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## M.O.P. Vaishnav College for Women wins ThinkEdu Award 2020



From L to R: Mr. Prabhu Chawla, Ms. Smriti Irani, Dr. Lalitha Balakrishnan, Mr. Edappadi K Palanisami

M.O.P. Vaishnav College for Women was conferred with the ThinkEdu Award on Jan. 9 for its consistent efforts in providing quality education.

The inaugural ThinkEdu Awards were presented at the culmination of this year's edition of the two-day ThinkEdu Conclave, at which the New Indian Express brings together luminaries from various sectors to share their thoughts on a plethora of topics.

Dr. Lalitha Balakrishnan, Principal, received the award from Chief Minister of Tamil Nadu, Mr. Edappadi K. Palanisami, in the presence of Union Minister for Women and Child development, Ms. Smriti Irani, New Indian Express Editorial Director Mr. Prabhu Chawla, and several other dignitaries.

The ThinkEdu Awards 2020 saw the felicitation of 24 private colleges across the State besides the Tamil Nadu State Department of Higher Education.

## Ignite 2019 throws light on entrepreneurship culture in higher education

Ignite is an event of the college that is held bi-annually to promote entrepreneurship among the youth. This year, the Ministry of Entrepreneurship Development of the college organised Ignite 2019 as a one-week faculty development programme, from Dec. 6 to 12, 2019.

With 'Creating & Sustaining Entrepreneurship Culture in Institutions of Higher Education' as the theme, the event aimed to empower teachers to act as entrepreneurship catalysts and mentors and train students with entrepreneurship potential.

The programme was inaugurated by Ms. Ahalya S, Founder and CEO, Kanakavalli, and the 'Star Alumna Entrepreneur Award' was awarded to Ms. Ka-



Inaugural address by Ms. Ahalya.S

malika Krishmy A, the CEO of The Brown Box Company and Ms. Anisha Nichani, Founder, Svachh.

The last day of the programme involved a field visit to the IIT Madras Research Park Incubation Centre.

The valedictory address was delivered by Dr. Saundarya Rajesh, Social Entrepreneur, Founder & President of AVTAR Group.

## Second edition of Young Economists Summit held

The second inter-collegiate Young Economists Summit (YES) - 2020 organised by the Department of Economics, M.O.P Vaishnav College for Women, was held on Jan. 6 and 7, 2020. This year's topic was 'MSMEs in India: The big impact of small businesses'.

The summit was inaugurated by Dr. Rajendra Kumar, IAS, Principal Secretary, MSME Department, Government of Tamil Nadu.

Around 100 participants from different city colleges explored various aspects of MSMEs - namely, capacity utilisation, environmental sustainability, growth of MS-

MEs in Tamil Nadu, IPR-related issues, research development and innovation in MSMEs, make in India and building global competitiveness.

The students formulated their own suggestions to develop MSMEs, and their deliberations were presented by the student chair to a panel of judges who analysed and gave constructive criticisms.

The valedictory address was delivered by Mr. Suresh Babuji, IEDS, Director-in-Charge, MSME, Chennai. The event ended with prizes distributed for the "Best Delegate" of each commission.

## M.O.P. Bazaar celebrated in grandeur



Ms. Nina B. Kothari, chairperson of Kothari Sugars and Chemicals Ltd., inaugurated the event in the presence of Principal Dr. Lalitha Balakrishnan. The Bazaar this year comprised 70 stalls run by around 300 students and 30 alumni.

M.O.P. Vaishnav College for Women held the 22nd edition of the annual student-run market, M.O.P. Bazaar, in Jan. 2020.

Over the two days, the Bazaar saw a footfall of around 9,000 visitors including students from various colleges, parents and other shoppers.

## Offbeat careers the focus of PR campaign

The postgraduate Department of Media Management at M.O.P Vaishnav College for Women conducted a two-day PR Campaign titled 'Take diversion - Explore New Paths' on Dec. 17 and 18, 2019 in the college premises.

