

VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS), ERODE-12



College with Potential for Excellence

(Re-accredited with 'A' grade by NAAC &
Affiliated to Bharathiar University, Coimbatore – 641 046)

PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS NEWS LETTER - ISSUE-7

JUNE 2016 - MARCH 2017

COMMERCIAL CZARINAS' 2017

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Ms.S.Ananthi, II M.Com (CA)

ABOUT THE DEPARTMENT

The Post Graduate Department of Commerce with Computer Applications was established in the year 2001. The fifteen year old department's accomplishment speaks volume of its unfeigned commitment in creating a stupendous learning environment for the academic aspirants. The department has 14 eminent and dedicated faculties with 7 Ph.D holders, 6 UGC – NET/SET qualifiers and 3 Associate Professors who work hard meticulously towards the goal. The department aim at equipping the students both technically and professionally which enables them to face challenges with an enviable aplomb. In order to educate the young aspirants and help them to experiment and explore the global commerce, the course B.Com (E-Commerce) was initiated in 2016-17.

ABOUT COMMERCIAL CZARINAS

The Commercial Czarinas is the voice of the Department of Commerce (CA) & E-Commerce which mainly focuses on the day-to-day happenings in the department. It speaks volumes of the bustling activities, programmes, achievements of the department. It helps to tap the potential of the young learners by offering them different platform.

ABOUT THE INSTITUTION

Vellalar College for Women was established in 1970 by Vellalar Educational Trust, a pioneer institution in the women empowerment by education and has impeccable tradition of 45 years of unparalleled devotion, commitment and integrity. This esteemed institution was formed for the purpose of imparting quality education to women folks of rural community, and put their best foot forward both in academic and social life.

NAAC has Re-accredited the institution (Cycle III) with 'A' grade in 2015 which vouches for its academic dimensions and magnitude. It is a matter of pride that the UGC has bestowed upon the institution 'College with potential for Excellence' for its overall excellence in the domain of education in 2011. The college has received grants from the Department of Science and Technology under FIST programme and from the Department of Bio-Technology under STAR college scheme.

CERTIFICATE COURSES

MERCHANDISING MANAGEMENT

The Department conducts a Certificate course on Merchandising Management, Approved by Bharathiar university, Coimbatore. A total of 58 Students have enrolled in this course to cultivate their management skills and to emerge out as successful Merchandiser.

DESKTOP PUBLISHING

In collaboration with Maruthi Educational institution, Gobi, the Department of Commerce with Computer Applications is organizing a one year DTP (Desk Top Publishing) certificate course. A count of 60 students have enrolled to fortify them.

Feats of the Department

AN ACT OF EXTENSION ACTIVITIES

As a part of Extension Activity 66 students of M.Com (CA) actively participated in a **CANAL RESTORING** activity on 19.08.16 near Palayapalayam. The chief guests JCI Sen. SPB.Murugaraj., J.C.N.J Sri Arul Kumaran and Principal Dr.D.Kamalaveni encouraged and supported the extension activity. Sixty Six students of M.Com (CA) & B.Com E.Commerce participated in the cannel restoring activity.

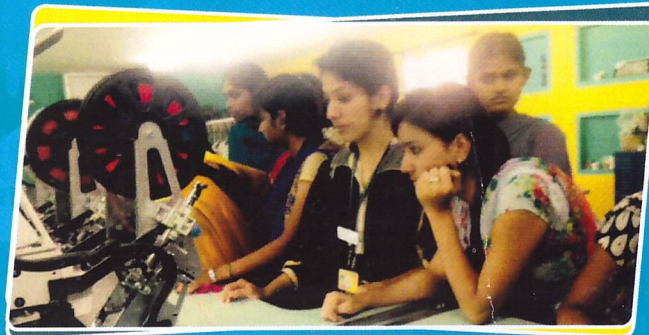


In cognition of Abdul Kalam's Birthday a count of 100 saplings were planted in the Enjampalli Village on 15.10.16. The Vellalar Educational Trust President S.S.Kandasamy, Secretary S.D.Chandrasekar, Treasurer P.K.P.Arun and Principal Dr.D.Kamalaveni presided over the function and appreciated the steps taken to create an eco-friendly environment. The students from M.Com (CA) and B.Com (CA) & E.Commerce joined hands and actively participated in this Extension Activity.



