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DOSE OF INSPIRATION FROM FILM INDUSTRY VETERANS

INSPIRE 2018, an international summit on filmmaking organised by M.O.P. Vaishnav College for Women on Jan. 11 and 12, 2018, left attendees charged up and motivated to continue their individual journeys in the media and entertainment industry.

“Why cannot a life be out of focus?” asked cinematographer Mr.S.Ravi Varman, encouraging the audience to be unorthodox, during his valedictory address.

INSPIRE 2018 got underway on Jan. 11 with the presentation of a “Living Legend” award to an icon of Indian cinema and performing arts, Dr. Vyjayantimala Bali.

The two-day summit, organised on the occasion of



Dr. Vyjayantimala Bali was felicitated at INSPIRE 2018

the bi-decennial year of the School of Communication and Media Studies at the college, was inaugurated by the U.S. Consul General in Chennai, Mr. Robert G. Burgess.

Congratulating the college on the summit, Mr. Burgess reminded the aspiring filmmakers in the audience of the power they would be wielding. “Filmmakers are influencers

of public opinion, but with great power comes a great responsibility,” he said.

Accepting the “Living Legend” award, presented to her by Principal Dr. Lalitha Balakrishnan, Dr. Bali said, “Cinema is for everyone and takes us everywhere.” She also reminisced about her experiences during her illustrious career in cinema.

Welcoming the audience, predominantly students from different city colleges, Dr. Balakrishnan said, “Media is the window to the world.” On behalf of the college, she expressed the honour felt by the institution in presenting the Living Legend Award to Dr. Bali.

Over the course of the two days, several industry veterans including film critic Mr. Baradwaj Rangan, notable academicians-filmmakers from the Vancouver Film School, Canada; filmmakers Mr. Ram, Mr. Arun Prabu and Mr. Prasanna Vithanage, and producer Ms. Hema Rukmani, CEO of Thenandal Entertainment Ltd., addressed the delegates.

M.O.P. DELIBERATES ON CLIMATE CHANGE

Academics, activists and clean technology business leaders gathered at M.O.P. Vaishnav College for Women on Feb. 27 to dispel myths and steer action on the urgent issue of climate change. Organized by the student cabinet of the college, the climate change symposium was attended by 274 participants from 14 colleges. During his inaugural address, Dr. N. Sivagnanam, former professor and head of the department of Geography at the University of Madras, enlightened the audience with different perspectives on climate change.

Placing in context the magnitude of the topic, Mr. Vaideeswaran S., advisor, climate change, environment and sustainable solutions, Ecoworks Associates, said that the two major threats facing the earth today were nuclear threats and climate change.



Dr.R.R.Krishnamurthy at the symposium

Dr. C. Velan, executive director and CEO of Ramanujan IT City, outlined green features at the IT City, mentioning that 90% of the power that was used there were from renewable sources.

The event also included a panel discussion featuring Mr. Arun Krishnamurthy, founder, the Environmentalists Foundation of India; Mr. Shraavan Shankar, co-founder, @ Works; and Ms. Deepa Krishnan, freelance consultant on waste management, and moderated by Mr. Mathew Jose.

LEVERAGING AUTONOMY IN HIGHER EDUCATION

M.O.P. Vaishnav College has enjoyed 14 years of autonomy now, and is constantly looking for ways to optimise this status to serve its goal of helping high-calibre women students realise their potential.

In keeping with this outlook, a national-level seminar was organised by the Internal Quality Assurance Cell of M.O.P. Vaishnav College for Women on the topic “Role of autonomy and quality assurance in higher education,” on Jan. 22 and 23, 2018.

Continuous monitoring and assessment are necessary to sustain quality, Prof Dr. P. Duraisamy, Vice Chancellor, University of Madras, said in his inaugural address. He stressed on the importance of national and international grading and ranking for autonomous institutions.

His address was followed by thought-provoking sessions on administrators’ role in au-



Vice Chancellor Dr.P.Duraisamy speaks during the inauguration

tonomous institutions, making the most of autonomy for curriculum development, innovation in teaching, ranking and rating systems for institutions, fostering a research climate and rethinking evaluation, the role of principals in higher education and green initiative for institutions

Around 40 policy-makers and academicians in the audience, representing 20 colleges, heard from sector experts who shared their own experiences and best practices.

FROM THE PRINCIPAL'S DESK



At M.O.P., we believe that, given the right foundation, freedom engenders responsibility. As such, the student parliament of M.O.P. Vaishnav College is empowered to think and act with a significant degree of independence, with faculty advisers always on call to provide guidance.

