

PROGRAMME NAME: **YOUTH AWAKENING DAY CELEBRATIONS**

DATE: 13<sup>th</sup> OCTOBER 2023



As part of the year-long commemorative celebrations of India's 75th Independence, the Department of Commerce and Financial Studies, in collaboration with the Department of International Business, organized "Youth Awakening Day - 2023" on 13th October 2023. The event, held at the Seminar Hall of the Department of Commerce and Financial Studies. The day commenced with an essay competition from 10:00 to 11:30 a.m. Participants explored topics such as "The Role of Business in Social Development" and "The Role of Corporate World in Social Integration." This was followed by an elocution competition from 11:30 to 1:00 p.m., where students delivered speeches on themes centered around the social and economic contributions of the business sector. A special lecture delivered by **Dr. S. Iyyampillai**, Senior Professor (Retd.) from the Department of Economics, Bharathidasan University, Trichy. His talk, titled "Lessons Learnt from Dr. A.P.J. Abdul Kalam's Life," provided valuable insights and inspiration to the attendees. The special lecture session, held from 3:00 PM to 4:00 PM, concluded with a prize distribution ceremony to honour the winners of the essay and elocution competitions. 98 participants were present for the programme.