WORLD ENVIRONMENT DAY

Name of the Activity	World Environment Day
Date of Activity	05 June, 2025
Mode of Conduct	Offline
Participants	Faculty:20 Students:150
Description	The Institution Innovation Council of Auxilium College, in collaboration with the Departments of BBA and B. Com (CA), enthusiastically celebrated World Environment Day on June 5th, 2025. The event brought together faculty and students to reflect on the importance of environmental conservation and sustainable living. The celebration began in the Media Hall with a warm welcome address delivered by Ms. S. Thesika, Department of Commerce, who greeted the Principal, the Chief Guest, and all faculty members. The Chief Guest, Mrs. R. Shanthi from the Department of Tamil, delivered an inspiring and informative talk focused on environmental awareness. She emphasized simple, practical steps for conserving nature and encouraged educators to instill eco-conscious values in students. Faculty members also participated actively by sharing their own examples and experiences related to environmental responsibility. The session concluded with a heartfelt vote of thanks by Ms. A. Princiya, Department of Business Administration, who expressed gratitude to the Chief Guest, the Principal, and all the participants for their engagement. The second part of the program continued at the Government Higher Secondary School, Regunathapuram, where 150 school students took part. Here, Mrs. R. Shanthi, along with Ms. K. Divya, a student from the Department of Mathematics, addressed the gathering. They spoke about the urgent need to protect our environment and motivated the students to take meaningful actions. One key initiative encouraged during the event was home-based sapling plantation, where students were invited to plant saplings and share photos as a symbol of their commitment to a greener future. This impactful initiative not only raised awareness but also inspired both students and faculty to take concrete steps toward environmental sustainability. Let us continue to nurture the spirit of environmental conservation and join hands in building a healthier, greener planet.

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NAAN MUDHALVAN FACULTY DEVELOPMENT PROGRAMME

Name of the Activity	Naan Mudhalvan Faculty Development Programme
Date of Activity	09.06.2025 to14.06.2025
Place	Bharathidasan University, Tiruchirappalli.
Mode of Conduct	Offline
Time	9.00 AM to 4.30 PM
Participants	Faculty:01
Description	Bharathidasan University organized a six-day Faculty Development Programme (FDP) on Operational Logistics under the Naan Mudhalvan scheme from June 9 to June 14, 2025. The program aimed at up-skilling faculty members to support and train third-year BBA undergraduate students in the core areas of logistics and supply chain management. A total of 96 faculty members from various colleges participated, including Mrs. A. Jerosha, Assistant Professor, Department of Business Administration, Auxilium College of Arts and Science for Women, Regunathapuram. The FDP served as a comprehensive platform to deepen faculty expertise in the rapidly evolving logistics sector. Resource persons for the programme included: ➢ Ms. S. Shoba ➢ Mr. S. John Veslin (Bana Bihari Nayak) ➢ Ms. Viswamathi (Operations Executive in Operational Logistics) **Programme Highlights by Day:** **Day 1: Fundamentals of Logistics** Evolution and key components of logistics and supply chain management Logistics strategies, planning, and performance measurement Technology integration and information systems Global logistics operations and case studies MCQ-based assessments **Day 2: Inventory and Warehouse Management** Types, classification, and valuation of inventory Control techniques, safety, warehouse design, and operations Material handling equipment and warehousing technologies Case studies and MCQs **Day 3: Freight and Transportation** Overview of transport modes (Air, Sea, Road, Rail) Freight forwarding, TMS basics, routing, and scheduling Intermodal and last-mile delivery strategies Compliance and regulatory aspects Case studies and MCQs **Day 4: IT in Logistics**

