



# VIVEKANANDHA



## ARTS AND SCIENCE COLLEGE FOR WOMEN

An ISO 9001:2015 Certified Institutions (Affiliated to Periyar University, Salem)  
Recognized Under Section 2(f) and 12(B) of the UGC Act, 1956, Sankagiri, Salem

## DEPARTMENT OF COMMERCE

### NEWSLETTER

Volume 1 June & July 2025



# COMMERCE

B.Com, B.Com(CA), B.Com(BA), M.Com

## VISION

The Department is committed to integrate all facets of commerce and management to educate and train innovative and competent human resource globally suitable for 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

## MISSION

We are dedicated to secure and deliver knowledge through teaching, research and extension; and to seek continuous improvement in the quality of education to remain globally competitive.

The Department of Commerce was established in the year 2014. It continues to reside in good position in environment and remains the most popular department among others. The department has highly qualified, dedicated and experienced faculty members, who are actively participating in research activities, publication of books and research papers. The department envisages the life time value for education, entrepreneurial skills, business traits, leadership qualities and ethics among students. The department offers B.Com.(CA), B.Com, B.Com.(BA) and M.Com programmes.

- Excellence in teaching-learning process as reflected in results
- Contribution to the existing knowledge through research
- Service to the society through extension activities

**BUZZ**

## **GUEST LECTURES & AWARENESS PROGRAMMES**



- Awareness Programme on TNSP Con 20.6.25  
Participants- IIUG, IIIUG & IIPG of Commerce
- Guest Lecture Programme on Securities Market Essentials: Building your Wealth Creations on 24.6.25, Participants- II UG, III UG & II PG of Commerce
- Guest Lecture Programme on Personal Finance Tracking System on 03.07.25  
Participants- IIUG, IIIUG & IIPG of Commerce
- Guest Lecture on Navigating the Financial Landscape on 07.07.25  
Participants- III UG & II PG of Commerce

**BUZZ**

## **GUEST LECTURES & AWARENESS PROGRAMMES**



➤ 5 Days Student Development Programme on Active Minds and Startup Dreams of women from 14.7.25 to 18.7.25

Participants- IUG, IIUG & IIIUG of Commerce

➤ Inaugurated the Center for Professional Courses on 15.07.25

Participants- All Commerce Students

**BUZZ**

## **GUEST LECTURES & AWARENESS PROGRAMMES**



- 5DaysStudentDevelopmentProgrammeonActiveMindsandStartup Dreams of women from 14.7.25 to 18.7.25  
Participants-IUG, IIUG & IIIUG of Commerce
- CS, CMA & CA Conclave on 15.07.25  
Participants-IUG, IIUG & IIIUG of Commerce
- EduConnect Webinar on Power of Positive Thinking on 28.07.25  
Participants-IUG Students of Commerce

## BUZZ

## INDUSTRIAL & FIELD VISITS



The Department has organized Industrial visit to SPAC @ Poonachion  
03.07.25  
Participants-IIUGofCommerce



The Department has organized Village outreach Programme on Financial Literacy on 09.07.25  
Participants-IIPGofCommerce



The Department has organized Industrial visit to Aavin @ Salem on 11.07.25  
Participants-IIIUGofCommerce



The Department has organized Industrial visit to Dharani Herbals @ Pulliyampattion 22.07.25  
Participants-IUGofCommerce

# STUDENTS ACHIEVEMENTS



Cleared CSEET Exam Level on 16.7.25

Ms. T. Amsaveni - II B.Com

Ms. S. Nithiarrasi - II B.Com



- 10 Students of II B.Com CA have participated and presented a paper in one Day International Conference on AI driven Digital Transformation in Business 16.7.25 organised by Vellalar College for Women
- 17 students of Commerce participated in Handloom Fashion Show on 24.7.25 organised by CDF Department, VIAAS

# FACULTY ACHIEVEMENTS



Dr. V. Kalaivani-Head of Commerce

- Participated in FDP on Outcome Based Education on 23.6.25 organized by VCEW
- Acted as subject expert of 14th BOS on 28.6.25 in NGP Arts and science College, CBE

