

**DEPARTMENT OF COMMERCE BPO  
HOLY CROSS COLLEGE(AUTONOMOUS)  
TIRUCHIRAPALLI-2  
ASSOCIATION REPORT  
JUNE- OCTOBER 2023**



The inauguration of the department of commerce BPO Association for the academic year 2023-2024 was held on 11th July at 2.00 pm in Regina's hall. The inauguration function started by invoking God's blessings. Mr. Steve Howard Jackson, Head, Learning & Development, VDART, Trichy was the chief guest.

Ms. Archana.N of III B Com BPO welcome the gathering. The memento was presented by Dr. Prabha, Assistant Professor, Department of Commerce BPO. The chief guest Mr. Steve Howard Jackson inspired the students by explaining the important keys of environment, corporate sustainability and about innovative ideas. He also motivated the students by many motivational stories.

The program came to an end with the vote of thanks proposed by Ms. Nivetha.R Secretary of the BPO Association. 90 students of the department of commerce BPO were benefited.





Commerce BPO Association conducted the meeting on Marketing and Consumerism , was held on 14<sup>th</sup> August 2.00 pm in Commerce BPO Lab .Mr. P.Ramkumar, General Operation, Mafiree , Bangalore was the chief guest.

Ms.Narmadha.M. of II B Com BPO welcomed the gathering. The memento was presented by Dr.Mahalakshmi, Assistant Professor, Department of commerce BPO.

The chief guest Mr.Ramkumar inspired the students by explaining the topic of Marketing and Consumerism. He explained us advantage of Marketing, types of Marketing, techniques of Marketing. The program came to an end with the vote of thanks proposed by Ms.Vishnu Priya.R, III B Com BPO.90 students of the department of commerce BPO were benefited.




Commerce BPO Association conducted the meeting on “Success Story of an Entrepreneur”, was held on 28<sup>th</sup> August 2.00 pm in Commerce BPO Lab. Mrs.Jayashree Suresh, Founder of OMG Foods was the chief guest.

Ms.Aruna Christy.A, president of BPO Association welcomed the gathering. The memento was presented by Dr.Dhowbika Begam, Assistant Professor, Department of Commerce BPO. The chief guest Mrs.Jayashree Suresh inspired the students by her own entrepreneurial journey .She

also motivated the students to become an entrepreneur. The program came to an end with the vote of thanks proposed by Ms.Lenitta Theres.A, III B com BPO. 90 students of the department of commerce BPO were benefited.



**HOLY CROSS COLLEGE (AUTONOMOUS)**  
Affiliated To Bharathidasan University  
Nationally Accredited with cycle with "A++Grade" GPA: 3.7641 by NAAC  
College with potential for Excellence  
Tiruchirappalli-620002  
Department of Commerce BPO  
Character Building  
By



Sr. Bridget Chelladurai M.Sc., PGDCC, PGDMCV.,  
Assistant Professor  
Department of Psychology  
Date: 27.9.2023  
Venue: BPO Lab

The department of commerce BPO Association conducted the meeting on “Character Building” was held on 27<sup>th</sup> September at 2.00 pm in BPO Lab. Rev.Sr Bridget Chelladurai was the chief guest.

Ms.Narmatha II B. Com BPO Association welcomed the gathering. The memento was presented by Dr.Dhowbika Begum, Assistant Professor,Department of commerce BPO. The chief guest Rev. Sr Bridget Chelladurai inspired the students by explained about character building. She thought us how to build our character from birth to till now. She also motivated through own story which inspired the students a lot.

The program came to an end with the vote of thanks proposal by Ms.Gnana Jespi II B Com BPO. 90 students of the department of commerce BPO were benefited.



**भारतीय बीमा संस्थान**  
**INSURANCE INSTITUTE OF INDIA**  
Mumbai

Sponsored  
*One day National Seminar on*  
**“INSURTECH AS A TOOL FOR  
INCREASING INSURANCE PENETRATION”**

06.10.2023, Friday  
Mother Regina's Hall

**HOLY CROSS COLLEGE (AUTONOMOUS)**  
Affiliated to Bharathidasan University  
Nationally Accredited (4th cycle) with A++ grade (CGPA 3.75/4) By NAAC  
College With Potential For Excellence  
Tiruchirappalli-620 002.



