



**Kongunadu Arts and Science College (Autonomous)**

**Re-accredited by NAAC with A<sup>+</sup> Grade 4<sup>th</sup> Cycle)**

**College of Excellence(UGC)**

**52nd Rank among Colleges in NIRF 2024,**

**Coimbatore - 641 029.**



***-Report-***

**Department of Commerce with Information Technology and KASC -NDLI CLUB** jointly organised a programme on “**CHALLENGES AND OPPORTUNITIES IN INDUSTRY AND COMMERCE**” on **28.01.2025 at 10.00am, in Digital Media Centre, LIBRARY and Information Centre. MR. KRISHNANAND, MENTOR AND TRAINER, HITEC EQUIPMENTS AND EXPORTS, COIMBATORE** was the Chief Guest of the programme. The program was started with a welcome speech by **Ms. Darsana** , II B.Com IT , Department of Commerce with Information Technology.

**Dr. R Senthil Kumar**, Head President – NDLI Club and Librarian presided the program and **Dr. B. Divya Priya**, Associate Professor and Head, Department of Commerce with Information Technology felicitated the gathering. The session is opened to **MR. KRISHNANAND, MENTOR AND TRAINER, HITEC EQUIPMENTS AND EXPORTS, COIMBATORE** by a short introduction to the chief guest by **MS.SIJAL III B.COM IT..**

Our resource person, **MR. KRISHNANAND** explained about **CHALLENGES AND OPPORTUNITIES IN INDUSTRY AND COMMERCE**. He quoted few examples and highlighted various qualities, special qualities and strategies to master the export skills. He asked the students to accept the challenges in business ; think big, act boldly and drive out the fear of failures. He interacted with the students and cleared all the queries raised by the

students. He concluded the session by words ‘when big is believed to be bad, small thinking rules the day and big never sees the light of it’.

**Ms.DHANUSIA ,III B.COM IT** , proposed vote of thanks and co-ordinated all the activities of the program. Around 103 students got benefited out of this program.





