

Pudukkottai
13.12.2021

Training in Soft Skills and Communication Strategies

The PG and Research Department of Business Administration, J.J.College of Arts and Science (Autonomous), Sivapuram, Pudukkottai arranged a one day Soft-Skills Training programme for their MBA Students on Monday (13.12.2021). The Head of the Department Mr. N. Shanmugasundaram delivered the keynote address stressing the importance of the cultivation of the Soft Skills in these days of single child families. The days when such training was automatically inhibited by growing up in the family are gone. In the programme scenario of corporate team building, it is essential for employees to overcome individual oddities and become clubbable team men. Dr.V.Sathyarekha, Assistant Professor introduced the guests to the audience Dr.S.Parithi, Assistant Professor welcomed the participants and the Resource persons. The trainers focused on talent building and honing of existing soft Skills. Soft Skills cover a very wide area of human activity and authoritative text books enumerate a whole lot of such skills that will facilitate professional success.

Mr. S. Saravanan made use of videos to explain and demonstrate right sartorial habits. He reminded students of the tamil maxim. "Aal Pathi Aadai Pathi" proper dress and dressing sense are essential for social success and one has to grow with the times in dress also. He demonstrated patterns of dressing for various age groups of both genders using photographs and videos to good effect.

Mr. S. Manikandan defined what it was to be reactive and proactive. He emphasized the need to manage situations in life in such a way as to please all. Sometimes one may have to choose to lose in order to boost up someone else. But one cannot always be a total loses winning is the elixir of life, but it should not get into one's head one must always strike a middle path.

The trainers engaged the trainees in various games to promote balanced time sense dexterity, alertness and stressed the need to learn with relaxation. They also spoke on the need to cultivate leadership qualities among future managers. One should use all the opportunities in campus life to blossom into a competent professional marked for a successful career.

The trainers answered the queries raised by the students. Two students provided valuable feedback on the Programme.

Dr. S. Anockiyarasy Assistant Professor proposed the vote of thanks.

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Pudukkottai
03.12.2021

Simplified Kundalini Yoga Practice


The PG and Research Department of Business Administration, J.J. College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized a one-day Yoga Practice Session on Simplified Kundalini Yoga from 10.00 a.m. to 3.30 p.m. on Friday 3rd December, 2021, for the benefit for P.G. Students. The Yogacharyas were Mr. Muthukumaresan, Counselling Psychologist, Professor in SKY World Community Service Center, Pudukkottai and his team. He presented the fundamentals of Kundalini Yoga in clear lucid fashion and gave the students valuable practice in breath-control and a few simple Asanas. The students enjoyed the session.

Dr. J.Parasuraman, Principal, J.J. College of Arts and Science who presided, spoke on the advantages of practising Yoga. Mr. N. Shanmugasundaram, Head of the Department of Business Administration delivered the keynote address, Mrs. M. Krishnaveni, Assistant Professor in SKY initiated the students to Yoga Practice. Mr. Gunaseelan, Assistant Professor in SKY related physical exercises and Yoga Asanas. Mr. Muthukumaresan, Counselling Psychologist demonstrated the practice of Kayakalpa, Mr. BrahmaThiyagarajan Assistant Professor in SKY gave practice in mediation. Thus the students were exposed to Yoga in all its aspects.

Dr.K.Punitha, Assistant Professor delivered the Welcome Address and Dr. N. Sreevidya, Assistant Professor proposed the Vote of Thanks.


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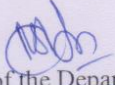



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24.11.2021

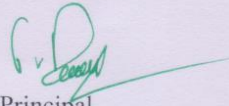
The Department of Business Administration, J.J. College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized a guest lecture on "Digitalization in Banking beyond Covid 19" at 11.15 am on Wednesday, 24.11.2021. The Speaker, Mr. T.Selvam, Senior Branch Manager (Retd.), Indian Bank, Sivagangai introduced the subject by speaking of the various dimensions of digitalization and their impact on personalized banking services. Digitalization has led to greater efficiency and correctness but the personal touch of the traditional methods and approaches have been a casualty. However, during the Covid shutdown digital services were a valuable stand by, perhaps our only avenue of service delivery. It kept the financial wheel rotating and people were saved from helpless, hopeless, inactivity. More and more people have embraced e-banking and net banking. Applications like paytm have simplified business transactions and captured the imagination of unlikely sections of the population like shop owners, green grocers and travel operators. Card payments have been rendered simpler and more popular. A large section of the population has become net-savvy and this trend is likely to continue and get more variegated in the future. Thus, digitalization has come to stay in the banking sector.

