



NEWS LETTER

2026

FEBRUARY

DEPARTMENT OF BUSINESS ADMINISTRATION

PROUDLY PRESENTS

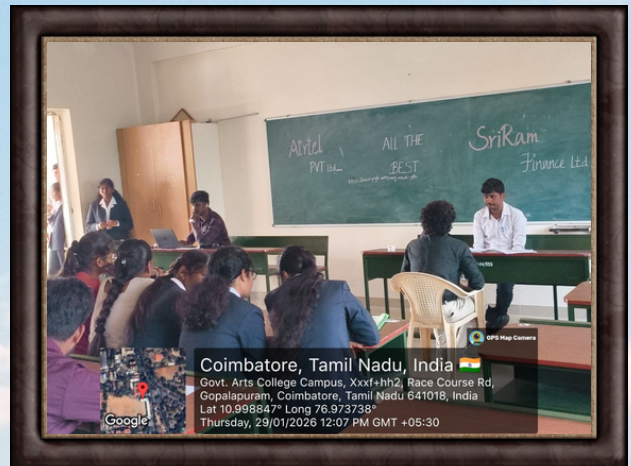
சாதனையின் குரல்
VOICE OF ACHIEVEMENT



GOVERNMENT ARTS COLLEGE (AUTONOMOUS)

(RE-ACCREDITED WITH 'B++' GRADE BY NAAC)

COIMBATORE -18



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ABOUT US

GOVERNMENT ARTS COLLEGE (Autonomous), COIMBATORE

The Government Arts College (Autonomous), Coimbatore was established in the year 1852 by the British Government. This College is one of the best Government Institutions in Tamilnadu. Top bureaucrats, administrators, defence personnel and high profile politicians are alumni of this institution. It was conferred autonomous status in the year 1987. In 2017, the college was re-accredited with 'B ++' Grade by NAAC. Admissions to the college is coveted by students due to the exceptional guidance offered by highly qualified teaching faculty. The ultimate aim of education is to make a person knowledgeable and well informed and offer him /her life skills so that one can earn one's livelihood.

DEPARTMENT OF BUSINESS ADMINISTRATION

Department of Business Administration established in the year 2003 as self supporting course. Later on, it was converted as regular course and functioning till now very effectively with five qualified faculty members and one hundred and eighty students. Bachelor of Business Administration is a three-year full time course with an intake capacity of sixty students. The program aims to develop the students intellectual ability. Executive personality and managerial skills through an appropriate amalgamation of business practices and subjects about all the functional management areas of management.

Program Learning Outcomes

The learning outcomes of BBA are aimed at facilitating the students to acquire graduate attributes, keeping in view changes in the current socio-economic environment. The programme has been framed by allowing flexibility and innovation in - Programme design and syllabi development, Teaching-learning pedagogy, Assessment of student learning levels, Providing ICT based hands-on experience to students through high quality learning activities in relevant situations.

Program Specific Outcomes

The various learning outcomes of Bachelor's Degree in Business Administration results in giving comprehensive knowledge of Finance, Marketing, Human Resource Management, Business Law, Economics, Accounting, Management concepts, International business, Strategic management and several other branches of Business Administration and management. Thus, this programme helps students in acquiring Disciplinary Knowledge, Communication skills, Critical thinking, Research skills/ Problem Solving, Analytical Reasoning & Soft Skills, Leadership skills, Cooperation/Team work, Multicultural Competency, Self Directive and Learner to be successful entrepreneur/executive in the competitive world.

PRINCIPAL MESSAGE



Dr.M.R.Yezhili MA., M.Phil., Ph.D.,

Academic excellence is the result of consistent effort and collective vision. In this spirit, I am pleased to present Voice of Achievement Volume 9, the biannual newsletter which highlights the commendable progress and accomplishments of the Business Administration department under an able leadership.

This publication reflects the collective efforts and accomplishments of our students and faculty, highlighting their commitment to academic excellence and continuous improvement. I commend the department for nurturing a dynamic learning environment that encourages creativity and professional growth among our learners.

I wish the entire team continued success and a rewarding academic journey ahead..

HOD MESSAGE



Dr.R.Prabhu MBA.,PGPDR.,Ph.D.,

It is with great pride and pleasure that I present this biannual newsletter of the Department of Business Administration, which captures the academic, co-curricular, and extension activities carried out during the year. The department has remained committed to nurturing managerial competence, leadership skills, and ethical values among our students through a balanced blend of classroom learning and experiential exposure.

During this period, the department successfully organized various activities such as guest lectures by industry experts, workshops, seminars, industrial visits, student development programmes, management fests, research initiatives, and outreach activities. These initiatives were designed to bridge the gap between theory and practice and to equip our students with the skills required to meet contemporary business challenges.

I take this opportunity to appreciate the sincere efforts and dedication of our faculty members and the enthusiastic participation of our students, whose teamwork and commitment have contributed significantly to the achievements of the department.

I express my heartfelt gratitude to our respected Principal, Dr. M. R. Yezhili, for her constant encouragement, visionary leadership, and unwavering support. Her guidance has been instrumental in strengthening the academic culture of the department and in motivating us to strive for excellence in all our endeavors.

I congratulate the entire Department of Business Administration for its accomplishments and look forward to continued growth and success in the years ahead.

EDITORIAL BOARD MESSAGE



Every edition of a newsletter tells a story of growth, effort, and achievement. With indomitable spirit, we present Voice of Achievement Volume 9, the biannual newsletter of the Business Administration department.

Behind every page of this newsletter lies the untiring effort of the editorial team, who worked with commitment, creativity, and precision. From content collection and editing, to layout design and meeting deadlines, the team ensured that quality and clarity were never compromised.

This publication would not have been possible without the constant guidance and encouragement of our respected Head of the Department, faculty editor and all faculty members, whose support motivated the team at every stage. Their valuable insights helped to shape this newsletter into a meaningful academic document.

Voice of Achievement is not merely a compilation of events. It is a celebration of student potential, faculty mentorship, and departmental strength. We hope this edition inspires readers, preserves memories, and serves as a source of pride for our department in the years to come.

FACULTY PROFILE



Dr.R.Prabhu
Associate Professor
&
Head of the Department

The Department is headed by a futuristic and forward-looking leader with 30 years of teaching experience and 1 year of Industry experience. His areas of expertise are HRM and Marketing. He has also published 15 articles in National Journals, 15 articles in International Journals, and 4 Textbooks. He has produced 8 M.Phil and 15 Ph.Ds degrees under his guidance. He is the Placement Coordinator and member of the RUSA Committee, Disciplinary Committee, He is also a member of the institution management committee of the college.



