



Kongunadu Arts and Science College (Autonomous),
Coimbatore – 29.

KASC - Institution Innovation Council (IIC)
&
Department of Commerce (PG) and Commerce with
Professional Accounting



MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education, India)

National level Webinar on Entrepreneurial Pathfinder

-Report-

KASC - Institution Innovation Council and Department of Commerce (PG) and Commerce with Professional Accounting jointly organized National Webinar on 'Entrepreneurial Pathfinder' from 16th November 2021 to 20th November 2021. The main objective of the webinar is to prepare the students to choose over their own entrepreneurial path and also to encourage entrepreneurial mindset of students. Five session was arranged through this webinar covering: (i) Entrepreneurship – An Overview; (ii) Entrepreneurial Opportunities; (iii) Dynamics and traits of Entrepreneurship; (iv) From Passion to Business: Passionate Entrepreneurship; (v) Governmental Schemes for Entrepreneurs.

On *Day 1 - 16.11.2021*, Ms. Shanmathi Karthik, Founder – Wittywise, was the resource person. She began the session by a question to the students – 'Are Entrepreneurs born or do they become Entrepreneurs by training? She quoted the success entrepreneurs such as Steve Jobs and Bill Gates, who were not born entrepreneurs, trained to be entrepreneurs ('born with it!'). She figured the necessary qualities needed – self-confidence, perseverance, and curiosity and ability to accept feedback (positive and negative) from others to become successful entrepreneurs. 'Entrepreneurs always search for change, respond to change and seize on the change as an opportunity for their survival and growth' she added.

Dr. M. Revathi Bala, Associate Professor and Head, Department of Commerce (PG) and Commerce with Professional Accounting, welcomed the gathering. Dr. B. Divya Priya, Program Convenor and Associate Professor of Commerce introduced the resource person. Dr. M. Lekshmanaswamy, Principal, delivered presidential address. Dr. T. Jayakumar, Dean – School of Commerce and Management Studies, introduced the theme of the webinar. Dr. S. Rajam, Associate Professor, gave the vote of thanks.

On *Day 2 – 17.11.2021*, Mr. Naveen Manickam, CEO, Krishna Advertisements, Coimbatore, was the resource person. He highlighted various opportunities available in various sectors, manufacturing, transportation, food industry, hotel and catering services, hospitality, education, tourism, agriculture and other allied sector. to start-up a business. He stressed over on great ideas which is present everywhere. Students, as a budding entrepreneur should have the right mindset and skillset to analyse the trend in the business environment. Dr. M. Revathi Bala, Associate Professor and Head, Department of Commerce (PG) and Commerce with Professional Accounting, welcomed and introduced the resource person. Dr. K. S. Mohanavignesh, Associate Professor, gave the vote of thanks.

On *Day 3 – 18.11.2021*, Ms. Priya Thahir, Founder – Priya'rity, Coimbatore, was the chief guest and she spoke on dynamics and traits of entrepreneurship. She emphasized the need for vision, dream and passion for achieving the entrepreneurial goals (SMART goals) and strong will-power to stand firm in the business by quoting few examples that started from small and grow it big. Dr. C. Goldbell Rachel, Assistant Professor welcomed and introduced the resource person. Mrs. P. Geetha, Assistant Professor, gave the vote of thanks.

On *Day 4 – 19.11.2021*, Ms. Deepa SriGowtham, Founder – First Smile Photography, Erode, narrated how her passion towards photography turned into a successful venture. She highlighted importance of developing a business plan consisting list of products and services, sales and marketing strategy, management team and financial plan. The most important aspect of business was to identify the right person with right skill for survival of any business; also, by developing the network will open the door for many more and new opportunities, she added. Mr. K. Myilswamy, Assistant Professor welcomed and introduced the resource person. Dr. M. Usharani, Assistant Professor, gave the vote of thanks.

On *Day 5 – 20.11.2021*, Ms. M. Praveena, Founder and CEO, Pratvi Natural Products, Coimbatore, spoke on the various schemes offered by the Government to promote entrepreneurship – MUDRA Scheme, Indian Aspiration Fund and Seed Fund. She emphasized on the financial assistance granted for newly set-up enterprise under Prime Minister's Employment Generation Programme (PMEGP) and the New Entrepreneur cum Enterprise Development Scheme (NEEDS). She gave tips to the emerging entrepreneur to overcome the hurdles in the business and also she cleared all the doubts and clarifications raised by the students towards entrepreneurship. Dr. R. Murugesan, Associate Professor, welcomed and introduced the resource person. Mrs. M. Jeshi, Assistant Professor, gave the vote of thanks.

