

OIKONOMIA

2023-24

VOLUME 3



PUNJAB ASSOCIATION'S ANNA ADARSH COLLEGE FOR WOMEN

DEPARTMENT OF BUSINESS ECONOMICS

OIKONOMIA NEWSLETTER



"BIG JOURNEY BEGINS WITH
SMALL STEPS"





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EDITORIAL MESSAGE

WE ARE VERY EXCITED TO PRESENT VOLUME 3 OF THE DEPARTMENT NEWSLETTER 'OIKONOMIA' FROM THE DEPARTMENT OF BUSINESS ECONOMICS. THE NEWSLETTER WAS A GREAT WAY FOR US, THE STUDENTS AND THE FACULTY, TO SHARE OUR IDEAS AND CREATIVITY. IT SHOWCASES THE TALENTS OF BOTH STUDENTS AND FACULTY AND GIVES A GLIMPSE OF WHAT OUR DEPARTMENT OFFERS TO THE COLLEGE. WE ENJOYED WORKING WITH THE STAFF AND STUDENTS TO CREATE THIS NEWSLETTER. WE WANT TO SINCERELY THANK THE PRINCIPAL DR. R. SHANTHI, THE VICE PRINCIPAL & DEAN ACADEMICS DR. ANITA RAMAN AND THE HEAD OF THE DEPARTMENT DR. P.C. SREELATHA, AND OTHER FACULTY MEMBERS FOR GIVING US THE OPPORTUNITY TO MAKE AND PUBLISH THE DEPARTMENT'S NEWSLETTER.



DEPARTMENT FACULTY



OUR DEPARTMENT FACULTY HAVE BEEN PILLARS OF SUPPORT, GUIDING US THROUGH CHALLENGING ACADEMIC ENDEAVORS AND ENCOURAGED US TO WORK MORE FOR OUR FUTURE. WITH THEIR SUPPORT AND GUIDANCE, WE FEEL CONFIDENT AND MOTIVATED TO ACHIEVE OUR GOALS. THEIR DEDICATION TO EDUCATION IS TRULY REMARKABLE, AND WE'RE GRATEFUL FOR THE KNOWLEDGE AND WISDOM THEY SHARE WITH US EVERY DAY. THEY CREATE A WELCOMING ATMOSPHERE THAT ENCOURAGES US TO ASK QUESTIONS AND EXPLORE DIFFERENT IDEAS. WE ARE VERY GRATEFUL FOR ALL THE HARD WORK THEY PUT INTO MAKING OUR LEARNING EXPERIENCE ENRICHING AND FULFILLING.



STAFF ACHIEVEMENTS

AWARDS RECEIVED BY THE FACULTY



APPRECIATION AWARD A++ GRADE IN NAAC 3RD CYCLE.





NAAC Accredited & UGC 12 (B) Status Holder

FACULTY OF COMMERCE AND MANAGEMENT

Certificate of Participation

This Certifies that

Dr. P.C. Sreelatha

of

Anna Adarsh College for Women, Chennai, Tamil Nadu

has attended 5 Days Faculty Development Program
ON

**"Empowering Management Scholars:
Fostering Research Competencies"**

September 19, 2023 - September 23, 2023

[Signature]
Convenor(s)

[Signature]
Dr. Bidyut Bikash Das
Associate Dean

[Signature]
Dr. Ashim Barman
Registrar

Faculty of Commerce and Management



NAAC Accredited & UGC 12 (B) Status Holder

FACULTY OF COMMERCE AND MANAGEMENT

Certificate of Participation

This Certifies that

Dr. V. Preethi Mahesh

of

Anna Adarsh College for Women, Chennai

has attended 5 Days Faculty Development Program
ON

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September 19, 2023 - September 23, 2023

[Signature]
Convenor(s)

[Signature]
Dr. Bidyut Bikash Das
Associate Dean

[Signature]
Dr. Ashim Barman
Registrar

Faculty of Commerce and Management



NAAC Accredited & UGC 12 (B) Status Holder

FACULTY OF COMMERCE AND MANAGEMENT

Certificate of Participation

This Certifies that

Dr. M. Jemima Mercy

of

Anna Adarsh College for Women, Chennai, Tamil Nadu

has attended 5 Days Faculty Development Program
ON

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Dr. Bidyut Bikash Das
Associate Dean

[Signature]
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Dr. C.A. Anne Benedexa

of

Anna Adarsh College for Women, Chennai, Tamil Nadu

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ON

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[Signature]
Dr. Bidyut Bikash Das
Associate Dean

[Signature]
Dr. Ashim Barman
Registrar

Faculty of Commerce and Management

**STAFFS ATTENDED FACULTY DEVELOPMENT
PROGRAMME ON "EMPOWERING MANAGEMENT
SCHOLARS: FOSTERING RESEARCH COMPETENCIES".**


DHARMAMURTHI RAO BAHADUR CALAVALA CUNNAN CHETTY'S HINDU COLLEGE

Linguistic (Telugu) Minority Institution
Re-accredited by NAAC, Affiliated to University of Madras
Dharmamurthi Nagar, Pattabiram, Chennai- 600 072, Tamil Nadu.

