

**NATIONAL SYMPOSIUM / SEMINAR / ENDOWMENT LECTURE /
WORKSHOP/CONFERENCE**

YEAR	TOPIC	SPEAKER
2015-2016	Dr. Kausalya Moorthy Endowment and Justice M. N .Moorthy Endowment lecture on “GST BILL: The New Horizon” held on 5 th Jan, 2016 Dr. Nirmala Prasad Endowment Lecture on “Social Media: The Good, Bad and the Ugly” held on 2016	K. Vaithheswaran, Advocate and Tax Consultant Mr. Pattabhiram , Chartered Accountant
2016-2017	Dr. K. Nirmala Prasad Endowment lecture organized- on the topic “India’s Resilience to Sail through Global Turbulence” held on 6 th February 2017. One day national seminar, “Markatus – Disrupting the status Quo” in association with Rajalakshmi School of Business was held on 3rd December, 2016.	CA T.N. Manoharan, Chairman, Canara Bank & Past President of ICAI Mr.Sridhar Lakshmanan, CEO and Founder ecoLogin
2017-2018	Dr. K.Nirmala Prasad Endowment Lecture on the topic “Emotional Intelligence” held on 24 th March 2018	Dr.K.Balasubramanian Founder & CEO of Vision Unlimited
2018-2019	Dr. K.Nirmala Prasad Endowment Lecture on the topic “Relevance of Values for Women in today’s World held on 7 th September 2018. Dr.Mrs.Kausalya Moorthy & Justice M.N.Moorthy Endowment Lecture on Financial Literacy for Better India held on 7 th September 2018. An International Conference titled “Innovative Metamorphosis – An Elixir for Organizational Excellence” was organized on 9 th and 10 th January, 2019 in association with The Madras Chamber of Commerce and Industry.	Dr.Sudha Seshayyan Vice-Principal Madras Medical College Mr.V.Nagappan Author& Economic Observer The event was graced by His Excellency, Hon’ble Governor of Tamil Nadu, Shri Banwarilal Purohit, who delivered the inaugural address

2019-20	<p>Dr. K.Nirmala Prasad Endowment Lecture on the topic on “TRANSFORMATIONAL LEADERSHIP” on 18th February, 2019</p> <p>The international conference on “Design Thinking Prototype – A Quintessence Mapping of Ideation and Innovation” was organised by the PG and research Department of Commerce in association with The Madras Chamber of Commerce and Industry on 10th and 11th of February, 2020.</p>	<p>Dr. Santhosh Babu IAS</p> <p>Principal Secretary to Government, IT Department</p> <p>Dr. Rajendra Kumar IAS, Principal Secretary to Government, Micro, Small and Medium Enterprises Department and Director EDI (Additional Charge), Government of Tamil Nadu delivered the Inaugural Address</p>
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2020-21	Seven Day Online International Faculty Development Programme: Progressing Admistrative Hindrance Turning Adversity into Opportunity 08-06-2020 Day 1	Ms. Lalitha Shankar, Audit Manager, Deloitte, Canada
	09-06-2020 Day 2	Mr. G. Venkat, CEO & Founder, bitWise Academy, California, USA
	10-06-2020 Day 3	Dr. Rosewine Joy, Head, Sustainable Development Goals Center, Presidency University, Bangalore
	11-06-2020 Day 4	Ms. Vidhya Madhubala Rajasekar, Credit Risk Associate/ Assistant Vice President, MUFG Bank, Ltd, Texas, USA
	12-06-2020 Day 5	Mr. Dharaneetharan.G. D., Digital Lifestyle Entrepreneur, Director & Founder, Social Eagle, Chennai
	13-06-2020 Day 6	CA. Hari .G. R. Chief Executive Partner. Manohar Chowdhry & Associates, Chennai
	14-06-2020 Day 7	Ms. Prachi Agrawal, Psychologist and Counselor , Indian Institute of Management (IIM) , Indoor
	Alumnae Connect'21- Our pride,your Inspiration 17-06-2020 - Day 1	Kalaimamani Vishakha hari, Vocalist and Proponent of Harikatha
	18-06-2020 - Day 2	Ms. Veena K, Founder of NATURALS Beauty Salon Pvt Ltd
	19-06-2020 - Day 3	Ms. Sujatha Tarakesan, Founder of CHENNAI GAGA
	20-06-2020 - Day 4	Ms. Preethika G N, Deputy General Manager & Region Head Times Network.
	21-06-2020 - Day 5	Ms. Sangeetha Arunachalam, Co - Founder at Kadaiveedhi
	21-11-2020- TALK ON “STOP MANAGING – START LEADING” WARRIORS FIRST, WARRIORS FOREVER	Col. Amit Verma, South Asia – Head security, Varun beverages (Ex – Indian army with 22+years’ experience) Mr C V Prasad & Tmt. Chandradevi Thanikachalam, Chairperson, Ethiraj College for Women
	BOOK RELEASE- 05-12-2020 – “A JOURNEY OF LEARNING AND EXCELLENCE”	Thiru. V.M. Muralidharan, Former Chairman, Ethiraj College for Women Dr. Jothi Kumaravel, Former Head, Department of Commerce, Ethiraj College for Women

