



SHRI KRISHNASWAMY COLLEGE FOR WOMEN ANNA NAGAR, CHENNAI-40



DEPARTMENT OF COMMERCE & CORPORATE SECRETARYSHIP, SHIFT-II



SMART

**CHOICES
MADE**

**COOL/
HOT**

SPEAKERS IN

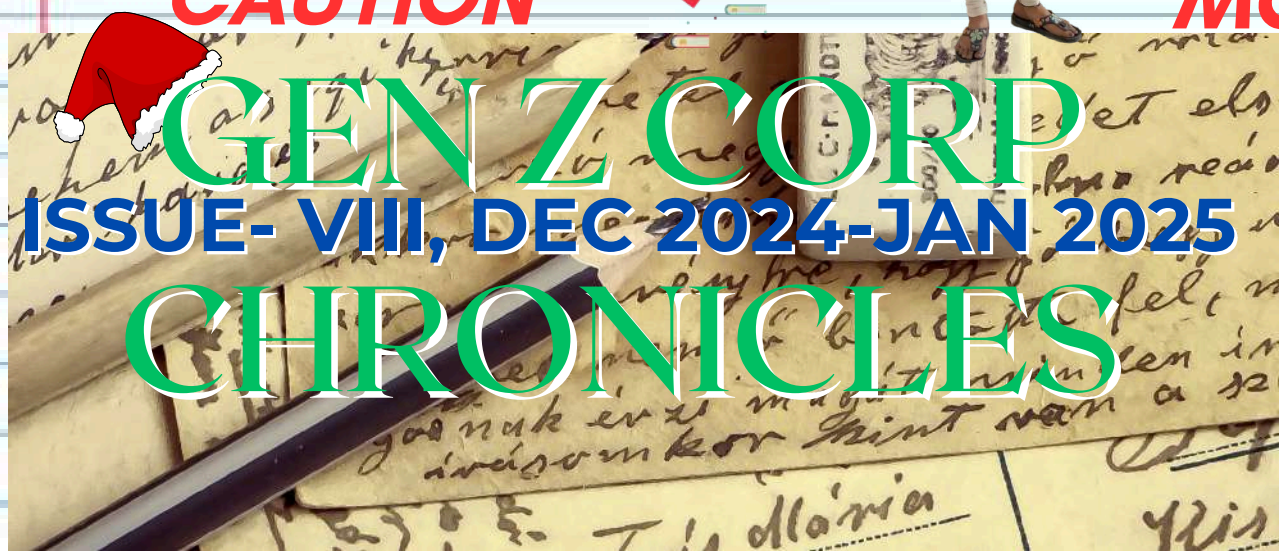
EDU

TRIPS

**& MUCH
MORE**



CLICKED  **WITH
CAUTION**



GEN Z CORP ISSUE- VII, DEC 2024-JAN 2025 CHRONICLES

Editorial Board



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COORDINATOR
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I B.COM GENERAL
SHIFT - II**

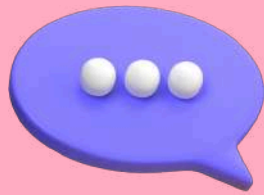


**UGHASRI S
III B.COM GENERAL
SHIFT - II**



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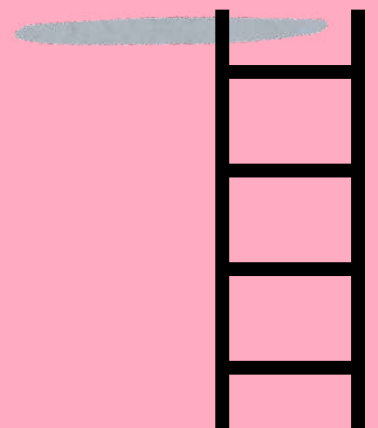


