



## Journalism veterans mull on responsible journalism at media conclave

M.O.P.'s two-day conclave on 'Responsible Journalism' held at the college on Sept. 6 and 7, 2019 featured various luminaries from the field.

In his inaugural address on Sept. 6, Justice C K Prasad, Chairman, Press Council of India, appealed to journalists to be in touch with the public's "pulse."

He also highlighted the need for legislation to protect the tenure and working conditions of journalists.

Principal Dr. Lalitha Balakrishnan set the context for the conclave by drawing attention to the rampant sharing of fake news and implications for



Justice C.K. Prasad (left) delivered the inaugural address and Mr. Prabhu Chawla (right) presided over the valedictory session at M.O.P. Media Conclave 2019



news consumers and society at large.

The next two days saw the audience addressed by industry stakeholders and journalists of national repute such as Mr. Shekhar Gupta, the editor-in-chief and chairman of digital news platform The

Print, Mr. Rangaraj Pandey, news broadcaster and founder of the digital news channel Chanakya, and Mr. Prabhu Chawla, editorial director of the New Indian Express Group.

Media organisations today are pressured into taking a clear

pro or anti stance for all issues, where positive or negative news coverage on a case-by-case basis is frowned upon, Mr. Gupta said.

In an impassioned speech, Mr. Pandey pointed out that there was no such thing as regional media -- all media are national or even global in scope and influence, thus putting upon all media the onus of responsibility.

The valedictory session was presided over by Mr. Prabhu Chawla. His vision of journalism was rosy, provided practitioners give news, not views; do not compromise on facts; and "fear none and favour none."

## Gig economy, diversity among trends discussed at HR Conclave

The post-graduate Department of Human Resource Management of M.O.P. Vaishnav College for Women organised the fourth edition of Spectra HR Conclave 2019 on Sept. 28 at Hotel GRT Grand.

In his inaugural address, Mr. Edward Burleson, management officer of the U.S. Consulate General, Chennai, advised job applicants to avoid revealing too much personal information on their resume. He also reminded the HR professionals and aspirants in the audience that a member of the HR department should be fair and consistent in his treatment of all employees.

Mr. M.P. Pattabiraman, head of HR at a leading multinational corporation, emphasised the importance of hiring gig workers in addition to permanent workers after forecasting business needs. He led a technical session on the gig economy.

The third session of the event was titled 'Building trust with a multi-generational workforce.'



Mr. Edward Burleson presented the inaugural address at HR Conclave

The speaker, Ms. Subashri, vice-president, CitiBank, emphasised that collaboration and a personalised managerial approach should be adopted when dealing with a diverse workforce.

The conclave concluded with a panel discussion on the topic 'HR agility vs employee experience.'

The panel consisted of Dr. Rajini Sri-raman, head of HR, Malladi Drugs and Pharmaceuticals, and Dr. Lavanya Kannairam, talent head, resource industries segment, Caterpillar, and was moderated by Ms. Malini Saravanan, deputy general manager (HR), the New Indian Express.

## Bharat Quotient put to test

In a unique celebration of the 150th birthday of Mahatma Gandhi, M.O.P. Vaishnav College for Women conducted 'Bharat Quotient', a quiz on the rich and multifarious traditions of India, on Oct. 2.

The second edition of the open-for-all Gandhi Jayanthi quiz saw a rousing participation of about 110 teams. Participants competed in various categories such as school students, women and senior citizens.

After a grueling preliminary round, six teams went on to compete in the finals. Mr. Arvind of the quizzing company XQuizIt was the quiz master and the audience was kept on their toes with the range of questions and the alertness of the finalists.

The intent of the event was to induce in the audience a sense of pride and a greater interest in the illustrious past, present achievements and the innumerable possibilities of the nation.

The first place was bagged by Deviprasad Vishwanathan and Ravi Mundoli. Ramakrishnan N and Ramesh Natarajan came second; and Sivakumar VV and Gopal Kidao got the third place. The three winning teams were awarded cash prizes of Rs. 5,000, Rs. 3,000 and Rs. 2,000.

### *From the Principal's desk*

M.O.P. Vaishnav has always been a strong supporter of India Sports. Through its talent search and development programme, the college has nurtured many sportswomen from various corners of the country – particularly rural Tamil Nadu – into top-class athletes who have gone on to play at the state, national and international level. Several have brought laurels to the nation in the form of international medals, including Asian Games medals.

The recent months have seen another winning spree by M.O.P. sportswomen. They have enjoyed nearly a clean sweep of the A-zone sports tournaments, a prestigious set of competitions at the regional level. M.O.P. has emerged champion in nine out of eleven sports and grabbed the runners-up spot in handball.

