

Arthaśāstra

VOLUME - IV



SCHOOL OF COMMERCE
NATIONAL COLLEGE
(AUTONOMOUS)

(Nationally Re-Accredited with 'A+' Grade By NAAC)
(A Unit of Dr.V. Krishnamurthy Educational Foundation)
TIRUCHIRAPPALLI - 620 001



ESTB 1919





Our Campus Deity
SRI JAYAVINAYAGAR

Our Profound Thanks To...



Padma Vibhushan Dr. V. Krishnamurthy
President



Shri. K. Raghunathan
Secretary



Dr. R. Sundararaman
Principal

CONTENTS

From the Editors Desk

Research

Students' Awards and Achievements

Highlights of events

- Celebration of Saraswathi Pooja
- Releasing Function of ARTHASASTRA Volume III
- Board of Studies Meeting
- MOU's
- International and National Conferences/Workshops/
FDP/Knowledge Enrichment Programme conducted
- Staff Award and Appreciation
- Details about staff acted as resource person
- Paper Publication

Photo Gallery

Students Talent

Campus Recruitment Partners

Credits



Welcome to the 4th volume of the e-magazine ARTHASASTRA of School of Commerce.

We are really proud and exuberant to acclaim that we are ready with all new hopes and hues to bring out the 4th volume, which is going to surely unfold the unraveled world of the most unforgettable and precious moments of the department.

"It is on the round education of the people that the security and destiny of every nation chiefly rest" says Louis Kossuth. Sound education stresses on the overall development of the personality of a student. School of Commerce, National College, Tiruchirappalli always aim high has made a credible difference in the academia.

The e-magazine is a compendium of ideas, aspirations and creative dreams and achievements of our talented and spirit filled Royal Commerce Nationalites. It is indeed a matter of great pleasure for us to present this magazine in your hands. As you turn the pages, the e-magazine with its diverse contents will surely feast your eyes and enlighten your mind.

A lot of effort has gone into the making of this issue. The best thing about this edition is that it represents the creative side of students' community. Each volume, our team of editors and correspondents, in addition to generating creative content from the student population, work extensively to report on events in the department. This volume reflects and encompasses the diversity inherent to the academic and extra-curricular spaces in School of Commerce.

We hope you enjoy reading this issue as much as we have enjoyed making it.

The team hopes with your support and co-operation, will achieve to build on this ethos just as much during the upcoming volumes.

In conclusion, I wish to express my sincere thanks to the esteemed members of the editorial board for their support and co-operation.

Dr.K.Kumar
Vice Principal, Dean – School of Commerce
Associate Professor & Head
PG & Research Department of Commerce
National College (Autonomous)
Tiruchirappalli – 620 001

Research

Ph.D awarded

Congratulations to the following staff and research scholars who were awarded Ph.D

Dr. R Soundaravalli, Assistant Professor of Commerce, National College (Autonomous), guided by Dr. R K Senthil Kumar, Associate Professor of Commerce, Urumu Dhanalakshmi College, Tiruchirappali.



Dr. S. Arumugam, Research Scholar, guided by Dr. R. Hariharan, Research Advisor & Associate Professor (Retd.), Department of Commerce, National College (Autonomous), Tiruchirappalli.



Dr. N. Santhosh, Research Scholar, guided by Dr. S. V. Srinivasa Vallaban, Research Advisor & Associate Professor (Retd.), Department of Commerce, National College. (Autonomous), Tiruchirappalli.

Dr. Murali, Research Scholar, guided by Dr. R. Sundararaman, Principal, National College, Tiruchirappalli.

Dr. Mayakannan, Research Scholar, guided by Dr. R. Sundararaman, Principal, National College, Tiruchirappalli.

Dr. M. Saravanakumar, Research Scholar, guided by Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor, School of Commerce, National College (Autonomous), Tiruchirappalli.



Dr. K. Banulatha, Research Scholar, guided by Dr. M. Sharmila, Research Advisor & Assistant Professor, National College (Autonomous), Tiruchirappalli.

Ph.D Thesis submitted

Ms. G. Uma, Research Scholar, guided by, Dr. B. Sekar, Assistant Professor of Commerce, National College (Autonomous), Tiruchirapalli.

Ph.D Synopsis presented

Mr. S. Balaji, Research Scholar, guided by, Dr. B. Sekar, Assistant Professor of Commerce, National College (Autonomous), Tiruchirapalli.

Ph.D Registered

Mr. K. Manigandan, Research Scholar, registered under Dr. M Nirmal, Assistant Professor of Commerce, National College (Autonomous), under the broad area of Human Resource Management.

Students' Awards and Achievements

Rank Holders



Ms. A. Subhashini of M.Com 2018 – 2019 batch secured **7th rank** in the Bharathidasan University Rank Examination.

Mr. C.P.BharathKumar of B.Com (Self Finance) 2017 – 2020 batch secured **9th rank** in the Bharathidasan University Rank Examination.



Ms. M. Brundha of B. Com (Computer Application) 2017 – 2020 batch secured **12th rank** in the Bharathidasan University Rank Examination.

Professional Course Cleared



Mr. S. P. Kirthivasan and **Mr. S. Anand** of II B.Com 'B' has cleared **ACS Foundation** out of 17 in Tiruchirappalli region.



Awards and Achievements in Other areas

Ms. N. Keerthika, III B.Com 'B', was a women entrepreneur doing business in the name "KEERTHI FASHIONS" exclusive online store for women for past one year. Successfully she was running the business, having good customer support. She was selling women ethnic, Imitation Jewellery and so on.



Mr. R. J. Vikram, III B.Com 'A', a professional magician, doing magic for more than 3 years. Demona Sundaramurthy and Magic Bala was magic gurus. He was specialist in card magic. He did more than 20 stage performance. He was a state level chess player too. He created his own YouTube channel in the name Vikram A Great Magic Baby. Link:

<https://www.youtube.com/channel/UCsEF7DwK5-0vcDB75ANHf6Q>



Mr. K. KaviBharathi, III B.Com 'B', has created New World Record in Tamil traditional Arts organised by South Indian Silambam Academy Madurai, Tamilnadu . This achievement was registered on 6.12.2020 in JETLEE Book of records.



