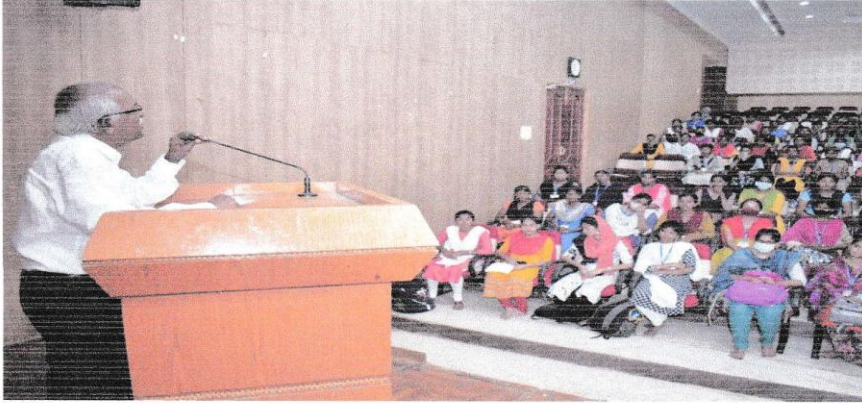


**DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS
J.J. COLLEGE OF ARTS AND SCIENCE (A), PUDUKKOTTAI – 622 422
An Awareness Programme on Opportunities of Company Secretaryship**

Guest Speaker : CS. S. Selvaraj,
Chairman,
Madurai Chapter of ICSI,
Topic : **Opportunities of Company Secretaryship**
Date : 06.12.2021
Time : 10.30am
Venue : Gallery Hall
No. of Participants : 210
Welcome Address : **Ms. R. Afrin Fathima** II.M.Com (CA)
J. J. College of Arts and Science (A), Pudukkottai
Vote of Thanks : **Ms. A. Dhivyadharshini**, I.M.Com., (CA)
J.J. College of Arts and Science (A), Pudukkottai

Department of Commerce with Computer Applications of J.J. College of Arts and Science (Autonomous), Pudukkottai has organized one day awareness Programme an Opportunities of Company Secretaryship on **06.12.2021** in the Gallery Hall.



CS. S. Selvaraj Chairman, Madurai Chapter of ICSI and Shri. T. Raja Incharge Madurai of ICSI was the Guest for the Programme. They explained opportunities of Company Secretaryship as bellow:

- Executive Test
- Eligibility Test
- Training
- Employment Opportunities



- **Personality Development**
- **Time Management**

The programme was interactive with the students and they got opportunities of the importance of Company Secretaryship.



Ms. R. Afrin Fathima I.I.M.Com (CA) welcome the gathering warmly and Felicitated by **Dr. J. Parasuraman**, Principal, Presidential Address delivered by **Dr. S. Kavitha**, Head & Professor, Department of Commerce with Computer Applications and Vote of Thanks was proposed by **Ms. A. Dhivyadharshini**. I.I.M.Com., (CA)

Faculty Members and around 210 students were participated the programme.

S. Afrin Fathima
Head of The Department
 Head, Department of Commerce
 with Computer Applications
 J.J. College of Arts and Science (Autonomous)
 Pudukkottai - 622 021



J. Parasuraman
Principal
Dr. J. PARASURAMAN, M.A., M.B.A., M.C.A.
 M.Phil., B.Ed., Ph.D.
PRINCIPAL
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 (Autonomous)
 J.J. Nagar, Sivapuram Post,
 PUDUKKOTTAI - 622 021

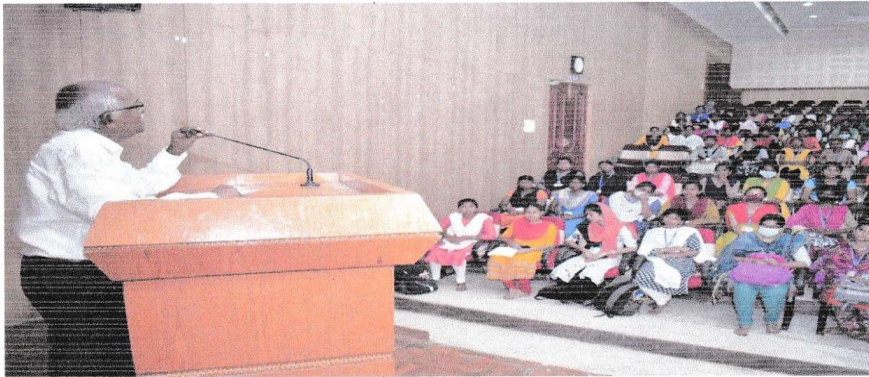
DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