Dr. S. Kala – Assistant Professor of Commerce

- Participated in FDP on Microsoft Digital skills from 23.6.25 to 28.6.25 organized by Periyar university
- Participated in FDP on Recent advancements in AI & ML from 30.6.25 to 4.7.25 organized by St. Joseph College of engineering
- Participated in International workshop on SEM & CFA using AMOS from 9.7.25 to 11.7.25 organized by edinztech Private Ltd
- Participated in FDP on Navigating Research Methodologies from 16.7.25 to 22.7.25 organized by Digi skill Development Center & Training Institute



Mr. S. Gopi – Assistant Professor of Commerce

- Participated in FDP on Recent advancements in AI & ML from 30.6.25 to 4.7.25 organized by St. Joseph College of engineering
- Participated in National Webinar on Financial Literacy and wealth Management on 23.6.25 organized by AMFI



# FACULTY ACHIEVEMENTS

Ms.S.Sugacini–Assistant Professor of Commerce



➤ Published a Book entitled on Environmental Studies by Saliha Publications, Chennai-June-2025

➤ Published a Paper on Farmers Opinion on lead bank Scheme and agricultural in International Journal of Research and Analytical Reviews June-2025

➤ Participated in Webinar on Personal Finance on 26.6.25 organized by NISM

➤ Participated in Workshop on Art of Writing Research Article on 26.7.25 organized by VET, Erode

Mrs.R.Kowsalya Devi–Assistant Professor of Commerce

➤ Published a Paper on A Study on factors influencing E-Bike Purchase Decisions of Customers in Erode Dt in Journal of Advanced and Future Research – June-2025

➤ Participated in Workshop on Art of Writing Research Article on 26.7.25 organized by VET, Erode



## Activities

## DomainClub-Financial Analyst

A Domain Club focused on finance, investment, and business helps students in multiple meaningful ways, especially if they're aiming for careers in finance, consulting, or analytics. The club helps the students in gain a solid understanding of personal finance, budgeting, investments, and economic principles



The Department organized Domain Club

Activity I - 20.06.25 - Presenters - Ms. M. Dharshana & Ms. S. Maharanjani IIB.Com

Activity II - 27.06.25 - Presenters - Ms. S. Kokila & M. Asmi IIM.Com

Activity III - 10.07.25 - Presenters - Ms. S. Kamal & S. Harani Devi III B.Com(CA)

Activity IV - 17.07.25 - Presenters - Ms. M. Suvatha & R. Varshini Sri - IIB.Com(CA)

Student Coordinator - Ms. S. Sowmiya, IIM.Com  
Staff Coordinator - Dr. S. Kala  
AP/Commerce



## Activities

## Thought of the Week-Current affairs

A Thought of the Week initiates the student to keeps them updated with real-world economic and builds awareness of current affairs, industry trends, government policies, and global market movements

Week I-07.7.25

Briefers - Ms. S. Kousalya & Ms. Devipriya II  
B.Com CA

Week II-14.07.25

Briefers - S. Iniyavarshini & G. Manimekalai II  
B.Com

Week III-25.7.25

Briefers - M. Sujitha & S. Subika II B.Com (CA)



Student Coordinator - Ms. T. Priyadarshini, IIM.Com  
Also acting as association President for Commerce



Staff Coordinator - Ms. L. Sweet Lavanya  
AP/English in Commerce

## Activities

# Success Motivation Speech

Watching speech videos of successful people-entrepreneurs, leaders, innovators, and change makers can offer immense value to students. These videos aren't just motivational; they provide practical lessons, mindset shifts, and real-life strategies that textbooks often miss. These speeches often focus on growth mindset, perseverance, courage, and curiosity.

Screen I-16.6.25

Showrunners—Ms. V.Nathiya & Ms. V.Jamuna Devi IIB.Com CA

Screen II-17.6.25

Showrunners—M.Asmi & S.Sowmiya IIM.Com Screen

III 23.7.25

Showrunners—S.Harini & S.Gayathri IIB.Com (CA)

Screen IV 30.7.25

Showrunners— S.Gobika & B.Gowri IIB.Com



Student Coordinator—Ms. P. Ramya, IIM.Com

Staff Coordinator—Ms. L. Sweety Lavanya

AP/English in Commerce

## Activities

## Related to Institution's Innovation Council

**SANKAGIRI**  
**VIVEKANANDHA**  
**ARTS AND SCIENCE COLLEGE FOR WOMEN**  
Affiliated to JGU (Autonomous), Vellore (Approved Under section 3(1) of the IIC Act, 2002)  
**Department of Commerce**  
In Association with  
Institution Innovation Council (IIC)

Amsaveni.T  
IIB.Com

Suvatha.M  
IIB.Com CA

Vaishnavisri.R  
IIB.Com CA

Nishanthi.K  
IIB.Com CA

They are going to present their innovative ideas in the topic  
"Young generation ideas in entrepreneurship"  
to us by PowerPoint presentation.