Totally **89 (23 faculty members and 66 students) number** from Kongunadu Arts and Science College, Bannari Amman Institute of Technology, Sankara College of Science and Commerce, VET College of Arts and Science, VJSMS INSTITUTE OF PHARMACY FOR WOMEN, Vivekananda College, Tiruvedakam West, Madurai, Bharathiar University, Bharathidasn College of Arts and Science, Erode, Dr. Ambedkar Govt. Arts College Vyasarpadi Chennai, J.N.N ARTS AND SCIENCE WOMEN'S COLLEGE, Tiruvallur, Kalasalingham

Academy of Research and Education, Pioneer College of Arts and Science, Rathinam College of Arts and Science, Coimbatore, actively participated and benefitted out of this webinar. E-certificates were distributed for the active participants.

Participant particulars:

Participants Details		Nos.
Registered		576
Day 1 – Present (16.11.2021 Time: 11.15 am to 12.15 pm)		98
Day 2 – Present (17.11.2021 Time: 12.30 pm to 1.30 pm)		89
Day 3 – Present (18.11.2021 Time: 12.30 pm to 1.30 pm)		89
Day 4 – Present (19.11.2021 Time: 12.30 pm to 1.30 pm)		89
Day 5 – Present (20.11.2021 Time: 12.30 pm to 1.30 pm)		89

Google Meet Link: <https://meet.google.com/nof-ejpp-mre>

YouTube Link: <https://www.youtube.com/watch?v=qsatGaTqbhE>

<https://www.youtube.com/watch?v=5MkZlvjxuxk&t=2634s>

<https://www.youtube.com/watch?v=bLcqgsS775g>



**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
COIMBATORE-641029**

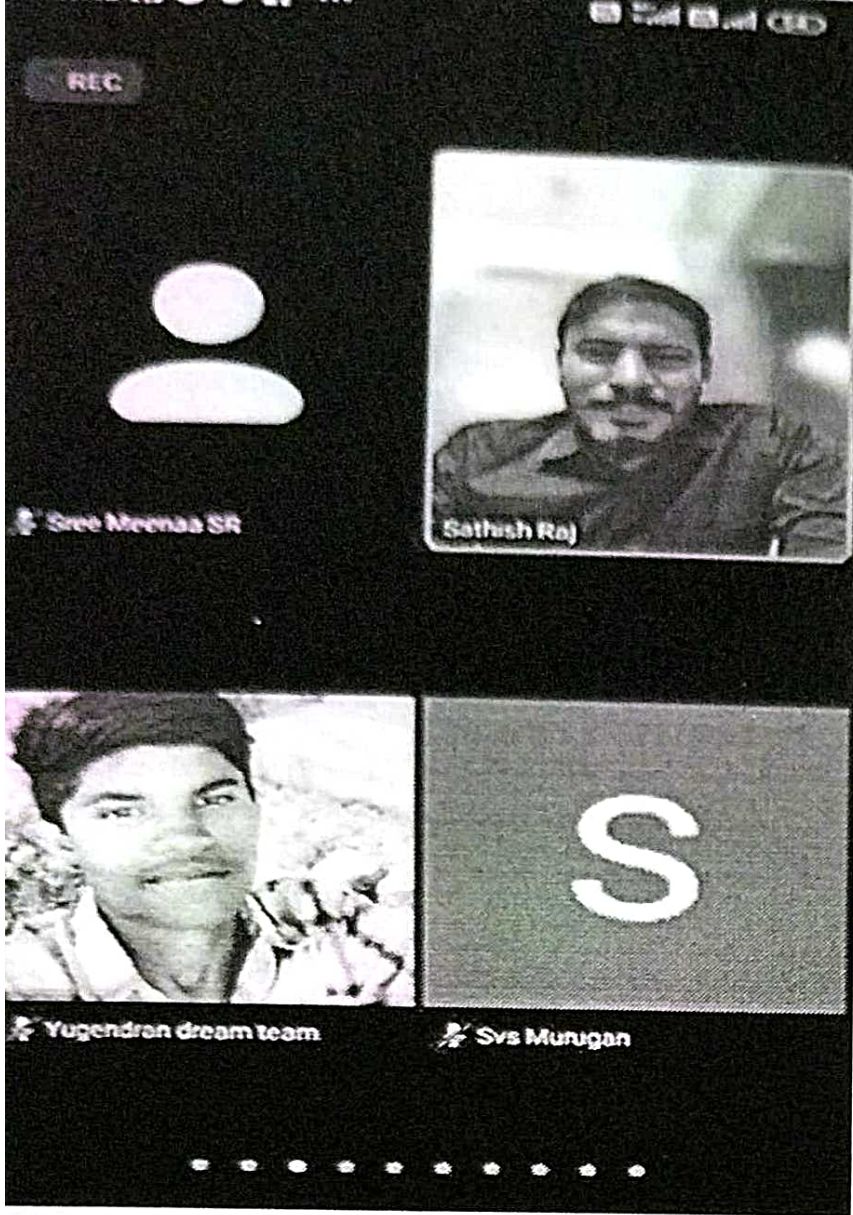
**DEPARTMENT OF COMMERCE (PG & RESEARCH) AND
COMMERCE (PA)**

