



**G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS)**  
Re-Accredited with 'A' Grade by NAAC | DBT Star College Scheme  
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)  
**KOVILPATTI – 628 502.**

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

**Report for LIMEX**

**Association Activities (April 2024 to October 2024)**

A One Day National Conference on “Innovation and Incubation of Ideas in Commerce and Management” was conducted on 29.08.2024 in N.Dhamodharan Memorial Auditorium. Principal of our college, Dr.M.Subbulakshmi presided over the function. Director of Self-Financing courses Dr.G.Venkatasalapathy delivered the felicitation address. Dr.S.A.Senthilkumar, Professor, Department of Management, Pondicherry University (A Central University), Karaikal Campus, Karaikal and Dr.V.Arulmurugan, Associate Professor & Head, Department of Commerce, Pondicherry University (A Central University), Karaikal Campus, Karaikal has acted as resource persons. 250 students from various colleges (UG, PG Students and Ph.D., Scholars) are participated were participated in the conference. Out of which, 78 participants were presented analytical papers. Notable Alumni of our department, Mr.S.Kannabiran, Branch Manager – Ramraj Cotton Show room, Kovilpatti has delivered valedictory address.

A One Day Guest Lecture titled “Come on Leaders” was held on 05.09.2024. Dr.L.Josua Paul Moses, Assistant Professor, Department of Management Studies, VHNSN College, Virudhunagar was acted as a resource person.

The department was organized a State Level Inter - Collegiate Competitions in the name of “Com Fest '24” on 13.09.2024. 400 UG and PG students from 18 colleges (in and around Tamil Nadu) were participated in the programme. Competitions viz., Business Quiz, Paper Presentation, Poster making, Face Painting, Ad-Act, Mime, As You Like it, Treasure Hunt and Flameless cooking were conducted in the college campus. Students team of Kamaraj College (SFC), Thoothukudi won the Overall Championship.

To give the practical exposure to students, the department was arranged one day industrial visit to KDHP Tea Factory at Munnar on 07.10.2024.

A Workshop on “What Next?” was conducted to the I and II year B.Com students of the Department on 07.10.2024. JC.K.Neethi Raja, Associate Member, JCI, Kovilpatti was trained the students towards goal setting. He guided them to explore the various scope in their career.

Notable Alumni of our College Mr. J.Selvakumar, CEO, AGJ Computers, Kovilpatti has trained to the students title “MS-Excel” on 03.01.2025. final year UG Students are participated.

The department was organized a State Level Workshop on “Data Analysis using SPSS & Research Publication Essentials on 06.01.2025 and 07.01.2025. 60, III. B.Sc Statistics, I and II.M.Com and Ph.D Students are participated. Dr. T.Suguna, Assistant Professor of Management Studies, VHNSN College, Virudhunagar has acted a resource person.

A One Day Guest Speech titled “கனவுகள் மெய்ப்பட வேண்டும்” was held on 30.12.2024. **Ms. H.Hammath Nisreen, Motivational Speaker, Rajapalayam** was acted as a resource person.

### Ph.D. Viva Voce (2024-2025)

The following research scholars of the department was submitted their research work and awarded Ph.D. during the semester.

S. No.	Name and Register number of the Scholar	Date of Viva Voce	Supervisor
1	Mrs. K.Bhavithravani (21112051012004)	15.07.2024	Dr. M.Vairavan, Assistant Professor
2	Mr. R.Anandakalidoss (21112051011001)	01.10.2024	Dr. M.Vairavan, Assistant Professor
3	Ms. P.Muthulakshmi (21112051012002)	01.10.2024	Dr. M.Vairavan, Assistant Professor
4	Mr. S.Sivasankar (18222055271004)	23.10.2024	Dr. S.Krishnasamy, Principal (Rtd)

### Staff Participation - FDP

S. No.	Name of the Staff Members	Date	Event
1.	Mr.S.Palanikumar	15.10.2024 to 19.10.2024	Five day’s FDP titled “Innovative Approaches in Higher Education and
2.	Dr. J.Anand		