This year, the student cabinet, acting on the concern of the majority of the student body, put together a symposium on climate change. Let me place on record the appreciation of the management and staff for the far-sighted, community-

embracing vision of the cabinet.

While climate change is a complex, thorny problem, dialogue is an important first step. I'm glad that M.O.P.'s student cabinet has taken the lead on that front.

As we look back with a sense of pride at the year that was, we also reaffirm at this juncture our commitment to providing quality education.

Dr. Lalitha Balakrishnan

GIVING PEACE A CHANCE



Executive board members and the secretariat of MOP MUN 2018

The seventh edition of the M.O.P. Model United Nations, organized by the Department of Electronic Media, saw the participation of around 80 student-delegates from across the country on Feb. 17 and 18. The Model United Nations, a simulation of the United Nations, is a diplomatic training ground for students, who, donning the mantle of envoys from various countries, debate about issues of global concern.

In his inaugural address, the chief guest, Mr. M S Sai, honorary consul, Republic of Seychelles, set the tone by giving participants a glimpse at the life of a diplomat.

The student-delegates engaged in deliberations and came up with resolutions in

four councils this year: United Nations General Assembly - Disarmament and International Security, deliberating on 'Prohibition of production, development and proliferation of nuclear, biological and chemical weapons'; United Nations Human Rights Council, deliberating on 'Human rights violations due to current geopolitical conditions in the African Continent'; United Nations Commission on the Status of Women, deliberating on 'Promoting gender equality with regard to employment in private and public sector institutions' and United Nations Security Council deliberating on 'The Iran crisis of 1946.'

The award for the best delegation went to SSN College of Engineering, Chennai.

NCC CADETS MARCH AHEAD



Col. Sanjeev Pandit presenting awards to the winning cadets on NCC Day 2018.

M.O.P.'S NCC unit emerged as the winner at intercollegiate competition CADO Fiesta, and runners-up at CADO Sea Breeze. The Cadets from the unit have racked up several achievements: Cdt. Dhaya T.K won bronze in group dance in the Republic Day camp and was rewarded Rs. 3000 in cash for being a notable cadet of the Tamil Nadu, Puducherry and Andaman and Nicobar Islands region. Cdt. Ashritha Jain M. participated in a special national integration camp at Port Blair from Jan. 4 - 16.

SERVICE BEFORE SELF



General health camp organised by the NSS unit of M.O.P.

The NSS unit of M.O.P. Vaishnav College conducted a service camp at Dhobikhana, Chetpet, from Dec. 20 - 26. 150 volunteers participated in the camp, carrying out tasks such as renovating a play area and painting temple walls. The team also organised a general health camp for the community. Mrs. Sar-

ah Karunakaran, coordinator, NSS-empanelled training institution, Mr. Gangadharan, health educator, fellow of the World Health Organisation, Mr. Divyaraj Prabakaran, psycho-oncologist, Adyar Cancer Institute and Mr. Indrakumar, environmentalist, were invited to address the students and the community.

M.O.P. CELEBRATES JOY OF GIVING

Social consciousness has always been a value that M.O.P. Vaishnav College for Women has held dear. By the time students exit the portals of the institution, community service is a way of life for them. Building on this tenet, upon the completion of 25 years of the college in 2017, the college declared the academic year 2017-18 the "Year of Daan." Departments undertook various social responsibility projects, addressing diverse areas of need in the community. A few glimpses...



Vastu Daan: Students contributed essential stationery items to the children at the M.O.P. Vaishnav Primary School, Triplicane.

Netra Daan - B. Com (A&F)

Shift I: In this initiative organised in association with Rajan Eye Care Clinic, Dr. Mohan Rajan and Dr. Ravi Chandran addressed the students on the significance of eye donation, followed by an eye donation pledge.

Bhavisya Daan - M.Com: Students organised a career guidance programme for classes IX to XII at a few schools for the underprivileged. Around 250 school students benefited.

Arogya Daan - B.Com (C.S): The department visited CSI Higher Secondary School for the Deaf and gifted the children with basic medicines, food and toiletries. A free medical checkup and nutrition counseling were also organised.

Stationery Daan - B. Com (A&F) Shift II: Students collected stationery items from various departments and donated them to two schools: Chennai High School, Kotturpuram, and M.O.P. Vaishnav Primary School, Triplicane

Samay Daan - B.Com (MM): Students contributed their time by visiting orphanages, old age homes, homes supporting mentally and physically challenged people, cattle shelters, Blue Cross and Red Cross Society. A total of 1970 hours of service were rendered.