INDUSTRIAL VISIT

In order to have hands on learning, an Industrial visit was organized by the Department of Commerce with Computer Applications to Ragav Knit Compactors and Anna Madha Embroidery, Tirupur on 14.02.2017. A count of 55 students of Merchandising Management were taken for the Industrial visit.



GUEST LECTURES

A Guest lecture was organized on 31.08.2016 for I.B.Com (E-Com). The resource person Mr. T.S.Venkateswaran, M.Sc., M.Phil., MBA., M.Phil., (Ph.D) Assistant Professor of Master of Computer Applications, KSR College of Arts & Science, Tirchengode, delivered a lecture on "Mean Media Marketing".



A Guest lecture was organized on 26.09.2016 for I B.Com (CA) & E-Com. Mr.M.Ravichandran,MIBA., MBA.,M.Phil., Assistant Professor, Department of Management Studies, Anna University of technology, Tiruchirapalli, delivered an illuminating speech on "Skill Development & Capacity Building".



The Department organized a Guest lecture on 23.12.2016. The Resource Person Dr.V.SANTHI, HOD & Associate Professor, Department of Humanities, PSG College of Technology, Coimbatore – 4, delivered a Lecture on "Activity Based Learning".

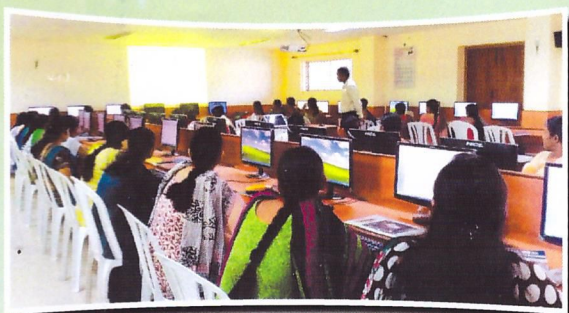


The Department organized a Guest lecture on 05.01.2017. The resource person Mr.GANESAN, M.C.A., Proprietor, IFC Tech Pont Technologies, Erode enumerates the various techniques in "e-Office Management with Tally".



WORKSHOPS

A one-day workshop was organized by the PG Department of Commerce with Computer Applications on 05.07.16. The Resource Person Mr.V.P. Nallasamy, Assistant Professor and Head, Department of Management Studies, Bharathidasan School of Business, Ellespettai, Erode, delivered a lecture on "Application of SPSS in Research".



The Department organized a workshop on 30.09.2016. The Resource Person, **Mr. N. Devaraj**, Head, Department of Management Studies, Nandha Engineering College, Erode, elucidated on "**Professional Skills for a Blooming Career**" to our commerce (CA) Students.



The department has organized a Special Meeting on an "**Insight into Tax Provisions on House Property and Other Sources**" on 04.08.16. The Resource Person **Mr. R. Krishnakumar, FCA., Auditor**, Erode enunciated on Tax Provisions. The speech was solid in information and it gave an insight on house property and other provisions.

A One day workshop was organized by PG Department of Commerce with Computer Applications on 30.12.16. The Resource person **Mr.S.Sanas Kumar**, Senior Software Engineer, C Cube Technologies, Erode delivered a Lecture on "**Recent Projects in Corporate**" for III B.Com (CA), Students.



SPECIAL MEETINGS

The PG Department of Commerce with Computer Applications organized a special meeting on 20.06.16. The Resource Person **Mr.V.K.Kannadas., M.C.S., M.Phil.**, Maruthi Educational institutions, Gobi, delivered a lecture on "**Desktop Publishing and Merchandising Management**".



