

M.O.P. NEWS

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Bringing out the superstar in everyone

M.O.P. went a “thani vazhi” early January when the annual cultural festival, Jhankar, brought out the Superstar in all students.

In this year’s edition of ‘Jhankar’, the yearly inter-departmental, inter-collegiate cultural festival of M.O.P. Vaishnav College for Women, held on Jan. 6, 7 and 8, the student cabinet planned events around the theme, “A look into Cinema – Rajini Style.” The inter-departmental fest comprised 20 events and was attended by 3000 students over a span of two days. A total of 1500 students participated in the fest, with the Department of

Electronic Media emerging the winners. The inter-collegiate fest had a footfall of more than 450 students and 21 colleges. The overall trophy was won by Loyola College and the Best Participant award was won by Kishen Das of Loyola College.

The three-day event saw the presence of many famous personalities such as Gokul Anand, debutant Kollywood actor and experienced theatre artiste; Rajesh Balachandiran, an experienced short film artiste and debutant Kollywood actor; famous comedian S. A. Aravind; veteran film actor, director and producer Mr. Parthiban; and Kollywood actor Mr. Shantanu.



National Award winning playback singers Ms. Uthara Unnikrishnan and Shri. P. Unnikrishnan grace the valedictory ceremony of Shringar 2017 in November. The annual celebration of art and culture is M.O.P.'s contribution to Chennai's Margazhi Utsavam.

Voicing unaddressed concerns

The Department of M.A. Communication organised a four-day city-wide PR campaign called “Voices 2016” from Dec. 19 to 22, 2016 with Big FM as the radio partner for the event.

The first event was a walkathon. Film Director Venkat Prabhu along with his Chennai 600028 team were the guests.

The second day saw the release of a documentary on autism at the college premises, followed by an interesting display of talents of autistic children. The students of V-Excel Educational Trust performed a series of carols to entertain the audience.

A photo exhibition at Vinnyasa Premier Art Gallery, Mylapore was organised, where students displayed photographs that people across the city had submitted on the theme of autism.

Ms. Kiruthiga Udhayanidhi was the chief guest for the event and cash prizes were given away for the winners of the photography contest.



Enthusiastic students take part in face painting to support the autism awareness campaign

The last day of the event had an array of distinguished speakers in a panel discussion on the advantages and disadvantages of inclusive schools.

M.O.P. talks tech

As part of the Silver Jubilee Celebrations of M.O.P. Vaishnav College, the Department of Computer Science, in association with Scopus and EBSCO Indexed International Journals, organised the Third International Conference on Communication, Computing and Information Technology - ICCCMIT 2017 on 3rd and 4th February 2017.

The conference was inaugurated by Mr. Mikael Gislen, Managing Director, Gislen Software.

The conference aimed to foster communication among academia, research scholars, industry professionals and students working with a common interest to improve the research topics.

428 delegates from 10 universities and 20 colleges were part of the conference. 101 papers were received, and 62 papers were selected by the review committee of ICCCMIT 2017, to be presented.

Technical sessions were held on the first day which focussed on topics like internet of things, cyber threats and cloud databases.

The speakers' list included Mr. Magesh Rajamani, Mr. Shyam Sekar S, Dr. Saji K. Mathew, and

Mr. Srinivasan Mohandass, Chief Technology Officer at Eattributes Soft Technologies Pvt. Ltd. The second day started with technical sessions and paper presentations on areas of communication networks and digital electronics.

The technical session was followed by a panel discussion on the topic “Payments going the plastic way - Is India ready for cashless economy?”



Dignitaries at ICCMIT 2017

The valedictory address was given by Dr. Victor Chang, Associate Professor and Director of Ph.D. Programme, Xi'an Jiaotong Liverpool University, China.

The conference had an overwhelming response from all over the country and the world.

M.O.P. conducts national seminar on quality in education

Teachers can never be rendered irrelevant by new technologies. At the same time, new modes of teaching must be embraced by teachers to cater to a new generation of students. This was the thought expressed by most speakers at the national-level seminar on quality initiatives in teaching, learning and evaluation organised by M.O.P. Vaishnav College for Women on Jan. 30 and 31.

