



KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) Department of Commerce (PA)

Guest Lecture on 'E-Commerce Applications in Business'

Date: 27/06/2025

Time: 9.00 a.m



Department of Commerce PA has conducted a Guest Lecture on 'E-Commerce Applications in Business' on 27/06/2025 at 9 am. Dr. M. Vasan, Assistant Professor, Department of Commerce, National College, Trichy has acted as a Resource person. He explained the B2B models B2C models. He described the role of Artificial Intelligence in business. Especially, how tax has influenced with the

applications of Artificial Intelligence. He explained the need for equipping the students today in various businesses with technical exposure. He insisted the students to focus on multiplying their Digital marketing skills and technical competencies to win in the competition prevailing at the global business today. 52 final year students benefited out the Guest lecture programme.





**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
Department of Commerce (PA)**

**Guest Lecture on
'Income Tax for Salaried Class for the AY 2025-26 '**

Date: 30/06/2025

Time: 9.00 a.m

Department of Commerce PA has conducted a Guest Lecture on '**Income Tax for Salaried Class for the AY 2025-26**' on 30/06/2025 at 9 am. Dr. M. Gomatheeswaran, Associate Professor, Department of Commerce, CMS College of Arts and Science. He explained about Tax system and structure in India. He



highlighted the significance of paying Income Tax and listed out the various types of Income. He explained the rules for the computation of salary of Individual assesses as per the Provisions of Taxation for the Assessment Year 2025-26. He compared the rules of computations between AY 2024-25 and 2025-26. He also explained the modifications in the tax rules with regard to Perquisites and Allowances. 46 II B.Com PA students benefited out the Guest lecture programme.





**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
Coimbatore – 641029.**

Department of Commerce (PA)

**Guest Lecture on
'Applications of Analytics for Business Decision Making'**

Date: 14/07/2025

Time: 10.00 a.m

Department of Commerce PA has conducted a Guest Lecture on 'Applications of Analytics for Business Decision Making' on 14/07/2025 at 10 am. Mr. P. Prasad, Regional Manager, ArivuPro Academy, Coimbatore was the Resource Person. He has stated that Fundamental Analytical knowledge brings professionalism.



am.

in



Marketers, Finance Managers, Finance and HR professionals need more analytical skills to succeed business at the

International level. He explained how analytical skills empower the professionals to take advantage of data offers and advance the business organization and career. Data analytics has the potentials to drive decision making, impact

strategy formulation and improve organizational performance, he added. 52 students were benefited out of the programme.



**Department of B.Com with Professional Accounting
Kongunadu Arts and Science College (Autonomous),
Coimbatore – 641029**



Department of B.Com PA of Kongunadu Arts and Science College has organized an 'National Workshop' on 'Revolutionizing the Business World with Cyber Security' on 28/07/2025 at Marappa G. Aruchami Auditorium.

Dr. A. Dunstan Rajkumar, Associate Professor, Department of Commerce, School of Social Sciences, VIT University, Vellore has handled the technical session I of the Workshop. He pointed out that revolutionizing the business world with cyber security



is not just about protecting

data. It is about creating an environment where business can thrive securely and confidently in a digital-first world. As businesses increasingly rely on technology to drive innovation and customer engagement, cyber security becomes a foundational pillar that enables safe growth, foster trust and enhances overall customer experience.



Mr. Mark Roshan, Business Consultant, Crossbow Labs LLP, Brigade IRV centre, Bengaluru has handled the technical session II of the Workshop. He expressed that cyber

security is no longer just an IT concern because it is a driver of business strategy and sustainability. By embedding security into every facet of the business, from innovation to operations, companies not only protect themselves from threats but also enable a more secure resilient digital future. As cyber threats become more sophisticated, businesses that invest in cutting – edge



key

and

cyber

security measures will be the ones leading the change in the digital economy.