EVENT REPORT

NATIONAL WEBINAR on GOAL SETTING AND LEADERSHIP

The National-level webinar was organized by Department of Commerce (PG & RESEARCH) and Commerce (PA) on 06.09.2021 by 3.00 pm. The webinar has been conducted under the title "National Webinar on Goal Setting and Leadership". The resource person of this webinar was Mr. R. Sathish Raj, CEO, E-Crusaders, Chennai. He has delivered the key note address. The address has been relevant to the title and up to the point. He has highlighted the significance of having a goal by giving a lot of demonstrations. He has inspired the students to set higher goals and also to conquer them despite unfavorable conditions. His talks has revolved mostly about the leadership. The explanation included who should be a leader, the capabilities of a leader, the importance of right choice, the actual role and participation of a leader with respect to all the fields. The speech has undoubtedly been the need of the hour for the students. It has been an important turn point and the useful employment of time. A goal is very essential and the only aspect that keeps reminding that one is alive. It gives a purpose to be alive and all these have been discussed by the chief guest.

The rest of the program included Presidential Address, Welcome Address and Vote of Thanks. The Presidential Address was delivered by honorable Principal Dr. M. Lekeshmanaswamy, Kongunadu Arts and Science College. The participants were greeted with warm Welcome Note by Dr. C. Goldbell Rachel, Assistant Professor, Department of Commerce (PG & Research) and Commerce(PA). It is important to mention the role of Dr. M. Usharani, Assistant Professor, Department of Commerce (PG & Research) and Commerce (PA) who has done necessary arrangements in organizing the webinar. The program ended with a hearty Vote of Thanks given by Dr. S. Rajam, Associate Professor, Department of Commerce(PG & Research) and Commerce(PA) who is the Convener of the webinar.



