

Annual Report -2023-2024

PG DEPARTMENT OF COMMERCE

1. No of students admitted: 149 in B.Com(G) and 23 students in M.Com
2. University Pass percentage (outgone batch): 76.58% in B.Com(G) and 65% in M. Com
3. University rank holder: Nil
4. Staff achievement:
 - a) STAFF MEMBERS AWARDED Phd.

S.no	Faculty name	Department	Title of thesis	Date of viva-voce	University
1	Dr.V.N.Thiagarajan	Commerce	"A Study on Service Based Brand Equity and Impact on Purchase Intention of Customers Towards Life Insurance Corporation of India- With Special Reference to Chennai City"	16/08/2023	University of Madras

- b) Staff members submitted the PHD Thesis: Nil

S.no	Faculty name	Department	University
		Nil	

- c) Staff members registered for Ph.D

S.no	Faculty name	Department	University
1	G Anantha Babu	Commerce	University of Madras

- d)Awards received by staff members(photos submitted): Nil

S.no	Faculty name	Department	Name of the Award received	University/institute/organization	Date/place
1	Dr. S. Vijayalakshmi	Commerce	member of editorial board (International Edited Peer Reviewed Book)	Red shine publication	July 2023

- e) Staff members acted as resource person /chief guest (photos submitted)

S.no	Faculty name	Department	Topic	College name	Date/place
	Dr.V.N.Thiagarajan	B.Com(ISM)	"Digital Marketing Trends"	S.D.N.B Vaishnav College for women	19/09/2023 Chrompet, Chennai



f) Staff participation of workshop/FDP/Seminar(photos submitted)

S.no	Faculty name	National /International	Title of workshop/FDP/Seminar	College name	Date/place
1	Dr.G.Santhamoorthy	National	"Promoting Entrepreneurship and Innovation in Higher Education Institutions"	University of Madras	22/02/2024' 23/02/2024 Chennai
2	Dr.S.Arumugam	National	"Proactive Accounting- Driving the Future of Industry Transformation	University of Madras	25/08/2023 Chennai
		State level	"Empowering Educators" (Teachers Conference)	ICSI	23/09/2023
3	Dr. S. Arumugam	National level	UGC- Sponsored (Indian Knowledge System)	University of Madras	21 /08/23 to 26/08/23 (6 days)
4	Dr. S. Arumugam	National Level	Advanced Research Methodology	SRM Institute of Science and Technology (Dept of Commerce(IS M)	3/07/23 to 18/07/23 (Online)

5	Dr. S. Arumugam	FDP	From Research to Publication	Adhiyaman Arts & Science College for Women PGDept of Commerce	04/09/23 to 11/09/23 (Online)
6	Dr. L. I. Mary Pauline	International	Transformation of the Banking sector- Breakthrough Innovation, Creativity and Leading Changes	Thiruthangal Nadar College	26/08/23
7	DR. P. M. Roseline Bincy	State level	“Empowering Educators” (Teachers Conference)	ICSI	23/09/2023
8	Dr. L. I. Mary Pauline	State level	“Empowering Educators” (Teachers Conference)	ICSI	23/09/2023
9	DR. P. M. Roseline Bincy		leveraging Technology in collaborative learning process to Achieve Innovation Outcomes	IBS(ICFAI Business School)	19/07/23
10	Mr. G. Ananth Babu		leveraging Technology in collaborative learning process to Achieve Innovation Outcomes	IBS(ICFAI Business School)	19/07/23
11	Mr. K. Ayyappan	FDP	US Individual Taxation	ICT	17/07/23 to 21/07/23
12	Dr. S. Pradeepa	FDP	Logistics and Supply Chain Management	Naan Mudhalvan	17/07/23 to 21/07/23
13.	Mr. G. Dhayanidhi	FDP	Logistics and Supply Chain Management	Naan Mudhalvan	17/07/23 to 21/07/23
14	Mrs. G. Poornima	FDP	Logistics and Supply Chain Management	Naan Mudalvan	17/07/23 to 21/07/23



g) Journal publication details

S.no	Faculty name	Department	National/ International	Title	University/ institute/ College name	ISSN No	Date/pl ace

