



**Jayaraj Annapackiam College for Women (Autonomous),
Periyakulam**

Accredited with 'A⁺' Grade in (Cycle 4)

Department of Business Administration

Association Activities

2022 – 2023

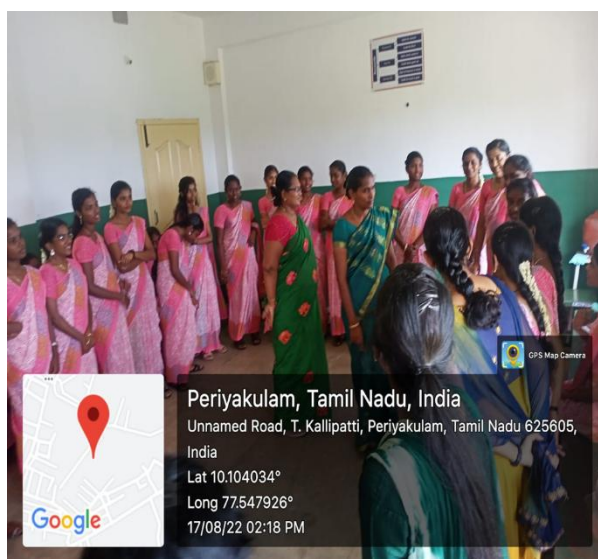
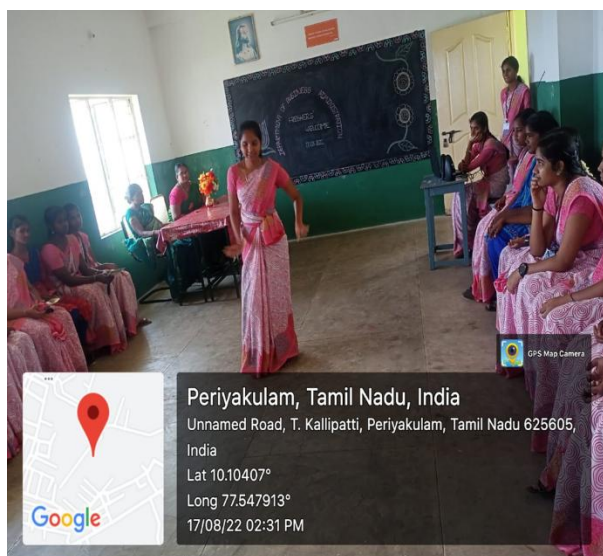
Staff Advisor: Dr.P.Malarvizhi MBA., M.Phil., Ph.D.,

Student's Secretary: Ms. G.Rahila Banu III BBA

Students's Joint Secretary: Ms. R.Jeyasri II BBA

FRESHER'S WELCOME

The Department of Business Administration organized a Fresher's Welcome Programme for the I BBA students on 17th August 2022 in Room No. 7, Management Block. The programme was conducted to warmly welcome the first-year students and help them feel comfortable in their new academic environment. The programme commenced with a Prayer Song, followed by Bible Reading. The Welcome Address was delivered by G. Rahila Banu, BBA Association Secretary. Mrs. V. Anitha, Assistant Professor, Department of Business Administration, addressed the gathering with an inspiring motivational speech and encouraged the students to study sincerely, develop their skills, and make the best use of the opportunities available during their college life. As a gesture of love and encouragement, the senior students of the Department presented welcome gifts to the first-year students. The programme created a friendly atmosphere and strengthened the bond between the juniors and seniors. The programme concluded with the Vote of Thanks proposed by R. Jeyasri, BBA Association Joint Secretary.



INDUSTRIAL VISIT

The Department of Business Administration organized an Industrial Visit to **Sakthi Trust, Ayyampalayam, Dindigul District, Tamil Nadu**, on **29th June 2023**. Around **25 students** participated in the visit, accompanied by faculty members.

The visit provided students with an opportunity to understand the functioning of a social enterprise engaged in rural development. The Trust, established in **2001**, works towards empowering rural communities through skill development, entrepreneurship, agriculture, environmental conservation, and women's welfare.

During the visit, students learned about the Trust's various initiatives, including vocational training, self-help group development, agricultural extension services, organic farming, tree plantation, and livelihood promotion. They also gained insights into financial assistance and capacity-building programmes supported by organizations such as **NABARD, KVIB**, and other government agencies.

