

# CORP NIKITES

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## News Brief

Volume - 1

June, 2012-March, 2013



**Ms. Divya Kumari**

Leading Woman Company Secretary  
of the year 2011

### PATRON

**Dr.(Mrs.) C.Suseela**, Principal

### ADVISOR

**Dr.(Mrs.) V.K.Shobhana**, Director, Commerce

### EDITOR

**Dr.(Mrs.) S.Devaki**, Head of the Department

### MEMBERS

**Mrs. G. Mahooridevi**, Asst.Professor

**Mrs. R. Parvatham**, Asst.Professor

**Mrs. M. Baby**, Asst.Professor

**Mrs. G.K. Sukanya**, Asst.Professor

**Mrs. A. Sabeena**, Asst.Professor

**Mrs. K. R. Sakthidevi**, Asst.Professor

**Mrs. R. P. Manjula**, Asst.Professor

**Mrs. R. Sangeetha**, Asst.Professor

**Ms. T. Sowmithra**-III.B.com(cs)

**PG DEPARTMENT OF CORPORATE SECRETARYSHIP**

**VELLALAR COLLEGE FOR WOMEN (Autonomous)**

**College with Potential for Excellence**

Re-accredited 'A' Grade by NAAC & Affiliated to Bharathiar University, Coimbatore - 641 046.

Erode - 638 012.





## **FROM THE EDITOR'S DESK**

It has been a pleasant and delightful experience for me to do the editorial work of the News Brief of 'Corp Nikites' with the enriched work of our faculty and students and their involvement. The editorial board aims to promote integrative view of thinking that emerged across studies. The faculty members realize their important responsibilities of creating employable and responsible citizens and strive for the same with great dedication. They find true fulfillment only when an integrated personality is developed in the student community. So this is a time to feel grateful to our Management, Principal, Director and every member of the 'Corp Nikites' who are actively contributing to develop the integrated personality of our students.

## **ABOUT OUR INSTITUTION**

Established in 1970 by the Vellalar Educational Trust, Vellalar College for Women (Autonomous) is the pioneer among Institutions of higher learning for women in Erode District. Located in a sprawling campus, the college is home to a state of the art infrastructure. The NAAC reaccredited the college with 'A' Grade in 2008. Recognizing the endeavors and accomplishments of the Institution, the UGC has accorded the college with the rare distinction of being a "College with Potential for Excellence" in 2011. During its four decades of existence, the college has successfully empowered thousands of graduates to pursue meaningful lives and productive careers.

## **ABOUT THE DEPARTMENT**

The department of Corporate Secretaryship came into origin in the year 1999. Masters Degree has been introduced in 2011. The erudite and dynamic faculty of the department remains committed to providing comprehensive exposure and training for students to find jobs in coveted organizations. The Department has also laid special emphasis on entrepreneurial skills development. It is the pioneer to launch a "Consumer Club" in Erode District at the college level in liaison with the 'Erode District Consumer Protection Council', which engages in sensitising the consumers towards their rights.

## **DEPARTMENT LEVEL COMMITTEES**

The Department has **FIVE** exuberant committees to execute the departmental plans

**UG Committee** of six members to look particularly into modifications in the syllabi for the UG course to suit the students' professional development in the competitive world.

**PG Committee** of three members to enrich the PG curricula.

**Corp Carnival Committee** of four members to organize programmes to bring out the talents of students and go beyond the academia.

**Corp Corona Committee** a five member Committee for organizing workshops, seminars and conferences at National and International levels.

**Consumer Club Committee** with two members facilitates the conduct of Citizen Consumer Club activities.



## CORP NIKITES

The pursuits of 'Corp Nikites', the Corporate Secretaryship Association are:

- ◆ To provide professional competent corporate secretaries through appropriate teaching programmes.
- ◆ To impart right skills, attitude and values by exposing the students to practical situations.
- ◆ To promote societal oriented researches in Corporate Secretaryship.
- ◆ To keep the students informed about the prevailing scenario in the corporate world.

## ACTIVITIES OF CORP NIKITES CORPORATE MALL

As part of the curriculum, Corporate Mall at the college campus emerged from the year 2009-10 to promote entrepreneurship and acquire meaningful experiences of selling techniques to reap profits. The mall is the pathway for the students to further their interest to do their own business in the future.



