

## Asian Games Winners Felicitated by CM

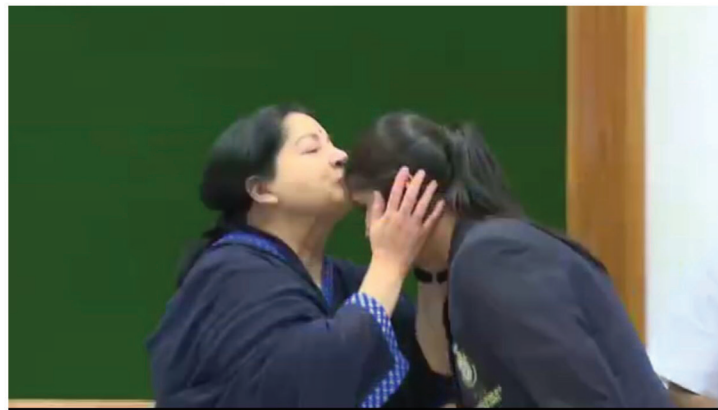
M.O.P. students shine at international level

Aparajita Balamurukan, Aishwarya Nedunchezhiyan, and Varsha Gautam of M.O.P. Vaishnav College for Women, medalists at the 2014 Asian Games, were awarded citations and prize money by Chief Minister Dr. J. Jayalalithaa on Oct. 12.

Aparajita received Rs. 30 lakh for her silver medal in squash, and Aishwarya and Varsha each received Rs 20 lakh for a bronze in sailing.

Aparajita, a student of II MBA, won a silver medal in women's team squash that saw around 70 participants from 11 different nations. Aishwarya Nedunchezhiyan from III Sociology and Varsha Gautam from I Sociology won the bronze

in women's 29er, a two-person sailing competition, becoming the first Indian women to win Asian Games medals in sailing.



Aparajita Balamurukan with CM Dr. J. Jayalalithaa

Receiving nation-wide praise and attention, the sportswomen have been felicitated on various

occasions.

The Tamil Nadu State Government announced the prize for Aparajita, Aishwarya

and Varsha post their win, which was awarded to them last week, nearly a year after the

games.

"It was a great experience to meet the Chief Minister and interact with her; she is an amazing person," said Aparajita. Aishwarya, who is a part of the Tamil Nadu government's elite scheme for sponsorship of national-level players, concurred and said, "The Chief Minister congratulated us. It was nice meeting her."

The players now have their sights set on the 2016 Olympics. They expressed gratitude for the support extended by the college and their respective departments. "M.O.P. has always supported me, right from my first year. Be it exams or assignments, everyone is very helpful," added Aishwarya.

## Madras Week Celebrations @ M.O.P.

M.O.P. Vaishnav College for Women celebrated Madras Week in August with great enthusiasm. Through this celebration, titled "Vanakkam Chennai," the college gave students an opportunity to rediscover and experience the magic of Madras.

The three-day celebration, starting Aug. 20, featured exciting competitions with quirky titles in Tamil.

The first day offered "Yaara paathu enna kelvi kekare?" (a quiz based on Madras), "English pesunalum Tamiland" (Block & Tackle), and many

more events.

The second day took a more serious tone with an address by Mr Muthiah Ramanathan -- a psychologist and Madras enthusiast -- on the topic "Heritage of Chennai."

On Madras Day, Aug. 22, a "danceversation" titled "Chennayin Gnanaratham," a tribute to the genius poet who lived in the city -- Mahakavi Subramania Bharathi -- was performed. The whole week was one of joy and celebration -- but one emotion was in abundance, and that was love for this beautiful city.



Quiz programme - Yaara Paathu Enna Kelvi Kekare?

## National Seminar on Quality Sustenance and Development in School Education

The Internal Quality Assurance Cell of M.O.P. Vaishnav College for Women organised a one-day seminar titled 'Quality Sustenance and Development in School Education' recently. The seminar aimed to establish a quality continuum between school and college education in order to create enlightened and empowered youth for the nation.

75 delegates from 26 top schools including principals, vice-principals, senior school teachers and members of school management attended the seminar to discuss issues pertaining to quality in school education. The topics of the seminar were: Quality Initiatives In School Education -- A Key To Garner India's Demographic Dividend, Accentuating Basics and Concepts -- Rote Learning or Activity Based Learning, Developing Higher Order Thinking Skills In The Learner Through Pedagogical Initiatives, 21st Century Learning Needs, and



Dr. Lalitha Balakrishnan welcoming the chief guest Dr. Lata Shenava

Accessibility to Education.

Speakers included Dr. Lata Shenava, independent mental health professional, trainer and life coach; Prof M.J. Xavier, executive director, VIT University; Mr. V. Rajesh, author, "Out of Syllabus" and "Break Free"; Dr. Vasanthi Vasudev, educationist; and Dr. Mariazeena Johnson, managing director, Sathyabama University.