2021-22	Alumnae Connect'21- Our pride,your Inspiration 27/07/2021-Day 1	Ms. Nanditha ,Chartered Accountant
	28/07/2021-Day 2	Ms Anees Fathima , Social Worker
	29/07/2021-Day 3	CA Kavitha J , Senior Manager,Deloitte
	30/07/2021-Day 4	CA Kavitha J , Senior Manager,Deloitte
	31/07/2021-Day 5	Dr K Gayathri , Carnatic Music Vocalist
	Bharata Gauravam 15/08/2021- To commemorate the 75 years of Independence, the PG and Research Department of Commerce organised Bharata Gauravam , an online national event.	Mr Srivathsan P B , Chartered Accountant , qualified Company Secretary and a Cost Accountant
	Teachers Day Programmes- 5/09/2021-Online event to honour the teachers on the special day	CA K M padmanabhan , Senior Partner of Srinivas and padmanabhan Chartered accountants
	Webinar On From Data to decisions -The power of Data Analytics was organised on 29/10/2021	
	Webinar on Enhancing the Intellect -A case study discussion session was organised on 27/11/2021	Mr Shankar Sundaresan-Securities market Trainer SEBI, Founder & CEO, Sraddha Academy for Financial Education
	Faculty Development Programme on Investor Education and Awareness from 02/12/2021- 4/12/2021	Dr A.S. Nagalatha , Associate Professor of Sri Kanyaka Parameswari Arts and Science college for Women.
	Day 1 - Introduction to Securities Market and investing in IPOs	
	Day 2 - Transacting in stock markets- Pre requisites and Due Diligence	Dr Gopakumar V, Former University Librarian & Head, Department of Library and Information Science Goa University,Goa
	Day 3 - Introduction to Mutual Funds	Dr. Fazlunnisa Syed , Assistant professor, Department of Library and Information Science, University of Madras,Chennai
	Webinar on Fostering Robust skills on ethics and Corporate social Responsibility was organised on 11/12/2021	
	National Webinar on “RESEARCH INSIGHTS”	Dr Bernard D’Sami, Senior fellow, Loyola Institute of Social Science

SPORTS ACHIEVEMENTS

2016-17

S. N	NAME	YEAR & BATCH	EVENTS	PLACE	ORGANIZATION/ INSTITUTE	National Level/International Level/State Level
1	SAHINI MANOHARAN	III B COM 2014-17	VOLLEY BALL	II	ETHIRAJ	INTER DEPT
2	SAHINI MANOHARAN	III B COM 2014-17	BASKET BALL	I	ETHIRAJ	INTER DEPT

2017-18

S.N O.	NAME	YEAR & BATCH	EVENTS	PLACE	ORGANIZATION/ INSTITUTE	National Level/INTERNATIONAL Level/State Level
1	Rohini. G	II B COM 2016-19	B. ZONE CHESS	II	ETHIRAJ COLLEGE FOR WOMEN	INTRA COLLEGE
2	Rohini. G	II B COM 2016-19	INTERZONE CHESS	II	ETHIRAJ COLLEGE FOR WOMEN	INTRA COLLEGE
3	Preethi. D	I B COM 2017-20	1500m	I	ETHIRAJ COLLEGE FOR WOMEN	INTRA COLLEGE
4	Preethi. D	I B COM 2017-20	800m	I	ETHIRAJ COLLEGE FOR WOMEN	INTRA COLLEGE
5	Preethi. D	I B COM 2017-20	200m	II	ETHIRAJ COLLEGE FOR WOMEN	INTRA COLLEGE