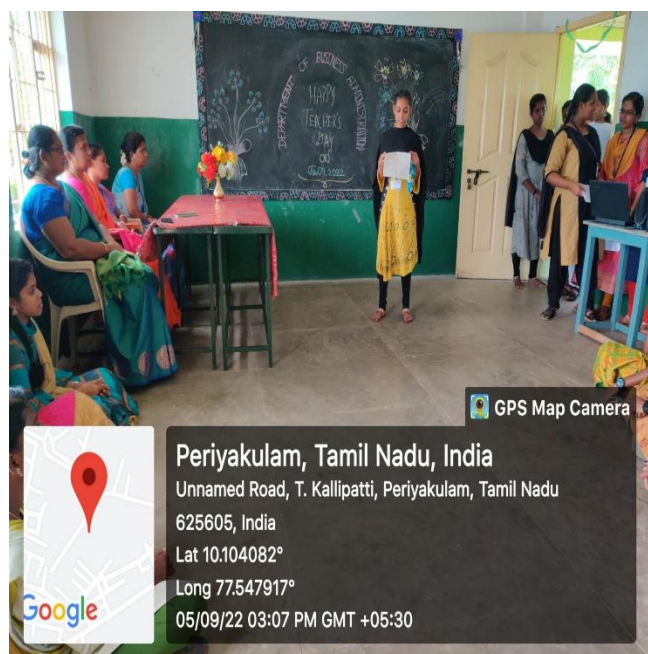
The resource persons explained how the Trust has empowered women through Self-Help Groups, promoted sustainable agriculture, encouraged entrepreneurship, and implemented environmental protection programmes.

The Industrial Visit enriched students' practical knowledge by connecting classroom concepts with real-world rural development practices. It also inspired them to explore opportunities in entrepreneurship, social service, and sustainable community development.



TEACHERS' DAY CELEBRATION

The Department of Business Administration celebrated **Teachers' Day** on **5th September 2022** in **Room No. 7, St. Joseph Block** at **2:30 p.m.** Students from **I BBA, II BBA, and III BBA** enthusiastically participated in the celebration. The programme commenced with a warm welcome delivered by **Ms. C. Rose Merlin Princy of III BBA**. **Ms. R. Jeyasri of II BBA** read a meaningful Bible verse dedicated to teachers. The II BBA students presented a dance performance to honour and entertain the faculty members. The **Head of the Department, Mrs. J. Jasmine Selvapackiam**, appreciated the students for their excellent arrangements and motivated them through her inspiring speech on the importance of education and discipline. As a token of gratitude and respect, the students honoured all the teachers with gifts. The programme concluded with a **Vote of Thanks** proposed by **Ms. R. Jeyasri**. The celebration created a joyful atmosphere and strengthened the bond between teachers and students by expressing gratitude for the invaluable role of teachers in shaping their lives.



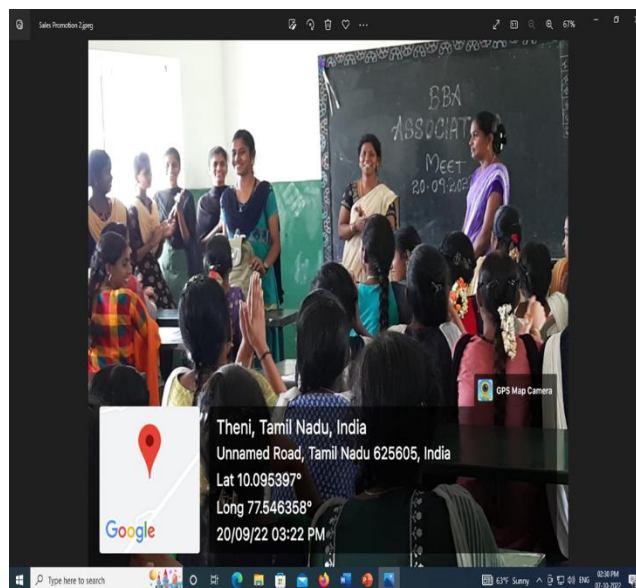
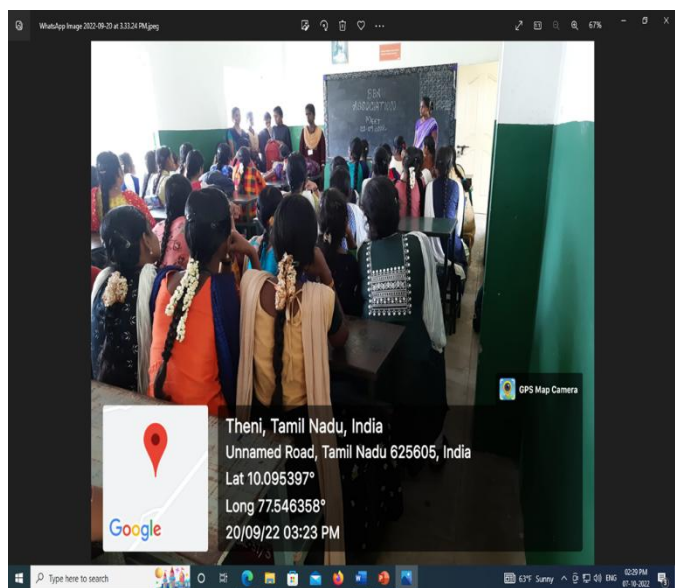
PRODUCT LAUNCH

