

COMMAGE

MAGAZINE History | Achievements | Awards | Events | Research | Industry | Collaboration



Faculty of Science & Humanities
Department of Commerce



Message from the Editorial Board

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Dear Students, Faculty, and Readers,

It is with great pride and excitement that I present to you the latest edition of our Department magazine - Commage. This publication is a testament to the creativity, hard work, and collaborative spirit of our students and faculty members. The magazine serves as a platform to showcase the achievements, innovative ideas, and thought-provoking insights of our department. It reflects not only our academic endeavors but also the co-curricular and extracurricular talents that make our community vibrant and dynamic. I extend my heartfelt gratitude to the editorial team, contributors, and everyone who worked tirelessly to bring this magazine to life. Your dedication and passion have resulted in a publication we can all be proud of. I hope this magazine inspires, informs, and fosters a sense of belonging among all readers. Let it serve as a reminder of the boundless potential within our department as we continue to push the boundaries of knowledge and innovation.

Happy reading!

Editorial Board



Department of Commerce

Vision

To be a leading and innovative hub for commerce education, research, and practice, fostering economic growth, global competitiveness, and ethical business leadership.

Mission

1. Educate and empower students with the knowledge, skills, and ethical values necessary for success in commerce.
2. Advance research in commerce-related fields, driving innovation, and contributing to best practices in business and economics.
3. Actively engage with industry partners to bridge academia and the business world, ensuring curriculum remains relevant to real-world needs.
4. Promote a global mindset, cross-cultural understanding, and international collaboration to prepare students for success in an interconnected world

About the Department

The Department of Commerce has existed for a decade; as a department, it's been recognized as an esteemed member for its significant contributing role in the growth and development of the Faculty of Science and Humanities. With just 120 intake in 2014, the department has seen tremendous growth over a decade, accommodating more than 2500 students in the field of commerce through various courses, namely B. Com (Gen, ISM, Hons, A&F, CS) and M.Com and Research. A dynamic curriculum in consonance with academics and industry experts allows the students to master new skills and explore diverse perspectives. Apart from the conventional classroom setup, SRM emphasizes practical learning as students participate in case studies, sessions with industry experts, live projects, etc. The institute's thrust on meaningful research is evident through the credentials and accomplishments of its faculty, which has publications in Scopus listed journals of repute. In a short period, SRM has strengthened its position in the corporate world, with its students contributing to the illustrious business organizations of the country.

Salient Features of the Department

- Comprehensive Curriculum
- Experienced Faculty
- Trending Specializations
- Industry Exposure
- E-Learning and Technology
- Student Organizations
- Internship Training
- Soft Skills Development
- Scholarships and Financial Aid

Programs Offered

Under-Graduate - UG (Programs)

- B.Com (General)
- B.Com (Corporate Secretaryship)
- B.Com (Accounting and Finance)
- B.Com (Information System Management)
- B.Com (Professional Accounting)
- B.Com (International Accounting and Finance)
- B.Com (Strategic Finance)

Post-Graduate - PG (Programs)

- M.Com
- M.Com (Accounting and Finance)
- Doctorate of Philosophy (Full Time/Part Time)

Program History

Programme	Year
B.Com (General)	2014
B.Com (CS)	2015
B.Com (A&F)	2018
B.Com (ISM)	2018
B.Com (Hons)	2019
B.Com (International Accounting and Finance)	2023
B.Com (Strategic Finance)	2023
M.Com (General)	2019
M.Com (A&F)	2023

Faculty Profile



Dr.Chitra Srinivasan
Professor & Head
M.com, M.Phil, (Ph.D)



Dr.P.Suseela
Associate Professor
M.Com., M.Phil., MBA.,Ph.D.,



Dr.T.V.Ambuli
Associate Professor
M.Com (BS) MBA.,
M.Phil., Ph.D., B.Ed



Dr.V.Deepa
Associate Professor
B.Com.,M.Com.,M.Phil.,Ph.D



Dr.D. Janis Bibiyana
Associate Professor
M. Com., M.Phil.
MBA, Ph.D.,



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Associate Professor
M.A(Corp.Sec), M.Phil, Ph.D



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M.Com.,M.Phil.,Ph.D.,



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M.Com,M.Phil,NET,
P.G.D.C.A.,Ph.D



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M.Com.,M.Phil.,MBA.
PGDCA.,Ph.D.,



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M.com, M.Phil, (Ph.D)



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M.com, M.Phil, (Ph.D)



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M.Com., M.Phil., M.B.A.,(Ph.D)

Faculty Profile



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M.A., M.Com., M.Phil., M.Ed.,
M.Phil.,(Edn.), Ph.D



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Ph.D, M.C.S, SET



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Assistant Professor
MBA Ph.D



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B. Com(Hons.),
M.Com.,(P.h.D)



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M.COM, M.PHIL,



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Assistant Professor
B.Com, M. Com (FM), M. Phil, M.com, M.B.A, M.Phil, (Ph.D)
MBA, Ph.D (Com), HDCA



Mr. R. Mohana Ruban
Assistant Professor

Faculty Profile



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M.Com., M.Phil.



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Assistant Professor
B.com, M.com, Mphil



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PGDPM, Ph.D



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PGDCAB.,(Ph.D)



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M.PHIL, PH.D



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M.Com., Ph.D



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Assistant Professor
M.Com.,Ph.D

Faculty Profile



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M.Com., MBA., Phd.,



Dr.P.Raj kumar
Assistant Professor
M.Com., M.Phil., M.B.A., Ph.D.,



Dr.G.Arun Kumar
Assistant Professor
M.Com., MBA., M.Phil., Ph.D



Mrs.N.Manju
Assistant Professor
M.Com., M.Phil., (PhD)

**“Together we stand, Divide we fall,
Choose Unity, Choose Victory**

Full Time Research Scholars

Mr K Hari

Ms R Sharmila

Ms E Durga Devi

Ms S Yamuna

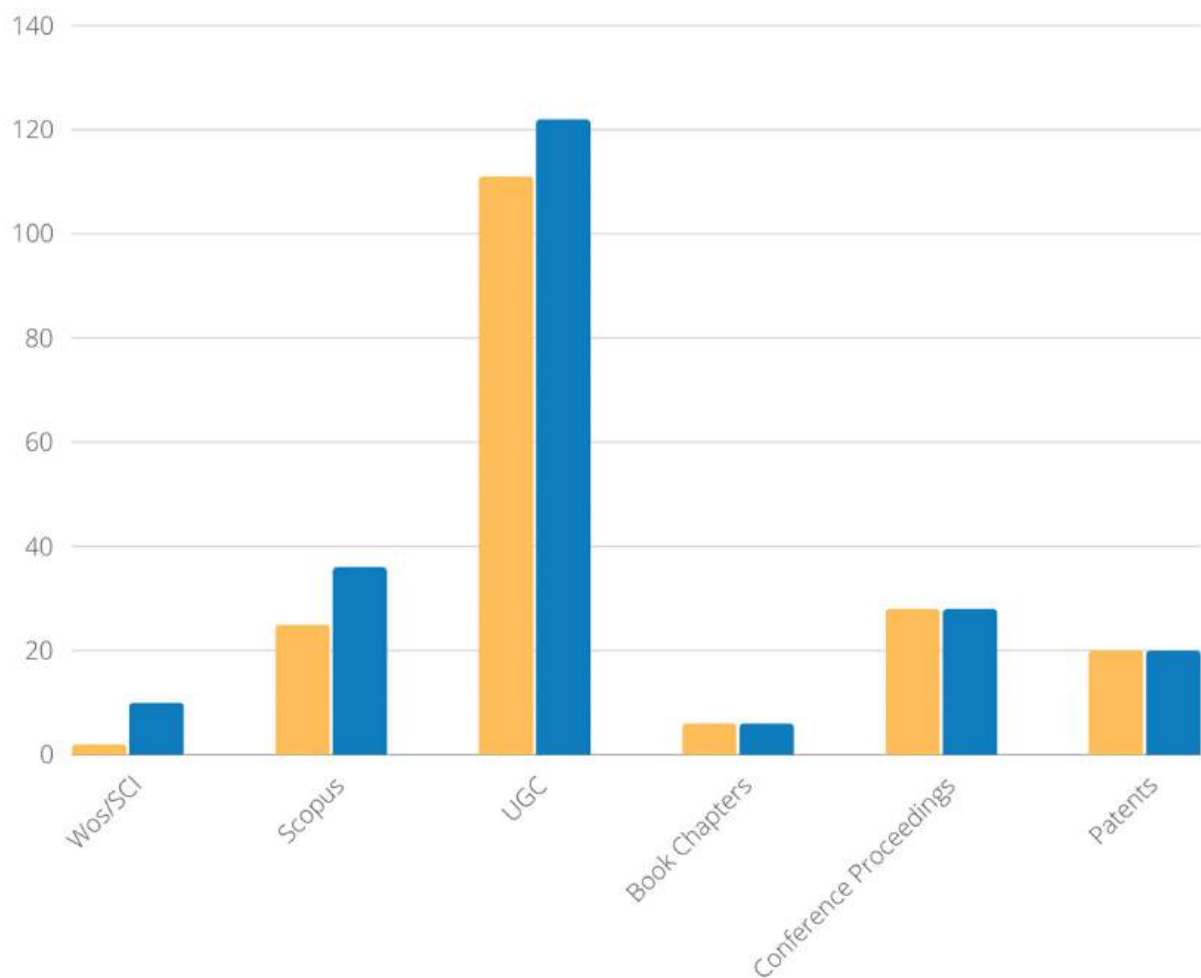
Ms S Sneha

Ms A R Nivedha

Ms R P Divya

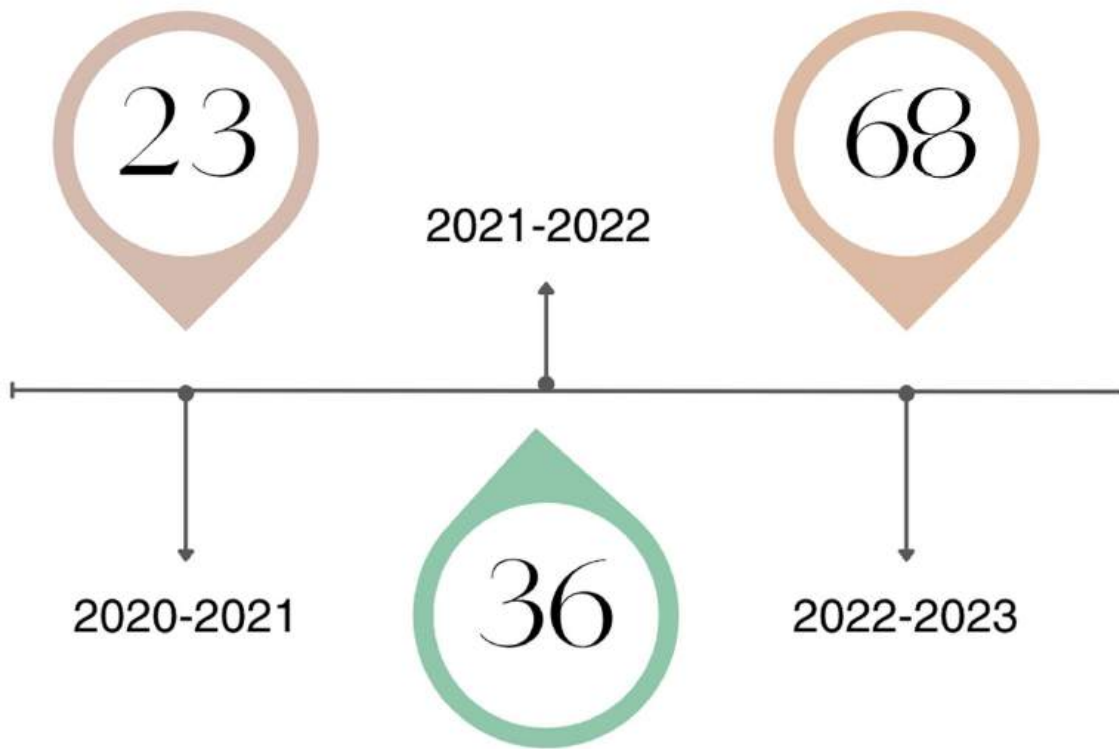
Research & Development

Scope of Publication	2022-2023	2023-2024
• WoS/SCI	02	10
• Scopus	25	36
• UGC	111	122
• Book Chapters	06	06
• Conference Proceedings	28	28
• Patents	20	20



