



Annai Violet Arts & Science College

(Affiliated to the University of Madras, Co-Ed | NAAC Reaccredited)



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)

STRATEGY FOR ALIGNING SOLUTIONS WITH PROBLEMS AND CAPTURING MARKET DEMAND



29 January, 2024

09.00 AM

Speaker:

Dr.D.Venkatesan
Assistant Professor,
Department of Commerce
SRM INSTITUTE OF ARTS & SCIENCE



Organized by
IQAC, IIC & Department of Business Administration

Ms. Sreekeerthana V
Convener

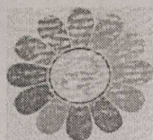
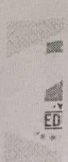
Mrs. Japhia Solomon
Vice Principal

Dr.C.Initha Lebanon Ebency
Principal

Dr.P.E.R. Premchand
Joint Secretary

Mr.N.R.D.Prem Kumar
Secretary

Chev.N.R.Dhanapala
Chairman



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EVENT ORGANISED REPORT – (2023-2024)

Name of the Department/ Club	BBA AND B.COM (ISM)
Name of the Event Coordinator	Dr. R. RAJAGOPAL
Name of the Event Organized	SEMINAR
Title of the Event	Strategies For Aligning Solutions with Problems and Capturing Market Demand
Date of the Event Organized	29/01/2024
Class of the Participants	I, II, III BBA AND I, II B.COM ISM STUDENTS
No. of Participants / Viewers	120 Students have been Participated
Name of the Expert with Designation	Mrs. C. JAISREE Mrs S. GEETHA LAKSHMI
The Objective of the Event	Understand your goals, Organize and circulate objectives, Encourage employee participation, Define roles, Link individual performance to company goals, Measure success.
Description of the Event	The process of aligning all stakeholders, internal and external, so that all are focused and committed to achieving a shared organizational vision
The Outcome of the Event	Strategic alignment entails aligning the daily activities, projects, and objectives of an organization with its mission, vision, and strategy

IIC- COORDINATOR

EVENT - COORDINATOR

IQAC-COORDINATOR

PRINCIPAL

AVASC-IIC Convenor

Anna Violet Arts and Science College
No: 53, Violet College Road, Menambedu,
Ambattur, Chennai-600 053.

IQAC Co-ordinator

Anna Violet Arts and Science College
No: 53, Violet College Road, Menambedu,
Ambattur, Chennai-600 053.

Dr. G. Initha Lebanon Ebency
M.Sc., M.Phil., Ph.D., PGDSA.
Principal

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