



B.Com A&F Shift I walks into hall of fame

The most sought-after title of Abhilasha champion was bagged by B.Com A&F Shift 1 which represented the character 'Rani' from the movie 'Queen'. Sruthi Srivatsan from that department shone, winning the title 'Miss Abhilasha', paving the way for her department to emerge victorious. The runner-up title was bagged by Electronic Media which represented 'Piku'.

Abhilasha is a cultural event for freshers to showcase their talents and versatility in various on-stage and off-stage events organized by the student cabinet. Abhilasha 2015 was the opening event for this year's student cabinet and was conducted under the theme, 'Hall of Fame'.

Every department represented one powerful Indian female

character from popular films and showed us a glimpse of those characters in their performances. As the theme might suggest, Abhilasha this year



Actor Amitash with 'Miss Abhilasha'

saw enormous participation. Excitement reached fever-

pitch when Kollywood heart-throb Mr. Amitash Pradhan visited the college, entertained the students and gave away the prizes to the winners.

This year, the introduction of the jackpot system spiced things

up. Through this, contestants could bet on events if they were confident of winning and on winning, they got to score double the points, but scored a negative of 10 if they lost.

This new system made a huge difference for the teams, as talent, combined with confidence, was the key to victory.

"Hosting Abhilasha was a wonderful experience for all of us. Right from thinking of topics and names to arranging the trophies and looking for chief guests, the cabinet worked as a team," said Ipsitha Gopinath, student prime minister. "This event being the first event that Student Cabinet 2015-16 hosted, it became a good success and this is going to motivate us to give the best this year."

Student Cabinet 2015-16 sworn in

Emphasizing the importance of perseverance and goal-setting for effective leadership, Mr. Shambhu Kallollikar, I.A.S., Member Secretary, Sports Development Authority of Tamil Nadu, installed into office the student leaders of M.O.P. Vaishnav College for Women for the academic year 2015-16.

A student prime minister, two deputy prime ministers, nine ministers, 11 deputy ministers and the 116 members of the student parliament assumed office at the investiture ceremony held on Friday, 10th July, 2015.

The principal, Dr. Lalitha Balakrishnan, delivered the welcome address and introduced the chief guest.

The student cabinet of M.O.P. Vaishnav College for Women is one of its kind, being designed along the lines of the Union Parliament, thus preparing the campus leaders for positions of greater importance in the future. The prime minister for the current academic year is Ms. Ipsitha Gopinath, who also heads the Ministry of Home Affairs.

The chief guest and the principal presented badges to the office bearers, after which the oath of office was administered. Badges were also given to the class monitors. The chief guest left the gathering inspired with his message on the essence of hard work, determination and the necessity of will power to succeed.

Department Clubs

The department clubs have launched this year's activities with a bang, setting the tone for the rest of the year.

The inauguration of the 15 clubs of the college saw eminent thought-leaders from several sectors visit the college with the purpose of motivating the students to pursue their dreams and guiding them in their chosen pursuits.

The prominent guests included IIT Madras Mathematics Professor Dr. Neelesh Upadhye, Director of AdaptTeQ Consulting Mr. Karthik Palani, Lakshmi Vilas Bank Director Mr. S.G. Prabhakaran, Times Now Senior Correspondent Mr. Shabbir Ahmed, Chief Financial Officer of Chennai Ford Mr. Srikanth, Loyola College Emeritus Pro-

fessor of Social Work Dr. Udaya Mahadevan, and gynaecologist Dr. Cynthia Alexander.

Students were exposed to lectures on a wide range of topics such as women's rights, the future of marketing, opportunities for mathematics graduates, industry refinements on employability skills, creativity in media, iron deficiency awareness, and trends in broadcast journalism.

Through the club system, as with its other endeavors, M.O.P. Vaishnav College for Women aims to bring holistic development to all its students, harnessing their potential through intra-departmental and inter-departmental activities such as guest lectures, events, seminars, debates, campaigns, paper-presentations, exhibitions, etc.

From the Principal's desk...

The Indian higher education system is facing an unprecedented transformation in the coming decade. This transformation is being driven by economic and demographic change: by 2020, India will not only be the world's third largest economy; it will also boast the highest number of people below 25 years. M.O.P. Vaishnav is fully aware of this and continues in its mission of graduating young women who are rich in values and strong in intellect.

This year, too, a new batch of students is being groomed to be the leaders of tomorrow as the executives of the student cabinet. The cabinet system is not just a learning ground for its members, but, by mirroring the national governing body, also sensitises the entire student body to the dynamics of democratic governance.

Abhilasha, the freshers' cultural contest, was a grand success as usual, helping new entrants ease into their lives as M.O.P.ians, as well as serving as a showcase for extracurricular talent.

I am particularly pleased to report on the student assembly, which serves as a platform for students across departments to get to know the activities and achievements of their peers. The college continues to make time during working hours, despite academic demands, for students to attend regular physical training, yoga and aerobics sessions, as well as go on visits to city libraries.