THE DEPARTMENT OF ECONOMICS

In Collaboration with IQAC & In Association with Asian Management Economics Commerce Association (AMECA)

Organised a One Day National Level Conference on

ECONOMIC RENAISSANCE: INDIA'S GROWTH OUTLOOK AND ITS IMPLICATIONS

CERTIFICATE

This is to certify that Dr.P.C. SREELATHA, Head & Associate Professor
of Dept of Business Economics, Anna Adarsh college for Women, Chennai-40
participated/presented a paper entitled The Impact of UPI Transactions on Indian
Economy. in the

National Level Conference held on 29.09.2023 and the paper is published in the conference proceedings with ISBN : 978-81-962733-9-2.

Dr. D. Rudrappan
President, AMECA

Dr. N. Muthu
Organising Secretary

Dr. S. Veeramani
Head of the Department & Convener

Dr. G. Kalvikarasi
Principal



**DR. P.C.SREELATHA
PARTICIPATED IN THE
NATIONAL LEVEL
CONFERENCE AND
PRESENTED A PAPER
ON "THE IMPACT OF
UPI TRANSACTIONS ON
INDIAN ECONOMY".**


**SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

LETTER OF APPRECIATION

Date: 22-06-2023

To
Dr. P.C.SREELATHA
Head, Associate Professor.
Dept. Of Business Economics
Anna Adarsh College for women Ch-40

Respected Sir/Madam,

I extend hearty thanks for the kind support and the valuable inputs rendered by you as our esteemed External Expert in the PG Academic & Administrative Audit held in the Department of Economics on 22.06.2023.

Dr. R. Geetha
PRINCIPAL

SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN
AUTONOMOUS, CHROMPET, CHENNAI-44.



Day College Office: 2265 5450, Evening College Office: 2265 4976, Fax: 2265 4976
E-mail: query@sdnbvc.edu.in, Website: www.sdnbvc.edu.in


**DHARMAMURTHI RAO BAHADUR
CALAVALA CUNNAN CHETTY'S
HINDU COLLEGE**

Linguistic (Telugu) Minority Status
Conferred by the Government of Tamil Nadu
Re-accredited by NAAC

Affiliated to University of Madras
Dharmamurthi Nagar, Pattabiram, Chennai - 600 072.
Phone: 7997387413, 044 26850621/887 Email: dbcccchinducollege@yahoo.co.in

ISBN 978-81-962733-9-2
CONFERENCE PROCEEDINGS

ECONOMIC RENAISSANCE : INDIA'S GROWTH OUTLOOK AND ITS IMPLICATIONS

EDITORS

Dr.S.VEERAMANI
Dr.N.MUTHU

Date: 29.09.2023



**NATIONAL LEVEL CONFERENCE ORGANISED BY
DEPARTMENT OF ECONOMICS**

**IN COLLABORATION WITH IQAC & IN ASSOCIATION WITH
ASIAN MANAGEMENT ECONOMICS COMMERCE ASSOCIATION (AMECA)**

**DR. P.C.SREELATHA
EXTERNAL EXPERT IN PG
ACADEMIC AND
ADMINISTRATIVE AUDIT
(SDNBV COLLEGE).**

CONFERENCE PROCEEDINGS



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LETTER OF APPRECIATION

Date: 22-06-2023

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Dr. P.C.SREELATHA

Head, Associate Professor,

Dept. Of Business Economics

Anna Adarsh College for women Ch-40

Respected Sir/Madam,

I extend hearty thanks for the kind support and the valuable inputs rendered by you as our esteemed External Expert in the UG Academic & Administrative Audit held in the Department of Economics on 22.06.2023.



Dr. R. Geetha
PRINCIPAL

SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN
AUTONOMOUS, CHROME PET, CHENNAI-44.