Mr. K. KaviBharathi, III B.Com 'B', has created World Records 2021 organised by South Indian Silambam Academy Madurai, Tamilnadu. This achievement was registered on 14.02.2021 in SISA Book of world records.



Mr. S.P.Kirthivasan, II B.Com 'B' was an active person in social media. He created a You Tube channel in the name **Commerce Champions Tamil Version** in the year 2019. First, he created the channel to teach syllabus, to students. related to Interviews with great people in Entrepreneur, nies, Professional Lawyers, RJ and posts videos in reached more than **1.48K Subscribers**.



the 11th and 12th Commerce But now this channel is in the name Trichy Uyaram Tiruchirappalli like Managing Director of Compa-people's like CA, CMA, ACS, many more. And he also Career Guidance. His channel

Interview with Dean and vice- Principal of Commerce || National College || Trichy Uyaram || Tamil

https://www.youtube.com/watch?v=4_1hf1Ai2Mk

Mr. I. Karthikeyan, I B.Com 'A', won the second place (runner) in Tamilnadu State under 19 Badminton Rankin-Tournament, organized by Chennai District Badminton Association.



School of Commerce - Highlights of events

Celebration of Saraswathi Pooja



On 25th October, School of Commerce celebrated Saraswathi pooja in Kamakoti Block, National College, Tiruchirappalli. Dr. R. Sundararaman, Principal, National College, Tiruchirappalli, Dr. K Kumar, Vice Principal, Dean, Head & Associate Professor, School of Commerce and all faculty members worshipped goddess of education.

Release of "ARTHASASTRA" e-magazine volume III



On 25th October, School of Commerce released "ARTHASASTRA" e-magazine volume III in Indoor Stadium, National College (Autonomous), Tiruchirappalli. Mr.Murali, Managing Director, Mangalam Builders released the magazine.

CONSULTATION VISIT TO VIVEKANANDHA COLLEGE, MADURAI



On 31.11.2020, A team of five members from School of Commerce, National College (Autonomous), Tiruchirappalli visited Vivekananda College, Thiruvadakam, Madurai, to update syllabus and consulted about other academic activities. Dr. K. Kumar, Dr. M. Sowriyar Duraisamy, Dr. M. Chandra, Dr. S. Savarimuthu, Prof. R. Soundaravalli were the team members.

DISCUSSION WITH TRECKON SERVICES LTD., COIMBATORE ABOUT TO START NEXT BATCH OF CPBFI COURSE

On 2.11.2020, Dr. K. Kumar, Vice-Principal, Dean & Head of School of Commerce had discussion with Treckon Services Ltd., Coimbatore, about to start the next batch of CPBFI course.



The second batch of CPBFI course Trainer Krishna kumar from Treckon Services Ltd., Coimbatore along with Students



BOARD OF STUDIES MEET

On 7.12.2020, School of Commerce, National College (Autonomous), Tiruchirappalli conducted Internal Board of Studies meeting in Library Hall and discussed the syllabus to be finalized. Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor, and faculty members were participated in discussion.



On 14.12.2020, School of Commerce, National College (Autonomous), Tiruchirappalli conducted Virtual Board of Studies meeting in Library Conference Hall. . Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor, and faculty members were participated and discussed about the syllabus with Dr. K. Karthikeyan, Associate Professor, PG & Research Department of Commerce, Vivekananda College, Thiruvudakam, Madurai was Subject Expert, Dr. Balachander was University Nominee, Sri. S. Balasubramanian, Chairman, City Union Bank, Kumbakonam was Industrial Expert and Mr. Veerasakthi, Proprietor, Apple Millet was Student Nominee.



On 16.12.2020, B.Com (CA) had Board of Studies meeting in New Building Room. Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor, School of Commerce, National College (Autonomous), Tiruchirappalli and Dr. P. Ravichandran, Assistant Professor & Head, Department of Commerce with Computer Application and faculty members were participated and discussed about the syllabus with Dr. Sudalai-muthu, University Nominee, Dr. V. Mathuravalli, Assistant Professor, PG & Research Department of Commerce, Holy Cross College, Tiruchirappalli was Subject Expert, Dr. Jerold, Head, Department of Commerce with Computer Application, Thanthai Hans Roever College, Perambalur was Industrial Expert.



MEMORANDUM OF UNDERSTANDING

On 25.01.2021, School of Commerce, National College Trichy was launched BMS, a new undergraduate programme, in the academic year 2021-2022. The college signed a MoU with Logistics Sector Skill Council through apprenticeship-based Programme The Logistics Sector in India is the backbone of the Manufacturing Industry. It has become the focus sector of the Government of India. Logistics Sector is very manpower intensive and even process driven transactions need to be handled by well trained personnel. Training in the Logistics Sector has largely been 'On Job' and only employees in the larger Logistic Companies have the advantage of some form of structured training. Logistics Sector Skill Council, (LSC) a society registered under the Societies Registration act, 1860 is a not for profit organization set up by Ministry of Skill Development and Entrepreneurship (MSDE) through National Skill Development Corporation of India (NSDC) and promoted by Confederation of Indian Industries Institute of Logistics (CII-IL) a Centre of Excellence in Logistics with the aim to develop skill trained as well as up-skill the workforce in India.



Dr.K.Kumar
Vice-Principal
Dean - School of Commerce

Dr. R. Sundararaman
Principal

Dr. P. MANISANKAR
Honourable Vice-Chancellor
Bharathidasan University, Tiruchirappalli

Prof. S. Ganesan, Ph.D.,
Head - Education Initiatives

Prof. Gayathri Hariharasubaramanian
Head - Skilling in Schools &
Academia Linkages



On 25.01.2021, School of Commerce, National College Trichy was signed an MoU with IT services major TATA Consultancy Services (TCS) to launch B.Com in Business Process Services (BPS), a new undergraduate programme, in the academic year 2021-2022, through academic interface program.



