



# SANKAGIRI VIVEKANANDHA ARTS AND SCIENCE COLLEGE FOR WOMEN



Prof. Dr. M. Karunanithi, B.Pharm., M.S., Ph.D., D.Litt.,  
Chairman & Secretary

Affiliated to Periyar University, Salem  
Veerachipalyam, Sankagiri - 637303, Salem.



## NEWSLETTER

### VOLUME 4, OCTOBER 2025



[office@viaasrvt.ac.in](mailto:office@viaasrvt.ac.in)



[@vivekanandha\\_college\\_viaas](https://www.instagram.com/vivekanandha_college_viaas)



[www.viaasrvt.ac.in](http://www.viaasrvt.ac.in)



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## EDITORIAL DESK

Dr. V.KALAIVANI, Head/COMMERCE  
Mr. K.PRABU, AP/COMMERCE



# VISION & MISSION



We are dedicated to secure and deliver knowledge through teaching, research and extension and to seek continues improvement in the quality of education to remain globally competitive. We aim to empower students with strong analytical skills, entrepreneurial mindset, and global outlook.

The Department is committed to integrate all facts of commerce and management to educate and train innovative and competent human industry, business and service sector and to equip and encourage them to start their own ventures in urban or rural areas benefitting both the classes and masses.



**“Learn business today, lead the world tomorrow.”**

**THINK**

**TRADE**

**TRANSFORM**

**NEWSLETTER  
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# NEWSLETTER, OCTOBER 2025



Sangagiri, Tamil Nadu, India



Sangagiri, Tamil Nadu, India



## COMMERCE

## FACULTY ACHIEVEMENTS

- Attended a One-Day National Seminar, presented a paper, and published it entitled "Redefining Insurance through Technology: An Overview", organized by Vivekanandha Arts and Science College for Women on September 29, 2025.
- A paper, and published it entitled "Green banking and environmental sustainability organized by international journal for multidisciplinary research".
- Attended a One-Day International conference, presented a paper entitled "Cross border culture tourism in virtual reality environment ", organised by Excel college for commerce and science.



**Dr. V. Kalaivani,**  
Assitant professor & Head



**Mr.S.Gopi,**  
Assitant professor

- Attended a One-Day National Seminar, presented a paper, and published it entitled "Impact of NRI Deposit Inflows on the Indian Economy: A Study from April 2020 to March 2025", organised by Vivekanandha Arts and Science College for Women on September 29, 2025.

- Attended a One-Day National Seminar, presented a paper, and published it entitled "The Impact of AI on Digital Marketing Promotions", organised by Vivekanandha Arts and Science College for Women on September 29, 2025.



**Mr.S. Ramesh,**  
Assitant professor

## COMMERCE

## FACULTY ACHIEVEMENTS

- Attended a One-Day National Seminar, presented a paper, and published it entitled "Insurance Education and Financial Literacy", organized by Vivekanandha Arts and Science College for Women on September 29, 2025.
- A paper, and published it entitled "Green banking and environmental sustainability organized by international journal for multidisciplinary research".
- Attended a One-Day International conference, presented a paper entitled "Cross border culture tourism in virtual reality environment ", organised by Excel college for commerce and science.



**Mrs.S. Sudha**  
Assitant professor



**Mr. J. Mano,**  
Assitant professor

- Attended a One-Day National Seminar, presented a paper, and published it entitled "Digital Platforms: Banking and Insurance Industries", organized by Vivekanandha Arts and Science College for Women on September 29, 2025.

- Attended a One-Day National Seminar, presented a paper, and published it entitled "The Study on Government Policies and Innovative for Financial Inclusion", organized by Vivekanandha Arts and Science College for Women on September 29, 2025.
- Attended a seven days wirkshop on The Gen z effect Innovation Impact and fiture of the industry organized by Star international foundation for research and education on 02-10-2025 to 08-10-2025.



**Mrs. R. Kowsalyadevi**  
Assitant professor



**Mrs. S.Kousalya**  
Assistant Professor

- Attended a One-Day National Seminar, presented a paper, and published it entitled "Reinsurance and Risk Management for a Resilient Economy", organized by Vivekanandha Arts and Science College for Women on September 19, 2025.

## COMMERCE

## FACULTY ACHIEVEMENTS



**Ms.S. Sugacini**  
Assistant Professor

- Attended a One-Day National Seminar, presented a paper, and published it entitled "The Study on Insurance and the Vision of Development India 2047", organized by Vivekanandha Arts and Science College for Women on September 29, 2025.
- Attended a seven days workshop on The Gen z effect Innovation Impact and future of the industry organized by Star international foundation for research and education on 02-10-2025 to 08-10-2025.

- Attended a One-Day National Seminar, presented a paper, and published it entitled "Financial Literacy and Insurance Uptake Intention among Rural Area Families", organized by Vivekanandha Arts and Science College for Women on September 19, 2025.
- Participated in a One-Day Workshop on "Research Analysis with SPSS and excel" organised by Sona college of Arts and Science College.