Mr. N. Sivanesan, President, Federation of All Trade and Industry Association of Erode District inaugurated the Mall and delivered an enlightening speech on 'Retail Marketing Techniques' on 19.07.2012.

## CORP CARNIVAL

To provide a great opportunity to students to compete and socialize, Corp Carnival, the first inter collegiate meet was organized by the Corp Nikites during 2011-12. This cultural fiesta has been conducted with overwhelming success and the department works to bring the forthcoming years event the biggest of all.







## CORP CORONA

A very significant step towards Corporate Social Responsibility was deliberated by the experts cutting across countries in the International Conference on Corporate Social Responsibility The Indian Perspective held on 18.09.2012. Stimulating speakers who addressed the conference and enlightened the audience on a broad spectrum of topics are:

- ❖ Dr. Thavamani D Palaniswami, MD., AB (Pead), Managing Trustee, Kovai Medical Center Research and Educational Trust, Vice Chairman & Joint Managing Director KMCH.
- ❖ Mr. S.Vijayakumar, BE., MBA., Advisor, Educational Services, Australian Trade Commission, Govt. Of Australia.
- ❖ Ravi Subraman, Fellow, Customer Service Institute, Australia; Topic "CSR Strategies with respect to Business Ethics, Health and Safety Global Vs Indian Perspective".



- ❖ S. Prakash, Global IT Architect, Fuji films, Sydney Area, Australia; Topic "Global CSR Strategies with respect to Business Ethics".
- ❖ Dr.R.Maria Inigo, Assistant Professor, PG & Research Dept. of Corporate Secretaryship, Bharathidasan Govt. College for Women, Puducherry; Topic "CSR in Banking Sector".
- ❖ Dr. L.Manivannan, Associate Professor, Dept of Corporate Secretaryship, Erode Arts and Science College, Erode.

## WORKSHOPS

- ❖ Realizing the significance of enriching the understanding of students on the basic concepts of share trading the Department organized a one-day workshop on "Portfolio Management" on 25.09.2012. Mr.B.Saileshkumar CEO and Chief Analyst, Mr.Sumit Khandeleval., Asst. Manager (HR) and Mr.E.Manikandan, Executive of Wise Demand Portfolio Management Services, Salem were the resource persons for the programme.



- ❖ A workshop on 'Handicraft' was organized on 21.12.2012. The student trainers of the department trained the participants.
- ❖ To sensitise the researchers and PG students on basic issues related to research methodology and to provide hands-on training in the application of statistical tools, a one day workshop on 'Statistical Analysis and Report Writing' was organized on 7.2.2013. The generous inputs of the resource persons Dr. V. K. Shobhana, Director, Commerce and Dr.R. Parvathi Assistant Professor and Head, Department of Mathematics, Vellalar College for Women (Autonomous) enabled the participants to understand the qualitative and quantitative analysis procedures and helped unfold the steps in research.



### INDUSTRIAL VISIT

The students went on an industrial visit to NANDHINI MILK DAIRY, MYSORE on 22.09.2012. It was a great experience for the students to know the organization internally.

### OTHER ACTIVITIES

The 'Corp Nikites' organized a training programme for the UG & PG students on 16.07.2012. The guest speaker Mr. C. Thirumoorthy, Practicing Company Secretary, Auditor, Thirumoorthy Associates and Director, KPR Mills Ltd. and Salona Cotspin Ltd., addressed the students on the avenues open to the graduates and gave an insight into the scope for higher studies.

Corp Nikites also conducted competitions such as 'wealth from waste' and Solo Dance for U.G students and 'Just a minute' and 'word power' for P.G students and the winners were awarded prizes.



### VALEDICTION OF CORP NIKITES

Valedictory meeting of corp nikites was conducted on 18.2.2013. Dr.V. Balachandran, Professor and Director, School of Management, Alagappa University, Karaikudi graced the function and spoke on "Corporate Disclosures".



