarize participants with current trends in advertising.

• To recognize and motivate outstanding adcopy.

No. of participants : 137

Details of the prize winners : I Place - P. Vinnarasi - II B.B.A.

II Place – U. Kubetha – II B.B.A.

Outcome of the programme : • The students got a deeper understanding of

marketing through creative designing of

advertisements.

• The competition enhanced the

understanding of marketing principles.

Staff in charge



GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN TIRUCHENDUR - 628215



DEPARTMENT OF BUSINESS ADMINISTRATION

MANAGEMENT ASSOCIATION

Organises Guest Lecture on

HOW TO CRACK YOUR FIRST INTERVIEW

Resource Person: Mr. B. Shaik Sirjoon

Member- Association of Intellectual Managers (AIM)

Indian School of Science & Management

Chennai

Date: 24 January, 2024

Time: 11.00 A.M to 12.30 P.M

Venue: P.G. Seminar Hall

All are cordially invited

Mrs. R. Deiva Veeralakshmi Association Secretary Dr. T. Renuha Head of the Department Dr. P. Jeyanthi Principal

Report of the programme

Name of the programme

: Guest Lecture

Venue

: PG Seminar hall

Date

: 24.01.2024

Brief objective of the programme: • To acquaint the students with resume preparation.

• To create awareness on facing interviews, questions expected in interviews and how to

answer them.

Name of the chief guest with designation

: Mr. B. Shaik Sirjoon,

Member - Association of Intellectual Managers (AIM),

Indian School of Science & Management,

Chennai.

Topic of the lecture

: How to crack your first interview?

No. of participants

: 195

Outcome of the programme

: • The students understood the method of effective resume preparation.

 The students gained information regarding dress code and communication to be followed during

interviews.

· The students were also enlightened with selfintroduction and ways to handle tricky questions in

interviews.



Report of the Programme

Name of the programme

Industrial Visit

Venue

: Aavin milk, Tirunelveli.

Date

: 15.03.2024

Brief objective of the programme

• To understand the production process like pasteurization, homogenization and standardization in milk.

 To gain practical knowledge in the production process.

No. of participants

: 38

Outcome of the programme

- The students gained practical experience in industrial process.
 - Realized the techniques of pasteurizing milk.
 - Enhanced the knowledge of production and manufacturing of milk products.
 - Understood the duties of quality control in production.
 - Got to know about the welfare and safety measures of the organisation.

Staff in charge





Report of the programme

Name of the programme

: Model interview

Venue

: Room no. 48

Date

: 05.04.2024

Brief objective of the programme : • To create awareness regarding questions expected in interviews and how to answer them.

> • To build confidence among students about facing interviews.

No. of participants

: 55

Outcome of the programme

- : The students understood the method of handling questions posed in interviews.
 - gained information communication to be followed during interviews.
 - They were also enlightened with selfintroduction and handling tricky questions in interviews.







GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR **DEPARTMENT OF BUSINESS ADMINISTRATION**

Report of the Programme

Name of the programme

Industrial Visit

Venue

: Sidha Aqua Farm, Sakkammalpuram,

Thoothukudi district.

Date

: 08.04.2024

Brief objective of the programme

: • To provide field exposure to the students about functioning of

enterprises.

To induce the spirit of entrepreneurship

among students.

No. of participants

: 46 students of III B.B.A.

Outcome of the programme

: • The students utilized the opportunity to learn through interaction with the entrepreneur.

 Ideas were gained by the students regarding rearing ornamental fishes and export opportunities for these fishes.

students were enlightened The regarding the dos and don'ts of the

industrial practice.















Organises

E- QUIZ

On "Commerce and Management" for Plus two Students

Date: 10.04.2024 to 14.04.2024

Quiz Link: https://forms.gle/vWjen35jLuetUF7X7

Dr.R. Deiva veeralakshmi **Organising 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

: E - Quiz for +2 students

Date

: 10.04.2024 to 14.04.2024

Brief objective of the programme : • To recap the concepts and terminologies in Commerce and Management.

