

## B.Com Department-Association



The Association “LUCA – 2025” was conducted by Department of Commerce, on March 13<sup>th</sup>, 2025. Dr. M. Lakshmi Principal delivered the Presidential Address, who emphasized the importance of commerce education and its future opportunities. Dr. M. Amutha, Head of the Commerce Department, provided valuable significance of the event and its role in empowering students. The Welcome Address was delivered by Ms.S. Mohanapriya II M.Com. Chief Guest, Dr. S. Amutharani, Head of the PG Department of Commerce at Sri Kaliswari College, Sivakasi, shared valuable insights on the topic "Winning Strategies in Marketing", offering students an in-depth understanding of modern marketing tactics, their application in real-world scenarios, and how these strategies can drive business success.

These competitions were an exciting feature, fostering teamwork, innovation, and practical learning. Our College Principal distributed the prizes to the winners of the various competitions, recognizing their efforts and encouraging them to pursue excellence in both academic and extra curricular pursuits. Vote of Thanks was delivered by Ms. G.Gurupriya, II M.Com, who expressed gratitude to the dignitaries, participants, and everyone involved in making the event a grand success.