It is an industry integrated degree program that focuses on making students readily employable. The scope of this programme is to bridge the gap between the academic and corporate exposure. TCS has framed eight IT based courses embracing the core domain of commerce field namely Finance & Accounting,



Insurance, Banking, Retail environment and Market Research, Capital Market, Managing Business Process I and II and Campus to Corporate transition. The above courses were jointly designed with the experience of academicians and TCS professionals. It also arranges for a Train the Trainer (TTT) program where NCT faculties are trained by the TCS trainer and later the same is transformed to the students. This program differs from other program because the curriculum is designed based on industry requirements, giving ample opportunity for placement. This program equips the student to work in any core area of commerce industry on completion of the program.

It helps the students to stand out both academically and in shaping them to an overall balanced personality in a dynamic environment. During the study, the students are encouraged to



get hands-on experience in the corporate world through internship projects with reputed organizations.

On 08th February 2021, Two prestigious names have come together to join for a Staff and Student Exchange Programme. Nehru Arts and Science College, Thirumalayampalayam, Coimbatore and School of Commerce, National College (Autonomous), Tiruchirappalli, has signed



an MoU to join for a staff and student exchange programme. Dr.K.Kumar, Vice Principal, Dean, Associate Professor and Head, School of Commerce, National College (Autonomous), said that staff and student exchange programme was being introduced to help both of us to involve in Academic, Research, Faculty and Student Exchange to excel in higher education.

LIVE UNION BUDGET 2021 -2022 TELECAST TO STUDENTS

On 1.2.2021, School of Commerce, National College, Tiruchirappalli telecasted live Union Budget 2021 – 2022, to the students.

The Budget speech was well received by the students, and had a discussion on the budget and collected feedback. Dr. K. Kumar, Vice-Principal, Dean & Head and faculty members arranged the session.



STAFF EXCHANGE PROGRAMME

National College, Tiruchirappalli School of Commerce organized Staff exchange Programme on 08.02.2021. Dr. K. Kumar, Vice Principal, Dean, Associate Professor and Head, welcomed the gathering. The session was handled by Mr. B. Gunasekaran, Assistant Professor of Commerce, Nehru Arts and Science College, Thirumalayampalayam, Coimbatore. The session was



emphasized new technology in marketing. He was flawless in delivering an interesting topic of "The raising of new technology in marketing". The session stressed more on AR, VR in marketing, how can AR and VR be used for marketing, how will AR and VR change the world, augmented reality enhance marketing experiences, the impact of virtual reality to change the future, how augmented reality increase sales. Most of the points were so engaging and very beneficial.

COACHING FOR CAMPUS INTERVIEW

On 22.03.2021, Dr. Elavarasu, Associate Professor & Head, Department of English, National College (Autonomous), Tiruchirappalli gave excellent coaching on descriptive type questions to the students for facing campus recruitment



INTERNATIONAL CONFERENCE / WORKSHOPS / FDP CONDUCTED BY THE SCHOOL OF COMMERCE

On 27/10/2020, Tuesday a wonderful knowledge enrichment programme was organized by the PG & Research Department of Commerce, National College. This event was conducted from 10.00 am to 11.00 am and was held on the Google platform. I B.Com A and I B.Com B students took part in this programme very actively.

The programme was followed by a welcome speech given by Yogitha of I B.Com B. Presidential Address was given by Dr. R. Sundhararaman, Principal, National College. Dr. K. Kumar, Vice Principal of Commerce, Dean of School of Commerce, Associate Professor and HOD of PG & Research Department of Commerce motivated the students vibrantly. Hariram of I B.Com B introduced the Chief Guest to the students.

The keynote address was given by the Guest Dr. G. Gowri, Assistant Professor, PG & Research Department of Commerce, Rajapalayam Rajus' College. She presented her view on Accounting Standards. She started her lecture with what is accounting then the Accounting system. In the accounting system, she explained all the aspects such as General Accounts, Sales, Purchasing, Inventory, Customers, Suppliers, and fixed assets and also she explained objectives of accounting, functions of accounting, and accounting concepts and conventions. She explained accounting standards in a detailed and easy manner to the students. Students enjoyed and learned very much in the session and maximum of the students interacted very well.

Finally, Sagaya Robert of I B.Com B proposed a vote of thanks, Master of Ceremony was done by Rithika Jose of I B. Com B. Dr. S. Kanchi Devi, Assistant Professor, PG & Research Department of Commerce, National College, Trichy was the Organising Secretary of the Programme.

NATIONAL COLLEGE (AUTONOMOUS), TRICHY
SCHOOL OF COMMERCE
PRESENTS
KNOWLEDGE ENRICHMENT PROGRAMME
ON
AN INTRODUCTION TO ACCOUNTING STANDARDS
CHEIF GUEST
Dr. G. GOWRI
ASSISTANT PROFESSOR
PG & RESEARCH DEPARTMENT OF COMMERCE
RAJUS' COLLEGE, RAJAPALAYAM
TUESDAY, 27.10.2020, @ 10.00 am
Meeting URL, <https://meet.google.com/zow-fgag-okj>
DR. R. SUNDHARAMAN
PRINCIPAL
NATIONAL COLLEGE, TRICHY
DR. K. KUMAR
VICE PRINCIPAL OF COMMERCE
DEAN OF COMMERCE
ASSOCIATE PROFESSOR
AND HEAD
PG & RESEARCH DEPT. OF COMMERCE
NATIONAL COLLEGE, TRICHY
DR. S. KANCHI DEVI
ASSISTANT PROFESSOR
ORGANISING SECRETARY
NATIONAL COLLEGE, TRICHY
ALL ARE WELCOME



PG and Research Department of commerce organised the Knowledge Enrichment Program on the topic, 'FINTECH IN INDIA', Dr. Anuradha PS, Professor, Department of Commerce, CHRIST (Deemed to be University) acted as a resource person and she explained about Investment trends spotlight, More Prominent fintech startups in India such as Paytm, phonepe, ET money, etc., Then she explained about Disruptive technology, Bank in a Box etc., And finally she explained about the future of fintech in India.. Totally 78 Students actively participate in this program. The Master of ceremony by Kaushik Rohan II B.com B, Kerthivasan II B.com B gave the chief guest introduction. The presidential address by Dr. K Kumar HOD, Dean, School of Commerce, The Organizing Secretary of this program is Dr. M. Sowariyar Duraisamy, Finally the vote of thanks by Haripriya II B.Com B.

