

School students receive higher education preview

More than 500 school students from various city schools arrived at M.O.P. Vaishnav College for Women on Aug. 31, 2017 to seek direction on their post-school educational choices at the course overview exhibition organised by the college.

The exhibition featured an overview of all the arts, science and commerce courses on offer at M.O.P. Vaishnav College students and faculty were at hand to explain the course structure, eligibility criteria and aptitude of students suitable for the various courses. Students from class 9, 10, 11 and 12 – those on the cusp of choosing a stream of specialisa-



Students explain courses to school children

tion in school, and those preparing to enter higher education -- thus got an idea not only of the particulars of course offerings at M.O.P., but also of prevailing trends for similar courses.

“My sister has always encouraged me to pursue B.com, but today I understood in detail about the course,” said T.E. Srirani,

a class 11 student from Hindu Senior Secondary School. Boys were also invited, with the aim of delivering the benefits of the fair to as many students as possible. An education counselor and a psychologist were also available to give students direction regarding courses most appropriate for their skills and goals.

Sanitha Ramamoorthi, a teacher from Kola Saraswathi Vaishnav Senior Secondary School, said that a lot of students had limited knowledge about their higher education choices. “But, after attending this fair, they are now in a position to choose courses from the various options available.”

M.O.P. organises HR conclave



Mr. Sujith Kumar addresses the gathering

The Post-graduate Department of Human Resource Management organised Spectra - an HR Conclave at Hotel GRT Grand, T. Nagar on Sept 16.

The conclave was inaugurated by Mr. Sujith Kumar, HR business leader, Infosys, and founder of Maa-tram Foundation. The inauguration was followed by an interactive

training session on HR branding by Mr. Ragesh, principal consultant, Hale Human Capital.

Mr. Bhanu Kumar, director of WinVinaya Infosystems, handled a technical session on HR analytics. He spoke about changes in future business models and how HR needs to adapt, learn, innovate and be flexible to manage talent.

The conclave concluded

with an interactive panel discussion on digital challenges in talent acquisition and retention. The session was moderated by Mr. Rajeev Menon, AVP – human resources and head – talent acquisition of Cognizant Technology Solutions. Mr. Ganapathi Subramanian, head – HR of Sundaram Finance Limited, and Prabhu Swaminathan, founder and managing director of Lafors, Talent Solutions India Pvt. Ltd. were the panelists. Among other topics, tools necessary to survive the digital era, readiness to work with robots and changes in the organisation structure due to emergence of new technologies were discussed.

Principal nominated to General Council of NAAC

Principal Dr. Lalitha Balakrishnan has been nominated as a member of the general council of the National Assessment and Accreditation Council (NAAC), the higher education accreditation body of the University Grants Commission (UGC).

As part of the august body, Dr. Balakrishnan will be working with her fellow members on the council to make policy decisions on the norms for the assessment and accreditation and periodic re-accreditation of higher education institutions.

The general council, which may have up to 25 members, is headed by the chairperson of the UGC, and includes the Secretary, Department of Secondary and Higher Education, Ministry of Human Resource Development; current and former university vice-chancellors; and up to four principals from affiliated and autonomous colleges.

Besides assessment and accreditation, NAAC, an autonomous body established by the UGC, also works to facilitate training programmes and workshops to enhance the quality of higher education.

From the Principal's desk

M.O.P. Vaishnav College has always believed in the holistic development of the individual rather than academic achievement alone. One of the tenets that the institution holds dear is social responsibility. So much so, that we have declared 2017-18 to be the Year of Daan.

We have always steered our students towards social responsibility by mandating at least 90 hours of community service during their three years in college. And, walking the talk, our management lends economic and other forms of support to two schools for the underprivileged. For the last several years, we have undertaken Project Aahaar, a programme through which we provide breakfast to 200 students in the two M.O.P.-supported schools, as only a nourished body can support a curious mind.