6	Preethi. D	I B COM 2017- 20	400m	II	ETHIRAJ COLLEGE FOR WOMEN	INTRA COLLEGE
7	Divya. J	III B COM 2015- 18	4X100m RELAY	I	ETHIRAJ COLLEGE FOR WOMEN	INTER COLLEGIATE
8	Divya. J	III B COM 2015- 18	100&400 HURDLES	I	CHENNAI DIST	INTER COLLEGE
9	Divya. J	III B COM 2015- 18	4X100 RELAY	I	TN STATE ATHELETE	INTER COLLEGE
10	Divya. J	III B COM 2015- 18	400 HURDLES	II	TN STATE ATHELETE	INTER COLLEGE
11	Harinipriya	III B COM 2015- 18	THROWBA LL	RUNNE RS	NATIONAL LEVEL	INTER COLLEGE
12	Harinipriya	III B COM 2015- 18	THROWBA LL	RUNNE RS	WWC TROPHY	INTER COLLEGE
13	Harinipriya	III B COM 2015- 18	THROWBA LL	RUNNE RS	YMCA	INTER COLLEGE
14	MAGALAKS HMI	I B COM 2017- 20	BASKET BALL	II	ANNAI VIOLET	INTER COLLEGE
15	MAGALAKS HMI	I B COM 2017- 20	BASKET BALL	II	VIRUDHUNA GAR TOURNAMEN T	INTER COLLEGE
16	MAGALAKS HMI	I B COM 2017- 20	BASKET BALL	III	ZONALS	INTER COLLEGE

17	MAGALAKS HMI	I B COM 2017- 20	BASKET BALL	4 TH	PARAMAKUD I TOURNAMEN T	INTER COLLEGE
18	MAGALAKS HMI	I B COM 2017- 20	BASKET BALL	4 TH	SRM	INTER COLLEGE
19	MAGALAKS HMI	I B COM 2017- 20	BASKETB ALL	III	IIT	INTER COLLEGE
20	VIBHA	I B COM 2017- 20	THROWBA LL	I	KRMMC	INTER COLLEGE
21	NIVEDITA	I B COM 2017- 20	THROWBA LL	I	KRMMC	INTER COLLEGE
22	ISHWARYA	I B COM 2017- 20	BASKETB ALL	II	ANNAI VIOLET	INTER COLLEGE
23	ISHWARYA	I B COM 2017- 20	BASKETB ALL	III	ZONALS	INTER COLLEGE
24	ISHWARYA	I B COM 2017- 20	BASKETB ALL	II	WIN ROSE CLUB	INTER COLLEGE
25	ISHWARYA	I B COM 2017- 20	BASKETB ALL	4TH	SRM	INTER COLLEGE
26	MITHRA	I B COM 2017- 20	throw ball	1st place	ETHIRAJ COLLEGE FOR WOMEN	INTER DEPARTMEN TAL
27	MITHRA	I B COM 2017- 20	4*100(relay)	1st place	ETHIRAJ COLLEGE FOR WOMEN	INTER DEPARTMEN TAL

28	MITHRA	I B COM 2017- 20	200mts	3rd place	ETHIRAJ COLLEGE FOR WOMEN	INTER DEPARTMEN TAL
29	MITHRA	I B COM 2017- 20	shot put	2nd place	ETHIRAJ COLLEGE FOR WOMEN	INTER DEPARTMEN TAL
30	MITHRA	I B COM 2017- 20	javline	1st place	ETHIRAJ COLLEGE FOR WOMEN	INTER DEPARTMEN TAL
24	Karthika. K	I B COM 2017- 20	RELAY	II	ETHIRAJ COLLEGE FOR WOMEN	INTRA COLLEGE
25	Kalpana. D	I B COM 2017- 20	RELAY	II	ETHIRAJ COLLEGE FOR WOMEN	INTRA COLLEGE

