



VELLALAR COLLEGE FOR WOMEN (Autonomous)

College with Potential for Excellence
(Re-accredited with 'A' Grade by NAAC

&

Affiliated to Bharathiar University, Coimbatore – 641 046)
Thindal, Erode-12.

DEPARTMENT OF COMMERCE (SF)

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ABOUT THE COLLEGE

Vellalar College for Women (Autonomous), established in 1970, is the pioneer in women's education in Erode District and has impeccable tradition of 46 years of unparalleled commitment and integrity. Guided by the vision of its founders, the institution lays highest importance on imparting quality education to women folks of rural community. The institution takes pride in creating an ambience wherein both the students and faculty can pursue boundless knowledge. In its existence spanning over four decades, the college has the pride of being re-accredited with 'A' Grade by NAAC and the rare distinction of 'College with Potential for Excellence' accorded by UGC. 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.

ABOUT THE DEPARTMENT

The Department of Commerce set up in 1983 under unaided stream, has imbibed the institution's tradition of exploring new frontiers of knowledge and innovation in academics. The Department has constantly endeavoured to provide quality education, entrepreneurial skills and create a platform for overall development of the students. The department has 14 erudite faculty members with 6 Ph.D holders, 5 NET/SET qualifiers, enterprising students and state-of-the-art infrastructure that enhance the quality of learning in the department. Besides the regular UG, PG and Research Programmes, the Department offers a value added certificate programme on Tally Accounting Software.



ASSOCIATION ACTIVITIES

An Arena to Career Placement



On 05.08.2016, **CA.D.Krishnasamy**, M.Com., F.C.A., Chartered Accountant, Erode motivated the final year UG and PG students to set their career path in the meeting on "Enriching Employability".

Erudition on Business Economics



Dr.K.R.Vijaya Rani, Assistant Professor of Economics, Sri Vasavi College, Erode deliberated on the topic "Trade Cycle – An Economic Phenomenon" in a Guest Lecture Programme on 24.08.2016 for I M.Com Students.

Extension Activity



Nutrition Week (I week of September) was celebrated with the students of Government High School, Thindal. **Dr.S.Ponne**, Associate Professor, Department of Foods and Nutrition, Vellalar College for Women, Erode highlighted the benefit of iron rich foods on 01.09.2016.

An Expedition



The final year UG and PG students went on a trip to Hyderabad from 31.08.2016 to 05.09.2016.

An Overview on Stock Market



The final year PG students were given a lecture on "Mechanics of Trading in Secondary Market" by **Dr.P.Karthikeyan**, Associate Professor, School of Management Studies, Kongu Engineering College, Erode on 08.09.2016.

Road Ahead to Corporate



On 30.12.2016, **Dr.Nithya Ramachandran**, QA Head and Professor, Department of Business Studies, IBRA College of Technology, Sultanate of Oman enthralled all the B.Com and M.Com Students on the topic "Campus to Corporate".

An Exposure on Industrial Know-how



The final year UG students visited Malabar Cements Ltd., Kerala on 27.01.2017.



The final year PG students visited Milky Mist Dairy Foods Pvt. Ltd., Erode on 08.03.2017.

Association Competition



M.Com students participated in "Business Quiz Competition" conducted on 01.02.2017.

National Level Symposium



One Day National Level Symposium on "Demonetisation: A Transition to Cashless Economy" was conducted on 07.02.2017. **CA.T.Venkataramanan**, Chartered Accountant, Erode, **Dr.S.R.Keshava**, Professor, Department of Economics, University of Bengaluru, Bengaluru, **Dr.S.Amilan**, Associate Professor and Head, Department of Commerce, Pondicherry University, Pondicherry and **Mr.N.Sivanesan**, President, Federation of All Trade and Industry Association, Erode were the resource persons.

Hands on Spoken Tutorial



The UG students were trained on Libre Office through Spoken Tutorial Session from IIT, Bombay.