Dr. M. Revathi Bala, Associate Professor & Head of Commerce (PA) has convened the Workshop. Dr. S. Rajam, Associate Professor, Dr. P. Geetha, Assistant Professor and Mrs. M. Jeshi, Assistant Professor have made necessary arrangements and proposed vote of thanks. Total participants of the programme were 212.





**KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
Re-accredited by NAAC with A+ Grade- 4th Cycle
College of Excellence-UGC,
52nd Rank among Colleges in NIRF 2024
Coimbatore-641029, Tamil Nadu, India**



**Department of Commerce with Professional Accounting and KASC–
Institution Innovation Council(KASC–IIC)**

**Title of the session: NATIONAL ENERGY CONSERVATION DAY (INDIA)
(14TH DECEMBER)**

Date : January 31, 2025

Duration : 3 hours

Activity Category: As per calendar

Theme

- The day focuses on making people aware of global warming and climate change and promotes efforts towards saving energy resources.
- It highlights the achievements of the country in the fields of energy efficiency and conservation.
- To understand the causes of climate change
- Encourage people to use less energy rather than exploiting the existing energy and its sources.

Expert/Speaker Details:

Name : **Dr. C. GOLDBELL RACHEL**

Designation : Assistant Professor & Head,
Department of B. Com with Business Analytics

Brief about Expert/Speaker: Assistant Professor & Head,
Department of B. Com with Business Analytics,
Innovation Ambassador
Nirmala College for Women, Coimbatore

Outcomes of the activity: The benefits of this event are that the student will be able

to:

1. Understand the importance of energy conservation and aware others about energy conservation.
2. Analyse a problem from its roots and try out possible ways to conserve energy.
3. Improve their thinking capability and explore various ways of solving a problem by inspecting it in various perspectives.

Key Highlights:

- To understand the importance of energy and become aware of energy conservation and climate change by taking relevant responsibility.
- We should be aware in making the most of the existing energy and preserving the resources.
- Maintaining earth as the fittest environment for survival for present and future generations.

Details of the Participants:

Number of Student Participants: 61

Number of Staff(Teaching) Participants: 04



DEPARTMENT OF COMMERCE WITH PROFESSIONAL
ACCOUNTING
KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
Re-accredited by NAAC with 'A+' Grade (4th Cycle)
G.N.MILLS (Post), COIMBATORE – 641 029.



NINANAIVALAIGAL 2025

ALUMNI MEET 2025 - 26

-REPORT-

PG & Research Department of Commerce and Department of Commerce (PA) of Kongunadu Arts and Science College has organized Alumni Meet in the **on 28.12.2025 at 10 am at Auditorium followed by 2 P.M.** at G-8. Alumnus of the department enthusiastically participated in the meet and shared their joyful feelings in that occasion. **Dr. V. Sangeetha**, Principal welcomed the gathering. **Dr. C. A. Vasuki, Secretary** presided over the function. She said that the alumni have a great kinetic energy which can be strategically tapped by creating network of all alumni. She insisted that alumni can give external support for obtaining truthful feedback on design and scope of courses, to promote entrepreneurship, promote industrial research, training for the students, placement, etc. At G-8, Dr. S. Rajam welcomed the gathering and congratulated them for who they are.

The following matters have been discussed by the alumnus presented on the occasion:

(i) Get-to-gather

All alumni viewed that the alumni meet has served as the best get-to-gather with their classmates, staff members and the college authorities. They shared lot of memories and incidents associated with their journey in Kongunadu Arts and Science College, Coimbatore. They are very happy to see their tutors, batch mates, seniors and juniors friends. This meet have also helped them to know the present personal and job profile of their class mates.

(ii) Career Opportunities

Alumni meet helped to find the job seekers and tell about good career opportunities in the offices of the well settled alumnus. They stressed the need and importance of imparting mock interviews and communication skills for seeking a job. Alumni also expressed their views regarding necessities of quality in students for fulfilling demand of industry. They also advised their junior friends to avail the Pradhan Mandiri Scheme to start-up entrepreneurship. The students freely interacted and availed many guidelines and opportunities from their classmates.