Earlier Mr. N.Shanmuga Sundaram, Head, Department of Business Administration welcome the audience and the chief guest and finally Dr.S.Parithi proposed the vote of thanks.


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**J.J. College of Arts and Science (Autonomous)
PG and Research Department of Business Administration
International Webinar Report – 10-06-2020 and 11.06.2020**

Title of the Event: The Economic impact of Covid-19 Strategies for post-pandemic survival and Regeneration

Number of Participants: 185

The webinar was inaugurated at 11.00 am on **10.06.2020** by Dr.K.Uma, Head of the Department, PG and Research Department of Business Administration, J.J. college of Arts and Science, Pudukkottai. She focused on the Global Impact of Covid19 and the havoc it has already worked on economic scenario and defined the topic in its wide ambience and gave the audience a clear perspective on the seminar and prospective impact.


In the first session, Dr.C.R.Ramasamy Former Vice Chancellor, TNAU Coimbatore spoke on "Managing Agriculture in a period of Crisis". He defined the problems faced in agriculture like lack of labor due to migration to their native place, shortage of input due to lacunae in supply chain and breakdown of transport facilities. He also suggested some methods by which such issues could be tackled by gathering youth forces lost the jobs and attend job agriculture operations and other strategies to overcome the problems.

In the second session, Dr.Isaiah Onsarigo Miencha, Ag.Rector, Dean Faculty of Management, Bujumbura International University Burundi, Spoke on Economic Impact on Global Pandemic during COVID-19. In his speech he point out how pandemic had impacted on nations causing problems in international trade and movements of vital goods the problems required to be met on a war-footing through co-operative efforts comparatively freer nation could come to the assistants of the acutely affected one.

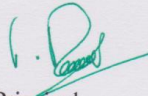
In the third session, Commenced on **11.06.2020** by Dr.K.Punitha, Assistant Professor PG & Research Department of Business Administration, Welcome the resources person and Participant and gave the them a clear objectives of the session. Dr.M.Malarkodi, Assistant Professor, Directorate of Agribusiness Development -TNAU -Coimbatore deliver the speech on "Needs of MSMEs and Entrepreneurs During COVID19". She delivered speech on the needs of MSMEs and Entrepreneurs during pandemic period. They were suffering from lack of manpower, shortages of raw material, transportation problems, broken contracts and accumulation of finished goods were serious issues especially repayment of debt. Their expectation of exemptions and extension provided by Government

In the Fourth Session Dr.V.M.Indhumathi Assistant Professor, ARM, Agricultural College and Research Institute Kudimiyanmallai, Pudukkottai. She focused on Challenges faced by Agriculture Supply chain after COVID-19. Such as transportation problems and finished goods could not reach the market, naturally agriculturalist and agripreneurs and they hoped for state interference to support their activities.

Finally, Dr.N.Sreevidya proposed the vote of thanks.


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Webinar Report – 02-06-2020

Title of the Event: Turn the Challenges in Opportunity of Covid 19 Pandemic

Date: 02-06-2020

Number of Participants: 80

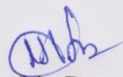
The webinar was inaugurated by Dr.K.Uma, Head of the Department, J.J. college of Arts and Science, Pudukkottai. She defined the topic in its wide ambience and gave the audience a clear perspective on the seminar, its objectives and prospective impact.

In the first session, Dr.K.Malik Ali, Department of Commerce, Sri Sevugan Annamalai College, Devakottai, gave a scholarly overview on: Emerging Business trends during the Covid'19 Pandemic. He touched on the changing International Scenario as impacted to the Covid 19 Pandemic. He stressed the need for change management strategies to survive the pandemic.

In the second session, Dr.M.Ayisha Millath, Alagappa Institute of Management, Karaikudi spoke on the Reshaping Flexible Working Hours during Covid 19. She defined flexible working time and the need for it. The speaker underscored the need to balance working hours, individual aspirations corporate objectives and broader concerns of the economy as a whole. The session was enlivened by question and answers.

In the third session, Mr.T.Selvam, Senior Manager, Indian Bank, Pillayarpatti Branch, gave an overview on: Emerging Lines of Credits to Overcome Covid'19. He explained the need for new lines of credits to overcome the impact of Covid 19. The lecture was a masterly presentation of the global scenario in its total ambience.

Finally, Dr.S.Parithi proposed the vote of thanks.



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