PROGRAMMES
ORGANIZED BY
DEPARTMENT OF
BUSINESS
ADMINISTRATION
(2024 - 2025)



### GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN TIRUCHENDUR - 628 215



# MANAGEMENT ASSOCIATION DEPARTMENT OF BUSINESS ADMINISTRATION

organises a Guest Lecture on

Sustainable Marketing- A new Era in the

Responsible Marketing Development

Resource Person: Dr. M. SIVA BHARATHY

Assistant Professor, Anna University Regional Campus,

Tirunelveli

Venue: P.G. Seminar Hall

Date: 04.09.2024

Time: 11.30 A.M to 12.30 P.M.

All are cordially invited.

Dr. R. Deiva veeralakshmi Association 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

: Guest Lecture

Venue

: PG seminar hall

Date

: 04.09.2024

Brief objective of the programme

• To educate and enlighten the students on the significance of sustainable marketing.

 To inspire and motivate them to adopt sustainable marketing practices in their future

careers.

Name of the chief guest with designation

: Dr. M. Sivabharathy, M.B.A., Ph.D.,

Assistant Professor,

Anna University Regional Campus,

Tirunelveli.

Topic of the lecture

: Sustainable Marketing - A New Era in the

Responsible Marketing Development

No. of participants

: 120

Outcome of the programme

 The students gained insights into the latest industry trends and best practices in sustainable marketing.

 They were also induced to develop a responsible marketing mindset when they pursue entrepreneurial careers in future.

Staff in charge





#### Report of the Programme

Name of the programme : Industrial visit

Venue : Maris association private limited

Date : 09.09.2024

Brief objective of the programme : • To understand the production process

of making poly bags.

To gain practical knowledge in the

production process.

No. of participants : 34

Outcome of the programme : • The students gained practical experience in industrial process.

 Realized the techniques and the process included in the production of polymers.

 Enhanced the knowledge of production and manufacturing of poly bags.

Understood the duties of quality control in production.

 Got to know about the welfare and safety measures of the organisation.

Staff in charge

Head of the department

1219/24





# 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: 11.09.2024 to 13.09.2024 Inauguration: 10:30 A.M. on 11.09.2024

Venue: Open Auditorium All are cordially invited!!

Dr.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 : College Bazaar

Venue : Si. Pa. Aditanar Centenary Auditorium

Date : 11.09.2024 to 13.09.2024

Brief objective of the programme :

 To create a win - win situation where college students gain entrepreneurial experience and skills while supporting the economic empowerment of SHGs.

 To foster social responsibility among college students by extending support to SHGs in marketing their products.

Presidentship

: Dr. P. Jeyanthi, Principal

No. of participants

: 15 Women Self Help Groups from all over Tamil Nadu and 120 BBA department students.

Outcome of the programme

 Developed social awareness and culture of entrepreneurship among the students.

Enhanced the marketing skills of the students.

 Empowered the SHGs by generating income through sales.

Staff in charge













#### **Report of the Field Study**

Name of the programme

: Field Study

**Date** 

: 16.09.2024, 18.09.2024 to 21.09.2024

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

production process.

• To build idea about the functions and operations

of an organisation.

No. of participants

: 37 students from III B.B.A.

#### FIELD STUDY UNDERGONE BY III BBA STUDENTS

S.No.	Name of the Student	Name of organization	Place of organization	Topic	Duration
1	Jenita Mary M	DCW Limited	Sahupuram	A study on the	1, 2
	Kubetha U			structure and	5 days
	Selva Saranya S			functioningof	
	Sheeba R			DCW	
				Limited	
2	Assuvitha A	Sivan Printing	Thiruppani Chettikulam, Thoothukudi	A study onthe	
	Muthuselvi S			structure and	
	Pavanthika M			functioningof	5 days
	Sweetlin S			Sivan printing	
3	Jegatha I	M/S.VERY GOOD FOODS	Tirunelveli	A study on the	5 days
	Aruna Devi B			structure and	
	Anisha M			functioning of	
	Muthu Ramalakshmi G			Very Good Foods	