The event was inaugurated by Kollywood actor Mr. Ashok Selvan. Around 1000 students from M.O.P and other city colleges attended the campaign. Among the speakers for the first day were Ms. Rohini Rau, Mr. Badhri Sesahadri, and Ms. Hema Subramanian.

The second day of the campaign saw budding stand-up comedian

Mr. Gurumurthy Rathnam addressing students on the importance of understanding the core of every career before stepping into it.

The other session for the day was a panel discussion comprising RJ Toshila, RJ Syed, Mr. Abhishek Raja (Cinema Payyan), Mr. Durgesh, Mr. Vaidhya M. Sundar and Ms. Divya Rajkumar (Madras Meter), Ms. Mridul Sahuwala (IlluminArty) and Ms. Ekta Kothari (Foodtalk Chennai). The panelists spoke in depth about unconventional careers, the different challenges prevailing in the media industry, and the importance of building followers organically.

### *From the Principal's desk*

There's a fairly new coinage in the marketing world – black Monday – which refers to the third Monday of January, when individuals are weighed down by guilt from having broken the resolutions they made on January 1st.

But recent events suggest that our new year resolution will hold strong. Exactly during the same time that the rest of the world was supposedly wallowing in guilt, we were holding an education administrators' conclave, reaffirming the resolution of collaboration and collective progress that we had made at the turn of the year.

More about the conclave in the next issue, but the theme of the resolution is one that is close to my heart, and that of M.O.P. Vaishnav. In recent years, collaborations have become a focus area for M.O.P. We have signed several memoranda of understanding with Indian and foreign institutions of high calibre to enable international internships, short study programmes at other campuses, and research collaborations.

Our industry-institution interface continues to be strong, and we are putting in our best endeavours to further bolster our guest lecture, workshop, field visit and placement programme.

The same theme was also echoed earlier in January when I, along with several of our faculty members and students, attended the ThinkEdu conclave organised by the New Indian Express, to benefit from the sharing of creative ideas and best practices surrounding education. The icing on the cake was that M.O.P. was recognized and conferred with a ThinkEdu Award as one among a handful of noteworthy colleges in the south.

I attribute this, as well, to the collaborative ethos we have adopted at M.O.P. Vaishnav. I believe that when the tide turns – and India becomes a global destination for higher education – it should lift all boats.



Dr. Lalitha Balakrishnan

### **NSS special camp 2019 -20 conducted**

The NSS unit of the college organized a community outreach residential camp from Dec. 18 – 24 at Thiruverkadu.

The annual camp had been held at the same location last year, allowing the NSS officers and other members to gauge the positive impact of previous initiatives. 150 volunteers from three NSS units of the college participated in the camp, which included classes like personality development and self-defense for the volunteers. They also carried out a temple cleaning activity and did a social survey to understand the community better.

An awareness campaign on health and hygiene focusing mainly on dengue was conducted by the volunteers. Around 250 community residents benefited from a health checkup camp organised as part of the activities. Dr. Baskaran, NSS coordinator, University of Madras, was the chief guest for the valedictory session.

### **M.O.P. mourns passing of institution-builder**

#### **Respectful Homage**



**Dr. K. Nirmala Prasad**

Former Principal, M.O.P. Vaishnav College for Women  
Former Member, Syndicate, University of Madras

The wise, far-sighted and brave hand of Dr. K. Nirmala Prasad can be seen in every aspect of M.O.P. Vaishnav College of today. Having joined the college in 1997 as principal, Dr. KNP tirelessly worked for 16 years, making M.O.P. a brand to be reckoned with.

The emphasis on entrepreneurship aimed at encouraging independent women entrepreneurs, the focus on holistic development of students, the firm commitment to autonomy in curriculum-setting -- these were all legacies handed down by our beloved former principal, and they still serve the college well, elevating it to greater heights every year.

Dr. Prasad was a Syndicate member of the University of Madras for three terms. Her far-reaching impact on M.O.P., alumnae, and the higher education ecosystem in the city will forever be remembered and cherished.

The news of the passing of Dr. KNP shocked and saddened the M.O.P. family, and the college was declared closed on Dec. 5 as a mark of respect to the departed soul.