More than 200 delegates from 8 universities and 30 colleges attended the seminar, put together by the Internal Quality Assurance Cell (IQAC) as part of the 25th year festivities of the college. Experts who addressed teaching and learning initiatives included Dr. M.J. Xavier, pro-Vice Chancellor, Karunya University, who reiterated the importance of interesting classroom practices, irrespective of technology; Mr. Ramakrishnan Subramanian, founder and CEO, Sports Mechanics India Pvt., Ltd., Chennai, who spoke about visual-based learning, and Ms Ramya Srinivasan, Program Manager, edX, IIM Bengaluru, who dwelt on the idea of “blended classrooms,” or blending digital tools like Massive Open Online Courses (MOOCs) into traditional classrooms.

Dr. Lalitha Balakrishnan, principal, M.O.P. Vaishnav College for Women, remarked on the appropriateness of the theme of the seminar, as the institution reaffirms its pursuit of quality in this 25th year of the college.



A speaker addresses faculty members at the IQAC seminar.

From the Principal's desk...

As part of our multi-pronged quality campaign in this silver jubilee year of the college, we have identified several thrust areas in education, and co-curricular and extra-curricular development. One of the most important components of this campaign is our focus on social responsibility.

In the current global climate of political, economic and social turmoil, it is more important than ever to nurture the value of empathy towards our fellow human beings. To help sharpen our collective efforts, we are calling this year the Year of Daan. New initiatives have been added to our gamut of regular social responsibility activities, making this a Year of Giving. I'd like to mention a few here.

Shram Daan, or service: We have always steered students towards social service by working it into our credit system. All undergraduate students are required to render 90 hours of community service by the time they graduate. Besides, the student volunteers of the Community Radio Station (107.8 FM) of the college engage in regular outreach programmes, including soft-skill and life-skill training and tutoring.

Rakth Daan: The blood donation camp, an annual effort spearheaded by the M.O.P. chapter of the National Service Scheme, was just held, and students turned out in huge numbers to donate life-giving blood.

Annadaan: With the active involvement of our students, the college management sponsors breakfast for the students of two schools supported by the college through Project Aahaar, as only a nourished body can nurture a lively mind.

Gyaan Daan: Every year, the college organises a stationery donation drive, through which students donate notebooks, pencils and other essentials to the college-supported schools.

Through these efforts, it is my hope that M.O.P. graduates will be not just accomplished scholars and thought leaders, but also empathetic, caring citizens.


Dr. Lalitha Balakrishnan

Food-based approaches for sustenance deliberated upon

The School of Food Science of M.O.P. Vaishnav College for Women conducted a two-day National Seminar 'Innamudhu 2017' on Jan. 27 and 28 on the theme "Exploring Food Based Approaches for Sustenance." The inaugural speaker, Dr. C. Anandharamakrishnan, Director of Indian Institute of Crop Processing Technology (IICPT), Thanjavur, addressed the gathering about nutraceuticals and food nanotechnology and their key role in human health and

wellness. He emphasised the need for elaborative research under the domain of food-based strategies.

This was followed by scientific sessions with deliberations from eminent speakers from the food industry. Student attendees from various schools and colleges got an insight on various technical and managerial aspects of the food industry.

The delegates for the seminar included students from several colleges and universities, aca-

demicians, research scholars, scientists, food technologists and industrialists.

Inter-collegiate events were conducted as a part of the event, including quiz, adzap, new product development, food labelling, mime, short film making and thematic cuisine. The valedictory address was delivered by Mr. K.T. Srinivasa Raja, managing director of Adyar Ananda Bhavan, on taking up food entrepre-

neurship and rising to meet the challenges of day-to-day life.



Innamudhu 2017 revolved around sustenance strategies

Digital Media Summit encourages young learners to improve networking

The Department of Commerce in association with Echovme organized a two-day International Digital Media Summit (DMS 2017) on Jan 20 and 21. The summit witnessed 15 sessions including

11 speaker sessions, 2 workshops, a panel discussion and an array of case analyses on phases of digital India, cyber safety, B2B marketing, Google analytics, trends and careers in digital marketing.



The digital media summit gets underway

The summit was inaugurated by Ms. Ariel Pollock, Public Affairs Officer, U.S Consulate General, Chennai. Playing host to 21 digital media experts, 60 budding corporate delegates and 150 students, DMS 2017 was filled with deep insights and focused learning.

Eager shoppers throng M.O.P. Bazaar 2016

M.O.P. Vaishnav College for Women organised the 19th edition of the annual student-run M.O.P. Bazaar on Dec. 17 and 18, 2016.

