

M.O.P. NEWS

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M.O.P. celebrates 21st Graduation Day

It was a day that 1063 graduates would remember forever.

M.O.P. Vaishnav College for Women held its 21st graduation day ceremony on February 7, 2016.

Professor Anil D. Sahasrabudhe, Chairman, All India Council for Technical Education, New Delhi, delivered the graduation day address, and distributed degree certificates to the graduates.



Chief guest Prof. Anil D. Sahasrabudhe distributes degree certificates

"Today we are witnessing a moment of national development in which you have a significant role to play," he said. "I urge you to be a catalyst for change and I'm sure each one of you has the ability."

The convocation saw 17 students who secured first class with exemplary grade, 282 who secured first class with distinction and 635 who graduated first class. Dr. Lalitha Balakrishnan, the Principal of the college, gave an overview of the preceding academic year.

"I'm very honored to be an alumna of the college and I will very proudly say that the college has made me who I am," said Ms. Manaswini, a graduate from B. Com (Information Systems Management).

Tomorrow's leaders felicitated: 24th College Day

On the eve of its silver jubilee year, M.O.P. Vaishnav College for Women felicitated its student achievers and expressed gratitude to well-wishers on its 24th College Day on March 5, 2016, at the college premises.

Chief guest Ms. Uma Krishnan, Chief Executive Officer, Barclays Shared Services, cited instances from her own life when she had to take risks, sometimes failing, and urged everyone in the audience to always be the best they could be. "In the future there will be no woman leaders, there will be just leaders," she said.

Principal Dr. Lalitha Balakrishnan presented the college report, which covered the achievements during the academic year. Most noteworthy among them, the college was accredited by the National

Assessment and Accreditation Council of the University Grants Commission for the highest 'A' grade, and received a CGPA of 3.56 out of 4.

Student awards for academic, co-curricular and extra-curricular achievements were distributed.



Chief guest Ms. Uma Krishnan distributes awards to the winners

Ms. Akshaya R of the Department of Business Administration secured the 'Best Outgoing Student' award for this year.

Peace Talks: M.O.P. Model United Nations 2016

M.O.P. Model United Nations (M.O.P. MUN) is a national-level Model United Nations Conference hosted by the Department of Electronic Media, where school and college students step into shoes of diplomats while discussing problems of global importance.

The fifth edition, held on February 26-28, 2016 saw the participation of 117 students from about 30 institutions across the country and was inaugurated by Ms. Prarthana Ramprasad, senior manager, Ernst and Young.

The UN General Assembly: Disarmament and International Security focused on drone technology discussed its legality, psychological aspects, and possible repercussions.

The Economic and Social Council debated upon finance with regard to the everyday individual.

The UN Human Rights Council, after discussing the various issues pertaining to LGBTQ rights, came together to draft a universal recommendatory framework for the same.

M.O.P. fetes its talented sportswomen

On the occasion of its 24th annual sports day, M.O.P. celebrated the sporting achievements of its students on February 5, at the University Union Grounds, Chetpet.

Awards were distributed to students who made a mark at international, national, state and college levels.

The students have till date participated in 793 sporting tournaments, including 589 national-level competitions and among which 96 students have achieved great success in the international front, in

sports like basketball, football, and sailing

"All of you are outstanding performers who should also contribute to the society in return," said Chief Guest Mr. S.N. Seshasai, Additional Commissioner of Police (Law and Order).

Mr. P.S. Srikanth, former Indian volleyball player, Ms. Aparajita Balamurukan, silver medallist in squash at the Asian Games, and Mr. V Mahadevan, Director of Sports, University of Madras were present as guests of honour.

From the Principal's desk...

In these rapidly changing times, it is natural that the methods of acquiring knowledge have also changed. Today's students turn to the Internet for purposes as varied as shopping, connecting with friends, and research.

While the vehicle of knowledge delivery has changed, has learning become a less sought commodity? At this year's edition of the ThinkEDU conclave, organised by the New Indian Express, this was one of the many important questions discussed. The discussion titled "Are today's students less hungry for knowledge?" evoked insightful views from my fellow panelists and also granted me a forum to express my take on the subject.