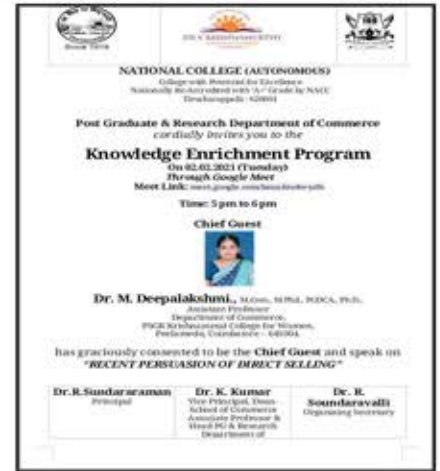


School of Commerce, National College (Autonomous) conducted Virtual Knowledge Enrichment Program on the topic "Self Employment opportunity and scope for Entrepreneurship Development" on 4.11.2020. Chief Guest Dr. K. Krishnakumar, Associate Professor & Head (i/c), Department of Commerce, Periyar University, Salem explained to students about Self Employment opportunities. More than 100 students and 10 faculty members have attended the programme. The entire program was well organized by Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor and Dr. S. Savarimuthu, Assistant Professor of Commerce & Organising Secretary.

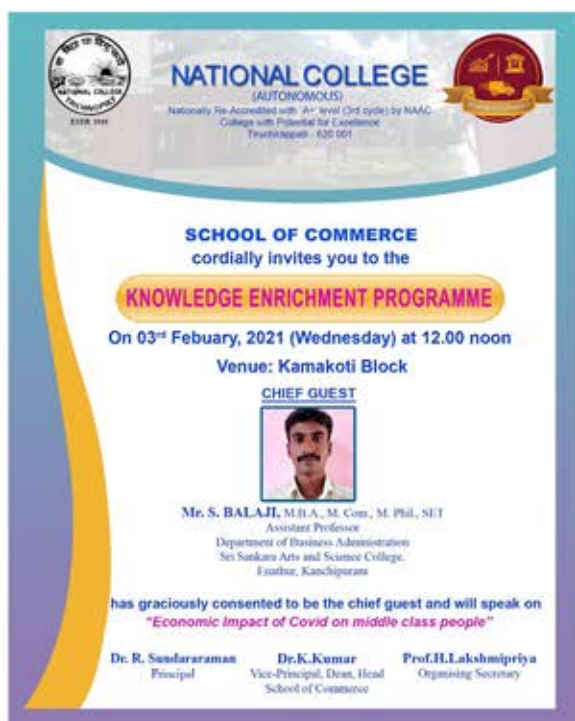


School of Commerce, National College (Autonomous) conducted Virtual Knowledge Enrichment Program on the topic "Fundamental and Technical Analysis of Stock market". The chief guest of this program is Dr. V. Mahalakshmi, Assistant Professor, Saranathan College of Engineering, Trichy. She stated that trading has become less during this pandemic period. She explained the fundamental analysis of stock market and how the source of money is funding by the public. She shared top 10 stock brokers in India and some shares details for student's knowledge. Nearly 42 students were actively participated and earned knowledge. Presidential address by Vice Principal, Dean and HOD of School of Commerce Dr. K. Kumar, and organising Secretary of this program is B.A. Nancy Assistant Professor, Department of Commerce, National College, Trichy.

School of Commerce, National College (Autonomous) conducted Virtual Knowledge Enrichment Program on the topic "Recent Persuasion of Direct Selling" on 2.2.2021. Chief Guest Dr. M. Deepalakshmi, Assistant Professor, Department of Commerce, PSGR Krishnammal College for Women, Peelamedu, Coimbatore explained to students about Recent Developments in Direct Selling. More than 100 students have attended the programme. The entire program was well organized by Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor, and Dr. R. Soundaravalli, Assistant Professor of Commerce & Organising Secretary.



School of Commerce, National College (Autonomous) conducted Virtual Knowledge Enrichment Program on the topic "An Overview of Indian Accounting Standards" on 3.2.2021. Chief Guest Dr. S. Rekha, Assistant Professor, Department of Commerce, and Commerce (CA), Government Arts & Science College, Valparai explained to students about Indian Accounting Standards. More than 100 students have attended the programme. The entire program was well organized by Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor, and Dr. R. Soundaravalli, Assistant Professor of Commerce & Organising Secretary.



School of Commerce, National College (Autonomous) conducted Knowledge Enrichment Program on the topic "Economic Impact of Covid on middle-class people" on 03rd February 2021 at Kamakodi Block. More than 100 students and 10 faculty members have attended the programme. The Presidential address was given by Vice Principal, Dean, Head - School of Commerce, Dr. K. Kumar. Our chief guest Mr. S. Balaji, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram took over the audience and explained about the economic impact on middle-class people of COVID. He said that "Businesses ask workers to stay home, and stocks fall, a global health crisis became as a global economic crisis."

But unfortunately, the economic impacts also have dramatic effects on the wellbeing of families and communities. For vulnerable families, lost income due to an outbreak can translate to spikes in poverty, missed meals for children, and reduced access to healthcare far beyond COVID-19. The entire program was well organized by Dr. K. Kumar, Vice Principal, Dean, Associate Professor & Head, and H. Lakshmipriya, Assistant Professor & Organising Secretary of the programme .