Organised by  
DEPARTMENT OF COMMERCE Voc (BFSI) &  
DEPARTMENT OF COMMERCE BPO  
Holy Cross College (Autonomous), Trichy.  
in association with  
THANJAVUR INSURANCE INSTITUTE

**Inaugural Session**

06.10.2023 - Friday at 9.30 am

Prayer  
III Anthem

**Welcome Address**

**Dr. ALOYSIA REGINA JOAN G**  
Assistant Professor of Commerce,  
Head, Department of Commerce BPO,  
Holy Cross College (Autonomous), Trichy.

**Felicitation**

**Rev Dr. (Sr.) ANNE XAVIER**  
Secretary,  
Holy Cross College (Autonomous), Trichy.

**Rev Dr. (Sr.) ISABELLA RAJAKUMARI P**  
Principal,  
Holy Cross College (Autonomous), Trichy.

**Shri. P. ESAKKIRAJAN**  
RM (Retd), LIC of India.

**Inaugural Address**

**Shri. K.K. SUJITH**  
Sr. Divisional Manager  
LIC of India, Thanjavur.  
Chairman, Thanjavur Insurance Institute

**Vote of Thanks**

**Dr. M. MARY SUTHANTHIRA MALAR**  
Assistant Professor of Commerce,  
Head, Department of Commerce Voc. (BFSI)  
Holy Cross College (Autonomous), Trichy.

**Technical Session - I**  
**INSURTECH - AN INTRODUCTION**

**Welcome Address**

**Ms. BERLIN VINOLIA A**  
Assistant Professor of Commerce Voc. (BFSI)  
Holy Cross College (Autonomous), Trichy.

**Resource Person**

**Shri. SUBASH CHANDRA PATTANAYAK**  
Executive Director (Retd)  
LIC of India, Mumbai

**Vote of thanks**

**Ms. MARY ELIZABETH SHYAMALA G.E.,**  
Assistant Professor of Commerce Voc. (BFSI)  
Holy Cross College (Autonomous), Trichy.

**Technical Session - II**  
**INSURTECH AS A TOOL FOR**  
**INCREASING INSURANCE PENETRATION**

**Welcome Address**

**Dr. JENIFER MARY J**  
Assistant Professor of Commerce Voc. (BFSI)  
Holy Cross College (Autonomous), Trichy.

**Resource Person**

**Shri. KB. VIJAY SRINIVAS**  
CMD (Retd)  
United India Assurance Co, Chennai

**Vote of thanks**

**Dr. DHOWBIKA BEGAM E**  
Assistant Professor of Commerce BPO  
Holy Cross College (Autonomous), Trichy.

Holy Cross College Anthem

The Department of Commerce Voc. (BFSI) and the Department of Commerce BPO jointly organized a one-day National Seminar **Sponsored by the Insurance Institute of India** in collaboration with the Thanjavur Insurance Institute on 6<sup>th</sup> October 2023, centered around the theme of **“Insurtech as a Tool for Increasing Insurance Penetration”** at Mother Regina’s Hall.

The National seminar commenced with an inaugural session by invoking God’s blessing, Rev. Dr. Sr. Anne Xavier, the Secretary, Rev. Dr. Sr. Isabella Rajakumari, Principal and Shri. P. Esakkirajan Retired Regional Manager, LIC India felicitated the session. The inaugural address was delivered by **Shri. S. Ramalingam**, Vice President, Thanjavur Insurance Institute. The technical session – I was presided by Mr. Subash Chandra Pattanayak, Executive Director (Rtd) LIC of India, Mumbai. Sir gave an in-depth introduction to Insurtech, highlighting the services offered by LIC and its significant contribution to India's GDP. He also shed light on the concept of "uberisation" within insurtech, which emerged in 2010, and shared insights into Friendsurance, the first startup to introduce digital transformation in the insurance industry. Sir exemplified on India’s fitness tech company and Maxlife’s insurance policies. Sir highlighted the various career opportunities available for the students under this field.

The second technical session, titled "Insurtech as a Tool for Increasing Insurance Penetration," was a captivating segment handled by Shri K.B. Vijay Srinivas, Retired Chairman and Managing Director of United India Assurance Co., Chennai. The session delved into a variety of crucial topics, shaping the future of insurance penetration and technology integration. The discussion covered a range of topics, including the strategic directions insurers should pursue to expand their reach. Additionally, the session delved into the crucial role of Insurtech in fostering financial

development and its integration into insurance processes. Direct Benefit Transfer (DBT) and its potential to optimize the efficient delivery of benefits were explored, along with how Insurtech can support government-sponsored insurance schemes and promote accessibility to general insurance. Historical milestones in the insurance industry were highlighted, showcasing the sector's growth in specialized areas such as crop, livestock, marine, railways, and aviation.