1	Dr. S. Arumugam	Commerce	Journal of the oriental Institute	Problems of Online shopping consumers: A study among college students	nil	0030-5324	Aug-23
2	Mr.G.Dhayanidhi	Commerce	Business, Management and Economics Engineering	A STUDY OF CONSUMER BEHAVIOR TOWARDS E-BANKING SERVICES IN THIRUVALLUR DISTRICT	nil	ISSN: 2669-2481 / eISSN: 2669-249X	2023 Volume 21 Issue 02

h) Paper presentation in conferences

S.no	Faculty name	Department	National/ International	Title	University/ institute/ College name	ISSN No	Conference Date/place
		Nil					

i) Books/book chapter published

s.no	Faculty name	Department	Title of the book	Year of publication	ISSN No	Name of the publisher
		Nil				

j) Staff members who have produced centum in various subjects

S.no	Faculty name	Department	CLASS	SUBJECT	YEAR
1	Dr. V. N. Thiagarajan	Commerce	II M.com	Customer Relationship Management	April 2023
2	Dr. L. I. Mary Pauline	Commerce	III B. Com(G) 'C' sec	Management Accounting	April 2023

k) Staff members achieved 100% result

S.no	Faculty name	Department	CLASS	SUBJECT	YEAR
1	Ms. Swetha Malathy	Commerce	III B.com (G) 'A' sec	Human Resources Management	April 2023
2	Mr. K. Nandagopal	Commerce	III B.com(G) 'B' sec	Advanced Cost Accounting	April 2023
3	Ms. D. Poornima	Commerce	III B.com(G) 'C' sec	Entrepreneurial Development	April 2023
4	Dr.R. Thangaselvan	Commerce	III B. Com(G) 'A' sec	Income Tax Law and Practise	April 2023

I) SET/NET - Nil

5. STUDENT ACHIEVEMENT/MEDALS

- Sports and others (National/international level) with photos
- Students participated in intercollegiate /inter department/paper presented with photos

S.no	student name	Class-department	Event name	College name	date	Prize details
1	K. Vignesh	III B.com (G) 'C' sec	Bodybuilding	District level		Second Prize
2	R. DilliRaja A.Arunkumar V. Dhanush S. Jayaprakash D. Hemath G. Abinesh	III B. Com(G) 'A' Sec	Mime	S.A. College of Arts and Science	13/10/23	I Prize
3	R. Dilli Raja S. Jayabarathi M. Aarthi	III B. Com(G) 'A' Sec	Paper Presentation	GSS Jain College for women	19/02/24	Presented a paper

4	B. Yuvraj	III B.com(G)'C'	Karate Champions hip	National Level @ Karnataka	6/08/23	Championship
5	B. Preethi	I B. Com(G) 'A'	KHELO INDIA WOMEN'S LEAGUE	Vellore	12/02/24	Participation
6	Joy Sanjith, S. Akash	I.B.Com(G)'A.	State Level	Sindhi College	27/02/24	Winner
7	M. Sathya	III B.Com(G)'C'	Kung-Fu National level	Nehru Stadium	04/09/23	Gold Medal
8	M. Sathya	III B.Com(G)'C'	Kung-Fu	District Level	29/12/23	Gold Medal
9	P. Thulasi Priya & S. Swetha	III B.Com(G)'C'	Dance	Jaya College	23/06/23	Cash Award Rs. 3000
10	P. Thulasi Priya,S. Swetha, Varsha lekha, R. Nivedha	III B.Com(G)'C'	World Record	Mar Gregorious	10/09/23	Participation
11	M. Barathi	II B.Com(G)'C'	Food Competitio n	Economics Departme nt - Sindhi College	26/02/24	I prize
12	N. Nisha, P. Sandhya,M. Bharathi, & K. Maniarasu	II B.Com(G)'C	Group Dance	Viscom- Mirchi Kalloori Stars		I Prize
13	P. Sandhiya Devi	II B.Com(G) 'C'	Speech Competitio n	Maths Dept - Sindhi College		I Prize
14	S. Abdul Rahnan	I B.Com (G) 'B'	Sola Dance	DD Podhigai Channel	23/02/24	Participation