	Basics of LIS, WMS, and TMS Inventory management software and tracking technologies Supply chain visibility and emerging tech in logistics Case studies and MCQs **Day 5: Export and Import Procedures** Global trade systems and documentation Customs roles, INCOTERMS, tariffs, and compliance International logistics framework Case studies and MCQs **Day 6: Assessment and Project Submission** Final assessment Attendance documentation Project submission on a delivery model Group photo session concluded the program This FDP provided a robust foundation in operational logistics, empowering faculty to deliver industry-relevant content and enhance student readiness for careers in supply chain and logistics.
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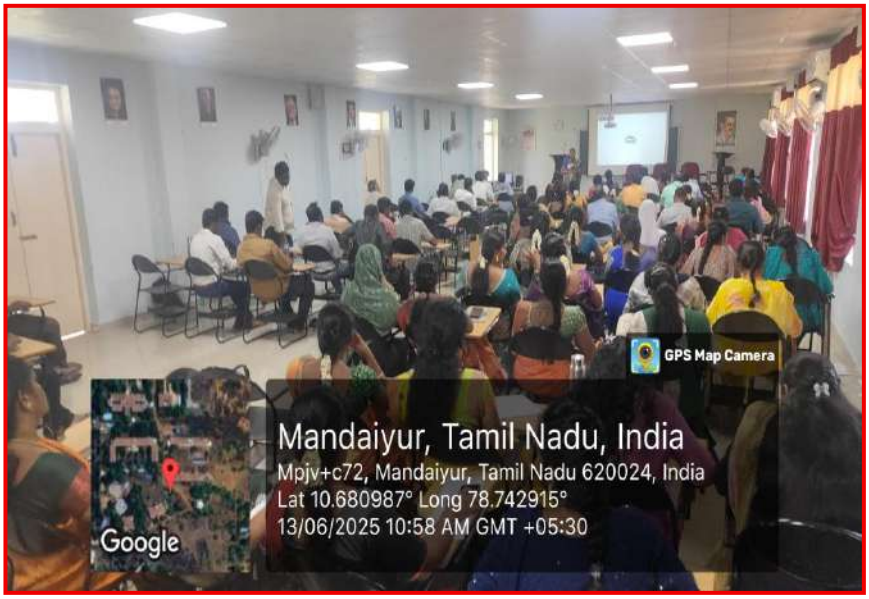
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SESSION ON ANGEL INVESTMENT/VC FUNDING OPPORTUNITY FOR EARLY-STAGE ENTREPRENEURS

Name of the Activity	Session on Angel Investment/VC Funding Opportunity for Early-Stage Entrepreneurs
Date of Activity	30 July, 2025
Mode of Conduct	Offline
Participants	Faculty:09 Students:125
Description	On 30th July 2025, the Auxilium Institution Innovation Council (AIIC) of Auxilium College, in collaboration with the Departments of BBA and B. Com (CA), organized an insightful and dynamic session titled "Angel Investment/VC Funding Opportunity for Early-Stage Entrepreneurs." The objective of the session was to provide students with a comprehensive understanding of the funding landscape for start-ups and to expose them to real opportunities available for early-stage entrepreneurs. A total of 134 participants, including 125 students and 9 faculty members, attended the session. The event began with a warm welcome address by Ms. M. Sri Mahalakshmi, II M.Com, Department of Commerce, who greeted the Chief Guest, Dr. M. Julie (IPR Activity Coordinator of AIIC and Head, Department of Commerce), faculty members, and all participants with enthusiasm and sincerity. In her keynote address, Dr. M. Julie delivered an inspiring and thought-provoking session on the different funding avenues available for budding entrepreneurs, particularly focusing on angel investment and venture capital (VC) funding. She elaborated on: ➢ The current funding landscape for start-ups ➢ Key opportunities for early-stage entrepreneurs ➢ Effective strategies for securing angel and VC funding ➢ The importance of building strong networks and investor relationships ➢ Real-life examples of successful start-ups that thrived through such funding Her presentation was both informative and motivational, using real-world success stories to bring clarity to complex financial concepts. The session was highly interactive, with students showing immense curiosity, posing thoughtful questions, and sharing their entrepreneurial aspirations. The engaging atmosphere reflected the strong interest of the 125 student participants, many of whom expressed a keen interest in pursuing entrepreneurial ventures in the future. The program concluded with a Vote of Thanks delivered by Ms. A. Princiya, Assistant Professor, Department of Business Administration. She expressed sincere gratitude to Dr. M. Julie for her valuable insights, appreciated the efforts of the IIC team, and acknowledged the enthusiastic participation of both faculty and students which