The Department of Business Administration conducted a Product Launch Competition on 20th September 2022 at 10.30 a.m. in Room No. 7, St. Joseph Block. The event was organized to encourage students to develop their presentation, marketing, and entrepreneurial skills.

Students from I BBA, II BBA, and III BBA actively participated in the competition with great enthusiasm. Each participant introduced and promoted an innovative product, demonstrating creativity, communication skills, and marketing strategies before the judges and audience.

After evaluating the presentations, Ms. Nivetha of III BBA secured First Prize, while Yuvarani of III BBA won Second Prize.

The programme concluded with a Vote of Thanks delivered by the BBA Association Joint Secretary, R. Jeyasri. The competition provided an excellent platform for students to enhance their confidence, creativity, and product presentation skills.



INTERNATIONAL WEBINAR ON “BUSINESS TRENDS IN 2022”

The Department of Business Administration organized an International Webinar on "Business Trends in 2022" with Mrs. J. Jasmine Selvapackiam, Head & Assistant Professor, as the Convenor. The programme was coordinated by Mrs. V. Anitha, Dr. P. Malarvizhi, and Dr. T. Balapandeeswari, Assistant Professors of the Department of Business Administration.

The webinar commenced with a Prayer Song, Bible Reading, Welcome Address by the Convenor, and the Presidential Address by Rev. Sr. Dr. S. Jesurani, Principal, who emphasized the scope and importance of business. Rev. Sr. Dr. B. J. Queensily Jeyanthi, Secretary & Mother Superior, delivered the Felicitation Address, highlighting the emerging trends in business such as online banking and digital transactions.

Technical Session I was handled by Dr. C. Reena Elizabeth, Dean of Students, Exploits University, Malawi, on the topic "Challenges in Human Resource Management in 2022." She explained the major functions of Human Resource Management, including recruitment, selection, training, performance appraisal, employee retention, leadership, and legal compliance. She also discussed the scope and challenges of HRM and actively interacted with students by addressing their queries.

Technical Session II was delivered by Mr. R. T. G. Vasantha Siva, Chief Manager and Faculty, Bank of Baroda, Gujarat, on "Emerging Trends in Banking Industry." He explained modern banking concepts such as digital banking, Neo Banks, cryptocurrency, blockchain technology, UPI, FinTech applications, artificial intelligence, cloud banking, digital lending platforms, and emerging banking technologies. He encouraged students to develop 21st-century skills and adopt a global perspective to enhance their career opportunities. The webinar concluded with vote of thanks delivered by Dr. P. Malarvizhi and Dr. T. Balapandeeswari after the respective technical sessions. The programme provided participants with valuable insights into the latest trends in Human Resource Management and the Banking Industry, making it a highly informative and enriching learning experience.

JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN (AUTONOMOUS)
(A Unit of Sisters of St. Anne, Trichy/Poapatti)
CST-PIBT Supported College Since 2016
Accredited with 'A' Grade in 4th Cycle by NAAC
Affiliated to Mother Teresa Women's University, Kodaikanal
Periyakulam - 625601, Theni District, Tamil Nadu, India.

DEPARTMENT OF BUSINESS ADMINISTRATION
International Webinar on "BUSINESS TRENDS IN 2022"
On 30th September 2022 at 11.00 a.m.

Programme

Inauguration : 11.00 a.m.
Welcome Address : Mrs. J. Jasmine Selvapackiam
Head & Convenor, Dept. of BBA, J.A. College

Presidential Address : Rev. Sr. Dr. S. Jesurani
Principal, J.A. College

Felicitation : Rev. Sr. Dr. B. J. Queensily Jeyanthi
Mother Superior & Secretary, J.A. College