15	S. Kaviya Sree	I.B.com(G)'B'	Anchoring	DD Podhigai Channel	23/02/24	
16	K. Jegan	II M.COM	Bodybuilding	Bench Press Championship	25/02/24	Championship
17	M. Deepak	I B.Com(G)'A'	Cooking	Indian oil corporation Ltd & Duchess Club	02/03/24	II prize





6. Department Association activities with photos

Commerce Association Activities

1. Commerce Association Inaugural Function was held on 20th Sep 2023 in the Central Hall.
Mr. M. Eshwar ,Orator/ Trainer/ Public speaker (VAA THOZHA ACADEMY)
 was the chief guest and delivered the inaugural address.
2. **CENTRAL EXCISE DAY ON 24TH FEB 2024**
 Seminar: "GST UNVEILED: EXPLORING THE EVOLUTION OF RULES FROM INCEPTION TO TODAY"

Resource Person : Mr. P. Ravichandran, I.R.S., Assistant Commissioner of Customs and Indirect Taxes, Customs House, Chennai.

The PG Department of Commerce in association with IQAC celebrated the Central Excise Day on February 24, 2024 in the College Premises between 10 to 11.30 am. The day is celebrated to commemorate the establishment of the Central Excise and Salt Act on February 24, 1944. The presence of Mr. P. Ravichandran I.R.S as the Chief Guest added prestige to the event. He delivered a keynote address on the evolving role of the Central Excise and Customs department in the contemporary economic landscape. His insights on GST practices inspired and emphasized the crucial role played by the department in the nation's growth. We extend our heartfelt thanks to our Management, Principal(i/c) Dr. T. Prahalathan, Vice Principal Dr.S. Shobana, Head of the Department of Commerce Dr.V. Hemalatha and the Commerce Department faculty members and students for the smooth conduct of the session.



7. Department extension activities

ROAD SAFETY AWARENESS PROGRAM

Sindhi College observed the National Road Safety week in this academic year (2023-2024) on January 20, 2024 from 10.00 am to 11.30 am. The Principal Dr.T.Prahalathan addressed the students about the Road Safety rules. Safety Pledge was led by Dr.V.Hemalatha, Head, PG Department of Commerce. Nearly 250 students had actively participated in the rally from Sindhi School to Maathiravedu Junction holding placards related to Road Safety .Awareness. Mr.Vijay Krishnaraj, Inspector of Police, Thiruverkadu gave a brief talk on the importance of observing Road Safety week. Mr.Sivaraman, Sub-Inspector, Mr.Athilingam, Sub-Inspector, Mr.D.Vinoth, Head Constable, Mr.Sivaprakasam, PC, Mr.Pradeep, PC, Mr.Manimaran, PC. Mr.Abraham, Inspector of Police, Traffic, Mr.Subramanian, Sub-Inspector, Traffic, Mr.Saravana Kumar, Head Constable, Traffic



8. Study tour report

INDUSTRIAL VISIT - 23RD JANUARY 2024 TO HATSUN AGRO PRODUCTS LTD, KANCHEEPURAM.

PG Department of Commerce organized an Industrial Visit for III B.COM(G) students to Hatsun Agro Products Ltd, No. 144, Thimmasamudram Village, White Gate, Chennai – Bangalore Highway, Kancheepuram Taluk – 631502, on 23rd January 2024. As the company allows only one visit of an Institution in a month, first batch of 60 students from III year B.Com (G) and 3 faculty members (Dr. G. Santhamoorthy, Dr. S. Pradeepa, Mr. G. Dhayanidhi Asst. Professors from the Commerce Department) visited on 23/01/2024. A Private bus was arranged for this Industrial Visit. The Journey started at 9.30 am from Sindhi College and reached the Hatsun Agro Products at 11 am. This trip gave an extensive learning about the top brands of dairy, particularly manufacturing of milk and other milk related products and thus gave them enough practical knowledge.

