KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with A+ Grade - 4th cycle

College of Excellence – UGC

Coimbatore - 641 029, Tamil Nadu, India

DEPARTMENT OF B.COM(BUSINESSANALYTICS)

REPORT

Type of the Activity	Extension activities for local entrepreneurs
Title of the Programme	Technology-Enable Business support programme
Date	20.01.2026
Time	1.30 PM TO 3.30 PM
Venue of the Programme	GN Mills,Kavundampalayam, Coimbatore.
Objectives of the Programme	To provide practical exposure to students To create awareness among the community To apply business analytics concepts in real situations

Description:

The Department of B. Com (Business Analytics) organized an extension activity on Technology-Enable Business support programme at GN Mills, Kavundampalayam, Coimbatore. The activity aimed to support local traders (Vinayaga grocery shop & Aaha Fancy store) by creating awareness on digital tools, business practices. Data usage. Faculty members guided the students, and students actively interacted with beneficiaries, identified basic issues, and suggested simple solutions.

Outcome of the Programme	Enhanced practical knowledge of students Improved awareness among beneficiaries Development of communication and analytical skills
Number of Beneficiaries (Both Students and Faculty)	15

Dr. V. REGHA.M.Com.,M.Phil.,PGDCA.,Ph.D.
Assistant Professor & Head (i/c)
Department of B.Com(BA)
Kongunadu Arts and Science College
Coimbatore - 641029

Signature of the HoD

(With Seal)