9:30 to 4:00 Pm  
June 27 2025  
Commerce  
Smart class

Dr. S. Kavitha  
STUDENT COORDINATOR

Dr. R. Srinivasan  
DIRECTOR-IAC

Dr. P. Srinivasan  
PRINCIPAL

All are cordially invited!!!

**SANKAGIRI**  
**VIVEKANANDHA**  
**ARTS AND SCIENCE COLLEGE FOR WOMEN**  
VEERACHIPALAYAM SANKAGIRI, SALEM  
**DEPARTMENT OF COMMERCE**  
ASSOCIATE WITH  
INSTITUTION INNOVATION COUNCIL (IIC)

M.SWETHA  
IIB.COM

V.DHIVYA  
IIB.COM CA

A.SUGASHINI  
IIB.COM CA

THEY ARE GOING TO PRESENT THEIR INNOVATIVE IDEAS IN THE TOPIC  
"YOUNG GENERATION IDEAS IN ENTREPRENEURSHIP"

JULY 25 2025  
9:00 AM TO 12:00 PM  
SMART CLASS

Dr. S. Kavitha  
STUDENT COORDINATOR

Dr. R. Srinivasan  
MOD

Dr. P. Srinivasan  
DIRECTOR -IAC

Dr. S. Srinivasan  
PRINCIPAL

It aims at fostering a culture of innovation and entrepreneurship and serves as a platform to nurture ideas, develop entrepreneurial skills, and bridge the gap between academia and industry. It encourages students to become job creators rather than job seekers, equipping them with the tools and mindset needed to thrive in the real world Activity I -27.6.25

Presenters –T.Amsaveni, M.Suvatha, R. Vaishnavisri &K.Nishanthi -IIB.ComCA Activity II -25.7.25

Presenters–M.Swetha-IIB.Com, V.Divya&A.Sugacini IIB.ComCA  
Event Headed by–Mrs.R.SriDevi, AP/Commerce



Student Coordinator - Ms. S. Kavya Dharshini, IIM.Com  
Staff Coordinator - Mr. S. Ramesh  
AP in Commerce

## Activities

## Association Club Activities

**SANKAGIRI VIVEKANANDHA**  
**ARTS AND SCIENCE COLLEGE FOR WOMEN**  
(AN ISO 9001:2015 CERTIFIED INSTITUTION)  
(APPROPRIATE TO KENYAN UNIVERSITY, SALEM, RECOGNISED UNDER SECTION 2 (P) & 10 (E) OF THE UGC ACT, 1956)  
VIVEKANANDHA PEARL - 507 006, SANKAGIRI (TG), SALEM - 571, TAMIL NADU, INDIA

**DEPARTMENT OF COMMERCE**  
CONDUCTS  
**Intra-Department Meet**  
Events

1. BUSINESS QUIZ	4. DANCE
2. THE MIXED PICTURE PUZZLE	7. FACE IDENTIFICATION
3. PRODUCT LAUNCH	8. CONNECTION
4. BEST MANAGER	9. NAIL ART
5. LOGO DESIGN	10. SURPRISE EVENT

17-07-2025 11:15-3:00 Commerce Smart Class

**MS.T.PARASWARI**  
MS.E.KUSALYA  
AS DEPARTMENT OF COMMERCE  
CO-ORDINATOR'S

**DR.B.T.SURESHKUMAR**  
DIRECTOR-IGAC

**SH.V.KALAIVANI**  
HOD OF COMMERCE

**DR.V.PADMANABHAN**  
PRINCIPAL



## Snapshots-Gatherings with Students & Faculties



“Continue to work hard, Until get to where you want to be”