

ST.MARY'S COLLEGE(AUTONOMOUS),THOOTHUKUDI



RE-ACCREDITED WITH A+ GRADE BY NAAC (4TH CYCLE)



DEPARTMENT OF COMMERCE (SSC) - NEWSLETTER (2020 - 2021)

MESSAGE FROM THE HEAD OF THE DEPARTMENT

Dear Students, Faculty, and Well-Wishers,

It is with great pleasure and pride I present to you the latest edition of the Department of Commerce newsletter at St. Mary's College, Thoothukudi. As we continue to strive for academic excellence, innovation, and holistic development, this platform allows us to celebrate the accomplishments of our students and faculty, showcase our initiatives, and reflect on the path ahead.

The past semester has been a remarkable journey filled with enriching academic endeavors, extracurricular achievements, and industry collaborations. From insightful guest lectures and workshops to stellar performances in academic competitions, our students have demonstrated exemplary commitment and drive. I commend their efforts and resilience in adapting to the ever-changing demands of the academic and corporate world.

This academic year, our department introduced new initiatives, new certificate courses in digital marketing and entrepreneurship, which have received an enthusiastic response from students. We also hosted several events under the banner of our Commerce Association, fostering a culture of experiential learning and teamwork.

I am proud to announce that our faculty members have continued to excel in their fields through impactful research publications, participation in national and international conferences, and contributions as resource persons. Their dedication to shaping the next generation of commerce professionals is truly commendable.

Looking ahead, our department is committed to furthering its mission of nurturing globally competent and socially responsible individuals. Thank you for your unwavering support. Let us continue to inspire and empower each other in the journey of learning and growth.

With best wishes,

Ms. P. Maria Sahaya Rossiyana
Coordinator & Assistant Professor
Department of Commerce (SSC)
St. Mary's College, Thoothukudi

EDITORIAL TEAM

Ms. P. Maria Sahaya Rossiyana

Coordinator & Assistant Professor
Department of Commerce (SSC)

Dr. T. Priyanka

Assistant Professor of Commerce (SSC)

Dr. B. Geetha Maheswari

Assistant Professor of Commerce (SSC)

Ms. D. Saranya

Assistant Professor of Commerce (SSC)

Ms. S. Lyrics Miruna

Assistant Professor of Commerce (SSC)

Dr. R. Jenifer Trina

Assistant Professor of Commerce (SSC)

Ms. Dhanam Jeyaseeli Mary

Assistant Professor of Commerce (SSC)

Ms. Meena Pattu Revathi

Assistant Professor of Commerce (SSC)

Ms. Sneha John

Assistant Professor of Commerce (SSC)

Dr. J. Angel Beulah Gracelin

Assistant Professor of Commerce (SSC)

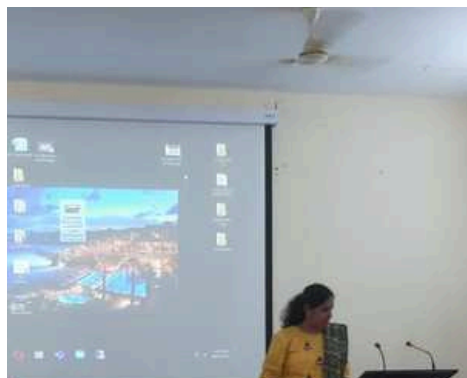
Ms. Tiny Jose

Assistant Professor of Commerce (SSC)

Dr. Anne Devotta

Assistant Professor of Commerce (SSC)

ACTIVITIES OF THE ASSOCIATION



This semester witnessed a series of engaging events under the Commerce Association, including a thought-provoking session on the "Necessity of Entrepreneur Development in the Current Scenario," conducted on 30.01.2021 by Dr. S. Leela, and a "Career Orientation" program on 13.10.2020 by Dr. A. J. Excelce. These programs provided valuable insights to our second-year students, motivating them to explore entrepreneurial and career development opportunities.

MENTOR MENTEE SYSTEM

The department prides itself on its mentor-mentee system, where faculty members provide personalized guidance to small groups of students. Each mentor supports 10 to 13 students, conducting weekly sessions to address academic and personal challenges held every Friday from 2:30 p.m. to 4:00 p.m.,

During these sessions, the teacher maintains detailed records of each student's academic performance and personal data. Throughout the semester, students meet with their mentor a total of seven times in the odd semester and seven times in the even semester to ensure consistent support and guidance

ODD	EVEN
10.08.2018	07.12.2018
17.08.2018	17.12.2018
24.08.2018	18.01.2019
07.09.2018	25.01.2019
14.09.2018	11.02.2019
21.09.2018	18.02.2019
05.10.2018	25.02.2019

This initiative has proven instrumental in fostering a supportive learning environment and nurturing holistic development among students.