School of Commerce, National College (Autonomous) Tiruchirappalli, conducted a Debate on the topic "Digitalized Union Budget 2021-2022" on 6th February 2021. The Programme was started with College song and tamil thai vazhthu. The Formal welcome address was given by Mr.K.Sathiya Narayana III B.Com. Dr.K.Kumar, Head & Associate Professor spoke on the current budget status. The Chief Guest K.Mahesh Manickham Chartered Accountant Trichy, was introduced by Ms.Siva Sankari, III B.Com .The guest gave a brief speech on Digitilized budget and its importance. Our Faculty Prof.Swaminathan spoke on the exemptions and tax rates of different sectors. The debate participants were split according to their group. The Debate speakers are P.Logeshwaran , R.Janani , S.Hariharan, S.AdithyaRam, G.Sharmila, M.Ram Kumar, A.Agnes Brindha, K.Archana, N.Arjun, M.Manjubashini, M.S.Akilan, G.Kesavarthini. The students spoke on different sectors like Share Market, Automobile, Agriculture, Health Care, Social Sector, Indian Economy.

The certificates were distributed to the participants by our Chief guest K.Mahesh Manickham, Dr.Ramya, Dr.Ravichandran, and Prof.J.Rhemapriya. The Department of Commerce heartedly thanks Secretary Shri K. Raghunathan for giving such an opportunity for conducting the debate programme, Dr.R. Sundararaman, for his support, Dr.K.Kumar, Vice-Principal, Dean School of Commerce, Head and Associate Professor Department of Commerce for his support and encouragement. The master of ceremony was given by Mr.Gurumoorthy & Ms.Durga Devi. The programme was ended with the vote of thanks given by Prof.J.Rhema Priya organizing secretary. Finally, the programme was ended with National Anthem.



School of Commerce, National College (Autonomous), Tiruchirappalli conducted the One Day Workshop on Recent trends in Commerce on 11th February 2021 at A/c Auditorium Hall. The gathering was welcomed by Dr.M.Sharmila, Assistant Professor of Commerce (SS), National College (Autonomous), Tiruchirappalli. The Presidential address was given by Principal Dr.R.Sundararaman.

The Inaugural address was delivered by Shri.S.Balasubramanian, Chairman , City Union Bank, Kumbakonam, The Chief guest was facilitated with a shawl and memento by our Principal Dr.R.Sundararaman.

The First session started at 10.40 a.m by Dr. I. Francis Gnanasekar, M.Com, M.Phil, B.Ed, MBA, Ph.D., a retired senior faculty member in the Department of Commerce, St. Joseph's College (Autonomous), Tiruchirappalli gave an exploratory speech on the topic "Where the world shines".

The Second session started by Shri R.C.Prakash, M.B.A., FIII, Development Officer, Life Insurance Corporation gave a detailed lecturer on "Recent trends in Insurance Industry".



The third session was handled by Dr. K. Kumar, M.Com., M.Phil., Ph.D., Vice Principal – Dean, Associate Professor and Head, School of Commerce gave a brief introduction about two new courses BMS and B.Com (BPS).



In the afternoon session, Prof. B. Swaminathan, Assistant Professor of Commerce, School of Commerce, National College (Autonomous), Tiruchirappalli have an analytical discussion about Budget 2021.

Next, it is an important session about "Living Skills for Teachers", a most urging topic which is need of the hour, by Dr. D. Prasanna Balaji, Vice-Principal (Extension Activities), Director of Physical education and sports sciences, who revealed the factors of fitness for the survival in the World.



The next session was continued by Prof. S. Jenilla, Assistant Professor of Computer Science, National College (Autonomous), Tiruchirappalli gave a crystal clear explanation about ICT tools in Commerce.

Participants gave good feedback about the workshop. Finally, the Certificates were distributed to the participants. And the session was ended with a Vote of Thanks delivered by Dr.M.Nirmal, Assistant Professor of Commerce, National College (Autonomous), Tiruchirappalli.



Inauguration of Commerce association meeting conducted on 18.02.2021. Welcome Address invoked by Ms.P.Gowsika I B.Com Student. Presidential address was given by Dr.R.Sundararaman, Principal National College (Autonomous) Trichy. He asked the students to access according to the environment then alone they succeed in their life. Chief Guest Sri.T.R.Venkatraman emphasized how students care about themselves also told how to lead their life successfully, he also advised students to follow a proper system of practice and appropriate procedures. He also motivated the students to develop their skills and establish themselves. Finally, he concludes to value the relationship, value their health. Ms.Srivarshini of I B.Com introduced the chief guest, Ms. Mariya Reena of I B.Com proposed the Vote of thanks, and Ms. Nagomi sathiya of I M.Com conducted the master of ceremony. Mr.Sabareeswaran of I M.com Honored the Guest and the entire meeting was arranged by Dr.K.Kumar, Vice Principal, Dean and Head, School of Commerce, Dr.M.Sowriyar Duraisamy Vice President of Commerce Association.



One Day International Conference on
"EMERGING BUSINESS TRENDS IN THE 21ST CENTURY" organized by School of Commerce,
National College (Autonomous), Tiruchirappalli – 620 001 on 26.02.2021



Tiruchirappalli, National College (Autonomous), School of Commerce, organized the One Day International Conference on "EMERGING BUSINESS TRENDS IN THE 21ST CENTURY" on 26.02.2021 at A/c Auditorium Hall, in which more than 400 participants were participated and exchanged their ideas & views on the above topic.



The august gathering was welcomed by Dr. K. Kumar, Vice Principal, Dean (School of Commerce), Associate Professor and Head, PG & Research Department of Commerce, National College (Autonomous), Tiruchirappalli. The Presidential address was given by Principal Dr.R.Sundararaman.

The theme of the conference was given by Dr. S. Savarimuthu, Organizing Secretary, Assistant Professor of Commerce, National College (Autonomous), Tiruchirappalli. He said that the "International Conference on Emerging Business Trends in 21st Century" aims at bringing together professionals to share their knowledge and experience regarding recent trends.



