

AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN


(Nationally Accredited with 'A' Grade by NAAC)

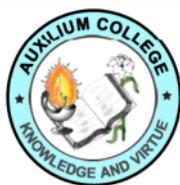
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Affiliated to Bharathidasan University, Tiruchirappalli,

Regunathapuram PO., Karambakudi TK., Pudukkottai (DT) - 622302

SESSION ON VALUE PROPOSITION FIT & BUSINESS FIT

Activity Name	Session on Value Proposition Fit & Business Fit
Date of Activity	27.07.2023
Time	9.00 AM – 04.00 PM
Participants	Students:120 Faculty : 10
Description	<p>The Auxilium Institution Innovation Council in collaboration with the Department of Commerce conducted a Lecture on 27 July 2023, with the theme “ACHIEVING VALUE PROPOSITION FIT& BUSINESS FIT”. The event began with a prayer song. The Resource person Dr. G. Vigneshwaran, Assistant Professor and Associate Editor, TISSL International Publication, Trichy was warmly welcomed by Ms. A. Ayshwarya, the Association Leader of the Department. He was honored and felicitated by Dr.Sr.M.Sebasti Jeya Pushpam, Principal of Auxilium College of Arts and Science for Women, in the presence of Dr. Sr. V. Santiagu Theresal, Vice Principal, IQAC Coordinator, Dr. M. Julie, Head and Assistant Professor of Commerce, Mrs. A. Anitha Janova, Assistant Professor in B.Com(CA) on the dais. The Resource Person sketched out his title systematically and innovatively, spurring and motivating the students how to attain designing great Value Propositions and become effective businesswomen in the future. 128 students benefited from this lecture. The event came to an end with a vote of thanks, thanking the resource person for his creative explanation.</p>
Photos	



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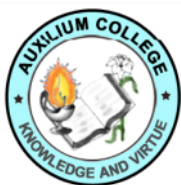
EXPOSURE VISIT

Activity Name	BHARATHIDASAN UNIVERSITY LIBRARY VISIT
Date of Activity	27.09.2023
Time	10 am – 05 pm
Participants	Students : 19 Faculty : 01
Description	<p>On September 27, 2023, the Department of Commerce at Auxilium College of Arts and Science for Women, Regunathapuram, organized a library visit for the postgraduate students of Commerce. A group of 19 PG Commerce students, accompanied by faculty member Ms. P. Arockiya Deepa, visited the Bharathidasan University Library in Tiruchirappalli.</p> <p>The Bharathidasan University Library, established in February 1982, features various sections, including Stack, Reference, Circulation, Periodicals, Technical, Digital Library, Audio Visual Centre, and Reprography. Currently, the library houses approximately 95,000 volumes of books and back volumes in its stack. It subscribes to about 227 current national and international journals in print, covering a wide range of subjects to facilitate access to current academic and research literature. Additionally, the library offers online access to over 10,000 full-text journals and several databases of abstracting and indexing journals, as well as 8,500 Springer e-books across various subjects with perpetual access to enhance the quality of teaching and research activities.</p> <p>The library provides many convenient and modern services using ICT, both on-site and remotely, in response to user demand and proactively. It is automated using RFID technology and library automation systems like Koha. The library's welcoming environment and supportive staff ensure an optimal learning experience.</p> <p>The visit was instrumental in helping students understand the operational</p>

functioning of each department within the library in detail. It also provided valuable insights for their project topics and profiles, aiding them as they begin their research work. Overall, the visit significantly contributed to the development of the students' research abilities.