This year, a number of departments pro-actively initiated daan projects. In June-July, students of the School of Information Technology undertook a gyaan daan project in the form of a 10-day computer training programme for 31 students of Ananya – the Learning Centre of the Madras Dyslexia Association. Students of the Department of Visual Communication launched the 'Colours of Happiness' project, in which they decorate the walls of classrooms in corporation schools and anganwadis with murals.

In September, students of the Department of Business Administration undertook a kaushal daan project, through which they imparted vocational skill training to parents of students of two city schools, to enable them to create a better means of livelihood for themselves. 45 individuals were thus benefited. While this year was declared the Year of Daan in order to focus our efforts, our efforts definitely do not stop here. It is our hope that M.O.P.ians will take the spirit of social responsibility with them for a lifetime and help create a like-minded ecosystem around them.



Dr. Lalitha Balakrishnan

M.O.P. spreads the word on water conservation

Students of the Post-graduate Department of Media Management undertook a public campaign, "Save The Drop," in September, keeping in mind the water crisis faced by Chennai. The campaign held at the college on Sept. 6, saw Mr. (Badava) Gopi, comedian and broadcast anchor, Mr. C. Gopinath from the show Neeya Naana and Mr. Nithyanand Jaikumar, environmental activist, address students on the importance of water conservation. Student organisers also found creative ways to emphasise the topic, including a dance drama, a video vox pop, sand art and a poetry recital. Participants were invited to pen down their own ideas on how to save water on a daily basis, on a "Drop Defender" banner.

The external campaign held at the M.O.P. Vaishnav Primary School on Sept. 22 engaged the children in fun activities and games, followed by tips on how to conserve water in day-to-day life. The campaign was held with the conviction that educating young minds would reap benefits in the years to come.

Students undergo health check-up



Students get their blood pressure checked by Apollo Shine professionals

The NSS Unit of M.O.P. Vaishnav College, in collaboration with healthcare organisation Apollo Shine, conducted a 3-day health checkup programme for the students of the college, from Aug. 21 to 23.

Nearly 2,700 students benefited from the health camp, in which a trained team of doctors and nurses from Apollo Hospitals recorded the students' medical history, administered a general examination, and checked height, weight, vision, blood pressure, blood sugar, and dental health.

The programme includes a Shine ID card, which students can use to avail special privileges and discounts with Apollo group partners and affiliates for purchase of medicines and check ups.

Namma Chennai celebrated

As part of the 378th Madras Day celebration, the Department of English and the Heritage club of M.O.P. Vaishnav College for Women conducted various inter-departmental competitions and talks from Aug. 21-23, 2017.

The celebrations started with a talk on unknown facts about Madras by Mr. Venkatesh Ramakrishnan, a bilingual author and historian. This talk presented certain less known facts about Madras particularly the Cooum River. He enthralled the students with historical snippets about olden day artefacts, temples and colleges. Further, a 'Danceversation' on Water Conservation was performed by a group of Heritage enthusiasts. The performance was aimed at creating awareness about the depleting water resources of Chennai.

Several competitions like the Madras Quiz, T-Shirt Designing, and story writing were thrown open to all the students of the college. More than 250 students of various departments enthusiastically participated in all the competitions. RJ Sayed of Fever 91.1 FM did a live radio show with the college students.

The final day witnessed a talk on the forgotten traditional board games like Paramapadham, Pandi and Pallanguzhi by Ms. Kalyani Muralidharan. The session was followed by an informal session of life size board games for the students.

Budding entrepreneurs ply their wares



Students display their entrepreneurial skills at the one-day business-on-campus programme

Several departments of the school of business provided a practice ground for II year students to put their business plans into action with a one-day business-on-campus programme as part of practice school.

B. Com (Marketing Management)

The Marketplace was the business-on-campus initiative undertaken by the II year students of B. Com (Marketing Management) department on Aug. 24. Businesses ranging from photo booths, nail art, games and lot of food stalls were on display. This gave the students the opportunity to face real-life circumstances with regard to business and marketing.

B.B.A Shift-2

The students of II Year B.B.A Shift-2 held their business-on-campus activity, B-Lane, on Sept. 4

Students set up stalls that sold variety of goods and services ranging from food products to personal accessories.