3.	Dr. M.Vairavan		Research” organized by G.V.N College, Kovilpatti
4.	Dr. R.Kavitha		
5.	Dr. S.Prabhakar		
6.	Dr.R.Subharanjani		
7.	Dr. V.Amutha		
8.	Mr.S.Palanikumar	23.09.2024 to 28.09.2024	One-week international virtual workshop on “Excellence in Research Methodology” organized by SRM Institute of Science and Technology, Ramapuram, Chennai.
9.	Dr. J.Anand		
10.	Dr. M.Vairavan		
11.	Dr. R.Kavitha		
12.	Dr. S.Prabhakar		
13.	Dr.R.Subharanjani		
14.	Dr. V.Amutha		

- ❖ Mr.S.Palanikumar, Assistant Professor and HOD of Commerce was participated in a one day International Seminar on “Dynamics of Digital Marketing: Global Perspectives and Future Trends” on 20.8.2024 organized by the Department of Commerce, P.K.R. Arts College for Women, Gobichettipalayam.
- ❖ Dr. J.Anand, Assistant Professor of Commerce was participated and presented a paper in an International Conference, conducted by Nadar Saraswathi College of Arts and Science, Theni on 01.08.2024. His paper titled “A Study on Customer Satisfaction towards E-Wallet Apps Usage in Kovilpatti Town” was published in the edited volume book with ISBN.
- ❖ Our Faculty member Dr. V.Amutha, Assistant Professor of Commerce participated 5 days FDP titled “Digital Marketing” MIT Arts Commerce & Science College (Autonomous)- Maharashtra, From 27th May to 31st May 2024.



❖ Our Faculty member Dr. V.Amutha, Assistant Professor of Commerce participated National webinar on “ Financial Empowerment through wealth creation” B.S Abdur Rahman crescent Institute of Science & Technology collaboration Chennai, 04/06/2024.

**G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS)**  
Re-Accredited with ‘A’ Grade by NAAC | DBT Star College Scheme  
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)  
**KOVILPATTI – 628 502.**

**PG AND RESEARCH DEPARTMENT OF COMMERCE**

S. No.	Date	Activity	Title
1.	29.8.2024	One Day National Conference	Innovation and Incubation of Ideas in Commerce and Management
2.	05.9.2024	Guest Lecture	Come on Leaders
3.	13.9.2024	State Level Inter - Collegiate Competitions	Com Fest '24
4.	07.10.2024	Industrial visit	KDHP Tea Factory at Munnar
5.	07.10.2024	Workshop	“What Next?”
6.	30.12.2024	Guest Lecture	கனவுகள் மெய்ப்பட வேண்டும்
8.	03.01.2025	Workshop	Excellence in MS-Excel
9.	06.01.2025 & 07.04.2025	State Level Workshop	Data Analysis using SPSS & Research Publication Essentials
10.	1 <sup>ST</sup> WEEK OF February	15 students of PG completed	Atal Course approved by AICTE
11.	1 <sup>ST</sup> WEEK OF February	Course Name: Search Engine Optimization	Course Era Course
12.	Last Week of February	Industrial visit	

Students’ Participation:

1.	23.01.2025	State Level Seminar on “ <b>Digital Transformation in Banking and Financial Services</b> ” in the S.S.Duraisamy Nadar Mariammal College, Kovilpatti	244CO501	P.ABILAKSHMI	I M.COM
			244CO502	P.ABIRAMI	I M.COM
			244CO520	G.UDHAYALAKSHMI	I M.COM
			244CO521	P.VEERALAKSHMI	I M.COM
			244CO523	B.KRISHNASRIPANDI	I M.COM
			241120506037	S.RAJALAKSHMI	Ph.D Full Time

2	22.01.2025	“ <b>Industry Institute Conclave 2k25</b> ” in the PKR Arts College for Women, Gobichettipalayam	244CO508	CHERMAKANI V	I M.COM
			244CO509	GANESHKUMAR P	I M.COM
			222CO115	JEGATHEESHRAJ T	III.B.COM
			222CO138	NAMBIRAJ K	III.B.COM
3.	30.01.2025	“COM - FESTA 25 – State Level Inter Collegiate Meet” in the SRNM College, Sattur	22 Students from UG		
4.	24.01.2025	State Level Inter Collegiate Meet – Chakrayuga 2k25 in ANJA College, Sivakasi	14 Students of UG participated 5 Students got a 2 <sup>nd</sup> Prize in Dance Competition: M.Ashok Kumar - III.B.Com A.Yuvaraj - III.B.Com N.Mariselvam- III.B.Com S.Murugesan- II.B.Com S.Selvakumar- II.B.Com		

**HOD**

**DIRECTOR**