FDP Attended - 335

Faculty NPTEL Completion



Elite
NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
J SRINIVASAN
 for successfully completing the course

Leadership and Team Effectiveness
 with a consolidated score of **64 %**
 Online Assignments | 24.69/25 | Proctored Exam | 39/75

Total number of candidates certified in this course: **4685**

Jan-Apr 2023
 (12 week course)

Indian Institute of Technology Roorkee

Prof. Sanjay Mankar
 Director, Center for Innovation & Entrepreneurship
 IIT Roorkee

Prof. Prati Maheshwari
 NPTEL Coordinator
 IIT Roorkee

swayam

Roll No: NPTEL22MG20013301797 To validate the certificate No. of credits recommended: 3 or 4

Elite
NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
DR J SABITHA
 for successfully completing the course

Consumer Psychology
 with a consolidated score of **65 %**
 Online Assignments | 12.08/25 | Proctored Exam | 52.5/75

Total number of candidates certified in this course: **986**

Jul-Sep 2022
 (8 week course)

Indian Institute of Technology Guwahati

Prof. T. V. Bharat
 Head, Centre for Educational Technology
 NPTEL Coordinator, IIT Guwahati

swayam

Roll No: NPTEL22HS124513071627 To validate the certificate No. of credits recommended: 2 or 3

Elite
NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
MAHESWARI P
 for successfully completing the course

Consumer Behaviour
 with a consolidated score of **62 %**
 Online Assignments | 22.92/25 | Proctored Exam | 39/75

Total number of candidates certified in this course: **3225**

Jan-Mar 2023
 (8 week course)

Indian Institute of Technology Kharagpur

Prof. Debdip Chakraborty
 Associate NPTEL
 IIT Kharagpur

swayam

Roll No: NPTEL22MG45526805276 To validate the certificate No. of credits recommended: 3 or 4

Elite
NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
PUNITHA K
 for successfully completing the course

Organizational Behaviour
 with a consolidated score of **62 %**
 Online Assignments | 19.06/25 | Proctored Exam | 42.75/75

Total number of candidates certified in this course: **1129**

Jul-Oct 2022
 (12 week course)

Indian Institute of Technology Hyderabad

Prof. B. Venkateshwar
 Director, Centre for Continued Education (CCE)
 IIT Hyderabad

Prof. Anandhu Thangaraj
 NPTEL Coordinator
 IIT Hyderabad

swayam

Roll No: NPTEL22MG7853449124 To validate the certificate No. of credits recommended: 3 or 4

National Conference on Contemporary Issues in Commerce and Management in Industry 6.0



The National Conference on Contemporary Issues in Commerce and Management in Industry 6.0, held on 23rd August 2024, brought together leading experts and professionals to explore the transformative impact of Industry 6.0 on commerce and management. Dr. S. Chitra Srinivasan, Head of the Department of Commerce, welcomed the distinguished guests and participants, highlighting the importance of the conference in fostering collaboration between academia and industry. The event featured insightful addresses by Dr. M. Gurusamy, who discussed the role of Industry 6.0 technologies in marketing and entrepreneurship, and CMA Rakesh Shankar Ravisankar, who focused on their implications for auditing, finance, and corporate governance. The technical sessions, both online and offline, facilitated engaging discussions, with judges providing valuable feedback. The Valedictory Function featured addresses from Dr. V. Arulmurugan and CMA Venkatakrisnan S, who emphasized the role of advanced technologies in transforming commerce and management practices. The conference successfully bridged the gap between theory and practice, offering participants valuable insights into the future of these fields in the Industry 6.0 era.

National Conference on E-Commerce, Management, and Social Innovation – Embracing Change and Transformation 2023

The National Conference on "E-Commerce, Management, and Social Innovation – Embracing Change, Transformation 2023" provided a platform for researchers to showcase their work and gain valuable insights into their fields. The event began with the Tamizh Thaa Vazhthu, followed by a welcome address from Dr. S. Chitra, Professor and Head of the Department of Commerce, SRM IST. Major Dr. M. Venkataramanam, Dean of CSH, and Dr. J. Dhiliphan, VP Admin, felicitated the chief guest, Mr. S. Padmanabhan. Dr. V. Saravanan, VP Academic, and Dr. S. Chitra then felicitated Dr. Jothi Munuswamy, and the conference proceedings were released. Mr. S. Padmanabhan, Founder of Ankidyne, inaugurated the ceremony and delivered the inaugural address, followed by a keynote address by Dr. Jothi Munuswamy. The technical sessions were coordinated by faculty members, with Track I and Track II focusing on various aspects of e-commerce, management, and social innovation. The conference received over 150 research papers from across India, with the majority from Tamil Nadu. The valedictory session featured addresses from Mr. B.M. Khaja Mohideen, Asst. Vice President, MSE, and Dr. D. Durairaj, Associate Professor, CMR University, Bangalore. The best paper presentations were awarded, and the event concluded with expressions of gratitude from the convenors. This conference provided a valuable opportunity for networking, collaboration, and learning about the latest developments in research.



Freshers' Orientation: A Three-Day Journey of Learning and Engagement

The Freshers' Orientation for the College of Science and Humanities kicked off with a vibrant Tamil Thai Vazhthu, symbolizing a traditional and auspicious start to the event. On Day 1, Mrs. Shrestha Verma, Assistant Professor of Accounting & Finance, welcomed the freshers and introduced the resource person, Mr. C. Muthu Palaniyaappan, who shared valuable insights into various fields after undergraduate studies, emphasizing the importance of higher education like CA and CFE. The students participated in engaging activities like Shuffle Words, Dumb Charades, and Connect the Junk, fostering team spirit and interaction. Dr. Abraham Benjamin Samuel, Assistant Director of International Relations, also inspired the students by talking about international immersion programs and the opportunities they offer for global education. On Day 2, the orientation continued with more interactive student activities led by seniors. Mrs. Shrestha Verma introduced the ERP system, guiding the students on its usage. The events on Day 2 included Shuffle Words, Dumb Charades, and Connect the Junk, which tested students' quick thinking and creativity. These activities helped in breaking the ice and building relationships among students and faculty, giving the freshers a glimpse of college life and its vibrant culture. On Day 3, Ms. K.S. Nikitha, an alumna and entrepreneur, shared her inspiring journey of turning a hobby into a successful business, offering valuable career advice to the freshers. The day featured events like Puzzle Quiz and Talentia, where freshers showcased their talents, adding excitement and energy to the event. The orientation concluded with a vote of thanks and the National Anthem, leaving the students motivated and more confident about their college journey. Overall, the three-day event successfully created a sense of belonging among the freshers, helped them understand the college structure, and inspired them to actively participate in future events, building their courage and confidence as they embark on their college journey.



Alumni Talk: Motivational Speech



The Alumni Club organized an inspiring session on July 12, 2024, featuring a motivational speech by Ms. Ishika Shahi C, Senior Analyst at Thryve. The event aimed to inspire students to dream big, overcome challenges, and build meaningful networks while leveraging their education for success. The session commenced at 9:30 AM, hosted by Mr. Ibrahim of 2nd year B.Com D, who delivered the welcome address and introduced the esteemed

alumna. Ms. Ishika Shahi C shared her journey, emphasizing the importance of perseverance, strategic career planning, and resilience in achieving one's goals. She also highlighted the critical role of networking, mentorship, and giving back to the college community. The event concluded with a vote of thanks by Mr. Ibrahim. The motivational speech left a lasting impression on the students, encouraging them to pursue their aspirations with determination and to view challenges as opportunities for growth.

Creating Impact on Young Minds: Inspiring Sustainable Practices in Tech

Ms. Rihana Fathima, a Package Application Development Associate at Accenture, shared her expertise on integrating sustainability into the tech industry. She highlighted the importance of incorporating sustainable practices in software development, system integration, and project management to achieve operational efficiency while fostering environmental responsibility. With a strong emphasis on the role of cutting-edge technologies, she inspired young professionals to adopt greener solutions that contribute to smarter, eco-friendly cities. Her insights underscored the importance of continuous learning and skill development in driving sustainable progress, aligning with goals of promoting quality education, economic growth, and sustainable urban development. She also encouraged participants to explore innovative ways to balance technological advancements with environmental preservation. The session left a lasting impact, motivating attendees to embrace sustainability as a core value in their professional journeys.

Alumni Talk 2K24 – Inspiring Paths to Success

The Alumni Talk 2K24 featured Ms. Ruchana Rupasree, a Material Cost Analyst at Ford Motors Pvt. Ltd., who shared her inspiring journey from SRMIST to becoming a successful professional. She emphasized the role of her education in shaping her career and engaged with first-year and second-year M.Com students in a lively discussion about career aspirations and strategies for future endeavors. On 30th August 2024, another session focused on "Expert Insights into Stocks and Investments," with Mr. Prasad as the resource person. He provided valuable knowledge on managing investments, understanding risks, and analyzing market trends. The session included a comprehensive Q&A where students gained clarity on stock markets and investment strategies. These events fostered strong connections between students and alumni, offering mentorship and inspiration for their academic and professional journeys. Both programs highlighted the importance of quality education, economic growth, and community building, aligning with the Sustainable



Bridge Course: A Comprehensive Foundation for Future Success

The Bridge Course at SRM Institute of Science and Technology, Ramapuram Campus, was conducted on 07.08.2024 and 08.08.2024, offering first-year students an essential introduction to core concepts in accounting, finance, and personal development. The event featured a series of insightful sessions by esteemed faculty members, including Dr. V. Deepa, Dr. S. Subashini, Ms. Shreshtha Verma, Dr. R. Rakesh, Ms. Mohana Sujana, and Dr. K. Ramesh. The course began with a session on "Investment Fundamentals and Portfolio Planning" by Dr. V. Deepa, which provided students with a strong understanding of asset classes, portfolio diversification, and risk assessment. Dr. S. Subashini's session on "Essentials of Cost Concepts and Techniques" helped students grasp the fundamentals of cost accounting, emphasizing the importance of accurate cost estimation for business success. Ms. Shreshtha Verma's session on "Lease Financing and its Legal Aspects" introduced the students to leasing as an alternative to purchasing assets, focusing on financial implications and legal frameworks. The second day featured impactful sessions on personal and professional development. Dr. R. Rakesh's session on "Skills for Personal Development" covered essential soft skills like communication and critical thinking, while Ms. Mohana Sujana's session, "Your Success Starts with You," emphasized self-motivation, goal-setting, and adopting a growth mindset. Dr. K. Ramesh concluded the course with a session on the "Performance of Financial Accounting of Business," exploring key financial analysis tools that businesses use to make informed decisions. Through interactive discussions, real-life case studies, and group activities, students gained practical knowledge and skills in financial management and personal development. These sessions not only helped students better understand their academic journey but also prepared them for their future careers. The Bridge Course was a resounding success, providing students with a solid foundation in accounting, finance, and essential personal skills. It enhanced their academic preparedness and equipped them with the knowledge to excel in their studies and future careers, ensuring they are well-prepared for the challenges ahead.



