



Punjab Association's



ANNA ADARSH COLLEGE FOR WOMEN

Affiliated to University of Madras
Re-accredited by NAAC with A+ Grade
2(f) status under UGC act



Department of Marketing Management SHIFT II





Compendium

1. CAPTAINS OF THE SHIP
2. STAFF COORDINATORS
3. DEPARTMENT ACTIVITIES
4. SOARING HIGH
5. STUDENT'S CORNER
6. INTERNSHIP
7. CASE STUDY
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OUR CAPTAINS of the SHIP



DR. R. Shanthi
Principal

The goal of Anna Adarsh College For Women is not only to achieve academic excellence but also empower our girls to become critical thinkers, lifelong learners and productive members of our ever-changing society. The Department of Marketing Management is committed towards accomplishing this goal. It is always a matter of pride to extend support to an enthusiastic team of students and faculty members who are focused to collaborate for the betterment of the Institute.

Best wishes to the Department for taking ahead the shared vision.



DR. V.Meenakumari Vice Principal

Ringling in resonance to the saying "Teachers can only open the doors, you must enter it yourself" the Department of Marketing Management has come up with the 3rd edition of WINGZUP. Firstly I would like to acknowledge the great efforts of the department, which is making a difference in the lives of our students, in the pursuit of excellence. In this present day and age, in the 21st Century, learning is not just about acquiring knowledge but also having the know-how of honing skills and applying it to life. It is heartening to see that students are trying their best to make this vision a reality. I'm sure we will see much more enthusiastic participation in the all the domains going forward too.

Best wishes to the Department for all their future ventures and aspirations.



Staff coordinators



DR. V. Leelavathy
Class Incharge



DR. N. Chithra
Head of the Department



DR. K. Indumathi
Class Incharge

Department of Marketing Management is proud to complete its 3rd edition of the bi-annual magazine 'Wingzup'. The interests of our students, along with the continued support of faculty advisors and the hard work of our editorial board, have broadened our visibility to the AAC community at large. We hope to develop creativity among students and achieve teamwork through this edition. We believe that this issue will reflect the efforts and talent of our department.

"A good captain is great only if he has a great team".



DEPARTMENT ACTIVITIES



1) On 26th August 2022, the Department conducted a Career Guidance Program on the topic “CAREER EXPLORATION & PATHWAYS ” for B.Com Marketing Management students. The Guest Speaker was Mr. C. ARUN KUMAR, Director of Arun Academy, Chennai.

2) On 1st September 2022, the Department conducted a Career Guidance Program on the topic “CAMPUS TO CORPORATE” . The Guest Speaker was Ms. K. Thinesh Tilton, Associate General Manager, ICFAI Group, Chennai.



3) Inter-Departmental Competition on the theme “DIGITAL INDIA” was organised on 9th September 2022. The Judge for the event Poster making was Dr. M. Anitha , Associate Professor, PG & Research Department of Commerce and for the event- Face Painting was Dr. S. Sumathi Associate Professor, PG & Research Department of Corporate Secretaryship.

4) The Department released its 2nd publication of bi-annual magazine 'WINGZUP' on 19th July, 2022. .



DEPARTMENT ACTIVITIES



5) On 23rd September 2022, the Department conducted an Academic based Program on the topic “Managing Logistics Cost in India” for B.Com Marketing Management students. The Guest Speaker was Shri. M. Gunasekaran, General Manager (Finance) cum CFO, Kamaraja Port Ltd., Chennai.

6) On 1st October 2022, To commemorate the “India Startup Day” The Department of B.Com Marketing Management in Collaboration with Institution's Innovation Council (IIC) conducted a SEMINAR on the topic “ Heading Towards an Era of Startups- The Support System of Every Entrepreneur”. The Guest speaker was Mr. Shanmugam , Founder of My Beauty Club Chennai & Beauty DEVELOPMENT Head., SAS WELLNESS COMPANY



7) On 1 September 2022, the Department organized a fresher's day for the students of Marketing Management. It was a initiative to motivate the freshers..

8) On 7 September, to celebrate Onam festival, the Department organized a flash mob to cheer up the students.



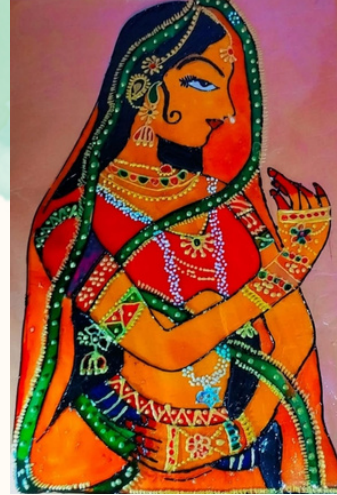
9.) On 5th September 2022, the students of our department planned and organised teacher's day celebration .