### **Campaign seeks to end violence against children**

A city wide campaign organised by the post graduate Department of Communication, on 'Ending violence against children' was inaugurated by the department in association with UNICEF India. The event was inaugurated by actor, director and producer Ms. Sripriya.

Several prominent personalities like Mr. Vivek, Mr. Pinaki Chakraborty, Chief of UNICEF, Ms. Vanitha Vijay Kumar, Advocate Ms. Ajeetha Rajasangeethan, among others shared their insights during the campaign.

A number of activities such as lectures, panel discussions, talent hunt, human formations, and art exhibitions were conducted to raise awareness. Furthermore, pre-campaign activities like self-defence classes, movie screening, street plays and poster making competitions were conducted for school children. The campaign concluded with a marathon on Jan. 12 which saw a participation of more than 600 people.



The sportswomen of M.O.P. Vaishnav College for Women emerged champions in several sports in the inter-zone tournaments organised by Madras University in recent months.



• Beat Ethiraj College in the ball badminton tournament organised at Madras Christian College in December



• Beat Women's Christian College in cricket at D.R.B.C.C.C. HINDU College in November



• Beat PSG CAS COIMBATORE College at the Kongu Tournament in basketball conducted in Kongu Engineering College, Erode in September



• Bagged the winner's title in Basketball at DG VAISHNAV College beating Women's Christian College, in November

## A.L. Mudaliar championship bagged 17th time in a row



M.O.P. Vaishnav College for Women has won the prestigious A.L. Mudaliar trophy for the 17th consecutive year—this time grabbing a total of 30 medals.

The 52nd edition of A.L. Mudaliar meet conducted by the Department of Physical Education, Madras University, held at Jawaharlal Nehru Stadium in October 2019 saw the participation of more than 1,000 athletes from colleges around the city.

M.O.P. Vaishnav totted up 13 gold, 11 silver and six bronze medals. New meet records were by M.O.P. athletes in the 4 X 100 metre relay and long jump (Sherin A). Among other records, Sherin also won the individual championship in the women's events.

## News in images

### Rural outreach programs

The two thrust areas of this year's rural outreach programme, conducted in association with NSS are: enabling revenue generation through small businesses – 'Thozhil Seyyalam Thozhi'; and supporting the Swachh Bharat campaign by spreading awareness about cleanliness and hygiene.



• The Department of Visual Communication conducted a community outreach program and skill development camp for more than 1000 girl students from Perunthalaivar Kamarajar Arasinar Magalir Melnilai Palli.

• The Department of Psychology organised a four-day village visit in the month of January 2020 to a government high school at Edapalayam village, Thiruvallur District. Eighty students across all three years enthusiastically participated in this endeavor.

• The Department of Journalism organised a visit to Vanjivakkam village in Thiruvallur district on December 10. Around 60 students from first year conducted workshops on menstrual hygiene and computer applications for school students.

• The Department of Electronic Media in association with Sevalaya, a registered charitable trust in Kasuva Village, Thiruninravur, conducted a one day training program on terracotta jewellery making, crafts and stationery making and embroidery for 80 participants of the community college of Sevalaya.

### Jhankar 2019-20



In the two-day inter departmental cultural events held in December 2019, Department of Electronic Media bagged the overall trophy (left)

Darini Iyer, III Electronic Media won the title Ms. Jhankar for 2019. (right)



### Shringar 2019



Ms. Nisha Rajagopalan, carnatic music vocalist (above); Kuchipudi artist Ms. Aarthi Vasudevan (right)

The annual festival of art and culture featuring M.O.P alumnae- star performers comprised six performances over three days, held in college premises.



## M.B.A

- As part of Corporate Connect initiative by the department, Mr. R. Venkataraman, GM of MMA Chennai addressed M.B.A students on the topic “Enhancing Professionalism: Exploring Beyond Books” on Jan. 8, 2020.
- The department conducted certification programmes in Risk and Investment, HR Analytics and Marketing Analytics during December 2019.