J.J. COLLEGE OF ARTS AND SCIENCE (A), PUDUKKOTTAI – 622 104

An Awareness Programme on Opportunities of Company Secretaryship

Guest Speaker : CS. S. Selvaraj,
Chairman,
Madurai Chapter of ICSI,
Topic : Opportunities of Company Secretaryship
Date : 06.12.2021
Time : 10.30am
Venue : Gallery Hall
No. of Participants : 210
Welcome Address : Ms. R. Afrin Fathima I.I.M.Com (CA)
J. J. College of Arts and Science (A), Pudukkottai
Vote of Thanks : Ms. A. Dhivyadharshini. I.M.Com., (CA)
J.J. College of Arts and Science (A), Pudukkottai

Department of Commerce with Computer Applications of J.J. College of Arts and Science (Autonomous), Pudukkottai has organized one day awareness Programme on Opportunities of Company Secretaryship on **06.12.2021** in the Gallery Hall.



CS. S. Selvaraj Chairman, Madurai Chapter of ICSI and **Shri. T. Raja** Incharge Madurai of ICSI was the Guest for the Programme. They explained opportunities of Company Secretaryship.

S. Afrin Fathima
Head of the Department
Head, Department of Commerce
with Computer Application
J.J. College of Arts and Science (Autonomous)
Pudukkottai 622 104



D. Parasuraman
Principal
DR.J.PARASURAMAN, M.A., M.B.A., M.C.A.,
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J.J. Nagar, Sivanuram Road,

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS
J.J. COLLEGE OF ARTS AND SCIENCE (A), PUDUKKOTTAI – 622 104
GUEST LECTURE PROGRAMME ON
MODERN COMPUTER SKILLS IN BUSINESS

Guest Speaker : **Dr. M. CHIDAMBARAM,**
Assistant Professor of Computer Science,
Rajah Serfoji Government College (A),
Thanjavur – 613 005.

Topic : **Modern Computer Skills in Business**

Date : 22.11.2021, Monday

Time : 11.00 a.m.

Venue : Conference Hall

No. of Participants : **245**

Welcome Address : Dr. S. Adaekalavan,
Assistant Professor of Commerce,
J. J. College of Arts and Science (A), Pudukkottai

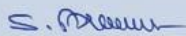
Vote of Thanks : Dr. L. Leo Franklin,
Assistant Professor of Commerce,
J.J. College of Arts and Science (A), Pudukkottai



Begins welcome addressed by Dr. S. Adaekalavan, Assistant Professor and Dr. M. CHIDABARAM spoke on Modern Computer Skills in Business. It aims to computer skill can be defined as a life skill in today's world. Without the uses of computer internet in online and offline business, educational services and many other



fields or professions it's very difficult or impossible to do daily life works. The things that make all these things possible is because of the structure of computer science and willingness to invent and innovation in people. But the importance of computer skills in today's world is not only important for inventors, IT professional, IT students and IT companies but also important for agriculturist, environmentalist, economists, educationalist organizations and leaders, and like others, it's more important for next generations consumers. Computers are now a fact of life. Computers have created a very effective information system to help streamline the management of an organization. This makes it a much needed tool for every business, banking, government, entertainment, daily life, industry, education, and administration. It can be said of all large organizations, whether the department government or private, use a computer for a variety of their daily business and it is the fastest growing industries in the world today. Each organization usually has one or more large computer systems and a number of microcomputer. The system is a great computer for data processing tasks, while many small microcomputer to use as word processing. Computers have become part of our lives is essential. In general, the use of computers can be divided into several groups. Finally, Dr L. Leo Franklin, Assistant Professor, proposed vote of thanks to all.