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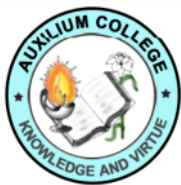
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NATIONAL LEVEL WORKSHOP

Activity Name	“ Entrepreneurship and Innovation” as Career Opportunity
Date of Activity	13.10.2023
Time	09.00 AM – 06.00 PM
Participants	Students : 255 Faculty : 07
Description	Department of Commerce & Business Administration organized one day National workshop on Entrepreneurship & Employability held on 13th October 2023. The objective of the workshop is to Educate Entrepreneurs regarding Awareness, Communication and Online Diploma Courses related to Entrepreneurial Development. Mr. M. Devendiran (Ph.D.). The founder, Vedhams Midway Training Consultancy, Vellore, was the Resource Person. He began his session with an introduction about Entrepreneurship, Career Opportunities, Products, and Product Branding etc., The Participants raised a few queries on the inputs given by the Resource person. He clarified all their doubts. The students gave a very good feedback about the session and the relevant topic.
Photos	 



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INDUSTRIAL VISIT

Activity Name	INDUSTRIAL VISIT
Date of Activity	09.03.2024 & 10.03.2024
Time	9.00 AM – 04.00 PM
Participants	Students:51 Faculty : 04
Description	<p>The Auxilium Institution Innovation Council organized an exposure visit to the ELITE Chocolate Museum & Factory in Kodaikanal on March 9th and 10th, 2024. The participants included six faculty members: Prof. Juliet, Prof. Deepa, Prof. Princiya, and Prof. Rajakumari, who are Institution Innovation Ambassadors, along with 51 students from the first, second, and third years. They commenced their visit at 12:30 am early on March 9th, 2024. Mr. Devaraj, an employee of the ELITE Chocolate Museum & Factory, provided insights into various operational aspects. He discussed the procurement of raw materials, the production process, by-products, marketing strategies, pricing, stock maintenance, safety rules, and the export process. Mr. Mohamed Shek, the Managing Director of the ELITE Chocolate Museum & Factory, detailed the process of making different varieties of chocolates, with a focus on standardization and the generation of power from these processes. The students participated with enthusiasm, gaining practical knowledge in production processes, cost management, and stock maintenance. To conclude the visit, all students received industrial visit certificates from Mr. Mohamed Shek, the Managing Director of the ELITE Chocolate Factory. This exposure visit inspired the students to consider starting their own micro, small, and medium enterprises for preparing homemade chocolates.</p>
Photos	 <p>Kodaikanal, Tamil Nadu, India 6GV3+R35, Kodaikanal, Tamil Nadu 624101, India Lat 10.244546° Long 77.502625° 15/02/24 11:05 AM GMT +05:30</p> <p>Kodaikanal, Tamil Nadu, India 6GV2+WW9, Kodaikanal, Tamil Nadu 624101, India Lat 10.244546° Long 77.502625° 16/02/24 11:02 AM GMT +05:30</p>



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INTER INSTITUTIONAL BUSINESS PLAN COMPETITION

Activity Name	An Inter/Intra Institutional Business Plan Competition and Reward Best Innovations.
Date of Activity	17.05.2024 & 18.05.2024
Mode of Conduct	Offline
Time	08.30 AM - 05.30 PM
Participants (offline)	Students: 60 Faculty: 07
Description	<p>The Department of Commerce, in collaboration with the Auxilium Innovation Institution Council (AIIC), conducted the Inter-Departmental Business Plan Competition at Media Hall on May 17 - 18, 2024.</p> <p>The IIC committee members and the Department of Commerce organized and participated in the event, which saw the involvement of 60 students. Dr. S. Sumathi, PG Assistant at Government Girls High School Thiruvaiyar, was the chief guest on May 17, 2024. She delivered a comprehensive session on Business Plans, Business Strategy, Market Capture Techniques, and Satisfying Customer Needs and Wants. The chief guest provided extensive insights into business planning, which greatly benefited the attendees. The students eagerly participated in the meeting and gained valuable information about business start-ups.</p> <p>The chief guest evaluated the products and distributed prizes for the best entries:</p> <p>1st Prize: K. Mahalakshmi (I M.Com)</p> <p>2nd Prize: R. Ragadharshini (I M.Sc, Physics)</p> <p>3rd Prize: H. Yasmin Fathima (II B.Com)</p> <p>All the students participated joyfully and shared their experiences from the competition.</p>

Photos



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