Day College Office: 2265 5450, Evening College Office: 2265 4976, Fax: 2265 4976
E-mail: query@sdnbvc.edu.in, Website: www.sdnbvc.edu.in

**DR. P.C.SREELATHA
EXTERNAL EXPERT IN UG
ACADEMIC AND
ADMINISTRATIVE AUDIT HELD
IN THE DEPARTMENT OF
ECONOMICS
(SDNBV COLLEGE).**



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Organised a One Day National Level Conference on

ECONOMIC RENAISSANCE: INDIA'S GROWTH OUTLOOK AND ITS IMPLICATIONS

CERTIFICATE

This is to certify that Dr. V. PREETHI MAHESH, Assistant Professor
of Dept of Bussiness Economics, Anna Adharsh College for Women, CH-40
participated/presented a paper entitled Role of Entrepreneurship in the growth and
development of Indian Economy : An Overview. in the
National Level Conference held on 29.09.2023 and the paper is published in the conference proceedings with ISBN : 978-81-962733-9-2.

Dr. D.Rudrappan
President, AMECA

Dr.N.Muthu
Organising Secretary

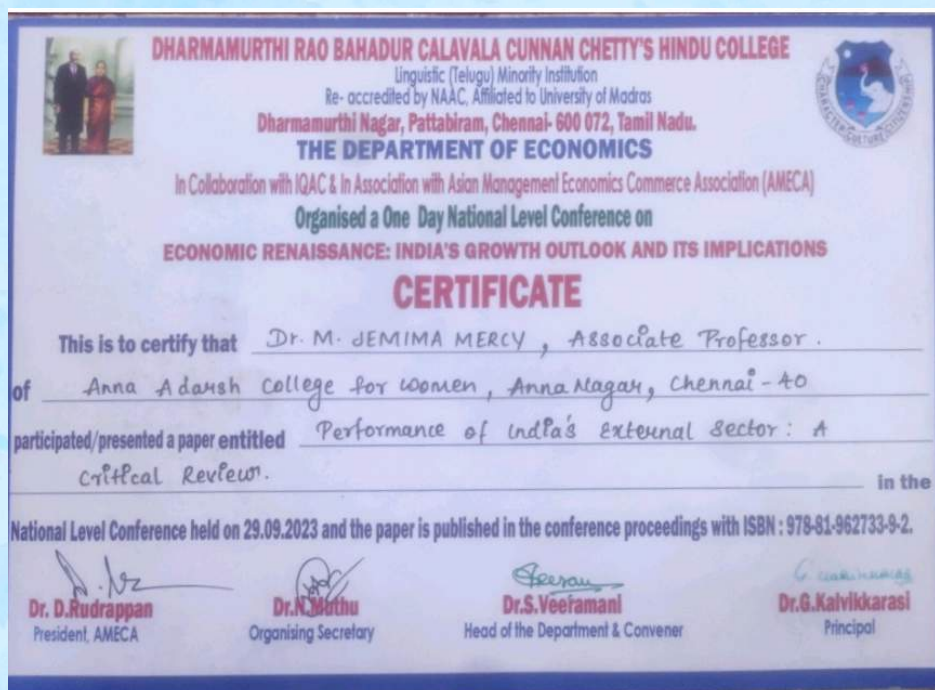
Dr.S.Veeramani
Head of the Department & Convener

Dr.G.Kalvikkarasi
Principal

**DR. V.PREETHI MAHESH
PARTICIPATED IN THE
NATIONAL CONFERENCE
AND PRESENTED A PAPER
ON " ROLE OF
ENTREPRENEURSHIP IN
THE GROWTH AND
DEVELOPMENT OF
INDIAN ECONOMY ".**



DR. V. PREETHI MAHESH
PARTICIPATED IN THE ONLINE NATIONAL FACULTY DEVELOPMENT PROGRAMME
JOINTLY ORGANISED BY ANNA ADARSH COLLEGE FOR WOMEN AND GURU ANGAD
DEV MALAVIYA MISSION TEACHING CENTER AND HAS OBTAINED GRADE 'A'



DR. M. JEMIMA MERCY
PARTICIPATED IN THE NATIONAL CONFERENCE
AND PRESENTED A PAPER ON " PERFORMANCE
OF INDIA'S EXTERNAL SECTOR ".



DR M JEMIMA MERCY

COMPLETED 30HRS OF " TRAIN THE TRAINER PROGRAM ON DIGITAL PRODUCTIVITY AND AI FLUENCY UNDER THE FACULTY DEVELOPMENT PROGRAMME " CONDUCTED BY NAAN MUDHALVAN.