The Inaugural address was delivered by Ms. L. Sowmya, CEO at Dima Solutions Coimbatore on the topic "Trends in Business Management" and also spoke about the business and organization opportunities and challenges, new innovations, and uniqueness in Digital marketing.

The keynote address was given by Dr. V. Kavida, Associate Professor, Pondicherry University on the topic "Trends in Innovation" and highlighted that Emerging technologies have the ability to put a positive impact on our society and offer exciting new teaching options for teachers and new learning options for students.



Dr. P. Ravichandran, Associate Professor, and Head (SF), National College (Autonomous), Tiruchirappalli extends the vote of thanks for the Inaugural function.

Technical Session I was handled by Mr. R.A. Krishnakumar, Executive Director, Regional Manufacturing Head, Dalmia Cement (Bharat) Ltd, Dalmiapuram on the most urging topic which is need of the hour "Emerging trends in Business Leadership". He denoted that discipline, leadership qualities, and character plays a key role in shaping an Entrepreneur.

Technical Session II, in which more than 50 papers were presented by participants from various institutions through online & offline mode on several topics related to Emerging business trends in the 21st century.



Technical Session III - The resource person, Dr. Sripathi Kalvakolanu, Associate Professor, Department of MBA, K. Chandrakala P.G. College, Teanali, Guntur District, Andhra Pradesh. He spoke about today's business conditions, demand responsiveness, and insisted on changes in work design to build resilience on the topic of "Building highly adaptive and responsive HR".



Technical session IV was started by Dr. V. Muthu Ruben, Associate Professor, School of Law, CHRIST (Deemed to be University), Bangalore, Karnataka. spoke on keeping your eyes on the future to know which skills you will need to know to secure a safe job tomorrow and even learn how to get there on the topic of "Emerging Trends in Business Technology". He also mentioned institutions need to be prepared to move quickly in response to technology changes.

The Valedictory Function started with a Prayer song. Prof. R. Jayaraman, Associate Professor & Head (SF), National College (Autonomous), Tiruchirappalli, welcome the gathering. Dr. R. Sundararaman, Principal, National College (Autonomous), Tiruchirappalli gave the Presidential Address. Dr. A. Tamilarasu, Assistant Professor and Research Advisor in Accounting, Department of Co-operatives, Ambo University, Ethiopia gave a Valedictory address on the topic "Contribution of the Pandemic for the Economic Development of the Nation". He said that this conference comes at the most opportune time as the entire world is on its heels to fight the Pandemic.



The participants gave good feedback about the conference. Finally, the Certificates were distributed to the participants. And the session was ended with a Vote of Thanks delivered by Prof. J. Rhemapriya, Assistant Professor of Commerce, National College (Autonomous), Tiruchirappalli

A two-day conference was held on 4th and 5th March 2021. More than Four Hundreds of attendees, paper presenters, keynote and special addresses were participants, students have benefited in many ways from this conference. More than 30 selected scientific papers were presented by authors from various colleges around all over India and one foreign both offline and virtual mode. Nine Invited, Keynote and Special Speakers from different states addressed to the audience and shared knowledge and rich experience of application and emerging trends in Human Resource Management.



The first day (4.3.2021) of the conference started with a Welcoming and Opening Ceremony at the A/C auditorium of National College with the lighting of the lamp and College song. Vice Principal and Dean – School of Commerce and Head & Associate Professor Dr. K. Kumar addressed to participants with a welcoming speech. Dr. R. Sundararaman, Principal of National College addressed to participants with a Presidential speech. Dr. S. Kanchi Devi, Assistant Professor of Commerce presented the Theme of the Conference, Mr. M. Ragotham Singh, Project Manager, Infinite Computer Solutions, Chennai delivered his Inaugural address to the audience and Dr. B. Rose Kavitha, Director – Research, Silicon city college, Bangalore delivered the Keynote address.



Technical Session I was started with Dr. Saranya Ramesh, Faculty, Department of Business Studies, University of Technology and applied Sciences (HCT), Muscat, Sultanate of Oman, and she delivered her special address through online titled Pandemic Recovery: Rethinking the Workforce management. Technical Session II was the online Paper Presentation and the Session Chairman was Dr. Sunder Raj, Assistant Professor, Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi.





Technical Session III was the offline Paper Presentation which was chaired by Dr. Kaliloor Rahman, Assistant Professor, Jamal Mohammed College, Trichy. The IV technical session was handled by Dr. Thilaga Dharmaraj, Associate Professor in Corporate Secretaryship, Bharathidasan Government College for women and she delivered the special address on Ethics in HR. Technical Session V started with Prof. P. Parvathy, Academic Consultant, Department of MBA, Sri Padmavathi Mahila Vishvavidyalayam, Tirupathi, Andra Pradesh and she delivered the special speech on Work-Life Balance in Current Scenario.

The Second day (5.3.2021) of the conference started with the College song. Dr. B. Sekar, Assistant Professor welcomed the gathering. Dr. R. Sundararaman, Principal of National College addressed to participants with a Presidential speech. Mr. M. Ravishankar, Managing Director, Kaveri Super Markets PVT Limited, Trichy delivered his Special address to the audience and Dr. B. Sathish Kumar, Associate Professor, School of Commerce, Christ (Deemed to be University) delivered the Keynote address on HR Analytics.



Technical Session VI was started with Dr. Porkodi, Faculty, Department of Business Studies, University of Technology and applied Sciences (HCT), Muscat, Sultanate of Oman and she delivered her special address through online titled Post Pandemic leadership challenges and strategy. Technical Session VII was the Paper Presentation.

Prof. R. Govindarajan, Assistant Professor of Commerce expressed deep gratitude On behalf of the School of Commerce to the Management of National College, Principal, All Vice Principals, Deans, Controller of examination, and all keynote, technical and special speakers, and all Professors, other technical supporters and students volunteers and those who were involved directly or indirectly to this conference. All the invitees were honored and handed with honor plaques.

