



**NIRMALA COLLEGE FOR WOMEN  
(AUTONOMOUS)  
ACCREDITED WITH 'A' GRADE BY NAAC  
COIMBATORE – 641006**

**Department of Business Administration**

**Activities May 2020-June 2021**

**Webinar Series:**

- A webinar was organized on 22.05.2020 **“Understanding Neuro for Successful Life”** to know how the nervous system affects the human behavior, this session was lead by Dr.John Franklin, Director, CMS Institute of Management and there were 222 participants among them 209 participants were students and 13 participants were teaching staffs.
- To enlighten the knowledge of digital era another webinar was organized on 26.05.2020 **“Infilm Branding and Digital Marketing”** and the resource person was Mr.Anand, Managing Director, Global Solutions and there were 117 participants among them 111 participants were students and 6 participants were teaching staffs, all the participants were provided e-certificate.
- A guest lecture on **“Taxation under the head “Income from Salary”** was arranged on **28.08.2020** for the II BBA students. The resource person was Dr.Eveline Vijaya, GST Practitioner.
- A motivational speech was organized on **15.10.2020**, the topic was **“Awakening Minds”**. The resource person was Ms.Akila Elanchezhiyan, Soft skill trainer, Orator, BBC Tamil reporter and Freelance Journalist. There were 93 students as participants. The students were given awareness about the reality and illusion. The talk was very inspirational as the resource person shared her personal life incidents and the trials that she faced to become successful.
- Department of Business Administration, Nirmala College for Women organized a **National Level Webinar** on topic **“Entrepreneurship”** on **14.05.2021** and the resource persons were **Mr. J.Sai Sudheer Kumar**, Mahatma Gandhi National Council of Rural Education, Ministry of Education, Government of India, **Mrs.Priyaka Sundar**, Chief Executive Officer, Hindusthan Group of Companies, Alumini – BBA, Nirmala College for Women, **Mrs. Sreevidya Ethiraj**, Managing Director, Bamboo Events, Alumini – BBA, Nirmala College for Women, **Mrs. VivekaSibi.B**, Young Professional, Tamil Nadu Rural Transformational Project, Alumini - BBA, Nirmala College for Women.
- Department of Business Administration, Nirmala College for Women and Innovation Cell, Nirmala College for Women organized a Webinar on topic **“Survival Chances for Start-up”** on **10.06.2021**. The resource person was Mr.Nithilan.D, Assistant Professor, Department of International Business, Sri Ramakrishna College of Arts and Science, Coimbatore.

**OSA Meet:**

- The reunion of OSA was organized by the department on **09.04.2021**, 35 alumini participated in the OSA meet. This meeting was organized to discuss the activities that the department OSA would undertake to commemorate the silver jubilee of the department.

**Competitions Organized:**

- The quiz competition was conducted on **19.05.2020**, questions were related to “**Business**” and there were participants about 433 among them 300 participants were staffs and 233 participants were students and certificates were provided for the same.
- To bring out the creativity of students poster making competition was conducted on theme “**Impact of COVID-19 on Indian Economy**” on **20.05.2020** and the number of participants were 12, all were given certificates.
- Dr.A.P.J Abdul Kalam’s birthday “**YOUTH AWAKENING DAY**” was celebrated on **15.10.2020**. Poetry competition on the topic “**Kalam and Youth**” and Quiz competition on “**Abdul Kalam’s History**” was organized for all the students of the department.
- The pandemic did not dampen the Diwali celebration that was organized on **04.11.2020**. Students participated in various competitions to celebrate the festival of lights. English Speakathon on the topic “**Diwali Lights**”, Tamil Speakathon on the topic “**Inniya Diwali**”, and Cookery competition was also organized.
- To instill in the importance of Environment Conservation, a Poster Competition was organized on **12.01.2021** on the topic “**Importance of Planting Trees**”.
- The department and MGNCRE- Rural Entrepreneurship Development Cell (REDC) have organized an **Institutional Competition** on **15.04.2021** topic “**Business Plan**” were 5 students of BBA who have implemented their business, participated and presented their Business Plans in PPT slides, among them 3 students were selected at Institutional Level and those students presented their implemented business plans in **National Level Competition** on **24.04.2021**.
- Department of Business Administration, Nirmala College for Women organized a competition on the topic “**Business Plan**” on **01.05.2021**. There were 8 students from III BBA who participated and presented their Business Plans through PPT slides. The students gave a business plan on Organic food , Bakery, Bridal Hairstyle, online business etc.
- Department of Business Administration, Nirmala College for Women organized a competition on the topic “**Brand name & Logo**” on **03.05.2021**. There were 59 students from I BBA & II BBA who participated and presented their Brand name & Logo.
- Department of Business Administration, Nirmala college for women organized a Poster making competition on topic “**Worlds Environment Day**” on **09.06.2021**.

#### **Independence Day Celebration:**

The activities of the BBA department started on **15.08.2020** for the **74<sup>th</sup> Independence Day** celebration. The chief guest Mr. Francis Xavier, Outbound Trainer, Sky High Academy spoke on the importance of sustaining the independence that was earned by the freedom fighters.

#### **Fresher’s Day Celebration:**

The staff and students of BBA accorded a warm welcome to the Fresher’s on **17.08.2020**. The students were shown a power point presentation about the college and the BBA department.

#### **Teachers Day Celebration:**

The students organized Teacher’s Day Celebrations on **05.09.2020**. The students showcased their talents in singing, dance and poetry in honour of the teachers.

#### **Workshop:**

- The Rural Entrepreneurship Development Cell - Department of Business Administration, Nirmala College for Women and MGNCRE – Rural Entrepreneurship Development Cell (REDC) have organized an one hour institutional online workshop exclusively for BBA students and Faculty leaders REDC on topic “**Rural Entrepreneurship with Business Plan in Action**” on **19.03.2021** and the resource person was Ms.Shiny Hadassah, Co-ordinator, MGNCRE- Ministry of Education, Government of India.

#### **Village Extention Activity:**

The Department of Business Administration visited **Palamalai village** on **17.10.2020**. The staff members Mrs. A.Kaavya and Mrs. C.A. Roly Grace were accompanied with the second year students to do the extension activity in the village. The staff members explained the importance of entrepreneurship development to the young generation. The students taught the village children how to make hand craft products, jewellery making and mehandhi designs. The student volunteers were interacting with the villagers and the children over there. Sweets were distributed to the children in the village. Our students also gave the awareness of being caution during this Covid-19 period.