



**MARUDHARKESARIJAINCOLLEGEFORWOMEN(Autonomous),  
VANIYAMBADI**

(A Project of Sri Marudhar Kesari Jain Trust)

Recognized u/s 2(f) & 12(B) by UGC Act, 1956 - Permanently Affiliated to Thiruvalluvar University Accredited by NAAC  
with "A" Grade (3<sup>rd</sup> Cycle) - An ISO 21001:2018 EOMS Certified Institution Supported by DST - FIST

**DEPARTMENT OF ECONOMICS ORGANIZED SOB - TALK SERIES - 26**

**"APPLICATION OF PRINCIPLES OF INDUSTRIAL ECONOMICS IN  
MODERN BUSINESS STRATEGIES" - 09.09.2024.**

**INVITATION**

**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN  
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**SOB - Talk Series - 26**  
Department of Economics  
Guest Lecture on

**"APPLICATION OF PRINCIPLES OF  
INDUSTRIAL ECONOMICS IN MODERN  
BUSINESS STRATEGIES"**

**Date : 09.09.2024 || Time : 11.30 am**  
**Venue : AV Hall**

**Chief Guest**  
  
**Dr. C. Chandrasekar**  
Assistant Professor - Economics  
PSG College of Arts and Science  
Coimbatore - 641014.

  
**PRINCIPAL**  
Marudhar Kesari Jain College  
for Women  
Vaniyambadi - 635 751

**V. Dilip Kumar Jain**    **Anand Singhvi**    **Dr. M. Inbavalli**    **Dr. D. Vetrivelan**  
President                      Secretary                      Principal                      Dean

## AGENDA



### MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI (AUTONOMOUS)

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### DEPARTMENT OF ECONOMICS

Date : 09.09.2024

Topic : APPLICATION OF PRINCIPLES OF INDUSTRIAL ECONOMICS IN  
MODERN BUSINESS STRATEGIES

Time : 11.30 am

### AGENDA

Welcome Address

: Ms. A. Abinaya Anguraj, II B.A  
Economics

Chief Guest Introduction

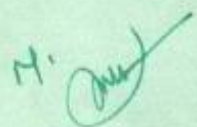
: Ms. S. Kaviya III B.A. Economics

Guest Speech

: Dr. C. Chandrasekar, Assistant  
Professor – Department of Economics,  
PSG College of Arts and Science,  
Coimbatore

Vote of Thanks

: Ms.G. Pavatharani II B.A  
Economics

  
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## REPORT



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN  
(AUTONOMOUS), VANIYAMBADI**



### Activity Report

Title	APPLICATION OF PRINCIPLES OF INDUSTRIAL ECONOMICS IN MODERN BUSINESS STRATEGIES		
Organized By	Department of Economics		
Type of Activity	Guest Lecture Programme		
Level	Departmental / Institutional		
Date	09.09-2024	Time	11.30 am
Venue	Room No: 63 (AV Class Room)	Mode: Offline	
Resource Person Details	Dr. C. CHANDRASEKAR Assistant Professor - Economics PSG College of Arts and Science Coimbatore- 641014.		
Objective of the Programme	To enable the student for Industrial aspects of education and motivate them. To give clear knowledge about industry and initiate students for their activities related to startups. To educate the students.		
Internal Participants Count	Students : 46 Faculty : 1	External Participants Count	Students : Nil Faculty : Nil

### Summary

The program begun with the Dean speech, School of Business, Dr.Vetrivelan, he felicitated the gathering, by explaining the importance for the subject as well as the resource person Dr. C. Chandrasekar, Assistant Professor – Department of Economics, PSG College of Arts and Science, Coimbatore. Moreover Welcome Address by Ms. A. Abinaya Anguraj, II B.A Economics and Chief Guest introduced by Ms. S. Kaviya III B.A Economics. The session was then handed over to Dr. C. Chandrasekar.

The resource person presented his lectures on Industrial based Education.

In the lecture, he was discussed about the importance of Industrial Economics concepts & Principles, they were meet and overcome the present life entrepreneurial tasks by the making of decision. He concluded Industrial sector attainment will be taking more effective in the Economy

The students interacted with the resource person effectively, got their queries cleared and registered their valuable feedbacks regarding the session. Vote of thanks was given by Ms.G. Pavatharani II B.A Economics.

**Outcome of the Programme**

1. The Students gained knowledge on this Subject.
2. The students will be able to implement all the strategies learned through the session during their Industrial Innovation.
3. The students would be well equipped to follow a systematic approach of startups and decision taking on Future Industry – Entrepreneur.
4. The students got an idea about Industrial techniques and ensure the accurate and clear knowledge of information.

  
**Head/ Co Ordinator**

  
**12/9/24**


  
**Principal**  
**PRINCIPAL**  
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**Vanivambadi - 635 751**

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**“APPLICATION OF PRINCIPLES OF INDUSTRIAL ECONOMICS IN  
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**PHOTOS**



  
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