Dr.K.Karthikai
Associate Professor

She is with 24 years of extensive teaching experience. Her areas of specialization are Finance and Marketing. She has authored 8 papers in National and International journals. She also guided M.Phil research scholars. She has been a member of various committees in College like Anti-Ragging Committee, NAAC, IQAC, Buspass Committee and also Co-ordinator for BOS, Pudhumai Penn Scheme, and Alumni coordinator of the Department.

FACULTY PROFILE



Dr.S.Akilandeswai
Assistant
Professor

She has nearly 3 decades of teaching experience and her area of interest is Marketing and HRM. She has attended several International Conferences and National Seminars/Conference published 20 papers in National & International Journals. She has produced 6 Ph.D and 2 M.Phil research degree holders. She has served the Institution as a NAAC Coordinator, BOS, Editor and for Newsletter "Voice of Achievement" and Placement Brochure in the department.



Dr.L.Shanthi
Assistant
Professor

She possess 29 years of academic experience and one year of industrial experience. Her area of research interest is Marketing and Entrepreneurship. She has presented and published more than 20 research papers in various National and International Journals. She has served Institutions as a member for NAAC, BOS, IQAC, ED cell and Buspass Committee. Also department incharge for Pudumai Pen and Tamil Puthalvan scheme and Editor for Newsletter and Placement Brochure for the Department.

FACULTY PROFILE



Dr.R.Geetharamni
Assistant
Professor

Has around 23 years of experience and 2 years of Industry experience. Her area of interest is Finance, Entrepreneurship and Marketing. She has published around 15 articles in various National and International Journals. She has published a book on Taxation - Law and Practice. She has served the institution as a member of committees like NAAC, BOS, Placement incharge, Naan Mudhalvan and Water Conservation Cell. She also acts as the Tansche and Alumni Coordinator of the Department.



Dr. J. Anuradha
Guest Lecturer

Has around 20 years of experience and holds a specialization in finance and marketing. She has also participated in several seminars and conferences at both National and International level. She had released 8 journals and made publication in UGC care journals. She has also released a book in Heritage Tourism.

FACULTY ACHIEVEMENTS

DR. R. PRABHU



Dr. R. Prabhu was the chief guest in the healthcare IT conference held at Sri Ramakrishna Hospital on 29 December 2025 (Monday) and gave a motivational speech on the topic “Work Life Balance”.

அரசு கலைக் கல்லூரி (தன்னாட்சி) கோவை - 18
போதைப்பொருள் ஒழிப்பு
விழிப்புணர்வுக் கருத்தரங்கம்

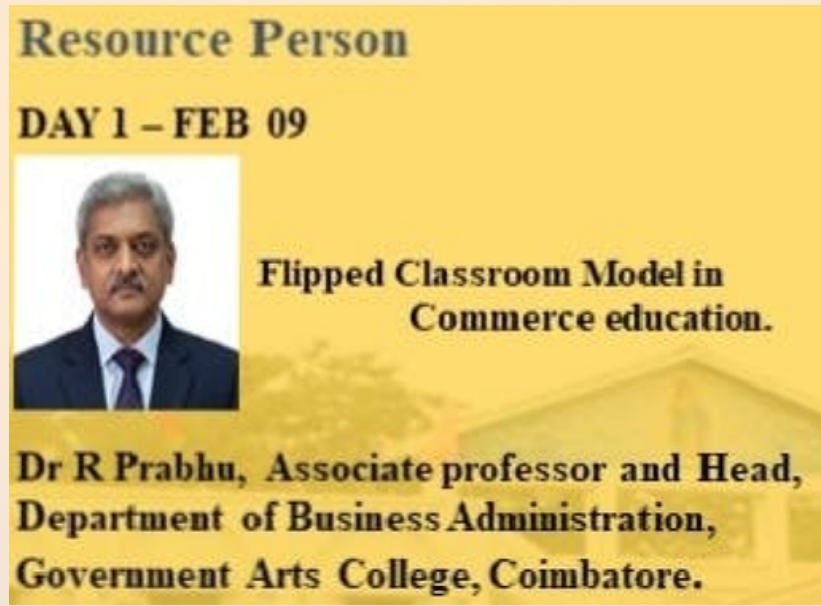
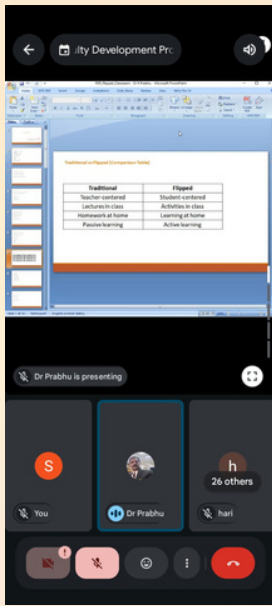
நாள் : 31.1. 2026 இடம் : அறை எண் : 17

நிகழ்ச்சி நிரல்
தமிழ்த்தாய் வாழ்த்து
வரவேற்புரை
முனைவர். நா. மகாலட்சுமி
இணைப்பேராசிரியர், தமிழ்த்துறை
தலைமையுரை
முனைவர். மெய். ரெ. எழிலி, முதல்வர்
சிறப்புரை
முனைவர். ஆர். பிரபு
துறைத் தலைவர், வணிக மேலாண்மைத்துறை
நன்றியுரை
மு. விஜயராஜா
முதுகலை தமிழ் இலக்கியம்
நாட்டுப் பண்

‘போதைப்பொருள் கலாசாரம் மூளையை அடிமையாக்கி விடும்’