SOARING HIGH

MANJARI'22

Class Painting: 1 Position

Nandhitha. N



Royal Maquillage: 1 Position

Sri Darshini

Radhika



Group Dance: 11 Position

Thrisha.R

Sai Harini

Sripriya

Renath Saniya

Reena Shankar

Dhavanithe Esther



SOARING HIGH

Adzap : II Position

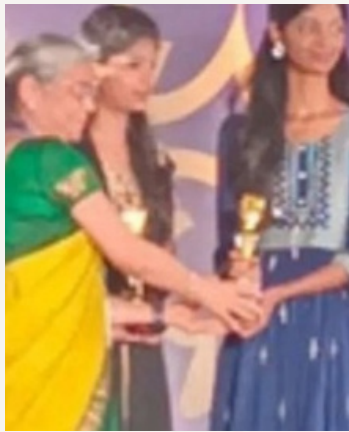
P.Durgabai

Yogitha Sharma

Abhinaya Suresh

Manvi Srivastava

Vinaya Anil Kumar



Reel Making : III Position

J.Shakti

M.H.Vamsi

Host Performance

Shiva Vaishnavi



SOARING HIGH

Overall Champions 

*Department of B.Com
Marketing
Management (Shift II)*



Other Achievements



Drawing Competition

1 Position

*Gugasri. S
(2nd year)*

Go Green Competition

II Position

*Reena Shankar
N.Nandhita
(1st year)*



" Ruling the stage "

SOARING HIGH

Essay Writing Competition

11 Position

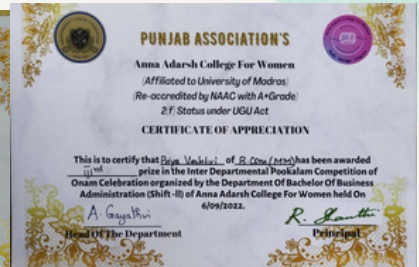
Thrisha.R
(1st year)



Pookolam Competition

111 Position

Nandana.P
(1st year)
Pritika.Y
Priya Veshtri
(2nd year)



Sanjitha Sherin (2year)
worked in DREAM
KALAM organisation as
an event coordinator

Crescent School of Business

Product designing

111 Position

A.Shreya ,V.Jyotsana ,Anjana Lakshmi &
Sri Darshini(1st year)



SOARING HIGH

Budding Entrepreneur

1. *Karthika Vandana (1 year) runs a bakery shop from home with her sister.*



2. *Reena Shankar (1 year) has a makeover parlour in her home.*



3. *Harsini. S (2 year) has completed diploma in tailoring from ARUN TAILORING. Now designs many wears for friends and family.*

"Creativity takes courage"



V.Jayarizhibala
I year



G.Preetha
II year



Yogitha Sharma
I year



K.Kirthika
I year



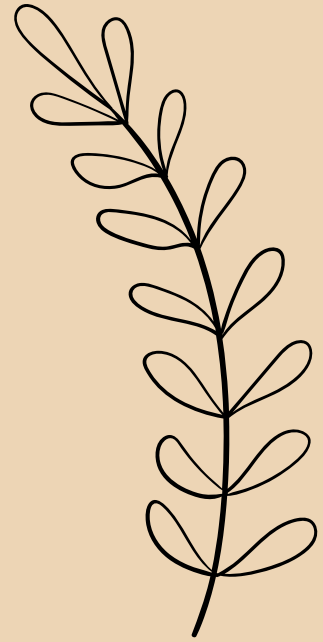
Gugasri. S
II year



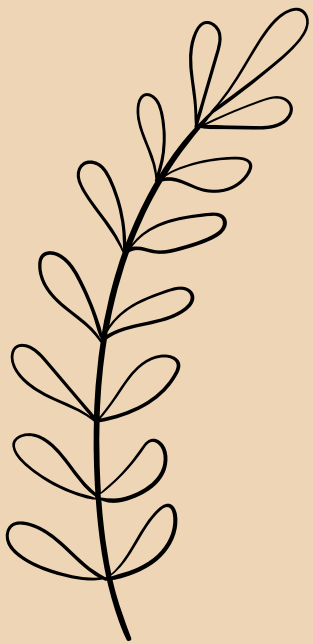
Harsini. S
II year

Internships

1. Shakthi Abirami	Kani consortium
2. Afshaan farzana. T	Pay4printz services pvt ltd
3. Krithika. S	Ramesh subramaniam & co
4. Monisha E.G	unschool
5. Janani. S	Kamarajar port limited
6. Shruthika .S	Kamarajar port limited
7. Nagomi. N	Pay4printz services Pvt ltd
8. Nekhalatha. K	Kamarajar port limited
9. Leena Christy	Kamarajar port limited
10. Neerashini	Deepsense digital pvt limited
11. Divyabharathi. E	Deepsense digital pvt limited
12. Shree devi	Deepsense digital pvt lmt
13. Shalu	Deepsense Digital Pvt Lmt
14. Preetha. G	Deepsense Digital Pvt Lmt
15. Jayalakshmi. S	Deepsense digital Pvt limited
16. Akshaya. D	HEMM Innovations
17. Jayalakshmi. L	ElectroElectrochem Technologies India Pvt Ltd
18. Haniyya al shifah .S	Pay4printz services pvt ltd



