



**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S
COLLEGE
(AUTONOMOUS) (SILVER JUBLIEE INSTITUTION)
(Affiliated to Bharathidasan University)
(Accredited by NAAC)
SUNDARAKKOTTAI, MANNARGUDI – 614016.
TAMILNADU, INDIA.**

PG & RESEARCH DEPARTMENT OF COMMERCE

EXTENSION ACTIVITY (2025-2026)

S. No	Date	Topic	School Name & Place	Participants	Beneficiaries
1.	08.12.2025	Commerce In Digital Era	Government Higher Secondary School, Pattukkottai	36	40
2.	22.01.2026	E- Commerce and Online Marketing	Mother India public higher secondary school, valachery, athangudi.	101	45
3.	20.01.2026	Saving Habits among School Students	Government Higher Secondary School, Thirumangalakkottai.	175	55
4.	03.02.2026	Empowering Young Minds through Commerce Education	Government Girls Higher Secondary School, Madukkur	115	44



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COMMERCE IN DIGITAL ERA-08.12.2025



On 08.12.2025, an extension activity on “Commerce in the Digital Era” was conducted for the students of I M.Com (2025–2026) at Government Higher Secondary School, Pattukkottai. The programme aimed to create awareness among school students about the growing role of digital technologies in commerce and business. The extension team explained topics such as digital payments, online banking, e-commerce, mobile banking applications, cyber security, and the importance of digital literacy in today’s business environment.



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“E- Commerce and Online Marketing – 22.01.2026



The Department of Commerce organized an Extension Programme on “E-Commerce and Online Marketing” on 22nd January 2026 at Mother India Public Higher Secondary School, Valachery, Athangudi. The objective of the programme was to create awareness among higher secondary students about the rapid transformation of commerce in the digital era, driven by massive internet growth, rising digital payments (UPI), expanding online shopping, and the importance of digital trading in today’s competitive world.



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Saving Habits among School Students – 20.01.2026



The Department of Commerce organized an Extension Activity on “Saving Habits among School Students” on 20.01.2026 at Government Higher Secondary School, Thirumangalakottai. The objective of promoting financial awareness and encouraging the habit of saving among young students. The programme highlighted the importance of money management, budgeting, and regular savings for achieving future goals and meeting unforeseen expenses.



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“Empowering Young Minds through Commerce Education” – 03.02.2026



The Department of Commerce organized an Extension Programme titled “Empowering Young Minds through Commerce Education” on 3rd February 2026 at Government Girls Higher Secondary School, Madukkur. The programme was conducted with the objective of creating awareness among school students about the importance of Commerce education and the various career opportunities available in this field. Students were explained the scope of Commerce about higher education opportunities such as B.Com, M.Com, CA, CMA, CS, MBA, MCA and other professional courses. The speakers motivated the students to choose Commerce education for their future growth and success.