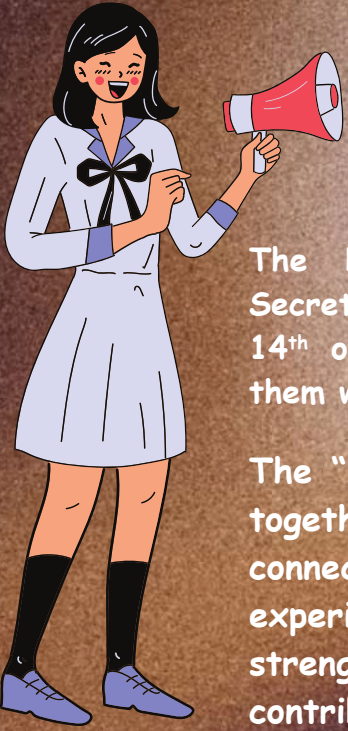
CAREERS



Organized by the placement cell of shift-II on 13th December 2024,

The Career Orientation Program in association with ANEW helped participants understand their strengths, interests, skills, and values, guiding them to identify career options that align with their personal attributes. Further, Ms. Sujitha provided details of the skill-based programs offered by ANEW free of cost to under privileged students to equip them with the necessary soft skills and technology.







ALUMNI CONNECT

The Department of Commerce and Corporate Secretaryship, Shift- II invited their Alumni on 14th of December 2024. The students looked at them with awe.

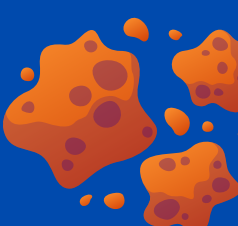
The "Alumni Connect" session successfully brought together former students, fostering meaningful connections and facilitating the exchange of experiences and opportunities. It also strengthened alumni engagement and their contribution to institutional growth.



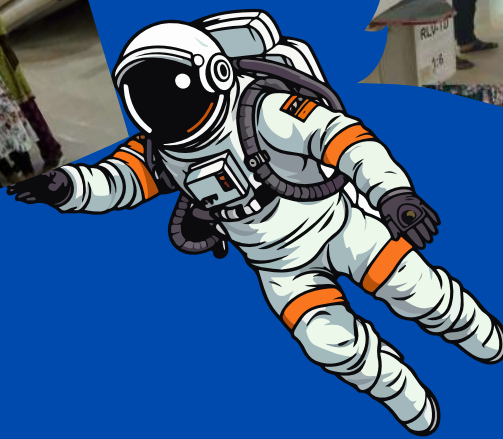



WHEN SCIENCE MEETS CURIOSITY

"In the vastness of space, we find both wonder and wisdom."

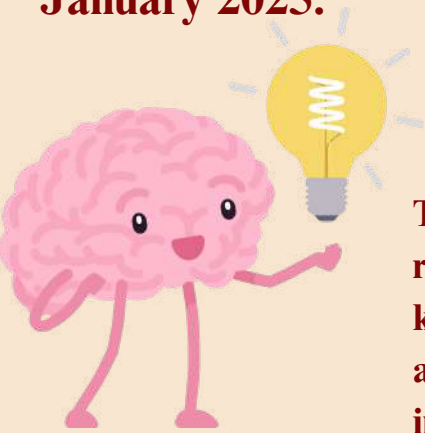


The students visited the B.M. Birla Planetarium, Chennai on 14th of December 2024 to explore the connection between space science and Environmental Studies. The trip focused on how space technology, such as satellites, aids in monitoring environmental changes like climate change, deforestation, and natural disasters. Students engaged with informative exhibits on the solar system, space phenomena, and participated in a digital show on celestial events. The visit emphasized the role of space exploration in raising awareness about environmental issues and promoting sustainability. Students gained valuable insights into how space science contributes to protecting the environment and were encouraged to think critically about global environmental challenges.



BEWARE! Be SMART!

Citizen Consumer Club of Shift II organized inter department competitions under the title *Smart Choices* to create awareness amongst students about online frauds and shopping scams on 10th January 2025.