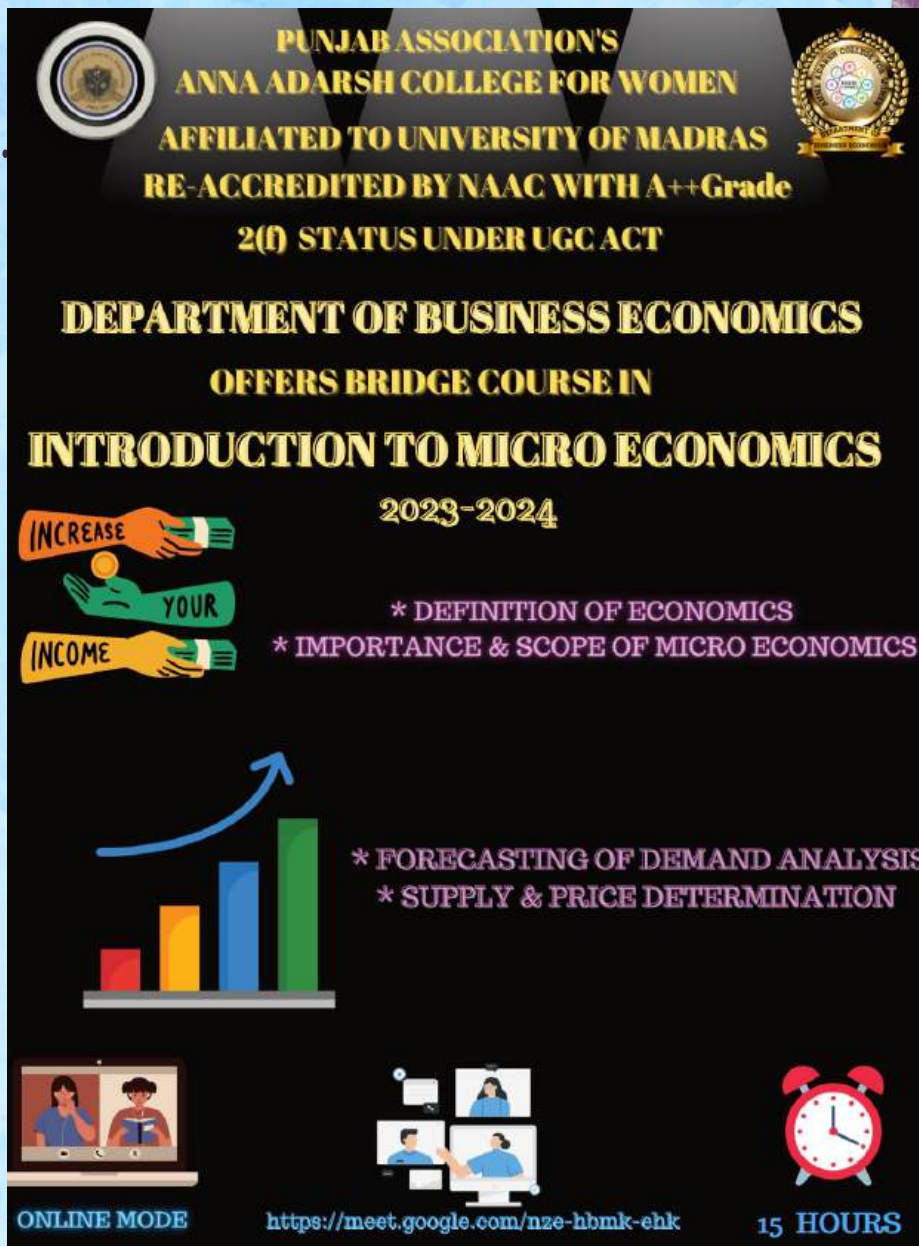
DR .ANNE BENEDEXA PARTICIPATED IN THE NATIONAL CONFERENCE AND PRESENTED A PAPER ON " THE MULTINATIONAL CORPORATIONS(MNCS) AND THEIR IMPACT ON SUSTAINABLE DEVELOPMENT "





NIRMALA H


PARTICIPATED IN FIVE DAY NATIONAL LEVEL VIRTUAL WORKSHOP ON "SEM AND CFA AND ITS INTREPPRETATION USING AMOS- FOR BEGINNER".