கோவை, பிப். 1- அரசு கலைக்கல்லூரி போதைப்பொருள் ஒழிப்பு கழகம் சார்பில், விழிப்புணர்வு கருத்தரங்கம் நடந்தது. சிறப்பு விருந்தினர், வணிக மேலாண்மை துறை தலைவர் பிரபு பேசுகையில், “தாவரங்களில் இருந்து மட்டுமல்லாமல், செடிகளும் பயடர், எரிதில் கரையம் ஸ்டாப், திரவவடிவங்களில் போதைப்பொருட்கள் பழக்கத்திற்கு வந்துள்ளது. இதை பயன்படுத்தினால், எந்தவித வாசனையும் வருவதில்லை என்பதால் கண்டுபிடிப்பதும் சிரமம். மிகக்குறைந்த விலையில் கிடைப்பதால், நிறைய பேர் போதைப்பொருள் பழக்கத்திற்கு ஆட்பட்டு கின்றனர். படிக்கும் வயதில் மாணவர்களிடம் இருக்கும் அபரிமிதமான ஆற்றலை, இது கெட்ட வழியில் திசை திருப்பி விடுகிறது. தொடர்ந்து இப்பழக்கத்திற்கு ஆட்படும் போது, அது முதலில் மூளையை தான் அடிமையாக்கும். நரம்பு மண்டலத்தை தாக்கி, ஒவ்வொரு உறுப்புகளாக செயலிழக்க செய்து இறுதியில், உயிரை எடுக்கும் அளவுக்கு கொடுமானது. தனிமனிதனோடு, குடும்பம், சமூக சீரழிவுக்கும், போதைப்பொருள் பழக்கமே மிக முக்கிய காரணமாக உள்ளது,” என்றார். தமிழ்த்துறை இணைப்பேராசிரியர் மகாலட்சுமி வரவேற்றார். அனைத்து துறை மாணவர்கள், பேராசிரியர்கள் பங்கேற்றனர்.

On 31st January 2026, Dr. R. Prabhu, Head of the Department of Business Administration, delivered a speech at the Anti-Drug Awareness Conference held at Government Arts College (Autonomous), Coimbatore-18. He highlighted the ill effects of drug abuse and stressed the importance of awareness and prevention among students.



Dr. R. Prabhu, Head of the Department of Business Administration, served as a Resource Person through an online session in the Faculty Development Programme organized by Bon Secours College for Women, Trichy, from 9th February to 13th February 2026.



Dr. R. Prabhu was invited by the Principal, and the IQAC team of Sri Ramakrishna College of Arts and Science to conduct Gala Games for the men faculty on the occasion of International Men's Day (19/11/2025).



Dr. R. Prabhu conducts regular training sessions for policemen of various cadres on “Anbana Anugumurai” at the Police Training School Campus.

DR. K. KARTHIKAI



Dr. K. Karthikai attended 6 days Faculty Development program on AI AND DIGITAL SKILLS Under Naan Mudhalvan Scheme at Bharathiar University from 05.01-2025-10.01.2025.

DR.L.SHANTHI



Dr. L.Shanthi attended 6 days Faculty Development Program on "Employability skills Under Naan Muthalvan Scheme at Bharathiar University from 15.12-2025-20.12.2025.

DR.R.GEETHARAMANI

Dr. R. Geetharamani, published an article titled "Human Resource Analytics and Organizational Behavior: Quantitative Insights for Evidence-Based Management" in the International Journal for Research, Volume 13, Issue XII, December 2025, pages 1009-1013.

STUDENT'S ACHIEVEMENTS MAGIC BUS INDIA- PLACEMENT TRAINING



The students of II BBA and III BBA successfully attended a 45 days training program on Employability Skills, Ms Office, and Digital Marketing, organized by Magic Bus Foundation, from 10/08/2025 to 25/09/2025. This training equipped the students with workplace readiness, technical proficiency, and industry-relevant skills for their future careers

**LIST OF STUDENTS PARTICIPATED IN MAGIC BUS FOUNDATION
TRAINING PROGRAM**

S.No	NAME	YEAR
1	PREMAPRIYA M	III BBA
2	NANDITA R	III BBA
3	SHANMUGAPRIYA S	III BBA
4	JESWANTH HARSAN S	III BBA
5	DIVYA PRAKASH P	III BBA
6	MOHAMMET HANEEFA K	III BBA
7	RAMU R	III BBA
8	VENKATESH R	III BBA
9	KARTHICK U	III BBA
10	KARTHIK KUMAR P	III BBA
11	NIDHISH ROSARIO F	III BBA
12	SATHISH S	III BBA
13	SRIHARAN S	III BBA
14	SRIPRIYAN R	III BBA
15	RAJA R	II BBA

S.No	NAME	YEAR
16	AENJAL R	II BBA
17	YAMUNA G	II BBA
18	SARJU B	II BBA
19	HARSHITHA L R	III BBA
20	SANDHIYA J	II BBA
21	GOMATHI L	II BBA
22	MADHU RANJANI A	II BBA

JUNIOR DATA ANALYTICS TRAINING



Eight students of III B.B.A successfully completed a 45-day Data Analytics training program organized by Sambhav Foundation, Coimbatore from 08/11/2025 to 23/12/2025. The program enhanced their analytical skills and provided practical exposure to industry-relevant tools and techniques

HEALTHCARE IT CONFERENCE



The students Mohammed Haneefa K of III BBA and Bavithratshakan M, Vignesh K, Manoj Kumar R, Ashokkumar S, Jidan J of II BBA attended the Healthcare IT Conference held at Sri Ramakrishna Hospital, Coimbatore, on 29 December 2025 (Monday).

KARATE CHAMPIONSHIP



Karthika M of I BBA (II SHIFT) was awarded a Certificate of Merit for securing Second Place in the 4th International Open Karate Championship 2025, held on 24th August 2025 at Udumalpet.

STATE SENIOR PARA ATHLETICS CHAMPIONSHIP



NAVEEN, II BBA secured **SECOND PLACE** in the Men's Shot Put event (F44 category) with a performance of 9.62 meters at the 20th State Senior Para Athletics Championship – 2025. The championship was held at Tamil Nadu Physical Education and Sports University, Melakottaiyur, Chennai, on 21st, 22nd, and 23rd January 2025.



NAVEEN II BBA Krishnagiri District, secured **SECOND PLACE** with a performance of 4.23 meters in the Men's Long Jump event (F44/F62/F64 category) at the 20th State Senior Para Athletics Championship – 2025. The championship was held at Tamil Nadu Physical Education and Sports University, Melakottaiyur, Chennai, on 21st, 22nd, and 23rd January 2025.

NSS SPECIAL CAMP



The first day of the NSS Special Camp was held on 22/01/2026 at the Government Middle School, Kalappanaickenpalayam, Coimbatore, from 9.00 a.m. to 6.00 p.m. The camp was organized by Professor M. Ravikumar, Department of Tamil, and Professor R. Selvaraj, and began with a welcome address by Professor M. Ravikumar. A total of 79 students participated and were divided into five committees. From the BBA Department, 8 students took part. One student contributed to the teaching committee by handling Mathematics and English classes, two students worked in the cleaning committee, and five students participated in fieldwork in the local areas of Kalappanaickenpalayam.