2018-19

S.NO .	NAME	YEAR & BATC H	EVENTS	PLAC E	ORGANIZATIO N/ INSTITUTION	National Level/Internation al Level/State Level
1	Saranya. K	III B COM 2016-18	throw ball	2nd	WCC	inter college
2	Saranya. K	III B COM 2016-18	CMC tournamen t	1st	PEGASUS	inter college
3	Saranya. K	III B COM 2016-18	throw ball	1st	JBAS	inter college
4	MITHRA	II B COM 2017-20	throw ball	1st place	ETHIRAJ COLLEGE	INTER DEPARTMENTA L
5	MITHRA	II B COM 2017-20	javline	1st place	ETHIRAJ COLLEGE	INTER DEPARTMENTA L
6	MITHRA	II B COM 2017-20	4*400 (relay)	1st place	ETHIRAJ COLLEGE	INTER DEPARTMENTA L

7	MITHRA	II B COM 2017-20	4*100(relay)	1st place	ETHIRAJ COLLEGE	INTER DEPARTMENTA L
8	PREETH I D	II B COM 2017-20	1500mts	1st place	DISTRICT LEVEL	DISTRICT LEVEL
9	PREETH I D	II B COM 2017-20	4*100mts relay	3rd place	DISTRICT LEVEL	DISTRICT LEVEL
10	PREETH I D	II B COM 2017-20	800mts	1st place	NATIONAL LEVEL	NATIONAL LEVEL

2019-20

S.N O.	NAME	YEAR & BATC H	EVENTS	PLAC E	ORGANIZATI ON/ INSTITUTION	National Level/International Level/State Level
1	MITHRA	III B COM 2017- 20	throw ball	1st place	ETHIRAJ COLLEGE	INTER DEPARTMENTAL
2	MITHRA	III B COM 2017- 20	javline	2nd place	ETHIRAJ COLLEGE	INTER DEPARTMENTAL
3	MITHRA	III B COM 2017- 20	4*100(relay)	1st place	ETHIRAJ COLLEGE	INTER DEPARTMENTAL
4	MITHRA	III B COM 2017- 20	DR.MGR centenary year celebration (discuss)	2nd place	DR.MGR centenary year celebration	STATE LEVEL
5	MITHRA	III B COM 2017- 20	DR.MGR centenary year celebration (shot put)	1st place	DR.MGR centenary year celebration	STATE LEVEL

6	NIVEDIT A V	III B COM 2017- 20	THROWBA LL	2nd place	WCC trophy tournament 2019- 2020	INTERCOLLEGIA TE
7	NIVEDIT A V	III B COM 2017- 20	THROWBA LL	2nd place	PEGASUS 2019	INTERCOLLEGIA TE
8	NIVEDIT A V	III B COM 2017- 20	THROWBA LL	3rd place	JBAS Sports festival-2019- 2020	STATE LEVEL
9	NIVEDIT A V	III B COM 2017- 20	THROWBA LL	1st place	VIBRANCE 2020	NATIONAL LEVEL
10	NIVEDIT A V	III B COM 2017- 20	THROWBA LL	2nd place	Independence day cup-21th inter collegiate throwball championship	INTERCOLLEGIA TE
11	NIVEDIT A V	III B COM 2017- 20	THROWBA LL	2nd place	M.A.M Muthiah kumararajah of chettinad memorial tournament	STATE LEVEL
12	NIVEDIT A V	III B COM 2017- 20	THROWBA LL	1st place	ESPO 2019-2020	INTERCOLLEGIA TE
13	NIVEDIT A V	III B COM 2017- 20	THROWBA LL	1st place	annual sports day 2019-2020	INTERDEPARTM ENT
14	Preethi D	III B COM 2017- 20	1500mts	2nd place	chennai district athletic association	DISTRICT LEVEL
15	Preethi D	III B COM 2017- 20	4*100 relay	3rd place	university of madras B-zone	INTERCOLLEGIA TE
16	Preethi D	III B COM 2017- 20	4*100	2nd place	reliance foundation youth sports	INTERCOLLEGIA TE

17	Preethi D	III B COM 2017- 20	4*100mts relay	3rd place	anna voilet atrs & science college	INTERCOLLEGIA TE
18	Preethi D	III B COM 2017- 20	triple jump	2nd place	anna voilet atrs & science college	INTERCOLLEGIA TE
19	Preethi D	III B COM 2017- 20	400mts	2nd place	anna voilet atrs & science college	NATIONAL LEVEL
20	Preethi D	III B COM 2017- 20	4*100mts	1st place	anna voilet atrs & science college	NATIONAL LEVEL
21	Preethi D	III B COM 2017- 20	4*400mts relay	1st place	anna voilet atrs & science college	NATIONAL LEVEL

