

CORP NIKITES

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NEWS BRIEF

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PATRON

Dr. (Mrs.) D. Kamalaveni, Principal

EDITOR

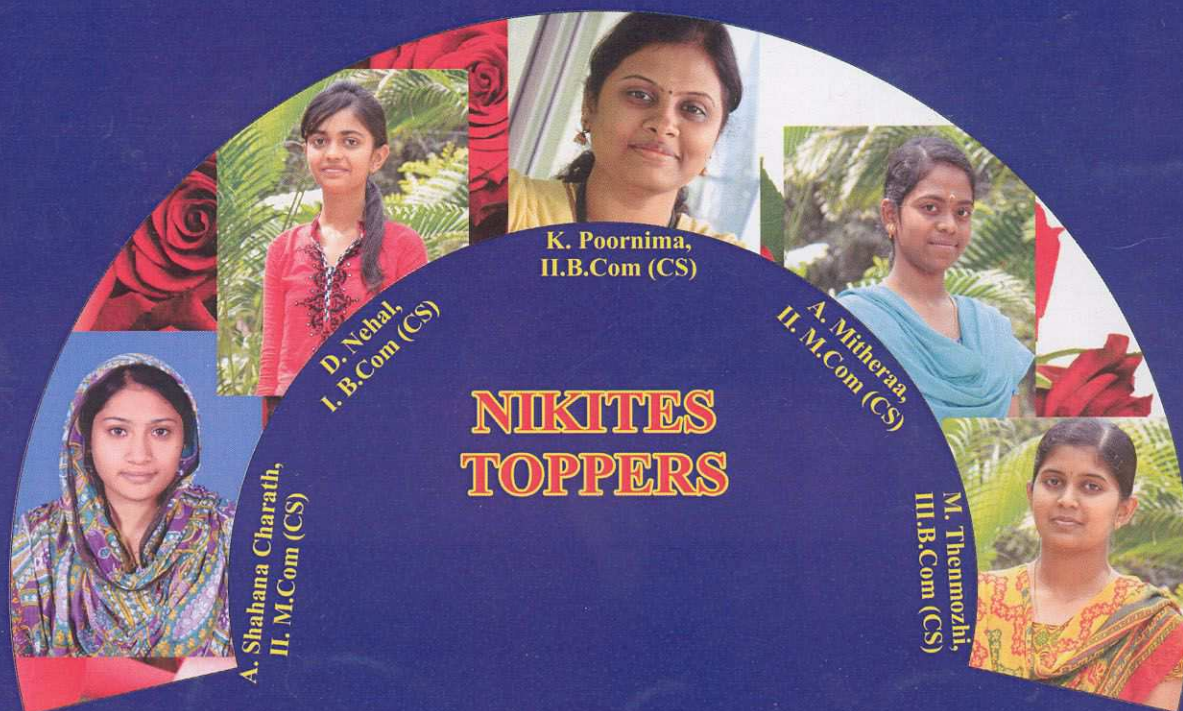
Dr. (Mrs.) S. Devaki, Head of the Department

MEMBERS

Mrs. A. Sabeena, Assistant Professor

Mrs. R. Sangeetha, Assistant Professor

Ms. M. Thenmozhi, Secretary, Corp Nikites



PG & Research Department of Corporate Secretaryship
VELLALAR COLLEGE FOR WOMEN (Autonomous)

College with Potential for Excellence

(Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathiar University, Coimbatore – 46)

Erode – 638 012

EDITOR SPEAKS

Dear Readers.....

It is really an inimitable experience to account the entire activities of the academic year 2015-16 in the News Brief of 'Corp Nikites'. The editorial team enjoys in bringing out this issue with enriched work of students and faculty members of the Department of Corporate Secretaryship. The faculty members find their satisfaction, only when responsible and employable citizens are developed among student community. It is our pleasure to thank the Management, Principal and Members of the Corp Nikites for their meticulous involvement and guidance in bringing out this issue successfully.