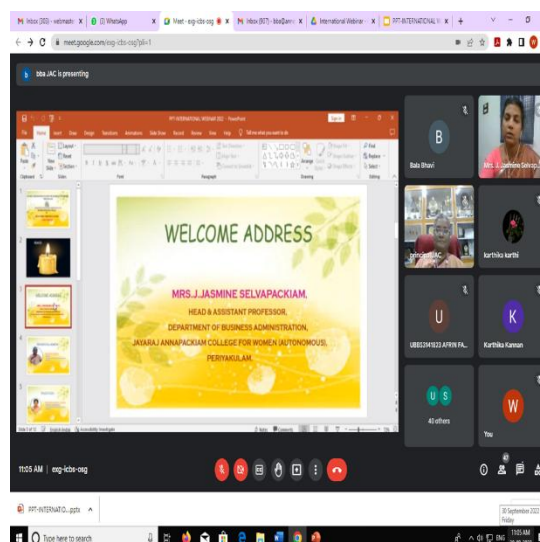
I TECHNICAL SESSION - 11.30 a.m. - 1.00 p.m.
Topic : CHALLENGES OF HUMAN RESOURCE MANAGEMENT IN 2022
Resource Person : Dr. C. Reena Elizabeth
Dean of Students, Exploits University, Malawi.

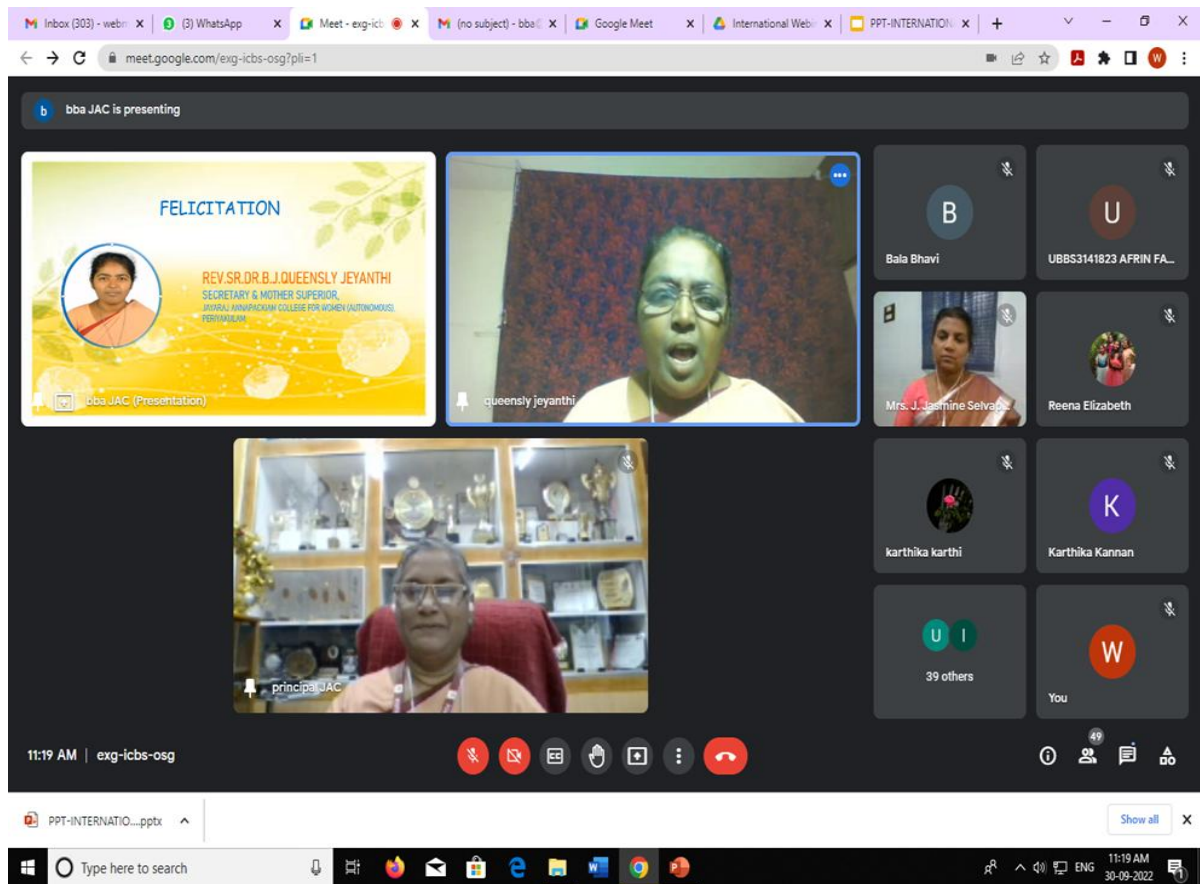