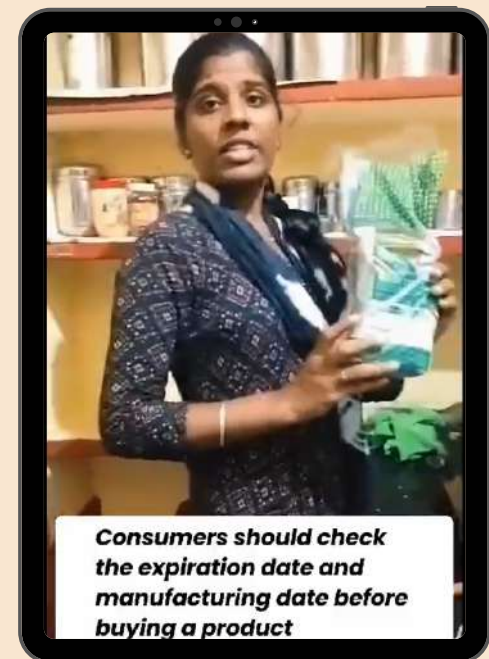
The program aimed to raise awareness among participants about their rights as consumers. Participants learnt to equip themselves with the knowledge to identify and avoid deceptive practices, misleading advertisements, and substandard products or services. The program inspired individuals, especially students, to act as responsible consumers and advocates, fostering a culture of ethical consumerism and social accountability.



The program was led off with a quiz on consumer and marketing related questions. This was followed by the second event, *message in minutes* which was a platform for students to learn about consumer awareness. The judges were enthralled by the talent of the students as both consumers and advocates of safety and security. Overall, the event fostered proactive consumerism by empowering individuals to identify unfair practices and make informed marketplace decisions.



SCAN FOR
MESSAGES IN
MINUTES





JINGLE BELLS- ALL THE WAY TO SKC



On 24th December 2024, Santa Claus visited Shri Krishnaswamy College for Women and spread joy and excitement with his presence. This kept alive the true spirit of Christmas. The campus was beautifully decorated with twinkling lights, vibrant wreaths, and a dazzling Christmas tree, creating a warm and festive atmosphere.



Shift II students sang carols, recreated the nativity scene and danced to the jingles. Santa was so overwhelmed with joy that he showered the girls with chocolates. Adding to the excitement, students participated in fun activities like finding the song lyrics and dancing with Santa to joyful music. Faculties were also asked to take part in the fun fostering camaraderie and joy. The event concluded with a special message of goodwill and unity from Dr. K Shivashankari ma'am.



The Christmas celebration was a memorable blend of music, laughter, and togetherness, leaving everyone in high spirits and reminding us of the season's true essence — love, kindness, and sharing.

SCAN HERE TO RELIVE THE FUN!



SPOT LIGHT

This corner is specially to bring young talents of Shift-II into the spot light.

We have with us **Ms. APARNA A, I YEAR B.Com General and Lydia Blessing's Team from II,III General and C.S** owning the stage.

SCAN TO WATCH THEM TAKE OFF!



BOOK FAIR

“Books train your mind to imagination to think big”



Shift II students were taken on a field visit to the 48th Chennai Book Fair on 9th January 2025. This was organized by the college library and Out Reach Club, Shift-II.



Students enthusiastically participated in the field visit to Chennai Book Fair. The visit fostered a love for reading, enhanced awareness of literary trends, and provided networking opportunities with authors and publishers. Overall, it was an enriching experience that encouraged learning beyond the classroom.



CAUTION

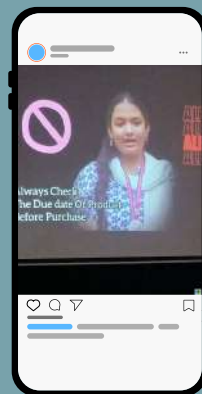
STAY SAFE

All that glitters isn't gold — stay sharp, shop safe!

 **WARNING**

Citizen Consumer Club of Shift II organized a guest lecture, *Click with Caution* to create awareness amongst students about online frauds and shopping scams on 10th January 2025.

Students were educated on online scams through the guest lecture by members of ABGP. The session enhanced awareness and equipped students with practical strategies to protect themselves from online threats. Prizes were distributed to winners of Smart Choices competitions conducted by the club in the month of December.



CLICK WITH CAUTION

PONGAL - O PONGAL AT SKC

On 11th January 2025, Shri Krishnaswamy College for Women worshipped the Sun God and celebrated the harvest festival by preparing delicious Pongal and spreading joy to all the young minds from both Shift I, II.