The discussions and deliberations of the various sessions went a long way in re-enforcing a culture of quality education among premier institutions.



## From the Principal's desk...

At the end of one semester, 2015-16 is turning out to be a typical high-achieving M.O.P. year, both in academics and other arenas. M.O.P. sportswomen kept the college banner flying high with a steady stream of triumphs at the regional and national level. Notably, three students who won medals at the Asian Games were honoured with citations and cash awards from the Chief Minister of Tamil Nadu. Besides, the college basketball team won two all-India tournaments, and college teams won inter-zonal matches in a host of sports.

We at M.O.P. have always encouraged students to express themselves boldly, and in that regard, I am pleased to report that two of our students won first place in the British Council regional Shakespearean debates, and will represent the region soon at the national contest in Delhi.

M.O.P.'s community radio station, M.O.P. CRS 107.8, has stepped into the next level, with 16 hours of programming each day. The outreach work that students have been carrying out through the station, spreading awareness on issues such as hygiene and nutrition, is truly commendable.

Students have also been giving back to the community in other ways, such as the stationery collection drive led by the college's Ministry of Social Welfare, to benefit the underprivileged students of the schools supported by M.O.P.

Excellence can thrive only in an ecosystem that supports it. To that end, it was immensely gratifying to see the active participation of school principals, teachers and other stakeholders in the national-level seminar organised by our Internal Quality Assurance Cell to discuss best practices in school education.



Dr. Lalitha Balakrishnan

## VOICES 2015 - Hear and Be Heard

In an effort to connect more closely with its audience, M.O.P. Community Radio Station, M.O.P. CRS at frequency 107.8, launched a massive public relations campaign, "Hear and Be Heard". The main aim of the campaign was to address social issues in the communities of Nungambakkam, Thousand lights, Saidapet, Kotturpuram and Mylapore.

The theme focused on social change for both external and internal communities aiming at creating awareness on women rights, health and fitness, cyber security, career perspective and psychological well-being for the internal community and themes like sanitation, child abuse, clean and green Chennai, domestic violence for the external community.



Panel Discussion as a part of Know your rights campaign

Teams from the II year of the PG departments of Communication and Media Management, representing each zone, planned several activities and competitions to reach their respective target segment. They executed a three-day independent campaign targeting their audience. Several activities like workshops, guest lectures, and many more were also organized. All the programmes were packaged into a radio programme and aired for the general community to benefit.

Faculty Advisor: Vidya Padmanabhan  
Design: Swarna M., Soundarya J.

## UNICEF's Child Rights Orientation Programme



UNICEF's Job Zachariah addressing the gathering

The Press Institute of India and UNICEF conducted a Child Rights orientation programme at M.O.P. Vaishnav College for Women in collaboration with the Present Tense Club of the journalism department on September 7.

The event was attended by students and staff of the journalism department. Arun Ram, senior editor at The Times of India and deputy resident editor of its Chennai edition, dwelt at length on the aspect of news worthiness, on the elements that constitute news (such as prominence, timeliness, proximity) and related it to child rights issues. Job Zachariah, UNICEF chief for the Field Office of Tamil Nadu and Kerala, spoke about how news related to children's rights was widely under-reported. He encouraged the students to help

children fight for their rights, to speak out against child abuse and to approach the Child Helpline number 1098.

Sugata Roy, Communication Specialist, UNICEF (Tamil Nadu & Kerala), emphasised on how journalists reporting on child rights and related issues should handle them sensitively. Earlier, setting the tone for the seminar, Sashi Nair, Director, Press Institute of India, stressed the need for journalists to double-check copy, and to exercise fairness and accuracy while reporting.

The panel fielded a flurry of questions from the journalism students, most of them relating to the lack of adequate coverage of abuses against children by the media as well as the lack of specific and meaningful effort by the administration and the law to quell such occurrences.

## M.O.P. Celebrates International Literacy Day

M.O.P. Vaishnav College for Women celebrated International Literacy Day by distributing stationery articles in two schools in the city on September 8.

The two schools, M.O.P. Primary School and Chennai High School, Kottur, have been supported by the college in various ways, according to Ms. Gitanjali S. Jindgar, Head, B.Com (Accounting & Finance Shift-1); and the teacher in-charge of this initiative. M.O.P. students contributed items such as pencil cases, writing materials, and notebooks which were collected by the college's Social Welfare Ministry and distributed at these schools. Various competitions were also conducted.

"This was not mandatory; yet



Distribution of notebooks

there was an overwhelming response. The girls are aware of what they have and what other less privileged children lack. It is a generous gesture," said M.O.P. Principal Dr. Lalitha Balakrishnan.