I am also looking forward to the school principals' meet in August, where I will get to discuss best educational practices with the mentors of future members of the M.O.P. family.



Dr. Lalitha Balakrishnan

Trends in IT Highlighted

The Department of Computer Science of M.O.P. Vaishnav College kickstarted the events for the year 2015-2016 with a 'Power Seminar' in collaboration with ICT Academy of Tamil Nadu.

'Power Seminar' is a series of half-day seminars, featuring multiple tracks, with sessions by noted speakers offered at several locations to teach the fundamentals of a specific application to graduate students across Tamil Nadu.

Prior to the seminar, chief guest Mr. Karthick Palani, Director, AdaptTeQ Consulting, inaugurated the activities of 'Online', the official club of the Department of Computer Science, and installed the office bearers of the club.

He addressed the gathering and emphasized the need for students to equip themselves to face the challenges of technological evolution. He stressed on the necessity for students to not only focus on the curriculum but also acquire knowledge and skills pertaining to recent IT trends in order to survive in this changing IT world.

This was succeeded by the seminar, which was divided into two technical sessions. The first was conducted by Mr. Banu Kumar, Director of Winvinaya Infosystems on 'Data mining and its applications.' The second session was by Mr. Kumar Vembu, founder and CEO, GOFrugal Technologies, on 'Internet of Things.'

Deliberations on Women's Rights

A one-day training programme on rights of women was organized by the Department of Sociology along with the National Human Rights Commission, New Delhi.

The programme was inaugurated by the chief guest Dr. Udaya Mahadevan, emeritus professor, and retired Head of Department of Social work, Loyola College and also a renowned human rights activist. In her keynote address for the day, she emphasized the need for students to become human rights activists, rather than being mute spectators.

The day's proceedings began with a welcome address by Principal Dr. Lalitha Balakrishnan.

The training programme was divided into four sessions. In the first session, Dr. G. Gladston Xavier, Head of Department of Social Work, Loyola College, spoke on the 'Introduction to Human Rights.' He interacted with the students regarding the evolution of human rights, the international instruments involved and the constitutional provisions.

The second session was presided over by Ms. Esther Mariaselvam, head of Action Aid, and a specialist on the rights of women. She gave the students a detailed insight into the UN Convention on the Elimination of all forms of Discriminations against Women (CEDAW) and stressed on the 30 articles of the CEDAW and its relevance to the students.



Dr. Udaya Mahadevan addressing the gathering

In the third session, Dr. Prasanna Gettu, the Founder Trustee and CEO of International Foundation for Crime Prevention and Victim Care (CPVC), took the dais, and threw light on the subtle forms of widespread prevalence of sexual harassment of women at the workplace. She also sensitized the students on the structure of sexual harassment complaint mechanism as well as the punishment methods. She emphasized the culture of respect and dignity of women in the workplace.

The final session was on the pressing need to educate young women on their sexual and reproductive health. It was headed by Ms. S. Geetha, consultant and researcher for NGOs, and was an interactive session with active student participation. The entire programme proved to be beneficial and relevant to the students of sociology, and equipped them with knowledge and awareness of basic human rights and rights of women.

Book talk with Anuja Chauhan

Author Anuja Chauhan, best known for her contemporary rom-com novels such as 'The Zoya Factor', 'Battle for Bit-tora' and 'Those Pricey Thakur Girls', visited the college for a book talk organised by Athenaeum, the literary club of M.O.P.

The promotional event, for her fourth book 'The House That BJ Built', was part of the Hindu's 'Lit for Life' initiative, and was powered by Westland Publications. Mr. Gautam Padmanabhan, managing director of the publishing house and Ms. Archana Krishnamoorthy, reporter, The Hindu, were also present to support the event.

The session began with a welcome address by Shilpa Jayakumar, the secretary of

Athenaeum, followed by a tete-a-tete between Ms. Chauhan and Ms. Krishnamoorthy. The conversation between the two gave an insight into Ms. Chauhan's



Anuja Chauhan interacting with the audience

emergence as an author, tracing her life from being an aimless teenager to a top advertising

professional and one of India's best writers in the commercial fiction genre. She referred to herself as a 'lazy researcher' as she effortlessly picked up

themes from her daily life. Ms. Chauhan also touched upon several personal is-

ssues like her eating disorder, her teenage insecurities and the importance of a comfort zone in all her endeavors.

Following this, she was faced with a barrage of questions from the students. The session was highly interactive with the author actively answering all the questions and engaging the crowd with her spontaneous wit. She also shared important tidbits about her new book.

An exciting and entertaining hour came to an end with the vote of thanks proposed by Tabitha S.S., the president of Athenaeum. The event concluded with a book signing session of 'The House That BJ Built' by the author.