Dr.S.Devaki
Editor

ABOUT THE DEPARTMENT



A Snapshot - Commission visit for approval of M.Phil Programme

The Department of Corporate Secretaryship had its inception in 1999 and the masters was introduced in 2011. Part-time M.Phil Programme is introduced in ensuing academic year and Corp Nikites emerges as a Research Department from 2016-17 onwards. The curriculum is regularly updated with due concern to the regional employability as well as to corporate employability by our UG and PG Academic Committee. The department has 9 dedicated and dynamic faculty members. The department has given a special emphasis on entrepreneurial skill development and provides a comprehensive exposure to procure jobs in reputed organisations. To make this aspirations come true, various activities are carried out through the Association of Corporate Secretaryship (Corp Nikites).

CORPNIKITES

The pursuits of Corp Nikites are:

- To create 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

The Corp Nikites was inaugurated on 06.08.2015.

Corporate Mall

The Nikites organized two day *Corporate Mall* on 6th and 7th August, 2015 to evoke the entrepreneurial skills among students. Mr.P.Chandrasekaran, B.E.(Hons)., Chairman, Sakthi Fruit Products, Nasiyanur opened the Mall and addressed the participants on the topic *Marketing Techniques*.



Workshops

In order to sensitize the students on stock exchange activities, the Nikites organised a workshop entitled *Security Trading* on 28.08.2015. Ms.S.Chitra, Director, Annamalai Capital Services Private Limited, Coimbatore was the resource person.



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A two day workshop on *Skill Enhancement and Empowerment* was conducted on 17.09.2015 and 18.09.2015 to bolster up the communicative skill and personality of the learners with Mr.D.Shanmugha Sundaram, Proprietor & Soft Skill Trainer, Phoenix Training Academy, Erode.

Realizing the significance of enriching the knowledge of students on the basic concepts of online trading, the Nikites organised one-day workshop on *Emergent Strategies for Online Trading* on 03.03.2016. Mr.P.Ashok Kumar, Practicing Company Secretary, Erode & Associate of Motilal Oswal Securities Limited was the resource person.



Professional Awareness

CS.R.Venkateswaran, Chairman, The Institute of Company Secretaries of India, Coimbatore Chapter, created awareness about *The Need of Company Secretary in the Corporate World* to the students on 14.09.2015.



Industrial Visits

An Industrial Visit to *Tex Valley, Sakthi Fruits and Milky Mist Dairy Private Limited*, was arranged for 70 students on 02.09.2015 and they gained practical knowledge about the manufacturing process and retail techniques.

Another Industrial Visit was arranged on 24.02.2016 to *Milka Breads Private Limited* and *Eebees Bakery* for 80 students and they gained an exposure on food products preparation and preservation.





Pleasure Trips

To rejuvenate young Nikites, a pleasure trip was organised to *Kodaikanal* and *Black Thunder* on 12.09.2015 and 13.02.2016 respectively.

Intra-departmental Competitions

The Corp Nikites organised competitions like *Cooking, Speech on Personality Development, Wealth from Waste and Word Power* to exhibit the talents of students. A.Mitheraa, E.Gokilaveni, S.Swetha, G.Sobana of II M.Com (CS), A.Shahanacharath, T. Priyanka of I M.Com (CS), M.Manjushree, P.Sumithra, V.Gomathi of II B.Com(CS) and S. Zainab of III B.Com(CS) were the winners.



Extension Activity

Republic day was Celebrated at *Thiyagi Eswaramoorthi Old Age Home* at Pavalathampalayam on 26.01.2016 which ignited the tendency of rendering service to the society in the minds of students. The members offered donations to meet the needs of groceries and other provisions.

Nikites organised *Clean India Campaign* at Erode on 24.02.2016. The services were rendered at Sai Baba Temple & Sithi Vinayagar Temple at Railway Colony and Kondathu Bhathrakaliamman Temple & Hanuman Temple Near Fire Service Station. The department provided the dustbins and broom sticks to the temples.