The session concluded with a vote of thanks, expressing gratitude to the dignitaries for their insightful session and to all participants for their active engagement in discussions that contribute to the advancement of Insurtech and insurance penetration in India.











The Department of Commerce BPO association took students for an industry visit on 9<sup>th</sup> September 2023 to Dalmia cements, Kallakudi, Tamilnadu, to provide with practical insights into financial sector's operations and it's dynamics.

The industry visit to Dalmia Cement offered a comprehensive understanding of cement manufacturing and corporate operations. The visit encompassed five informative sessions, including an instructive factory tour.

The first session started with an introduction, history, and revolution of Dalmia Cements and its sustainability commitment. The industry prioritized safety, equipping us with helmets and life jackets.

The second session was about cement production process, emphasizing quality control and environmental concerns. Mr.Ramesh, HR manager at Dalmia cements explained the size reduction process of the limestone where the intermediate product(clinker) is made and on adding gypsum, cement is manufactured.

In the third session, a safety induction video presentation was made. It projected the ongoing commitment to maintaining safe and secure working conditions in Dalmia cements. The importance of fostering a safety culture within the organization was stressed encouraging the employees and students to take ownership of their safety and others too.

The fourth session was about efficient logistics and supply chain management. The session involved talks on CAPEX and bill booking procedures. Sir also guided on potential career path for women in the cement industry.

The fifth session was about Corporate responsibility and CSR initiatives highlighted Dalmia Cement's dedication to community and the environment. Insights into marketing strategies and distribution channels

illustrated their market presence. Moreover, career opportunities in the cement industry, including internships and job prospects, were explored.

The industry site visit was the highlight, where we observed cement production and machinery firsthand, all while adhering to stringent safety protocols. This visit was indeed an enriching experience, expanding our knowledge of the industry and future career possibilities, and it helped us to apply this newfound knowledge in our academic and professional journeys.

Overall, the visit provided invaluable insights into the cement industry, emphasizing Dalmia Cement's dedication to sustainability. It was a thoroughly enriching and informative experience for all of us, 23 students from III B. Voc. (BFSI) benefitted the visit.





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2023/09/09 10:44







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Kallakudi, Tamil Nadu, India  
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Long 78.949417°  
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GPS Map Camera

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Google

Department Name: COMMERCE BPO

Date & Time: 14.12.2023 & 2.00pm

Program title: Orientation on SAP

Resource Person: Mr. Mohammed Imran, Synergy Business School, Trichy

No. of Beneficiaries: 66

Venue: BPO LAB

Report with geo tagged photos:

**Report:**

The Department of Commerce BPO Association conducted a meeting titled “Orientation on SAP” held on 14<sup>th</sup> December at 2.00 pm in BPO Lab. Mr. Mohammed Imran as the chief guest.

Ms. Narmadha II B.com. BPO Association welcomed the gathering. The memento was presented by Dr. Dhowbika Begum, Assistant professor, Department of Commerce BPO. The Chief guest Mr. Mohammed Imran inculcated students regarding the need of SAP knowledge in job environment. It enhanced students’ knowledge regarding the need of learning such software.

The program came to an end with the vote of thanks proposed by Ms. Harshini III B.com. BPO. 66 students of the department of commerce BPO were benefited.





GPS Map Camera

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RMFR+M7H, Tharanallur, Tiruchirappalli, Tamil Nadu 620008, India  
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Long 78.690613°  
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Google

Department Name: COMMERCE BPO

Date & Time: 15.12.2023 & 2.00pm

Program title: women's rights and protection in India

Resource Person: Ms. Sudha BA, BL, Assistant Defence Counsel Legal Aid

No. of Beneficiaries: 32

Venue: BPO LAB

Report with geo tagged photos:

**Report:**

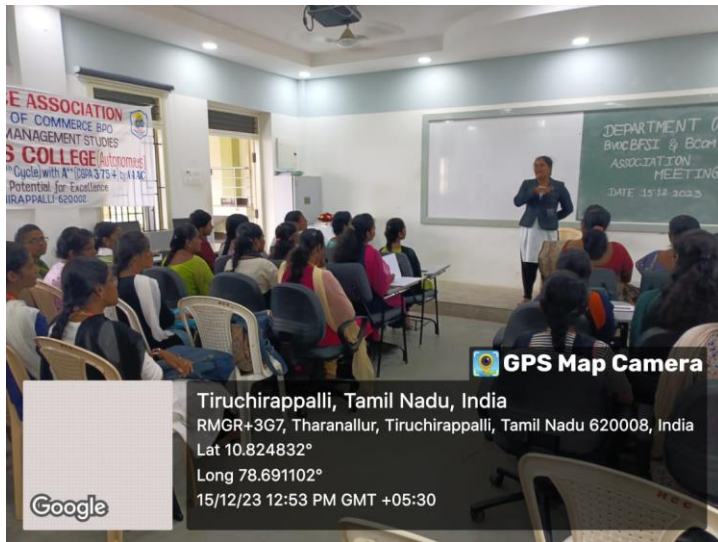
On the 15th of December 2023, a significant association meeting was organized by the B.COM (BPO) Association, featuring Ms. Sudha BA, BL, Assistant Defence Counsel Legal Aid, as the resource person. The session focused on crucial topics concerning women's rights and protection in India, with a specific emphasis on the constitutional framework outlined in Articles of Section 13, 15, and 19.

Mam was an experienced legal professional, provided valuable insights into the legal landscape surrounding women's rights. She delved into the nuances of Article 13, highlighting its significance in safeguarding fundamental rights and ensuring their justiciability.

The discussion extended to Article 15, emphasizing its role in preventing discrimination, thereby contributing to the promotion of gender equality. Furthermore, Ms. Sudha shed light on Article 19, elucidating its relevance in the context of protecting and preserving the freedom of speech and expression, an essential aspect of advocating for women's rights.

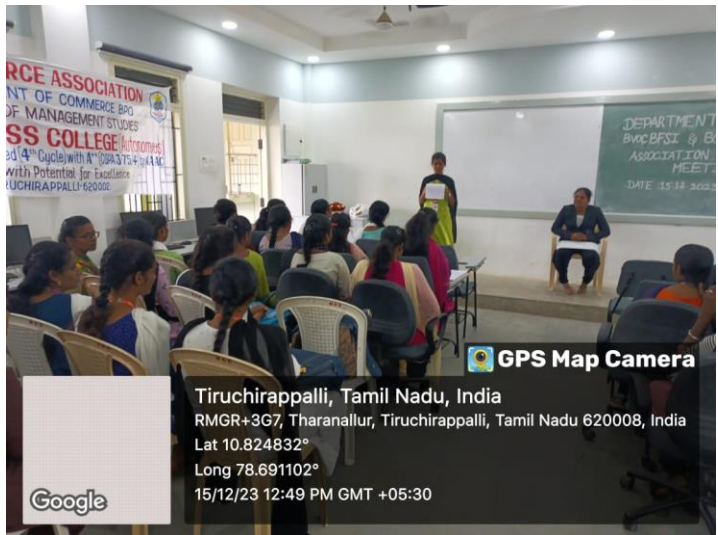
Her expertise in legal aid and defence added a practical dimension to the theoretical framework, providing attendees with a comprehensive understanding of the challenges and opportunities within the legal system concerning women's rights.

In conclusion, this session proved to be an enlightening experience for all participants. The session contributed significantly, fostering a deeper appreciation for the legal dimensions of women's rights and protection in India. Students of III B.COM. BPO and III B.VOC (BFSI) attended the meeting.



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Department Name: COMMERCE BPO

Date & Time: 12.01.2024 & 2.00pm

Program title: Enlightening the spirit through yoga

Resource Person: Ms. Diravia Gladina I, Director of Physical Education

No. of Beneficiaries: 64

Venue: BPO LAB

Report with geo tagged photos:

Report:

The Association meeting was held on the topic “Enlightening the spirit through yoga” dated 12.01.2024 at 2. 00p.m in Regina’s Hall. The meeting begun seeking the blessings of God. The session was headed by Ms. Diravia Gladina I, Director of Physical Education, as a resource person. The resource person enlightened student’s awareness towards practicing yoga in day to day life. A theoretical explanation was given about asana and breathing exercise. It was a thought provoking session for student’s. The meeting ended with vote of thanks given by Aruna Christy of III B.COM BPO.







GPS Map Camera



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