I feel certain that today's students are no less hungry for knowledge. However, it is necessary to cater to their unique learning styles. Echoing a few of my fellow panelists' inclination towards rote learning, I also believe that it is an essential methodology – one that can be applied for sustaining knowledge. Rote learning greatly helps in memory recall and cultivates the habit of retention.

Adding to my opinion that this generation has the required competency and hunger for knowledge, I will also say that it falls into the hands of the educational system to deliver it in a learner-friendly manner. The basic purpose of schooling should be transfer of learning. Learning becomes interesting only when subjects are not only taught, but also directed towards application.

The purpose of higher education and pursuit of knowledge haven't changed, but the time for a revamp of the country's educational system has come. To support students' greater quest for knowledge, educational institutions have to redesign and reinvent, make methodologies of teaching more attractive and fine-tune the evaluation process, all regular exercises at M.O.P.

Dr. Lalitha Balakrishnan

Entrepreneurship training for self-help groups

A one-day seminar was held based on the topic "Women Entrepreneurs - Driving Change, Fueling Growth" on February 17 for budding women entrepreneurs from various self-help groups. The event was organized in association with the TN Corporation for Development of Women.

The Dean of Learning and Development, TREF, Ms. Vasanthi Ranganathan spoke about the need for women to

recognize their power to make a difference. Mr. Gagandeep Singh Bedi, Secretary to Tamil Nadu Government, Department of Rural Development, encouraged women to increase their contribution to the economy.

The session, "Social media – Tool of the changing Era" was led by Ms. Pavitra Aroon, co-founder of Auro Educational services. She explained how social media can boost slow businesses.

"The seminar aims to motivate the women entrepreneurs, predominantly Self Help Groups who have immense potential," said Dr. Rosy Fernando, entrepreneurship educator of the college.



Mr. Gagandeep Singh Bedi addresses the audience of self-help group members

National Journalism Paper Presentation Seminar

A national paper presentation seminar on 'Implications and Influences of New Media Technologies on Journalism' was organised by the Department of Journalism, on February 12, 2016.

The role of blogs in enhancing participatory journalism; the role of social media in enhancing political engagement among youth; and social media use for the purpose of news gathering by journalists were the few topics discussed under the broad head of new media.

around the country presented papers covering many facets of online media.

The Chief Guest was Ms. Savitha Ravindranath, editor of Sify.com and the keynote speaker, Dr. N. Usha Rani, Professor, Department of Communication and Journalism, University of Mysore. "If I had to sum up this theme, it would just be one word: Change," Ms. Ravindranath said.

"Social media has broken the media power and has liberated news from the clutches of gatekeepers who regulated the flow of information," said Dr. Usha Rani. She emphasized on the growing need to regulate social media.

"India needs a strong external autonomous body for social media to protect the right of freedom of speech and expression of netizens against threats, cyber-crimes and market forces," she added.

'Language and literature, two sides of the same coin'

The various challenges faced by the educational field were brought out during the National Seminar on 'Education, Literature and Society', organized by the Department of Hindi on January 25.

This topic was chosen for its great importance and its powerful impact on the student community.

Eminent personalities like Mr. Santosh Shreyans, poet and writer; Ms. Madhu Dhavan,

Chief Secretary at the Hindi Literature Ministry, and Ms. Nirmala S Maurya, Treasurer of the South Indian Hindi Prachar Sabha, were keynote speakers. "Today's generation should know the difference between language and literature. They are two sides of the same coin," said Ms. Dhavan.

The chief guest was Mr. N. K. Jha, Dean of Pondichery Central University. "Education is the only thing common to all religions," he said.



Ms. Sarita Ravindranath delivers the inaugural address. Seated, Dr. D. Uthira, Prof. Dr. N. Usha Rani and Dr. Sandhya Rajasekhar, Head, Department of Journalism.

Academicians, research scholars and students of media studies from various institutions

M.O.P. victorious at VASPO



M.O.P. Vaishnav hosted the 11th edition of VASPO-Intercollegiate Sports Event on February 22 and 23, 2016, and emerged as the overall winners.

Around the Campus...

Colleges battle for best workforce management strategy

Around 30 teams from nine city colleges took part in the annual student paper presentation competition organized by the Undergraduate Department of Business Administration on February 25, 2016. The team from DG Vaishnav College placed first, winning a cash prize of Rs.4000.