I'd like to express my deepest gratitude to the management committee of the college for the unstinting support extended to the athletes in the form of scholarships. Hearty congratulations to the sports department, the external coaches of the various sports, and of course, the athletes themselves!

I am also happy to report that M.O.P. has been appointed a mentor institute under the Paramarsha scheme of the University Grants Committee to mentor six higher education institutions through the process of applying and obtaining accreditation by the National Assessment and Accreditation Committee. We have already offered our mentee institutions two programmes besides other support: a campus-to-corporate workshop for students, and a workshop on writing research papers for faculty members. We are gratified to be part of the support system from which we have also benefited so much.



Dr. Lalitha Balakrishnan

### **Media management students organise go-green event**

The post-graduate Department of Media Management organized the event 'Bare Prints' with the aim of creating awareness about the threats faced by the environment and how society can initiate a change through a low-impact lifestyle.

The guests and speakers for the event included environmentalists Mr. Yathwanth and Ms. Nithya T., and actor and environmentalist Mr. Aari.

Ms. Nithya, enlightened the students on zero-waste management by introducing them to the concepts and benefits of cloth sanitary napkins and menstrual cups. Mr. Aari emphasised the individual capacity of every person to change the deteriorating environment. Plant saplings were distributed to the students as a first step towards change. Mr. Yashwanth spoke about necessary lifestyle changes and provided some insight into climate change.

### **A sneak peek into M.O.P. life - Shiksha 2019**



Organised by the Ministry of Youth Affairs, Shiksha 2019 witnessed participation from 14 Chennai schools, on Aug. 30. Stalls were put up by all 17 departments of the college to provide students with insights into varied courses. Apart from these, stalls were also put up to showcase the NCC, NSS, skills and Student Cabinet activities of the college.

### **A trip down memory lane**



As part of the annual alumni connect event on Aug. 31, the college arranged a day-trip to Mahabalipuram. 66 alumnae responded, and enjoyed the trip down memory lane with fun and games by the beach at Mamalla Resort.

The M.O.P. B.Com batch of 1996-1999 recently celebrated 20 years since graduation with a reunion, which included a visit to the alma mater.



### **Rainwater harvesting, roof greening highlighted at environmental awareness campaign**

The Environment Ministry of M.O.P. Vaishnav College organised the campaign, 'Save the Earth,' initiated by lauded musician Chitravina N. Ravikiran, the founder of Planet Symphony Orchestra, on Aug. 30.

The event highlighted the idea of 'One student, three plants,' which hopes to reverse climate change effects by having each student plant and take care of three plants. The importance of saving water

through rainwater harvesting and scientific roofscaping was also emphasised. This was followed by a thought-provoking street play on the reality of climate change, performed by the students of the Departments of Sociology and Mathematics.

The audience was energised by the motivating words of singers Mr. Aajeedh Khalique and Mr. Sudharshan. Later, saplings were planted on campus to mark the occasion.

## M.O.P. dominates A-Zone tournaments

### SPORTS

M.O.P. Vaishnav College emerged champion in nine out of 11 sports in the A-Zone tournaments, once again establishing its dominance in the region. M.O.P. sportswomen were the winners in cricket, chess, badminton, cricket, basketball, volleyball, kabaddi, table tennis and tennis. M.O.P. also landed a runner-up spot in handball.



Clockwise from top left: M.O.P.'s victorious kabaddi, volleyball, table tennis, cricket, chess and tennis teams

### IN BRIEF

#### B.Com M.M.: Spotlight on human-centric marketing

The Department of Commerce (Marketing Management) organised its flagship event, Markathon, from Aug. 19 – 21, with the focus on the concept of human-centric marketing. On day one, Kotlerz Klan, the department's student club, hosted six intramural events. The knowledge-sharing sessions on Day two included lectures by consumer psychologist Mr. Kannan Parthasarathy and Mr. Sorav Jain, founder of digital marketing firm Echovme. Day three saw students engage in business on campus under the banner The Market Place.

#### IQAC seminar on intellectual property rights

The Internal Quality Assurance Cell of the college organised a student seminar on Intellectual Property Rights (IPR) on Aug. 24. The seminar saw around 250 participants, including students, faculty members and research scholars from 15 colleges in Chennai. Expert speakers included Ms. E. Bhuvaneswari, registered patent agent, Ms. Aishwarya Vijayaraghavan of Surana & Surana International Attorneys and Dr. S.B. Nirmalatha, advocate, Madras High Court.

#### Computer Science department marks silver jubilee

The silver jubilee celebrations of the department of computer science featured an array of activities. 62 real-time student projects were displayed in a computer fair organised on Aug. 30 by M.Sc. (Information Technology), B.Sc. (Computer Science) and B.C.A students.