CERTIFICATE COURSES - II & III YEAR

To further enhance learning, online certificate courses in Accounting Technology, Banking, and TNPSC Coaching were introduced, receiving enthusiastic participation from students across the department.

The III UG students were offered career oriented programs online due to pandemic situation and II UG students were not offered any career oriented programmes during the year.

The programs were offered for a period of 30 hours. The different courses provided were Accounting Technology, Banking and TNPSC.

The number of students who got enrolled and benefitted out of each course were: Accounting Technology - 44, Banking - 30 and TNPSC - 45.





PTA, ALUMNAE MEET

The Parents Teachers Association conducted meetings regularly for all the parents and the students of the department. The meetings were held respectively for the I B. Com A, I B. Com B, I B. Com Corporate Secretaryship on March 2021 followed by II B. Com A, II B. Com B, II B. Com Corporate Secretaryship on February 2021 and for III B. Com A, III B. Com B, III B. Com Corporate Secretaryship on March 2021.

AS RESOURCE PERSONS

NAME	PROGRAMME	ROLE	DATE
Dr. T. Priyanka	St. Mary's College (Autonomous), Thoothukudi	Guest Lecture	16.03.2021
Dr. J. Angel Beulah Gracelin	Department of Commerce, Saveetha Engineering College (Autonomous), Chennai	Guest Lecture	26.10.2021
Dr. B. Geetha Maheswari	Department of Commerce, Holy Cross Home Science College, Thoothukudi	Guest Lecture	07.10.2020
Dr. B. Geetha Maheswari	Department of Commerce, Holy Cross Home Science College, Thoothukudi	Guest Speaker	07.10.2020

PARTICIPATION IN RC/ OC/ SEMINARS/ WS

Faculty members collectively attended over **220 seminars/ webinars**, showcasing their efforts to stay informed about the latest developments in their fields. Over **37 workshops** were attended, reflecting an emphasis on skill-building and technical learning. A total of **54 FDPs** were completed, emphasizing a strong focus on continuous professional development. **3 journal articles** were published during this period. Faculty members actively participated in conferences and training programs to present research and develop specialized skills.

During the year 2020 - 2021, the Research Advisory committee meeting was conducted to review the research scholar's research progress and also to provide feedback on the research proposal and student's continued progress towards their accomplishment. This includes the **First Research Advisory Doctoral Committee Meeting** for Mrs. Machado Sneha John on 13.01.2021 who has been doing research under the guidance of Dr. B. Geetha Maheswari.

AWARDS

Our faculty members continue to make us proud with their remarkable achievements. **Ms. P. Maria Sahaya Rossiyana** received three notable awards recognizing her contributions to teaching and research.

- She was honored with the **"Best Faculty Award 2021"** by the Global Multidisciplinary Research and Academic Foundation.
- **"Best Teacher Award in Teaching"** from the Global Teaching Excellence Awards 2020, both at the national level.
- Additionally, she received the **"Indo Asian-Lucapacioli Distinguished Researcher Award"** internationally from IMRF Projects in association with the UN75 Anniversary.

These awards highlight her dedication and impact in her field on both national and international levels.

While **Dr. B. Geetha Maheswari** received **Best Senior Faculty Award - National Faculty Award 2021-2022** has been awarded by NOVEL RESEARCH ACADEMY, Puducherry, on 19th January 2022, showcasing their dedication to academic and professional excellence.

COMMUNITY DEVELOPMENT PROGRAM (CDP)

Our students demonstrated a strong commitment to community outreach through the Community Development Program (CDP). During their visit to Palayakayal, on 23rd March 2021 The second year UG students of Department of Commerce (SSC) t conducted One Day Employability Skill Development Program an interactive workshops on folk dance, Bharatanatyam, mehndi design, and sports for school children in the adopted village. Rev.Fr. Amalan Parish Priest of Paripoorana Matha church, Palayakayal helped a lot to complete this training programme success fully as a part of our Community Development Programme. This initiative not only imparted valuable skills to the participants but also instilled a sense of social responsibility in our students.

