



Dr. N.G.P. Arts and Science College

An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore
Approved by Government of Tamil Nadu & Accredited by NAAC with A++ Grade (3rd Cycle – 3.64CGPA)
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Department of Commerce (Accounting and Taxation)

Activates and Achievements - AY 2022-23

1. Guest Lecture/Invited Lecture

S.No	Date	Name and Designation of the Resource Person	Topic	Venue	Beneficiary
1	01-Aug-22 to 10-Aug-22	Mr.B.Neerathilingam, Assistant General Manager, Hand in Hand India (An International NGO), Coimbatore	Skill Training for Employability	Kambar Arangam	III B.Com.A&T
2	10-Sep-22	Mr.Dhinesh Angamuthu, CEO & Founder of Hackover Security , Coimbatore	Awareness of Smart Phone Security and Cyber Law in India	Seminar Hall I	III B.Com.A&T
3	24-Sep-22	CA Venkatachalaphi, Coimbatore, CA Aditya chandraasekar	Overview of Direct and Indirect Tax	Seminar Hall IV	III B.Com (A&T),(CA),(CS CA)-172 students
4	11-Oct-22	Mr.Fenilvadakken, Country Manager-IMA, Vidhyrup Schools of Management Studies, Cochin.	Explore career opportunities in Finance and Accounts	Seminar hall 1	B.com A&T,(CA),(PA),(Cost Accounting)-332 students
5	01-Feb-23	Balachandran C, Director, VidyarupaSchool of Management Studies (P) Ltd, Cochin.	Career Prospects in Finance and Accounting Domain- A business Perspective	Kambar Arangam	B.Com.A&T

6	25-Mar-23	Mr.M.Karunanithi, Chartered Financial Practitioner, Chief Life Insurance Advisor, Coimbatore	Scope for Financial Planning Profession	Commerce Lab	B.Com.A&T & B.Com.B&I
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2. Seminar / Workshop Conferences organized

S.No	Date	Nature of the Event (Conference/ Seminar/ Workshop)	Number of External Participants	Title of the Event	Name & Designation of the Speakers
1	08-Oct-22	Alumni Interaction	-	Interview Skills	Ms.S.Preethi, Process Executor, Infosys BPM Ltd, Bangalore
2	19-Oct-22 to 06-Nov-22	Online Workshop	-	GST Skills Programme	Mr.Naison Louis, CEO GST Centre, Cochin
3	05-Nov-22	Student Development Programme	-	1. Effects of Tax reformation on MSME 2. GST – One Nation One Tax 3. Recent closure of Banks by RBI	Students- Lakshana.S – II B.Com.A&T Sushmitha.P.J.- I B.Com.A&T Dhanushram.S.S.- II B.Com.A&T
4	08-Nov-22	Commerce Day Celebration	-	Business Monopoly & Business Quiz	-
5	07-Jan-23	Student Development Program		1. Schemes available for Startups 2. Becoming a better Manager 3. Is 5G the future of E- Commerce?	Seminar Hall II
6	15-Feb-23	National Conference	198	Rebuilding Global Business Environment (RGE-23)	1.Prof. Bholanath Dutta Founder & President: MTC Global ®, Chairman -Global Entrepreneurs Grid (GEG), Startup India Bangalore. 2. Dr.P.Paramashivaiah

					Professor Tumkur University. 3. Mr. TomioIsogai Former Managing Director of Sharp India Ltd.
7	18-Feb-23	Alumni Interaction		Career opportunities in accounting	M.Sakthi Hariharan Senior Accounts Executive, Aerotrans Global Forwarding India Pvt Ltd, Coimbatore.
8	11-Mar-23	Intra Department Program		1. Business Plan 2. Find Me 3. Jumbled Word 4. Advertisement BGM 5. Find the Odd One 6. Art & Craft 7.Meme Creation	-
9	25-Mar-23	Workshop	-	Registration and Submission of GST Return Forms	V.Kumar Superintendent of GST and Central Excise, Coimbatore

3. Extension Activities

S.No	Date	Nature of the extension	Place	Students involved
1	25-Mar-23	“Swarnjayanthi Gram Swarozgar Yojana (SGSY)	Nellithurai	III and II B.Com.A&T students

