



KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
Re-Accredited by NAAC with 'A+' Grade(4th Cycle)
College of Excellence(UGC)
Coimbatore - 641029



DEPARTMENT OF COMMERCE WITH INFORMATION TECHNOLOGY

Name of the Programme : Workshop
Topic : Bridging the Gap: Tuning strategies into Execution
Resource Person : Mr.F.DuraiRaj, Founder, STELCIS Engineering, Coimbatore
Date : 04.03.2026
Venue : E-17 Smart Class Room
No. of Beneficiaries : 55

The Kongunadu Arts and Science College, Department of B.Com Information Technology, has organized a workshop on “**Bridging the Gap: Tuning strategies into Execution**” on **04.03.2026** for BCom IT students. The chief guest was **Mr.F.DuraiRaj, Founder, STELCIS Engineering, Coimbatore**. The programme started with a prayer song by II BCom IT girls. Head of the Department, Dr.A.Revathy has given welcome address and a memento to the chief guest.

The session focused on the critical transition from theoretical planning to practical implementation, a challenge commonly faced by students and professionals alike. Mr. Durairaj began by explaining that strategy is the “*what and why*”, while execution is the “*how and when*.” He emphasized that even the best strategies fail without proper execution. The speaker outlined several reasons why strategies often fail during execution like Lack of clarity in goals, Poor communication within teams, Inadequate resource allocation, Absence of accountability, Fear of failure and procrastination etc. He stressed that discipline, consistency, and focus are essential for successful execution. He noted that organizations value individuals who can deliver results, not just ideas.

Mr. Durairaj shared a simple yet effective frameworks like **Define clear objectives** – Set measurable and realistic goals, **Break down tasks** – Divide large plans into manageable steps, **Assign responsibilities** – Ensure accountability, **Track progress** – Use regular monitoring and feedback, **Adapt and improve** – Be flexible to changes. Since the audience consisted of B.Com IT students, he highlighted how digital tools and IT systems help in Project

tracking, Data-driven decision making, Automation of repetitive tasks and Improving efficiency and accuracy. The session included an interactive Question & Answer segment where students asked questions related to career growth, handling workplace challenges, and improving productivity. Mr. Durairaj provided practical and motivating answers.

Outcome of the Programme

- Helped students understand the difference between strategy formulation and execution
- Highlighted real-world challenges in implementing plans
- Provided actionable techniques to improve execution skills
- Prepared students for corporate expectations and practical work environments

INVITATION:

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A WORKSHOP ON
“ BRIDGING THE GAP: TUNNING STRATEGIES IN TO EXECUTION”

Chief Guest
Mr.Mr.F.DuraiRaj
Founder, STELCIS Engineering,
Coimbatore

4th April 2026 **09:00 AM** **E-17 Smart Class Room**

Patron
Dr.V.Sangeetha
Principal

Chief Patron
Dr.C.A.Vasuki
Secretary & Director

Dr.T.Kumar
Coordinator
Academic Affairs SF

Organizing Secretary
Dr.R.Maharajothi Priya
Department of Commerce IT

Dr.A.Revathy
Assistant Professor & Head i/c

Mrs.M.Princess Monica Victoria,,
Assistant Professor

Dr.R.Suresh
Assistant Professor

ALL are Cordially Invited

GEO- TAGGED PHOTO :



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Assistant Professor And Head
Department of Commerce with Information Technology,
Kongunadu Arts And Science College,
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