19. Priya. R	Pay4printz services pvt ltd
20. Nandhitha. N	Pay4printz services pvt ltd
21. Gomathy	Pay4printz services pvt ltd
22. Ayisha Firdous. M. S	RepuNEXT website design
23. Sreemathi. B	ESAB Indian Limited Electrochem Technologies
24. Sweatha. M	Repunext website design
25. Nachiammai. V	Soleti Associates
26. Varshini. D	Kamarajar port limited
27. Vaishnavi. J	Kamarajar port limited
28. Lokeshwari. D	Dlk groups
29. Lavanya. J	Dlk groups
30. M. pooja shree	Swayam course
31. Sanjitha. S	Dream kalam foundation
32. Sasikala. N	PBP water transport
33. Priyadharshini. GS	Bingd ventures private limited
34. K. V Akshaya	Kamarajar port limited
35. Vishali. R	Swayam course
36. Allam Reshika	Nitin wire company pvt Ltd



*"Just like footprints in sand ,
Each step signifies the journey taken"*

Client* - We can't Pay you but we will
SHARE PROFIT on SALES

Our Business Development Executive



Marketer



What my friends think I do



What my mom thinks I do



What my boss thinks I do



What society thinks I do



What I think I do



What I really do



**MANVI
SRIVASTAVA
I YEAR**



**G. PREETHA
II YEAR**



**VINAYA ANIL KUMAR
I YEAR**

ख्वाब बड़े, सफर बड़ा,
कई चुनौती पार गया मैं !!
रुका नहीं, झुका नहीं, तो,
कैसे कह दूं हार गया मैं !!

முடியும் இல்லாத,
முகத்திலும் இல்லாத
தாடி அது எது ?

விடை: காத்தாடி



**P.RAMYA
I YEAR**

GOODS AND SERVICES TAX

INTRODUCTION

As we all know that Indian economy is in the race of becoming world largest economy. In this race of competition our government introduced GST. Which will help in boosting our economy. Let us understand the significance of GST

GST - GOODS AND SERVICE TAX

GST stands for Goods and Services Tax. It is an Indirect tax which introduced to replacing a host of other Indirect taxes such as value added tax, service tax, purchase tax, excise duty, and so on. GST levied on the supply of certain goods and services in India. It is one tax that is applicable all over India.

HOW IT WORKS

- 1) **MANUFACTURER:** The manufacturer will have to pay GST on the raw material that is purchased and the value that has been added to make the product.
- 2) **SERVICE PROVIDER:** Here, the service provider will have to pay GST on the amount that is paid for the product and the value that has been added to it. However, the tax that has been paid by the manufacturer can be reduced from the overall GST that must be paid.
- 3) **RETAILER:** The retailer will need to pay GST on the product that has been purchased from the distributor as well as the margin that has been added. However, the tax that has been paid by the retailer can be reduced from the overall GST that must be paid.
- 4) **CONSUMER:** GST must be paid on the product that has been purchased.

EFFECT OF GST ON INDIAN ECONOMY

The positive impact of GST on the Indian economy can be by creating a system of transparency in the sales process. Further, ease in doing businesses can be there since with the help of GST the requirement for paying various diverse taxes in diverse states. Thus, with this, the positive impact of GST can be understood. On the other hand, the negative impact of GST can be such that certain sectors may be at loss because of the increased price of their commodities.



JANANI. R. S
II YEAR



ONE DISTRICT ONE PRODUCT

The UP Government 's ONE District One product programme aims to encourage such indigenous and specialized products and craft in UP that are found nowhere else like the ancient and nutritious 'KALA NAMAK'rice ,the rare and intriguing wheat -stalk craft,world famous chikankari and zari -zardozi work on clothes , and the intricate and stunning bone work that uses the remains of dead animals rather than lives ones ,a new friendly replacement for ivory.

ODOP SCHEME OBJECTIVES

^The primary goal of this program is to realise the advantages of scale for procuring inputs marketing goods and accessing common services. One District one product scheme provides the basic to develop value chains and allign infrastructure to support them.

^This is because the department of commerce is focusing on cultivated crops using the basic of cluster model to help aid Exports in Agriculture export policy

WHAT ARE THE ODOP SCHEMES ?

- ^common facility center scheme
- ^Testing labs
- ^Design development and training centre
- ^Technical research and development centre
- ^Production exhibition cum selling centre
- ^Raw materials bank /common resource centre
- ^Common logistics centre
- ^Information ,communication and broadcasting centre.
- ^Packaging ,labelling and barcoding .



MARKETING DEVELOPMENT SCHEME

Under MDA ,financial assistance is provided to institutions @20% of the value of production of Khadi and Polyvastra to be shared among the artisans producing institution in the ratio of 25:30:45

JEEVIKA. R
II YEAR



EDITORIAL MESSAGE



*G. Preetha
Sr. Content creator
& Editor*



*Manvi Srivastava
Jr. Content creator*



*Nachiammai. V
Sr. Editor &
Content creator*

We are glad to release the 3rd edition of 'WINGZUP'. This issue talks about the successful journey of The Department of Marketing Management. This term was indeed special with our students bringing in laurels from all possible spheres. The Department is committed towards unlocking the treasures in each student. It gives us immense pleasure in bringing this work to you.