COGNIZANT - AN EXPOSURE VISIT



The students of III BBA, Divya Prakash P, Premapriya M, Ramu R, Venkatesh R, Shanmuga Priya S, Mohammed Haneefa K, and Vaishnavi S had visited Cognizant as an exposure visit on 31/01/2026. The program provided valuable exposure to industry practices and enhanced the students' understanding of corporate culture and professional skills

SPORTS DAY MARCH PAST



Students of I BBA and II BBA actively participated in the March Past on 06/02/2026 organized by the Government Arts College for Sports Day. They marched with discipline and coordination, showing unity, enthusiasm, and true sports spirit

VISION TO VALUE CONCLAVE 1.0



Vision to Value Conclave 1.0 was organized by the Rotary Club, Coimbatore on 7th February 2026 at Vivanta, Race Course, Coimbatore. The conclave aimed to inspire young minds by transforming innovative ideas into practical value-driven initiatives. Students from I, II, and III BBA actively participated in the event. The conclave provided them with valuable insights into entrepreneurship, leadership, and business strategies through engaging sessions and interactions.

A NOBLE ACT OF BLOOD DONATION



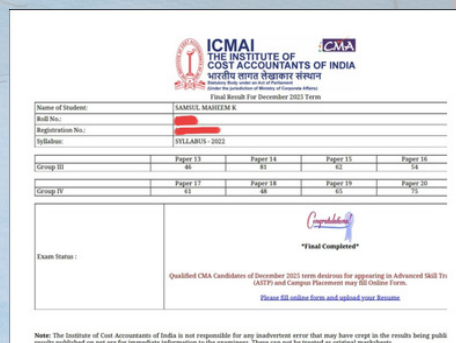
Sharukhan of I BBA, I Shift, has demonstrated a remarkable sense of social responsibility through his blood donation. The Department of Business Administration proudly appreciates his humanitarian spirit and encourages others to follow his example of service and care.

TAMILNADU SDAT SPORTS MATCH



Eswaran S of III BBA secured victory in the Tamil Nadu SDAT Kabaddi Match held at Dharmapuri District on 01/02/2026. He was declared the winner and awarded a cash prize of ₹40,000, bringing pride and recognition to the department.

ALUMNI ACHIEVEMENT



Samsul Maheem of Batch 2021-24 has cleared CMA both Inter and Final. Congratulations to Samsul for his hard work and perseverance

DEPARTMENT ACTIVITIES

ALUMNI INTERACTION MEET



An Alumni Interaction Meet was held for III BBA students on 18 December 2025, on the topic “Startup Spark: Igniting Action and Passion” featuring the chief guest Mr. S. Rohith, alumnus of the Department of Business Administration and Founder and Manager of Yellow Card and Company. The event was convened by Dr. R. Prabhu and coordinated by Dr. R. Geetharamani.

PONGAL CELEBRATION



On January 10, 2026, the students of Business Administration celebrated Pongal festival enthusiastically. Events like Lucky Corner, Thug of War and Uriyadi was conducted by Dr. S. Akilandeswari. The event was convened by Dr. R. Prabhu and coordinated by Dr. L. Shanthi.

VOTER'S AWARENESS RALLY



On January 25, 2026, students of III BBA & II BBA coinciding with National Voters' Day, a Voters Awareness Rally was organized to promote democratic participation and voting rights.

CM INAUGURATION CEREMONY



On 16th February 2026, the students of the Department of Business Administration (BBA) attended the Hon'ble Chief Minister's inauguration ceremony for the construction of 21 new classrooms and toilet facilities through online mode. Mr. Rajkumar, Member of Parliament, Coimbatore, graced the occasion with his presence, adding significance to the event.

CAREER GUIDANCE



On 16/02/2026, a Seminar on "Career Opportunities" was conducted by Mr. Selvaraj Natarajan, Project Coordinator of Federal Skill Academy, a CSR initiative of Federal Bank. He discussed career prospects in Government, Private, and Entrepreneurship sectors, along with current industry expectations, job market trends, and essential skills required for today's workforce.

ALUMNI TALK



An Alumni Talk was delivered by Samsul Maheem (Batch 2021–2024) for BBA students on 17/02/2026. He shared his academic journey and insights after successfully clearing CMA – both Inter and Final levels.

Magnifest 2k26



MAGNIFEST 2026, an intra-departmental event of the Department of Business Administration, Government Arts College (Autonomous), Coimbatore – 18, was held on 23rd and 27th January 2026. The event was convened by Dr.R. Prabhu and coordinated by, Dr. R.Geetharamani with student coordinators Nandita R and Jayaprakash S of III BBA. Students actively participated in various events such as Skin Stories, IPL Auction, Catch Me If You Can, and Beat the Clock, making the programme lively and successful.

Magnifest winner list

SKIN STORIES			
S.No	NAME	YEAR	PLACE
1	RAKSHANA A	III BBA	1
2	PREMAPRIYA M	III BBA	
3	GUGAN S	I BBA (shift 1)	2
4	KAVIYARASAN E	I BBA (shift 1)	
5	ISWARIYA V S	II BBA	3
6	LATHIKA SHREE	II BBA	

IPL Auction			
S.No	NAME	YEAR	PLACE
1	PRAKASH RAJ G	III BBA	1
2	NALLA THAMB N	III BBA	
3	GANESH T	III BBA	
4	JEEVARAJAN S	III BBA	
5	ADITHYAN P	II BBA	2
6	AKIL S	II BBA	
7	NAVEENRAJ R	II BBA	
8	THIYAGU B	II BBA	

BEAT THE CLOCK			
S.No	NAME	YEAR	PLACE
1	KARTHIKA	I BBA (shift 2)	1
2	VIJISHA	I BBA (shift 2)	
3	SHALINI	I BBA (shift 2)	
4	ARUL LEA	I BBA (shift 2)	
5	MINSIYA F	III BBA	2
6	DHINESH KUMAR R	III BBA	
7	DHANUSH K	III BBA	
8	GUBENDRAN S	III BBA	

CATCH ME IF U CAN			
S.No	NAME	YEAR	PLACE
1	PADMAVATHI S	III BBA	1
2	PRIYANKA M	III BBA	
3	SUREKHA P	III BBA	
4	MINSIYA F	III BBA	
5	NAVEENRAJ R	II BBA	2
6	SAHABUDEEN A	II BBA	
7	THIYAGU B	II BBA	
8	ADITHYAN P	II BBA	

KALLOORI KALAI THIRUVIZHA

Kalloori Kalai Thiruvizha a state-level cultural event organized by the Tamil Nadu Higher Education Department in government arts and science colleges, engineering and polytechnic institutions in Tamil Nadu, to provide a platform for students to showcase their talents. In BBA Department, the event was convened by Dr. R. Prabhu and coordinated by Dr. R. Geetharamani. The students coordinators were Divya Prakash P, Ramu R, Venkatesh R and Karthik Kumar P of III BBA.