(iii) Contribution to the College

The alumnus shared their views on the curriculum and syllabus of our college. They assured their contribution for designing new curriculum. They showed keen interest in incorporating innovative and emerging commerce and management concepts and update the syllabus of their department.

Some noteworthy alumni are:

1. Sai Krishna- Assistant manager –Deloitte,
2. J. boomikha – Rpm international company,
3. S. Keerthana- HCL,
- 4.M. Ananthi –TCS Analyst,
5. D.Vidyashree- Assistant Professor,
6. Praneeth B- Cognizent, Riya Angeline- Southerland.

All the staff members of Department of Commerce PA offered their felicitations. They specially congratulated the alumni who have well settled in their career and life. **Nearly 46 alumnus of B.Com. PA actively participated in the Alumni meet.** Alumnus signed in the information sheet, attendance sheet and gave their valuable feedback. **Dr. B. Divya Priya, Associate Professor, Dr. P. Geetha and Dr. M. Jeshi, Assistant Professors** congratulated the achievements of alumnus in their career and advised them to visit the college often and to motivate the present students in developing their career-oriented skills and knowledge. Faculty members also thanked the students, for the love and affection showed to the call from the

alumni association was remarkable and made the day with full of love, affection, and gratitude filled different colors.

Dr.M.Revathy Bala, Dr. R. Murugesan, Dr.C.Goldbell Rachel, former Assistant Professors are also attend the alumni meet and gave valuable information to the alumni.

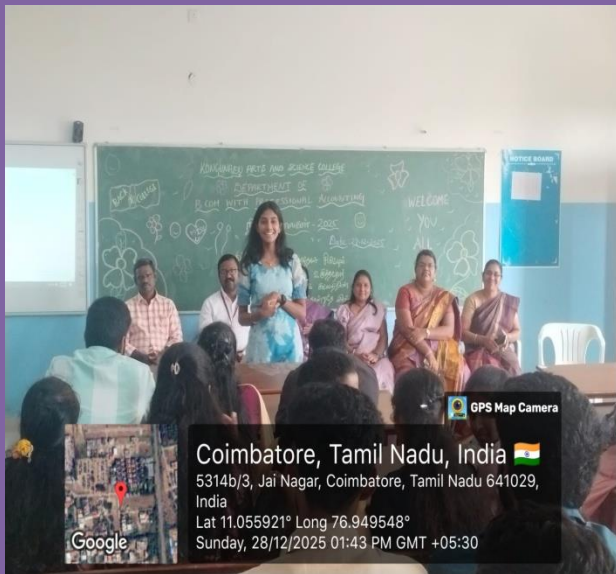
Dr. K. S. Mohanavignesh and Dr.K.Myilsamy, congratulated and participated in the alumni meet. Lastly, the meeting was concluded by vote of thanks by **Dr. P. Geetha, Assistant Professor**. The meet was ended successfully by 4 P.M.

No of alumni	46
No of former Assistant Professors	03

SNAP SHOT



*Department of Commerce with Professional Accounting Conducted Alumni meet on
28.12.2025*





KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Department of Commerce (PA)

National level seminar on

“Heritage to Horizon: Integrating Classical Wisdom into Contemporary Governance”

Date: 05.01.2026

Time: 10.30 am

Kongunadu Arts and Science College (Autonomous), Coimbatore, Department of Commerce with Professional Accounting organized One Day Seminar titled “Heritage to Horizon: Integrating Classical Wisdom into Contemporary Governance” on 5th January 2026.

The seminar aimed to bridge traditional knowledge systems with modern governance and commerce practices. The programme featured two eminent resource persons: Mr. B. Gayathrinathan, Director and Founder of 1Corporate Guru, and Dr. A. K. Nalina, Assistant Professor of English, Sri Krishna Arts and Science College (Autonomous), Coimbatore.