Addressing the topic of matching employee strengths to roles, Mr. Mohan Ramachandran, Vice President, Cognizant Technology Solutions, said that the efficacy of the Gallup personality test helps in maximizing efficiency.

Two-day film workshop for media enthusiasts

The Post-Graduate Department of Communication and Media Studies in collaboration with the Vancouver Film School and Education Matters organized a two-

day film workshop on writing for Film and Television and 3D animation. The seminar for writing included lectures and interactive discussions including select screenings of some of the best VFS produced short films.

The workshop on Animation covered the basics of using Autodesk Maya. The writing workshop was conducted by Mr. Michael Baser, a screen writer, producer and showrunner of Primetime television, and Mr. Rodger Cove, Instructor, Writer for Film and Television.

Farewell to final-year cadets on NCC Day

The National Cadet Corps (NCC) Day celebration on February 25, 2016 was an official farewell given by the college to final-year NCC cadets. The Chief Guest was Dr. C. Sylendra Babu IPS, Additional Director-General of Police, Coastal Security Group, Tamil Nadu. He delivered a speech in which he offered information

on women joining armed forces. He also gave an award to the final-year cadets for their contribution and achievements as part of the NCC.

M.O.P. on global radar



M.O.P. played host to some visitors from abroad who were on an international tour surveying educational processes in different regions and institutions.

The 40 young visitors stopped by on February 10, 2016. This culture exchange initiative has a total of six courses including education; information and media; and disaster risk reduction.

At M.O.P., the delegates were given a brief tour around the campus. They were also separated

into small groups to discuss various relevant topics surrounding skill-training, leadership and media communication.

ZEST 2016 – inter-collegiate management meet

‘Management in Diversity’ was the prime theme of ‘Zest ‘16’ organised by the Post-Graduate Departments of School of Business on February 13, 2016.

155 students from more than 21 colleges participated in the event. Inaugurated by Mr. Balasubramanian Irulandy, from Cognizant Technology Solutions, the competition had events like Taboo, Stock Wars, and Mock Court.

‘Megistanos – Best manager’ was an event that tested the mettle of the participants under stress in the workplace.

The overall Zest Champions trophy was bagged by the team from SSN School of Management. The Best Manager of was awarded to Aravinda from IIM - Trichy.

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.

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.

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

** Offered in evening shift

B.Com. (Honours)

The BCom (Honours) course extends training for the professional Chartered / Cost Accountancy examinations alongside the regular B.Com Honours degree through its embedded syllabus, extensive coaching and expert training from practicing accountants imparting extensive knowledge. 14 weeks of Industrial training in the form of internship hone all the skills necessary to undertake the competitive exams with ease.

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 trains students to communicate with an aesthetic bent of mind. With a combination of courses grounded in theory, 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 and graphic designers.

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 department offers a course in sociology that integrates theory with practical input and offers specialization in Corporate Sociology, Psychology, and Anthropology. Research methodology paper along with statistical knowledge facilitates students to undertake research. The course offers a short term program on preparing students for Civil services and making documentaries.

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. Psychology**

The college is introducing B.Sc Psychology in Shift II from the academic year 2016-17 subject to the approval of University of Madras. This course exposes the students to the nuances of human behaviour and social interaction through the application of scientific methods. Candidates applying for this course shall be required to have passed the 10+2 examinations conducted by Tamil Nadu State Board / Central Board or equivalent in any stream.

B.Sc. Maths

The Department of Mathematics has been a part of the college from its very inception in 1992. It caters to students with specific interest in Maths, Computer Science, Finance and Insurance. The course provides a platform to understand the fundamental concepts, explore and apply mathematical techniques in various spheres of life. The curriculum is multidisciplinary and application oriented. It includes specialized papers which develops logical, heuristic and lateral thinking skills needed for employment, higher studies and research.

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.Com. (Corporate Secretaryship)**

B.Com. (Corporate Secretaryship) is a 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 students who manage their own company Akriti.

BBA *

The Undergraduate Department of Business Administration 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 continue to succeed in several fields after graduation.

* Offered in two shifts, morning and evening

** Offered in evening shift

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