KALLOORI KALAI THIRUVIZHA - 2025

WINNERS LIST

POETRY COMPETITION			
S.No	NAME	YEAR	PLACE
1	GUKAN S	I BBA SHIFT-I	I

SHORT STORY WRITING			
S.No	NAME	YEAR	PLACE
1	AISHWATHI R	II BBA	I

SPEECH COMPETITION			
S.No	NAME	YEAR	PLACE
1	VISHNU P	III BBA	I

BUDGET BATTLE			
S.No	NAME	YEAR	PLACE
1	DHANUSH K	III BBA	I
2	GUBENDRAN S	III BBA	
3	DINESH KUMAR S	III BBA	

SOLO SINGING			
S.No	NAME	YEAR	PLACE
1	VENKATESH R	III BBA	I

TREASURE HUNT			
S.No	NAME	YEAR	PLACE
1	SARAVANAN	I BBA SHIFT I	I
2	CHANDRU	III BBA	
3	SITHARTH	III BBA	

COLLEGE 2.0			
S.No	NAME	YEAR	PLACE
1	NALLATHAMBI N	III BBA	I
2	MANOJ KUMAR R		
3	RITHIKA R		

SOLO DANCE			
S.No	NAME	YEAR	PLACE
1	DIVYA PRAKASH P	III BBA	I

ART COMPETITION			
S.No	NAME	YEAR	PLACE
1	RAKSHANA A	III BBA	I

SHORT FILM			
S.No	NAME	YEAR	PLACE
1	LAKSHMI M	II BBA	I

FASHION DESIGNING			
S.No	NAME	YEAR	PLACE
1	SANDHIYA J	III BBA	I

3D ART			
S.No	NAME	YEAR	PLACE
1	JANANI V	I BBA I SHIFT	I

DIGITAL POSTER MAKING			
S.No	NAME	YEAR	PLACE
1	AISHWATHI R	II BBA	I

NATURE COLLAGE				
S.No	NAME	ROLL NO	YEAR	PLACE
1	BOOMIKA P	25BBA303	I BBA SHIFT I	I

STARTUP SIRUTHAI			
S.No	NAME	YEAR	PLACE
1	NALLATHAMBI N	III BBA	I

SHOW & TELL			
S.No	NAME	YEAR	PLACE
1	VINCENT M	II BBA	I

STANDUP COMEDY			
S.No	NAME	YEAR	PLACE
1	KARTHIK KUMAR P	III BBA	I

MIME			
S.No	NAME	YEAR	PLACE
1	SAMUEL	I BBA SHIFT I	I
2	PRAKASH	I BBA SHIFT I	
3	PRAGADESHWARAN	I BBA SHIFT I	

NATURAL PHOTOGRAPHY			
S.No	NAME	YEAR	PLACE SECURED
1	MOHAMMED SHAHRUKH KHAN	II BBA	I

COOKING WITHOUT FIRE			
S.No	NAME	YEAR	PLACE
1	NANDITA R	III BBA	I
2	SARASWATHI R	III BBA	
3	MINSIYA F	III BBA	
4	SUREKHA P	II BBA	

DEBATE			
S.No	NAME	YEAR	PLACE
1	NANDITA R	III BBA	I
2	MINSIYA F	III BBA	
3	SRIHARAN S	III BBA	
4	VINCENT M	II BBA	
5	SARAVANAN R	I BBA SHIFT II	
6	AENJAL R	II BBA	

NATURAL PHOTOGRAPHY			
S.No	NAME	YEAR	PLACE
1	SRI RAJ PRABHU S (SILAMBAM)	II BBA	I
2	AISHWATHI R (KARATE)	II BBA	

GROUP DANCE			
S.No	NAME	YEAR	PLACE
1	AISHWATHI R	II BBA	I
2	GIRSHIKA J	III BBA	
3	DHAKSHATHA B	I BBA SHIFT II	
4	VINITHA R	II BBA	
5	RAJA R	II BBA	
6	NARMADHA DEVI S	II BBA	

YOUTH PARLIAMENT			
S.No	NAME	YEAR	PLACE
1	VISALI K	III BBA	I
2	SHANMUGAPRIYA S	III BBA	
3	RENUKHA K	I BBA SHIFT I	
4	SARAVANAN R	I BBA SHIFT II	
5	SRIVINOTHINI M	I BBA SHIFT I	
6	SRIMADHUMITHRA S	I BBA SHIFT I	



PLACEMENT TRAINING ACTIVITIES

NAAN MUDHALVAN CORPORATE TRAINING



The Naan Mudhalvan Placement Training Series was organized for the III BBA students starting from 12 December 2025. The program aims to enhance students' employability skills and prepare them for upcoming placement opportunities through structured training sessions.

S. No	Date	Topic
1	12/12/2026	Pre-Placement Aptitude Training
2	19/12/2026	Group Discussion, Oral Communication, & Aptitude
3	09/01/2026	Personal Branding, Workplace Etiquette, & Non - Verbal Communication.
4	23/01/2026	Aptitude practice
5	30/01/2026	Post Assessment & Aptitude Test

NAAN MUDHALVAN EMPLOYABILITY SKILLS



The Naan Mudhalvan placement training series - Employability Skills for Department of Business Administration students was scheduled to conduct for 9 weeks to develop the employability skills.

NAAN MUDHALVAN AI DIGITAL SKILLS



The Naan Mudhalvan class on AI and Digital Skills was conducted by Dr.K.Karthikai for II BBA students on 30/01/2026. The session focused on introducing students to the fundamentals of Artificial Intelligence and essential digital skills relevant to modern business practices. The class was informative and interactive, helping students understand the importance of AI-driven technologies and digital tools in today's competitive environment. The session enhanced students' awareness and interest in emerging technologies and their practical applications.