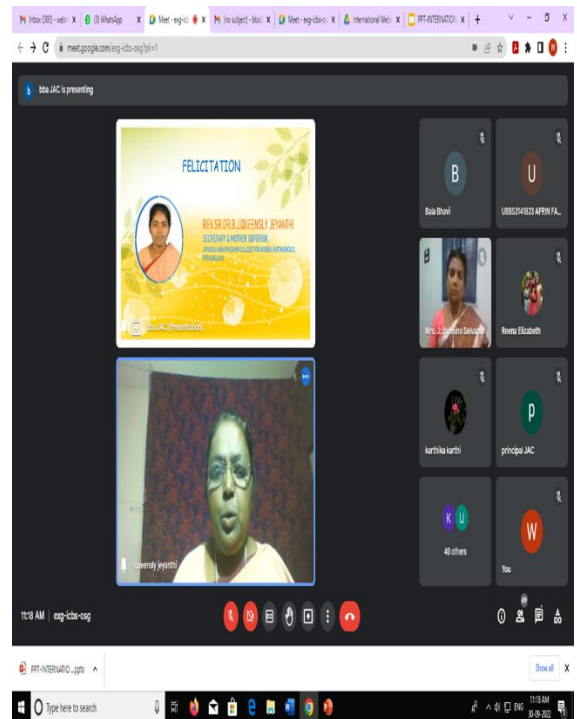
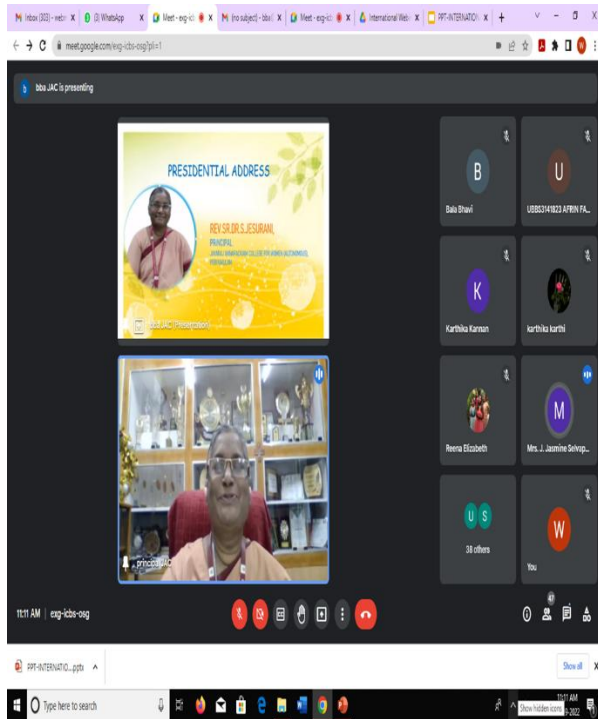
II TECHNICAL SESSION - 2.00 p.m. - 3.30 p.m.
Topic : EMERGING TRENDS IN BANKING INDUSTRY
Resource Person : Mr. R.T.G. Vasantha Siva
Chief Manager & Faculty, Bank of Baroda, Apex Academy,
Gandhi Nagar, Gujarat.

