

**P.K.R ARTS COLLEGE FOR WOMEN  
GOBICHETTIPALAYAM  
DEPARTMENT OF COMMERCE  
DEPARTMENT ACTIVITIES 2023-2024**

S.No	Name of the event	Date	Time	Name of the Guest Speaker in Full detail	Total Beneficiaries	Outcome in two lines
1	Chartered Accountants Day	1.7.2023	10.30 a.m.	CA.K.Chitra,Practising Chartered Accountant,Sivakasi	67	The Students understood the significance of chartered accountant profession and few students showed their interest to join in the course
2	Student Development Programme on Emerging Trends in Securities Market	12.07.2023	10 a.m.	Dr.K.Prabhakaran, Director,Edify Ed Tech,Coimbatore	70	To impart the investment knowledge and ideas to the students

3	Skill Development Programme	19.7.2023	10 a.m.	Mrs.R.SasiPrabha, Life Skills Coach,Psychologist, Founder, Manas Foundation, Gobichettipalayam- 638476	24	The students were motivated towards effective communication,pro fessional apperance and building self confidence
4	Inauguration of Commerce Association	7.08.2023	2.00 pm	Dr.P.Parimaladevi,Associa te Professor & Head,Department of E- Commerce,Vellalar College for Women,Erode	530	The students were motivated and understood the importance of effective communication
5	Awareness on Star Health Insurance	8.08.2023	10.00 a.m	Mr.K.Thiyagarajan,Region al Head, Agency Development Vertical	420	Enhanced understanding of Health Insurance and empowerment for future Healthcare decisions

6	National Small Industry Day	30.8.2023	2.00 p.m	1.C.Premalatha,Cosmetologist,CIBTAC(UK Gov),Erode 2.S.Manjula,V.V. Honey Bee Farm,Athani	600	It create awareness about the small industries among the students and promote entrepreneurship and innovation among small business
7	International Conference on Industry 5.0. and Economic Growth	15.09.2023	10.30 a.m.	1.Dr.A.Vijayakumar, Associate Professor in Commerce and Head , Erode Arts and Science College,Erode. 2.Dr.P.Karthika,Associate Professor-Finance,College of Business and Economics,University of Kabridahar,Ethiopia 3.Dr.D.Kumaresan, Professor & Director,School of Commerce,K.S.R. College of Arts & Science for Women,Thiruchengode.	737	It helps to know the benefits of Industry 5.0,it helps to identify the challenges involved in industry 5.0 and it helps to integrate the advanced technologies of AI,IOT and robotics with human capabilities

8	NISM and KOTAK Securities Two Days Workshop on Financial Education for Young Citizen	29.9.2023& 30.9.2023	9.30 a.m. to 4.00 p.m	Dr.K.Prabhakaran, SEBI& NISM Trainer	119	The students got trained in securities market and learnt the key investment features
9	Crafting the Foundation: Exploring the Essentials of Research Methodology	9.10.2023- 13.10.2023	7.00 p.m to 8.00 p.m	1.Dr.C.Kanagaraj,CEO,Happy Valley Business School,Coimbatore. 2.Dr.T.Bina,Director,Happay Valley Business School,Coimbatore. 3.Mr.Arun Chandran,Assistant Professor,Happy Valley Business School,Coimbatore.4.Dr.K.S ampath Kumar,HoD ,Happy Valley Business School,Coimbatore.5.Dr.S.T. Nambi.Associate Professor,Happy Valley Business School,Coimbatore	23	Participants gained the knowledge in the aspect of basics of research,selection of research problem,litarture review ,sampling method,collection of data,analytical tools in research with realtime examples

10	Professional Development Programme on Filing of GST Returns	16.11.2023 - 21.11.2023	2.00 p.m to 3.30 p.m	Mr.Siva Prasath, Auditor, Gobichettipalayam	22	➤ Faculty members have enriched their skills and knowledge in Filing GST Returns through the live sessions.The faculty members can train the students individually in filing GST Returns
11	Statistical Tools in Research	4.12.2023	9.30 a.m. to 3.30 p.m	Dr.T.Kokila Priya,Assistant Professor in Commerce,P.K.R. Arts College for Women,Gobichettipalayam	23	The students got well trained in using SPSS and Excel.The students got exposure to process the process the research data of their own.
12	Online Workshop on IPR - Patents,Designs	7.12.2023	12.00-1.00 p.m	Dr.Bharat Nsuryawanshi, Assistant Controller of Patents & Designs	501	Gained basic Knowledge on IPR.It motivates the students to create basic writing skill and designing Skill

13	Digital Public Infrastructure and FinTech	26.12.2023	2.00 p.m.- 3.30 p.m.	Dr.S.R.Deepika,Assistant Professor,School of Business Management,Christ Deemed to be University,Bengaluru	269	The Programme provide insights on the unexplored area of financial Technology
14	Workshop on Financial Education for Young Citizens	28.12.2023 - 29.12.2023	9.30 a.m. - 12.30 a.m.	Dr.A.Alexander Postdoc,SEBI NISM	60	The students well received the risk and uncertainties in the capital market.Confident to deal the securities independently in the stock market
15	Virtual Awareness Program on BSE Capital Market	28.12.2023	10.30 a.m.	Mr.Rahul Dhawan , Personal Finance and stock Market Analyst.	205	Gained rich knowledge on Stock Market operations which enables them to mobilise personal finance and motivated the students to invest their savings in different securities.

16	Intelligence in Social Science Research	9.2.2024	10.00 a.m.- 3.30 p.m.	<p>1.Dr.R.Kavitha,Associate Professor,School of Sciences, Department of Computer Science, CHRIST Deemed to be University,Bengaluru</p> <p>2.Dr.R.Sangeetha,Associate Professor,School of Business and Management,Department of Management Studies,CHRIST Deemed to be University,Bangaluru.</p>	96	<p>1.Understanding of the fundamentals of artificial intelligence and its applications in social science research.2.Familiarity with AI techniques including natural language processing,machine learning algorithms and data visualisation tools.3.Participant engaged in hands on activities to apply AI techniques to analyse social science data sets.</p>
17	Financial Awareness Programme and Consumer Training Programme	1.3.2024	10.30 a.m- 1.00 p.m	<p>Dr.A.Mahadevan,Trainer, National Centre for Financial Education,Principal,Thangavel Womens Arts and Science College,Salem</p>	225	<p>To inculcate the investment habit among students.To make the students financially stable which help them to achieve financial freedom.To motivate the students to save money.</p>

18	Commodity Derivatives Market	14.3.2024	2.30 p.m.- 3.30 p.m	Dr.K.Prabhakaran,Empaneled Resource Person,NCDEX,Director,Edify Ed Tech,Coimbatore	70	Enhanced Knowledge in commodity and derivatives market ,improved practical skill and Empowered the commodity derivatives
19	Worlds Consumer Rights day	15.6.2024	2.30 p.m.- 4.00 p.m	R.Balasubramanian,District Secretary,Erode district Consumer protection Centre,General Secretary,Federation of Consumer Organisation,TamilNadu & Pondicherry	119	Enhanced the awareness among the consumer rights and enriched with the laws relating to consumer protection
20	Commerce Association Valediction 2024	1.04.2024	2.p.m	Dr.H.Chandra,Former Associate Professor,Department of Commerce,P.K.R.Arts College ,Gobi	458	The Performance of the students appreciated and motivated