	contributed to the event's resounding success.
Brochure	
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TWO DAYS STATE – LEVEL WORKSHOP ON RESEARCH METHODS & COMPUTER DATA ANALYSIS FOR SOCIAL SCIENCES RESEARCHERS

Name of the Activity	Two Days State – Level Workshop on Research Methods & Computer Data Analysis for Social Sciences Researchers
Date of Activity	24 -25, September 2025
Name of the Chief Guest	**Dr.M. KANNAN,** Facilitator, Director – Research, Madurai.
Mode of Conduct	Offline
Time	9.30 AM – 03.45 PM
Place	Media Hall
Participants	Students: 141 Faculty :10
Description	On September 24th and 25th, 2025, the Departments of Commerce and Business Administration jointly organized a two-day state-level Workshop on the topic "Research Methods & Computer Data Analysis for Social Sciences Researchers." The event was designed to enhance the research skills of students, faculty members, and external participants, particularly in the domain of social sciences. The Workshop was honored by the presence of the esteemed chief guest, Dr. M. Kannan, Facilitator and Director - Research, M.S. Chellamuthu Institute of Mental Health and Rehabilitation Centre, Madurai, whose vast expertise in research methods and data analysis greatly enriched the discussions over the two days. **Day 1: Inauguration and Technical Sessions** The Workshop commenced on **September 24th, 2025**, with an inauguration ceremony at 9:15 a.m. The ceremony began with a prayer and it was graced by the presence of distinguished guests, including Dr. M. Kannan, the Secretary Sr.Magnificat, Principal Dr.Sr.Jeya Pushpam, and Vice Principal Dr.Sr.Santiagu Theresal of our institution. Following the formal inauguration, Dr. Kannan initiated the first technical session at 10:00 a.m., which attracted a large gathering of approximately **151 participants**. Attendees included students and faculty members from the host institution as well as external participants from Annai Katheeja Arts and Science College, Manalmelkudi and Sriram Finance Limited, Gandharvakkottai. **Session Highlights:** Dr. Kannan delivered an engaging and insightful session, covering the foundational aspects of research in social sciences. His lecture was structured

around the following key areas:

- **Introduction to Research**: An overview of the fundamental principles of conducting research, particularly in the field of social sciences.
- **Types of Sciences**: Differentiating between various branches of science and their significance in research.
- **Concepts and Variables**: A thorough explanation of core research concepts and the importance of identifying variables in research.
- **Levels of Measurement**: A detailed discussion on different levels of measurement and their application in quantitative research.
- **Types of Variables and Variable Mapping**: Clarifying the categorization of variables and the method of mapping them for analysis.

Participants found the session to be highly enriching, appreciating Dr. Kannan's ability to simplify complex topics and make them accessible. His interactive teaching style fostered active participation and created an engaging learning atmosphere.

Day 2: Research Process and Practical Training

On **September 25th, 2025**, the second day of the seminar began with a focus on the general research process, providing a detailed exploration of both theoretical and practical aspects of research in social sciences.

Session Structure:

Dr. Kannan structured the day's session around two primary phases:

- **Phase I: "What to Do"**: A comprehensive discussion of the ten essential steps to initiate a research project, including topic selection, literature review, and formulating research objectives.
- **Phase II: "How to Do"**: An in-depth analysis of the twenty key steps required for conducting research, focusing on research design, data collection, and data analysis.

He further expanded on the **concept of hypotheses** and its various types, offering participants valuable insights into hypothesis formulation and testing. This was particularly beneficial for those planning to pursue advanced research.