VERANDA RACE- PLACEMENT TRAINING



Veranda Race in association with college placement cell conducted placement training for the final year students of our college targeting Government Competitive Exams. The session Covers key exams like TNPSC Group exams, TET, and central services with structured modules on aptitude, reasoning, general knowledge, and Tamil/English. Sessions held on campus, blending online resources with expert-led classes for 100+ participants.

S.No	Date	Topic
1	21/01/2026	Vedic Maths, Averages, Ratios & Proportion,
2	22/01/2026	Percentages, Profit or Loss, Time & Work
3	23/01/2026	Time & Distance, Direction, Coding Decoding.
4	27/01/2026	Seating, Puzzle, Syllogism
5	28/01/2026	History & Polity
6	02/02/2026	Geography & Economics
7	03/02/2026	Ilakanam & Ilakkiyam
8	04/02/2026	Pothu Tamil, Noun & Pronoun, Verb & Adverb
9	05/02/2026	Basic Grammer, Error Spotting, Reading Comprehension, Cloze Pass.

STUDENTS PLACED IN NAAN MUDHALVAN PLACEMENT DRIVE



On January 24, 2026, Ramakrishna College of Arts & Science, Coimbatore, hosted the Naan Mudhalvan Placement Drive in collaboration with Roots Pvt Ltd, targeting all final year students. Over 200 students from BBA, BCA, B.Com, and B.Sc programs participated, showcasing skills in group discussions, technical interviews, and HR rounds. Roots Pvt Ltd offered roles in IT support, customer service, sales, and digital operations with competitive packages starting at ₹3.5 LPA.

S.NO	NAME	REGISTER NUMBER	COMPANY NAME	DESIGNATION	SALARY PACKAGE
1	VENKATESH R	23BBA359	SVAMAAN FINANCIAL SERVICES	TRAINEE FIELD OFFICER	15,000/m onth
2	PREMAPRIYA M	23BBA315	SVAMAAN FINANCIAL SERVICES	TRAINEE FIELD OFFICER	15,000/m onth
3	PRIYADHARSHINI N	23BBA316	SVAMAAN FINANCIAL SERVICES	TRAINEE FIELD OFFICER	15,000/m onth

MAGIC BUS PLACEMENT DRIVE



The Placement cell of Government Arts College (Autonomous), Coimbatore -18 in coordination with Magic Bus India Foundation organized the Magic Bus Placement Drive on 29 January 2026. The drive witnessed enthusiastic participation, with 26 companies taking part in the recruitment process.

More than 1,000 students from various disciplines attended the placement drive, providing them with valuable opportunities to interact with recruiters and explore diverse career prospects. The event was successfully conducted and served as an effective platform for enhancing students' employability and industry exposure.

S. No	NAME	REGISTER NUMBER	COMPANY NAME	DESIGNATION	SALARY PACKAGE
1	SIVA MADHAN KUMAR G	23BBA353	BHARATPE	Sales executive	16000 /month
2	NIDHISH ROSARIO F	23BBA346	BHARATPE	Sales executive	16000 /month
3	DHARANIDHARAN K	23BBA330	BHARATPE	Sales executive	16000 /month
4	JESWANTH HARSAN S	23BBA338	BRANDPRO	Operational Executive	13000 /month
5	NIDHISH ROSARIO F	23BBA346	BRANDPRO	Operational Executive	13000 /month

MAGIC BUS PLACEMENT DRIVE

S. No	NAME	REG NO	COMPANY NAME	DESIGNATION	SALARY PACKAGE
1	RITHIKA R	23BBA319	DIGITIDE COIMBATORE	CCE	15000-23000
2	JAYA PRAKASH S	23BBA336	DIGITIDE COIMBATORE	CCE	15000-23000
3	DHARANIDHARAN K	23BBA330	FLIP KART	SENIOR ASSISTANT	15,000
4	NALLATHAMBI N	23BBA345	FLIP KART	SENIOR ASSISTANT	15,000
5	SRIRAM T	23BBA356	SRI VENKATARAMANA TRANSPORTS & LOGISTICS	RMI SUPERVISOR	18,000
6	MANOJ KUMAR M	23BBA342	SRI VENKATARAMANA TRANSPORTS & LOGISTICS	RMI SUPERVISOR	18,000
7	MOHAN M	23BBA344	SRI VENKATARAMANA TRANSPORTS & LOGISTICS	RMI SUPERVISOR	18,000
8	NALLATHAMBI N	23BBA345	SRI VENKATARAMANA TRANSPORTS & LOGISTICS	RMI SUPERVISOR	18,000
9	SRIHARAN S	23BBA354	SRI VENKATARAMANA TRANSPORTS & LOGISTICS	TRANSPORT SUPERVISOR	18,000
10	PRAKASH RAJ G	23BBA348	SRI VENKATARAMANA TRANSPORTS & LOGISTICS	TRANSPORT SUPERVISOR	18,000
11	PRAKASH RAJ G	23BBA348	SRI VENKATARAMANA TRANSPORTS & LOGISTICS	RMI SUPERVISOR	18,000
12	MANOJ KUMAR M	23BBA342	SRI VENKATARAMANA TRANSPORTS & LOGISTICS	TRANSPORT SUPERVISOR	18,000
13	JAYAPRAKASH S	23BBA336	SRI VENKATARAMANA TRANSPORTS & LOGISTICS	TRANSPORT SUPERVISOR	18,000
14	SIVA MADHAN KUMAR G	23BBA353	SRI VENKATARAMANA TRANSPORTS & LOGISTICS	RMI SUPERVISOR	18,000