**Mr. K. Prabu,**  
Asst. Professor



**Mr. M. Nagaraj,**  
Assistant professor

- Participated in a One-Day National Level Faculty Development Programme on "Generative AI in Teaching" organised by Vivekanandha Arts and Science College for Women in association with Pencilbitz on September 27, 2025.
- Attended a One-Day National Seminar, presented a paper entitled "Metaphors of Protection: Exploring the Representation of Insurance in Contemporary Indian Writing", organised by Vivekanandha Arts and Science College for Women on September 19, 2025.

- Participated in a One-Day National-Level Faculty Development Programme on "Generative AI in Teaching" organised by Vivekanandha Arts and Science College for Women in association with Pencilbitz on September 27, 2025
- Attended the One-Day National Seminar, presented a paper, entitled "The Language of Security: A Discourse Analysis of Insurance Advertisements in a Developing India," organised by Vivekanandha Arts and Science College for Women on September 29, 2025.



**Miss. L. Sweet Lavanya,**  
Asst. Professor



## One day National Seminar

One-Day National Seminar on Sep 26, 2025. The seminar aimed to highlight the crucial contribution of the insurance sector in achieving India's vision of becoming a developed nation. The Chief Guest, delivered an insightful address on the importance of financial literacy and inclusive growth through insurance services. The program featured expert sessions, interactive discussions, and paper presentations, providing valuable knowledge to students/colleges.



## Vivekafest2025

VIVEKAFEST2025 on Sep 29, 2025, bringing together students from various schools to participate in a range of academic, cultural, and events. Various activities such as quiz competitions, guess the song, addzap and fun games were conducted to encourage student interaction and showcase their talents. The event provided an excellent platform for students to exchange ideas, build confidence, and develop leadership skills.



## World Students Day

Celebrated World Students' Day on October 15, 2025, honoring the birth anniversary of Dr. A.P.J. Abdul Kalam. The program highlighted the significance of students as the nation's strength, featuring motivational talks, student performances, and interactive sessions to inspire learning, leadership, and innovation among young minds.



## Consumer Awareness Programme

Our Department of Commerce organized an awareness programme on Oct 8, 2025 for consumer rights and food fortification with Mr. M. Saravanan, Training director, federation of consumer organisation TN Chennai, who enlightened students on consumer protection and the importance of fortified foods. To participated all department students.

## Club activity

Our department students conducted on 13th October 2025, where students actively discussed important current affairs and recent national and global developments. The session encouraged critical thinking, awareness, and communication skills among students. It provided a platform for them to share opinions, exchange ideas, and stay informed about contemporary issues shaping society and the economy.



## Alumni Interaction Program

The Department of Commerce organized an Alumni Interaction Program on “Pathway to Growth and Success” on 22nd October 2025. Distinguished alumni shared their inspiring career journey. The session motivated students to set clear career goals and explore diverse opportunities in the commerce field. The program motivated students fostering a strong connection between alumni and current students.



## Pooja Celebration

The Commerce Department celebrated Ayudha Pooja with devotion and tradition. Faculty and students participated in the ritual, offering prayers to books, tools, and instruments symbolizing knowledge and hard work. The celebration fostered unity, highlighting the value of dedication and blessings for success in academic.



## Club Activity

“Thought of the Week” activity to inspire positive thinking and holistic development among students. Each week, meaningful quotes related to education, discipline, leadership, and values were presented and discussed, encouraging motivation, confidence, and a healthy academic environment.





# SANKAGIRI VIVEKANANDHA ARTS AND SCIENCE COLLEGE FOR WOMEN Veerachipalayam, Sankagiri, Salem

## COURSES OFFERED

### UG Courses

#### School of Arts and Humanities

B.A. Tamil

B.A. English

B.Sc. Mathematics

#### School of Sciences

B.Sc. Nutrition and Dietetics

B.Sc. Costume Design & Fashion

B.Sc. Physics

B.Sc. Chemistry

B.Sc. Biochemistry

B.Sc. Biotechnology

B.Sc. Microbiology

#### School of Commerce

B.Com.,

B.Com. (Computer Applications)

B.Com (Business Analytics)

B.Com (E-Commerce)

#### School of Computing

B.Sc. Computer Science

Bachelor of Computer Applications

B.Sc. CS (Information Technology)

B.Sc. Cyber Security

B.Sc. Artificial Intelligence & Data Sciences

### PG Courses

#### School of Arts and Humanities

M.A. Tamil

M.A. English

M.Sc. Mathematics

#### School of Sciences

M.Sc. Nutrition and Dietetics

M.Sc. Costume Design & Fashion

M.Sc. Physics

M.Sc. Chemistry

M.Sc. Biotechnology

M.Sc. Microbiology

#### School of Commerce

M.Com.,

#### School of Computing

M.Sc. Computer Science

### PhD Programme

PhD in Biotechnology

PhD in Microbiology

**UG Courses - 3 Years**

**PG Courses - 2 Years**

**PhD - Part time & Full time**