4. Staff Awards

S.No	Name of the Staff	Name of the Award	Awarded by	Cash Prize (If any)	Date
1	Dr.A.Anandalakshmy	Best Faculty Award	Innovation Online Training Academy	-	25-Jun-22
2	Dr.E.Karthika	Star Faculty Award	Kovai Kalaimagal Educational Institutions	-	03-Sep-22
3	Dr.E.Karthika	Appreciated as Co-Ordinator for Certification in GST Skills for Students	GST CENTRE, Cochin.	-	23-Feb-23
4	Dr.T.Snekalatha	Appreciated as Co-Ordinator for Certification in GST Skills for Students	GST CENTRE, Cochin.	-	23-Feb-23

5. Staff Recognitions

S.No	Name of the Staff	Acted As	Name of the Programme	Date	Venue
1	Dr.A.Anandalakshmy	Reviewer	Member ship certificate	18-Jul-22	International Journal of Current Science
2	Dr.A.Anandalakshmy	Reviewer	Member ship certificate -	18-Jul-22	Journal of Emerging Technology and Innovative Research
3	Dr.A.Anandalakshmy	Reviewer	Member ship certificate	19-Jul-22	International Journal of Creative Research Thoughts
4	Dr.A.Anandalakshmy	Fellow member	I2OR India	July 2022	International Institute of Organized Research
5	Dr.A.Anandalakshmy	Life membership	Membership No.983/2022	July 2022	Academic Researchers Association
6	Dr.A.Anandalakshmy	Annual Membership	IAAC- FRTJQC-CE001426	July 2022	International Association of Academic plus Corporate
7	Dr.T.Snekalatha	VC - Nominee	BOS	10-Aug-22	Vivekanandha College of Arts and Sciences for Women
8	Dr.T.Snekalatha	Resource Person	Retail Management	16-Aug-22	AVC College, Mannampadal
9	Mrs.T.Maheswari	Resource Person	Department Inauguration	28- Aug-22	KSG College of Arts & Science
10	Dr.E.Karthika	Audit Member	NAAC Peer Review	19-Nov-22	Kovai Kalaimagal college of Arts & Science
11	Dr.T.Snekalatha	Resource Person	Webinar- Communal Harmony and National Integrity	21-Nov-22	Nirmala College for Women
12	Dr.T.Snekalatha	Resource Person	Webinar	21-Nov-22	Nirmala College for Women
13	Dr.E.Karthika	Resource Person	Time Management- Online Mode	22-Nov-22	PSGR Krishnammal College for Women, Coimbatore.

14	Dr.E.Karthika	Resource Person	Guest Lecture	22- Nov-22	PSGR Krishnammal College for Women
15	Dr.A.Anandalakshmy	Associate Editor	Academic Publication	07-Dec-22	International Journal of Advanced Research and Development
16	Dr.E.Karthika	Resource Person	Contract and Modes of Discharge of Contract	13-Jan-23	PSGR Krishnammal College for Women, Coimbatore.
17	Dr.E.Karthika	Resource Person	Emerging Challenges in Banking Sector	24-Jan-23	Sri Ramakrishna College of Arts & Science
18	Dr.A.Anandalakshmy	Life Member	Membership ID-ARC10654	08-Feb-23	Academic & Research Conclave
19	Dr.A.Anandalakshmy	Life member	-	10-Feb-23	World Economic Association
20	Dr.T.Snekalatha	Convenor	National Conference on Rebuilding Global Business Environment(RGBE-23)	15-Feb-23	Dr. N.G.P. Arts and Science College
21	Dr.T.Snekalatha	Chair person	National Conference- XTASY- 2K23	09- Mar-23	Dr. N.G.P. Arts and Science College

6. Staff Participation

S.No	Date	Name of the Faculty	Name of the Workshop/FDP/Training Programme/ Conference	College
1	22-Jul-22	Dr.A.Anandalakshmy	Certificate Course	Skill Tech.
2	17-Aug-22	Dr.A.Anandalakshmy	“Emerging Trends in Business Innovation and Promotional Strategies”	PSG College of Arts & Science
3	27-Aug-22	Dr.N.Kodhainayaki	ICSSR-SRC Sponsored National Level Workshop	G. Venkataswamy Naidu College, Kovilpatti.
4	30-Aug-22 to 31-Aug-22	Dr.A.Anandalakshmy	ICSSR - SRC Sponsored National Seminar-Digital Financial Inclusion	Suguna College of Arts and Science
5	16-Sep-22	Dr.N.Kodhainayaki	International Virtual FDP	WELLTTA