DETAILS OF STUDENTS PLACED IN TCS

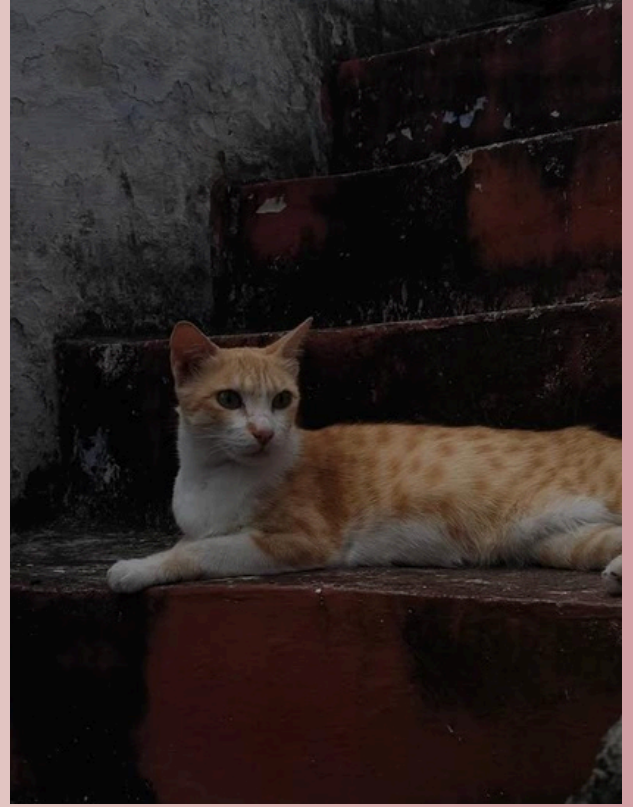
S. NO	NAME	REG NO	DESIGNATION
1	GOMATHI L	23BBA305	BPO
2	MADHURANJANI A	23BBA309	BPO
3	RITHIKA R	23BBA319	BPO
4	SANDHIYA J	23BBA320	BPO
5	SARJU B	23BBA322	BPO
6	SUREKHA P	23BBA324	BPO
7	GUBENDRAN S	23BBA335	BPO
8	KARTHICK U	23BBA339	BPO

DETAILS OF STUDENTS PLACED IN SUTHERLAND

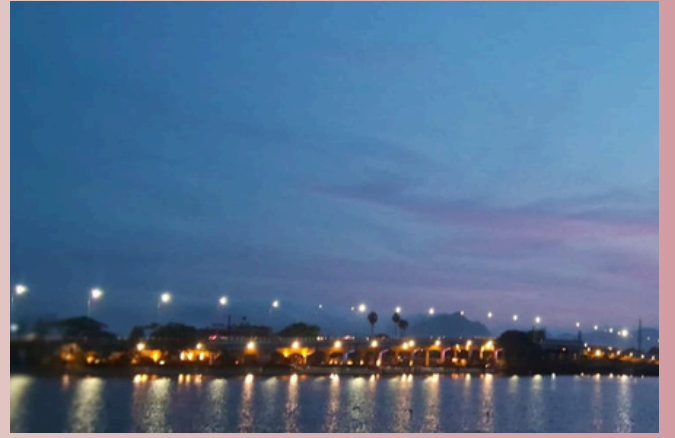
1	GOMATHI L	23BBA305	SUTHERLAND	Consultant	Waiting for final round
2	DIVYA PRAKASH P	23BBA332	SUTHERLAND	Consultant	Waiting for final round
3	MOHAMMED HANEEFA K	23BBA343	SUTHERLAND	Consultant	Waiting for final round
4	GIRSHIKA J	23BBA303	SUTHERLAND	Consultant	Waiting for final round
5	NANDITA R	23BBA312	SUTHERLAND	Consultant	Waiting for final round
6	SHANMUGAPRIYA S	23BBA323	SUTHERLAND	Consultant	Waiting for final round
7	JAYAPRAKASH S	23BBA336	SUTHERLAND	Consultant	Waiting for final round
8	PRIYANKA M	23BBA317	SUTHERLAND	Consultant	Waiting for final round
9	NIDHISH ROSARIO F	23BBA346	SUTHERLAND	Consultant	Waiting for final round

10	DHARANI DHARAN K	23BBA330	SUTHERLAND	Consultant	Waiting for final round
11	RAKSHANA A	23BBA318	SUTHERLAND	Consultant	Waiting for final round
12	SANDHIYA J	23BBA320	SUTHERLAND	Consultant	Waiting for final round
13	SARJU B	23BBA322	SUTHERLAND	Consultant	Waiting for final round
14	VISHNU P	23BBA360	SUTHERLAND	Consultant	Waiting for final round
15	RITHIKA R	23BBA319	SUTHERLAND	Consultant	Waiting for final round
16	MADHURANJANI A	23BBA309	SUTHERLAND	Consultant	Waiting for final round