4	Durga M	Shanthini Polymers	Pettai, Tirunelveli	A study on the	100
	Harini M			structure and functioning of	
	Harini S				5 days
	Jecintha Beula J			Shanthini	
				Polymers PVC	
	Vinnarasi P			pipe .	
5	Nanthika P	Maris Associates Private Limited- Unit II	Tuticorin	9	5 days
	Safrin N			A field study at	
	Suyam Prabha R			MarisAssociates	
	Vana Muthu Rathi V			Pvt. Ltd.	
6	Harini A.R		Sillanatham	A field studyat R.K.Poly Bags	5 days
	Ramya A	RK Polybags			
	Subitha J				
7	Rahini J	SDR Polymers Private Limited	Sawyerpuram	A study on	
	Jothi Lakshmi B			structure	- 1
	Sahaya Ashmi A			and functioning of SDR Polymers Private Limited	5 days
8	Dhanashree N			A study	
	Nadar Aarthi Subramani S	Nanjil Integrated Dairy development	Mulagummodu, Kanniyakumari	on the structur e and functioning of Nanjil Dairy Plant	5 days
9	Abinaya G	Entudio Pvt Ltd	Palayamkottai	A study on the structure and	
	Barathy Priyadharshini M				5 days
	Narmatha S			functioning of Entudio Private	
	Padmasani R			Limited	
10	Agnes G			A study on	
	Jeya Priya P	Arul Industries	Tirunelveli	the structure	
	Kabeera Naureen K			and functioning of Ideal, Arul Industries	5 days

11	Saranya A.S	Baby Masala Company	Kottar, Nagercoil	A study on the structur e and	5 days
				functioning of Baby Masala company	

#### Outcome of the programme

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

Staff In Charge



### DCW LIMITED

**SAHUPURAM** 

THOOTHUKUDI DISTRICT-628 229

CIN: L24110GJ1939PLC000748 / GST No. 33AAACD0559N1ZN



Website: www.dcwltd.com

21.09.2024

DCW/HRD

### **CERTIFICATE**

This is to certify that Miss.JENITA MARY M, Register No 20222071201214, BBA, Govindammal Aditanar College for Women, Tiruchendur 628215, has undergone field study in our Organization at Sahupuram works for 6 days from 16<sup>th</sup> September 2024 to 21<sup>st</sup> September 2024.

During the above said period she took enough initiative in learning on various activities exposed to her and was very much keen on making her training successful. Her character and conduct during the period was good.

We wish her all success.

G. Vijay DGM (HR & IR)

Factory Address: DCW LIMITED. Sahupuram,

Thoothukudi District, Tamilnadu, Pincode- 628 229

Contact: 04639 - 280231, 9943023231 99430 33231, 97864 81288, 97868 80439,

E-Mail: fax@shpm.dcwltd.com

Chennai Office: DCW LIMITED.

358 (Old No.645), Third Floor, Anna Salai,

Thousand Lights, Chennai-600 006.Fax No.044-28295766

Contacts: 044-28292752, 28292082 E-Mail: chennaioffice@chn.dcwltd.com RegisteredOffice: DCW LIMITED
DHRANGADHARA -363 315, Gujarat
Contact: 02754-283244, 283381

E-Mail: dcwltd@wilnetonline.net



**GSTIN: 33AAHCE3151C1Z8** 

CIN: U31909TN2022PTC156496

Date: September 21, 2024

#### TO WHOM IT MAY CONCERN

This is to certify that **Barathy Priyadharshini M**, a Bachelor of Business Administration (BBA) student from Govindammal Aditanar College for Women, Tiruchendur, has successfully completed a field study program at our company from **September 16**, **2024** to **September 21**, **2024**. During this period, she exhibited a strong interest in the business activities assigned and completed all tasks with dedication.

She demonstrated punctuality, hard work, and a curious mindset, which enabled her to gain valuable insights into the business world. Her active participation in the field study reflected a genuine desire to learn and grow in the field of business administration.

Based on her performance, we are confident that she possesses the potential to excel in her future professional endeavors. We wish her continued success in all her future career paths.

With regards

5. Djanhure

S Rajavenkatathesihan (Director)



GST: 33AZIPS5667G1ZY



### SHANTHINI POLYMERS

No. 20, Sidco Industrial Estate, PETTAI, TIRUNELVELI - 627010.





Date:21.9.2024

### **INTERNSHIP TRAINING CERTIFICATE**

This is to certify that Miss.VINNARASI.P IIIrd year of BBA in Govindammal Aditanar college –Tiruchendur, has undergone field study in our company for five days from 16.09.2024,18.09.2024, 19.09.2024, 20.09.2024, 21.09.2024. She has taken good involvement in learing work and shown keen interest during this period. she was very punctual in attendance and good in interaction with employees.