Interactive Games Session: Enhancing Skills through Fun at Bizaima 2024

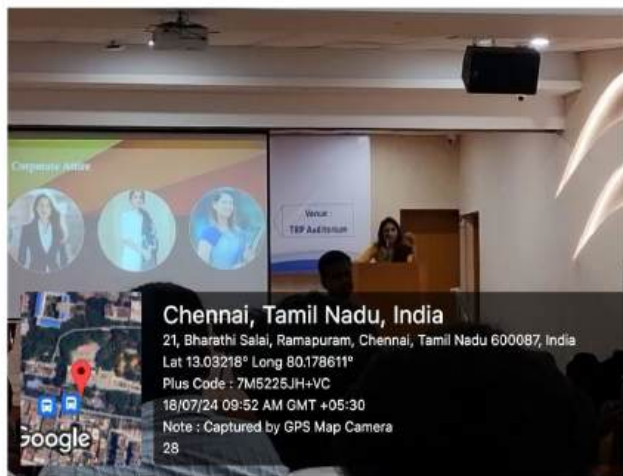
The 10-day webinar series "Bizaima 2024" kicked off with an engaging Interactive Games Session held on 18th June 2024, featuring two exciting games—Connexions and Gibberish. The session was organized by the Flaming Falcons Student Association with the aim to challenge participants' quick thinking, improve communication skills, and enhance creativity in a relaxed and enjoyable environment. Connexions involved answering quiz questions related to commerce through picture hints, while Gibberish asked participants to decipher fun, made-up phrases based on food. The event saw lively participation from students, with many rising to the challenge, building their confidence through the interactive games. The session successfully fostered a sense of camaraderie and active engagement among participants, encouraging both learning and fun. The winners, Ms. Pooja Shree and Mr. Ranjith, were recognized for their impressive performance. The event concluded with a positive atmosphere, leaving participants motivated and excited for the upcoming sessions.

World Ozone Day 2024

The World Ozone Day celebration emphasized the importance of environmental education and collective responsibility for ozone layer preservation. The event began with the Tamil Thai Vazhthu, setting a reverent tone. Esteemed speakers, Mr. P. Senthamil Selvan and Dr. T. Vijayarani, shared valuable insights. Mr. Senthamil Selvan connected astronomy and environmental awareness through a Thirukural that underscored the need to protect Earth, while Dr. Vijayarani provided a comprehensive understanding of the ozone layer, its depletion, and its impact. Through interactive discussions, the event fostered awareness about sustainable practices and empowered students to embrace eco-friendly initiatives. Aligning with SDG Goals 4 and 8, the program highlighted the importance of quality education and the role of ozone-friendly technologies in driving sustainable growth. The session concluded with the National Anthem, inspiring participants to become active contributors to environmental sustainability.



Workshop on Corporate Self Grooming



On July 18, 2024, the Department of Commerce organized a workshop on "Corporate Self Grooming" to educate students on the importance of self-hygiene and disciplinary practices they should follow before attending job interviews. The session, conducted at TRP Auditorium from 08:45 AM to 03:30 PM, focused on the norms and expectations of corporate professionals, particularly for freshers entering the workforce. The workshop was led by Ms. Janani Gurumoorthy, Founder of GJ Academy & Makeovers, who shared valuable insights into grooming, personal presentation, and the key elements that companies look for in potential employees. The session aimed to equip students with the knowledge and skills necessary to make a positive impression during interviews and in professional settings. The event was organized by Dr. S. Chitra Srinivasan (Professor & Head) with the support of convenors Dr. T.V. Ambuli, Dr. P. Suseela, Dr. V. Deepa, and Dr. D. Janis Bibiyana (Associate Professors), and faculty coordinators Mr. A. Hariharan, Ms. P. Suganyapriya, and Dr. Kannamudayar (Assistant Professors). The workshop proved to be an insightful and enriching experience for all participants, providing them with essential grooming tips and an understanding of the professional standards they should meet to succeed in the corporate world.

Exploring the Role of Artificial Intelligence in Commerce

An engaging event was organized to highlight the significance of artificial intelligence (AI) in the commerce industry and provide students with practical learning experiences. The program featured interactive sessions and discussions connecting students with industry professionals, equipping them with essential knowledge and skills. The event began with a welcome address by Ms. Lepika. S, a student from the Department of Commerce, followed by Dr. D. Shanthy, Assistant Professor, emphasizing the influence of AI in problem-solving, decision-making, and innovative approaches. The technical session, led by an expert, covered the evolution of commerce, the importance of warehousing, and the journey of products from manufacturing to delivery. The speaker shared insights into commerce examples from prominent businesses and explained the role of AI in enhancing customer experiences, pricing strategies, and supply chain management. Discussions also included AI-driven automation, targeted marketing, and customer behavior analytics. Students actively participated, asking questions and sharing feedback. The event concluded with a vote of thanks by Ms. K. Preetha, expressing gratitude to the guest for their valuable insights. Attended by 60 students, the program successfully provided a platform for learning, networking, and inspiration, encouraging attendees to explore AI-driven innovations in the commerce landscape.



Insights into Modern Marketing: A Special Lecture

The Department of Commerce hosted a special lecture featuring Mrs. Narmada Udayakumar, Founder of Clique Design, Chennai, as the resource person. The session commenced with a warm welcome and introduction by Mrs. Josephine Lenta, Assistant Professor, followed by a felicitation by Mr. V. Praveen Kumar, Assistant Professor. Mrs. Narmada Udayakumar began with an engaging introduction to the fundamentals of marketing, discussing its evolution from traditional to modern practices. She provided a comprehensive overview of digital marketing, emphasizing strategies and the critical differences between traditional and contemporary approaches. The highlight of the session was her detailed explanation of the C's of marketing and how to understand, implement, and manage them effectively in the digital marketing landscape. The lecture concluded with practical insights that empowered students with advanced knowledge of marketing techniques and strategies, equipping them to drive innovation and contribute to economic growth in the industry.

Genius Gala: A Quiz Contest for Graduate Minds

The Department of Commerce organized a quiz competition titled "Genius Gala: A Quiz Contest for Graduate Minds" for final-year commerce students, held from May 15 to May 25, 2024. The event aimed to engage students in an interactive learning experience by challenging their ability to identify brand logos and answer general knowledge questions. A total of 82 students from across Tamil Nadu enthusiastically participated in the competition. The program was skillfully coordinated by Dr. S. Lakshmi and Dr. K. Punitha, fostering a spirit of curiosity and knowledge enhancement among the students.

The Impact of Sexual Harassment on Mental Health

The Department of Commerce organized an insightful webinar on "The Impact of Sexual Harassment on Mental Health" on September 19, 2024, with 50 participants attending online. The session, led by Dr. N. R. Nappinai, Consultant Psychologist and Professor of Psychology at Meenakshi Medical College, explored the psychological effects of sexual harassment, its long-term impact on mental health, and strategies for recovery. The program, convened by Dr. E. Maria Jency and Mrs. Monisha L, highlighted its alignment with Sustainable Development Goals, emphasizing gender equality, reduced inequalities, and strong institutional frameworks to support survivors and foster safer environments.

Fintech: Revolutionizing Financial Institutions and Driving Economic Growth Industries

On August 28, 2024, the Department of Commerce hosted a webinar titled "Role of Fintech in Financial Institutions," featuring Professor A. Dhanalakshmi from Acharya Bangalore Business School as the resource person. The session explored the transformative impact of fintech on the financial sector, emphasizing its role in broadening access to financial services, especially for underserved communities, and creating diverse employment opportunities in technology, data analytics, and customer service. Participants gained insights into how fintech streamlines operations, supports entrepreneurial ventures, and promotes economic efficiency. The webinar also addressed the importance of ethical practices and regulatory frameworks to ensure secure and transparent financial transactions. Aligning with Sustainable Development Goal (SDG) 8: Decent Work and Economic Growth, the event highlighted fintech's potential to foster financial inclusion, job creation, and innovation, making it a cornerstone of modern economic development.

RAMAPURAM SRM
FACULTY OF SCIENCE & HUMANITIES
(A Place for Transformation)
DEPARTMENT OF COMMERCE

Organizes Webinar on

ROLE OF FINTECH IN FINANCIAL INSTITUTIONS

GUEST SPEAKER
Dr.A.DHANALAKSHIMI
Professor in Management, Acharya Bangalore B School, Bangalore.

28.08.2024 **2.00 PM - 3.00 PM**

Venue : Online
Participants: I B.Com Hons & ISM

NAAC A++
Category 1 with 12B Status
nirf (2024) 12th Ranked University
QS (2025) World Ranking one among 46 Indian Universities
THE WORLD UNIVERSITY RANKINGS (2024) World Ranking one among 91 Indian Universities
QS 4★ VERY GOOD QS 4 Star Rated Globally
SHANGHAI RANKING (2024) World Ranking Ranked 5-7 in Indian Universities

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Event Report: Pillars of Fintech Growth Across Industries



On September 12, 2024, the Department of Commerce organized an Awareness Programme on Women's Safety and Grievances, engaging 90 female participants from B.Com Hons PA & ISM. The session highlighted the integration of sustainable development principles with women's safety initiatives. Key activities included a keynote presentation on sustainable safety solutions, a panel discussion on reducing gender-based violence, and workshops on grievance redressal mechanisms and community engagement. The event emphasized aligning efforts with Sustainable Development Goals (SDGs) 5 (Gender Equality), 10 (Reduced Inequality), and 16 (Peace, Justice, and Strong Institutions). By promoting awareness, actionable strategies, and collaboration, the programme empowered participants to advocate for gender equality, reduce inequality, and contribute to building stronger, more equitable institutions.



Two-Day Seminar on Professional Career Opportunities: Unlocking Future Pathways



The Department of Commerce and Flaming Falcons – Professional Club organized a two-day seminar on Professional Career Opportunities on 22/07/2024 and 23/07/2024, in association with FinCharted Academy, a leading provider of ACCA and CFA coaching. The seminar aimed to enrich students' knowledge of career prospects in the finance domain. The sessions were led by Mr. Shaaz Faruqui, Co-Founder & Faculty, Mr. Hassan, Brand Development Manager, and Mr. Anirudh, Brand Development Manager, all esteemed alumni of SRM Institute. They shared valuable insights on professional opportunities, particularly in ACCA, which includes 3 levels and 8 papers, offering students a clear path to career advancement. The seminar was well-received, with healthy discussions held across both Shift I & Shift II for the first-year students of the Department of Commerce. It successfully sparked interest in alternative career avenues beyond traditional roles, broadening students' professional horizons. The

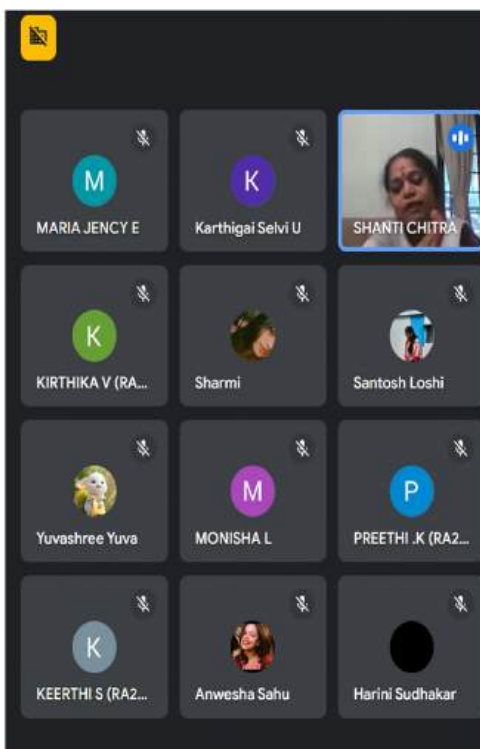


Awareness Programme on Women Safety

The Awareness Programme on Women Safety shed light on various crucial efforts to protect and support women. Dr. Ramamirtham highlighted significant health awareness campaigns, focusing on breast cancer, reproductive health, and mental well-being. Dr. Nimoshini discussed the implementation of workplace safety measures, including anti-harassment policies and grievance redressal systems. Additionally, the programme emphasized proactive government steps to strengthen laws surrounding women's safety, such as enforcing laws against domestic violence and sexual harassment. Efforts to improve healthcare access for women, particularly in marginalized communities, were also discussed, including the establishment of mobile healthcare units and specialized health centers.