The Workshop concluded with a **hands-on demonstration of the SPSS software**, a widely-used tool for statistical analysis in social sciences research. Participants were given practical exposure to data entry, coding, and running basic statistical tests using SPSS. This practical session equipped the attendees with essential skills needed to apply statistical analysis in their own research projects.

The two-day Workshop was an overwhelming success, offering valuable learning experiences to both novice and seasoned researchers. Participants, including our students, staff, and external attendees, expressed their appreciation for the depth of knowledge shared during the sessions. The practical training in SPSS was particularly well-received, as it provided attendees with crucial data

	analysis skills, enhancing their research capabilities. The Workshop not only strengthened the academic community's understanding of research methods but also inspired participants to pursue higher studies and research projects with greater confidence and competence. The Departments of Commerce and Business Administration are proud to have organized such an impactful event and look forward to hosting similar initiatives in the future.
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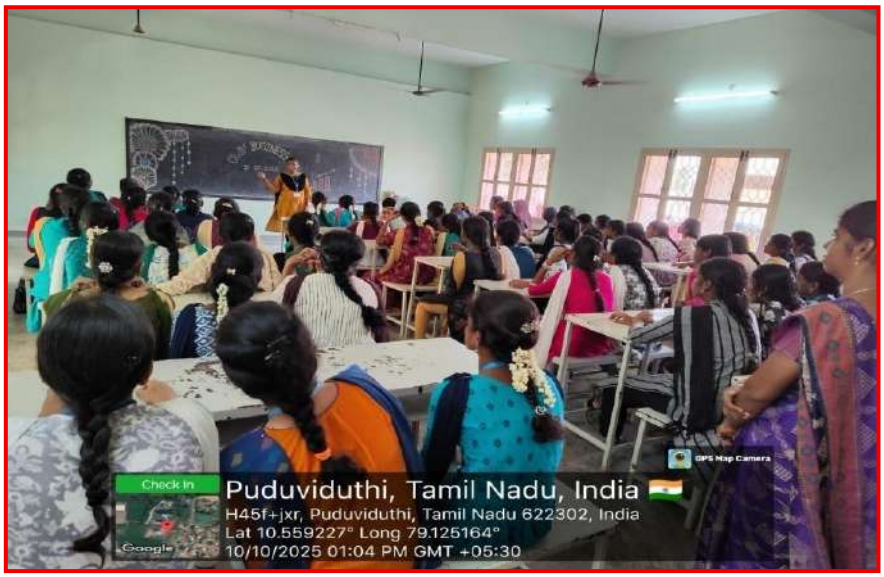
OWN BUSINESS DAY

Name of the Activity	Own Business Day
Date of Activity	10.10.2025
Mode of Conduct	Offline
Time	12.30 pm to 1.30 pm
Participants	Faculty: 06 Students: 104
Description	To commemorate Own Business Day, the Departments of Business Administration (BBA) and Commerce jointly organized an insightful session aimed at equipping students with a deeper understanding of the funding landscape, idea development, and entrepreneurial opportunities for early-stage innovators. A total of 110 participants attended the programme, including 104 students and 6 faculty members. The event began with a warm Welcome Address by Ms. A. Merina Rose, III BBA, who extended cordial greetings to the Chief Guests, Ms. R. Juby Jersha (II M.Com) and Ms. K. Guka Priya (IIM.Com), representing the Auxilium Institution's Innovation Council (IIC), Regunathapuram, along with the faculty and students. The keynote session was jointly delivered by Ms. R. Juby Jersha and Ms. K. Guka Priya, who shared inspiring insights from their entrepreneurial journey. They described their experience in creating and marketing innovative products such as: ➢ Hair Oil ➢ Lip Balm ➢ Water Candles They further highlighted how waste materials can be creatively transformed into functional, sustainable products—encouraging students to adopt eco-friendly entrepreneurship. Additional entrepreneurial ideas were presented by Mrs. P. Rajakumari and Ms. S. Sneha from the Department of Commerce. Notably, Ms. S. Sneha shared her personal story of managing a small business to support her education and meet personal expenses, motivating many students to pursue self-reliance through business ventures. The session was highly interactive, with enthusiastic student participation. Many students posed thoughtful questions and shared their own innovative ideas, reflecting a growing interest in entrepreneurship, creativity, and self-employment. The programme concluded with a Vote of Thanks proposed by Ms. A. Jerosha, Assistant Professor, Department of Business Administration. She expressed sincere