B.B.A (Shift 1)

At the B.B.A (Shift 1) business-on-campus event, Be-Leaf, on Sept. 6, students took on the challenge of making and selling products with leaves as their basic ingredient. Students set up stalls featuring home decor accessories such as candles and photo frames, and food products such as mint-flavoured desserts, among other innovative creations hewing to the theme. The department and the students have decided to donate a part of the generated profits to "Kaushal Dhaan", a charitable initiative.

B. Com (Corporate Secretaryship)

The II year students of B. Com (Corporate Secretaryship) on Sept. 7 focused

on women-oriented products in three broad categories: beauty, lifestyle and food. All the products at the event, dubbed Women's Galleria, were handmade by the students.

B.Com A&F (Shift-2)

The students of II year B.Com A&F (Shift-2) held their one-day business on campus activity on Sept. 8. Students set up stalls that sold variety of goods and services ranging from nail art to photography and food products to homemade cosmetics and art pieces.

B. Com A&F (Shift-1)

Fun 'Ffair, the business-on-campus programme of B.Com A&F (Shift-1), was held on Sept. 11. The students were given practical market exposure and learnt how to sell their ideas as well as apply the knowledge they received in their entrepreneurial development classes.

Rahul Shivshankar talks 'truth'

M.O.P. Vaishnav College for Women, in conjunction with Chennai International Youth Festival (CIYF), hosted a seminar by Mr. Rahul Shivshankar, editor-in-chief of Times Now news channel, on Aug. 16.

In a lively session, Mr. Shivshankar addressed the journalism students of the college on the significance of journalism and the current methods of practice. "It is not for nothing that you are called

the fourth estate," he said, and urged the students to take their vocation seriously to make a change.

The political scenario in Tamil Nadu, media coverage leading up to the death of Chief Minister J. Jayalalithaa, and proportional coverage by the national media for news from various parts of the country were some of the other topics he touched upon.

The talk ended with a question-answer session.

Psychological issues in cancer care discussed

The Department of Psychology, in association with Department of Psycho-Oncology, Cancer Institute, Adyar, organised a one-day regional workshop on Psycho-Oncology on Sept. 14.

Psycho-Oncology is a speciality in cancer care concerned with understanding and treating the social, psychological, emotional, spiritual, quality-of-life and functional aspects of cancer, from prevention through bereavement. Four distinguished speakers took part in the event and shared their insights on several pressing issues.

Dr. Prasanth Ganeshan, medical oncologist from Cancer Institute, spoke about cancer diagnosis, treatment, myths and misconceptions.

Dr. Surendran, psycho-oncologist at Cancer Institute, certified trainer in the use of cognitive behavioural therapy in pain and palliative care, addressed the psychosocial issues in oncology.

Dr. E. Vidhubala, Honorary associate professor, discussed about the psychological assessments in cancer care in India. Dr. Savitha Goswami, clinical psychologist from Tata Memorial Centre, Mumbai shared her thoughts on management of distress in oncology.

LET'S TAX CHAT

The department of B. Com. A&F Shift 1 and the department of B. Com. Corporate Secretaryship set up exhibitions on income tax to help simplify the concept of tax and provide knowledge about taxation.

The first exhibition was held on Aug. 4 by the Department of B.Com A&F. The students incorporated tax concepts into games and colourful charts. The exhibits were judged by the

commissioner of income tax, Mr. V. Palanivelrajan IRS, and income tax officials Mr. Guruprasad and Ms. Dhanalakshmi.

The second exhibition, 'Let's Tax Chat' was held on Sept. 12, by the students of third year B.Com (Corporate Secretaryship). The students exhibited the concept of income tax in ten different stalls by way of models, games and software.

In Brief

M.Com. Talk by Mr. Kaushik Tiwari, vice president of Bharat Matrimony, on data science for decision-making, on Aug. 8, and by Dr. P. Kanagasabapathi, author, writer and social worker, on Digital India, on Sept. 15, as part of the Power Talk series.

