

DEPARTMENT OF COMMERCE

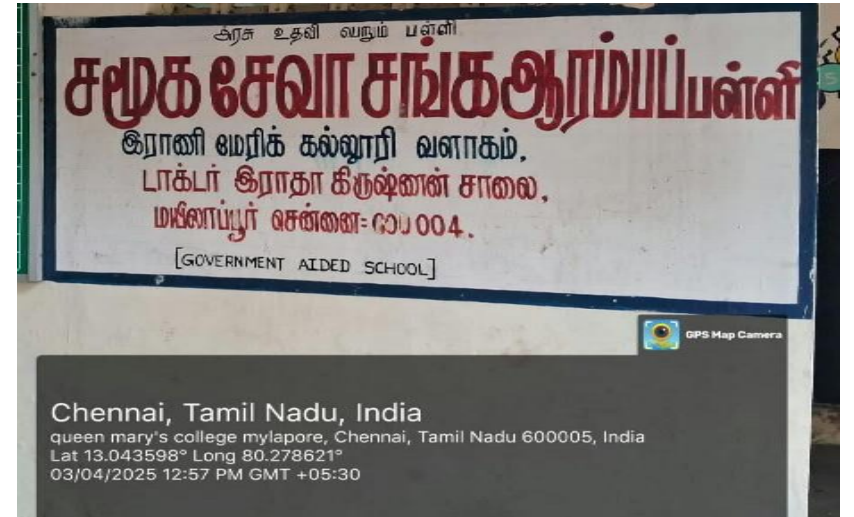
IQAC EXTENSION ACTIVITY

SSL EXTENSION ACTIVITY - AY 2025-2026

DATE: 10/02/2026

VENUE: Govt., Primary School, SSL QMC - Premises, Chennai - 04.

The IQAC Extension Activity, SSL Extension Activity- AY 2025-2026 was conducted by the Department of Commerce, on 10/02/2026 inside the premises of the QMC - college campus, for the Govt. Primary School students.



The main aim of the Commerce Department was to educate the school children's about the term "Channels of distribution" in marketing.

In order to explain the concept, the I year B. Com general shift-II students arranged three programmes.

ONE PROGRAMMES & TWO ACTIVITY are conducted for this event.

- ❖ DRAMA
- ❖ GAME
- ❖ ACTIVITY

❖ DRAMA:

First program was drama in which B.com students played different roles like producer, wholesaler, retailer, Transporter consumer and online agent. This method helps the school children's to understand easily the various persons involved in the channels of distribution.



STUDENTS PERFORMED

1. AABITHA BANU M
2. ANITHA K
3. JEEVITHA S
4. NEENASRI D
5. THEJA SHREE B
6. SHANTHAVARDHINI A
7. RAJPRIYA U
8. PAVITHRA M
9. NANCY R
10. ROHINI B



❖ GAME:

In the second program the school children have to identify the product after watching the advertisement video clippings.



❖ **ACTIVITY:**

The third program was logo identification. The school children were given sheets with logos printed in them and asked to identify the logo.

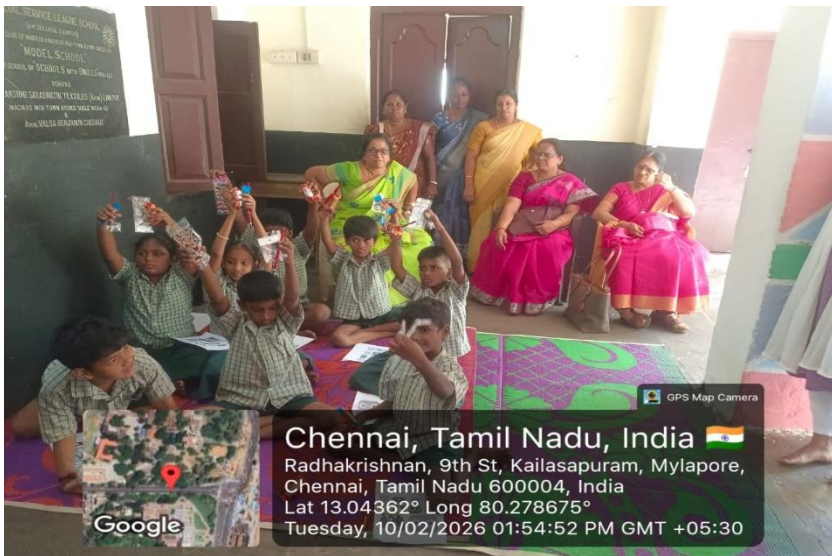




Chennai, Tamil Nadu, India 🇮🇳
Radhakrishnan, 9th St, Kailasapuram, Mylapore,
Chennai, Tamil Nadu 600004, India
Lat 13.043581° Long 80.27865°
Tuesday, 10/02/2026 01:54:07 PM GMT +05:30



Chennai, Tamil Nadu, India 🇮🇳
Radhakrishnan, 9th St, Kailasapuram, Mylapore,
Chennai, Tamil Nadu 600004, India
Lat 13.043629° Long 80.27871°
Tuesday, 10/02/2026 01:30 PM GMT +05:30



Chennai, Tamil Nadu, India 🇮🇳
Radhakrishnan, 9th St, Kailasapuram, Mylapore,
Chennai, Tamil Nadu 600004, India
Lat 13.04362° Long 80.278675°
Tuesday, 10/02/2026 01:54:52 PM GMT +05:30



Chennai, Tamil Nadu, India 🇮🇳
Radhakrishnan, 9th St, Kailasapuram, Mylapore,
Chennai, Tamil Nadu 600004, India
Lat 13.043578° Long 80.278656°
Tuesday, 10/02/2026 01:18:22 PM GMT +05:30



All the children participated enthusiastically and answered all the questions asked. Prizes and snacks were distributed to all the children for their involvement. The school children and the Commerce Department students enjoyed the day happily.