Memorandum of Understanding



The department has signed MoU with Sri Maghesvar Tally Training Center, Erode and offered Certificate Course on Tally ERP 9.0 for 35 hours during each semester. The students from all the disciplines enrolled and got benefitted.

SCHOLASTIC EXCELLENCE BY FACULTY MEMBERS

Faculty Completed Ph.D / SET

S. No.	Name of the Faculty	Ph.D/ SET
1	Mrs.S.Parimala	Ph.D
2	Mrs.N.Vidhya	SET
3	Mrs.E.Thenmozhi	SET
4	Ms.R.Sangeetha	SET

Participation and Presentation in Seminars / Conferences / Workshop

Name of the Faculty	Conference		Seminar- National Level	Workshop
	National Level	International Level		
Dr.S.Saraswathi		1	1	
Mrs.C.Brundha		2	-	
Dr.P.Janaki		4	2	
Dr.S.Vishnuvarthani	1	6	3	1
Mrs.N.Vidhya		2	2	
Dr.S.Saravanambigadevi		4	2	
Mrs.P.Shanthi		2	1	
Mrs.E.Thenmozhi		2	2	
Mrs.G.Punitha		3	-	
Mrs.C.Chitra		2	1	
Ms.R.Sangeetha		3	1	
Dr.S.Senthilvadivu		1	-	
Dr.K.M.Sabitha		-	1	

Publications

Name of the Faculty	Title of the Article	Details of Journal/Edited Book	Month & Year
Dr.S.Saraswathi	Service Marketing – Customer's Expectations and Delight	IOSR Journal of Business and Management	August 2016
	Pros and Cons of Demonetisation	A Journal of Intercontinental Management Research Consortium	February 2017
Mrs.C.Brundha	Factors Affecting Consumers' Purchase Behaviour of UPS in Erode City – An Insight	Intercontinental Journal of Marketing Research Review	August 2016
	Impact of various Ownership Groups in Dividend Payout Policies – A Study with special reference to the select Indian Corporate Firms	Intercontinental Journal of Multidisciplinary Research Review	November 2016
	Women's Satisfaction towards TVS Scooty Pep Models - A Study in Erode City	Jamal Academic Research Journal : An Interdisciplinary	January 2017
Dr.P.Janaki	Digital Transformation in Manufacturing Industry – An Overview	Journal of Management and Science	February 2017
	Stress Management	Nehru Journal of Management and Research	February 2017
Dr.S.Vishnuvarthani	Promotional Strategies for Services in Rural Market	IOSR Journal of Business and Management	August 2016
	Promotional Efforts Supporting Women Entrepreneurs in India	Primax International Journal of Commerce and Management Research	September 2016
	Green Marketing – A Boulevard for Sustainable Market Growth	Jamal Academic Research Journal : An Interdisciplinary	January 2017
	Retail Sector in India: Issues and Prospects	Research Explorer (A Refereed Bi Annual International Research Journal on Multidisciplinary)	February 2017
	Digital Education in India- A Silhouette	Journal of Management and Science	February 2017
Dr.S.Saravanambigadevi	Financial Performance Analysis of Erode Co-operative Urban Bank Ltd.	VSRD International Journal of Business and Management Research	July 2016
	Management of NPA of Tirupur Co-operative Urban Bank Ltd.	VSRD International Journal of Business and Management Research	July 2016
	A Study on Lending Operations of Tiruchengode Cooperative Urban Bank Ltd.	EPRA International Journal of Multidisciplinary Research	August 2016
	A Brief Profile of Salem Co-operative Urban Bank Ltd.	EPRA International Journal of Multidisciplinary Research	August 2016
	Theoretical Aspect of the Non-Performing Assets	Intercontinental Journal of Finance Research Review	September 2016
	An Analysis of Financial Performance Efficiency of the Chennimalai Urban Co-operative Bank Ltd.	VSRD International Journal of Business and Management Research	December 2016
	E-Payment	Jamal Academic Research Journal : An Interdisciplinary	January 2017
	Impact of Digital India on Society	Journal of Management and Science	February 2017
	Challenges and Opportunities for Digital Transformation in the Public Sector	Journal of Management and Science	February 2017