Faculty Achievements

Publications

- Dr.S.Devaki, Mrs.R.Parvatham & Dr.M.Baby published a paper on *Women Entrepreneurs in India: Initiatives Taken by the Government for Prospective Growth* in the Edited Book, *Dynamics in Entrepreneurship*, Today Publications, Chennai, March, 2016.
- Dr.G.Mahoori Devi published a paper on *A Study on Role of Women Entrepreneurship in Erode Town* in the Edited Book, *Dynamics in Entrepreneurship*, Today Publications, Chennai, March, 2016.
- Dr.M. Baby published a paper on *Profitability Analysis of Select Nationalized Commercial Banks in India* in the National Journal, *New Horizons of Corporate Management*, Vol.3, February, 2015.
- Dr.M. Baby published a paper on *An Empirical Analysis of Determinants of Market Price of Shares of Select Nationalized Commercial Banks in India* in the *Primax International Journal of Finance*, Vol. 3, July-December, 2015.
- Mrs.K.R.Sakthidevi published a paper on *Impact of Deposits, Loans and Advances on Profitability of SBI & Its Associates* in the International Journal, *SAJOSPS*, Vol. 5, January-June, 2015.
- Mrs.K.R.Sakthidevi, Mrs.R.P.Manjula, published a paper on *Rural Women Entrepreneurs – A Successful Path* in the Edited Book, *Dynamics in Entrepreneurship*, Today Publications, Chennai, March, 2016.

Faculty Development Programme

- Dr.S.Devaki and Dr.M.Baby attended a programme on *Business Research for Academicians* organised by Erode Builders Educational Trust on 5th and 6th February, 2016.
- Mrs.R.Parvatham and Mrs.R.P.Manjula attended a programme on *Inspired Learning Through Inspired Teaching* organised by Erode Sengunthar Engineering College, Thudupathi, Perundurai on 8th January, 2016.

- Mrs.R.Parvatham, Mrs.K.R.Sakthidevi and Mrs.R.Sangeetha attended a programme on “**DIET Management for Various Disease Conditions**” organised by Department of Nutrition and Dietetics, Vellalar College for Women, Erode on 5th February, 2016.

Paper Presented/ Participated

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- Dr.S.Devaki and Mrs.R.Parvatham participated and presented a paper on **Green Marketing – A Dimensional Change for the Market Sustainability** in the International Conference entitled *Emerging Strategies for Green Marketing in Consumer Co-operatives* organised by Department of Cooperation, Vellalar College for Women, Erode on 9th September, 2015.
- Dr.G.Mahoori Devi participated and presented a paper on **CSR and Green Marketing in Selected Indian Companies** in the International Conference entitled *Emerging Strategies for Green Marketing in Consumer Co-operatives* organised by Department of Cooperation, Vellalar College for Women, Erode on 9th September, 2015.
- Mrs.G.K.Sukanya and Mrs.R.Sangeetha participated and presented a paper on **Environmental Corporate Social Responsibility as a Strategic Marketing Initiatives** in the International Conference entitled *Emerging Strategies for Green Marketing in Consumer Co-operatives* organised by Department of Cooperation, Vellalar College for Women, Erode on 9th September, 2015.
- Mrs.K.R.Sakthidevi and Mrs.R.P.Manjula participated and presented a paper on **Dividend Decisions – A view of Managerial Functions** in the UGC Sponsored National Level Seminar entitled *Corporate Governance & Dividend Policy in India* organised by PG & Research Department of Commerce, Gobi Arts & Science College, Gobichettipalayam on 25th & 26th September, 2015.

