



NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

ACCREDITED WITH A++ GRADE BY NAAC IN IV CYCLE WITH CGPA 3.78

AFFILIATED TO BHARATHIAR UNIVERSITY

RED FIELDS, COIMBATORE 641018



**DEPARTMENT OF BUSINESS ADMINISTRATION &
PG DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**

In collaboration with
DIGIIT BUSINESS SERVICES PVT LTD
(ONDC Network participant)

Cordially invite you to the Grand Launch of
Platinum Jubilee Landmark



(STUDENTS' E-MART OF NIRMALA)

JANUARY



10.30 AM

31

**MORNING STAR
AUDITORIUM**

2024

ALL ARE CORDIALLY INVITED





Nirmala College prides a place in history as the first pioneering women's college in Coimbatore district .It has been instrumental in empowering scores of women in various sectors for the past **seventy five glorious years.**

The Department of Business Administration started it's momentous journey in the year 1995. True to it's objective the Department has been honing entrepreneurial skills and moulding managers .

The PG Department of MA.HRM was initiated in the Platinum Jubilee year. As part of the celebrations Department of BBA & PG Department of MA.HRM embarked on launching a **Digital Marketplace SEON (Students' E-Mart of Nirmala)** in collaboration with DIGIT Technologies, Trichy.

SEON (Students Exhibition of Nirmala) was initially a Mega Marketing Mela initiated by the students of BBA in the year 2008. Till date 7 editions of SEON have been organised.

The SEON platform has played a vital role in establishing many business initiatives among students.To synchronize with the contemporary digital world the Department of Management Studies is initiating The **SEON APP**- The First HEI to launch an online marketing platform in Coimbatore.The SEON APP will initially be accessed by 3000+ women- both students and faculty of Nirmala College for Women on the date of Grand Launch on 31/01/2024. Within two weeks it will be made accessible to women students and faculty working in 150 Presentation Congregations run schools, colleges & public around Tamil Nadu.The SEON APP is proposed to be connected to the Government of India's ONDC Platform within 6 months. Hence the app will have a **PAN INDIA** reach within a span of 1 year.



Chief Guest



MR. THIRUGNANAM
PRESIDENT, CODISSIA.

Special Guest



DR. E. SOMASUNDARAM
DIRECTOR, INCUBATION CELL,
TAMILNADU AGRICULTURAL UNIVERSITY.

Guests of Honour



MS. P. SHANTHA SHEELA
BUSINESS FACILITATION OFFICER, FAME,
TN, DIC, COIMBATORE.



MR. GOPINATH RAVANAM
MANAGING DIRECTOR,
EIVAA HOMESS.

Special Invitee



MR. KARTHIKEYAN ARUMUGAM,
FOUNDER AND MANAGING DIRECTOR,
DIGIIT BUSINESS SERVICES PVT LTD

Chief Patron



REV. DR. SR. KULANDAI THERESE,
SECRETARY

Patron



REV. DR. SR. MARY FABIOLA,
PRINCIPAL

Nirmala's Pride - Alumni Entrepreneurs

**MRS.SAMRUTHI RANJITH,
EXECUTIVE DIRECTOR,
SELVI SPINNING MILLS.**

**MRS.R.G.SREEPRIYA,
DIRECTOR, SSR ENTERPRISES.**

Conveners

**DR. LYDIA NIKKOLAUS,
ASSOCIATE PROFESSOR & HOD,
DEPARTMENT OF BBA.**

**DR. EVELINE VIJAYA,
ASSISTANT PROFESSOR & HOD,
DEPARTMENT OF MA.HRM.**

Organizers

**MR. JOHN PRAVEEN,
CENTER OF EXCELLENCE,
DIGIIT BUSINESS SERVICES PVT LTD**

**DR. CHITRA ISAC,
ASSISTANT PROFESSOR,
DEPARTMENT OF BBA.**

**MRS. ROLY GRACE,
ASSISTANT PROFESSOR,
DEPARTMENT OF BBA.**

**MRS. SABEENA MARY.A,
ASSISTANT PROFESSOR,
DEPARTMENT OF BBA.**

**DR. SUKANYA. L,
ASSISTANT PROFESSOR,
DEPARTMENT OF BBA.**

*We cordially invite Staff, Students , Alumni &
Public Entrepreneurs
to be a part of the
First Digital Platform in Coimbatore-
SEON (Students' E-Mart of Nirmala)*