BRIDGE COURSE






 **PUNJAB ASSOCIATION'S
ANNA ADARSH COLLEGE FOR WOMEN** 
AFFILIATED TO UNIVERSITY OF MADRAS
RE-ACCREDITED BY NAAC WITH A++ Grade
2(B) STATUS UNDER UGC ACT

DEPARTMENT OF BUSINESS ECONOMICS
OFFERS BRIDGE COURSE IN
INTRODUCTION TO MICRO ECONOMICS
2023-2024

 * DEFINITION OF ECONOMICS
* IMPORTANCE & SCOPE OF MICRO ECONOMICS

 * FORECASTING OF DEMAND ANALYSIS
* SUPPLY & PRICE DETERMINATION

 **ONLINE MODE**  <https://meet.google.com/nze-hbmk-ehk>  **15 HOURS**

**THE BA BUSINESS ECONOMICS
DEPARTMENT ARRANGED AN ONLINE
BRIDGE COURSE TO INTRODUCE
FIRST-YEAR STUDENTS TO THE
FUNDAMENTALS OF
MICROECONOMICS.**

INVESTITURE CEREMONY



**“LEADERSHIP IS THE ART OF GIVING PEOPLE A
PLATFORM FOR SPREADING IDEAS THAT
WORK.”**

PREKSHA TEAM

THE DEPARTMENT STUDENT ASSOCIATION 'PREKSHA' CORDIALLY BRINGS OUT THE STUDENTS' TALENT AND PROVIDES A PLATFORM TO EXPLORE THEIR SKILLS AND KNOWLEDGE THROUGH CURRICULAR AND EXTRA-CURRICULAR ACTIVITIES. THE ASSOCIATION ORGANIZES VARIOUS EVENTS AND WORKSHOPS, AIMING TO BROADEN THE STUDENTS' HORIZONS AND EXPOSE THEM TO DIVERSE PERSPECTIVES. IT REMAINS COMMITTED TO CREATING A VIBRANT AND DYNAMIC LEARNING ENVIRONMENT, WHERE STUDENTS CAN THRIVE AND REACH THEIR FULL POTENTIAL.



SHAKTHI PRIYA. S
PRESIDENT



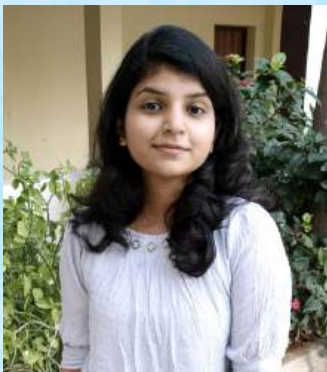
KALATHMIKA. I
VICE PRESIDENT



SHRUTHIGA. V
SECRETARY



MONICKA. S
EVENT PLANNER



PRIYANKA. M
TREASURER



DHARSHINI J
CULTURAL
SECRETARY



SARANYA. V
ASST. CULTURAL
SECRETARY



CHRISTINA. J
SPORTS
SECRETARY



SWATHI. S
ASST. SPORTS SECRETARY



HEMA. K
PLACEMENT COORDINATOR

Skill based enhancement Programme



THE DEPARTMENT OF BUSINESS ECONOMICS ORGANIZED A SKILL-BASED ENHANCEMENT PROGRAM THAT FEATURED COURSES IN BEAUTICIAN TRAINING AND AARI WORK.

**PUNJAB ASSOCIATION'S
ANNA ADARSH COLLEGE FOR WOMEN
AFFILIATED TO UNIVERSITY OF MADRAS
RE-ACCREDITED WITH A++ GRADE BY NAAC
2(*) STATUS UNDER UGC ACT**

**DEPARTMENT OF BUSINESS ECONOMICS
IQAC &
INSTITUTION'S INNOVATION COUNCIL**

**CORDIALLY INVITES YOU FOR THE
SKILL BASED ENHANCEMENT PROGRAMME**

JANANI'S ACADEMY
JANANI J
PROFESSIONAL BEAUTICIAN
ELAKIYA MOHANAVELU
PROFESSIONAL AARI DESIGNER

29/09/2023 Room no : 98 & 102

**DR.P.C. SREELATHA
HEAD & ASSOCIATE PROFESSOR
DEPT. OF BUSINESS ECONOMICS**

**DR.ANITA RAMAN
VICE PRINCIPAL &
DEAN ACADEMICS**

**DR.P. SHANTHI
PRINCIPAL
ANNA ADARSH COLLEGE FOR WOMEN**



AARI WORK



“
**ELAKIYA MUTHUVEL
TRAINED STUDENTS ON
AARI EMBROIDERY BLOUSE.**
”



BEAUTICIAN COURSE



**JANANI
TRAINED
STUDENTS WHO TOOK PART IN
THE BEAUTICIAN COURSE.**



OUTREACH PROGRAMME



**PUNJAB ASSOCIATION'S
 ANNA ADARSH COLLEGE FOR WOMEN**
 AFFILIATED TO UNIVERSITY OF MADRAS
 RE-ACCREDITED WITH A++ GRADE BY NAAC
 2(F) STATUS UNDER UGC ACT