Samay Daan - B.Com (Hons) and B.A. Journalism: The two departments, working jointly, visited old-age homes to spend quality time with residents. The departments also garnered 90 student registrations for a service internship with the dementia care programme at the Schizophrenia Research Foundation.

Kaushal Daan - BBA Shifts I & II: Department students imparted training in skills such as candle-making, chat and street food, and paper-quilled jewellery to around 169 parents of students of the Chennai High School, Kotturpuram and the MOP Primary School, Triplicane.



Anna Daan – B.Sc. Food Science and Management: Part of the profit from the department's in-campus bakery was channelled towards sharing some Christmas cheer with the residents of the Little Sisters of the Poor Home for the Aged in the form of groceries and cakes

Paduka Daan – MBA and M.A. Human Resources Management: The departments jointly organized an initiative to provide basic footwear to select underprivileged children of Assumption Church School, Nungambakkam.



Rang Daan – B.Sc. Visual Communication: In partnership with United Way Chennai, students took part in a 'Paint-A-Thon,' decorating the walls of anganwadis and corporation schools in several areas.

Vrihi Daan – B.Sc. Electronic Media: Students decided to provide grains and food domestic animals in the city. (Vrihi translates to 'grain.') This service was rendered at the Marina Beach, Shankar Matam Ghoshala, and several other areas.



B.Sc. Psychology: Students organised a personality enrichment programme for 200 primary school children from classes I to V at Sri Ramakrishna Mission Sarada Vidyalaya Model Primary School, T. Nagar.

Aanand Daan – Hindi: 27 students celebrated Vasanth Panchmi and Saraswathi Pooja with the elderly residents of the Shri Kalavathi Kanodia Vridh Sevashram, Nandiyampakkam.



Prakriti Seva – B.A. Sociology: Students from the department took part in the cleaning of a temple in Kolathur. The temple premises were cleaned, and 50 saplings were planted by the students. Students also participated in the cleaning of Korattur lake along with Makkal Paathai, an NGO working for environmental protection.

Ganith Daan – B.Sc. Mathematics: Department students undertook tutoring of children at the M.O.P. Vaishnav Primary School, Triplicane, imparting skills in mathematics, English, problem-solving, time management and financial prudence.

Gyaan Daan – M.Sc. IT, B.Sc. Computer Science and BCA: Students imparted basic computer literacy to 31 students of Ananya - The Learning Center of Madras Dyslexia Association.

IN BRIEF

COMMERCE: The department conducted inter-departmental and inter-collegiate business and finance-based activities as part of “Commercio-2018,” with the participation of over 15 city colleges.

B. COM (A&F): Five students won a cash prize of Rs. 10,000 in Maverick Minds @ 2030 organized by Ignite Potentials; and two students won a cash prize of Rs. 3,000 in a national-level paper presentation competition.

B.COM (CORPORATE SECRETARYSHIP): Akriti, a mock company floated by the department, conducted its 11th annual general meeting on March 1 at its registered office in the college, delivering 100% dividend to shareholders.

B.COM (MARKETING MANAGEMENT): The department’s flagship event Marketing Conclave 1.0, discussed topics such as engagement marketing and value-driven marketing topics; 130 student delegates from colleges across the city participated.

B. COM (HONS): Department students did the college proud, with Ranjana bagging

the 37th rank in CA – IPCC exams, November 2017, and Darshana bagged the 27th rank in CMA-Inter exams December, 2017.

M. COM: The post-graduate department students benefited from guest lectures by Ms. Smriti Chandrasekar, founder-CEO of Quadraflake Consulting Pvt., Ltd., first on forensic accounting, and on Jan. 25, on social audit and business responsibility audit.

COMPUTER SCIENCE, BCA AND M.SC. IT: A faculty development programme organised on Feb. 2 and 3 saw participants from 12 colleges and four universities. Sessions included workshops on “Research Documentation using LaTeX” and on “Data Analytics using R Tool.”

HUMAN RESOURCES MANAGEMENT: The post-graduate department organized an inter-collegiate workshop on case analysis and practical application of concepts on Feb. 28. The event was attended by 85 participants from various city colleges.

JOURNALISM: Dr. Stef Pukallus from the University of Sheffield, U.K., addressed

students on the weaponization and victimisation of the news media on Feb. 2. followed by an address by alumna Deeptha Sreedhar, digital content specialist, Appearance India Pvt. Ltd., on opportunities for higher studies abroad.

MATHEMATICS: The department organised a national-level seminar on regression analysis on Feb. 23, focusing on applications and implementation of regression in varied fields.

MBA: ‘New vistas for millennials,’ designed to highlight the differences between the academic environment and the global corporate environment, was held on Feb. 9.