Sanskrit Department A four-day spoken Sanskrit workshop by Dr. S. Narasimhan and Ms. Vijayalakshmi, volunteers of Samskritha Bharathi, an organization that aims to promote Sanskrit language, Aug. 9 – 11, and Aug. 23.

Tamil Department Competitions such as poetry, oratory and Bharathiyar song rendition, for all departments, conducted by Painthamizh Mandram, the Tamil club of the college, on Aug. 9 and 10.

M.B.A. Talk by Ms. R.S. Isabella, managing director of REPCO Bank, on Aug. 21, as part of the Breakfast with CEO series.

B.Sc. Mathematics Intercollegiate competitive event “AS π RE – 2K17,” organized by the department club, $\pi - \beta$, on Aug. 26.

B.Sc. Electronic Media Three-day workshop on media anchoring and presentation for II year students, addressed by Mr. Erode Mahesh, television presenter and anchor; Ms. Shanmathi, art director; and Mr. Karthigaichelvan, Pudhiya Thalaimurai channel, Aug. 28-30.

B.Sc. Food Science and Management Industry visit to Britannia Aug. 28 and Aavin on Sept. 11 for II and III year students.

B.Sc. Visual Communication Photography expedition to Goa by II year students, from Aug. 28 – Sept. 1.

B.A. Journalism Intercollegiate competitive event News Sense 2017, including current affairs quiz, short oratory, editorial cartooning, and broadcast-style panel discussion, organized by the department club, Present Tense, on Sept. 23.

B.A. Sociology Field visit by III year students to Aavin Central Dairy and the Khadi and Village Industries Commission of the Ministry of Micro, Small and Medium Enterprises at Madhavaram on Sept. 21.

B.Com A&F Shift 2 Intra-departmental competitions including stock market analysis, business quiz and ad-zap, conducted by the department club, Luminiscence, on Sept. 22.

Hindi Department Poet meet on the occasion of Hindi Day on Sept. 12, attended by Mr. Ishvar Karun, the public relations officer of the Dakshin Bharat Hindi Prachar Sabha, Dr. Manju Rustagi, head of the Hindi department of Valliammal College among others. Principal Dr. Lalitha Balakrishnan also participated, presenting poems on Daan, or charity.

Economics Quiz

The Department of Commerce (Marketing Management) hosted the second edition of the inter-collegiate economics quiz at the college on Sept. 7. A sample of the questions;

1. It is widely believed that this English nursery rhyme expresses resentment to the taxation that was prevalent on a certain commodity till the 15th century. Identify the rhyme.
2. This 2010 documentary film, directed by Charles H Ferguson and narrated by Matt Damon, about the late-2000s financial crisis, covers changes in the policy environment and banking practices helped create the financial crisis in five parts. The film was screened at the 2010 Cannes Film Festival in May and won the 2010 Academy Award for Best Documentary Feature. Identify the film!
3. X is a form of social security that is financed by the profits of publicly owned enterprises, aptly called as social dividend, and a major component in many proposed models of market socialism. As of 2017, the only well established and ongoing programs resembling X are the Permanent Fund of Alaska in the United States and Bolsa Familia in Brazil with many countries testing or beginning to plan experiments of X. The world's first referendum to adopt X was made in Switzerland on 5 June 2016 and was emphatically rejected by the people. Identify X (a concept that has been mentioned in the Economic Survey that was tabled as part of the 2017 Budget)
4. This was found in the Kollur near Guntur, Andhra Pradesh possibly in the 13th century and was first owned by the Kakatiya Dynasty. It changed hands several times between various factions in South Asia over the next few hundred years, before being possessed by Queen Victoria after the British conquest of the Punjab in 1849. The treaty of Lahore that gave them ownership reads as “The gem called the -----, which was taken from Shah Sooja-ool-moolk by Maharajah Ranjeet Singh, shall be surrendered by the Maharajah of Lahore to the Queen of England” What are we talking about?

Answers:
1. baa black sheep 2. Inside job 3. Universal Basic Income 4. Koh-i-Noor

Snapshot



Principal and chief guest, singer Ms. Mahathi, felicitate competition winners on the occasion of Ganesh Vandhan and Nand Mahotsav

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