> To induce interest in management subjects and promote admission for management studies.

Topic

: Commerce and Management

No. of participants

: 79

Outcome of the programme

: • The students actively participated and exhibited their knowledge.

 Interest to pursue BBA degree in our college was created.

E- Quiz organized by Department of Business Administration

Govindammal Aditanar College for Women Tiruchendur- 628215

profdeiva@gmail.com Switch account



* Indicates required question

Email *

Your email

Name *

Your answer

Mobile Number *



GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN TIRUCHENDUR 628 215 DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

This is to certify that Priyashalini19@gmail.com participated in the E-Quiz hosted by the Department of Business Administration of Govindammal Aditanar College for Women from 10.04.2024 to 14.04.2024

R. Das vine Saestina.

Dr. R. Deiva veeralakshmi
Organising Secretary

Dr. T.Renuha

Convenor

Dr. P. Jeyanthi

Principal

Made for free with Certify'em

INTERCOLLEGIATE LEVEL PARTICIPATIONS (2023 - 2024)

Resource Persons

Prof. R.MURUGESAN MBA, MPHL, NET, SET.,

Assistant Professor, Business Administration St. Xavier's college (Autonomous) Palayamkottai.

Dr. S. PRINCE JEBARAJ

M.Com., M.Phil., M.B.A., Ph.D., NET, SET.,

Assistant Professor Commerce St. Xavier's college (Autonomous) Palayamkottai.

Prof. N.STELLA M.B.A., M.Phil., NET,

Assistant Professor, Business Administration St. Xavier's college (Autonomous) Palayamkottai.

Registration Fee

- Rs. 200 per Participant
- Tea & Lunch will be provided
- · Participation Certificates will be provided
- No TA/DA
- Spot Registration is also allowed

Participants

UG / PG Students, Research Scholars & Faculty members

Organizing Committee

Patron

Thiru. S. Balasubramanian Adityan Chairman, Aditanar Educational Institution, Tiruchendur.

Advisors

Dr. S. Jeyakumar M.Sc., M.Phil., Ph.D Secretary, Aditanar College of Arts and Science, Tiruchendur.

Dr. D.S. Mahendran M.Sc., M.Phil., Ph.D Principal, Aditanar College of Arts and Science, Tiruchendur.

Convener

Dr. A. Anthony Sagaya Chithra M.Com., M.Phil., Ph.D Head & Assistant Professor, Department of Business Administration, Aditanar College of Arts and Science, Tiruchendur. Cell: 9789727621

Organizing Secretary

Dr. M.R. Karthikeyan M.H.M.,M.B.A., Ph.D Assistant Professor, Department of Business Administration, Aditanar College of Arts and Science, Tiruchendur.
Cell: 9443238371

Members

Mr. A. Dharma Perumal M.B.A., M.Phil.

Ms. T. Malarkodi M.B.A.

Department of Business Administration, Aditanar College of Arts and Science, Tiruchendur. STATE LEVEL WORKSHOP ON ENTREPRENEURSHIP -A SUCCESSFUL CAREER OPTION

17th August, 2023



(Re-accredited in the Third Cycle with 'A' Grade by NAAC)

Organized By

DEPARTMENT OF BUSINESS ADMINISTRATION

Aditanar College of Arts and Science

Virapandianpatnam - 628 216.

Tiruchendur, Tamilnadu.

Website: www.aditanarcollege.com

GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR DEPARTMENT OF BUSINESS ADMINISTRATION

Report of the programme

Name of the programme

: One day Workshop on, "Entrepreneurship - A

successful career option"

Level

: State level

Name of the organizing institution

: Aditanar College of Arts and Science,

Tiruchendur.

