

SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE (AUTONOMOUS)

(Accredited by NAAC) (An ISO 9001:2015 Certified Institution)

SUNDARAKKOTTAI, MANNARGUDI-614016.



TAMILNADU, INDIA.

DEPARTMENT OF BUSINESS ADMINISTRATION

EXTENSION ACTIVITY-2021-2022

2021-2022

S. NO	Title of the Activities	Organizing Unit/agency/Collaborating agency	Date	Number of Teachers coordinated	Number of students Participated
1	Healthy Life Style	Devi Matriculation Higher Secondary School Melamaravakkadu Mannargudi	21.12.2021	02	75





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EXTENSION ACTIVITY-2022-2023

2022-2023

S. NO	Title of the Activities	Organizing Unit/agency/Collaborating agency	Duration	Number of Teachers coordinated	Number of students Participated
1	“women empowerment”	Ashok sishu vihar School, Mannargudi	08.11.2022	2	150



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EXTENSION ACTIVITY-2022-2023

2022-2023

S. NO	Title of the Activities	Organizing Unit/agency/Collaborating agency	Duration	Number of Teachers coordinated	Number of students Participated
1	"Gender Equality"	Nethaji Subas Chandraboss Matriculation School Mannargudi	10.01.2023	2	230

Extension Activity on "Gender Equality" was sensibly prearranged with 25 numbers of Business Administration students and higher secondary Students of Nethaji Subas Chandrabose Matriculation School Mannargudi, on 10.01.2023. A total of 230 students were benefitted. This programme create Awareness about Gender Equality among the school Students.





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EXTENSION ACTIVITY





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EXTENSION ACTIVITY REPORT(2025 – 2026)

An extension programme was organized at Madukkur on 31st July 2025 to create awareness among the public about online products, digital buying practices, and safe online transactions. The programme aimed to educate people on the effective and secure use of online shopping platforms and digital payment systems. A total of 25 students participated actively in the programme. They interacted with members of the community and explained various aspects of online shopping, including how to search for products, compare prices, identify genuine sellers, and make secure online payments. The students also highlighted the advantages of online shopping, such as convenience, access to a wide range of products, time savings, and attractive discounts. Special emphasis was given to the risks associated with online shopping, including fraudulent websites, fake advertisements, phishing attacks, and online payment scams. The participants educated the public on precautionary measures such as verifying website authenticity, protecting personal information, using secure payment gateways, and checking customer reviews before making purchases. The programme received an enthusiastic response from the community. Participants actively engaged in discussions and clarified their doubts regarding digital transactions and online shopping practices. Awareness materials and practical tips were shared to help the public become informed and responsible online consumers. A total of 212 beneficiaries benefited from the programme. The extension activity successfully enhanced public awareness about online shopping, digital consumer rights, and cybersecurity practices, thereby promoting safer and more confident participation in the digital

marketplace. The programme improved the knowledge and awareness of the public regarding online products, digital buying practices, and safe online transactions. It encouraged participants to adopt secure online shopping habits and make informed purchasing decisions.