Head of the Department





Principal

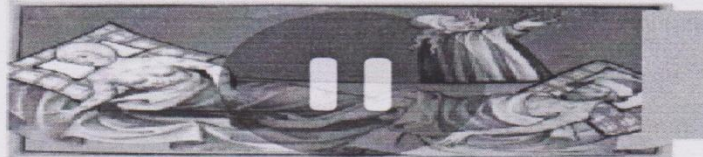
Dr. J. PARASURAMAN, M.A., M.B.A., M.
M.Phil., B.Ed., Ph.D.
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PUDUKKOTTAI - 622 422.

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS
J.J. COLLEGE OF ARTS AND SCIENCE (A), PUDUKKOTTAI
THE NATIONAL VIRTUAL CONFERENCE ON
DIGITAL MARKETING TRENDS FOR 2021

Guest Speaker : Ms. P. JAYALAKSHMI
Topic : Digital Marketing Trends for 2021
Time : 10.00 a.m.
Date : 17.06.2020
Venue : Conference Hall
No. of Participants : 143
Welcome Address : **Dr. C. SUBRAMANIAN**
Assistant Professor,
Department of Commerce with Computer Application,
J.J. College of Arts & Science (A), Pudukkottai
Vote of Thanks : **Dr. J. SHAYAMALADEVI**
Assistant Professor,
Department of Commerce with Computer Application,
J. J. College of Arts and Science (A), Pudukkottai

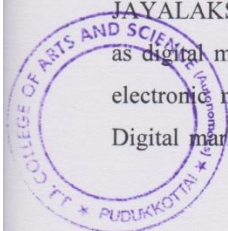


THE BLACK DEATH (1346-1353)

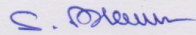


- **The Plague ravaged Europe, Africa, and Asia, with an estimated death toll around 200 million people.**
- **It is originated in Asia, the Plague most likely jumped from rats that is lived in merchant ships**

Begins welcome addressed by Dr. C. Subramanian, Assistant Professor and Ms. P. JAYALAKSHMI, Assistant Professor of Commerce, Madura College, Madurai, She delivered as digital marketing is when any product is promoted through a minimum of one form of electronic media. This form of marketing is vastly different from traditional marketing. Digital marketing consists of various methods and channels that allow any organization or



company to have and study this form of marketing to find out what works for them and what does not. He expressed on Digital marketing is, as the word suggests, the use of digital media to market products. There are multiple websites like Amazon, Myntra, Flipkart, etc., where people can buy products. This applies to products such as clothes, technical tools, groceries, medicines, food, and so much more. So much so that one doesn't have to leave the house if one doesn't want to. He also explained on the challenge is for the right information of the right products to reach the right customer. Finding and targeting the right audience can increase sales drastically. Some tools can be used to analyze and suggest better options for marketing as well. This helps sellers market their products. Finally, Dr. J. Shyamaladevi, Assistant Professor, proposed vote of thanks to all.



Head of the Department



Principal

Dr. J. PARASURAMAN, M.A., M.B.A., M.C.
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PUJDUKKOTTAI - 622 427



DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS
J.J. COLLEGE OF ARTS AND SCIENCE (A), PUDUKKOTTAI
SPECIAL LECTURE

Special Speaker : **Mr. K. DEIVARAYAN**, M.B.A., CAIIB, DFS,
Managing director of NKC Finance Pvt Ltd,
Co – Founder of NBFC, registered with RBI.

Topic : **GREEN HUMAN RESOURCE MANAGEMENT**

Date and Time : **19.08.2020**

Venue : **M.B.A. Conference Hall**

No. of Students Attended : **85**

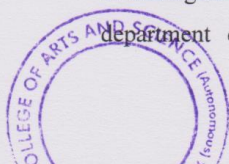
Presidentship : **Dr. S. Adaekalavan**, Assistant Professor,
Department of Commerce with Computer Application,
J.J. College of Arts & Science (A), Pudukkottai.

Welcome Address : **Dr. L. Leo Franklin**,
Assistant Professor of Commerce,
J.J. College of Arts & Science (A), Pudukkottai.

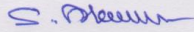
Vote of Thanks : **Ms. T. Rajasri**
Assistant Professor of Commerce,
J.J. College of Arts & Science (A), Pudukkottai.