## Nikites Triumph

Student involvement in co-curricular and extra-curricular activities have been commendable. The notable participation is:

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### CO-CURRICULAR CONQUEST

- ❖ S.DHARANI of III B.Com (CS) participated in an National Level Convention on "Build Relations Sharing Knowledge" conducted by Board of Studies, ICAI on 21<sup>st</sup> & 22<sup>nd</sup> December, 2012.
- ❖ PG students of the Department T.Chandrika, K.Vanitha, V.Vijayalalitha, K.Yasodha, S.Bowni, K.Kalaiselvi, B.Kiruthika, C.Nithya, V.Prema, J.Ramya, M.Sriranjani participated and presented papers in state level seminar on "Emerging Trends and Issues in Management" organized by The Department of BBA(CA), Kongu Arts & Science college, Erode on 30<sup>th</sup> January, 2013.
- ❖ D.Kavipriya of II- M.Com (CS) attended a National Level Workshop on "Graduate Women Entrepreneur Development Programme" organized by Department of CSE, IRTT College, Erode from September 2012 to February 2013.

### EXTRA- CURRICULAR FEAT

- ❖ A. JANANI and T.POONGATHAI of I B.Com(CS) won the II Prize in General Quiz competition conducted by Consumer Club, Department of Commerce, Tirupur Kumaran College for Women, Tirupur on 7.02.2013.
- ❖ T. KEERTHIKA and T.S.PAVITHRA of II B.Com (CS) participated in General Quiz competition conducted by Consumer Club, Department of Commerce, Tirupur Kumaran College for Women, Tirupur on 7.02.2013.
- ❖ S. DHANALAKSHMI of III B.Com (CS) won III prize in District Level Kavithai Competition on Consumer Rights and Awareness titled, "நுகர்வோர் சட்ட விதிமுறைகளை கண்டறிதல்" is organised by the Department of District Civil Supplies on 22.01.2013.
- ❖ S. DHANALAKSHMI of III B.Com (CS) presented a kavithai on topic, "இயற்கையின் தவிப்புகள்" in District Level Competition, conducted by Kongu Arts and Science College, Erode on 10.01.2013.
- ❖ P. SANDHIYA of III B.Com (CS) won II Prize in drawing competition conducted by our college on 24.01.2013.
- ❖ R. ROOPA and R. K. BRINDHA of I B.Com (CS) won the II and III Prizes for Drawing competition conducted by the Department of Tamil on the topic, "இயற்கையும் பெண்ணும்" on 23.01.2013
- ❖ M. NANDHINI of I B.Com (CS) won the II Prize for essay competition conducted by the department of Tamil on the topic "பெண்விடுதலை" on 23.01.2013.

### FEATS OF OUR STUDENTS IN ATHLETICS

A little progress everyday adds up a big result

Proficient at various sports skills, our athletes have a positive self-image and socialize with their peers.



They are:

Sl. No	Name of the Student	Class	Date of event	Organizer	Event/ Competition	Prize awarded
1.	T. Madhubala	I B.Com(CS)	25.09.12	Bharathiar University	Basket ball	4 <sup>th</sup> (university level)
2.	S. Niroopa	I B.Com(CS)	25.09.12	Bharathiar University	Basket ball	4 <sup>th</sup> (university level)
3.	P. Nandhini	I B.Com(CS)	18.12.12	Vellalar College for Women	Kho-Kho	2 <sup>nd</sup> prize
4.	P. Vaigai	III B.Com(CS)	01.02.13	Vellalar College for Women	4x400 mts	1 <sup>st</sup> prize
					4x100 mts	2 <sup>nd</sup> prize
					400mts	2 <sup>nd</sup> prize
					Hand ball	Winner
					200 mts	3 <sup>rd</sup> prize
5.	N. Sivakami	III B.Com(CS)	01.02.13	Vellalar College for Women	4x400 mts	2 <sup>nd</sup> prize
					4x100 mts	2 <sup>nd</sup> prize
6.	P. Santhiya	III B.Com(CS)	01.02.13	Vellalar College for Women	Hand ball	Winner
					Long jump	2 <sup>nd</sup> prize

## EARN WHILE YOU LEARN

The following students learn about the dignity of labour and have a thirst to grow and develop themselves

### I B.Com (CS)

Sl. No	Name	Class	Nature of Job	Monthly Earnings (rs.)
1.	Jothimani.S	I B.Com(CS)	Tailoring	2000
2.	Jothilakshmi.B	I B.Com(CS)	Tuition	1000
3.	Sharfuneesha .N	I B.Com(CS)	Tailoring	700