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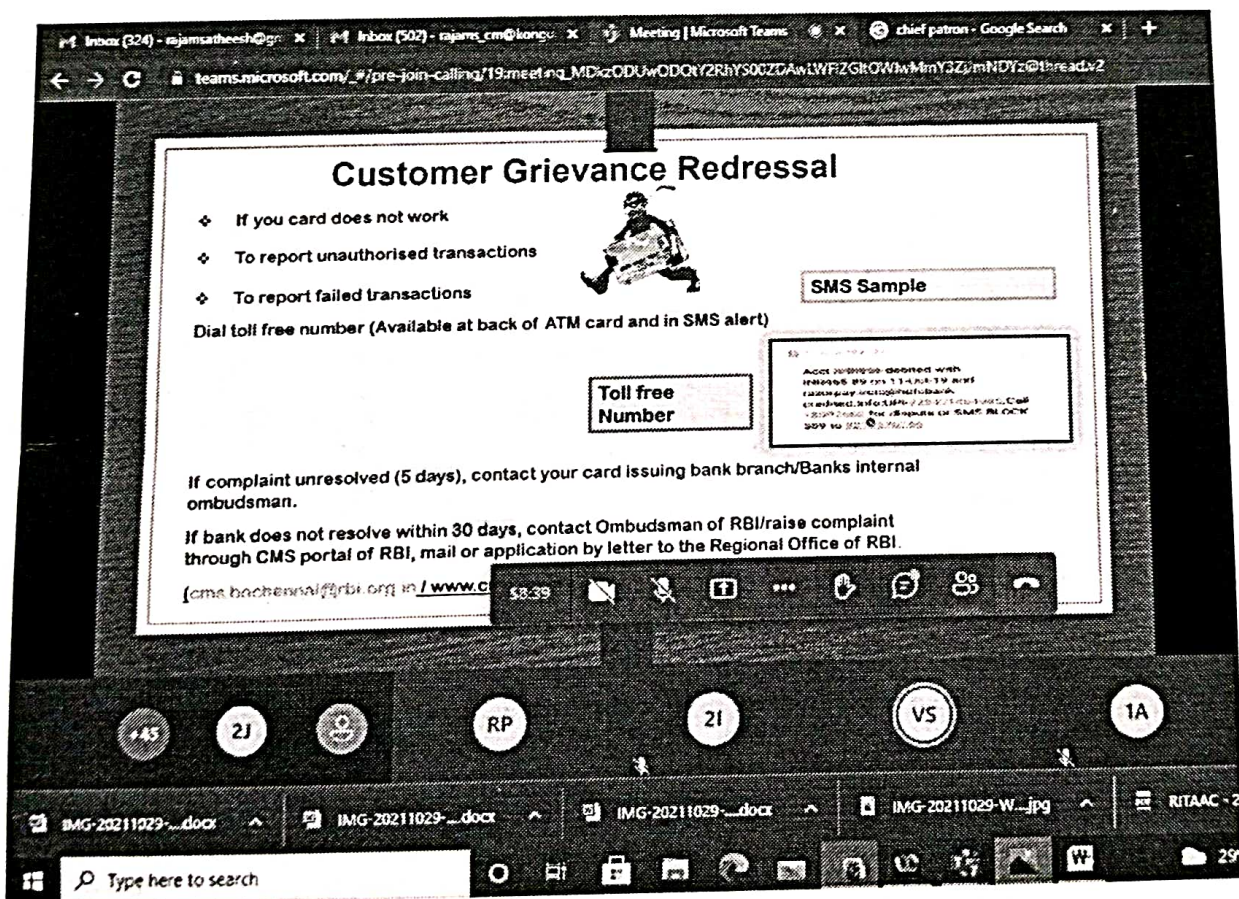
DEPARTMENT OF COMMERCE (PG & RESEARCH) AND COMMERCE (PA)

EVENT REPORT

NATIONAL WEBINAR ON EFFECTIVENESS OF E- BANKING

The National-level webinar was organized by Department of Commerce (PG & RESEARCH) and Commerce (PA) on 29.10.2021 by 3.00 pm. The webinar has been conducted under the title "National Webinar on Effectiveness of E-Banking". The event had two resource persons: Shri. VinodRajkumar, Manager, Department of Payment and Settlements systems, RBI Chennai and ShriRaghavanandham, Manager, Department of Payment and Settlements Systems, RBI Chennai. The keynote address were relevant and up to the point. It had lot of details credible top the students. During corona pandemic when the direct transactions and banking has nbeen made impossible the only hope was internet and e- banking. Hence the webinar highlighted its effectiveness and significance. The participants has got a precise idea on the E- Banking, cheque clearing, electronic clearing system, free ATM transaction, point of sale, fund transfer, Customer grievances readdressal. The ideas on phishing and pharming were also given. The address given by the chief patrons has exposed students to number of available internet banking services, the ways of accessing them effectively and more other useful facts. The question and answer session has provided clearness to all the doubts.

The Presidential Address was delivered by honorable Principal Dr. M. Lekeshmanaswamy, Kongunadu Arts and Science College. The participants were greeted with warm Welcome Note by Dr. M. RevathiBala, Associate Professor and Head, Department of Commerce (PG & Research) and Commerce(PA). The chief guest was introduced by the convener of the event Dr. C. Goldbell Rachel, Assistant Professor, Department of Commerce (PG & Research) and Commerce (PA). The program ended with a hearty Vote of Thanks given by Dr. S. Rajam, Associate Professor, Department of Commerce(PG & Research) and Commerce(PA).