Breaking the Silence: Addressing Harassment and Creating Safe Spaces for Women



On September 12, 2024, the Department of Commerce hosted a webinar titled “Breaking the Silence: Addressing Harassment and Creating Safe Spaces for Women.” The event, which attracted 50 participants from the comfort of their homes, was facilitated by Dr. K. Shantichitra, a Professor at SRM Institute of Technology. The webinar delved into the strategies for combating harassment and fostering safer environments for women. The discussion provided valuable insights into addressing harassment, promoting supportive spaces, and implementing practical solutions. The program was closely aligned with the Sustainable Development Goals, emphasizing gender equality, reducing inequalities, and establishing transparent and accountable institutions to ensure justice and peace.

A Journey to the Commerce Field After 12th Board What Do You Need to Know?

On 29th November 2024, a brand-building webinar titled "A Journey to the Commerce Field After 12th Board – What Do You Need to Know?" was held to guide students interested in pursuing careers in commerce. The session was aimed at providing clarity on various courses like B.Com, BBA, Chartered Accountancy, and Company Secretary, and helping students choose the right academic path. The webinar featured Dr. B. Revathy, Dean of Arts, who shared her insights into the opportunities available in the commerce field. Topics discussed included the essential skills required to succeed, such as financial literacy and analytical thinking, along with emerging trends in the commerce sector. The event also aligned with Sustainable Development Goals by emphasizing the importance of mental well-being, quality education, and sustainable business practices. Overall, the webinar was an insightful session that helped students navigate their academic and career paths in commerce.

The screenshot shows a Zoom meeting interface. At the top, the presenter is identified as "Revathy B (Presenting)". The main content is a presentation slide titled "Bachelor of Arts (BA) in Economics". The slide lists two key points:

- This degree provides a strong foundation in economic theory & analysis.
- It's suitable for students interested in research, policy analysis, or financial markets.

The slide also features a navigation pane on the left with thumbnails for other slides, including "Bachelor of Commerce (Hons)", "B.Com (Hons) & Com (Exec)", "Bachelor of Business Administration (BBA)", and "Bachelor of Business Administration (BBA) - International". The Zoom interface on the right shows a video thumbnail for Revathy B and a list of participants: Sabitha J, HARIKRISHNA..., and 41 others.

Career Guidance Session on Commerce Pathways

The Department of Commerce hosted a session aimed at guiding students who are interested in pursuing careers in the commerce field after completing their 12th exams. The session, led by Dr. B. Revathy, Dean of Arts and Chairperson of the School of Business Studies at Manonmaniam Sundaranar University, provided valuable insights into various courses like B.Com, BBA, Chartered Accountancy, and Company Secretary. Dr. Revathy emphasized the importance of selecting the right academic path based on personal interests and career goals while highlighting the skills necessary for success, such as financial literacy and analytical abilities. Students were encouraged to explore emerging trends in business and finance, helping them understand the potential career paths within the commerce industry. The session concluded with Ms. Mohana Sujana, Assistant Professor, Department of Commerce, offering her vote of thanks to Dr. Revathy for sharing her expertise and engaging with the students.

The image shows a Zoom meeting interface. On the left, a presentation slide titled "Choosing - Career" is displayed. The slide content includes:

- Higher Studies options:** Master's degree in Commerce and Accountancy, Chartered Accountancy, Company Secretary.
- Bachelor of Commerce (B.Com):** Qualification degree - provides comprehensive knowledge in accounting, finance, taxation, business management. It is a pre-requisite for various jobs.
- Bachelor of Business Administration (BBA):** Focuses on business management, knowledge of business operations, opens up the banking sector, finance industry & business management.
- Bachelor of Commerce (Hons)**

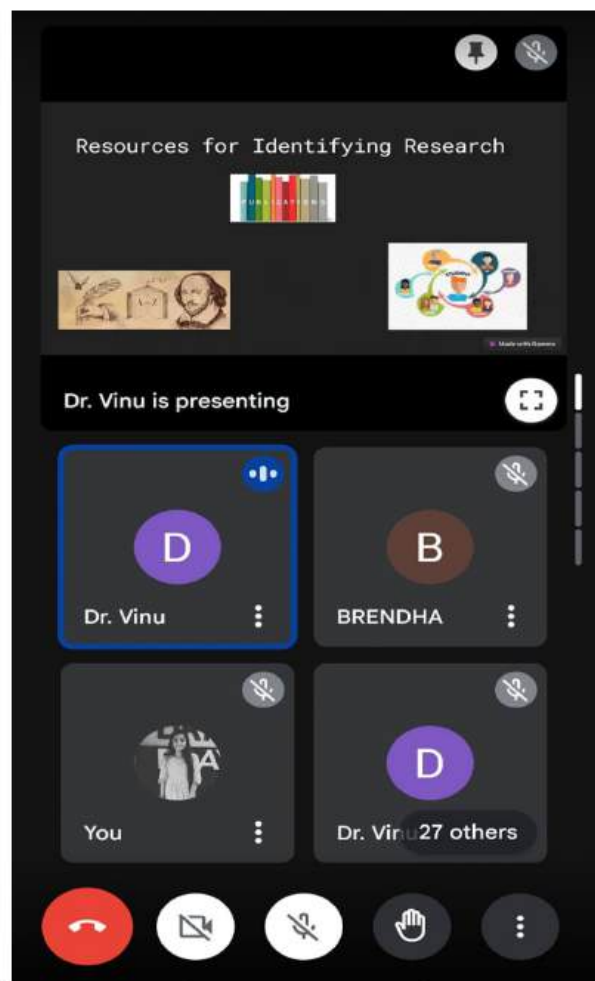
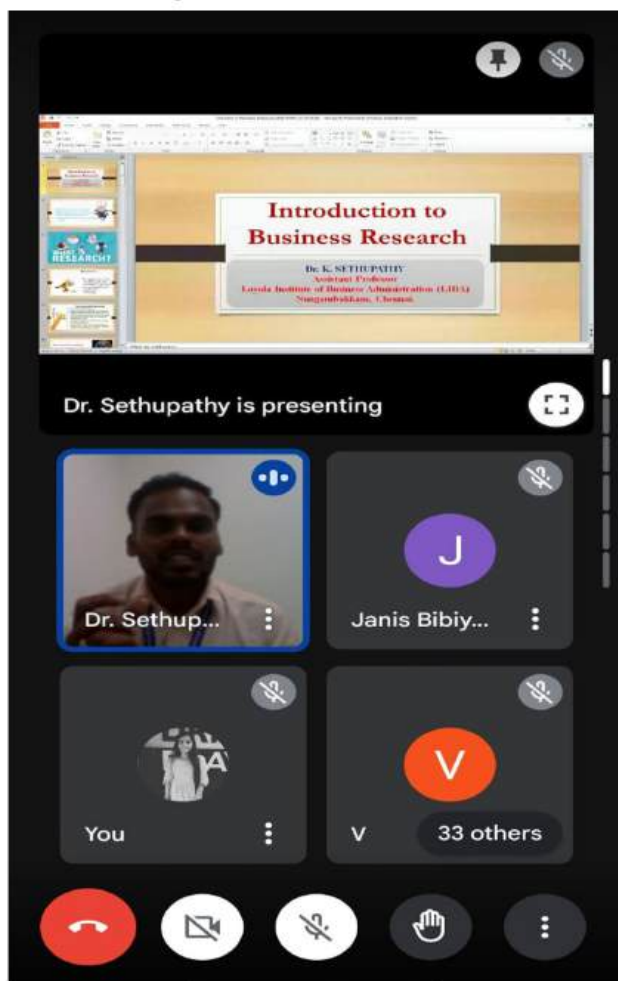
Below the slide, it says "Click to add notes".

On the right side of the Zoom window, there is a grid of participant avatars:

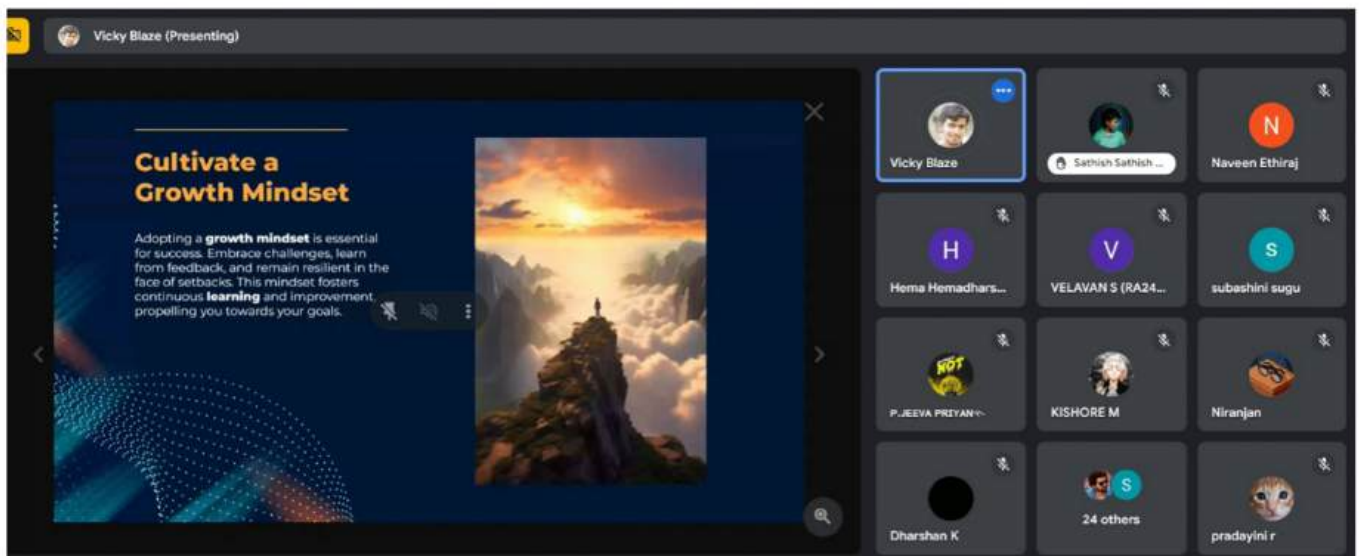
- Sabitha J
- Mohana Sujana (highlighted)
- TRILOC M (RA...)
- Revathy B
- HARIKRISHNA...
- SHARON S (R...)
- 46 others
- Sabitha J