The campus was adorned with vibrant decorations, traditional kolams, and an air of festivity, bringing students and faculty together to honour Tamil culture and traditions. The event began with a special pooja, followed by the preparation of the traditional Pongal dish in earthen pots, symbolizing prosperity and gratitude to nature.



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Nagar, Chennai, Tamil Nadu 600040
Lat 13.083522° Long 80.211782°
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Chennai, Tamil Nadu, India
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Nagar, Chennai, Tamil Nadu 600040
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Students dressed in ethnic attire added to the festive spirit, participating in cultural performances, folk dances, and music that showcased the rich heritage of Tamil Nadu. An exciting part of the celebrations was the traditional games such as uri adi (pot breaking), rangoli competitions, and tug-of-war, bullock cart ride fostering camaraderie and fun among students. The faculty also joined in the festivities, making it a memorable occasion for all.



WATCH THE DANCE PERFORMANCE OF SHIFT II HERE



COOL OR HOT- WHICH SPEAKER ARE YOU?

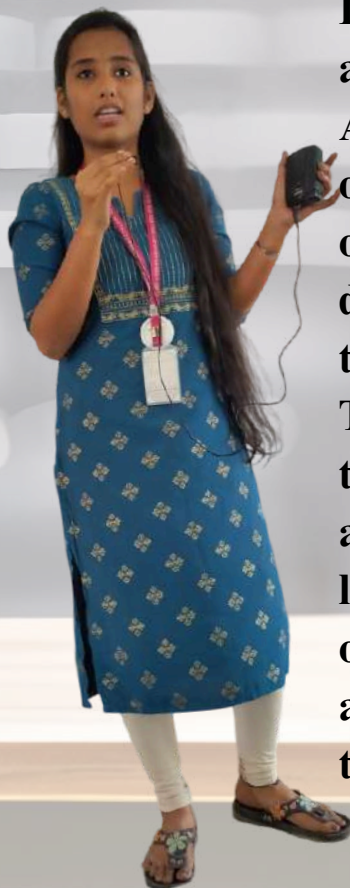
IQAC, Department of Commerce, Shift II along with JCI, India and Vishuddhi Linguistics Academy organized a two day certificate course on essentials of public speaking on 24th and 25th of January 2025. Varnika, President of Vishuddhi Academy along with her team gave dedicated guidance so students can navigate their journey to success in communication.

The sessions for the two days took place with three teams participating simultaneously in fun activities and learning processes.

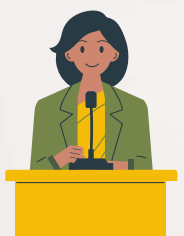
IQAC, Department of Commerce, Shift II along with JCI, India and Vishuddhi Linguistics Academy organized a two day certificate course on effective public speaking. Varnika, President of Vishuddhi Academy along with her team gave dedicated guidance so students can navigate their journey to success in communication.

The sessions for the two days took place with three teams participating simultaneously in fun activities and learning processes. Each team was led by two trainers. The students were able to overcome their fear of facing a mixed audience and learnt how to present and prepare themselves for public speaking.

Adengappa 5 peru
Irungaa Bhai
Wow 6
varuthapadada
valibar sangam



“Friends, Buddies, Chennai,
lend us your ears- for we are
the cool/hot public speakers”





BEST LEADER!



IQAC and Department of Commerce, Shift II welcomed Dr. J Shanthi on 30th January 2025 for a seminar on “Nurturing Emerging Leaders”

Dr. Shanthi spoke about effective communication, which is the key for leadership. The core idea of the session was to encourage emerging leaders to work on public speaking, writing and active listening. Madam created awareness amongst students on the need to develop empathy, emotional regulation, and the ability to understand others’ perspectives as also the importance of conflict resolution, decision-making, and how to motivate others. The students learnt about cultivating the need to encourage ongoing education, collaboration, creativity, and innovation.



Time to Travel

FIRST EVER ABROAD TRIP TO MALAYSIA

- S .UGHASRI

I am very much excited to share my experience about my four- day family trip to Malaysia. I got a very new experience by entering into their three different Cultures- Muslims, Hindu & Chinese. At first when I entered Kuala Lumpur, capital of Malaysia, I was too amazed and impressed to see the neatness and Beauty of the City!