A MYRIAD OF CHOICES

Academic excellence is the primary goal of the institution. M.O.P. achieves this goal through the right choice of courses, industry-relevant curriculum and learner-centric approach. The college combines traditional teaching practices and innovative teaching methodology, continual and fair assessment and conducive work environment. The college leaves no stone unturned when it comes to embracing technology for imparting knowledge. M.O.P. remains one of the very few colleges with a Wi-Fi enabled campus, hi-tech computer labs, an automated library on par with international standards, a digital resource centre and state-of-the-art audio-visual labs.

B.Com. (Corporate Secretaryship) *

B.Com (Corporate Secretaryship) is a 3-year job-oriented course with a judicious combination of subjects that enable students to acquire an in-depth knowledge of all the facets of the functioning and governance of the Indian corporate world. The department of Corporate Secretaryship has 210 enthusiastic, intelligent and well-disciplined students who manage their own company Akriti.

B.Com. (A & F) *

The Department of Commerce aims at providing a stimulating learning environment with a technological and research orientation across the whole curriculum. Breaking past conventionality, the faculty have always recognized the necessity of the individual development of students in all facets that compose their lives. This is achieved through innovative teaching methods such as group discussions, field visits to industrial premises, mock trading and many more.

B.Com. (M.M.) *

Marketing Management focuses on providing value to both organizations and consumers, and a thorough understanding of the basic principles of marketing, marketing research and consumer behavior. The course assists students in developing the ability to identify and analyze marketing management problems and fosters skills in generating marketing strategies.

* Offered in two shifts, morning and evening

B.Com. (Honours)

B.Com. (Honours) offered by M.O.P. is a unique course which ensures success in professional examinations like ICMA alongside simultaneous pursual of undergraduate degree in commerce. While the national average of pass percentage in Foundation and Inter have been 15% and 4%, the department has achieved 100% and 70% pass respectively.

B.A. Journalism

With a judicious combination of theoretical and practical papers, the Journalism course seeks to equip aspiring journalists with resources that will help them make a mark for themselves. Students undertake practical assignments like reporting, editing for broadsheet, lab journal, online publication, T.V and radio production; and knowledge-based papers like international relations, social issues, political issues and economic issues.

B.Sc. Visual Communication

The Visual communication department, through a three-year UG course, trains students to communicate with an aesthetic bent of mind. With a combination of courses grounded in theory, process, technology and practice, the department offers papers such as graphic design, fine arts, photography, multimedia, web design and filmmaking. The course transforms students into some of the best advertising personnel, visualizers, copywriters, filmmakers, photographers, web designers, animators and graphic designers.

Faculty Adviser: Vidya Padmanabhan
Editor: Sneha Madhuri
Designer: Kiran Khatri

B.Sc. FSM

B.Sc. Food Science and Management is an interdisciplinary course that integrates the basics of food science with management. The undergraduate course aims at imparting core scientific disciplines involved in food science and business-oriented subjects and marketing within the context of the food industry. The course also trains students to become enterprising entrepreneurs in the food industry and related sectors.

B.A. Sociology

The subject offered by the Department of Sociology at M.O.P. caters to the varied interests of students providing the foundation for a dynamic and challenging future. The course involves understanding the vibrant societal environment, studying human behavior in groups, dealing with varied societal issues and formulating tactful solutions to overcome the same.

B.Sc. Electronic Media

B.Sc. Electronic Media is a course which aims at providing professional mastery and technical excellence in the field of media. The various areas that are focused on include audiography, radio and television production, and videography. It also provides guidance on script-writing and direction, design and photography.

B.Sc. Computer Science

The Computer Science department is different from similar departments in other colleges. The course offers open source courses, software testing, PHP and MYSQL and includes developing real-time projects and developing mobile apps. Computer science students also have a wide range of job opportunities to choose from with careers as software developers, software testers, web designers, data analysts and entrepreneurs.

B.Sc. Maths

The department of Maths offers unique subjects such as number theory, cryptography, mathematics of finance, mathematics for life insurance, mathematical statistics, etc. that are applied in real-life situations. The students are trained in developing proficient skills relevant to functional mathematics. The curriculum itself is designed in such a way that it incorporates skills in finance, banking and insurance.

BBA *

The Undergraduate Department of Business Administration is one of the pioneer departments at M.O.P. Vaishnav College for Women (Autonomous). The department provides comprehensive growth through applied learning in every functional area. The department conducts various club activities ranging from interclass activities to national-level paper presentation competitions. The students of the department have been placed in companies like Goldman Sachs and Tech Mahindra and continue to succeed in several fields after graduation.

BCA *

The Department of Computer Applications focuses on empowering students with competency in theoretical, programming, communication, team work, organizational and management skills. The department has an eminent and experienced faculty with solid technical and research experience. It also has sophisticated computer labs with Wi-Fi enabled environment. The program aims to educate students with emphasis on hands-on practical training in software development.

* Offered in two shifts, morning and evening