### II B.Com (CS)

Sl. No	Name	Class	Nature of Job	Monthly Earnings (rs.)
1.	Mitheraa. A	II B.Com(CS)	Tuition	1000
2.	Kalaiselvi.V	II B.Com(CS)	Tuition	1000
3.	Kaligeswari. D	II B.Com(CS)	Business	2000
4.	Sasikala. K	II B.Com(CS)	Tuition	1500
5.	Indhuja. M	II B.Com(CS)	Tuition & Tailoring	1000



### III B.Com (CS)

Sl. No	Name	Class	Nature of Job	Monthly Earnings (rs.)
1.	Kalaiselvi. B	III B.Com(CS)	Tuition	1800
2.	Kalaivani. B	III B.Com(CS)	Business	1000
3.	Janani. S	III B.Com(CS)	Beautician	500
4.	Geetha. R	III B.Com(CS)	Tuition	550
5.	Veerammal. S	III B.Com(CS)	Tuition	300
6.	Dhanalakshmi. S	III B.Com(CS)	Business	500

### I M.Com (CS)

Sl. No	Name	Class	Nature of Job	Monthly Earnings (rs.)
1.	Nithya. C	I M.Com(CS)	Tuition	900
2.	Keerthana. S	I M.Com(CS)	Tuition	1500
3.	Sri Ranjani. M	I M.Com(CS)	Tuition	1000

### NIKITES CAREER PROSPECTS

Sl. No	Name of Students	On Campus Recruitment
1.	A. Benazir Begum	AEE. BEE
2.	V. Deivarani	
3.	B. Manimegalai	
4.	M. Roopashree	
5.	S. Sripriya	
6.	S. Veerammal	

### CITIZEN CONSUMER CLUB

❖ The Department of Corporate Secretaryship is the pioneer to launch a "Consumer Club" in Erode District at the College Level in Liaison with the "Erode District Consumer Protection Council", which engages in sensitizing the consumers towards their rights since 2004.

❖ The activities of the Citizen Consumer Club was inaugurated by Mrs. S. Ponni.I.P.S., Superintendent of Police, Erode on 10.08.2012







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A program on "Nutrition for Healthy Life" was organized on 06.10.2012 Dr. S. Anuradha, Associate Professor of Nutrition & Dietetics of our college addressed the gathering.

An awareness program on "Electricity Conservation Need of an Hour" was conducted in the context of the power crisis in the State on 14.12.2012. Mr. V. Jayapaul, Chief Engineer, TNEB, Erode spoke on the ways of saving power by proper stringent usage.



The Volunteers of Citizen Consumer Club visited K.P.K Petrol Bunk, Erode on 05.01.2013 to get firsthand knowledge about the basic services provided and its importance.



Consumer Club volunteers celebrated 'Republic Day' along with children of the Orphanage at Palayapalayam.

An Awareness program on "Sustainable Consumption" was organized on 29.01.2013 Dr.Kalidas from OSAI-Environment Organisation, Coimbatore addressed the students on the importance of "Green Environment and Social Responsibility of Youngsters" to make the environment green and healthy





## ACADEMIC ACTIVITIES OF THE FACULTY (2012-2013)

### **PUBLICATIONS**

- ❖ Dr. S. Devaki published a paper on "Growth Dynamics & Performance Ranking" in the International Journal of Management Entrepreneurship and Technology (IJMET), Vol. 1, January- June 2012.
- ❖ Mrs. A. Sabeena published a paper titled "Food Safety" in the National Journal of Kisan World, Vol. No. 40, January 2013.

### **FACULTY DEVELOPMENT PROGRAMME**

- ❖ Dr. S. Devaki, Mrs. G. Mahoori Devi, Mrs. R. Parvatham, Mrs. M. Baby, Mrs. A. Sabeena, Mrs. K. R. Sakthi Devi, Mrs. R. P. Manjula and Mrs. R. Sangeetha attended a workshop on "Internet Banking" organized by IQAC of Vellalar College for Women on 08/12/2012.