International Conference Digital India: New Perspectives in Management of Technology and Innovation

"Commercial Czarinas '17"

A one-Day International Conference on "Digital India: New Perspectives in Management of Technology and Innovation" was organized by the Department of Commerce with Computer Applications and E-Commerce on 10th February 2017.



Dr.R.Karunakaran Associate Professor, College of business economics, Hawassa University, Awassa, Ethiopia delivered the key note address and shared his views on "E-Governance: Reforming Government through Technology" in the first technical session.

Thiru S.D.Chandrasekar, Secretary and Correspondent, Vellalar Educational Trust delivered the presidential address and released the Souvenir of the conference. Dr.D.Kamalaveni, Principal felicitated the delegation.



Dr. K. Balanaga Gurunathan, Professor in Finance, Alliance school of Business, Alliance University, Bangalore, delivered a speech on the topic: "Technological Innovation in IT: Era" in the Second Technical Session.



Dr.G.Raju, Professor, School of Business Management & Legal Studies, Kerala, delivered a speech on the topic: "Digital Insurance" in the Third Technical Session.



A debate session on "Digital India: A Boon or Bane" was conducted by Dr.M.Ravichandran, Associate Professor, Department of Management Studies, Anna University, Tiruchy. A mime on "Immaculate India" was performed by B.Com (E-Com) students.



A Total number of 250 papers were received from Acadamecians, Research Scholars and Students of various Colleges in which 60 papers were selected and published in the International Journal of Management Science.

STAFF PUBLICATIONS JOURNAL

Name of Staff	Name of the Journal / Book
Dr.S.Kalaisevi	Journal of Management and Science (Special Issue)

Articles in Journals

S.No.	Name of Staff	Title of the paper	Name of the Journal / Book
1.	Dr.S.Kalaisevi	Factors affecting Consumers' purchase behaviour of UPS in Erode City- An Insight	Intercontinental Journal of Marketing research review
		Digital Transformation in Manufacturing Industries – An Overview	Journal of Management and Science
		A Study on Profitability and Capital Structure of Selected Steel Companies	Intercontinental Journal of Finance Research Review
		Consumer Satisfaction towards Organic Food Products- A study with Special reference to Erode city	Journal of Exclusive Management Science
		A Study on buying behaviour of consumers on green products in erode district	VEI International Journal of Social Science
2.	Dr.P.Parimaldevi	A Study on Consumer Buying Behaviour of Durable Goods in Erode district with special reference to Refrigerators.	Indian Journal of Applied Research
		Determinants of Profitability of Housing Finance Companies with special reference to HDFC Limited	Indian Journal of Applied Research
		Digital India – A path to digitally empowered society	Journal of Management and Science
3.	Mrs.M.Prema	A Study on Work Life Balance of Women Teachers Working in Private Schools at Erode City	Mirror Research Journal
		E-Learning and Higher Education in India	Journal of Management and Science
		A Study on Impact of Work Life Balance of Women Employees in select Commercial Banks in Erode District	International Journal of Management, IT & Engineering
		A Study of Factors Influencing Work Life Balance of Women Employees in select Commercial Banks in Erode District	International Journal of Human Research Review

