



CELL : PLACEMENT

ACTIVITY : ORIENTATION PROGRAMME

YEAR : 2023-2024

PLACEMENT CELL

DATE	TIME	VENUE	MODE
07.02.2024	10:00 a.m. to 12:30 p.m.	Conference Hall EMGYWC	Offline
Theme	Track Goals on Insurance Marketing		
Nature of the Activity	Selecting students through Interview Basis		
Title	Orientation Programme on Insurance		
Convener	Dr.Mrs.V.Pushpalatha Principal i/c Head & Assistant Professor of Commerce EMGYWC		
Organizers	Dr. B. Kavika Shree Assistant Professor of English Mrs. R.Raja Sangeetha Assistant Professor of IT Dr.J.Chinna Assistant Professor of MCA Ms. R. Hari Dharani Assistant Professor of English		
Collaborating Agencies	Muthu Marketing Madurai		
Participants	Students - 30		

ORIENTATION PROGRAMME ON INSURANCE

Objectives:

1. To enhance participants' existing skills and knowledge by understanding the principles and practices of marketing and insurance on a global scale.
2. To equip individuals with the expertise required to excel in the dynamic and evolving insurance industry.

Programme Highlights:

Representatives from Muthu Marketing delivered an insightful session on the fundamentals of insurance, covering topics such as: Types of insurance products, Risk assessment and management, Significance of marketing and distribution in the insurance sector, role of public policies and social insurance in financial planning. Participants actively engaged in a Q & A session, discussing various scenarios and challenges in the insurance field. This interactive session helped clarify concepts and sparked meaningful discussions. Practical exercises, such as analyzing insurance product costs and pricing strategies, were conducted to provide hands-on experience.

The program concluded with feedback from participants, who expressed their appreciation for the practical insights and skill-based training provided. Certificates of participation were distributed to all attendees.

Programme Outcomes:

1. Developed skills to effectively manage insurance product costs, pricing, marketing, and distribution.
2. Gained insights into the integration of public policy, including social insurance, in financial planning and risk management.
3. Enhanced understanding of the dynamic insurance market and prepared for real-world challenges in the industry.

The Department of Commerce and Placement Cell express gratitude to Muthu Marketing, Madurai, for their valuable contribution to the program. Special thanks are extended to the college administration for their support in organizing the event.

Photograph



The Placement Cell, EMGYWC organized an Orientation on Insurance – 07.02.2024

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

Enclosures:

a. Permission letter

From
Dr. B. Kavika Shree
Placement Co-Ordinator
E.M.G. Yadava Women's College,
Madurai

To
The principal
E.M.G. Yadava Women's College,
Madurai

Respected Madam,


Sub: Requesting permission to Conduct Orientation on 7.02.2024.

I would like to bring to your kind notice that the placement cell is organizing Orientation Programme in our college premises at Conference Hall on **7.02.2024** from 10.00 am - 1.00pm Noon by the Company Sure It. Hence, I Request you to kindly permit us to use the venue.



Thanking You

Date: 7.02.2024
Place: Madurai

Yours Sincerely,
(Dr. B. Kavika Shree)



b. Invitation

 **EMG Yadava Women's College, Madurai -14.** 
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)
Re - accredited (3rd Cycle) with Grade A+ & CGPA 3.51 by NAAC

**Placement Cell
Organizes
Orientation Programme
on Insurance**

Date: 07.02.2024 **Time**
10.00 am - 1.00pm

Organizing Committee
Dr. J. Chinna
Mrs. T. Raja Sangeetha
Dr. B. Kavika Shree
Ms. R. Hari Dharani


Convenor
Dr. MRS. V. Pushpalatha
Principal (i/c)


All are Cordially Invited


E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

b. Student participants of EMGYWC:

Placement

 E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014. (An Autonomous Institution – Affiliated to Madurai Kamaraj University) Re-accredited (3 rd Cycle) with Grade A ⁺ and CGPA 3.51 by NAAC			
Orientation Programme On Insurance – 07.02.2024			
S.No.	REGISTER NUMBER	NAME	DEPARTMENT
1.	21BBA01	A. Aarthi	BBA
2.	21BBA03	S. Anupriyadharshini	BBA
3.	21BBA04	R. Dhalala Asmi	BBA
4.	21BBA05	S. Durga Devi	BBA
5.	21BBA06	M. Gayathri	BBA
6.	21BBA07	S. Gokulrani	BBA
7.	21BBA08	M. Hemalatha	BBA
8.	21BBA09	T. Iswarya	BBA
9.	21BBA11	K. Lavanya	BBA
10.	21CCC01	B. Abarna	Commerce
11.	21CCC02	G. Adaki@Sujithra	Commerce
12.	21CCC03	R. Akshaya	Commerce
13.	21CCC04	S. Altaj	Commerce
14.	21CCC05	S. Annalakshmi	Commerce
15.	21CCC06	T. Atchaya	Commerce
16.	21CCC11	R. Divya Bharathi	Commerce
17.	21CCC14	G. Essaki Devi	Commerce
18.	21CCC15	I. Gowsalya	Commerce
19.	21CCC18	M. Jaya Priya	Commerce
20.	21CCC20	K. Jeya Dharani	Commerce
21.	21MKA03	S. Ajithra	Maths
22.	21MKA05	A. Dharani	Maths
23.	21MKA06	B. Geerthana	Maths
24.	21MKA08	R. Gowsalya	Maths
25.	21MKA11	J. Jeyalakshmi	Maths
26.	21MKA12	S. Kalaivani	Maths
27.	21MKA13	K. Kaleeswari	Maths
28.	21MKA15	C. Keerthana	Maths
29.	21MKA16	T. Lavanya	Maths
30.	21MKA17	S. Madhumitha	Maths

Coordinator: 

Principal: 
PRINCIPAL I/C
E.M.G. YADAVA WOMEN'S COLLEGE
MADURAI-625 014