Name of the Faculty	Title of the Article	Details of Journal/Edited Book	Month & Year
Mrs.N.Vidhya	Service Marketing Mix of Indigo Airlines	IOSR Journal of Business and Management	August 2016
	Digital Transformation in Banking Sector	Journal of Management and Science	February 2017
Mrs.E.Thenmozhi	Service Marketing Mix of Indigo Airlines	IOSR Journal of Business and Management	August 2016
	The Digital Transformation of HealthCare Services	Journal of Management and Science	February 2017
Ms.R.Sangeetha	The Changing Face of Service Marketing	IOSR Journal of Business and Management	August 2016
	Problems of Rural Women Entrepreneurs	Primax International Journal of Commerce and Management Research	September 2016
	E-Governance – Reforming Government Through Technology	Journal of Management and Science	February 2017
Mrs.G.Punitha	Digital India: A Unique Step Towards E-Learning in India	Journal of Management and Science	February 2017
Dr.S.Senthilvadivu	Digital India to Boost Agricultural Sector	Journal of Management and Science	February 2017

Acted as Resource Person

S. No.	Name of the Faculty	Programme	Venue	Date
1	Dr.S.Vishnuvarthani	Workshop on SPSS Package	Vellalar College for Women, Erode	01-10-2016
2	Dr.S.Saravanambigadevi	NSS Orientation	CNC College, Erode	15-02-2017
3	Dr.S.Vishnuvarthani	Guest Lecture on Enriching Employable Skills	Sri Vasavi College, Erode	16-03-2017

M.Phil Produced

Dr.S.Saraswathi	- 1
Dr.P.Janaki	- 1
Dr.S.Vishnuvarthani	- 1
Dr.S.Saravanambigadevi	- 1

INTELLECTUAL FEAT BY THE STUDENTS

STUDENTS UNDER “EARN WHILE LEARN” SCHEME

The following students are the busy bees who assist their family with part-time job.

S.No.	Name of the Student	Class	Nature of Job	Monthly Income (Rs.)
1	S.Santhiya	I B.Com 'B'	Sales Girl	2000
2	S.Suganya	I B.Com 'B'	Taking Tuition	1500
3	R.Nivetha	II B.Com 'B'	Accountant	3000
4	S.Neelavathi	II B.Com 'B'	Accountant	1140
5	A.Arthi	III B.Com 'A'	Taking Tuition	1200
6	R.Anitha	III B.Com 'A'	Tailoring	700
7	M.Dharani	III B.Com 'A'	Taking Tuition	2000
8	V.Mohana	III B.Com 'B'	Sales Girl	2000
9	M.Nathiya	III B.Com 'B'	Taking Tuition	500
10	G.Deepika	I M.Com	Taking Tuition	1500
11	A.Saranya	I M.Com	Taking Tuition	1000

SPORTS ACTIVITIES

ON CAMPUS

Date	Name	Class	Event	Prize
11.02.2017	P.Keerthana	III B.Com.'A'	4X400 Mts. Relay	I
11.02.2017	P.Keerthana	III B.Com.'A'	200 Mts.	III
11.02.2017	P.MahimaaDevi	I B.Com.'A'	Hand Ball	Runner

PARTICIPATION IN INTER / INTRA COLLEGIATE MEET

III B.Com 'A'

State Level Book Review Competition

P.Keerthana 27.09.2016 Dept. of Computer Applications, Vellalar College for Women

Treasure Hunt & Word Hunt

A.Arthi, R.Aswitha, P.Dhivya 03.02.2017 Department of MBA & MCA,
Velalar College of Engineering and Technology

III B.Com 'B'

Word Hunt

V.S.Monika 03.02.2017 Department of MBA & MCA,
Velalar College of Engineering and Technology

Treasure Hunt & Word Hunt

C.Hinduja, L.Vinitha, R.Nivetha 03.02.2017 Department of MBA & MCA,
Velalar College of Engineering and Technology