S.No.	Name of Staff	Title of the paper	Name of the Journal / Book
4.	Dr.S.Poongodi	A Study on Customer Satisfaction and Customer Expectation regarding Handloom Weavers among Erode Town	International Journal of Management and Commerce Innovations
		Empowerment of Women Entrepreneur through Self Help Groups Marketing Practices and Strategies with special reference to Erode City	Primax International Journal of Commerce and Management Research
		Green Marketing Roles and Development	Jamal Academic Research Journal- An Interdisciplinary
5.	Dr.S.Sounthiri	Determinants of Profitability of selected Housing Finance Corporations in India	International Journal of Management IT and Engineering (IJMIE)
6.	P.Karthika	E-Payment System on E-Commerce in India	Journal of Management and Science
7.	Dr.K.Gunasundari	E-Payment System on E-Commerce in India	Journal of Management and Science
		Black Money Eradication: Challenges in Indian Industrial Sector	InterContinental Journal of Management Research Consortium
8.	Dr.A.Amudha	Brand Loyalty and its impact of Sunflower Oil in Erode District of Tamilnadu	International Journal of Research in Finance & Marketing
		A Study on Financial Performance of selected Sugar Companies in Tamilnadu	International Journal in Management and Social Science
		A Study on Borrowers Satisfaction of HDFC Ltd in Erode District of Tamilnadu	International Journal in Management and Social Science
		Role of E-Learning in India	Journal of Management and Science
9.	K.Ramya	E-Connectivity in Digital India	Journal of Management and Science
10.	V.Subhashini	E-Connectivity in Digital India	Journal of Management and Science
		Impact on Digital India and its Technologies	Journal of Management and Science
11.	M.Anupriya	E-Governance – Reforming Government through Technology : A Digital India Initiative	Journal of Management and Science
12.	N.Manoranjani	E-Governance – Reforming Government through Technology : A Digital India Initiative	Journal of Management and Science

STAFF ACHIEVEMENTS

Best Faculty Award by Nehru Group of Institutions

Dr.S.Kalaiselvi

Head & Associate Professor in Commerce (CA)

SET Qualified

Dr.P.Parimaladevi

Associate Professor in Commerce (CA)

Mrs.M.Prema

Assistant Professor in Commerce (CA)

Ph.D Awarded

Dr.S.Sounthiri

Assistant Professor in Commerce (CA)

Dr.M.Lalitha

Assistant Professor in Commerce (CA)

STAFF ACTIVITIES

Resource Person in Seminar / Guest Lecture	- 3
Presentation in Seminar / Conference / Symposium	
National	- 12
International	- 33

RESEARCH OUTCOME

M.Phil Produced - 4

Ph.D Produced - 2

DEPARTMENT STRENGTH

B.Com (CA) - 348

M.Com (CA) - 65

B.Com (E. Commerce) - 34

DEPARTMENT ARSENAL

Text Books	- 315	Annual Reports	- 60
Journal:		Ph.D Thesis	- 3
National	- 10	M.Phil Dissertation	- 58
International	- 3	PG Projects	- 205

BOARD OF STUDIES

The meeting for the Board of studies was held on April 2016 with the university representative Dr.G.Chandrasekaran, Assistant Professor of Commerce, Chikkanna Government Arts College, Tirupur, Subject Experts- Dr.S.Namachivayam, Professor of Commerce (CA), N.G.P Arts and science College, Coimbatore and Dr.S.Dhanraj, Assistant professor of commerce, GRD College of Arts and Science, Coimbatore, Industrial Expert- Mr. R. Krishna kumar, Auditor, M/S Sundar Krishna & Associates, Erode, Alumna – Mrs.S.Renugapriya, Single Window Operator –A, Punjab National bank, Erode and the internal members of the department. The updated curriculum for the forthcoming year was approved by the members.

Mrs.K.C.Mohanapriya

- ★ Member -Students Welfare Committee & Discipline Committee

Dr.(Mrs).A.Amudha

- ★ Member -Fine Arts Committee

FACULTIES IN VARIOUS ACADEMIC BODIES & OTHER COMMITTEES

Dr.(Mrs).S.Kalaiselvi

- ★ Chair Person, Board of Studies, Commerce (CA) * [UG & PG] and B.Com (E-commerce), Vellalar College for Women (Autonomous)
- ★ Member, Board of studies in Commerce, Gobi Arts and Science College (Autonomous), Gobi
- ★ Doctoral Committee Member, Chikkanna Government Arts College, Tirupur
- ★ Co-ordinator -Career Guidance Cell & Value added Courses
- ★ Member -Magazine Committee & Curriculum Development Committee