As part of International Programmers' Day, which fell on Sept. 13 this year, a series of events including Web-A-Thon, IoT Idea-A-Thon, Technical Workshops, paper and poster presentations were organised.

#### BBA: National Level Student Paper Presentation Competition

Mercatus and Drucker's Progeny, the student clubs of the Department of Business Administration organised the annual national-level student paper presentation competition on Sept. 4. 34 teams presented papers on the theme 'The Future of Work'. 5 teams were shortlisted for the final round of presentation. The first place was awarded to Kalpesh Jain G and Arjun Sri-vatsan of Ramakrishna Mission Vivekananda College, who received a cash prize of Rs.5000.

#### Industry-institution interface strengthened with lecture series

At part of the Breakfast with CEO series of the MBA Department, students were addressed by Ms. Ahalya S, Founder, Ahalya Jewellery and Kanakavalli, on Aug. 29. The Rendezvous with Writers programme held on Aug. 12 featured Ms. Viji Hari, CEO and co-founder, KelpHR, and author of "Behind Closed Cubicles," on Aug. 12. The Department was also happy to welcome an alumna from the batch of 1999-2001, Ms. Aparna Thyagarajan, to address students on Aug. 14.

#### Bustle 2019: a test of preparation and lateral thinking

The MBA department of M.O.P. Vaishnav College for Women hosted the 13th edition of its corporate quiz program Bustle on Sept. 28 at the college. Bustle 2019 saw corporates from Chennai, Bangalore, Hyderabad and Cochin battle it out. The event saw higher stakes with the finalists and the audience vying for prizes worth Rs. 1 lakh. Naveen Kumar from Sai Mithra and Jayakanth from TCS emerged on top out of six finalist teams.

## M.O.P. rural outreach focuses on women's entrepreneurship and cleanliness

Firmly committed to inculcating social responsibility in students, the college is this year reaching out to rural communities. The two thrust areas of the year's campaign are: enabling revenue generation through small businesses – 'Thozhil Seyyalam Thozhi'; and supporting the Swachh Bharat campaign by spreading awareness about cleanliness and hygiene. All departments of the college, with their first year students, have been implementing the campaign at various villages in the vicinity, organising cleanliness and hygiene awareness activities as well as skill workshops with the goal of revenue generation and job readiness for school students and women.



**B.Com. CS:** Government Girls Middle School, Ekanampet, Aug. 30. Workshops were held on fireless cooking and making items such as paper bags and envelopes.



**B.Com. A&F Shift I:** Thirupatchur village, Thiruvallur district, Aug. 19. Women from a self-help group and students from Jai Maruthi Vidhyalaya Matriculation School and Aashram School were addressed with various skilling workshops.



**B.Com. A&F Shift II:** 140 students travelled to Zamin Endathur Village, Madurantakam, Kanchipuram District, Oct. 4. Key-chain-making and kajal-making were among skills imparted.



**Maths:** Government High School, Kaniyampakkam, Aug. 16. Public speaking and computer training were among the skills imparted.



**B.Sc. Computer Science:** Orakadu village in Sholavaram, Sept. 6. Among other activities, students organised a tree-planting drive.



**Economics:** Government's Girls Sr. Secondary school, Arani, Thiruvallur District, Sept. 3. Besides skilling activities, financial independence through entrepreneurship was addressed.



**BCA:** A. Reddipalayam village near Minjur, Thiruvallur district, Sept. 6. Notably, students imparted computer skills, and donated a public address system to the beneficiary school.



**B.Com. MM:** Koonimedu Government High School, Koonimedu village, Vilupuram district, Oct. 3. Students of classes 11 and 12 were addressed, among other things, with information about financial literacy and career guidance.

## Madras 380 celebrated M.O.P. style



Ms. Thirupura Sundari Sevel speaks at the Madras Day celebrations

M.O.P. Vaishnav celebrated the 380th birthday of Madras city with a series of events both light-hearted and thought-provoking on Aug. 20 and 22.

A Madras Day talk was organized on Aug. 20, featuring two renowned speakers – heritage consultants Ms. Thirupura Sundari Sevel and Mr. V.V. Narayanan -- who spoke on the topics 'Understanding Madras' and 'Namma Madras' respectively, touching upon the unique aspects of the city and its heritage.

On Aug. 22, an assortment of theme-based events like block and tackle, creative writing, face painting, street play, photography and notice-board designing was organised for students of all departments of the college.

The last event of the Madras Week was the iconic Madras Quiz. Enthusiastic students of the college participated in good number.

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