6	26-Sep-22 to 30-Sep-22	Mrs.T.Maheswari Dr.E.Karthika	Symposium, Sponsored by ICSSR- National Education Policy (NEP) 2020	St.Francis Institute of Management and Research
7	10-Oct-22 to 12-Oct-22	Dr.T.Snekalatha	Online workshop	GOMSGURU ACADEMY
8	10-Oct-22 to 17-Oct-22	Dr.T.Snekalatha	FDP	SRM institute of science and technology
9	19-Oct-22 to 12-Nov-22	Dr.E.Karthika Dr.N.Kothainayaki Mrs.T.Maheswari	Workshop- GST Skill Programme	GST Centre, Cochin
10	27-Oct-22 to 03-11-22	Mrs.T.Maheswari Dr.E.Karthika	FDP- ESG Framework for Business	VO Chidambaram College
11	28-Oct-22 & 29-Oct-22	Dr.A.Anandalakshmy	FDP- Innovative practices for quality enhancement through IQAC in higher education institution	RMK Engineering College
12	6-Jan-23	Dr.T.Snekalatha	Webinar- Financial Empowerment through Wealth Creation	Mahathmagandhi College, Assam
13	18-Jan-23- 25-Jan-23	Dr.A.Anandalakshmy	Outcome based Education	S.E.S College, Kerala
14	15-Feb-23	Dr.A.Anandalakshmy	Rebuilding Global Business Environment	Dr. N.G.P. Arts and Science College
15	06-Mar-23	Dr.T.Snekalatha	National Webinar- NACC Revised Assessment Methodologies and Quality Enhancement Strategies	Star International Foundation for Research and Education

7. Staff Presentation

S.No	Date	Name of the Faculty	Name of the Conference	Name of the title	College
1	15-Jun-22 to 16-Jun-22	Dr.A.Anandalakshmy	ICSSR Sponsored National Seminar	E-Learning and its Impact on Rural Areas	NGM College, Pollachi
2	31-Jan-23 to 01-Feb-23	Dr. A. Anandalakshmy	Two days International Conference	Entrepreneurship Development In India Opportunities & Challenges	Srinivasan College of Arts and Science, Perambalur
3	03-Feb-23	Dr. A. Anandalakshmy	One day National Seminar	Women Empowerment through Financial Inclusion	NGM College, Pollachi
4	15-Mar-23	Dr. A. Anandalakshmy	International Educational Conference	Incremental Changes in Instructional Strategies and Research in Higher Education	NGM College, Pollachi
5	15-Mar-23	Dr. N. Kodhai Nayaki	National Seminar	Women Empowerment through financial inclusion Women Empowerment in India and its Importance	NGM College, Pollachi
6	15-Mar-23	Dr.E.Karthika	National Seminar-	Women's Employment, Entrepreneurship and Empowerment Women Empowerment through skill development	NGM College, Pollachi
7	15-Mar-23	Mrs.T.Maheswari	National Seminar-	Women's Employment, Entrepreneurship and Empowerment, Women Empowerment in India and its importance	NGM College, Pollachi
8	16-Mar-23	Mrs.T.Maheswari	National Conference	e- mail marketing	Sri Ramakrishna College of Arts & Science
9	16-Mar-23	Dr.E.Karthika	National Conference	Social Media Marketing	Sri Ramakrishna College of Arts & Science

10	16-Mar-23	Mrs.T.Maheswari	National Conference	Innovative Sustainability Practice in Commerce and Technology e-mail marketing	Sri Ramakrishna College of Arts & Science
11	16-Mar-23	Dr.E.Karthika	National Conference	Innovative Sustainability Practice in Commerce and Technology - Cyber Security	Sri Ramakrishna College of Arts & Science

8. Students Presentation

S. No.	Date	Name of the student	Name of the Event	Name of the Title	College
1	16-Jun-22	Dhakshita G Anusrii K R Bhuneswari B L	Paper Presentation	E-Learning and its Impact on Rural Areas	NGM College, Pollachi
2	24-Aug-22	Anusrii K R	National Youth Parliament	-	Dr. N.G.P. Arts and Science College
3	23-Feb-23	Riya shree S Sowmiya R Barath A K Shivaprakash S D Srimega A SureshKumar J Jaishankar D Srivignesh M S Vigneswaran N	National Seminar	Women entrepreneur	Vasavi College, Erode