Acted As Resource Person

- Dr.G.Mahoori Devi acted as a resource person for the Special Meeting entitled **Human Life** conducted by the Department of Corporate Secretaryship, Sri Vasavi College (SF), Erode on 18.09.2015.
- Mrs.G.K.Sukanya gave a lecture on **Export Management** for the students of Costume Design and Fashion, Vellalar College for Women, Erode on 28.09.2015.

M.Phil Produced

| S. No. | Name of the Candidate | Name of the Guide | Title |
|--------|-----------------------|-------------------|---|
| 1 | S.Bowni | Mrs.R.Parvatham | Growth and Profitability Analysis of Select Cement Companies in India |

NIKITES TRIUMPH

Students' involvement in co-curricular and extra-curricular activities have been commendable and the notable participations are:

CO-CURRICULAR CONQUEST

- G.Sobana and S.Swetha of II M.Com (CS) participated and presented paper on **Emerging strategies of Green Marketing in Consumer Co-operatives** in the International Conference entitled *Emerging Strategies for Green Marketing in Consumer Co-operatives* organised by Department of Cooperation, Vellalar College for Women, Erode on 9th September, 2015.
- A.Mitheraa and V.Jayapriya of II M.Com (CS) participated and presented paper on **Green Marketing** in the International Conference entitled *Emerging Strategies for Green Marketing in Consumer Co-operatives* organised by Department of Cooperation, Vellalar College for Women, Erode on 9th September, 2015.
- PG students of the department participated in National Level Seminar on **Prevention of Money Laundering** conducted by Kongu Arts & Science College, Erode on 28.01.2016
- R.Sujitha, M.Phil Scholar presented a paper on **Small Business - Environmental Sustainability** in the National Seminar organised by Department of Commerce & Commerce (CA), Nandha Arts & Science College, Erode on 12th February, 2016.

- R.Sujitha & K.Sakunthala, M.Phil Scholars attended the State Level Seminar on *A Glimpse of Microfinance in India & Role of Technology in Accounting* organised by Department of Commerce Hindhustan Academy of Arts, Science and Management on 30th January, 2016.
- R.Sujitha & K.Sakunthala, M.Phil Scholars attended a workshop on *Fine Tuning of Research Paper Writing & Citation Analysis* organised by PSG College of Arts & Science on 9th February, 2016.

FEATS OF OUR STUDENTS IN ATHLETICS

A little progress everyday adds up a big result. Proficient at various sports skills, our athletes have positive self-image and socialize with their peers. They are:

| S. No. | Name and Class of the Student | Event/ Programme | Date | Organizer | Prize/ Position |
|--------|-------------------------------|---------------------|------------|-----------------------------|-----------------|
| 1 | S.Swetha II M.Com (CS) | Ball Badminton | 30.08.2015 | *Ball Badminton Association | II Prize |
| 2 | | Swimming Individual | 12.02.2016 | VCW | I Prize |
| 3 | | Swimming Relay | 12.02.2016 | VCW | I Prize |
| 4 | | 4x400 Relay | 12.02.2016 | VCW | III Prize |
| 5 | K.Keerthana III B.Com (CS) | Throw Ball | 12.02.2016 | VCW | Winner |
| 6 | | Badminton | 12.02.2016 | VCW | Runner |

*Sports Development Authority of Tamilnadu, Erode District Unit

EARN WHILE YOU LEARN

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

| S. No. | Name of the Student | Class | Nature of Job | Monthly Earnings (Rs.) |
|--------|---------------------|----------------|-----------------------------|------------------------|
| 1 | J. Meharaj Nisha | I B.Com (CS) | Accounts Assistant | 3000 per month |
| 2 | T. Ishwarya | II B.Com (CS) | MR Colour Lab Billing Sect. | 2000 per month |
| 3 | S.Mahalakshmi | III B.Com (CS) | Tuition | 3500 per month |
| 4 | M. Poonkodi | III B.Com (CS) | Accounts Assistant | 3000 per month |
| 5 | S. Malini | III B.Com (CS) | Stitching | 2000 per month |
| 6 | M. Sharpunisha | I M.Com (CS) | Tuition | 3000 per month |
| 7 | A. Mitheraa | II M.Com (CS) | Tuition | 1000 per month |
| 8 | P. Nadhiya | II M.Com (CS) | Fancy Store Salesman | 2000 per month |