M.O.P. had undertaken a similar initiative in 2014. The college also provides breakfast to around 200 students in the adopted schools by means of a student-led project, Project Aahaar.



## 9th edition of Bustle boggles business minds



*The winning team and the first runners up of Bustle 2015 with quizmaster Gopal Kidao(Centre) at M.O.P.*

The MBA department of M.O.P. Vaishnav College for Women organised the 9th edition of its business quiz competition *Bustle 2015* on October 9 on campus premises. The annual corporate quiz event saw participation from 41 corporate teams from Chennai, Bengaluru, Cochin and Coimbatore. The quiz master, Gopal Kidao of Scolympics, roped in the audience with questions based on current affairs and business. The winning team comprising Prasanth and Rajagopal from Rebel Alliance, won prizes worth Rs 70,000. The runners up were Srinath Bashyam, Kiran Vijayakumar from Sun TV and Matrimony Services. The event was organised in association with Madras Management Association, The New Indian Express and Scolympics.

## Festive mood @ M.O.P!

Ganesh Vandhan and Nand Mahotsav was organised on September 16 celebrating Ganesh Chaturthi and Krishna Jayanthi festivals at M.O.P. Vaishnav College for Women.



*Shri. P. Haridas addressing the audience at Nand Mahotsav and Ganesh Vandhan*

Nand Mahotsav and Ganesh Vandhan is a cultural event celebrated every year at M.O.P. to celebrate the birth of Lord

Ganesha and Lord Krishna. Addressing the gathering, Chief Guest Shri P. Haridas, Senior Advocate of the Madras High Court and member of the board of governors at M.O.P. Vaishnav College for Women, took a trip down memory lane, reminiscing about the growth of the college over the years. Being an ardent devotee of Lord Krishna, the event was very dear to him, he said. He also cited powerful anecdotes from the Mahabharata and spoke about the similarities between Lord Krishna and Lord Ganesha.

As part of celebrations, a cultural programme, comprising a classical music concert and a semi-classical dance was also organised this year.

## Poets meet on Hindi Day



*At the poets meet*

The Manjari Committee, a club of the Hindi Department of M.O.P. Vaishnav College for Women organised a Poets Meet for the occasion of the Hindi Day on September 16. Two eminent Hindi poets from the city, Mr. Eshwar Karun, zonal manager of The New India Assurance and

Dr. Ashok Kumar Dwivedi, assistant professor at DG Vaishnav College graced the occasion. Dr. Sudha Trivedi, head of the Hindi department welcomed the gathering, after which a literary discussion was held on Hindi literature. Students from various colleges including DG Vaishnav College, and Guru Nanak College participated in the event.

After the discussion, the audience were given the opportunity to present their poems at the forum. Later, the guests were honoured by the members of Manjari committee and Dr. Anupama Rajesh presented the vote of thanks.

## Celebrating Agatha Christie - the M.O.P. way

In honour of the 125th birthday of the first lady of crime, Agatha Christie, the English Club of M.O.P. Vaishnav College for Women organised "Agatha Christie Week".

A variety of events were held over three days from September 21 to 23 and were received with utmost enthusiasm by the students.

A screening of two movie adaptations of Agatha Christie's most famous books, "And Then There Were None" as well as "Murder On The Orient Express" was organised for the students on the first day of the event. The old charm of the black and white movies was immensely enjoyed by the students.

But the real coup de grâce of the festival and arguably the crowning moment of the whole week was on the last



*The prize-winning book cover designed by H. Janani of I year B.A Journalism*

day: a compendium of three events - a panel discussion on crime for all the mystery lovers, an Agatha Christie quiz and an interesting book cover designing competition for Agatha Christie's new novel.

# Achievers all the way

*The accomplished final-year students of M.O.P. Vaishnav College have continued to rack up awards and recognition in various pursuits. Here is a selection of the achievements.*

Students from the departments of **Mathematics**, **B.Com (A&F – shift I)**, **B.Com (ISM)** and **B.Com (MM)** have received job offers through campus placements from top companies like Ernst & Young, Scope International and Virtusa.

Others are well on their way to successful careers, having proved their mettle in their summer internships. Alagumeena from the Department of **Visual Communication** was adjudged the best intern in the college. Students from the department of **Journalism** received over 50 printed bylines, more than 60 photo bylines and over 30 video bylines. **Food Science and Management (FSM)** students Indrani Mukharji and Pooja Mohan developed two new products – Garlic Whole Wheat Bread and Dates Tutti Fruiti Tiffin Cakes – for Modern Breads in Chennai; and Praveena M, Athira Ramachandran, Pooja G, Nivedha V, and Kamala Varshini, also from FSM, developed Peanut Butter Cookies – a new product for UNIBIC Foods India in Bengaluru.