4	03-Mar-23	Vaishnavi S	National Seminar	Role of RBI in India	NGM College, Pollachi
5	03-Mar-23	Sowmiya R Riya Shree S	National Seminar	Challenges faced in financial Inclusion	NGM College, Pollachi
6	03-Mar-23	Logesh T	National Seminar	Roles of banks Financial Inclusion	NGM College, Pollachi
7	03-Mar-23	Nithya U	National Seminar	Financial Inclusion in India	NGM College, Pollachi
8	03-Mar-23	Rafeena fathima S	National Seminar	Women empowerment in India and its Importance	NGM College, Pollachi
9	4-Mar-23	Sudarssana T Shivasankari G K Anusrii K R Abinaya G Dhakshitha G Keerthana V Hemashalini S Nandini Sri S	National level Conclave	Contemporary trends in finance	Dr. N.G.P. Arts and Science College
10	8-Mar-23	Dhanushram.S. S, Shree Trineta K C, Sakthisuriya.S, Vaithiswaran.S.K	National Conference	Role of IFAD	Hindustan College of Arts and Science
11	8-Mar-23	Lakshna s & Swetha Ravichandran	National Conference	Challenges to Green Finance in G20 Countries	Hindustan College of Arts and Science
12	15-Mar-23	Charulatha B	International Educational Conference -	Incremental Changes in Instructional Strategies and Research in Higher Education	Mar Theophilus Training College, Thiruvananthapuram

13	15-Mar-23	Shiva shankari.G.K	Evolution of market	Recent developments in commerce and management	IOT Academy publishers
14	15-Mar-23	Anusrii K R	National Seminar	Schemes available to rural and urban Entrepreneurs	NGM College, Pollachi
15	15-Mar-23	Dhanushri G	National Seminar	Schemes available to rural and urban Entrepreneurs	NGM College, Pollachi
16	15-Mar-23	Dhakshitha G Kowshik B Hindu Priyanga S Kanishkanth S Pragathi S Ramya S Roghini K S	National Seminar	Women Empowerment in India and its importance	NGM College, Pollachi
17	16-Mar-23	Lakshana.S & Swetha Ravichandran	National Conference	e- mail marketing	Sri Ramakrishna College of Arts & Science, Coimbatore
18	16-Mar-23	Sakthisuriya.S, Shree Trinethra.K.C. & Nigalya Priya.d	National Conference	Social Media Marketing	Sri Ramakrishna College of Arts & Science, Coimbatore
19	16-Mar-23	Saran.S & Arjun.B.R.	National Conference	Cyber Security	Sri Ramakrishna College of Arts & Science, Coimbatore

9. Staff Publications

S.No	Name of the Faculty	Title	Journal Name	ISSN / ISBN No. Date of publishing Vol. No.	Impact Factor	SCI/WoS/UGC/SSCI/Scopus
1	Dr.T.Snekalatha	Paradigm Shift Towards Mobile Marketing: A Study on Consumer's Perspective	Journal of The Asiatic Society of Mumbai	ISSN: 0972-0766, Vol. XCV, No.33, 2022.		UGC Recognized Journal
2	Dr.A.Anandalakshmy	A Comparative study on Customer Perception and Satisfaction towards Amazon and Flip cart with special reference to Coimbatore City	International Journal of Current Science	ISSN NO: 2250-1770, July 2022, Vol.12, Issue 3		UGC Follow International Open Access Peer reviewed, Referred Journal
3	Dr.A.Anandalakshmy	Recent Developments in Commerce and Management	Recent Development in Commerce and Management	ISBN NO : 978-93-93622-10-5		Innovation Online Training Academy
4	Mrs.T.Maheswari Dr.E.Karthika	A Study on Consumer Awareness Towards Quality and Usage of Surgical Masks in Coimbatore city	Shanlax Journals	E-ISSN: 2582-6190, Vol.11,no.1,2023, pp.26-31		Scholarly Indexed Quarterly Journal
6	Mrs.T.Maheswari Dr.E.Karthika	Implementation of AI Technology in Banking Sector Based on Coimbatore City	Shanlax Journals	E-ISSN: 2582-6190, Vol 11, No.1, Jan 2023,pp.32-38		Scholarly Indexed Quarterly Journal