Vote of Thanks : Mrs. V. Anitha
Assistant Professor of BBA, J.A. College.

Convenor : Mrs. J. Jasmine Selvapackiam Mob-93854 63185
Head & Assistant Professor of BBA, J.A. College

Organizing Committee : Mrs. V. Anitha, Dr. Mrs. P. Malarvizhi, & Dr. Mrs. T. Balapandeeswari
Assistant Professors of BBA, J.A. College





CHRISTMAS CELEBRATION

The Department of Business Administration celebrated Christmas Day on 23rd December 2022 in Room No. 7, St. Joseph Block. The programme commenced with a Prayer Song followed by Bible Reading.

The celebration featured a variety of cultural events. Students of I and II BBA performed a vibrant dance, while II BBA students presented a Christmas song. I BBA students enacted a drama highlighting the spirit and message of Christmas.

Mrs. J. Jasmine Selvapackiam, Head and Assistant Professor, Department of Business Administration, addressed the students and shared her thoughts on the significance of Christmas, emphasizing the values of love, peace, sharing, and compassion.

The celebration concluded with the arrival of Santa Claus, who distributed sweets, cake, and gifts to the students, spreading joy and festive cheer. The programme created a joyful atmosphere and strengthened the spirit of togetherness among the students and faculty members.



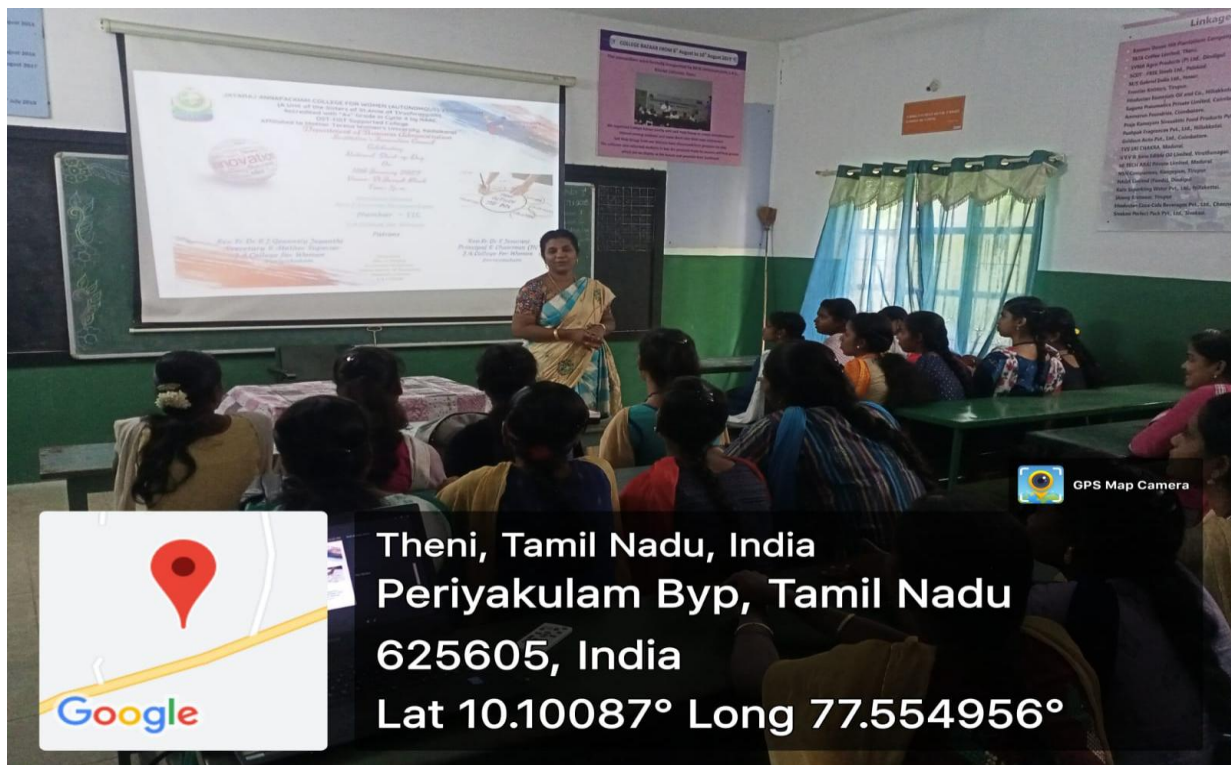
NATIONAL START -UP DAY CELEBRATION

The Department of Business Administration celebrated National Startup Day on 10th January 2023. Mrs. J. Jasmine Selvapackiam, IIC Member and Assistant Professor, served as the resource person and delivered a session on the importance of startups and entrepreneurship.

The session highlighted that Prime Minister Narendra Modi declared 16th January as National Startup Day to promote innovation and entrepreneurship in India. The resource person discussed the six major themes of startups: Growing from Roots, Nudging the DNA, From Local to Global, Technology of the Future, Building Champions in Manufacturing, and Sustainable Development.

She emphasized the significant role of startups in generating employment, fostering innovation, and contributing to economic growth. Students were encouraged to utilize their creativity and entrepreneurial skills to become future innovators and job creators.

The programme concluded with a Vote of Thanks proposed by Mrs. V. Anitha, Assistant Professor, Department of Business Administration. The session created awareness among students about the importance of startups in national development and inspired them to pursue entrepreneurial opportunities.



PONGAL CELEBRATION

The Department of Business Administration celebrated Pongal on 13th January 2023 at St. Joseph Block. The celebration was organized to mark the harvest festival of Tamil Nadu and to express gratitude for a prosperous year.

The programme was conducted under the guidance of the faculty members of the Department. Students from I, II, and III BBA enthusiastically participated in the celebration by wearing traditional attire and presenting vibrant cultural performances, including dance.

Dr. Rev. Sr. S. Jesurani, Principal, and Mrs. J. Jasmine Selvapackiam, Head and Assistant Professor, Department of Business Administration, addressed the students and highlighted the cultural significance and values of Pongal. Their inspiring messages encouraged students to preserve and celebrate India's rich traditions.