Date

: 17.08.2023

No. of participants

: 10 Colleges

No. of participants from our institution

: 10

Name of the students participated

1. V. Abirami, III B.B.A.

2. M. Deva Tharshini, III B.B.A.

3. P. Dharshana, III B.B.A.

4. J. Krithika, III B.B.A.

5. M. Muthu Jothi, III B.B.A.

6. M. Muthulakshmi Prabha, III B.B.A.

7. K. Poorveega Sakthi, III B.B.A.

8. R. Padmasani, II B.B.A.

9. A.S. Saranya, II B.B.A.

10. J. Thanga Lakshmi, II B.B.A.

Staff in charge 21/8/2023



ADITANAR COLLEGE OF ARTS AND SCIENCE

(Re-accredited in the Third Cycle with 'A' grade by NAAC)

VIRAPANDIANPATNAM - 628 216,

TIRUCHENDUR.



STATE LEVEL WORKSHOP 2023

PARTICIPATION CERTIFICATE

This is to Certify that Mr. / Mrs. / Dr. N.: ABIRAMI ... III - BBA ... of GIOVINDAMMAL ... ADITANAR ... COLLEGE FOR WOMEN ... has Participated in the One-day State Level Workshop on "Entrepreneurship - A Successful Career option" organized by the Department of Business Administration, Aditanar College of Arts and Science, Tiruchendur on 17.08.2023

Organizing Secretary

Dr. A. Anthony Sagaya Chithra Dr. D. S. Mahendran Convener Principal

Tiruchendur



GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR

DEPARTMENT OF BUSINESS ADMINISTRATION

Report of the programme

Name of the programme : Management Pesta - 2023

Level : State level

Name of the organizing institution : Kamaraj College,

Thoothukudi.

Date : 13.10.2023

No. of participants : 11 Colleges

No. of participants from our institution : 18

Details of the participants : As you Like it:

1. K. Pushpa, I B.B.A.

2. S.N. Fathima Nisma, I B.B.A.

3. J. Mary Jashwa, I B.B.A.

4. A. Monika, I B.B.A.

5. A. Monisha, I B.B.A.

6. K. Prabhavathy, I B.B.A.

7. A.A. Syed Ahmad Silmiya, I B.B.A.

Ad Mad:

- 1. A.R. Harini, II B.B.A.
- 2. R. Padmasani, II B.B.A.
- 3. P. Vinnarasi, II B.B.A.
- 4. J. Thanga Lakshmi, II B.B.A.
- 5. V. Pattu Banu Mariammal, I B.B.A.

Logo Design:

1. S. Akshaya, III B.B.A.

Best Manager:

1. M. Muthu Jothi, III B.B.A.

Business Quiz:

- 1. L. Sherine, III B.B.A.
- 2. S. Aginaya Priya, III B.B.A.

Corporate Walk:

- 1. J. Mary Jashwa, I B.B.A.
- 2. A. Monika, I B.B.A.
- 3. J. Subitha, I B.B.A.
- 4. S. Aginaya Priya, III B.B.A.
- 5. L. Sherine, III B.B.A.
- 6. V. Sharmi @ Muthulakshmi, III B.B.A.

Nijayalakshora Staff in charge 16/10/2023



இந்து நாடார் சங்கங்களால் 1996ல் தொடங்கப்பட்ட கல்லூரி

(AFFILIATED TO MANOMANIAM SUNDARANAR UNIVERSITY, TRUNELYELI)
MANAGEMENT Thoothukudi-628003.

Department of Business Administration & Shipping and Logistics Management

A STATE LEVEL INTERCOLLEGIATE COMPETITION

CERTIFICATE

This is to certify that Mr/Mrs	M. Muthu Jothi	BBA	Govindammal &
Aditanas College Jos Woment			prize/
participated in the Best Manager	Management Pesta'23+ [A Sta	ate Level I	ntercollegiate Competition]
Organized by the Department of Busine	ss Administration & Shipping	and Logis	tics Management, Kamaraj
College, Thoothukudi - 628003 held on	13 October 2023.		
College, Thousand 1 020000 held on	mor Corpo		SPus yord

Dr. R. Karuppasamy Head of the Department Dr. A. Arunachala rajan Vice Principal

Dr. J. Poongodi Principal