SHORT FILM CREATION

Our Students actively participated and created Short film for COVID Awareness and the YOUTUBE link for the short film is as follows:

<https://youtu.be/O-LR6w0IveU>



INSTITUTION'S INNOVATION COUNCIL (IIC)

The department, in collaboration with the Institution's Innovation Council (IIC), organized insightful webinars on **"Identifying Intellectual Property at the Early Stage of Innovation"** on 21st December 2020.

Mr. R. Chandrasekar, Advocate & IPR Attorney, M/s. Pentellact Partners, Chennai and Ms. Gowthami Reddy, Advocate & IPR attorney, M/s. Pentellact Partners, Chennai were the Resource Persons.

The meeting was hosted in Google meet platform. Nearly 100 students of the department were the beneficiaries and **"Mentorship Session for Innovative Ambassadors"** on 22nd March 2021.

Dr. B. REVATHY, Head & Professor, Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli was the Resource person. The Webinar was conducted in Google Meet and YOUTUBE Meet Platform. Nearly 400 students of the Commerce Department were the beneficiaries. These events provided a platform for students to gain deeper insights into innovation and intellectual property, furthering their readiness to tackle real-world challenges.



OUTGOING STUDENTS - III UG PROJECTS (2020 - 2021)

A total of 11 Under Graduate Group Projects of III. B. Com. Corporate Secretaryship (Programme Code: 18UCOP61) were submitted by 54 students . The details are as follows:

REG. NO.	NAME OF THE STUDENT	TITLE
18SUCC01	C. K. Abinaya Sree	A Study On Impact On E-Commerce In Supply Chain Management
8SUCC02	T. Abirami	
18SUCC03	M. Alagu Essaki	
18SUCC04	M. Alagu Mari	
18SUCC05	S. Anju	
18SUCC06	A. Antony Fathima	Digitalized Job System Its Impact Among The Teachers A Study With Reference To Thoothukudi District.
18SUCC07	J. Anuja	
18SUCC08	A. Anusiya	
18SUCC09	M. Anusiya	
18SUCC10	A. Asila	
18SUCC11	A. P. M. Bala Abirami	A Study On Public Opinion Towards Over The Top(Ott) With Special Reference To Movie Platform In Thoothukudi District.
18SUCC12	S. Brindha	
18SUCC13	K. Deivanai	
18SUCC14	S. Gayathri	
18SUCC15	J. K. Harsikka	
18SUCC16	R. Iswarya	A Study On Saving And Investment Of Working In Thoothukudi District
18SUCC17	A. Jensla	
18SUCC18	G. Jinoslin	
18SUCC19	M. Joys	
18SUCC20	B. Kanchana Mala	
18SUCC21	S. Kausalya	Satisfaction Level Of Young Entrepreneurs A Study With Reference To Thoothukudi District.
18SUCC23	S. Kayathiri Devi	
18SUCC24	M. Maharasi Saranya	
18SUCC25	A. Maheshwari	
18SUCC26	R. Maniselvi	

OUTGOING STUDENTS - III UG PROJECTS (2020 - 2021)

REG. NO.	NAME OF THE STUDENT	TITLE
18SUCC27	S. Manju	A Study On Customer Satisfaction Towards Indian Terran
18SUCC28	R. Mano	
18SUCC29	B. Maria Antony Rereshmith	
18SUCC31	S. Maria Chirty Reena	
18SUCC32	J. Maria Jehova Siony	
18SUCC33	J. Maria Silvia Sshifanty	Impact Of Microfinance In Women Empowerment
18SUCC34	M. Maheshwari	
18SUCC35	J. Mary Robett	
18SUCC36	A. Maryam	
18SUCC37	M. Mettilda	
18SUCC38	A. Monisha	Customer Preference And Satisfaction Towards Women's Two Wheeler's In Thoothukudi
18SUCC39	M. Muthulakshmi	
18SUCC40	M. Muthulakshmi	
18SUCC41	M. Muthumari	
18SUCC42	P. Pavithra	
18SUCC43	M. Ramani Rani	A Study On Consumer's Satisfaction Towards The Brand "Cadbury" In Thoothukudi District
18SUCC44	M. Ramya	
18SUCC45	S. Saffri	
18SUCC46	P. Salaeth	
18SUCC48	S. Selciya	
18SUCC49	M. Selvi	A Study On Customer Satisfaction Towards Mosquito Repellent In Thoothukudi
18SUCC50	M. Shalini	
18SUCC51	P. Shimala	
18SUCC53	P. Stephi	A Study Of Home Made Products In Society
18SUCC55	G. Subbulakshmi	
18SUCC56	S. Thanga Akshya	
18SUCC57	M. Veni Karthika	
18SUCC58	Viba Magna	
18SUCC59	E. Vijaya Lakshmi	