**DEPARTMENT OF BUSINESS ECONOMICS & IQAC
 IS ORGANISING**

**ADARSH SEVA YOJANA
 THE OUT REACH PROGRAMME**

MY NAME KALAISELVI KARUNALAYA SOCIALWELFARE SOCIETY

8667348421

3/PPI, MOGAPPAIR WEST
 BEHIND FASHION LOOK SHOWROOM AND MGR BUS STOP
 CHENNAI-600037 TAMIL NADU

16/9/2023

| | | |
|---|--|--|
| DR.P.C.SREELATHA HEAD OF THE DEPARTMENT BUSINESS ECONOMICS | DR. ANITA RAMAN VICE PRINCIPAL & DEAN ACADEMIC SHIFT -1 | DR.R.SHANTHI PRINCIPAL ANNA ADARSH COLLEGE FOR WOMEN |
|---|--|--|



**AN OUTREACH
 PROGRAMME AT THE
 TAPASYA OLD AGE
 HOME WAS
 ORGANISED BY THE
 DEPARTMENT OF
 BUSINESS
 ECONOMICS.**




**KALAISELVI
KARUNALAYAM
WELFARE SOCIETY
ORPHANAGE AND
CHILDREN'S HOME.**



RANK HOLDERS 2022

| NAME | RANK SECURED |
|----------------|--------------|
| DEEPIKA . P | 1 |
| LOGESHWARI . K | 3 |
| SIVAGAMI . C | 4 |
| NITHYASREE . S | 6 |
| ANUSHREE . P.S | 7 |
| RADHIKA.R | 9 |
| SNEKHA | 10 |

SL. No. : 00007
R-80



UNIVERSITY OF MADRAS
RANK CERTIFICATE

THIS IS TO CERTIFY THAT **DEEPIKA P**

HAS OBTAINED **FIRST** RANK AND SECURED **FIRST**
CLASS WITH DISTINCTION IN THE B.A. DEGREE EXAMINATION IN
BRANCH - BUSINESS ECONOMICS

HELD IN **APRIL 2022** AND QUALIFIED FOR THE SAME WITH
REG. NO. **111904337** THROUGH **ANNA ADARSH COLLEGE FOR WOMEN,
ANNA NAGAR, CHENNAI**

CHEPAUK CHENNAI - 600 005
TAMIL NADU, INDIA
DATE **6 AUG 2023**


ASSISTANT REGISTRAR



STUDENTS PARTICIPATION



**ILAKKIYA SURTHI P
3RD YEAR ON THE 76TH
INDEPENDENCE DAY
CELEBRATION,
PERFORMED IN FRONT OF
THE HONORABLE CHIEF
MINISTER.**



E.L .THARUNA SRI (NSS CLUB)

G.K. VANDHANA (NSS CLUB)

1ST YEAR

PARTICIPATED IN "ஒரு கோடி பனை விதை நட்டும் நெடும் பணி"



DEPARTMENT OF BA
BUSINESS ECONOMICS
PERFORMED IN
MANJARI.



TARANJIT
2ND YEAR
FINE ARTS CLUB





SAILAJA PS
3RD YEAR
WORLD RECORD (BOOK
DONATION DRIVE)



SAILAJA PS
3RD YEAR
SERGEANT AT ARM'S
RAC INSTALLATION
CEREMONY



HEMA K
3RD YEAR
NOBEL WORLD RECORDS
PARTICIPATED IN MAXIMUM
NUMBER OF PARTICIPANTS
ATTEMPTING THREE
DIFFERENT STYLES OF
SILAMBAM ROTATAION FOR
3.5 HOURS.