## M.A. HRM

- The 6th session of the Think Tank Expositions lecture series for this academic year was held on Jan. 13 2020 by Dr. Lavanya Kannai-ram, Team Lead, Talent Acquisition, Caterpillar Ltd.

## B.SC. PSYCHOLOGY

- Janani Janakiraman and Smruti Sivakumar presented a paper on “Relationship between Blood pressure, Anxiety and Life satisfaction” organised by Department of Psychology, Dr. M.G.R. Janaki College of Arts and Science for Women
- D. Sangrita, Bhavaharini BB and Aarthi M presented a paper at the National Conference on Parenthood in the New Millennium organized by Department of Psychology, Dr. M.G.R. Janaki College of Arts & Science for Women.

## M. COM

- Guest lectures on ‘Forensic Accounting and Brand Valuation’ and ‘Building a Business Plan’ were conducted.
- Sundaravalli S qualified for both JRF and NET, securing All India 177th Rank. Harini K and Priyanka S have also cleared NET.

## B.C.A

- 10 students have been placed in Infosys and 9 students have been placed in Cognizant Technology Solutions.
- Students published papers on data mining in Think India Journal and International Research Journal of Engineering and Technology (IRJET), among others.

## B.SC. ELECTRONIC MEDIA

- Madhumitha of III-EM won the title “Miss Electronic Media” for the year 2019-20.
- EM won the Jhankar Overall Trophy for the fourth consecutive year, with Darani Iyer of III-EM awarded “Ms Jhankar”.

## B.A. JOURNALISM

- Present Tense Club, Department of Journalism conducted a Constitution Day celebratory series comprising of an intra departmental quiz on Indian Constitution and a talk on verdicts issued by Supreme Court on ground breaking cases, by Mr. N. Venkataraman, Senior Advocate, Supreme Court of India.

## B.A. ECONOMICS

- The Economics Department of M.O.P. Vaishnav College for Women hosted the second edition of its Economics Quiz (EQ) in January, at the college premises.
- The Economic Association of M.O.P. Vaishnav College for Women organized the first edition of ARTH- Inter Collegiate on the Dec 7, 2019.

## B.SC. MATHEMATICS

- $\pi$ - $\beta$  Club, Department of Mathematics organised a workshop, “Graph Labelling and Applications” on Dec 18, 2019, by Dr. Joy Priscilla, Professor, Head, Department of Mathematics, Saveetha Engineering College

## B.SC. FOOD SCIENCE AND MANAGEMENT

- Students volunteered at a skill training and health and wellness campaign under the social outreach programme Thozhil Seiyalam Thozhi initiated by the college.
- The department conducted intra-departmental club activities on Dec 3, 2019, featuring events such as Vegan Food Make-up, Sensory competition, Treasure Hunt, Cook Off and Adzap.

## B.COM. ACCOUNTING AND FINANCE

## Shift I

- Sujanitha. R won 3 Gold medals in State Roller Skating Championship and also won 3 gold and 1 Silver medal in District Roller Skating Championship
- Sujanitha. R and Supraja. S, II B.Com(A&F) Shift I won the “Best student paper” award in the paper presentation competition conducted by the Indus Business School, Bangalore on the topic “Consumerism and Sustainable Development” along with a cash award of Rs.8,000/-

## Shift II

- The department’s annual Intercollegiate Workshop series was held on 14th December, 2019 on the topic- “Man and Machines – Upskilling for the Future”, with workshops on Big Data Applications, IOT and Digital Transformation to Digital Marketing and Web Analytics.

**FSM faculty invited to speak at international conference**

The 2nd International Conference and Expo on Food and Nutrition was held at Kuala Lumpur City Centre, Malaysia on Nov. 7 and 8, 2019.

Dr. P. Savitha, Assistant Professor, FSM, and Secretary, AFSTI (Association of Food Scientists and Technologists), Chennai chapter, was invited as an Organising Committee Member and Speaker. She chaired a session on ‘Nutrition and Physiology’, and spoke on ‘Medical Nutrition Therapy in Gestational Diabetes Mellitus’.