The celebration concluded with the distribution of Sweet Pongal to all the students, spreading the festive spirit and promoting unity, gratitude, and cultural harmony among the participants.



FINE ART DAY (JAC FEST-O-BEATS-2022-2023)

The students of the Department of Business Administration actively participated in the Fine Art Day competitions conducted as part of JAC FEST-O-BEATS 2022–2023 held on 11th and 12th January 2023 at Jayaraj Annapackiam College for Women (Autonomous). The event provided an excellent platform for students to exhibit their artistic talents and creativity in various fine arts competitions.

The Department achieved remarkable success in several events. Ms. J. Asmitha of I BBA secured Second Prize in Mehendi and Third Prize in Face Painting, showcasing her artistic skills. In the Rangoli Competition, Ms. V. Gopika, Ms. R. Muthuselvi, and Ms. A. Karthika of I BBA won Second Prize for their outstanding teamwork and creativity. Ms. S. Janani of II BBA secured First Prize in Hair Do, demonstrating exceptional talent and innovation.

The outstanding performance of the students brought laurels to the Department and reflected their creativity, teamwork, and dedication. Their achievements were highly appreciated by the faculty members and served as an inspiration to their peers.

CONSTITUTION DAY CELEBRATION

The Department of Business Administration celebrated Constitution Day on 31st January 2023 at 3.00 p.m. in Room No. 20. The programme was organized to create awareness among students about the significance of the Constitution of India and the values enshrined in its Preamble.

During the session, students were informed that Constitution Day (Samvidhan Divas) is observed every year to commemorate the adoption of the Constitution of India by the Constituent Assembly on 26th November 1949, which came into effect on 26th January 1950.

The faculty members explained the Preamble and the various provisions of the Indian Constitution, emphasizing the ideals of Justice, Liberty, Equality, and Fraternity. The session also highlighted the importance of Sovereign, Socialist, Secular, and Democratic values and encouraged students to uphold the constitutional principles in their daily lives.

To assess the students' understanding, a Quiz Programme was conducted at the end of the session. The celebration enhanced students' awareness of constitutional values and inspired them to become responsible and informed citizens.



INTER COLLEGIATE MEET- MARY MATHA COLLEGE PERIYAKULAM

The students of the Department of Business Administration actively participated in the Inter Collegiate Meet organized by Mary Matha College, Periyakulam, on 7th March 2023. The event provided an excellent opportunity for students to showcase their creativity, communication skills, and team spirit while competing with participants from various colleges.

The Department secured First Prize in the Mime Show, with Ms. S. Sthuthi Reena, Ms. M. Kalaivani, Ms. S. Yuvarani, Ms. N. Pavithra, and Ms. M. Sudharshana Priyadharshini of II BBA delivering an outstanding performance that impressed the judges and audience.

The students also won Third Prize in the Ad-Act Competition. Ms. V. Gopika, Ms. D. Gurulakshmi, Ms. R. Sakthi Priya, and Ms. C. Kavya of I BBA showcased their creativity, confidence, and presentation skills through an innovative advertisement performance.

The remarkable achievements of the students brought pride to the Department and reflected their talent, teamwork, and dedication. The faculty members appreciated their efforts and encouraged them to continue participating in such intercollegiate events to enhance their skills and confidence.

INTER COLLEGIATE MEET - BNEC FEST-2023

The students of the Department of Business Administration actively participated in the Inter Collegiate Meet – BNEC FEST–2023, organized by Bharath Niketan Engineering College, Aundipatty, on 17th March 2023. The event provided an excellent platform for students to showcase their talents, creativity, and managerial skills through various competitions.

The students participated in events such as Corporate Walk, Flameless Cooking, Face Painting, Business Quiz, and Photography. The Department achieved commendable success by securing Second Prize in Corporate Walk, Flameless Cooking, and Face Painting, and Third Prize in Business Quiz and Photography.

The outstanding performance of the students brought laurels to the Department and reflected their creativity, confidence, and teamwork. The faculty members appreciated their achievements and encouraged them to continue participating in intercollegiate competitions to enhance their knowledge, skills, and overall personality development.