**SWATHI S
2ND YEAR
WON BRONZE MEDAL
IN 1200 MTS IN CM
TROPHY MEET .**



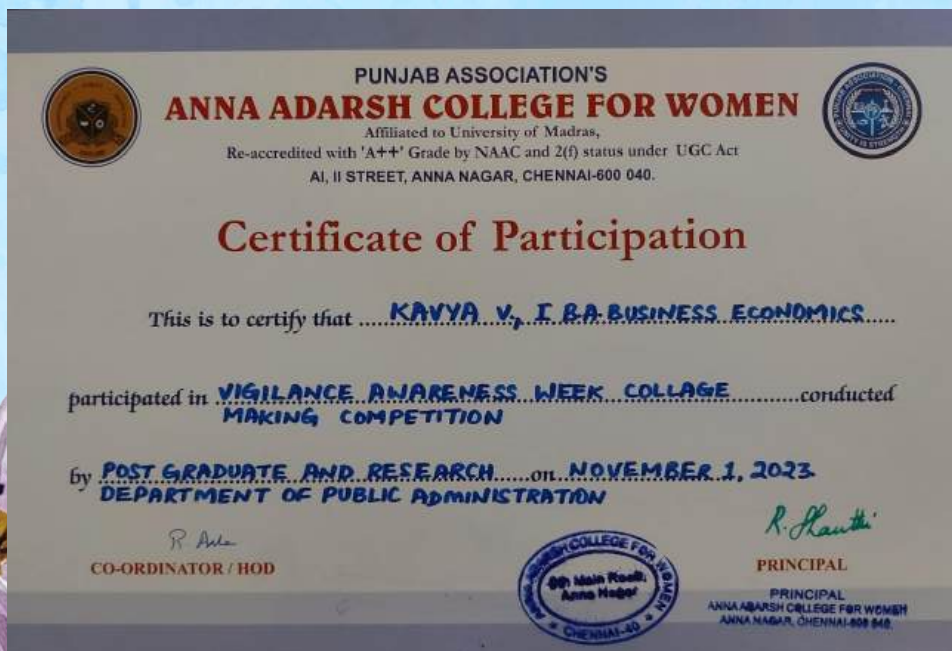
**SAILAJA PS
3RD YEAR
DISTRICT ROTARACT
ASSEMBLY**



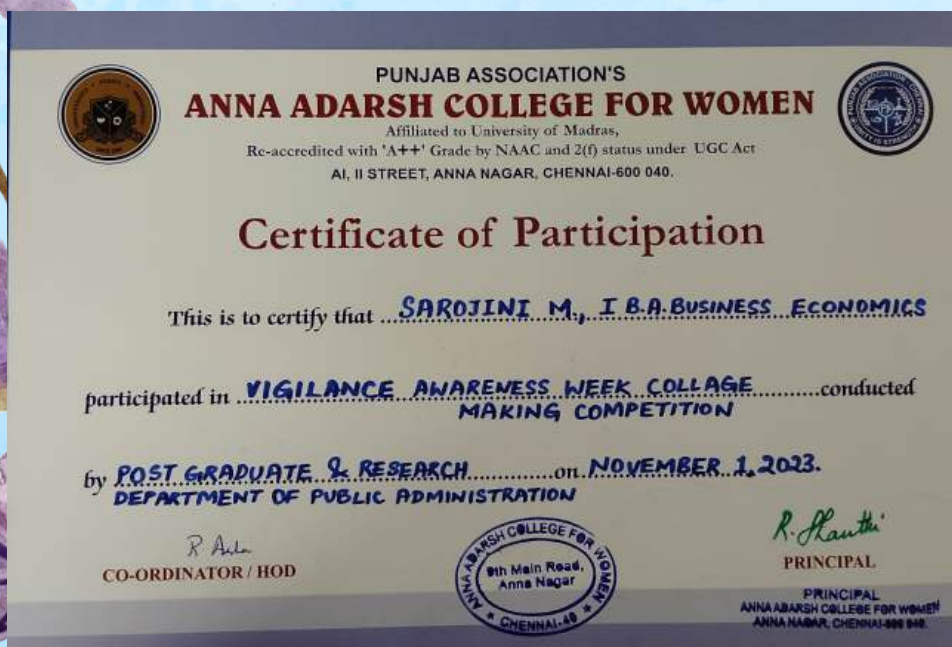
**TARANJIT
2ND YEAR
PERFORMED IN
GOVERNOR'S RAJ BHAVAN
"FOUNDATION DAY
CELEBRATION OF VARIOUS
STATES AND UNION
TERRITORIES OF INDIA".**



E.ROHINI
2ND YEAR
PARTICIPATED IN RED
RIBBON MARATHON
LEVEL: DISTRICT AIDS
PREVENTION AND
CONTROL UNIT
CHENNAI.



KAVYA V
1ST YEAR
PARTICIPATED IN
VIGILANCE AWARENESS
WEEK COLLAGE MAKING
COMPETITION.



SAROJINI M
1ST YEAR
PARTICIPATED IN
VIGILANCE AWARENESS
WEEK COLLAGE MAKING
COMPETITION.



SARANYA V
2ND YEAR
ATTENDED THE BASIC
LEADERSHIP COURSE
CAMP HELD AT KPR
INSTITUTE OF
ENGINEERING AND
TECHNOLOGY,
COIMBATORE FROM
25TH OCT 23-05 NOV 23.