The first session was handled by Dr. A. K. Nalina, who delivered an insightful talk on “Traditional Wisdom and Intellectual Property Rights – A Commerce Perspective.” She highlighted the relevance of traditional knowledge in the contemporary intellectual property framework and emphasized the need to protect indigenous wisdom within modern commercial practices.



The second session was addressed by Mr. B. Gayathrinathan on the topic “Timeless Wisdom for Modern Governance: Kautilya’s Arthashastra.” He elaborated on the principles of governance, leadership, ethics, and economic administration outlined in the Arthashastra and explained their applicability to present-day corporate and governance systems.

The seminar was informative and thought-provoking, enabling students to understand the significance of integrating classical wisdom with modern governance and commerce. The programme concluded with an interactive session and vote of thanks.

Number of Beneficiaries: Faculty: 07, Research Scholars: 02 and Students: 154





**KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
Department of Commerce (PA)**

Guest Lecture
on

'CAREER ENHANCEMENT PROGRAM'

Date: 08.01.2026

Time:10.30 am

The Department of Commerce (PA) organized a Guest Lecture on “**Career Enhancement Program**” on **08/01/2026** at **10.30 a.m.** The program was conducted with the objective of creating awareness among students about skill development, career opportunities, and recent industry-oriented initiatives.

The distinguished chief guests for the session were **Mrs. Rekha Suresh**, Centre Head, and **Mr. Selvaraj Natarajan**, Project Coordinator, **Federal Academy**, Coimbatore, a Corporate Social Responsibility (CSR) initiative of Federal Bank.

Mrs. Rekha Suresh addressed the gathering and elaborated on the CSR initiatives of Federal Bank, which are dedicated to providing skill training and livelihood generation opportunities for economically backward youth and women. She highlighted the role of **SB Global**, the implementing partner, in ensuring that deserving trainees receive industry-relevant skills and practical exposure, thereby enhancing their employability.



Mr. Selvaraj Natarajan explained in detail about the **Federal Skill Academy**, an institution functioning under the bank’s CSR initiatives. He emphasized that the academy focuses on imparting essential skills to students from economically disadvantaged sections of society and supports them with placement opportunities. He also provided valuable insights



Skill

into the recent **modifications in tax rules related to perquisites and allowances**, which helped



students gain awareness of practical taxation aspects relevant to their careers. The session was highly informative and interactive, enabling students to understand career pathways, skill requirements, and employment prospects in the current job market. The program concluded with a vote of thanks, expressing gratitude to the resource persons for their valuable guidance and support. 65 B.Com PA students benefited out the Guest lecture programme.



KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
Department of Commerce (PA)

Guest Lecture on
“Hands-on Training on Equity and Commodity Derivatives”

Date: 19.01.2026

Time: 10.30 am

The **Department of Commerce with Professional Accounting** organized a guest lecture on **“Hands-on Training on Equity and Commodity Derivatives”** with the objective of enhancing students’ practical understanding of the financial derivatives market.



The session was conducted by **Dr. K. Hemalatha**, a **SEBI and NSE Empanelled Trainer**, who served as the **Resource Person** for the programme. Dr. Hemalatha brought extensive industry and academic experience, which greatly enriched the learning experience of the participants.

During the lecture, the resource person provided comprehensive insights into the fundamentals of **equity and commodity derivatives**, including futures and options. Emphasis was laid on practical applications, market mechanisms, trading strategies, and risk management techniques. The session also included hands-on exposure to real-time market scenarios, enabling students to bridge the gap between theoretical concepts and practical implementation.

The lecture was interactive, with students actively participating in discussions and seeking clarifications on contemporary trends in the derivatives market. Dr. Hemalatha addressed their queries with clarity, making complex concepts accessible and relevant.

The programme was highly informative and beneficial for students, especially those aspiring to build careers in finance, investment analysis, and capital markets. The



guest lecture successfully met its objectives by providing practical knowledge and industry-oriented exposure.