PRESENTATION IN SEMINARS / CONFERENCES

Name of the Student	Class	Title of the Programme	Title of the Paper	Organizer	Date
S.Kavitha	M.Phil.	Services Marketing-Taking the Show Abroad	Service Quality and Customer Satisfaction	Dept. of Management, P.K.R. Arts College for Women	19.08.2016
		Role of Women in Entrepreneurial Development in the Indian Context	Women Entrepreneurship-Challenges in Present Technology	Dept. of Commerce(CA), K.S.R. College of Arts & Science for Women	08.09.2016
P.Gowri	M.Phil.	Services Marketing-Taking the Show Abroad	Marketing Strategies for Service Sector	Dept. of Management, P.K.R. Arts College for Women	19.08.2016
		Role of Women in Entrepreneurial Development in the Indian Context	Women Entrepreneurship in India	Dept. of Commerce(CA), K.S.R. College of Arts & Science for Women	08.09.2016
S.Kiruthika	M.Phil.	Services Marketing-Taking the Show Abroad	Consumer Behaviour in Services	Dept. of Management, P.K.R. Arts College for Women	19.08.2016
		Role of Women in Entrepreneurial Development in the Indian Context	Successful Entrepreneurs of Indian Origin	Dept. of Commerce(CA), K.S.R. College of Arts & Science for Women	08.09.2016
J.Sowndarya	I.M.Com	Financial Inclusion for Sustainable Economic Growth-Strategies and Challenges	Women Self-Help Groups-Opportunities and Challenges	Dept. of Commerce & Dept. of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous)	08.09.2016
R.Jasmine					
K.Kiruthiga	M.Phil.	Financial Inclusion for Sustainable Economic Growth-Strategies and Challenges	Government Initiatives to Tap Rural Entrepreneurship	Dept. of Commerce & Dept. of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous)	08.09.2016
A.Krishnaveni	M.Phil.	Rural Women Entrepreneurship Skill Development in India	Women Entrepreneur and Economic Development in India	Dept. of Management, P.K.R. Arts College for Women	22.09.2016 & 23.09.2016
		Digital India: New Perspectives in Management of Technology and Innovation	Digital Education in India: A Silhouette	Dept. of Commerce (CA), Vellalar College for Women	10.01.2017
		Emerging Business Practices in the Global Environment	Green Marketing-An Boulevard for Sustainable Market Growth	PG & Research Dept. of Commerce, Jamal Mohamed College (Autonomous)	19.01.2017
		Recent Trends in Commerce & Management	Retail Sector in India: Issues & Prospects	Dept. of Commerce (CA), Sengunthar Arts & Science College	01.02.2017
		Recent Advances in e-Business: Challenges & Opportunities	Traveller's Perception on Online Bus Ticket Booking in Erode City	Vivekanandha College of Arts & Sciences for Women & Dept. of Commerce, Avinashilingam Institute for Home Science & Higher Education for Women	02.02.2017 & 03.02.2017