Our trip began with a visit to *PutraJaya mosque, Twin Towers, A Beautiful Fountain Dance and Food Street*. It was totally unique to see the Mosque and the majestic appearance of the twin towers and the variety of dishes in Food Street- all in one go.

EAT. SLEEP. TRAVEL & REPEAT

The next day our guide took us to the Famous *Batu Caves*. We got to witness a 141ft high statue of Lord Murugan, which is said to be one of the largest statue in the world. The shrine is dedicated to the deity and is famous for Thaipusam festival when the whole of Malaysia throng there. This was followed by a road trip to *Genting Highland* where there is a mall, theme park and a casino- all on the peak of Mount Ulu Kali in the Titiwangsa Mountains, central Peninsular Malaysia, at 1800 metres elevation.

The following days swept me off my feet as i ventured into Melaka state and went on a cruise admiring the beauty of the state. The last day was dedicated to shopping and before i bid a good bye to the city, i made a quick promise to return to it whenever possible. Malaysia will Forever Have an Place In my Heart!



SCAN HERE to see how malaysia says *Selamat Datang!*

PAINTING THE COLOURFUL CHAPTERS OF STUDENT LIFE



**DR. K. SHIVASHANKARI
COORDINATOR
SHIFT-II**



**DR. RAJACHITRA MANIVANAN
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PAINTING THE COLOURFUL CHAPTERS OF STUDENT LIFE



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SECRETARYSHIP**



**MS. MALINI D KARTIKA
ASSISTANT PROFESSOR
DEPARTMENT OF
ENGLISH**

PRO IN THE MAKING



Dr. Rajachitra Manivanan
Assistant Professor
Department of Corporate Secretaryship, Shift-II

டாக்டர். ஏ. மேனகா உதவிப் பேராசிரியர் தமிழ்த்துறை



PRO IN THE MAKING



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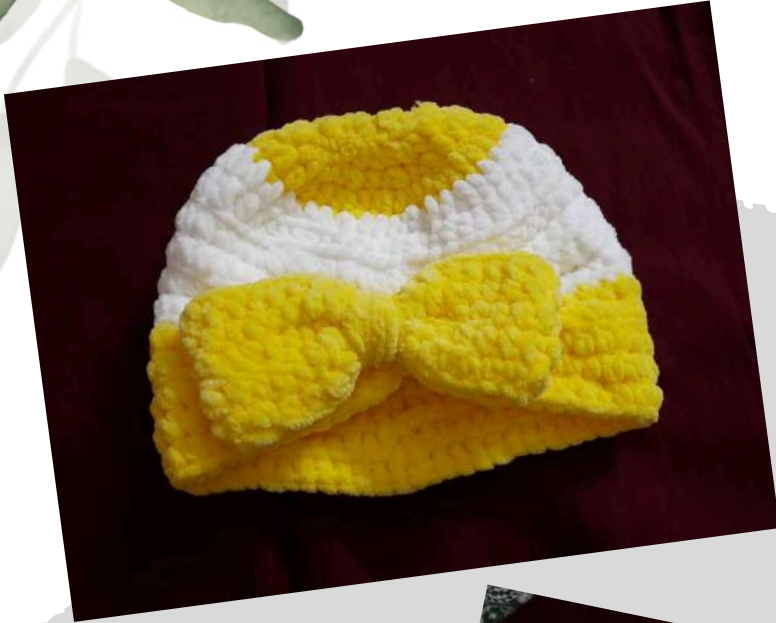
PRO IN THE MAKING



Ms. Karishma Ruhi S and Ms. Malini D Kartika attended the State wide six day FDP for Naan Mudhalvan for III years and I years respectively.

Ms. Malini D Kartika was chosen as the external examiner for Practical Exams for the even semester.