	gratitude to the speakers for their meaningful contributions and acknowledged the efforts of the faculty and the active involvement of the students, which ensured the success of the event.
Photos	 

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AWARENESS WORKSHOP: ENTREPRENEURSHIP &INNOVATION" AS CAREER OPPORTUNITIES

Name of the Activity	Awareness Workshop: "Entrepreneurship &Innovation" as Career Opportunities
Date of Activity	27October, 2025
Mode of Conduct	Offline
Participants	Faculty:05 Students:125
Description	On October 27, 2025, the Auxilium Institution Innovation Council (AIIC) of Auxilium College, in collaboration with the Departments of BBA and B.Com (CA), organized an insightful and dynamic session titled "Entrepreneurs & Innovation as Career Opportunities." The primary objective of this session was to provide students with a comprehensive understanding of entrepreneurship by introducing innovative products, opportunities in the herbal industry, and the scope of e-commerce platforms. A total of 130 participants including 125 students and 5 faculty members actively took part in the program. The event commenced with a warm welcome address by Ms. A. Princiya, Innovation Ambassador, Auxilium Institution's Innovation Council and Assistant Professor, Department of Business Administration. She cordially welcomed the Chief Guest, Ms. R. Subashini, Innovation Ambassador, Auxilium Institution's Innovation Council, along with faculty members and participants. In her keynote address, the Chief Guest, Ms. R. Subashini, shared her remarkable entrepreneurial journey in the herbal products industry. She highlighted her range of natural products, including Shikakai powder, face pack powder, and herbal hair oil, and emphasized the growing preference for chemical-free, eco-friendly alternatives. She also explained the advantages of choosing herbal formulations, noting their positive impact on skin, hair, and overall well-being. Ms. Subashini offered practical guidance on how to start a small-scale herbal products business from sourcing pure raw materials to formulating effective products. She also shed light on essential entrepreneurial skills such as branding, packaging, customer engagement, and product trust-building. One of the major highlights of her talk was her success in utilizing digital platforms for business growth. She explained how she effectively markets and sells her products through Instagram, Facebook, and WhatsApp, enabling her to reach a broad customer base and secure a steady stream of orders. Her achievements serve as a strong motivation for students aspiring to explore entrepreneurship or e-commerce as viable career paths.

	Her presentation was both informative and inspiring, supported by real-life examples that helped students understand the financial and strategic aspects of entrepreneurship with clarity. The session was highly interactive, with students actively engaging in discussions, asking thoughtful questions, and sharing their business ideas. The enthusiasm and curiosity of the 125 student participants reflected the strong impact of the session, with many expressing interests in initiating their own ventures. The program concluded with a heartfelt Vote of Thanks delivered by Ms. A. Jerosha, Innovation Ambassador, Auxilium Institution's Innovation Counciland Assistant Professor, Department of Business Administration. She expressed sincere gratitude to the Chief Guest for her enriching insights, appreciated the dedicated efforts of the AIIC team, and acknowledged the enthusiastic participation of both faculty and students, which contributed to the program's overall success.
Brochure	