### **PRESENTATION / PARTICIPATION IN SEMINARS / CONFERENCE / WORKSHOPS**

- ❖ Dr. S. Devaki, Mrs. R. Parvatham, Mrs. A. Sabeena, Mrs. K. R. Sakthi Devi, Mrs. R. P. Manjula and Mrs. R. Sangeetha have participated in the National Symposium titled "Restoring India's Economic Growth" organized by the Department of Commerce, Vellalar College for Women, Erode on August 22<sup>nd</sup> 2012.
- ❖ Dr. S. Devaki, Mrs. G. Mahoori Devi, Mrs. R. Parvatham, Mrs. M. Baby, Mrs. A. Sabeena, Mrs. K. R. Sakthi Devi, Mrs. R. P. Manjula and Mrs. R. Sangeetha have participated in the workshop titled "Internet Banking" organized by IQAC, Vellalar College for Women, Erode on December 8<sup>th</sup> 2012.
- ❖ Dr. S. Devaki, Mrs. G. Mahoori Devi, Mrs. R. Parvatham, Mrs. M. Baby, Mrs. A. Sabeena, Mrs. K. R. Sakthi Devi, Mrs. R. P. Manjula and Mrs. R. Sangeetha have presented papers in the International Seminar titled "Social Network & Communication" organized by the Department of Commerce(CA), on August 7<sup>th</sup> & 8<sup>th</sup>, 2012 and contributed papers in the International Conference "Corporate Social Responsibility- The Indian Perspective" hosted by the Department of Commerce(CS), Vellalar College for Women, Erode on September 18<sup>th</sup> 2012.
- ❖ Mrs. A. Sabeena and Mrs. R. Sangeetha have presented paper in the International Conference titled "Corporate Social Responsibility in Mobile Industry" and "Talent Management Practices in Corporate Sector". Organized by Navraj Institutions at Hotel Residency, Coimbatore on November 17<sup>th</sup>, 2012.
- ❖ Dr. S. Devaki presented a paper in the UGC sponsored National Seminar titled "College Autonomy Concept and Practice" organized by IQAC of Gobi Arts & Science College, Gobi on Feb 1<sup>st</sup> & 2<sup>nd</sup>, 2013.
- ❖ Mrs. A. Sabeena presented a paper in the UGC sponsored National Seminar titled "Effective Auditing How to be a Good Auditor" organized by PG & Research Department of Commerce of Thiruvalluvar Government Arts College, Salem on Jan 30<sup>th</sup> & 31<sup>st</sup>, 2013.
- ❖ Mrs. A. Sabeena and Mrs. R. Sangeetha have presented paper in the National Seminar titled "Relationship between Corporate Social Responsibility and Job Satisfaction in SPB Ltd.," and "An Empirical Study of Talent Management Practices of selected South Indian Hotel Groups". Organized by Vivekananda College of Arts & Science, Thiruchengodu on February 20<sup>th</sup>, 2013.
- ❖ Dr. S. Devaki, Mrs. G. Mahooridevi, Mrs. R. Parvatham, Mrs. M. Baby, Mrs. A. Sabeena, Mrs. K. R. Sakthi Devi, Mrs. R. P. Manjula and Mrs. R. Sangeetha have presented papers in the International Conference titled "Competency Building Strategies in Business and Technology for Sustainable Development" organized by Sri Ganesh School of Business Management, Salem, on February 22<sup>nd</sup> 2013.
- ❖ Mrs. M. Baby has qualified SET Exam during the year 2012 2013.



Sl. No	Name of the Candidates	Name of the Guide	Title
1.	G. Dharani	Dr. S. Devaki	A study on customer satisfaction towards daily newspaper in Erode City
2.	K. Vibitha	Dr. S. Devaki	A study on customer satisfaction towards Suzuki Access 125 in Erode city

**ENDOWMENT PRIZE WINNERS**

Class	Name of the Student	Rank	Class	Name of the Student	Rank
B.Com(CS)	S. Sonal Boothra	I	M.Com (F&C)	P. Sowmiya	I
	T. Jaiyashree	II			
	M. Manjula	III			
	C. Nithya	IV			



**K. SANGAMESWARI**  
Class Topper II M.Com (CS)



**T. SOWMITHRA**  
\* Class Topper III B.Com (CS)  
\* Secretary, Corp Nikites 2012-13



**S. DHARANI**  
Co-ordinator,  
Placement Cell  
III B.Com (CS)



**M. IRFANA**  
Secretary, Citizen Consumer Club  
III B.Com (CS)



**C. ANBARASI**  
Joint Secretary, Citizen Consumer Club  
III B.Com (CS)



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# Top 10

## Indian Business Women

Emulate this Corporate Honchos