NOTABLE NIKITES RECRUITMENTS

| S. No. | Name of the Students | On Campus Recruitment |
|--------|----------------------|-----------------------------|
| 1. | K.Keerthana | CTS, Coimbatore |
| 2. | M.Thenmozhi | TCS, Chennai |
| 3. | S. Pavithra | AEE.BEE Company, Coimbatore |

LIST OF OFFICE BEARERS



M. Thenmozhi,
Department Secretary



K.Keerthana,
Sports Captain,
Amethyst House



M. Jyothi Sharma,
Consumer Club Secretary



B.Sowndariya,
Consumer Club Joint
Secretary

ENDOWMENT PRIZE WINNERS**UG**

| | | |
|--------------|---|----------|
| A.Janani | - | I Rank |
| T.Poongothai | - | II Rank |
| M.Asmabegam | - | III Rank |

ALLIED PAPER**ECONOMICS**

| | | |
|-------------|---|--------|
| K.Keerthana | - | I Rank |
|-------------|---|--------|

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PG

| | | |
|----------|---|--------|
| V.Dhivya | - | I Rank |
|----------|---|--------|

CITIZEN CONSUMER CLUB**KNOWLEDGE INCORPORATED**

| S. No. | EVENT | DATE | GUEST | TITLE |
|--------|-----------------|------------|--|-------------------------------------|
| 1. | Inauguration | 11.08.2015 | Mr.R.Balasubramanian, Secretary, Erode District Consumer Protection Center | Consumer Rights and Duties |
| 2. | Special Meeting | 16.09.2015 | Mr.K.Jaganathan, Co-operative Sub Registrar/ M.D, Erode District Co-operative Union | Civilians Rights on PDS Procurement |
| 3. | Special Meeting | 27.01.2016 | Shri.P.Seshagiri Rao, Scientist-E & Head, Shri.Rini John S. & Ms.T.Singha, Scientist-B, BIS Coimbatore Branch Office, Coimbatore. Mr.R.Balasubramanian, Secretary, Erode District Consumer Protection Centre. | Quality Assurance in Gold |

PATRONAGE TO NATIONAL HERITAGE

| S. No. | DAY | PLACE | DATE | CONTRIBUTION |
|--------|------------------|--|------------|--|
| 1. | Independence Day | Thiyagi Eswaramoorthi Orphanage Home at Pavalathampalayam, Erode | 15.08.2015 | Offered donations, groceries and provisions. |

PAMPHLETS ISSUED

| S. No. | EVENT | PLACE | DATE |
|--------|--|---------------------------|------------|
| 1. | Awareness on Consumer Rights | Vilarasampatti | 12.08.2015 |
| 2. | Safety Precautions for 'Hill Riders' | Kodaikanal | 12.09.2015 |
| 3. | Food Adulteration | Karapparai Village | 01.09.2015 |
| 4. | Effects for Headset Users | Nallampatti Village | 03.02.2016 |
| 5. | Purification of the Water by Natural Means | Pavalathampalayam Village | 08.02.2016 |

CAMPAIGN PLUGGED

| S. No. | CAMPAIGN | ACTIVITY | DATE |
|--------|-----------------|---|------------|
| 1. | KPK Petrol Bunk | Testing of fuel | 15.09.2015 |
| 2. | Road Safety | 1. Road Safety measures for drivers | 05.01.2016 |
| | | 2. Oath was taken by more than 100 drivers | 09.01.2016 |
| | | 3. Black stickers were affixed on vehicle headlight | 12.01.2016 |

A GLIMPSE ON CITIZEN CONSUMER CLUB ACTIVITIES