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NATIONAL POLLUTION DAY

Name of the Activity	National Pollution Day
Date of Activity	02.12.2025
Mode of Conduct	Offline
Time	12.00 PM to 1.30 PM
Venue	Media Hall
Participants	Faculty: 07 Students:90
Description	On 02 December 2025, the Auxilium Institution's Innovation Council (AIIC) of Auxilium College of Arts and Science, in collaboration with the Departments of BBA and B. Com (CA), organized the National Pollution Control Day Celebration to sensitize students to environmental issues and encourage active participation in sustainable and eco-friendly practices. The programme began with a brief introduction highlighting the significance of observing National Pollution Control Day. As part of the celebration, students actively participated in awareness-based activities, including short talks, slogan presentations, and discussions on environmental protection. These activities enabled students to express their ideas on pollution control, sustainable living, and responsible environmental behavior. The awareness session conducted by the Resource Person, Dr. S. Josphine Nirmala, focused on various types of pollution, air, water, soil, and noise pollution, and their impact on human health and the ecosystem. She emphasized practical pollution control measures, proper waste management, and the importance of individual responsibility in safeguarding the environment. A total of 90 students and 7 faculty members participated enthusiastically. The interactive nature of the programme helped students develop environmental consciousness and innovative thinking towards pollution reduction. The celebration concluded with a collective pledge by students to adopt eco-friendly habits and contribute actively to environmental conservation. The programme successfully aligned with the objectives of the Institution's Innovation Council by promoting student engagement, social responsibility, and sustainable innovation.

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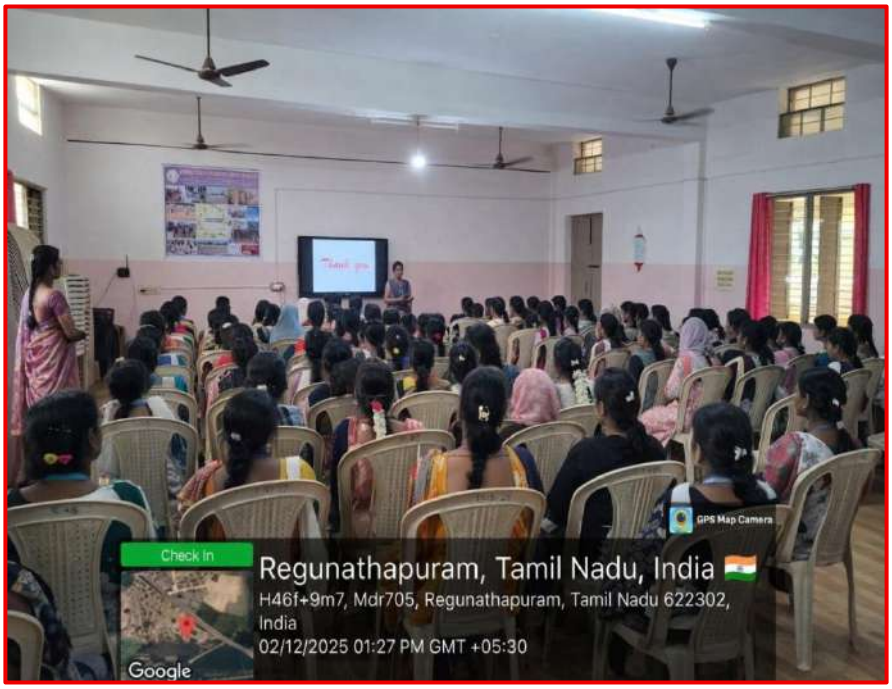
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WORKSHOP ON DESIGN THINKING, CRITICAL THINKING & INNOVATION DESIGN