OUTGOING STUDENTS - III UG PROJECTS (2020 - 2021)

A total of 10 Under Graduate Group Projects of III. B. Com. A (SSC) (Programme Code: 18UCOP61) were submitted by 49 students . The details are as follows:

REG. NO.	NAME OF THE STUDENT	TITLE
18SUCA01	Abigal. R	Behavioural Study Of Professor During Covid-19 Pandemic
18SUCA03	Aunisha. R	
18SUCA05	Bala Sugeena. S	
18SUCA04	Deepthi Valentina Fernando. S	
16SUCG03	Agalaseewari. M	
18SUCA10	S. Essakiammal	A Study On Consumer's Preference Towards Lakme Products
18SUCA11	R. Fathima Sherin	
18SUCA12	H. Havelina Morais	
18SUCA06	A. Daniel Shekina	
18SUCA07	T. Daniel Shekina	
18SUCA14	Jaya Ramya	A Study On Success Factors Of Entrepreneurs Perception In Thoothukudi District
18SUCA15	Jenitha	
18SUCA16	Jesu Jerusha	
18SUCA17	Jeyanthi	
18SUCA20	R. Kiruba Lakshmi	
18SUCA18	J. Jesephine Monica	A Study On Stress Management On Higher Secondary Education Students During Covid-19 Pandemic Period In Thoothukudi District
18SUCA19	K. Kaviyaselva Mathi	
18SUCA21	K. Krishna Ramya	
18SUCA22	G. Leema Snowlin	
18SUCA39	S. Sajeetha	
18SUCA40	L. Sangeetha	A Study On Contribution Of Female Employees Towards Their Family
18SUCA23	M. Maha Lakshmi	
18SUCA24	S. Mareeswari	
18SUCA25	G. Mari Selvi	
18SUCA26	M. Mari Selvi	

OUTGOING STUDENTS - III UG PROJECTS (2020 - 2021)

REG. NO.	NAME OF THE STUDENT	TITLE
18SUCA44	M. Shalini Ponmalar	A Study On The Impact Of Covid-19 On Small Scale Enterprises In And Around Thoothukudi District
18SUCA27	J. Martina	
18SUCA28	K. Menaka	
18SUCA29	M. Muthulakshmi	
18SUCA30	M. Nagadevi	
18SUCA47	M. Siva Sankari	A Comparative Study On Food Style Followed By Peopletowards Restaurants And Roadside Eateries Of Thoothukudi Region
18SUCA33	P. Nivetha	
18SUCA32	P.Nandhini	
18SUCA31	M. Nagavalli	
18SUCA34	M. Pon Kaleswari	
18SUCA35	A. Poornisha	A Study On College Students Attitude Towards Entrepreneurship In Thoothukudi
18SUCA36	K. Preethi	
18SUCA37	K. Rajakani Christina	
18SUCA50	B. Sowmiya	
18SUCA42	S. Selsia	A Study On Income And Expenditure And Its Standard On Living Of Fisher- Folk In Thoothukudi District
18SUCA43	Senica	
18SUCA45	Sherina Aasmi	
18SUCA46	Siluvai Arockiya Rebancy	
18SUCA48	Snowwiya	
18SUCA52	B. Stanica	
18SUCA51	G. Sari Sariga	Digitalization During Covid-19 And Its Impact Among College Students With Reference To Thoothukudi
18SUCA53	S. Stibani	
18SUCA54	S. Swetha	
18SUCA55	M. Theefa	
18SUCA56	M. Uma Maheswari	
18SUCA57	R. Veena Priya	

OUTGOING STUDENTS - III UG PROJECTS (2020 - 2021)

A total of 10 Under Graduate Group Projects of III. B. Com. B (SSC) (Programme Code: 18UCOP61) were submitted by 49 students . The details are as follows:

REG. NO.	NAME OF THE STUDENT	TITLE
18SUCB01	R. Amutha	Competition Among Ott Platform @ Traditional Tele Dreams In India
18SUCB02	V. Amutha	
18SUCB03	A. Anushiya	
18SUCB05	G. Arockia Jeniba	
18SUCB06	G. Arun Devi	
18SUCB09	T. Beulah Shiny	
18SUCB08	J. Asha Narmadha	A Study On Public Opinion Towards Spending Pattern @Economic Profile Of Families During Covid-19 Pandemic Situation In Thoothukudi
18SUCB10	E. Chandra Lakha	
18SUCB11	C. Christi Asmin	
18SUCB13	K. Esaki Devi	
18SUCB14	C. Glastina	
18SUCB12	M. Deepika	Smart Government Initiatives-A Study On The Impact Of Digital Change Of Government On Public
18SUCB15	T. Gowri Sankari	
18SUCB16	G. Hillary Godrick	
18SUCB17	P. Iswarya	
18SUCB18	A. Jasmine Leethiyal	
18SUCB19	J. Kanaga Lakshmi	
18SUCB20	K. Kavi Priya	
18SUCB22	S. Lavanya	
18SUCB23	K. Malathi	
18SUCB24	A. Manju	
18SUCB30	A. Prabavathi	
18SUCB25	C. Manjula Devi	A Study On Customer Perception And Satisfaction Towards Himalaya Product In Thoothukudi
18SUCB26	R. Meena	
18SUCB27	K. Michaelin Swetha	
18SUCB28	K. Nithisha	
18SUCB29	A. Pavithra	
18SUCB41	K. Saranya	

OUTGOING STUDENTS - III UG PROJECTS (2020 - 2021)

REG. NO.	NAME OF THE STUDENT	TITLE
18SUCB29	A.Priya Tharshini	Learners Satisfaction Towards Virtual Learning
18SUCB32	T. Reshma	
18SUCB33	P. Rithina	
18SUCB34	A. Ronika Lopez	
18SUCB43	S. Sebastina	
18SUCB35	C. Sagunthala	A Study On Consumers Preception Of Digital Wallet With Reference To Thoothukudi District
18SUCB36	S. Sakthi Rama	
18SUCB37	S. Salitta	
18SUCB38	J. Sangeeta	
18SUCB44	B. Selva Pragashini	
18SUCB39	T. Santhana Abitha	A Study On Peoples Behavioural Changes During Lockdown In Thoothukudi District
18SUCB40	G. Saranya	
18SUCB42	K. Saraswathi	
18SUCB45	P. Selva Pragathi	
18SUCB46	R. Sheereen Shithara	
18SUCB47	S. Shiny Layona	A Study On Customers Perception And Satisfaction Towards Maybelline Newyork Cosmetic In Thoothukudi
18SUCB48	C. Sindhu	
18SUCB49	R. Steena	
18SUCB50	T. Subitha Selva	
18SUCB51	R. Susi Ba	
18SUCB54	S. Vijaya Lakshmi	A Study On The Sustanence And Contribution Of Agriculture Thoothukudi Region In The Present Era Towards Nation
18SUCB52	A. Svetha	
18SUCB53	S. Swathi	
18SUCB56	A. Winslet Reshme	
18SUCB57	C. Yasodha Rani	
18SUCB58	S. Yogeshwari	

III UG PASS PERCENTAGE (APRIL 2021)

BATCH	COURSE	NO.OF STUDENTS	APPEARED	PASSED	PASS PERCENTAGE
2018-2021	III.B.Com (Corporate)	54	54	53	98.15
	III.B.Com (General)	105	105	105	100

HIGHER EDUCATION

A total of 34 students pursued higher education programs after completing their B. Com or B. Com Corporate degrees during the academic year 2020-2021.

The majority (67.6%) opted for M. Com programs, while others diversified into MBA and MHRM programs. St. Mary's College (Autonomous), Thoothukudi accounted for the largest number of enrollments, with 18 students (52.9%). A significant proportion (23.5%) chose institutions outside of Thoothukudi, reflecting a mix of local and external academic preferences.

PLACEMENT

The placement outcomes for the 2020-2021 B. Com graduates demonstrate a positive trajectory in employability, industry readiness and adaptability to emerging work trends.

A placement record of **6 students** in diverse industries indicates the readiness of graduates to adapt to various professional environments. Opportunities were spread across **financial services, retail, manufacturing, and remote IT work**, showcasing the demand for commerce graduates in both traditional and emerging sectors. While several students secured regional placements, the inclusion of remote work points to opportunities beyond local boundaries.

