



St. Mary's College (Autonomous)
Reaccredited with 'A+' Grade by NAAC (Cycle IV)
Thoothukudi



Criterion: II – Teaching-Learning and Evaluation
2.2: Catering to Student Diversity
Year: 2018 - 2023



2.2.1 The institution assesses the learning levels of the students and organises special Programmes to cater to differential learning needs of the student



Sales Day

Sales Day was organised in the campus on 27th April 2022, to foster the values of sharing and contributing for charity. Ms Jovita Vikrant, Director Machado Group of Companies, inaugurated the Sales Day. In her address the chief guest insisted on the need for women empowerment and entrepreneurial skills for economic independence. It was also a day of sales and entertainment



Sales- Marketing Career for Women & Career Advise to Younger Self



Career Guidance and Placement Cell organized an enlightening session on “Sales-Marketing Career for Women & Career Advise to Younger Self” on 03rd July 2021 in collaboration with IBM Volunteers. Ms. Deepa Kedoor, Senior Content Marketing Consultant, LinkedIn who elaborated on marketing techniques, terminologies and acronyms related to the field to become a better marketer. She also guided the students on building a marketing career with strategies and execution. Further the session was taken over by Mr. Rajeev Palanki, Employee Experience Leader, IBM Software Labs, who insisted the students to break their comfort zone and develop the learners’ mind-set where in students learn, unlearn and re-learn. The Speaker enriched the students with a sense of integrity and honesty to have a dignified career. Later Mr. K. Naveen Prathapaneni, Service Lead, MiND and Ms. Chandrakala Vootkar, Co- Service Lead, MiND gave an introduction of the mentors, MiND grouping and students’ guidelines for further training programs. More than 550 students from St Mary’s College and other colleges participated enthusiastically and benefitted.

Entrepreneurship and new trends in Marketing

On 29.08.2022, an association meeting was conducted on the topic “Entrepreneurship and new trends in Marketing”. Dr. Mohit Wills, Assistant Professor, Rani Anna Government College for Women, Tirunelveli was the resource person. Around 250 students were the beneficiaries

Cognizance and Repercussion of Social Media Marketing in Current Scenario

On 03.02.2023, Department of Commerce (SSC) Organized a National Seminar on “Cognizance and Repercussion of Social Media Marketing in Current Scenario” Dr.S.Amalanathan MBA.,M.Phil.,Ph.D., Associate Professor and Head,School of Business and Management, Christ University, Bangalore. Was the Resource person on Session 1 and Dr.V.Muthukumar, M.Com., M.Phil.,Ph.D, Assistant Professor and Research Supervisor, Department of Commerce, Madras Christian College, Chennai, was the Resource person on Session. Students of Commerce SSC attended the Seminar in the auditorium

Trade Expo

On 03.10.2019 Commerce Trade Expo was organized by P.G and Research department of Commerce. 23 stalls and students education models were displayed on that date. Display of Cars,Two wheelers, Annai jewelers, Sathya mobiles, Jeyasakthi wood industries, Indoor plant unit, Bio food unit, Self help groups and garments was highlighted in the expo. Intellectual part of expo consisted of ACCA, PALMs, PSASICAL, Corporation Bank, LIC, Digital marketing and Ahil Neet coaching center. Many school students visited and enriched their knowledge through this expo. Karapettai Nadar Boys school, Vikasa CBSE school, The Infant matriculation school, The Lassale school students were benefitted through this Expo. Our College students from various departments visited and benefitted. The models were prepared by M.Com and B.Com students.



Sales day

Christmas Sales day was organised on 15 December 2018, Mr. J. Singarayan Vaz. Rtd. Divisional Manager, National Insurance Company, Nagercoil and Mrs. Xavier Immaculate Usha, Retired Teacher inaugurated the sales. The profit from the sales was given to the poor.