The bazaar was inaugurated by Ms. Mahalakshmi Saravanan, founder of Women Entrepreneurs India, on the 17th. This being the Silver Jubilee year of the college, the Bazaar was organised with fervour and excitement, and students and visitors participated with similar enthusiasm, despite difficulties posed by post-cyclone conditions. The Bazaar featured 102 stalls, run by 400 students, offering goods and service in categories such as food, clothing, mobile accessories and games, and saw a footfall of more than 10,000 visitors. "The environment is fun and friendly and it is nice to see that students can put their entrepreneurial learnings to practical use," said Sanjana Sharoff, a student of M.O.P. Vaishnav College.

"My friends and I have been putting up stalls in M.O.P. Bazaar since first year. This is our third year and we have learnt and grown so much through the experiences we've had," said Sravya Ratakonda, a stall-owner and student of M.O.P. Vaishnav College. "Regarding this year, we observed that the crowd was younger and therefore our sales increased," she added. This event is held every year to help aspiring student entrepreneurs develop essential skills and real-time business experience. The turnover was more than Rs. 12 lakhs and the profit earned was Rs. 57,414.

In Brief...

Champions of Indian Cinema - Celebrating Kamal



Champions of Indian Cinema, organized by the Department of Electronic Media at M.O.P Vaishnav College was a two-day event celebrating the work of Padma Bhushan Kamal Hassan on Feb 1 and 2, 2017. The event saw close associates of Dr. Kamal Hassan sharing their experiences and critically analysing the dedication of each role portrayed by him.

State-level maths workshop

As a part of the Silver Jubilee celebrations, the $\pi - \beta$ club of the Department of Mathematics organized

a state-level workshop on "Area Problems" on Jan. 19, 2017. Dr. G.P. Youvraj, director and head, Ramanujan Institute for Advanced Study in Mathematics, addressed the students on how areas of different planar regions are found by connecting the concepts of Area with Sequence and Integrals. He kindled the inquisitiveness and thirst to learn more.

Psychology seminar

The Department of Psychology invited Dr. Jonathan Fox, the Founder of Playback Theatre and the Artistic Executive Director of the Original Playback theatre company, New York, United States to share his insights on 'Bridging Playback Theatre and Psychology for Community-based Intervention.' Dr. Fox shared that Playback theatre is adaptable for use by therapists who are also trained in psychotherapies to gain insight, catharsis, psychological debriefing, reviewing sensory experiences, creative control, emotional involvement and tension reduction, weaving traumatic experiences into

stories at cognitive and emotional levels, and self-expression of clients through telling their stories and participating in enacting stories of others.

Students learn to think critically

M.O.P. Vaishnav College for Women in association with Chennai Literary Association organised an inter-collegiate workshop on critical thinking Dr. Sujatha Priyadarshini, the resource person from Anna University, addressed the audience. Students from various colleges from all over Chennai attended the workshop. The workshop was an interesting take on critically viewing every situation posed to a student, and analysing every issue before making an informed decision.

Intercollegiate activity-Hindi club

The intercollegiate competition "Rangayatan" was conducted by the literature club, Manjari, and the drama club, Punarnava on Dec. 17,

2016. Mr. B. L. Aaccha, popular academician and writer, was the chief guest for the event. Despite the damages caused by the Vardah Cyclone in Tamil Nadu, students from seven colleges around the city actively participated in various competitions.

Participants from Sri Kanya Parmeshwari College for Women won the overall trophy.

Viscom embarks on exciting field trips

The students of the Department of Visual Communication travelled to Karnataka and Andaman and Nicobar Islands on field trips.

The locations offered students the opportunity to explore architectural photography and nature photography.



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.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 prepares students to undertake research. The course offers a short-term program on preparing students for civil services and making documentaries.

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.

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 entrepreneurs in the food industry and related sectors.

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 includes specialized papers which develops logical, heuristic and lateral thinking skills needed for employment,

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 by the department include audiography, radio and television production, and videography. It also provides guidance on script-writing and direction, design and photography.

B.Sc. Psychology**

The college is introducing B.Sc Psychology in Shift II from the academic year 2016-17. 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.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.

B.Sc. Computer Science

The Computer Science department is different from similar departments in other colleges. It offers open source courses, software testing, PHP and MYSQL and includes developing real-time projects and developing mobile apps. The 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.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.Com. (Honours)

The B.Com. (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.

BCA**

The Department of Computer Applications focuses on empowering students with competency in theoretical, programming, communication, teamwork, 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.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.Com. (A & F) *

The Department of Commerce (Accounts & Finance) 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. (MM) **

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

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