Name of the Activity	Workshop on Design Thinking, Critical Thinking & Innovation Design
Date of Activity	20.12.2025
Mode of Conduct	Offline
Time	10.00 AM to 11.00 AM
Venue	Media Hall
Participants	Faculty: 08 Students:120
Description	On December 20, 2025, the Auxilium Institution Innovation Council (AIIC) of Auxilium College, in collaboration with the Departments of BBA and B.Com (CA), successfully organized a Workshop on Design Thinking, Critical Thinking & Innovation Design. The program aimed to enhance students' problem-solving abilities, creative thinking skills, and innovative mindset, which are essential in today's dynamic professional environment. A total of 120 students and 8 staff members actively participated in the workshop, demonstrating keen interest and enthusiasm throughout the session. The workshop was facilitated by the resource person, Ms. D. Keerthi, AIIC member from the Department of Computer Science, who delivered an insightful and engaging presentation. During the session, Ms. D. Keerthi elaborated on the concept and importance of Design Thinking, highlighting its human-centered approach to problem solving. She explained the various stages of Design Thinking, including empathizing with users, defining problems, ideating solutions, prototyping, and testing. In addition, she emphasized the role of Critical Thinking in analyzing problems logically, evaluating alternatives, and making informed decisions. The session also covered Innovation Design, focusing on how creative ideas can be transformed into practical and sustainable solutions in business and technology. The resource person used real-life examples, interactive discussions, and practical scenarios to help students understand how these concepts can be applied in academic projects, entrepreneurship, and professional careers. The session encouraged students to think beyond conventional methods and develop innovative approaches to problem solving. At the end of the workshop, an interactive question-and-answer session was conducted, during which students enthusiastically asked numerous questions related to Design Thinking tools, real-world applications, career opportunities, and

	implementation challenges. Ms. D. Keerthi patiently addressed all the queries, providing clear explanations and valuable guidance, which greatly enriched the learning experience of the participants. Overall, the workshop was highly informative and motivating, successfully achieving its objective of fostering creative, critical, and innovative thinking among students.
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SESSION ON START-UP LEGAL & ETHICAL STEPS

Activity Name	Session on Start-Up Legal & Ethical Steps
Date of Activity	17.03.2026
Mode of Conduct	Offline
Time	10.00 AM to 1.30 PM
Venue	Media Hall
Participants	Faculty: 07 Students:125
Description	On 17th March 2026, the Auxilium Institution's Innovation Council (AIIC) of Auxilium College of Arts and Science for Women, in collaboration with the Department of BBA, successfully organized a session on "Start-Up Legal & Ethical Steps*"* in the Media Hall. The programme was organized with the objective of creating awareness among students about the legal procedures involved in establishing a start-up, familiarizing them with ethical practices and responsibilities in entrepreneurship, and promoting innovation-driven entrepreneurial thinking. It also aimed to encourage students to develop responsible, sustainable, and ethically grounded business ideas. The programme commenced with a warm welcome address by Mrs. A. Jerosha, Assistant Professor, who greeted the gathering and highlighted the relevance of legal knowledge and ethical values in today's entrepreneurial ecosystem. The resource person and Chief Guest, Dr. Josephine Nirmala, Assistant Professor, Department of Commerce (Computer Application), delivered an insightful and comprehensive session. She elaborated on key legal formalities required to establish a start-up, including business registration, licensing, compliance procedures, and regulatory requirements. She also emphasized the importance of intellectual property rights, taxation policies, and financial accountability. Further, the speaker stressed the importance of maintaining ethical standards in business practices, encouraging students to uphold integrity, transparency, and social responsibility. Through real-time examples and practical insights, the session enabled students to understand the significance of ethical decision-making in entrepreneurship. The session was highly interactive, with students actively participating, raising questions, and engaging in meaningful discussions. The programme served as an effective platform for enhancing students' knowledge and motivating them to explore innovative ideas with a strong ethical foundation.

	Outcome of the Activity: ➢ Enhanced awareness of start-up legal procedures and compliance requirements. ➢ Strengthened understanding of ethical practices in entrepreneurship. ➢ Encouraged innovation and entrepreneurial mindset among students. ➢ Improved knowledge of intellectual property rights and regulatory systems. ➢ Motivated students to develop responsible and sustainable business ideas. **Conclusion:** The session concluded with a vote of thanks proposed by Ms. A. Princiya, who expressed her sincere gratitude to the Chief Guest, organizers, and participants. The programme was a great success and effectively aligned with the objectives of the Institution's Innovation Council (IIC) in fostering innovation and ethical entrepreneurship among students.
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