Valediction Ceremony with the Valedictory guest Dr. M. Kavitha from Vels Institute of Science, Technology and Advanced Studies, Chennai.



STAFF AWARD AND APPRECIATION

S.No.	Name of the Staff	Name of the Award	Name of the Awarding Agency	Date
1.	Dr. K. Kumar	Certificate of Appreciation	Ministry of Youth Affairs and Sports, NSS Regional Directorate	12.12.2020
2.	Dr. K. Kumar	Life Time Achievement Award	IARA	24.12.2020



RESOURCE PERSON

Name of the Staff	Position	Place
Dr. R. Sundararaman	Acted as Resource Person and delivered Valedictory Address on 13.02.2021	Indra Ganesan College of Engineering, Tiruchirappalli
Dr. R. Sundararaman	Acted as Resource person in College Union & Affiliated Associations Valedictory Function on 31.03.2021	Seethalakshmi Ramaswami College Tiruchirappalli
Dr. K. Kumar	Acted as Resource Person and presented virtual lecture on the topic "Lakshmi Vilas Bank brought under Moratorium" on 21.01.2021	Subhasakthi Women Arts & Science College, Kulithalai, Karur
Dr. K. Kumar	Acted as Resource person in Commerce Association Valedictory Function on 9.03.2021	Jamal Mohammed College (Autonomous), Tiruchirappalli
Dr. K. Kumar	Acted as Subject Expert in Board of Studies Meet on 12.03.2021	GTN Arts College, Dindigul
Dr. M. Sharmila	Acted as External Examiner for M.Phil Viva voce Examination on 27.11.2020	Bishop Heber College (Autonomous), Tiruchirappalli
Dr. M. Sharmila	Acted as Subject Expert, College Nominee, for Selection Committee	Jamal Mohamed College (Autonomous), Tiruchirappalli.
Dr. P. Ravichandran	Acted as External Examiner for M.Phil Viva voce Examination on 23.11.2020	Bishop Heber College (Autonomous), Tiruchirappalli
Dr. T. Nandhini	Acted as Resource Person and presented virtual lecture on the topic "Career Roadmap Vision 2030" on 18.12.2020	Seethalakshmi Ramaswmi College, Tiruchirappalli.
Dr. T. Nandhini	Acted as Resource Person and presented virtual lecture on the topic "Career Programmatic Acceleration Path" on 18.12.2020	BVM Global Senior Secondary School, Tiruchirappalli
Dr. T. Nandhini	Acted as Resource Person and presented lecture on the topic "Investment Philosophy" on 25.02.2021	A.D.M College for Women, Nagapattinam
Mrs. S. Jamuna Rani	Acted as External Examiner for practicals on 12.03.2021	CARE College of Arts & Science, Tiruchirappalli

PAPER PUBLICATION

S.No	Name of the Staff	Title of the Paper	Name of the Journal	Volume	ISBN/ISSN	Impact Factor	Date of Publication
1.	Dr. K. Kumar	A Study on Effectiveness of Mentors on Academic Performance of Mentees in Higher Educational Institutionals	Wesleyan Journal of Research	Vol.14 No1(XX)	ISSN : 0975 –1386	-	-
2.	Dr. K. Kumar	Marketing Strategies on Digital Marketing Platforms: A Study of the E-Commerce Industry	Wesleyan Journal of Research	Vol.14 No1(XX)	ISSN : 0975 –1386	-	-
3.	Dr. M. Sharmila	Retail Industry in India with reference to Reliance Retail Ltd.,	Kala: The Journal of Indian Art History Congress	No.26, No.2(XXIV):2020-2021	ISSN:0975-7945	-	-
4.	Dr. M. Sharmila	A Study on Customer Perception towards Customer Relationship Management in Reliance Retail Stores in Tiruchirappalli	Sambodhi	No.43, No.04(XXX): 2020	ISSN: 2249-6661	5.8	October – December 2020
5.	Dr. B. Sekar	A Study on Individual Investors Satisfaction level of Existing Investment Schemes in Neyveli Lignite Corporation India Ltd.,	Journal of Xidian University	No.14, Issue – 7: 2020	ISSN:1001-2400	5.4	-
6.	Dr. B. Sekar	A Study on Economic, Educational Status of Women's through Self-Help Group Welfare schemes with reference to Kanchipuram Block.	Kala: The Journal of Indian Art History Congress	No.26, No.2(XVI):2020-2021	ISSN:0975-7945	6.125	-
7.	Dr. B. Sekar	A Study on Investment Pattern and Awareness of Salaried Class Investors with reference to NLC India Ltd.,	Kala: The Journal of Indian Art History Congress	No.26, No.2(V):2020-2021	ISSN:0975-7945	-	-
8.	Dr. R. Nandhini	Financial Inclusion Conceptual Study on the functions of Small Finance Banks	International Journal of Creative Research Thoughts	No.9, Issue-3	ISSN:2320-2882	7.97	March - 2021
9.	Dr. M. Sowriyar Duraisamy	A Study on Job Satisfaction of Employees in Government Hospital at Tiruchirappalli District	ANVESAK UGC Care Group 1 Journal	No.51, No.01(11)	ISSN: 0378-4568	-	January – June 2021
10.	Dr. V. Rathnamani	Financial Inclusion Conceptual Study on the functions of Small Finance Banks	International Journal of Creative Research Thoughts	No.9, Issue-3	ISSN:2320-2882	7.97	March - 2021
11.	Dr. S. Savarimuthu	Green marketing predicted by mediator corporate social Responsibility towards consumer purchase intentions outcome	ANVESAK UGC Care Group 1 Journal	Vol. 51, No.1(II)	ISSN : 0378 – 4568	-	January – June 2021
12.	Dr. S. Savarimuthu	An extensive analysis of corporate social responsibility practices in Bharat heavy Electricals limited	Wesleyan Journal of Research	Vol.14 No1(XX)	ISSN : 0975 –1386	-	-
13.	Dr. S. Savarimuthu	Green Marketing: It's influence on buying behavior and Attitudes of The purchasers towards Eco-Friendly products in Tiruchirappalli District	ANVESAK UGC Care Group 1 Journal	Vol. 51, No.1(IV)	ISSN : 0378 – 4568	-	January – June 2021
14.	Dr. S. Savarimuthu	Financial market and liquidity management of commercial sector In India	Wesleyan Journal of Research	Vol.14 No1(XI)	ISSN : 0975 –1386	-	-
15.	Dr. S. Savarimuthu	Corporate social responsibility of BHEL in Tiruchirappalli District	Primax International Journal of Commerce & Management Research	Volume No.8, Issue No. 4,	ISSN: 2321-3604	7.184	January – March 2021
16.	Dr. P.Vijayakumar	Retail Banking in India with special reference to Home Loan Marketing	International Journal of Creative Research Thoughts	Volume No.8, Issue No. 12	ISSN:2320-2882	7.97	December - 2020