We wish her success in all endeavors.

Authorized slengtory
SHAN THE T. P. YMERS



SB-3, DB-7 & 11, CO-OPERATIVE INDUSTRIAL ESTATE, KORAMPALLAM. TUTICORIN - 628 101, INDIA Phone: 0461 - 2340148 TeleFax: +91-461-2340166 E-mail: info@marisfibc.in Web: www.marisfibc.in

CIN: U22121TN1987PTC014548

GST: 33AAECM8194Q1ZP

C.NO:-20/MAPL/2023-2024

Date: 21/09/2024

#### **CERTIFICATE**

This is to certify that NANTHIKA.P (Reg. No:20222071201224), III Year BBA student of GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR has done a Internship in our Organisation Maris Associates (P) Ltd, Tuticorin for 5 days (From 16th September to 21th September 2024).

During this intership period she gained knowledge on various activities.

We wish her all success.

Best Regards,

For Maris Associates (P) Ltd





# GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN TIRUCHENDUR – 628215



## DEPARTMENT OF BUSINESS ADMINISTRATION MANAGEMENT ASSOCIATION

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 : 17.12.2024

Time : 2.30 P.M to 4.30 P.M

All are cordially invited

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

#### Report of the programme

Name of the programme

: Business quiz competition

Venue

: PG seminar hall

Date

: 17.12.2024

Brief objective of the programme

: • 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.

Quiz master

: Mrs. S. Chellapriya,

Assistant Professor of Business

Administration,

Govindammal Aditanar College for Women,

Tiruchendur

No. of participants

: 120

Details of the prize winners

: I Place- U. Kubetha III BBA

R.V. Shrilakshmi II BBA

E. Essaki Karthika I BBA

II Place- P. Vinnarasi III BBA

J. Mary Jashwa II BBA

G. Gnanasraya I BBA

Outcome of the programme

Awareness on business concepts and

events were created.

The participative spirit of the students

were encouraged

through this

programme.









#### Report of the Programme

Name of the programme

: Industrial Visit

Venue

: Hatsun Agro Products Ltd., Tirunelveli

Date

: 20.01.2025

Brief objective of the programme

 To understand the production process of Milk and curd in the visited organisation.

To gain practical knowledge about plant layout.

No. of participants

: 42

Outcome of the programme

- The students gained practical experience and realized the techniques included in the production of milk and curd.
  - The visit enhanced the knowledge of plant layout.
  - The students understood the duties of quality control in production.
  - Awareness regarding the safety measures of the organization was created.

in charge 24/1/2025





#### GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN TIRUCHENDUR - 628215



## DEPARTMENT OF BUSINESS ADMINISTRATION MANAGEMENT ASSOCIATION

Organises

#### LOGO DESIGNING COMPETITION

Participants : BBA STUDENTS

Venue : Hall No.48 Date : 21.1.2025

Time : 3.30 P.M to 4.30 P.M

All are cordially invited

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

#### GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR

#### **DEPARTMENT OF BUSINESS ADMINISTRATION**

#### Report of the programme

Name of the programme

: Logo Designing Competition

Venue

: Room No. 48

Date

: 21.01.2025

Brief objective of the programme

 To help students understand the importance of branding and develop skills in creating effective logos.

• To offer students a platform to showcase their creativity, skills and talents.

No. of participants

: 15

**Details of prize winners** 

: I Place- R. Nanthika - III B.B.A.

II Place - S. N. Fathima Nisma - II B.B.A.

Outcome of the programme

 The participants developed a deeper understanding of branding and design skills including use of colours,

composition and typography.

 The competition offered the participants an opportunity to develop their design skills enabling them to pursue a career in

logo designing.

Staff in-charge









# GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN TIRUCHENDUR- 628 215



#### **DEPARTMENT OF BUSINESS ADMINISTRATION**

Organises

### E-Quiz in Management for Higher Secondary Students

Date:17<sup>th</sup> February 2025 to 26<sup>th</sup> February 2025

Link:https://forms.gle/cyegEfBasaD7B48x8

E- Certificate will be issued to participants who score above 50% marks

Dr. R. Deiva Veeralakshmi Organising 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

Online Quiz for Higher Secondary

Students

Date

17.02.2025 to 26.02.2025

Brief objective of the programme

 To provide an interactive platform and encourage students to learn more about business and entrepreneurship

• To assess student's understanding of business concepts and help them improve their knowledge in the field of business.