Name of the Student	Class	Title of the Programme	Title of the Paper	Organizer	Date
K.Rathipriya	M.Phil.	Rural Women Entrepreneurship Skill Development in India	Women Entrepreneur and Economic Development in India	Dept. of Management, P.K.R. Arts College for Women	22.09.2016 & 23.09.2016
		Digital India: New Perspectives in Management of Technology and Innovation	Impact of Digital India on Society	Dept. of Commerce (CA), Vellalar College for Women	10.01.2017
		Emerging Business Practices in the Global Environment	E-Payment	PG & Research Dept. of Commerce, Jamal Mohamed College (Autonomous)	19.01.2017
		Recent Advances in e-Business: Challenges & Opportunities	E-CRM	Vivekanandha College of Arts & Sciences for Women & Dept. of Commerce, Avinashilingam Institute for Home Science & Higher Education for Women	03.02.2017
		Recent Trends in Commerce & Management	Green Marketing	Dept. of Commerce (CA), Sengunthar Arts & Science College	01.02.2017
S.Renuga Devi	M.Phil.	Rural Women Entrepreneurship Skill Development in India	Financial Assistance to Rural Women Entrepreneur	Dept. of Management, P.K.R. Arts College for Women	22.09.2016 & 23.09.2016
		Emerging Business Practices in the Global Environment	Women's Satisfaction Towards TVS Scooty Pep Models-A Study in Erode City.	PG & Research Dept. of Commerce, Jamal Mohamed College (Autonomous)	19.01.2017
		Recent Advances in e-Business: Challenges & Opportunities	E-CRM	Vivekanandha College of Arts & Sciences for Women & Dept. of Commerce, Avinashilingam Institute for Home Science & Higher Education for Women	02.02.2017 & 03.02.2017
		Recent Trends in Commerce & Management	Indian Trade Polices	Dept. of Commerce (CA), Sengunthar Arts & Science College	01.02.2017
B.Ithanika B.Divya	II M.Com	Enhancing Agricultural Productivity	Agricultural Sustainability - Need of Hour	Dept. of Commerce, P.K.R. Arts College for Women	16.02.2017
P.Keerthana	III B.Com 'A'	Enhancing Agricultural Productivity	Role of NABARD in Increasing Agricultural Productivity	Dept. of Commerce, P.K.R. Arts College for Women	16.02.2017
P.Hamsini A.Geetha	III B.Com 'A'	Enhancing Agricultural Productivity	Avenues for Growth in Indian Agriculture	Dept. of Commerce, P.K.R. Arts College for Women	16.02.2017

PUBLICATIONS

Name of the Student	Class	Title of the Article	Details of Journal	Month & Year
S.Renuga Devi	M.Phil.	Women's Satisfaction Towards TVS Scooty Pep Models-A Study in Erode City	Jamal Academic Research Journal : An Interdisciplinary, Vol.9, No.2, ISSN 0973-0303, pp.392-395	January 2017
K. Rathipriya	M.Phil.	E-Payment	Jamal Academic Research Journal : An Interdisciplinary, Vol.9 No.2, pp.254-257	January 2017
		Impact of Digital India on Society	Journal of Management and Science, Vol.1, ISSN 2250-1819, pp.93-95	February 2017
A.Krishnaveni	M.Phil.	Green Marketing-An Boulevard for Sustainable Market Growth	Jamal Academic Research Journal : An Interdisciplinary, Vol.9, No.2, ISSN 0973-0303, pp.381-395	January 2017
		Retail Sector in India: Issues and Prospects	Research Explorer, Special Issue - 1, ISSN 2250-1940, pp.5-11	February 2017
		Digital Education in India: A Silhouette	Journal of Management and Science, Vol. 1, ISSN 2250-1819, pp. 162-164	February 2017