8	Mrs.T.Maheswari Dr.E.Karthika	Awareness towards Consumer rights-An insight from a rural taluk of Erode District	Purakala	ISSN:0971-2143		UGC CARE LIST
10	Mrs.T.Maheswari Dr.E.Karthika	Issues Challenges faced by small entrepreneurs due to lock down in Coimbatore city	International Journal of Scientific Research in Engineering and Management	ISSN:2582- 3930,12.Dem.2022,Vol.6 ,Issue 12		Peer reviewed, Referred Journal
12	Dr.N.Kodhai Nayaki	A study on consumer satisfaction and usage towards Paytm with Special reference to Coimbatore city	International Journal of Creative Research Thoughts (IJCRT)	ISSN:2320-2882Janaury 2023, Vol.11,Issue 1		UGC Care Approved Journal
13	Dr.T.Snekalatha	Paradigm shift towards Mobile Marketing: A Study on Consumer's Perspective	Journal of the Asiatuce Society of Mumbai	0972-0766, 2022,Vol. XCV, No. 33	-	UGC
14	Dr.A.Anandalakshmy	A Comparative study on Customer Perception and Satisfaction towards Amazon and Flipcart with special reference to Coimbatore City	International Journal of Current Science	2250-1770, July 2022, Vol.12, Issue 3	8.17	UGC, International Open Access Peer reviewed, Referred Journal

10. Student Participation

S. No.	Date	Name of the Students	Event	College	Inter Collegiate / Inter Departmental	Prize won
1	10-Sep-22	Deetchitha.S	Poster Presentation	Dr. N.G.P. Arts and Science College, Coimbatore	Inter Departmental – Mathematics Department	II
2	10-Sep-22	Madhumitha.S, Nigalyapriya.D	Quiz	Dr. N.G.P. Arts and Science College, Coimbatore	Inter Departmental-Commerce (CA)	I
3	10-Sep-22	Nigalyapriya.D	Quiz	Dr. N.G.P. Arts and Science College, Coimbatore	Inter Departmental-Commerce (CA)	I
4	25-Jan-23	Sushmitha P J & Vaishnavi A	Academic Delathlon	Dr. N.G.P. Arts and Science Collage - B.Com (Accounting and Taxation)	-	III

11. Book / Chapter Publications

S.No	Date	Name of the staff	Name of the Book	Name of the Publisher
1	July 22	Dr.T.Snekalatha	Chapter-Emerging Innovation in Social Sciences- A Study on Perception of Women Entrepreneurs on Business Qualities in Bangalore City of Karnataka ISBN- 978-3-96492-398-1	Weser Books Publication, Germany
2	Aug-22	Dr.A.Anandalakshmy	Book-E-BUSINESS ISBN- 978-93-95468-19-0	Academic Guru Publishing House, Bhopal, M.P. India
3	Aug-22	Dr.A.Anandalakshmy	Chapter-Rural Students and Youth Embracing Digital Medium to Cointinue Learning during COVID-19 ISBN- 978-93-5636-348-9	SHANLAX Publication, Madurai, Tamilnadu
4	Oct- 22	Dr.A.Anandalakshmy	Book-Recent Developments in Commerce and Management	Innovation Online Training Academy
5	Oct- 22	Dr.A.Anandalakshmy	Chapter-Evolution of Market	Innovation Online Training Academy Publishers

6	Oct- 22	Dr.A.Anandalakshmy	Chapter-E-Learning and its Impact on Rural Areas	SHANLAX Publication
7	Oct- 22	Dr.N.Kothainayaki	Chapter-Artificial Intelligence	SHANLAX Publication
8	Oct-22	Dr.N.Kodhai Nayaki	Chapter-Importance of Outcome Based Education	SHANLAX Publication, Tamilnadu, India
9	Nov-22	Dr.A.Anandalakshmy	Chapter-National Education Policy and Higher Education	Red'shine Publication Pvt. Ltd., Lunawada, India
10	Dec-22	Dr.A.Anandalakshmy	Chapter-Role of E-Commerce in Banks	AN Publications
11	Feb-23	Dr.T.Snekalatha	Book-Stress faced by Women Entrepreneurs – A Critical Review	Weser International Publication, Germany
12	Feb 23	Dr.A.Anandalakshmy	Chapter-Women Empowerment and its importance,	Shanlax Publication
13	Feb 23	Dr.N.Kodhai Nayaki	Chapter-Women Empowerment and its importance	Shanlax Publication

12. Patent / Copyright

S.No	Name of the Staff	Patent Title	Status
1	Dr.A.Anandalakshmy	Title of the Invention: Evaluation of Trends and Strategies of Green	Published