 To encourage students to develop interest in business studies and apply for higher studies in the field

No. of participants

60 Students from 20 Schools

Outcome of the programme

• Higher secondary students have become aware of the institution's Business Administration programme

 Quiz has sparked the student's interest to pursue business related

courses

**Head of the Department** 

8m 28/2/25



# E- Quiz in Management for Higher Secondary students Organized by Department of Business Administration

Govindammal Aditanar College for Women, Tiruchendur

gacwbba2002@gmail.com Switch account



\* Indicates required question

Email \*

Record gacwbba2002@gmail.com as the email to be included with my response

# E- Quiz in Management for Higher Secondary students Organized by Department of Business Administration

Govindammal Aditanar College for Women, Tiruchendur	
gacwbba2002@gmall.com Switch account	☑ Dreft sered
* Indicates regulred guestion	
Email *  Record gacwbba2002@gmail.com as the small to be included with my response	
Name *	
Your answer	
Name of the School *	
Your enswer	
Class *	
Your enswer	
Mobile number *	
Your answer	
1.The excess of current assets over liabilities is *	5 points
Loss	
○ Cash	
Working Capital	
O Profit	



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

## **CERTIFICATE**



This is to certify that Ranjani S part. E-Quiz hosted by the Department of Business Administration of Govindammal Aditanar College for Women from 17.02.2025 to 20.02.2025.

F. Din von Lundens

Dr. R. Dejva veeralakshmi Organising Secretary 13-31-

Dr. T.Renuha Convenor Dr. P. Jeyanthi Principal a

Made for free with Certify'em



# GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN TIRUCHENDUR - 628215



**Entrepreneurship Development and Innovation Cell Institution's Innovation Council** 

&

#### **Department of Business Administration**

Our hearty welcome to the Food Fest launched by the

Aspiring business magnates of GACW

Venue Date

**Second Floor** 19.02.2025

First Floor 20.02.2025

P.G. Block 21.02.2025

Inauguration: 10.30 A.M on 19.02.2025

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

Dr. R. Deiva veeralakshmi Dr. T. Renuha

Co-ordinator-EDI Cell Head-Department of Business Administration

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

#### Report of the Programme

Name of the programme

: Food festival

Venue

: 19.02.2025 First floor 20.02.2025 Second floor 21.02.2025 PG block

Date

: 19.02.2025 to 21.02.2025

Brief objective of the programme

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- To provide students with hands on experience in running a small business, managing finances and decision making
- Enable students to apply marketing and sales concepts practically

Chief guest

: Dr. P. Jeyanthi, Principal

No. of Participants

: 41 stalls by 84 BBA students

Outcome of the programme

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- The event motivated the spirit of enterprising and risk taking
- Students learned to work effectively in teams to prepare and sell the food products
- Students generated revenue enabling the concept of earning while learning.

Staff in-charge

Head of the Department











#### GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN TIRUCHENDUR - 628215

#### DEPAREMENT OF BUSINESS ADMINISTRATION

Organises

#### Mock Interview

#### INTERVIEW PANEL MEMBERS

PANEL I - Dr.T.Renuha, Associate and head of Business Administration
Dr.M.Mariammal, Assistant Professor, Department of Commerce (Batch I)

PANEL II - Dr.R.Deiva Veeralakshmi, Assistant Professor, Department of Business Administration Mrs.K.Archana, Assistant Professor, Department of Commerce (Batch II)

PANEL III - Mrs.A. Vijayalakshmi, Assistant Professor, Department of Business Administration Ms.S. Sanmathi, Assistant Professor, Department of Economics

PANEL IV - Mrs.S.Deepa, Assistant Professor, Department of Commerce (Batch I)
Mrs.K.Augusta Meriba, Assistant Professor, Department of Computer Science

Venue: Hall No.48 Date: 15.04.2025 Time: 1.30 P.M to 3.30 P.M

All are cordially invited

Dr. R. Deiva Veeralakshmi Dr. T. Renuha
Association Secretary Head of the Department

Dr. P. Jeyanthi Principal



# GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR MANAGEMENT ASSOCIATION

#### Report of the programme

Name of the programme

: Model Interview

Venue

: III BBA Class

Date

: 15.04.2025

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

: 37 Students

Outcome of the programme

:

- The students understood the method of handling questions posed in interviews.
- The students gained information regarding communication to be followed during interviews.
- The students were enlightened with self introduction and handling tricky questions in interviews.