PLACEMENT DETAILS

YEAR	LIST OF COMPANIES	STUDENTS REGISTERED	PLACED
UG			
2011-2014	Goldman Scac, RBS, HP, IBM,CTS, Scope International, Fidelity Invesement, Ford , Amazon.	100	55
2012 - 2015	Ey, Deloitte, TCS, RBS,CTS, Sutherland, Goldman Sacs, Scope International, Mckensey	102	60
2013 - 2016	Ey, Deloitte, TCS, RBS, CTS, Sutherland Global Services, CAMS, Wipro, N Trust.	112	75
2014 - 2017	Deloitte, EY, Sutherland, CTS, L & T, Scope.	114	45
2015 - 2018	Deloitte, EY, McKensey, Amazon, Ramco, Indian Institute of Logistics, Cognizant, TCS.	83	29
2016-2019	EY, Deloitte, RBS, Sutherland Global Services, Pick your Trial, TCS, NTrust, Ford, Amazon.	113	41
2017-2020	Sutherland, L&T, BNP Paribas, Delloite, CTS	153	60
2018-2021	Presido cloud solutions, PHILIPS, Ernst & Young, Goldman Sachs, Deloitte, Cognizant Technology Solutions,Accenture	158	24
PG			
2016-2018	Deloitte, EY, CAMS.	8	3
2017-2019	Deloitte, State Street, Odessa, EY.	21	5
2018-2020	Sutherland, L&T, BNP Paribas, Delloite, CTS	14	3

STUDENTS ACHIEVEMENTS

Department of Commerce SS has won the overall championship in

- For significant number of years in succession the department has been winning the overall trophy as the Winners and Runners Up in Sports, Aarambh, an interdepartmental fresher's meet for Maithri, an interdepartmental competition.

CAMPUS SOCIAL RESPONSIBILITY - – ILLUME (CSR)

CSR Campus Social Responsibility embarked as “ILLUME” is an initiative by the Department of Commerce to spur the much needed elements of Social responsibility and human spirits among the young minds..CSR was initiated in the year 2014-15.

The following were the activities undertaken by the students

2016-17:

The first effective step was taken on International Women’s Day being 8th march 2017. The students of Department of Commerce visited Aashraya home and greeted them with roses and distributed provisions and sanitary napkins to the inmates.

- The students visited The Mercy Home- an old age home where they distributed provisions and spent quality time with the senior citizens.
- They also visited The Lotus Blind Welfare Trust, where they distributed stationeries.
- The students spent time with acid attack victims and victims of domestic violence of Aashraya Home and applied Mehendi and gifted them with clothes.they also planted saplings and created a greener environment.

2017-18:

- The students undertook an initiative to teach Yoga to 50 students of LITTLE FLOWER CONVENT (school for the deaf and dumb) on INTERNATIONAL YOGA DAY. This activity was aimed at enabling the students to maintain their physical as well as emotional well being.
- The students conducted sports day in LITTLE FOWER CONVENT by teaching aerobics classes for about about 20 hours to 70 students. 15 students took the help of aerobics trainer to learn something new like aerobics.
- The students also executed a vocational trip to ISCKON temple in ECR with 35 physical and mentally challenged students of BAL VIHAR, refreshed after exploring the outside world.
- The students volunteered a vital role in setting up play areas for 70 children at SRS Sarvodaya and 70 children at THE CANDLES community centre at Padur, play items like chess, caromboard, shuttle, cricket bats, doll etc. were donated in each place.
- The students celebrated DIWALI at SRS SARVODHAYA and AASHRAYA . They distributed clothes like 70 salwars, 10 sarees, 15 kurtis and accessories along with sweets.
- The students also celebrated Christmas at STREE SEVA MANDIR at virugambakam.

2018-19:

- The students of the self supporting stream went to Academy for the Blind in Medavakkam on 1st September 2018 ,sponsored and served food for the visually

challenged inmates as a part of the 'dine with divine' project. The students also entertained them by singing to them. It was a delightful experience for the students as well as to the people of the Academy.