PSYCHOLOGY: Department students presented scientific research at the international conference on ‘Contemporary technologies: Prospects and challenges for psychological well-being’ held on Jan. 6 at Dindigul.

SANSKRIT: Eight colleges participated in the first edition of an annual intercollegiate event, Sumeru, on Jan. 20 with events such as classical music and paper presentation, among others. Justice Bashied Ahmed Sayeed College

for Women (JBAS) emerged the overall winners.

SOCIOLOGY: The department conducted the conference “Nagari” on contemporary themes in urban studies on Feb. 21. Eminent resource-persons such as Dr. R. Indira, President of Indian Sociological Society spoke at the event.

TAMIL: The department organized a debate on the topic “Pengalin Inraya vaazhkai kondaatama thindaatama?” on Feb. 23, judged by Dr. Nellai Subbiah, a television personality.

VISUAL COMMUNICATION: In an industry-academia interaction series, students got to listen to filmmaker-academician Dr. Uma Vangal, visiting professor, Kenyon College, USA, and Mr. Hariharan, professor, Ashoka University, and several other experts.

HINDI: The department hosted a national seminar in February attended by chief guest Dr. Ramamohan Pathak, former dean, Madanamohan Malviya Institute of Journalism, Varanasi and keynote speaker Dr. Swati Paliwal, among others.

M.O.P. BAZAAR GETS A BUZZ GOING

The young businesswomen came up with unique business plans and marketing ideas, and the market responded with appreciation, resulting in large, enthusiastic crowds at this year’s M.O.P. Bazaar, the annual student entrepreneur market held by M.O.P. Vaishnav College for Women.

M.O.P. Bazaar 2017 was held on Dec. 16 and 17 at the college premises, and was inaugurated by Smt. Srikanta Jhaver, former president, FICCI FLO.

This year, the Bazaar was laid out in the form of five distinct streets to give the visitors the benefit of having a variety of goods at competitive prices. The streets were Rue De La Mode (Fashion



Chief guest Smt. Srikanta Jhaver browses at a stall at M.O.P. BAZAAR.

Street), Anjaan Sadak (Surprise Street, offering gifting solutions), Bela Voja (Accessories Street), Aattam Kondattam (Fun Street) and Khao Galli (Food Street).

“There is a lot of variety in the stalls and the response from the crowd is really, re-

ally good,” said Boomika, a stall holder, from the Visual Communication department.

An array of interesting entrepreneurship themed-programmes, including three mime shows on start-up entrepreneurship, was held at the bazaar.

In order to motivate and inspire the stall holders, awards were given away in eight categories: best stall name, best retail display, most innovative products, most innovative packaging, best-dressed stall holders, most eco-friendly stall, best promotion announcement and people’s choice award (most likes received on social media). These awards were judged by young entrepreneurs and Principal Dr Lalitha Balakrishnan.

M.O.P. Vaishnav College for Women believes in holistic development of its students by encouraging not just academic achievement but also providing opportunities to nurture their economic independence.

SNAPSHOTS



Mr. R.K. Aadhav Arjuna, General Secretary, Tamilnadu Basketball Association, and Ms. Anitha Pauldurai, basketball player, with the VASPO champs. The 2017-18 edition of VASPO, the national-level inter-collegiate tournament organised by M.O.P. Vaishnav, witnessed participation from over 30 colleges from various states, with over 1000 students. The VASPO overall trophy was bagged by St. Joseph College, Chennai.



The 26th Annual Sports Day of the college, held on Feb. 5 and 6, saw various athletic and sports events conducted for students and staff. The Department of B.Com (Hons.) emerged as the overall winners of the sports tournaments and the aerobics competition. The Department of B.Sc. (FSM) bagged the march-past trophy. The overall sports trophy was bagged by B.Com (Accounting & Finance) Shift II.



Every year, Ethnic Day at M.O.P. provides students a much-anticipated occasion to dress up. On Feb. 1 this year, the campus was a swirl of colour, as the students turned out in their traditional attire. The title Ms. Ethnic was awarded to Kakumani Lakshmi Spandana of B. Com (CS) after her impressive performance in a talent show and ramp walk.



The Student Cabinet had a surefire hit in Jhankar 2018, with the theme Rahmania: Celebrating 25 Years of A. R. Rahman. Loyola College and the Department of Electronic Media emerged the champs at the intercollegiate and interdepartmental events respectively. Kavya Sreekumar of the Department of Journalism, and Sruti Srivatsan of B. Com (A&F) Shift I were both crowned Ms. Jhankar.