STUDENTS CONTRIBUTION



GOMATHI.L
III BBA



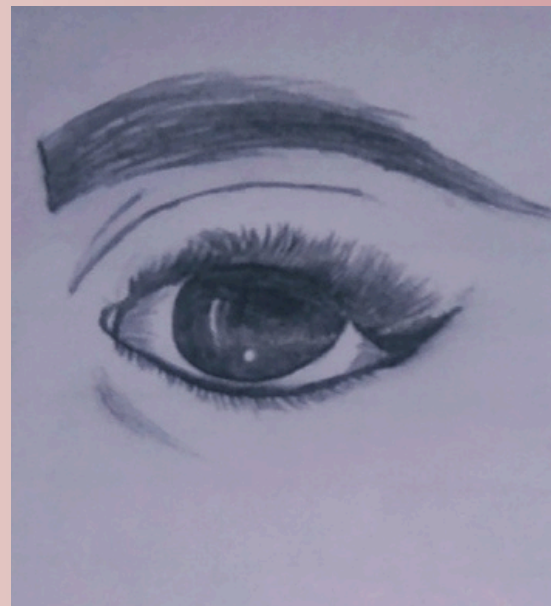
**SANDHIYA J
III BBA**



PREMA PRIYA.M
III BBA



GIRSHIKA.J
III BBA

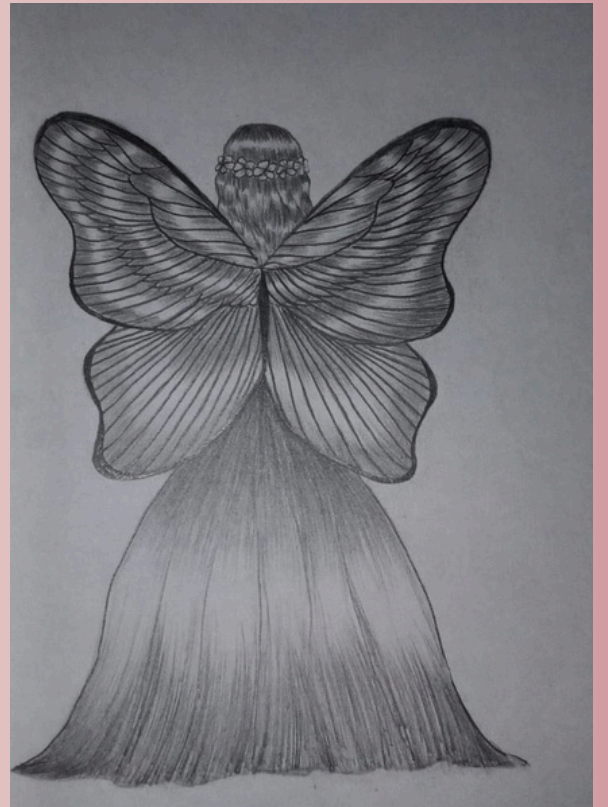




**RAKSHANA A
III BBA**



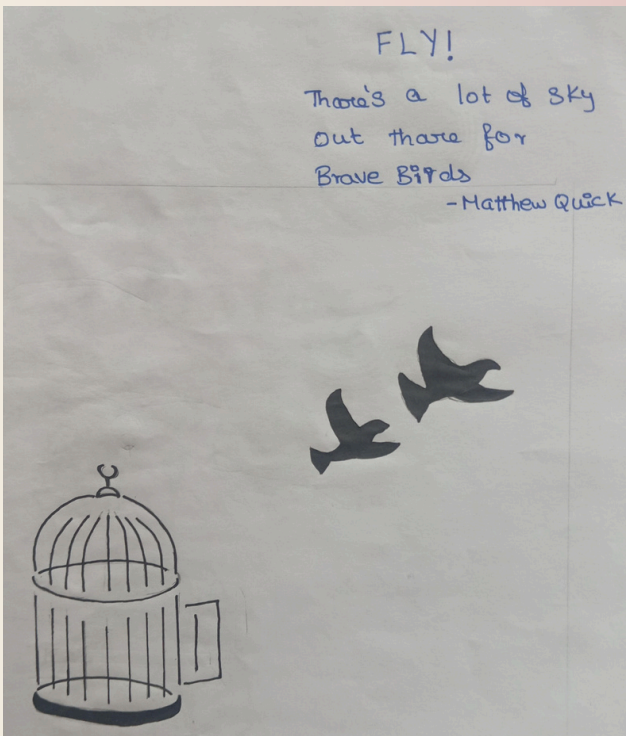
**NISHANTHANA
I BBA**





VISHNU P
III BBA





NARMATHA DEVI
II BBA

இயற்கை கவிதை

பச்சை போர்வை போர்த்திய பூமி,
புன்னகையுடன் பேசும் காற்று,
மௌனத்தில் கூட இசை தரும்
மலர்களின் மணம்

கதிரவன் சிரிக்கும் காலை,
நிலவு தாலாட்டு பாடும் இரவு,
மழைத்துளி விழும் நொடியில்
மனம் குழந்தையாய் நனையும்.

எதையும் கேட்காமல்
எல்லாம் கொடுக்கும் தாய் -
இயற்கை...
அவளை காக்கும் நாள்
நம்மையும் காக்கும் நாள்.

வேண்டும்னா இதை சின்னதாக, பள்ளி பயன்பாட்டுக்கு,
அல்லது இன்னும் கற்பனை அதிகமாக மாற்றிக் கொடுக்கவும்
முடியும்



SHANMUGA PRIYA S
III BBA

DIGITAL MARKETING

Digital marketing revolutionizes business outreach in our digital age, using online channels like SEO, social media, email, and PPC ads to connect with audiences precisely and measurably.

SEO boosts website visibility on search engines through keywords, quality content, and fast-loading pages, attracting organic traffic without hefty ad spends. Social media platforms—Instagram, LinkedIn, TikTok—enable direct engagement via posts, stories, reels, and targeted campaigns that build communities and spark conversations.

Content marketing delivers value with blogs, videos, and infographics, nurturing leads along the customer journey from awareness to purchase. Email campaigns personalize promotions, yielding high ROI through segmented lists and automation. In 2026, AI tools supercharge efforts: chatbots for 24/7 support, predictive analytics for trends, and hyper-personalized ads.

Analytics like Google Analytics track clicks, conversions, and ROI for data-driven tweaks. Challenges include algorithm shifts and privacy laws, but authenticity—user content, influencers—cuts through noise.

Startups thrive by claiming Google profiles, scheduling posts with Buffer, and focusing on engagement over vanity metrics. Ultimately, empathy and agility turn digital noise into loyal growth.



DIVYA PRAKASH P
III BBA

NATURE

Ecosystem Services :

Add a subheadinEcosystem Services Nature delivers vital services such as pollination for crops, water purification through wetlands and forests, and carbon storage in rainforests and oceans. These processes underpin human survival, with healthy ecosystems filtering pollutants far more efficiently than artificial systems.

Health Benefits:

Spending time in nature reduces stress hormones, lowers blood pressure, and boosts mental well-being, with even 20 minutes outdoors triggering positive physiological changes. Biodiversity enhances these effects, fostering creativity, kindness, and mood improvement.



VENKATESH R
III BBA

மேகம்

மேகத்தின் காதல்
நிலவினைத் தழுவிச் செல்லும் மேகமே,
நீ மறைக்கும் ஒவ்வொரு முறையும்,
நிலவின் அழகு இன்னும் அதிகமாகிறதே!
காற்றில் கரைந்து போகும் உன் பயணம்,
என்றும் ஓர் அழகானக் கவிதை!



HARSHITHA L R
III BBA

இயற்கை

இயற்கை தாயின் மடியில்
இளங்காற்று இசை பாடும்,
பச்சை மரங்கள் புன்னகைக்கும்,
பூக்கள் வண்ணம் பேசும்,
நதிகள் மெதுவாய் ஓடும்,
மனதிற்கு இனிய அமைதி தரும்



RAMU R
III BBA



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**We thank you all for your
valuable support in bringing out
Newsletter – Volume 9
successfully.**

**Your contributions and
cooperation made this
publication meaningful.**

**We appreciate everyone who
worked behind the scenes for its
success.**

**We look forward to your
continued support in future
editions.**



**FROM THE ACHIEVERS OF BBA
DEPARTMENT OF BUSINESS ADMINISTRATION
GOVERNMENT ARTS COLLEGE (AUTONOMOUS),
COIMBATORE-641018.**