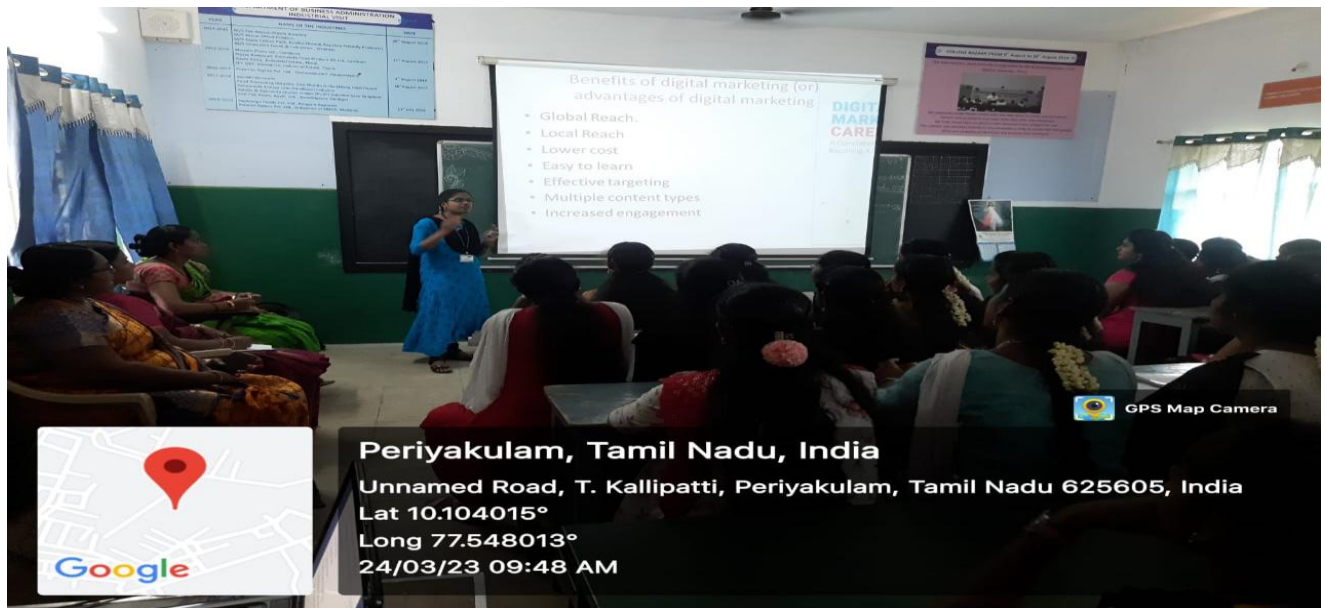
"BUSI FEST '23" – Management Day

The Department of Business Administration, under the banner of the BBA Association, celebrated Management Day – BUSI FEST '23 on 24th March 2023 at 10.00 a.m. in Room No. 7, St. Joseph Block. The programme commenced with a Prayer Song followed by Bible Reading. Ms. G. Rahila Banu of III BBA, Secretary of the BBA Association, delivered the Welcome Address.

Students from I, II, and III BBA actively participated in the celebration with great enthusiasm. Various competitions were organized to develop students' managerial, creative, and communication skills. The events included Paper Presentation, Business Quiz, Rangoli, Ad-Act, Mime, Drawing, and Corporate Walk. The competitions witnessed enthusiastic participation, and the students showcased their talents with confidence and creativity.

The winners of the various competitions were appreciated and awarded prizes for their outstanding performances. The event provided an excellent platform for students to enhance their leadership, teamwork, presentation, and analytical skills while fostering healthy competition.

The programme concluded with a Vote of Thanks proposed by Ms. R. Jayashree of II BBA, Joint Secretary of the BBA Association. The celebration was a grand success and encouraged students to develop their managerial competencies through active participation in co-curricular activities.



FAREWELL CELEBRATION

On 28th April 2023, the Department of Business Administration organized a Farewell Day to bid a warm and memorable farewell to the outgoing III BBA students. The programme commenced with a prayer seeking God's blessings for the success of the event and the bright future of the graduating students.

Ms. E. Abinaya of III BBA delivered the Welcome Address, warmly welcoming the dignitaries, faculty members, and students. Mrs. J. Jasmine Selvapackiam, Head and Assistant Professor, Department of Business Administration, addressed the gathering and motivated the outgoing students with her inspiring words, encouraging them to pursue their goals with confidence and determination.

The celebration featured a variety of cultural performances, including dances, songs, and special felicitation speeches by the students of II and III BBA. Fun-filled games were also organized exclusively for the final-year students, creating a joyful and memorable atmosphere.

As a token of love and appreciation, gifts and sweets were distributed to the outgoing students. The programme concluded with a Vote of Thanks proposed by Ms. R. Jeyasri of II BBA, Joint Secretary of the BBA Association, expressing gratitude to the management, faculty members, students, and everyone who contributed to the success of the celebration.

The Farewell Day was a memorable occasion that strengthened the bond between juniors and seniors while wishing the outgoing students success and prosperity in their future endeavours.