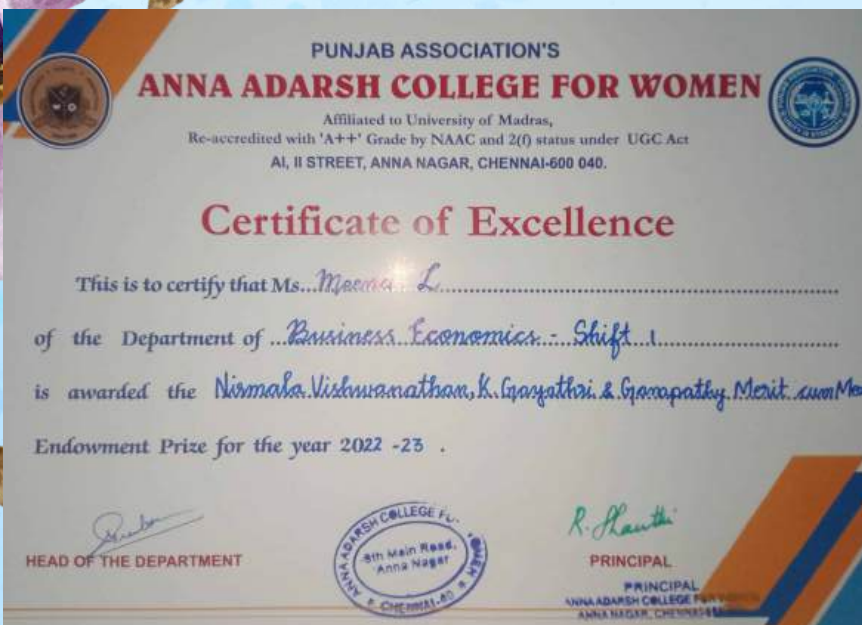
SWARNALATHA A
RECEIVED "BEST OUTGOING STUDENT"
AWARD FOR THE ACADEMIC YEAR 2022-2023
DEPT OF BUSINESS ECONOMICS SHIFT-1.



**SRILAKSMI M
RECEIVED “REMA GOPINATH
ENDOWMENT PRIZE FOR
A DESERVING STUDENT FROM
THE DEPARTMENT OF
ECONOMICS INSTUTUTED BY
MS. REMA GOPINATH”.**



**KARPAGA KIRTHIGA S
RECEIVED “SILVER JUBLIEE
FACULTY ENDOWMENT
INSTITUTED BY FACULTY,
ANNA ADARSH COLLEGE FOR
WOMEN FOR BEST
COMMUNITY SERVICE
RENDERED BY STUDENTS” AND
BEST NSS VOLUNTEER PRIZE .**



**MEENA L
RECEIVED “NIRMALA
VISWANATHAN MERIT CUM
MEANS SCHOLARSHIP/
GAYATHRI K AND GANAPATHY
MERIT CUM MEANS
SCHOLARSHIP”.**

STUDENTS CORNER

CREATIVE ART

VARSHA R S

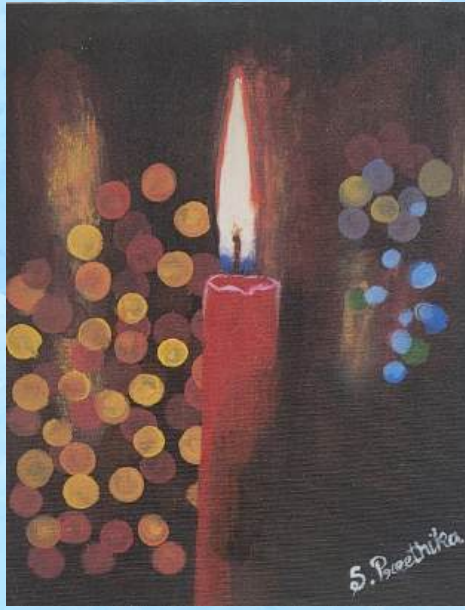
2ND YEAR



HERANMAYEE

2ND YEAR

PREETHIKA S
3RD YEAR



SAROJINI. M
1ST YEAR



DHARSHINI J
3RD YEAR



SUJITHRA M
3RD YEAR





R. DHANUSH SRI
2ND YEAR





**SRILAKSHMI M
DEPT OF BA BUSINESS ECONOMICS**



**SAROJINI M
KAVYA V
1ST YEAR**

EDITORIAL TEAM



SAILAJA PS
3RD YEAR

**"WITH AN ENTHUSIASTIC TEAM, YOU
CAN ACHIEVE ALMOST ANYTHING."**