Research Methodology Workshop: A Comprehensive Learning Experience

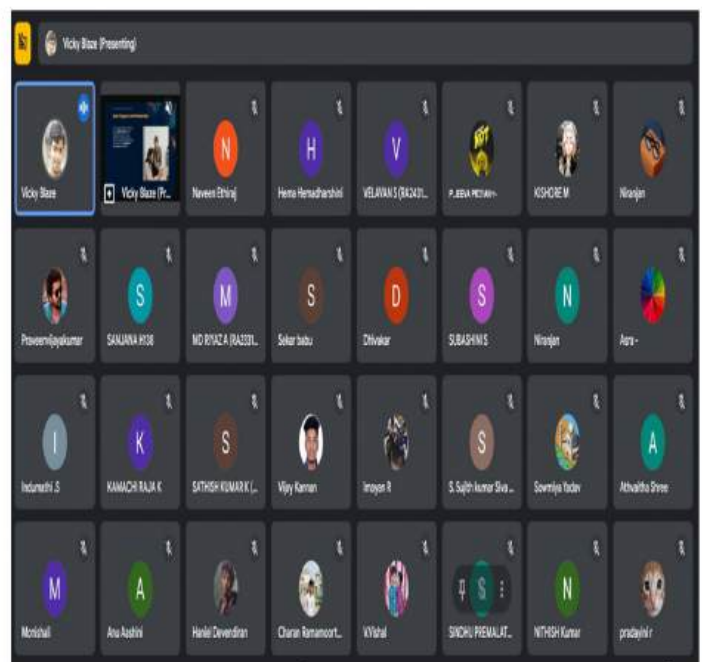
From July 1st to 6th, 2024, the Department of Commerce at SRM Institute of Science and Technology, Ramapuram, hosted a week-long workshop on Research Methodology. Designed to equip undergraduate students with essential research skills, the program covered critical topics such as research design, data collection methods, ethical considerations, and analytical tools. Each day focused on a key aspect of research, including identifying research problems, conducting literature reviews, understanding sampling techniques, and mastering report writing. Practical exercises and real-world applications enriched the sessions, enabling participants to critically evaluate literature, design effective methodologies, and analyze findings. A strong emphasis on ethical research practices reinforced the importance of conducting responsible and meaningful studies. The interactive nature of the workshop fostered collaboration, critical thinking, and confidence among participants. Guided by eminent resource persons, students gained valuable skills to apply in academic and professional research endeavors, making the event a resounding success.



Empowering Students: Insights on Success and Growth



The Department of Commerce organized an inspiring session with Mr. Vignesh Kumar, Manager at HTC Global Service, who shared his valuable insights on achieving success and personal growth. Mrs. F. Josephine Lenta welcomed the guest, setting the stage for an engaging online session. Mr. Vignesh began by discussing the concept of success and encouraged students to cultivate a growth mindset, embrace challenges, and be open to learning. He emphasized the importance of seeking mentorship, staying committed to goals, and using failure as a learning experience.



Mr. Vignesh also highlighted the significance of celebrating small wins and maintaining a healthy work-life balance to prevent burnout. The session resonated deeply with students, inspiring them to stay focused on their goals while fostering a balanced and fulfilling life. The event concluded with Ms. R. Sindhu Premalatha presenting a vote of thanks, expressing gratitude to Mr. Vignesh for his insightful session. This program had a profound impact, aligning with Sustainable Development Goals by enhancing students' education, promoting economic growth, and fostering well-being. The session was a motivating experience for students, equipping them with the tools to succeed in both their personal and professional lives.

COMMEX '24: Fostering Innovation and Sustainable Growth

The Department of Commerce at SRM Institute of Science and Technology, Ramapuram, successfully hosted COMMEX '24 – “The Throne of Legacy” on 28th September 2024, at TRP Gallery Hall 1 & 3. The event, which ran from 8:00 AM to 4:00 PM, witnessed the participation of 306 individuals, including students and faculty members, under the guidance of faculty coordinators Mrs. Amrin Fathima, Mr. Hariharan A, and Dr. J. Sathish Kumar, along with event coordinators Vidhun Vishal, Issac Kingslynova, and Someshwaran. The inauguration ceremony featured distinguished resource persons, including Ms. Pinky Rajesh, Founder & CEO of UR Choice Corporate Gifting Private Ltd, who shared her inspiring journey in the corporate gifting industry, and **Mr. Mohammed Shariff**, an SRM alumnus and Founder of Shazkam Property Consulting Firm, who offered entrepreneurial insights into luxury property consulting. The event included innovative competitions like Advert It!, Best Manager, and Time Management, showcasing participants' creativity and talent. Christ University, Bangalore, secured the overall winner title, with SRM Katankalathur as the runners-up. Aligning with the United Nations Sustainable Development Goals (SDGs), COMMEX '24 promoted SDG 4: Quality Education, SDG 8: Decent Work and Economic Growth, and SDG 11: Sustainable Cities and Communities through skill-building sessions, entrepreneurial advice, and discussions on sustainable practices. The event drew high praise from resource persons and judges for its organization, impactful sessions, and student enthusiasm, with offers for internship opportunities highlighting its success. COMMEX '24 underscored the department's dedication to fostering innovation, skill development, and sustainability, making it a landmark event in its legacy.



Breezy 3.0: Empowering Students for Future Success



The Department of Commerce at SRM Institute of Science and Technology, Ramapuram, organized the inspiring event ****Breezy 3.0 – “Defeat the Fear”**** to provide students with a platform for learning and collaboration. The resource persons, Ms. Aishwariya, a Financial Associate at Agilisium Consulting, and Mr. Arun Kumar, Technical Head at Sri Devi Jewel Works, were welcomed with heartfelt gratitude. Both alumni of SRM Institute, they shared their professional journeys and insights with the students. Ms. Subashini extended a warm welcome, and Mr. Afsar introduced the esteemed guests, with faculty members presenting them tokens of appreciation on behalf of the student association, Flaming Falcons.

During the technical session, Mr. Arun Kumar reminisced about his college days and provided invaluable advice on career planning and financial insights. Ms. Aishwariya also shared her experiences, offering guidance on career paths and introducing students to her role at Agilisium Consulting. The event featured engaging competitions such as Watch It Say It, Guess the Slogan, Tick Tack, 2 Facts 1 Lie, and Shipwreck, which showcased the talents and creativity of the participants. Winners across categories demonstrated remarkable skills and enthusiasm.

The event concluded with a vote of thanks from Ms. Subashini, expressing gratitude to the resource persons, participants, and organizers. Breezy 3.0 successfully aligned with key Sustainable Development Goals, including SDG 4: Quality Education, by providing students with real-world industry insights, SDG 8: Decent Work and Economic Growth, by preparing them for future employment opportunities, and SDG 11: Sustainable Cities and Communities, by fostering collaboration and inclusivity among students. The event stood as a testament to the commitment of the Department of Commerce to student growth, skill development, and community building.

COMBEEZ 2K23: A Spectacular Business Event



The Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Ramapuram, hosted *COMBEEZ 2K23*, a mega business event celebrating the dedication, creativity, and excellence of students for the academic year 2022–2023. Held from 29th March to 5th April 2023, the event featured 20 engaging business competitions aimed at enhancing entrepreneurial and managerial skills. Organized under the leadership of Dr. Chitra Srinivasan, Head of the Department, and convened by Dr. P. Maheswari, Dr. C. Sahila, Dr. V. Shruthi, and Ms. A.N. Amrin Fathima, with co-conveners including Dr. J. Sathish Kumar, Mrs. K. Anandhi, Mrs. Nivedha, Dr. Rakesh, and Dr. Devi Narayani, the event saw over 106 participants competing across various categories, with three prizes awarded per event.

The competitions spanned four days and included creative and skill-based challenges such as *Diplomat (Turn Coat)*, *Creative Writing*, *Recycle It (Best with Waste)*, *Hipster CEO (Best Manager)*, and *Flash Skit (Ad Zap)*, among others, conducted by dedicated faculty members. The event culminated in a grand award ceremony on 4th and 5th April 2023, where *Mr. Sanjeev Kr. Singh*, Director and Founder of Leaf Academy, presented awards for Meritorious Achievement, Regularity, and Proficiency. Outstanding performers were recognized with the prestigious *Best Student Award*.

Adding to the grandeur, a "Red Carpet" welcome provided a platform for students to showcase their exceptional talents and creativity. The event emphasized curricular and co-curricular excellence, fostering enthusiasm and motivation among students. *COMBEEZ 2K23* stood out as a remarkable celebration of innovation, collaboration, and academic excellence, leaving a lasting impact on participants and reaffirming the Department of Commerce's commitment to nurturing future leaders.

BIZ O QUIZ (Brand Building)



On October 23, 2024, the Department of Commerce organized the "BIZ O QUIZ" event at St. Anne's Matriculation Higher Secondary School, with 60 participants engaging in a series of exciting competitions aimed at enhancing their knowledge of commerce, business, and branding. The event featured six interactive rounds: Guess the Mix, Reveal Me, Icon IQ, Friendly Feud, Sound Out Suspect, and Connect It. Students tested their skills in areas such as business terminology, logos, historical personalities, and commerce-related topics. The event encouraged teamwork, critical thinking, and communication skills. The successful program, which emphasized participation over winning, aligned with SDG Goals 4 and 8, promoting quality education and skills essential for future employment and economic growth. Prizes were awarded, and the event concluded with a vote of thanks by Ms. V. Mohana Sujana.



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Note : Captured by GPS Map Camera



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ED Pavilion 2.0: Celebrating Entrepreneurship, Creativity, and Sustainability

On March 14, 2024, the Department of Commerce at SRM Institute of Science and Technology, Ramapuram Campus, hosted ED Pavilion 2.0, a flagship event themed "Art, Agriculture, and Architecture (AAA)." This dynamic initiative brought together 38 entrepreneurs who showcased their innovative businesses, engaging a floating crowd of 500+ students, faculty, and professionals. Preceded by a week of impactful activities, including street plays, entrepreneurial discussions, and sustainability challenges, the event emphasized the integration of creativity, sustainable development, and practical entrepreneurship. The Pavilion featured diverse stalls, interactive games, and artistic displays, fostering invaluable industry connections and skill-building opportunities. By inspiring innovation, celebrating sustainability, and empowering students, ED Pavilion 2.0 set a benchmark in entrepreneurial excellence, leaving a lasting impression on attendees and paving the way for future initiatives



Fresher's Orientation Program: A Warm Welcome to College Life

The three-day Fresher's Orientation Program, themed "Journey Towards Graduation," was a vibrant and informative event aimed at helping new students acclimate to college life. Held at the TRP Auditorium from July 9 to 11, the program included interactive sessions, speeches, and fun activities that made the freshers feel at home. The event kicked off with a warm welcome address and an inspiring speech by CA Sharada Gokulakrishnan, emphasizing personal growth over academic success. The second day provided essential information about academic processes, placement opportunities, and the importance of extracurricular activities, with key insights from faculty and guest speakers. On the final day, the freshers were inspired by alumni stories and entertained with lively dance performances, fostering a sense of community and belonging. The program, organized by the Flaming Falcons Student Association, successfully created a supportive environment, giving freshers the tools and motivation to embark on their academic journey.