Mrs.C.Sangeetha

- ★ Member, Board of Studies, Commerce (CA) [UG & PG] and and B.Com (E-commerce), Vellalar College for Women (Autonomous), Erode-12
- ★ Member - Staff Welfare Committee
- ★ Co-ordinator -Merchandising Certificate Course

Dr.(Mrs).P.Parimaladevi

- ★ Member, Board of Studies, Commerce (CA) [UG & PG] and and B.Com (E-commerce), Vellalar College for Women (Autonomous), Erode-12
- ★ Co-ordinator -Students Grievance Redressal Committee & DTP Certificate Course
- ★ Member -Research Committee

Mrs.M.Prema

- ★ Member, Board of Studies, Commerce (CA) [UG & PG] and and B.Com (E-commerce), Vellalar College for Women (Autonomous), Erode-12
- ★ Member -Career Guidance Cell, Placement Cell & Counselling Cell

Dr.(Mrs).S.Poongodi

- ★ Member - Research Committee & Discipline Committee

Dr.(Mrs).S.Sounthiri

- ★ Member, Board of Studies, Commerce (CA) [UG & PG] and and B.Com (E-commerce), Vellalar College for Women (Autonomous), Erode-12
- ★ Member -Fine Arts Committee

Mrs.V.Thilagavathi

- ★ Member, Board of Studies, Commerce (CA) [UG & PG] and and B.Com (E-commerce), Vellalar College for Women (Autonomous), Erode-12
- ★ Member - Discipline Committee

Dr.(Mrs).M.Lalitha

- ★ Member, Board of Studies, Commerce (CA) [UG & PG] and and B.Com (E-commerce), Vellalar College for Women (Autonomous), Erode-12
- ★ Member - Games Committee & Placement Cell

EXTRA CURRICULAR ACTIVITIES

Our learners volunteered themselves
in Various Club Activities

NSS	- 31
YRC	- 35
EDC	- 43
CONSUMER CLUB	- 41
GREEN SOCIETY	- 68
PHYSICAL EDUCATION	- 118
ENVIRO CLUB	- 08

STUDENT ACTIVITIES

B.Com (CA)

Participation in Seminar/ Conference / Symposium	- 129
Co-Curricular Activities & Cultural Activities	- 130
Sports	- 17

B.Com (E-Com)

Participation in Seminar/ Conference/Symposium	- 27
Sports	- 4

100% ATTENDANCE

S. Haripriya	II B.Com (CA) 'A'
R. Janani	I B.Com (CA) 'A'

POSITIONS HELD BY THE LEARNERS

During the Academic year 2016-2017 the
following Students were selected as Union
Office Bearers of the College.



**Department
Association Secretary**
M. Kirubashree
III B.Com (CA)-A



YRC Secretary
R. Lakshmi
I B.Com(CA)-A



YRC Joint Secretary
S. Barkathunnisha
I B.Com(CA)-A



Green Society Joint Secretary
K. Nandhini
I B.Com(CA)-A



Career Guidance Secretary
M. Swapna
III B.Com(CA)-B

RANK HOLDERS B.COM(CA) [2013-2016]



T. Ponmalar – I Rank



S. Thatchayani – II Rank



S. Malathi – III Rank



S. Geethanjali – IV rank



K. Madhubala – V Rank

M.COM(CA)[2014-2016]



P. Ramya Sri – I Rank



P. Kiruthika – II Rank



S. Nivetha – III Rank

PROFICIENCY PRIZE WINNERS (2016-2017) Major - B.Com (CA)