Staff in charge

**Head of the Department** 







# INTERCOLLEGIATE LEVEL PARTICIPATIONS (2024 – 2025)

# ORGANIZED BY



இந்து நாடார் சங்கங்களால் 1966ல் தொடங்கப்பட்ட கல்லூரி Affiliated to Manonmaniam Sundaranar University, Tirunelveli

THOOTHUKUDI-628003.

DEPARTMENT OF BUSINESS ADMINISTRATION

& Shipping and Logistics Management

# REGISTRATION STARTS

OPEN FOR ALL | ATTRACTIVE EVENTS |
AMAZING PRIZE | RS 200 PER HEAD

REG. CLOSES ON 04.09.2024



https://forms.gle/3CStjTs2Rgr7SML18



Pesta 24

Management Festival

A State Level Intercollegiate Meet



Phone Number

9894963768 -Y. Yuva Shai Priya President

9597447693 - S.I. Naina - PRO 9003778993 - Mrs. D.Vijaya Lakshmi Assistant Professor

E-mail Address

kcsfbba@gmail.com

Our Location

Kamaraj college ,Tiruchendur road, tuticorin-628003 SEPT 05-06 2024

PRIZE AMOUNT

2nd prize - Rs. 5,000 & Trophy

3rd prize - Rs. 3,000 & Trophy



# GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR

## DEPARTMENT OF BUSINESS ADMINISTRATION

## Report of the programme

Name of the programme : Management Pesta-2024

Level : State level

Name of the organizing institution : Kamaraj College,

Thoothukudi.

Date : 05.09.2024 & 06.09.2024

No. of participants : 30 Colleges

No. of participants from our : 25

institution

Details of prize winners : Business Quiz:

I Place – U. Kubetha and

P. Vinnarasi - III B.B.A.

Staff in charge

Head of the department



# Dr. Sivanthi Aditanar College of Engineering Tiruchendur – 628215

#### Department of Management Studies

# ONE- DAY INTER-COLLEGIATE MANAGEMENT MEET PHOEN IX'25

## Snapshot of "Phoenix'25"

Date of the Meet

: 20 h March, Thursday

Time

: From 9.00ain to 4.00pm

Venue

MBA Seminar Hall, Dr. SACOE

Registration Fee

: Rs.150/- per head\* (Including Lunch)

Team Size

: 15 students per team.

No. of teams from an institution : Maximum of 5 per Institution

(UG (legree)

Deadline for registration

: On the Spo-before 9.30am

1

Kindly motivate & encourage your students to participate in the Meet.

Please call the undersigned for any further charifications required in this regard.

Thank you

Mr. S.SIVASUBRAMANIAN

Associate Prof, DOMS, Dr. SACOE

Staff Coordinator - Phoenix'24

Mobile: 94863 29964

E-mail: sivaspmqt@gmail.com

# GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN, TIRUCHENDUR DEPARTMENT OF BUSINESS ADMINISTRATION Report of the programme

Name of the programme : PHOENIX-25

Level : Inter-collegiate Management Meet

Name of the organizing institution : Sivanthi Aditanar College of Engineering,

Tiruchendur

Date : 20.03.2025

No. of participants : 7 Colleges

No. of participants from our institution : 15

Details of the Prize Winners : Our College won the overall

Championship

Events : Best Manager- I Prize

1. Shrilakshmi R.V.

#### **Business Quiz- I Prize**

1. Kubetha U.

2. Vinnarasi P.

#### Logo Designing- II Prize

1. Jenita Mary M.

#### Ad-Zap- I Prize

- 1. Monika A.
- 2. Prabavathy K.
- 3. Shivasakthi J.
- 4. Priyangaa D.

#### Dumb-charode- II Prize

- 1. Rahini J.
- 2. Nadar Aarthi Subramani

24/3/25

Staff in charge

Head of the Department



Receiving overall championship trophy