BizQuiz Masters: A Celebration of Knowledge and Academic Excellence

The BizQuiz Masters event, held on 10th October 2024, was a dynamic brand-building activity aimed at fostering academic curiosity and promoting intellectual growth among students at SRM Institute. This quiz competition, designed for grade 12 students, covered a wide range of topics such as general knowledge, science, literature, and current affairs. The competition was structured into multiple rounds, including rapid-fire, visual, and buzzer rounds, and saw enthusiastic participation from 50 students, divided into teams of four.

The quiz was conducted by Dr. T. Rani and Dr. S. Dhivya, Assistant Professors from the Department of Commerce, with Mrs. N. Radha, Vice Principal of Sri Sitaram Vidyalaya, serving as the event's judge to ensure transparency. After a spirited competition, Team A, consisting of Mr. Nanda Kumar, emerged as the winners, followed by Team B and Team C. The winning teams were awarded academic books, including Quantitative Aptitude and Fundamentals of Computer Science & Commerce, to encourage their continued intellectual growth. The event received overwhelming positive feedback from both students and faculty, with many participants expressing their eagerness to engage in similar future activities. The quiz not only reinforced the SRM Institute's commitment to education but also enhanced its reputation as a supporter of academic excellence.



Innovative Entrepreneur Contest: Fostering Creativity and Innovation

The Department of Commerce, in collaboration with Flaming Falcons, organized the one-day Innovative Entrepreneur Contest on 17.03.2023. This event, aimed at UG and PG students, featured a special guest, Dr. E. Bhaskaran, General Manager, D.I.C, MSME Department, Government of Tamil Nadu. The jurists for the event, Mr. Arun Kumar and Ms. Harini Balu, evaluated the participants. A total of 35 stalls were set up, with various departments showcasing their entrepreneurial skills, and prizes were awarded to the most innovative ideas. The event was coordinated by the convenors Mrs. U. Karthigai Selvi, Ms. A.N. Amrin Fathima, and Dr. V. Shruthi, with support from co-convenors Mr. I. Enock, Dr. Sathish Kumar, Dr. Rakesh, Mrs. Anandhi, and Mrs. Nivetha. This contest highlighted the creativity and entrepreneurial



ARTHASHASTRA 2024: Directing Diplomacy in Commerce and Creativity

On 21st September 2024, SRM Institute of Science & Technology hosted ARTHASHASTRA 2024, an intercollegiate technical convention themed Directing Diplomacy. The event welcomed 310 participants from 36 institutions, offering a platform to foster creativity, innovation, and entrepreneurial acumen. With 14 diverse competitions, including the Case Study Challenge, Startup Pitch Battle, Stock Market Simulation, and creative events like T-Shirt Designing and Logo Legend, the event bridged academics with industry expectations while celebrating talent and teamwork. The grand inauguration by Ms. Rejitha Reddy, founder of CU Clothes Unlimited, and the focus on UN Sustainable Development Goals (SDGs) emphasized the blend of creativity, leadership, and sustainability. Culminating in a vibrant awards ceremony, ARTHASHASTRA 2024 was a resounding success, leaving participants inspired and equipped to embrace future challenges.



Investiture Ceremony: Celebrating Achievement and Inspiring Excellence

The Investiture Ceremony was a memorable event dedicated to recognizing and celebrating the remarkable achievements and contributions of individuals within the Flaming Falcons Student Association. The ceremony began with a heartfelt welcome address, emphasizing the importance of acknowledging hard work and dedication. The chief guest, who was introduced with great respect, shared inspiring words that encouraged all attendees to continue striving for excellence. During the ceremony, badges were presented to the deserving individuals, symbolizing their accomplishments and commitment. The event concluded with a vote of thanks, expressing gratitude to all involved. The successful distribution of badges not only celebrated individual achievements but also fostered a sense of unity and shared purpose, motivating everyone to continue contributing to the association's growth. The ceremony was a resounding success, enhancing morale and team spirit among participants.



Engaging Minds with the Current Affairs Clash

On September 30, 2024, the AHE Club organized the Current Affairs Clash, a lively quiz competition for B.Com Hons PA students. With 30 participants, the event aimed to boost awareness of global and national issues while fostering critical thinking skills. The quiz featured multiple rounds, including general knowledge and rapid-fire segments, creating an engaging and competitive atmosphere. All participants received certificates of participation, encouraging ongoing interest in current affairs. Aligned with SDG 4, the event promoted quality education, lifelong learning, and inclusivity. Its success paves the way for future quizzes with expanded themes and broader participation.



Igniting Entrepreneurial Spirit with the Start-Up Plan



On September 30, 2024, the Start-Up Plan event brought all Commerce students together for an engaging session on entrepreneurship and business creation. Led by Ms. Lavanya, a seasoned leader and advocate for inclusion, the event provided students with insights into start-up planning, funding, and sustainability. Through interactive sessions and discussions, participants explored innovative business ideas, gained practical feedback, and enhanced their critical thinking and collaborative skills. Aligning with SDGs 1, 4, and 8, the event emphasized the importance of entrepreneurship in driving economic growth, reducing poverty, and fostering quality education. It inspired students to think creatively and contribute to societal development through impactful ventures.



Commerce Conglomeration (C²) Investiture Ceremony 2024-2025

The Investiture Ceremony of Commerce Conglomeration (C²) for the academic year 2024-2025 was held on 9th August 2024 at the IV Floor Gallery Hall with 100 attendees, including first, second, and third-year students. The event, graced by Chief Guest Dr. Umanath Kumaraswamy, Assistant Vice President at BNP Paribas India Solutions Pvt. Ltd., marked the formal induction of new office bearers and executive members. Highlights included inspiring addresses by Dr. C. Sunder, Dean of the Faculty of Science and Humanities, and Dr. Kumaraswamy, who shared valuable industry insights and leadership advice. The badge presentation ceremony symbolized the official recognition of the student leaders' roles and responsibilities. Alumni interactions added a touch of inspiration, showcasing the enduring impact of C² on personal and professional growth. The ceremony concluded with a vote of thanks, reflecting the spirit of gratitude and collaboration that defined the event. This successful ceremony set the tone for a year of leadership, innovation, and excellence for C².



LEVITA'24: Elevating Minds, Shaping Futures

On March 14, 2024, the Department of Commerce at SRM Institute of Science and Technology, Ramapuram Campus, hosted ED Pavilion 2.0, a flagship event themed "Art, Agriculture, and Architecture (AAA)." This dynamic initiative brought together 38 entrepreneurs who showcased their innovative businesses, engaging a floating crowd of 500+ students, faculty, and professionals. Preceded by a week of impactful activities, including street plays, entrepreneurial discussions, and sustainability challenges, the event emphasized the integration of creativity, sustainable development, and practical entrepreneurship. The Pavilion featured diverse stalls, interactive games, and artistic displays, fostering invaluable industry connections and skill-building opportunities. By inspiring innovation, celebrating sustainability, and empowering students, ED Pavilion 2.0 set a benchmark in entrepreneurial excellence, leaving a lasting impression on attendees and paving the way for future initiatives.



Industrial Visits / International Visits

Visited Dubai Academic City - We had visited few top universities in Dubai
Curtain University, Middlesex University, BITS Pillini Dubai Campus,
Demontfort University Dubai Campus, Manipal Dubai campus on
18 – 24 March 2024



Five Days Internship at Malaysia from 20 – 25 February 2024.



Visited IIM Bangalore for academic partnership and Entrepreneurship Collaboration with IIM NSRCEL on 14 -16 December 2023



Student Outreach Programme: Industrial Visit to Britannia Oragadam Plant



On September 21, 2024, the Department of Commerce organized an enriching industrial visit to Britannia Industries' state-of-the-art facility at Oragadam, with 62 participants. The visit provided an in-depth understanding of the plant's advanced operations, focusing on automation, efficiency, and sustainability. Students had the opportunity to explore the complete production process of Britannia's biscuits and cakes, beginning with ingredient mixing, followed by automated baking, and concluding with the precision-driven packaging stages. The visit also included a tour of the quality control laboratories, where students observed stringent testing procedures for both raw materials and finished products, including sensory and microbiological analysis. This reinforced the importance of maintaining high standards in food safety and consistency. Additionally, participants learned about the facility's inventory management and distribution network, gaining insights into how Britannia ensures timely and efficient delivery of products to the market.

A key highlight of the visit was a detailed discussion with industry professionals, where students engaged in a Q&A session to clarify doubts about operational challenges, current trends, and future prospects in the food industry. The session also shed light on Britannia's sustainability initiatives, including energy-efficient practices and waste management strategies, and its positive impact on local farmers and communities. The visit successfully bridged the gap between theoretical learning and real-world applications, providing students with practical exposure to industry standards and innovative practices. It inspired many to consider careers in food technology and sparked interest in exploring internships and projects in related fields. Moreover, the emphasis on sustainability encouraged students to adopt eco-friendly practices in their personal and professional lives, making the visit a truly holistic learning experience.

Industrial Visits / International Visits



Industrial visit to Precision India Ltd on 2 September 2023 at Industrial Park, Irungattukottai.

Student Outreach Program with SICCI

The student outreach program began with a warm welcome from SICCI representatives, followed by a detailed presentation about the Chamber's history, core functions, and initiatives aimed at supporting businesses in South India. The session covered various topics, including trade facilitation, policy advocacy, skill development, and entrepreneurship support. Afterward, students engaged in an interactive Q&A session with SICCI personnel, gaining valuable insights into industry trends, job prospects, and the skills needed for a successful career in commerce. The program concluded with a guided tour of the SICCI facilities, offering students a closer look at its operations and structure. Though photography was restricted inside SICCI, students were able to capture moments outside the building and during the tour, making for a memorable experience.



Workshop on LinkedIn Profile Optimization & Resume Building



The workshop began with Tamil Thai Valthu, followed by a welcome address by Dr. T. Rani, who introduced the chief guest, Ms. Derin Margret, CEO of Career Desire. Ms. Margret emphasized the importance of LinkedIn optimization and resume building in today's job market. The session included live LinkedIn profile reviews, resume crafting exercises, and personalized feedback. Dr. Rani concluded the event with a vote of thanks, expressing gratitude for the valuable insights and inspiration shared by the guest.

Exploring Dairy Operations: Industrial Visit to AAVIN Sholinganallur Plant



The Department of Commerce organized a three-day industrial visit to the AAVIN Sholinganallur Plant on September 4th, 5th, and 10th, 2024, offering participants a detailed view of dairy operations and processing. The visit aimed to provide students with practical insights into milk production, processing, and the cooperative model's impact on agriculture. The guided tour, led by Ms. Kaviya from AAVIN's HR team, covered various sections of the plant, including milk collection, quality testing, pasteurization, homogenization, and packaging. Students observed advanced technologies and stringent quality control measures, gaining a thorough understanding of the processes involved in delivering safe and high-quality dairy products. A Q&A session with the plant manager further deepened their knowledge about operational challenges and industry trends. The experience inspired many students to explore career opportunities in the dairy sector, with particular appreciation for AAVIN's focus on sustainability and support for local farmers. The visit successfully bridged classroom concepts with real-world applications, leaving participants motivated and informed about potential career paths in the agricultural and dairy industries.