Begins welcome addressed by Dr. L. Leo Franklin, Assistant Professor and Mr. K. DEIVARAYAN special speaker addressed the students on unions business avenues open to them. The guest speaker delivered lecture as Green HRM is an emerging concept in the field of management which explains the integration of environment friendly practices with HR department of the organization in order to achieve long lasting sustainable growth.



Thusemployee who may be a manager or non-manager is supposed to perform four roles of becoming a green employee. Green HRM is referred to all activities involved in development, implementation and ongoing maintenance of a system that aims at making employees of organization green. Additionally, she expressed that it involves undertaking environment-friendly HR initiatives resulting in greater efficiencies, lower costs and better employee engagement and retention, which in turn, help organizations to reduce employee carbon footprints by the likes of electronic filing, car-sharing, job-sharing, teleconferencing, and virtual interviews, recycling, telecommuting, online training, energy-efficient office spaces, etc. she concluded her message as Green HR initiatives help companies find alternative ways to cut costs without losing their top talent. Focus on Green HRM as a strategic initiative promotes sustainable business practices. Finally, Ms. Rajasri, Assistant Professor, proposed vote of thanks to all.



Head of the Department



Principal



Dr.J.PARASURAMAN, M.A., M.B.A., M.C.,
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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS
J.J. COLLEGE OF ARTS AND SCIENCE (A), PUDUKKOTTAI – 622 104
WORKSHOP

Special Speaker : **Dr. N. PRASANNA,**
Associate Professor of Economics,
Bharathidasan University, Tiruchirappalli.

Topic : **Economic Changes in COVID 19**

Date : **24.02.2021**

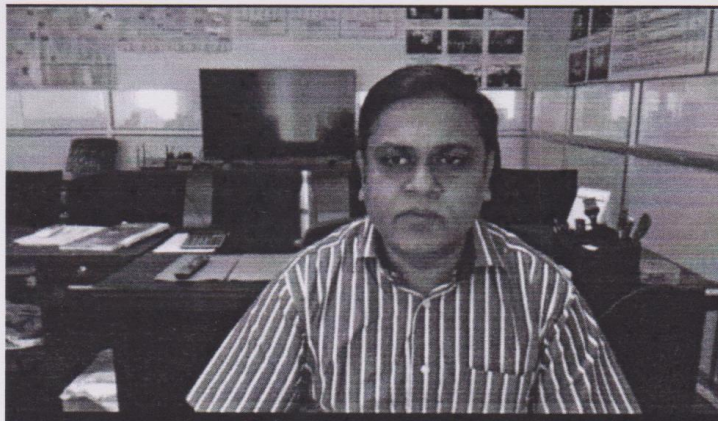
Time : **2.00 p.m.**

Online Platform : **Zoom App**

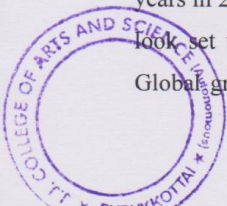
No. of Participants : **142**

Welcome Address : **Dr. L. Leo Franklin,**
Assistant Professor of Commerce,
J. J. College of Arts and Science (A), Pudukkottai

Vote of Thanks : **Dr. C. SUBRAMANIAN**
Assistant Professor of Commerce,
J. J. College of Arts and Science (A), Pudukkottai



Begins welcome addressed by Dr. Leo Franklin, Assistant Professor and Dr. N. Prasanna spoke on Economic changes. A year and a half since the onset of the COVID-19 pandemic, the global economy is poised to stage its most robust post-recession recovery in 80 years in 2021. But the rebound is expected to be uneven across countries, as major economies look set to register strong growth even as many developing economies lag. He addressed Global growth is expected to accelerate to 5.6% this year, largely on the strength in major



economies such as the United States and China. But the rebound is expected to be uneven across countries, as major economies look set to register strong growth even as many developing economies lag. Global growth is expected to accelerate to 5.6% this year, largely on the strength in major economies such as the United States and China. And while growth for almost every region of the world has been revised upward for 2021, many continue to grapple with COVID-19 and what is likely to be its long shadow. As the pandemic continues to flare, it will shape the path of global economic activity. Finally, Dr. C. Subramanian, Assistant Professor, proposed vote of thanks to all.

S. Subramanian

Head of the Department

G. P. Parasuraman

Principal

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