PHOTO GALLERY

LUNCH PARTY

On 15.12.2020, Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor, School of Commerce, National College (Autonomous), Tiruchirappalli provided high lunch to Faculty members of the School of Commerce and Supporting Staffs of College for promotion as Vice Principal, Dean.



MOMENT OF APPRECIATION



On 22.12.2020, Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor, School of Commerce, National College (Autonomous), Tiruchirappalli and faculty members were appreciated and congratulated Dr. Srividhya, Assistant Professor of English on the successful completion of her 10th candidate

On 23.12.2020, Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor, School of Commerce, National College (Autonomous), Tiruchirappalli, and faculty members handed over a copy of the UG & PG syllabus to Principal, National College (Autonomous), Tiruchirappalli.



On 23.12.2020, Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor, School of Commerce, National College (Autonomous), Tiruchirappalli, and faculty members handed over a copy of the UG & PG syllabus to Librarian, National College (Autonomous), Tiruchirappalli for student reference.

On 23.12.2020, The Regional Joint Director of Education visited surprise to School of Commerce, National College (Autonomous), Tiruchirappalli. It's a very surprising and happy moment for the family of the School of Commerce.



On 2.01.2021, A blissful picture with Dr. R. Sundararaman, Principal, National College, Tiruchirappalli, when greeted on New year and got wishes and blessings from him.



AN INTELLECTUAL TRIP



On 8.1.2021, School of Commerce, National College (Autonomous), Tiruchirappalli, had an intellectual trip to Nehru Arts and Science College, Coimbatore. Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor and 11 faculty members were visited for academic purposes.



A SPIRITUAL TRIP



On 8.1.2021, School of Commerce, National College (Autonomous), Tiruchirappalli, had a spiritual visit to 'ISHA', Coimbatore. Dr. K. Kumar, Vice Principal, Dean, Head & Associate Professor, and 11 faculty members were visited and had a spiritual experience.

On 12.01.2021, School of Commerce, National College (Autonomous), Tiruchirappalli, faculty members who visited Nehru Arts and Science College, Coimbatore were shared the experience of a visit to other staff members.



On 21.01.2021, A blissful day of School of Commerce, because our one of the faculty member Ms. B. A. Nancy, Assistant Professor of Commerce, National College (Autonomous), Tiruchirappalli was wed locked with Mr. J. Sridhar.

On 23.1.2021, Dr. Hemalatha, Assistant Professor & Head, Ms. Saraswathi, Assistant Professor, Department of Commerce. Shrimathi Indira Gandhi College, Tiruchirappalli, were visited and discussed academic activities of School of Commerce, National College (Autonomous), Tiruchirappalli.





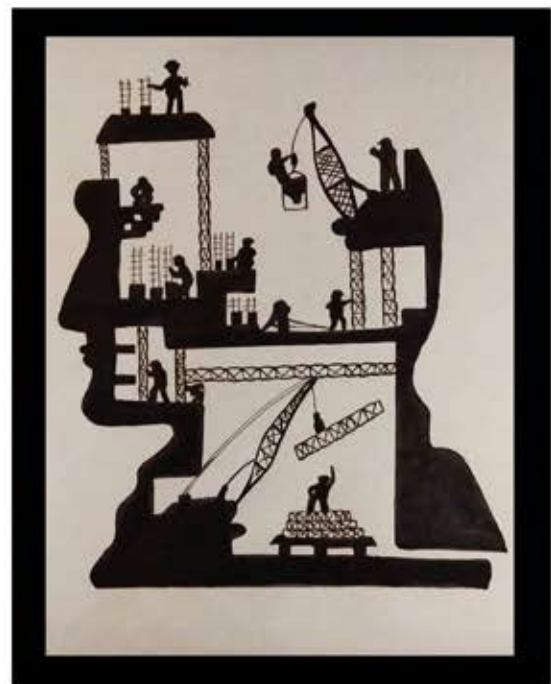
Photography done by K. Vinoth Kumar 3RD B.COM(CA)



Photography done by Linga Rajesh 1ST B.COM(CA)



Pencil Sketching Done by Sriman Narayanan 3RD B.COM(CA)



OUR CAMPUS RECRUITMENT PARTNERS



School of Commerce
Faculty



CREDITS

Editor

- Dr. K. Kumar

Vice Principal (Commerce),
Dean - School of Commerce,
Associate Professor & Head,
PG & Research Department of Commerce,
National College (Autonomous),
Tiruchirapalli - 620001.

Mobile No.: 9443548859

E mail: kumarcom@nct.ac.in

Associate Editor

- Ms. H. Lakshmi Priya

Assistant Professor of Commerce (UAP),
National College (Autonomous),
Tiruchirapalli.

Editorial Team

- Mr.H. Guhan, III B.Com 'A'

- Mr.N. Jyothi Krishna, II B.Com (CA)

Disclaimer

FOR INTERNAL CIRCULATION. NOT FOR SALE.

Published By The School of Commerce, National College
(Autonomous), Tiruchirapalli - 620001.

ALL RIGHTS RESERVED.