Many students have been taking up co-curricular projects to hone their professional skills. Aishwarya Ashok and Varsha S from the department of

**Electronic Media (EM)** covered Indian Super League Season 1 as photographers and Aishwarya is currently covering the second season also. Also, Madhumitha V from **EM** won a special award at JVC National Level Film Festival in Salem. Meenakshi Borah from the **Journalism** department was offered a position at National Geographic in Texas after she sent in a story on street foods in Delhi to the organisation.

The extracurricular accolades earned by the students are no less impressive. As part of the victorious college basketball team, Akshaya Ramakrishnan of **BBA** helped the team win several national and inter-zonal tournaments. While Shruthipriya S. of **B.Com (A&F - Shift I)** went on an international dance tour to the US with Aim for Seva organization, Sruthi S from the department of **Computer Science** was one of the finalists of Hello FM - Super Singer 2015. Apoorva Ravindran of **B.Com (ISM)** won the Sangeetha Mudhra for her achievement in classical music from the Mudhra sabha.

Besides, final-year students have also won many prizes in cultural festivals organised by other colleges. Padma Priya and Padma Malini from the department of **Computer Applications** won

first place in the Loyola college computer department fest for debugging. Palaki Agarwal of **B.Com (CS)** won first place in several events in the Guru Shree Shanti College culturals, and, along with Niveditha V, won second place in the 'Business Connections' event at SDNB College. In the Ethiraj College cultural fest, Amirtha Varshini, Bharathi and Sowmya from the **Maths** department won the first place in a quiz, a team from **B. Com (A&F Shift II)** won second prize in the street play competition, and Niveditha B from **B.Com (Hons)** won third place in shipwreck.

While all undergraduate students render at least 90 hours of community service over the course of their programme, some go beyond. Akshayaa S. of the **Sociology** Department received the Star of the Year award from the NGO Chennai Social Service for her outstanding service to the community.

*There are many achievers who have not been featured here for lack of space. This brief snapshot offers excellent reason to look forward to what this batch of M.O.P.ians has to offer the world when they exit through the portals of the college next year.*

## M.O.P. hosts Dr. Radhakrishnan Lecture



*Dr. R. Vaidyanathan addresses the audience*

Dr. R. Vaidyanathan, professor of finance at Indian Institute of Management, Bengaluru delivered the Dr. Radhakrishnan lecture organised by the department of Commerce (Marketing Management) of M.O.P. Vaishnav College for Women on September 18. Addressing a packed hall, Dr. R. Vaidyanathan spoke about the global economic crisis and its implication on India. He brought into play his vast expertise in the subject to lay bare to the students the causes and dynamics behind the global economic crisis. Fuelled by the the Wall Street collapse in 2008 and now accelerated by Eurozone debt crisis, the world economy is engaged in borrowing and spending beyond their means, he said. Attributing the reason for this global economic crisis to the raising borrowing rate, at both individual and government level, Professor Vaidyanathan said it is better for all economies to take precautionary measures and lessen the impact.

## BEYOUTIFUL - Be You, Be beautiful



*Inauguration ceremony of Beyoutiful campaign*

"BEYOUTIFUL - Be You, Be Beautiful." This tagline captures the essential message that the students of I-year M.A. Media Management department aimed to drive home through their public relations campaign held in September. The campaign promoted the importance of

accepting ourselves just the way we are. The objectives were to create awareness on the importance of: Maintaining a healthy body rather than achieving a size zero, proper exercise rather than an unhealthy diet, feeling beautiful within, which is more important than being slim, fair, tall, flawless, etc. and encouraging women not to judge, but to accept others just as they are. The campaign was inaugurated on September 22 by Ms. Kavitha Emmanuel, founder director, Women of Worth. Freestyle dance and Zumba workshops were conducted for students and

staff. The idea to promote fitness as part of a healthy lifestyle and a workshop by The Impractical Trainers (Ms. Kanagalakshmi and Mr. Vijayaraghavan) to create awareness on the impact of advertisements of cosmetic products was organised. The two-day event concluded with a prize distribution ceremony in the presence of actor Mr. Abi Saravanan. He emphasized the importance of confidence, and cited as an example his own journey in cinema. He doesn't fit into the stereotypical definition of a hero -- it was his confidence that has made him an actor, he said.

## Meet the editor @ M.O.P

Mr. A K Bhattacharya, the editor of *Business Standard* newspaper and a veteran business journalist delivered a lecture as a part of *Meet the Editor* programme of *Business Standard* organised at M.O.P. Vaishnav College for Women. Addressing the students of MBA and Journalism department, Mr. Bhattacharya spoke on the role of media in shaping the economy, global business media trends and the relevance of print media in the digital age. The students also had an interactive session with him after the lecture.