Mohamoodha Afridha Fathima .A
III B.Com(CA) 'A'
I - Prize



Samna.A
III B.Com(CA) 'B'
II - Prize

**PROFICIENCY PRIZE WINNERS
(2016-2017) - Major - M.Com (CA)**



Anandhi.S - II M.Com(CA)
I - Prize



Sriqithi.S - II M.Com(CA)
II - Prize

**PROFICIENCY PRIZE WINNERS
(2016-2017) - Allied**



Mohamoodha Afridha Fathima .A
III B.Com(CA) 'A'
I - Prize



Swapna.M
III B.Com(CA) 'B'
I - Prize



Harisudha . S - III B.Com(CA) 'A'
II - Prize



Sunitha Sharma .M - III B.Com(CA) 'B'
II - Prize

BUSY BEES

S. No.	Name	Class	Nature of Job	Amount Earned Per Month
1.	Raveena kumari	I-B	Tuition	Rs.300
2.	M.Aasha	II-A	Tuition	Rs.1600
3.	N.Keerthana	II-A	Tuition	Rs.2200
4.	R.Nishanthi	II-B	Dental clinic	Rs.2000
5.	K.Roobashri	II-B	Data entry in SBI	Rs.15000
6.	S.Gayathri	III-A	Mehandi	Rs.3000
7.	N.Gayathri	III-A	Jewel making	Rs.1000
8.	G.Kavitha	III-A	Tuition	Rs.1500
9.	N.Keerthana	III-A	Tuition	Rs.1000
10.	M.Kanimozhi	III-A	Tuition	Rs.500
11.	S.Sowndharya	III-B	Texvalley	Rs.2000
12.	N.Deepa	II-PG	Tuition	Rs.2000
13.	L.Gowthami	II-PG	Tuition	Rs.1500
14.	K.Jamunadevi	II-PG	Tuition	Rs.2000

M.Com(CA)

Debate	Anandhi.S	I
	II M.Com(CA)	
	Arunothaya.J	II
	II M.Com(CA)	
Power Point Presentation	Anandhi.S	I
	II M.Com(CA)	
	Arunothaya.J	II
	II M.Com(CA)	

**DEPARTMENT ASSOCIATION
COMPETITION
PRIZE WINNERS 2016-2017**

B.Com(CA)

Kavitha.B	I
I B.Com(CA)-A	
Savitha Kumari Agarwal.S	I
II B.Com(CA)-B	
Janaranjani.B	II
I B.Com(CA)-A	
Swathi.E	II
II B.Com(CA)-B	
Mohamoodha Afridha Fathima.A	I
III B.Com(CA)-A	
Pugazharasi.L	I
III B.Com(CA)-B	
Kavitha.B	II
I B.Com(CA)-A	
Simin Juveriya.I	II
III B.Com(CA)-B	

Quiz

Word Building

B.Com(E-Com)

Divya.C	II
I B.Com(E-Com)	
Dharani.A	II
III B.Com(E-Com)	

Business Quiz

OFF CAMPUS COMPETITION DETAILS

L.Pugazharasi III B.Com(CA)-B	Speech	Nallamuthu Kamban Aranilai Kulu	Illrd Prize
S. Saranya III B.Com(CA)-B	Chess	Inter Collegiate Tournament Bharathiar university	IInd Prize
B. Janaranjani I B.Com(CA)-A	Chess	District level Nandha CentralCity School	Illrd Prize
C. Divya I B.Com(E-Com)	Debate	Bharathidasan College of Arts & Science	Winner
S. Khaaviya Shree I B.Com(E-Com)	Debate	Bharathidasan College of Arts & Science	Runner
S. Khaaviya Shree I B.Com(E-Com)	Hocus-Focus	KSR College of Arts & Science	Ist Prize
B. Sugapriya I B.Com(E-Com)	Hocus-Focus	KSR College of Arts & Science	Ist Prize

PLACEMENT - 2016 - 2017 M.Com (CA)



Lavanya.S.R
II M.Com(CA)
IDBI Federal Insurance
AB Academy



Srimathi.V
II M.Com(CA)
IDBI Federal Insurance



Nethravathi.S
II M.Com(CA)
IDBI Federal Insurance

B.Com (CA)