DAZZLING WIZARDS

UNION OFFICE BEARERS



A. Geetha
III B.Com 'A'
Vice President



S. Subalakshmi
III B.Com 'B'
Association Secretary



R. Vishalatchi
II B.Com 'B'
NSS Secretary

PROFICIENCY PRIZE WINNERS – UG



P. Hamsini
III B.Com 'A'
Major - I Prize



P. Divya
III B.Com 'A'
Major - II Prize



A. Geetha
III B.Com 'A'
Allied I - I Prize



R. Aswithaa
III B.Com 'A'
Allied I - II Prize



S. Subalakshmi
III B.Com 'B'
Allied II - I Prize



B. Priyadharshini
III B.Com 'B'
Allied II - II Prize

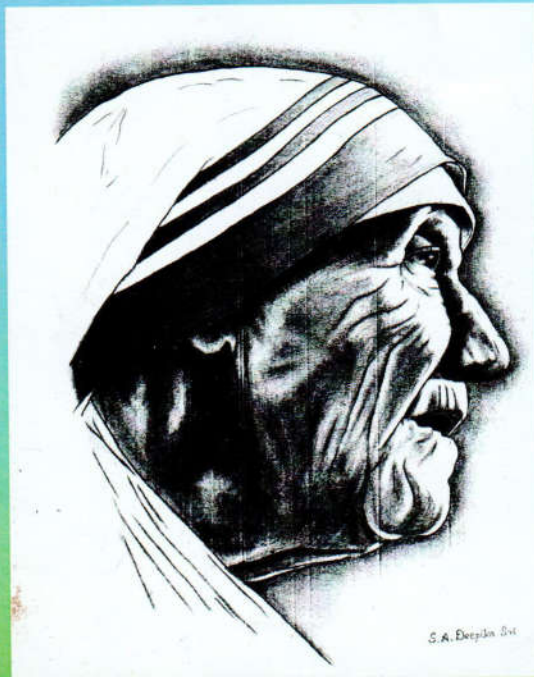
PROFICIENCY PRIZE WINNERS – PG



K. Kavitha
II M.Com
I Prize



S. Sindhu
II M.Com
II Prize



S. A. Deepika Sri

S. A. Deepika Sri
III B.Com 'A'

ENDOWMENT PRIZE WINNER & RANK HOLDER



V. Sree Sambavi
B.Com - 2013-2016 Batch
V Rank

ASSOCIATION COMPETITION PRIZE WINNERS – UG

Word Hunt

S. Atchaya	I B.Com 'A'	I Prize
N. Gowshika	I B.Com 'A'	II Prize
S. Subalakshmi	III B.Com 'B'	I Prize
M. Viveka	III B.Com 'B'	II Prize

Essay Writing

A. Geetha	III B.Com 'A'	I Prize
P. Hamsini	III B.Com 'A'	II Prize
N. Nivetha	I B.Com 'B'	I Prize
P. V. Sangavi	I B.Com 'B'	II Prize

ASSOCIATION COMPETITION PRIZE WINNERS – PG

Business Quiz

R. Hemadharshini	I M.Com	I Prize
R. Jasmine	I M.Com	I Prize
M. Deepika	II M.Com	II Prize
S. Sindhu	II M.Com	II Prize

நுகர்வோர் விழிப்புணர்வு
விழித்திடுங்கள் நுகர்வோரே
விழித்திடுங்கள்!
நாட்டை வல்லரசாக்க
விழித்திடுங்கள்!
அயல்நாட்டு பொருளை வாங்கி
அயலவர் ஆக வேண்டாம் - விழித்திடுங்கள்!
நம் நாட்டில் விளைந்த நல்மணிகளை
நலமாய் வாடி உண்ணலாம் - விழித்திடுங்கள்!
வாங்கும் பண்டம் தரம் கெட்டதாய்
வாங்க வேண்டாம் - விழித்திடுங்கள்!
கலப்பிடமுள்ள பொருளை வாங்கி
கலக்கமடைய வேண்டாம் - விழித்திடுங்கள்!
அயல்நாட்டு வணிகம் தவிர்த்து
அடிமையாய் வாழ வேண்டாம் - விழித்திடுங்கள்!
உண்ணும் பொருளை உருவாக்க
உறுதியாய் உழைக்க வேண்டும் - விழித்திடுங்கள்!
கலப்பிடமற்ற பொருளை நீக்கி
கவலையில்லாமல் வாழலாம் - விழித்திடுங்கள்!
நாட்டை நலமாக்கி நலமுடன்
நன்றியுடன் இருக்க வேண்டும் - விழித்திடுங்கள்!
சமூகமே! என் சமுதாயமே!
நீ உன் உழைப்பால்
உன் உயர்வால் உணர்வாய்!
உன் உடலின் நலனை நீ
உண்ணும் உணவில் காண்பாய்!
தீங்கான பொருள், காலாவதியான
பொருள் அனைத்தையும் ஒழித்திடு,
விழிப்போடு எழுந்திடு
நம் சமூகத்தை வளர்த்திடு...
உயர்ந்திடு...
விழித்திடுங்கள் நுகர்வோரே
விழித்திடுங்கள்!
நாட்டை வல்லரசாக்க
விழித்திடுங்கள்!

Esther Rajathi V
II B.Com 'A'