Bridging Theory and Practice: An Industrial Visit to Chennai Port Trust

The Department of Commerce, in partnership with the Indian Institute of Logistics (IILS), Chennai, organized an enlightening industrial visit to Chennai Port Trust for 45 third-year B.Com students from SRM Institute of Science and Technology, Ramapuram, Chennai. This CSR initiative, sponsored by IILS, aimed to enhance the students' practical understanding of supply chain management, logistics, and import-export processes. Under the guidance of Mr. M. Srinivas, Deputy Manager – Corporate Communications at IILS, the program offered a comprehensive overview of port operations, highlighting its critical role in international trade. Students gained valuable insights into the port's infrastructure, cargo handling, storage facilities, and modern tracking technologies, along with hands-on exposure to customs clearance, freight forwarding, and logistics management. A live demonstration of the container management system and discussions on sustainable logistics practices added further depth to their learning. The event concluded with a Q&A session, where port officials shared real-world experiences, providing students with a holistic understanding of the logistics sector. This visit underscored the importance of bridging academic knowledge with real-world applications, equipping students with the skills and insights necessary for their future careers in commerce and logistics.



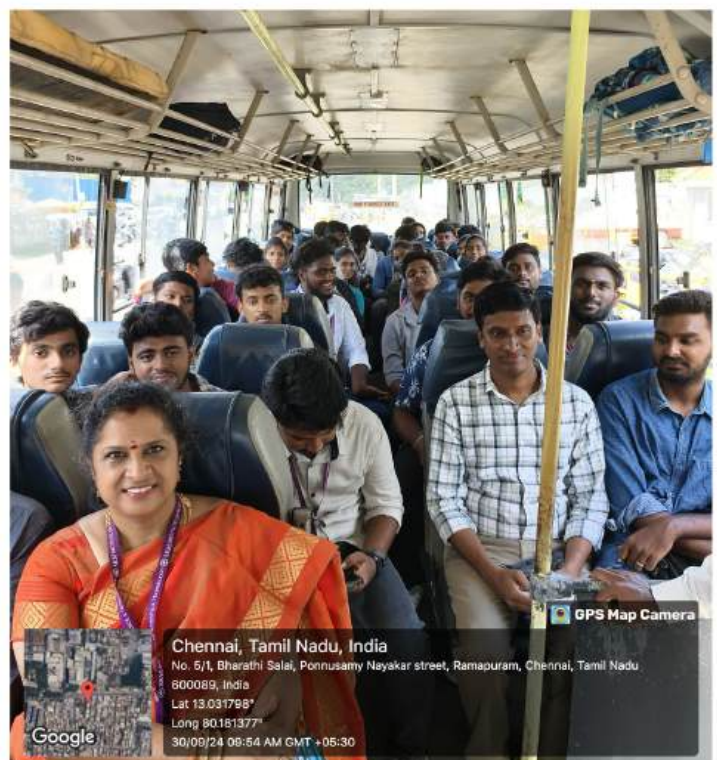
Student Outreach Programme: Farm Visit to Shenbagam Organic Farm

From October 8 to 10, 2024, the Department of Commerce organized a three-day visit to Shenbagam Organic Farm in Walajabad, Kancheepuram, with over 110 students participating. The visit provided valuable insights into organic farming and sustainable agriculture practices. Over the course of the three days, participants explored various sections of the farm, observing diverse crops and learning about eco-friendly farming techniques such as composting, natural pest control, and water conservation. The farm's owner and manager shared in-depth knowledge about the benefits and challenges of organic farming, emphasizing its positive impact on environmental health and community welfare. Students actively engaged in hands-on activities like planting seeds and preparing compost, which helped them better understand organic farming principles. The Q&A session with the farm manager provided further insights into market trends and the future of sustainable agriculture. The visit inspired many students to consider careers in sustainable farming while reinforcing the importance of sustainability in agriculture. Participants left with a deeper understanding of organic farming and its potential to contribute to a healthier environment and more sustainable communities.



Student Outreach Program on Logistics and Supply Chain Management

On 30th September 2024, the Indian Institute of Logistics (IIL) organized a highly informative Student Outreach Program in Chennai for 45 third-year B.Com students from SRM Institute of Science and Technology, Ramapuram. The program, led by Adv. (Capt.) V J Pushpakumar, aimed to enhance students' understanding of supply chain management, logistics, and import-export processes. Capt. Pushpakumar shared his expertise on key aspects of logistics operations, the intricacies of supply chain management, and the import-export process, incorporating interactive elements to foster student engagement. The session provided valuable insights into real-world challenges and opportunities in the logistics sector. The event received overwhelmingly positive feedback, with students expressing strong interest in exploring careers in logistics, supply chain management, and the maritime industry. The program successfully deepened students' knowledge and inspired them to consider various career paths in the logistics and



Faculty Recognition & Achievements



Dr S Lakshmi has been awarded Best Faculty by GRABS Awards 2023 on 30 April 2023.



Mr S Balakrishnan has been awarded Research Excellence Award by Research Education Solution in association with NMiet B School on 10 June 2023



Dr J Sathish Kumar , Best Paper Award Overseas International on Advanced Technology in Engineering & Management held on March 18 – 25 2024 at Dubai – Paper Titled Factors Influencing Faculty Engagement in Technology and Management Institutions.



Mr K Murugan, Best Paper Award Overseas International on Advanced Technology in Engineering & Management held on March 18 – 25 2024 at Dubai – Paper Titled Factors Influencing Faculty Engagement in Technology and Management Institutions.



Dr Kabirdoss Devi has been awarded Global Entrepreneur Award 2022 WBN on Global Entrepreneurship Startup Conclave held on 24 Decemeber 2022

Faculty Recognition & Achievements



Dr. S. Subhashini, Assistant Professor in the Department of Commerce, Faculty of Science & Humanities, SRM Institute of Science and Technology, Ramapuram, was honored with the Best Faculty Award by the Sowdambika Group of Institutions. This esteemed recognition celebrates her exceptional contributions to the field of education and her unwavering commitment to the holistic development of the student community. With her innovative teaching methods and dedication to fostering academic excellence, Dr. Subhashini has made a significant impact on shaping the minds of future leaders. Her efforts in guiding and mentoring students, coupled with her passion for knowledge sharing, have elevated the standards of education, earning her this well-deserved accolade.

Student Recognition & Achievements

The Men's Cricket Team emerged victorious in the CM Trophy 2024, held at AK Cricket Ground, Thiruvallur District, from September 18 to 23, 2024. Showcasing exceptional skill and teamwork, the team clinched the prestigious Winner's Trophy along with a cash prize of ₹45,000. Their stellar performance brought pride and recognition, highlighting their dedication and sportsmanship on a grand stage.

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
Ramapuram

FACULTY OF SCIENCE AND HUMANITIES

Hearty Congratulations

CRICKET MEN TEAM HAS WON WINNERS TROPHY AND RS.45,000/-
CASH PRIZE in CM Trophy- 2024

Thiruvallur District held at AK Cricket Ground
held from 18th to 23sep 2024

FOR ADMISSION ENQUIRIES
1800 102 1525

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Faculty Achievements



Mrs. P. Suganya Priya, Assistant Professor, Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Chennai, was honored with the Best Young Faculty Award by the Star International Foundation for Research and Education (SIFRE) during the SIFRE International Awards for Excellence in Education 2024, held on 28th July 2024 at Kohinoor Hotels, Erode, Tamil Nadu. The

award recognizes her outstanding contributions to administration, teaching, and research, reflecting her dedication to academic excellence and student success.

Dr. K. Srinivasan, Assistant Professor, Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Ramapuram, Chennai, was awarded the Best Young Researcher Award by the Star International Foundation for Research and Education (SIFRE) during the SIFRE International Awards for Excellence in Education 2024, held on 28th July 2024 at Kohinoor Hotels,



Erode, Tamil Nadu. This prestigious recognition honors his exceptional contributions to administration, teaching, and research, showcasing his commitment to academic and professional excellence.



Ms. Sindhu Premalatha R, Assistant Professor, Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Ramapuram, Chennai, was honored with the Best Young Researcher Award by the Star International Foundation for Research and Education (SIFRE) during the SIFRE International Awards for Excellence in Education 2024, held on 28th July 2024 at Kohinoor Hotels, Erode, Tamil Nadu. This

esteemed award recognizes her outstanding contributions to administration, teaching, and research, reflecting her dedication to academic and professional excellence.

University Rank Holders

RAMAPURAM SRM
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
Ramapuram Campus

COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE
UNIVERSITY TOPPER (2021 - 2023)

Hearty Congratulations
Congratulations on your incredible success

UNIVERSITY FIRST RANK



MS. SHARMILA R
REG NO: RA2132202020001
CGPA – 9.46
M.COM GENERAL – SHIFT I

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RAMAPURAM SRM
SUSTAINABLE DEVELOPMENT GOALS
4 QUALITY EDUCATION
INSTITUTION'S INNOVATION COUNCIL
University of HRD Initiatives

FACULTY OF SCIENCE AND HUMANITIES
(A Place for Transformation)

DEPARTMENT OF COMMERCE
(ACCOUNTING & FINANCE)

Hearty Congratulations

BATCH 2021- 2024

UNIVERSITY RANK HOLDERS



GOURI PRINCE
UNIVERSITY 2nd RANK
CGPA – 9.75

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RAMAPURAM SRM
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
Ramapuram Campus

COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE
(ACCOUNTING AND FINANCE)

Hearty Congratulations
DEPARTMENT OF COMMERCE - UG - UNIVERSITY RANK HOLDER
B.COM (A&F) 2020 to 2023
UNIVERSITY SECOND RANK



MS. NIKITHA S K
REG NO: RA2031202020059
CGPA – 9.54
III B.COM (A&F)

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RAMAPURAM SRM
SUSTAINABLE DEVELOPMENT GOALS
4 QUALITY EDUCATION
INSTITUTION'S INNOVATION COUNCIL
University of HRD Initiatives

FACULTY OF SCIENCE AND HUMANITIES
(A Place for Transformation)

DEPARTMENT OF COMMERCE
(GENERAL)

Hearty Congratulations
B.COM GENERAL (BATCH 2021-2024) | M.COM GENERAL (BATCH 2022-2024)

UNIVERSITY RANK HOLDERS



NITHYA DHARSHINI A
SECOND RANK
CGPA : 9.63
RA2131201020173

JASMITA.H
THIRD RANK
CGPA : 9.62
RA2131201020063

JAYASHREE.S
SECOND RANK
CGPA : 9.43
RA2232202020002

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University Rank Holders

RAMAPURAM SRM
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
Ramapuram Campus

COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE
UNIVERSITY TOPPER (2020 - 2023)

Hearty Congratulations

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UNIVERSITY THIRD RANK
B.COM GENERAL - SHIFT I



MR. SHADHASHIVAM A V
REG NO : RA2031201020128
CGPA - 9.61
Working at RR Donnelly as Research Associate,
Prestige Polygon, Chennai

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1800 102 1525

RAMAPURAM SRM
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
Ramapuram Campus

COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE
UNIVERSITY TOPPER (2021 - 2023)

Hearty Congratulations

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UNIVERSITY SECOND RANK



MS. REVATHY S P
REG NO: RA2132202020003
CGPA - 9.39
M.COM GENERAL - SHIFT I

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RAMAPURAM SRM
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
Ramapuram Campus

COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE
(ACCOUNTING AND FINANCE)