Swapna.M
III B.Com(CA)-'B'
INFOSYS BPO



Kiruba Shree.M
III B.Com(CA)-'A'
Accenta Training Solutions



Malarvizhi.S
III B.Com(CA)-'A'
IDBI Federal Insurance



Sunitha Sharma.M
III B.Com(CA)-'B'
AB Academy



Arunadevi.E
III B.Com(CA)-'A'
IDBI Federal Insurance



Pugazharasi.L
III B.Com(CA)-'B'
INFOSYS BPO
HGS Ltd, AGIES Ltd
Accenta Training Solutions
AB Academy



Samna.A
III B.Com(CA)-'B'
HGS Ltd, AGIES Ltd,
IDBI Federal Insurance



Janaranjani.E
III B.Com(CA)-'A'
HGS Ltd,
IDBI Federal Insurance

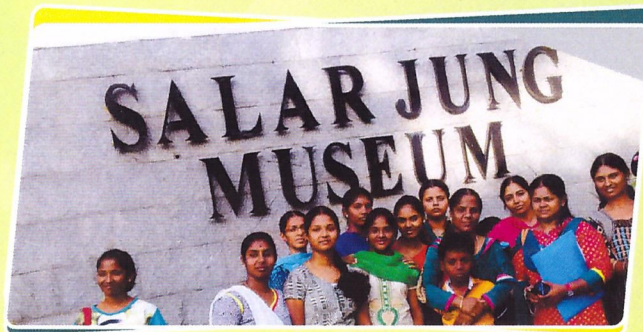


Papitha.S
III B.Com(CA)-'B'
IDBI Federal Insurance

FIELD VISIT

A total number of 48 students from II.M.Com (CA) along with two staff members visited Parliament and Tajmahal on 06.09.2016.

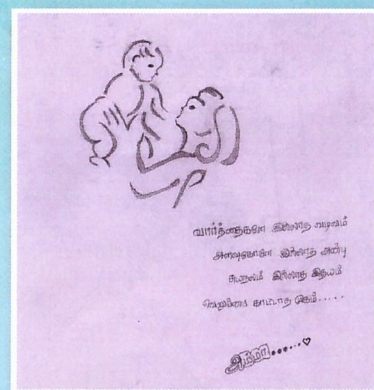
A five days Pleasure trip to Hyderabad was arranged for the B.Com (CA) students from 4.09.2016 to 08.09.2016.



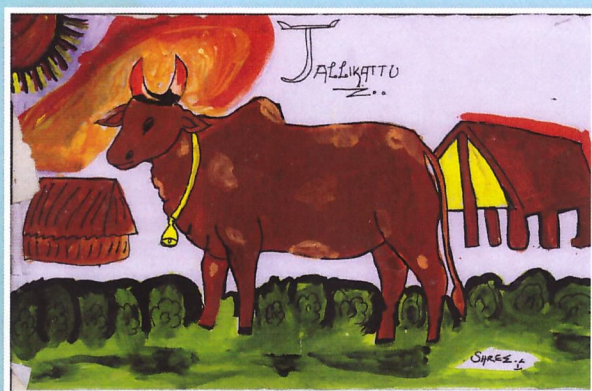
PENCILLINGS



By
S. Gayathri - III B.Com(CA)'A'



By
R. Maheswari - II M.Com(CA)



By
S. Khaaviya Shree - I B.Com(E-Com)



By
L. Gowthami - II M.Com(CA)

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Member



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Assistant Professor
Member



Ms. S. Anandhi
II M.Com (CA)



VELLALAR EDUCATIONAL TRUST String of Establishments

Vellalar Matriculation & Higher Secondary School for Girls
Velalar College of Engineering & Technology (Co-Education)
Vellalar College of Education for Women
Vellalar High School for Girls (State Board)
Vellalar Teacher Training Institute (Co-Education)
Vellalar College of Nursing
Velalar Vidhyalayaa (CBSE) School