KNITTING LOVE



Dr. Rajachitra Manivanan
Assistant Professor
Department of Corporate Secretaryship, Shift-II

BUDDING ENTREPRENEURS

ZANA MAKEOVER ARTISTRY

BY SWETHA G, III B.COM C.S

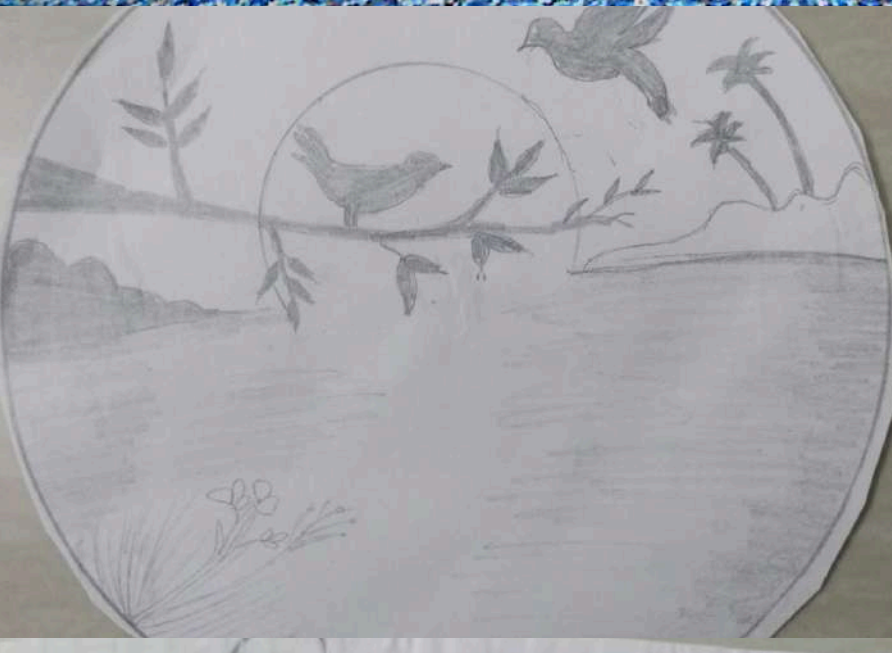


KARPAGAM M
II B.COM GENERAL, SHIFT II

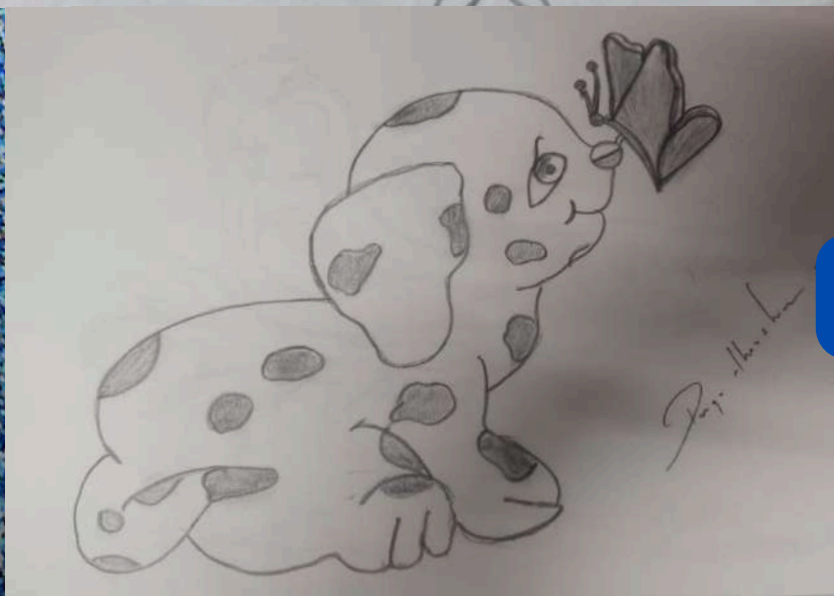
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Innovation Vault



DEEPA V
I B.COM(G)



PRIYADHARSHINI V
I B.COM(G)

Wander Dust

ELAVARASI.S
II B.COM(C.S)

BAVATHARANI. R
I B.COM(G)



PRIYADHARSHINI V
I B.COM(G)

SCAN TO FIND
THE BEST OUT OF WASTE



VARUSHAL D
I B.COM(G)

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**FACULTY & STUDENTS
OF SHIFT-II**

(TITAN LEAP CERTIFICATE DISTRIBUTION,

VISIT TO 48TH CHENNAI BOOK FAIR)