Hearty Congratulations

DEPARTMENT OF COMMERCE - UG - UNIVERSITY RANK HOLDER
B.COM (A&F) 2020 to 2023
UNIVERSITY FIRST RANK



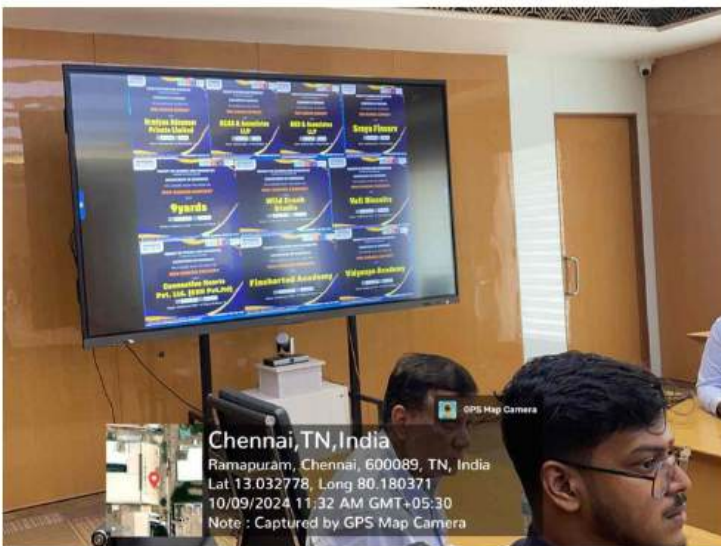
MS. SHREYA RAJAGOPAL
REG NO: RA2031202020052
CGPA - 9.54
III B.COM (A&F)

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Fostering Industry-Academia Synergy: MoU with Vidyarupa Academy



Chennai, TN, India
Ramapuram, Chennai, 600089, TN, India
Lat 13.032720, Long 80.180342
10/09/2024 11:33 AM GMT+05:30
Note : Captured by GPS Map Camera



Chennai, TN, India
Ramapuram, Chennai, 600089, TN, India
Lat 13.032778, Long 80.180371
10/09/2024 11:32 AM GMT+05:30
Note : Captured by GPS Map Camera



Chennai, TN, India
Ramapuram, Chennai, 600089, TN, India
Lat 13.032555, Long 80.180327
10/09/2024 11:57 AM GMT+05:30
Note : Captured by GPS Map Camera

On October 9, 2024, the Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Ramapuram, signed a pivotal Memorandum of Understanding (MoU) with Vidyarupa Academy. The event began with a warm welcome address by Dr. J. Dhilipan, Vice Principal (Admin), highlighting the significance of this partnership in bridging academic learning with practical industry exposure. Dr. Narayanan, Associate Director, emphasized the roles and responsibilities of faculty in ensuring the program's success. Dr. S. Chitra, Head of the Department of Commerce, introduced the Chief Guest, Ms. Swarupa Viswanathan from Vidyarupa Academy, while Mr. S. Niranjan, Co-Chairman, delivered the presidential address, outlining the broader vision for the collaboration. The event concluded with a vote of thanks by Dr. S. Chitra, expressing gratitude to all contributors. This MoU establishes a strong industry-academia connection, paving the way for workshops, training, and seminars. Students will benefit from internships and potential employment opportunities, equipping them with the skills and experiences needed to excel in a competitive corporate landscape.

Fostering Industry-Academia Collaboration: MoU with AKB & Associates LLP

On October 9, 2024, the Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Ramapuram, Chennai, signed a Memorandum of Understanding (MoU) with AKB & Associates LLP, a reputed firm specializing in secretarial practice and ROC compliances. The event commenced with a warm welcome by Dr. J. Dhilipan, Vice President (Admin), and an address by Dr. Narayanan, Associate Director, highlighting the transformative potential of such partnerships. Dr. S. Chitra, Head of the Department of Commerce, introduced the Chief Guest, Mr. V. Krishna Moorthy, representing AKB & Associates LLP. Mr. S. Niranjan, Co-Chairman, delivered the presidential address, underscoring the value of integrating industry expertise into academic learning. The MoU aims to provide students with invaluable opportunities such as internships, workshops, and corporate interactions, preparing them for the dynamic demands of the professional world. The event concluded with a vote of thanks by Dr. S. Chitra, appreciating the efforts of all involved. This collaboration promises to bridge the gap between theory and practice, fostering a culture of experiential learning while supporting faculty and students through training programs, seminars, and potential employment opportunities.



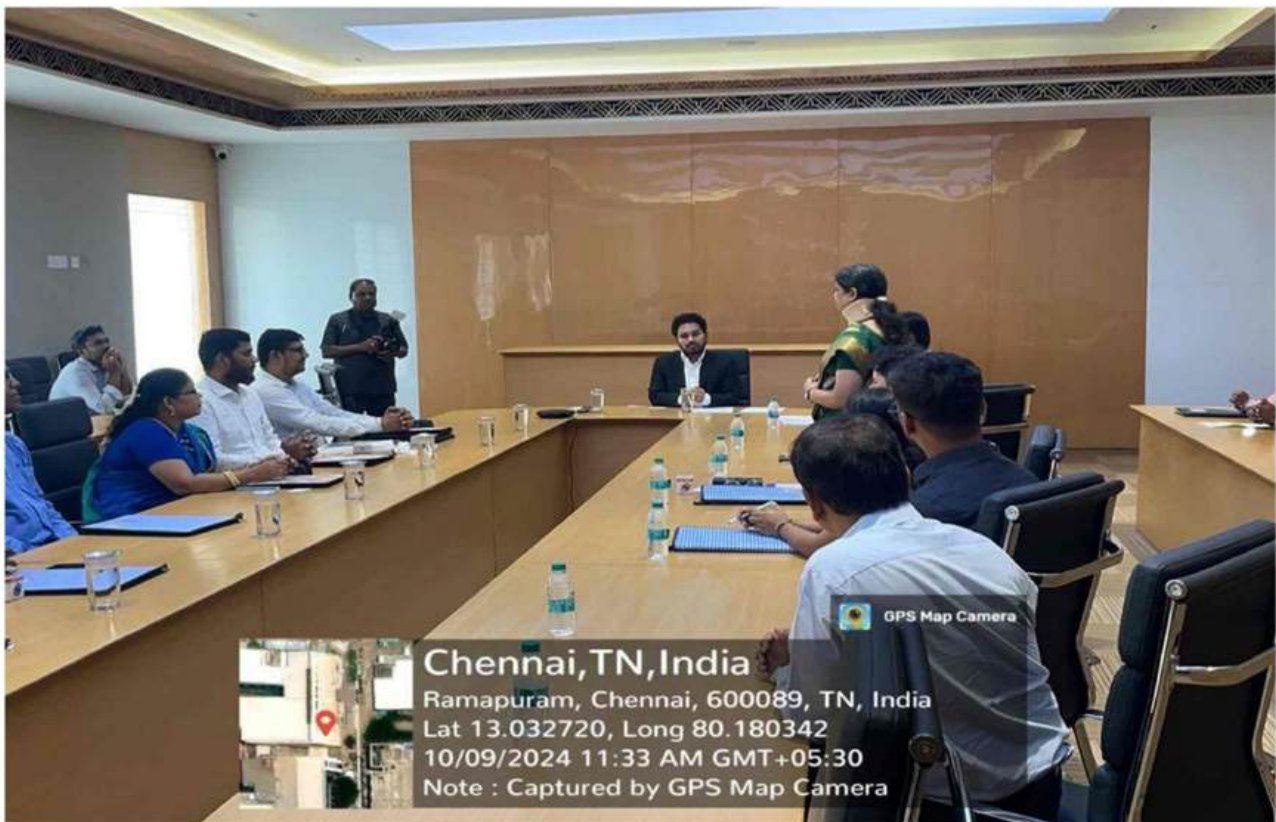
Strengthening Industry Ties: MoU with FinChartered Academy

On October 9, 2024, the Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Ramapuram, signed a significant Memorandum of Understanding (MoU) with FinChartered Academy, a leading institution in professional training and development. The event commenced with a welcome address by Dr. J. Dhilipan, Vice President (Admin), followed by insights from Dr. Narayanan, Associate Director, on the importance of this collaboration. Dr. S. Chitra, Head of the Department of Commerce, introduced the Chief Guest, Mr. Shaaz Faruqi, General Manager of FinChartered Academy. The presidential address by Mr. S. Niranjan, Co-Chairman, emphasized the critical role of industry partnerships in bridging academic learning with practical application, preparing students for real-world challenges. The event concluded with a vote of thanks by Dr. S. Chitra, appreciating the efforts of all contributors. This MoU marks a pivotal step towards enhancing industry-academia synergy, offering students internships, training, workshops, and potential employment opportunities, thereby enriching their educational journey and professional readiness.



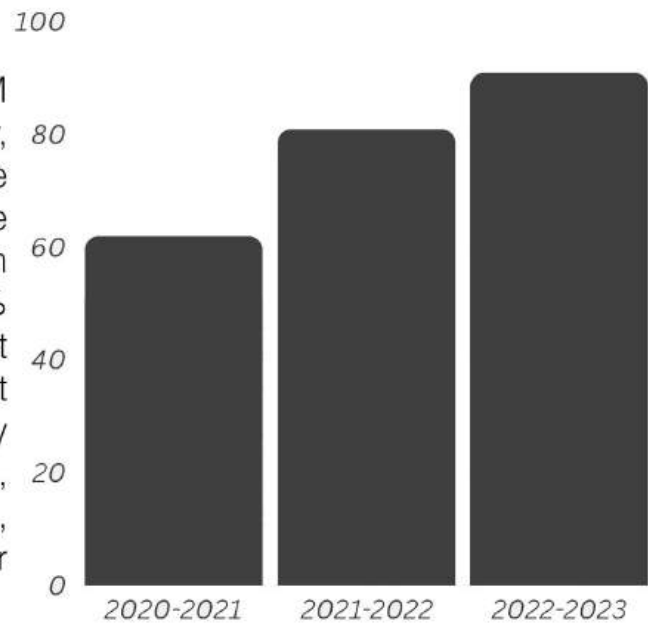
Strengthening Industry-Academia Collaboration: MoU with Connecting Hearts Pvt. Ltd.

The Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Ramapuram, proudly entered into a Memorandum of Understanding (MoU) with Connecting Hearts Private Limited on October 9, 2024. Dr. J. Dhilipan, Vice Principal (Admin), inaugurated the event with a warm welcome, stressing the transformative role of industry partnerships in bridging the gap between theoretical learning and practical experience. Dr. Narayanan, Associate Director, highlighted the critical role of faculty in driving the success of this collaboration. Dr. S. Chitra, Head of the Department of Commerce, introduced Dr. Syed Buhari, CHRO of Connecting Hearts Pvt. Ltd., to the gathering. In his presidential address, Mr. S. Niranjana, Co-Chairman, shared his vision for the partnership, emphasizing its potential to prepare students for industry challenges through exposure to real-world practices. The event concluded with Dr. S. Chitra's vote of thanks, appreciating the collective efforts of all stakeholders. This MoU marks a milestone in strengthening industry-academia relationships, paving the way for workshops, training programs, and seminars. It offers students invaluable internship opportunities and the prospect of full-time placements, fostering career readiness and bridging the gap between education and employment.



Placement History

The placement achievements of SRM Institute of Science and Technology, Ramapuram, have seen remarkable progress over the past three years. The placement rate has risen steadily from 62% to 81%, reaching an impressive 91% in the most recent year. This significant growth reflects the institute's commitment to providing students with quality education, skill development programs, and robust industry connections, ensuring brighter career opportunities for its graduates.



Distinguished Alumni



Mr Akhildas
Chief Executive Officer
Supreme Plastic
Industries
2015-2018



Mr Anirudh Chandrasekaran
Well Fargo International
Solutions
Institutional Investment
Operations lead
2019-2022



Mr Gowtham
Standard Chartered Bank
Chennai
2019-2022

Recruiters

Deloitte.

KPMG

EY

HCL

FE fundinfo
Better connected. Better informed.

accenture

 **SUTHERLAND**

TCS TATA
CONSULTANCY
SERVICES



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