- Students of the department went to various colleges like Queen Marys and Presidency to assist the blind students during their exams as scribes at different occasions.
- Cloth bags collected from the UG and PG students of the department, were distributed to primary school students to give them awareness about reducing the usage of plastic bags for the sustainable protection of the environment.
- The CSR wing associated with CAG care an NGO and conducted a seminar for the students on 'Road Safety'. Ms.Sumana Narayanan and Ms.Savitha Thirunavukkarasan of CAG Care enlightened the students about different facts and rules regarding driving and road safety .The session was very helpful for the students as majority of them use private vehicles for commuting.
- A poster making competition and oratorical competition was conducted on 6th February 2018 on the topic "Drunken Drive' and 'Pedestrian Safety' on account of road safety week. Active participation was received from the students. Cash prizes were awarded to the winners of the competition. There was also a mime performance by the Tamil theatre team of the college on 'Road safety'.
- To create responsive 'Good Samaritans', by ensuring the knowledge of first aid to the students, an interactive session with the students about road safety and first aid was conducted by 'Alert' an NGO that focuses on first aid. Mr.Neelakandan, an efficient speaker of the organisation enlightened the students on First Aid
- A consumer awareness drive was conducted to the students of the Commerce Department in order to make the students aware of their rights and responsibilities as consumers. A skit was performed by the students of the department bringing out the importance of a consumer. A debate and a skit on Digital Safety was organized by the students of the department. Ms.Savitha of CAG Care delivered a lecture on digital safety to the students.
- The students Self-Supporting streams served as volunteeress for the Blood Donation Camp along with the National Service Scheme (NSS) club of our college who had organized a in collaboration with Blood Donors Club of Madras Medical College at our college premises on 12th September 2018 and collected units of blood from 155 students.

2019 - 20

Initiating an idea contest "DROP WISE" concerning the precious resource in the planet –water.

Students were asked to share innovative ideas to reduce and reuse water consumption in order to beat the water crisis in the city. The contest received active participation with great ideas to save water.

- With an intention to serve the community ,students reached out to an NGO "Street Vision" which houses 60 street children in the city.Students contributed immensely to Street vision by providing provisions ,stationery items and cash donations.

- 30 new textbooks for the B.Com course amounting to a total of Rs 8000 was distributed to the deserving students by raising grants from voluntary organisations.
- World Consumer Rights day was observed with emphasis on "Green Consumerism". students presented skits to create awareness about green consumerism , the event was celebrated in association with Citizen Consumer and Civic Action Group - an NGO
- With a motive to help visually impaired students, the students of the department volunteered as scribes and wrote exams in English and Tamil language for students in various city colleges like Queen Marys , Presidency College and Lady Willington College.
- A massive Campaign against Climate change was undertaken. February 2019 was observed as Climate Action Month, where students were asked to focus on taking steps to reduce carbon footprint to protect the environment.
- A kiosk was set up on campus to provide free consultation to students to self evaluate how much carbon footprint they generate every month and measures to reduce footprint was highlighted to students.
- An awareness talk on Trans fat was organised for the students to help live a healthy and balanced life
- a group of students took active interest in wall painting. They visited the pediatric ward in Stanley Hospital Chennai and did attractive paintings on the paediatric ward walls in the hospital to provide a conducive environment to the children who visit.

2020 - 21

- As July is considered as **Plastic-free July** globally, the CSR Club conducted a home audit on plastic usage activity for 3 weeks. This activity was aimed to create awareness on the most effective way to tackle plastic pollution
- The **ILLUME** team in association with PROJECT PUTHRI offered **virtual internship opportunities** to the students of the department of commerce in fields like outreach activities, content development and media. The internship program has been an intellectually stimulating and insightful experience.
- The CSR Club conducted an hour-long webinar on the topic of **Sustainable Lifestyle**. The students learnt Sustainable living ensures future generations a habitable world that they can enjoy.
- On account of the UN 75th anniversary, we conducted an hour-long webinar on the topic of **Sustainable Cities**. An insightful panel discussion took place and a few girls from the department shared their views on the topic.
- In collaboration with the Hibiscus Foundation for Social Welfare, the CSR Club conducted a webinar on '**Tobacco-Free Environment**' intending to ensure the ill effects of Tobacco and the importance of mental health.