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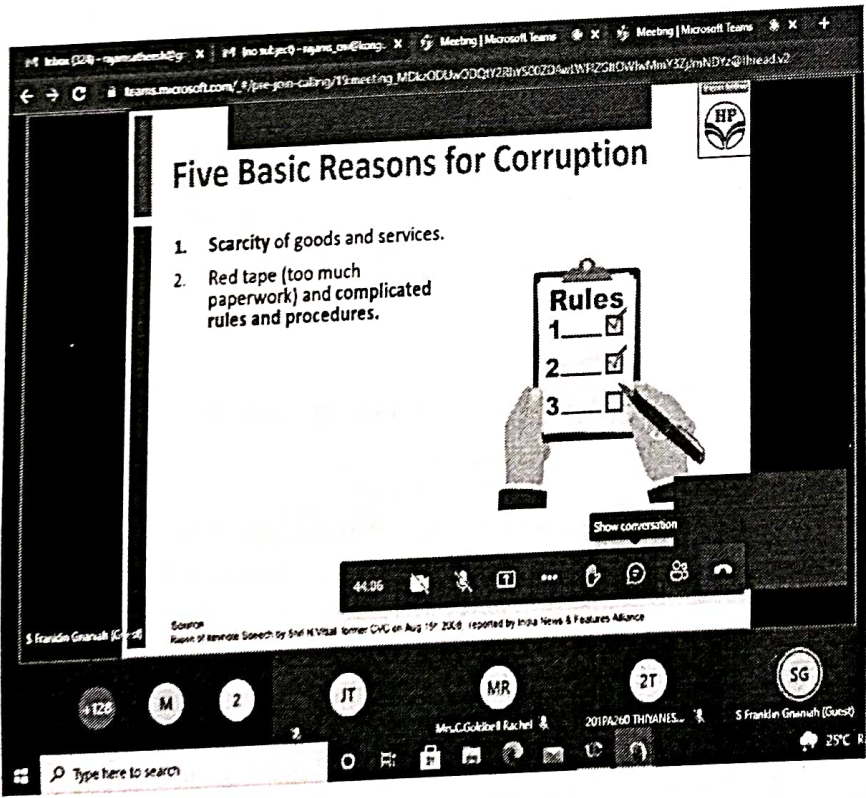
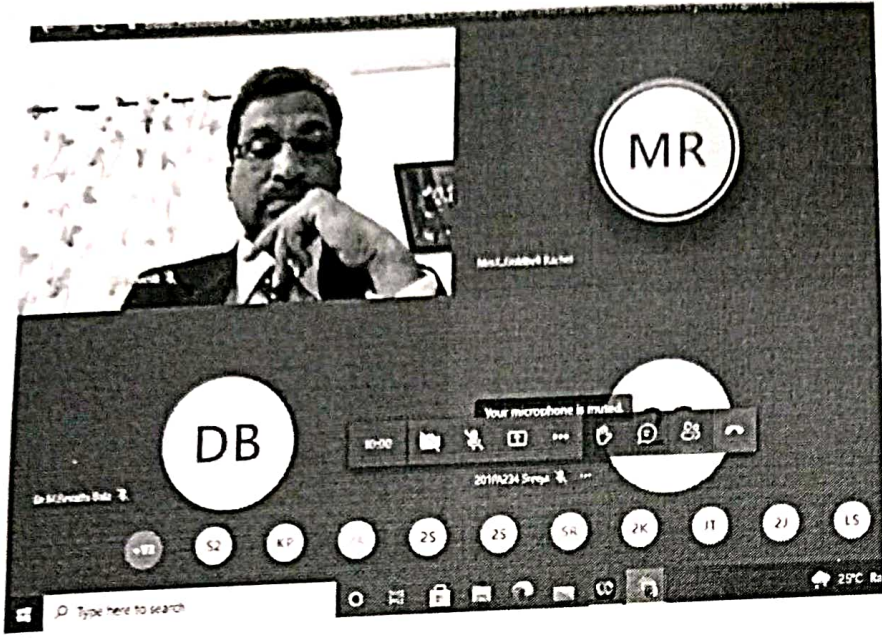
DEPARTMENT OF COMMERCE (PG & RESEARCH) AND COMMERCE (PA)