The Department of Commerce with Professional Accounting extends its sincere gratitude to **Dr. K. Hemalatha** for sharing her expertise and making the session a valuable learning experience.

Number of Beneficiaries: Faculty: 07, Research Scholars: 02 and Students: 154



**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS),
COIMBATORE**

DEPARTMENT OF COMMERCE WITH PROFESSIONAL ACCOUNTING

One Day Awareness Session

ON

Investment Awareness Programme

(21.01.2026) Time 10 AM

REPORT

The **Department of Commerce Professional Accounting** organized a **one-day Investment Awareness Programme** for students with the objective of enhancing their knowledge about investment and savings on 21-01-2026. The programme was by **Dr. S. Subramaniyam**, *Academic Advisor*, served as the **Chief Guest** for the event. The began with a **welcome address** and warmly welcomed the Chief Guest and the participants.



graced who session

Following the welcome address, the **Chief**

Guest

delivered an insightful lecture focusing on the **importance of investment and savings in the future financial scenario**. He elaborated on various **investment patterns**, discussed the **current saving schemes**, and highlighted the need for **financial planning** in today's dynamic economic environment. The session provided valuable insights into making informed financial decisions.



The students **actively listened and interacted enthusiastically** during the programme by raising questions and participating in discussions, which made the session highly engaging and informative.

The programme concluded with a **vote of thanks** to expressing gratitude to the Chief Guest, organizers, and participants.



Nearly **200 students actively participated** in the event, making the programme a great success.

Gounder Mills, Tamil Nadu, India
11/63, Mattupalayam Rd, Ganesh Nagar, Gounder Mills, Tamil Nadu
641026, India
Lat: 11.059477° Long 76.94467°
Wednesday, 21/01/2026 10:46 AM GMT +05:30



KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Department of Commerce with Professional Accounting

Organises Seminar

On

“From Campus to Corporate: Professional Journeys

Date: 22.01.2026

Venue: G - 8

Report

The **Department of Commerce with Professional Accounting** successfully organized a seminar titled “**From Campus to Corporate: Professional Journeys**” with the objective of bridging the gap between academic learning and corporate expectations. The seminar aimed to provide students with practical insights into career development, professional challenges, and opportunities in the corporate world.

The **resource person, Dr. B. Janani**, an accomplished professional and academician, delivered an insightful and motivating session. Dr. Janani shared her professional journey, highlighting the importance of continuous learning, adaptability, and skill development in today’s competitive corporate environment. She emphasized how students can effectively transition from campus life to corporate culture by cultivating professional ethics, communication skills, and a proactive mindset.

During the session, Dr. Janani discussed key aspects such as career planning, handling workplace challenges, leadership qualities, and the significance of professional certifications in commerce and accounting. Real-life examples and experiences shared by the speaker made the session highly engaging and relatable for the students.

The seminar also included an interactive session where students actively participated by asking questions related to career choices, corporate expectations, and work-life balance. Dr. Janani patiently addressed all queries and encouraged students to stay focused on their goals while being open to learning from every experience.

Overall, the seminar was highly informative and inspiring. It provided valuable guidance to students in shaping their professional careers and preparing themselves for the corporate world. The Department of Commerce with Professional Accounting expressed its gratitude to Dr. B. Janani for her valuable time and thought-provoking session, which greatly benefited the students. Totally 4 staff members and 56 students are benefited



**KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
Coimbatore – 641029.**

Department of Commerce (PA)

**Extension Programme on
“Awareness Program on Sukanya Samriddhi Yojana to the General Public”**

Date:23.01.2026,

Time: 11.00a.m

Department of Commerce PA organized an extension activity for the general public on the Sukanya Samriddhi scheme on 23.01.2026 at Vallukkuparai. The program was conducted with the objectives of creating financial awareness . totally 63 publics are benefited from this activity