EVENT REPORT

**NATIONAL WEBINAR ON INDEPENDENT INDIA @ 75: SELF RELIANCE WITH
INTEGRITY**

The National-level webinar was organized by Department of Commerce (PG & RESEARCH) and Commerce (PA) on 01.11.2021 by 3.00 pm. The webinar has been conducted under the title "National Webinar on Independent India @ 75: Self Reliance with Integrity". The same was the theme of Vigilance week in India and hence the title was chosen thus. The resource person of this webinar was Mr. S. Franklin Gnaniyah, DGM Vigilance, HPCL. His keynote address has been sharp and covered so much to the title. His presentation has been interactive securing activeness of the participants. He has presented his views clearly in such a manner that was devoid of difficulties in understanding. He has made LPG gas and customer awareness as the main part of discussion. He has begun by stating the definition of corruption as written in the World Bank, "Corruption is the use of public office for private profit". He has asserted self-reliance as people's need to avoid conformity. He has ended his speech with a video clip on self-reliance. The key note address was something catchy, different and absolutely credible to the students in all respects.

The rest of the program included Presidential Address, Welcome Address and Vote of Thanks. The Presidential Address was delivered by honorable Principal Dr. M. Lekshmanaswamy, Kongunadu Arts and Science College. The participants were greeted with warm Welcome Note by Dr. M. Revathi Bala, Associate Professor and Head, Department of Commerce (PG & Research) and Commerce (PA). The chief guest was introduced by Mrs. P. Geetha, Assistant Professor, Department of Commerce (PG & Research) and Commerce (PA). It is important to mention the role of Dr. C. Goldbell Rachel, Assistant Professor, Department of Commerce (PG & Research) and Commerce (PA) who has done necessary arrangements in organizing the webinar. At the end of the keynote address, there was a special address of appreciation by Dr. T. Jeyakumar, Dean, School of Commerce, Kongunadu Arts and Science College, Coimbatore. The program ended with a hearty Vote of Thanks given by Dr. S. Rajam, Associate Professor, Department of Commerce (PG & Research) and Commerce (PA) who is the Convener of the webinar.



Kongunadu Arts and Science College (Autonomous)

Department of Commerce PG & PA

National and International Webinars

S.No	Date	Programme	Convenor	Beneficiaries
1	03/07/2020	International Webinar on "Taking India Global: Self Reliant India, New India - Be Vocal! To local!!	Dr.M.Revathibala	2503
2	09/10/2020	International Webinar on "APPLICATION OF RESEARCH TOOLS IN SOCIAL SCIENCES"	Dr.S.Rajam	200
3	09/10/2020	International Webinar on "Business Resilience Strategies on Post COVID - 19"	Dr.B.Divya Priya	342
4	15/10/2020	National Webinar on "I AM THE CHANGE"	Dr.C.Goldbell Rachel	240
5	31/10/2020	National Webinar on "VIGILANT INDIA-PROSPEROUS INDIA"	Dr.C.Goldbell Rachel	283
6	27/01/2021	National Webinar on "Fostering Innovation and Entrepreneurship"	Dr.B.Divya Priya	242
7	06/02/2021	International webinar on "Impact of Digital Transformation and its Innovations in Business opportunities"	Dr.K.Mohana Vignesh	500
8	01/03/2021	Webinar on "Art of Publishing Articles in Research Journals"	Dr.M.Revathibala	41

Awareness and Induction programmes

S.No	Date	Programme	Convenor	Beneficiaries
1	02/11/2020	Motivational Programme for Professional Course Aspirants	Dr.M.Revathibala	132
2	22/09/2020	NDLI AWARENESS PROGRAMME	Dr.C.Goldbell Rachel	140
3	07/10/2020	Awareness Programme on "Towards Successful Ladder"	Mrs. P.Geetha	71
4	18/09/2020	STUDENTS INDUCTION PROGRAMME	Dr.M.Revathibala	102
5	11/01/2021	VIRTUAL QUIZ ON ECONOMICS	Dr.C.Goldbell Rachel	90
6	12/01/2021	"INVESTORS AWARENESS PROGRAMME"	Mr.K.Myilswamy	77
7	19/01/2021	Orientation Programme "Role of MSME on youth skill development"	Dr.M.Revathi Bala	66
8	01/02/2021	Highlights of Union Budget	Dr.M.Usharani	120

Revathi
31/3/2021
Dr. M. REVATHI BALA
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