

27th COLLEGE DAY CELEBRATIONS
PRINCIPAL'S REPORT
10th MARCH 2019

“Knowing is not enough, we must apply”

“Being willing is not enough, we must do”

– Leonardo da Vinci

Education is about imparting critical thinking skills, encouraging creativity, building interpersonal skills and a sense of social responsibility. At M.O.P. Vaishnav we strive to do all this and help students become well-rounded individuals who can think differently about issues from multiple perspectives, communicate effectively and become leaders with a vision.

Distinguished Chief Guest Mr. Gopal Srinivasan, Chairman & Managing Director, TVS Capital Funds (P) Limited, Chennai, Shri. Manoj Kumar Sonthalia, revered Members of the Board of Governors and Managing Committee, My dear Colleagues, parents, students, invitees and press.

With immense pride I present the highlights of the activities and achievements of the college during the academic year 2018-2019

Providing academic excellence

- The college introduced various new courses during the academic year 2018 – 2019
 - Undergraduate Program**
 - B.A. Economics
 - Diploma Program**
 - Computer Application
 - Office Management
 - Fashion designing
 - Certificate Program**
 - GST and International Taxation

- The college organized ‘**Shiksha 2018**’ - **Course Overview Exhibition** in September 2018 for school students to showcase the various courses available in the institution. The event was inaugurated by Prof. D. P. Singh, Chairman –University Grants Commission and witnessed more than 600 students.

- **23rd Graduation Day 2014 – 17 batch**

Prof. S.C. Sharma, Director, National Assessment and Accreditation Council was the Chief Guest for the 23rd Graduation Day.

- 1142 graduates
- 12 graduates - I Class with Exemplary
- 382 graduates - I Class with Distinction
- 572 graduates - I Class
- 23 students from the School of Business visited the **University of Massachusetts – Boston** for a course on Entrepreneurship and Management. **This International Summer Course** was an opportunity for the students to get global exposure.

Developing self-reliant individuals

- The college offered 19 **Inter-Disciplinary Certificate Programs** in the odd semester.
 - Multimedia
 - Business English Certification (BEC)
 - Japanese
 - Entrepreneurship
 - Analysis and Data mining using R
 - Quantitative Aptitude
 - Hindi
 - Visualizing and Copy writing for Advertising
 - Social Media and Web Analytics
 - Geographical Information System(GIS)
 - Business Journalism
 - Interior Design
 - Health and Nutrition
 - Ecology and Waste Management
 - Cyber Security
 - Mobile App development
 - Culinary Arts
 - Linguistics
 - Biographies
- **17 Student Clubs – Manoranjan** were offered in the even semester.
 - Fitness Club
 - Theatre – English
 - Theatre –Tamil
 - Chaat and Chinese Cuisine
 - Blouse Designing
 - Jewellery Making
 - Fabric Painting
 - Art – Pencil Sketching
 - Baking

- Cosmetology
 - Dance – Folk
 - RJ
 - Handmade Paper Products
 - Jam & Debate
 - No Fire Cooking
 - Quiz
 - Standup Comedy
- The students of School of Business organized the following **Business on Campus initiatives**
 - The Market Place – Traditional Uzhavar Sandhai
 - Learn, Earn and Grow
 - Vasantha Kalam
 - Eco market – Magic without plastic
 - The 21st edition of **M.O.P. Bazaar** was laid out in the form of streets, each having a unique name and holding a total of 102 stalls run by 320 students and 30 Alumni. The streets were:
 - Food Street – Master Chef M.O.P
 - Games street – M.O.P. Play Store
 - Apparels Street – In Vogue M.O.P
 - Gifts & Treat Street – M.O.P Treasure Trove

Besides the usual sales there were competitions, mime show, stand up comedy shows and lucky dips to enliven the proceedings. **The two-day event recorded a footfall of 11,000 people with a turnover of Rs.19,94,601 and a profit of Rs.6,98,939/-**

- **Akriti**, a mock company run by the students of B.Com (CS) celebrated its 12th anniversary and declared 100% dividend to its shareholders for the 12th time. The core team actively undertakes event management for several corporate events.

Providing Career Opportunities

- The **Placement Cell** of the college successfully placed 208 students this academic year. The highest salary offered was Rs. 7.01 Lakhs to Lavanya S of MBA department by Frost & Sullivan

Creating Socially Responsible Citizens

- Year of '**PAGIR – Share**' was inaugurated by Ms. Krongkanit Rakcharoen, Consul General, Royal Thai Consulate, Chennai
- Some of the activities conducted under the banner of PAGIR includes:
 - Imparting **mathematical knowledge** to under privileged students
 - **Designing & painting** walls of the Pediatric Block of Stanley Medical College
 - **Eye donation pledge**
 - **Contribution of essentials** to underprivileged school students
 - Clothes
 - Books
 - Sanitary napkins
 - Stationery
 - **Sharing of eco – friendly** packaging products at retail stores
- The college continued to provide breakfast for 100 underprivileged children in two schools under the banner of '**Aahaar**'.
- The college in association with **Apollo Shine** conducts regular health camps for students, teaching and non-teaching staff
- **National Service Scheme**
 - **The NSS students of the college volunteered at Suraksha** – Special Camp at Thiruverkadu
 - Contributions were made for the Kerala Floods relief
 - Some of the social campaigns conducted by the NSS unit include:
 - Drug abuse & Illicit Trafficking
 - World population day
 - Swachhta Pakwara – Awareness on plastic ban

Infrastructure improvements

- The college inaugurated the 'Meditation Centre – AUM'
- This year an **E-resource centre in the Library** and a **Shooting Floor** were inaugurated for the students to develop their research skills and get hands on experience.

Prominent College Activities

- **World Yoga Day celebrations** was held on 21st June 2018 in association with University of Madras.
- **Student Cabinet Installation**
 - The Investiture Ceremony was held on 13th July, 2018. The Chief Guest, Dr. Sunder Ramaswamy, Vice Chancellor, Krea University installed the Student Cabinet and the Office bearers of various Department Clubs. The Student Cabinet is headed by the Prime Minister and has 2 Deputy Prime Ministers and 8 ministries.
- **Cultural Activities**
 - **Abhilasha**– Fresher’s Cultural Fest was held on July 28th 2018.
 - **Shringar**– A Celebration of Art & Culture. This year Shringar was a tribute to Padma Vibhushan Smt. D.K. Pattammal, it was inaugurated by Dr. Nithyasree Mahadevan on November 28th 2018 and It was held between 28th and 30th November, 2018.
 - **Jhankar**– Inter Departmental and Inter Collegiate Competitions was held between December 14th and 16th 2018
 - **VISH** –Vaishnav Initiative for Social Help was held between September 27th and 29th 2018
- **Gandhi Quotient**- An open quiz celebrating 150th Birth Anniversary of Mahatma Gandhi was conducted for school, college students and the general public on October 2nd, 2018
- **Yuva Sammaan Awards Ceremony**

This year the college organized the Yuva Sammaan Awards Ceremony, to honour young women achievers in the fields of performing arts, sports and entrepreneurship. **The Award carried a citation and a cash prize of Rs. 1, 00,000/- each.**

 - **Performing Arts**
Charumathi Raghuraman – Classical Violinist
 - **Sports**
Dipika Pallikal Karthik – Squash Champion
 - **Entrepreneurship**
Sruti Harihara Subramanian – Founder, Golisoda
- **Centre for Women’s Studies**

A National Symposium on Gender and Diversity was conducted with the following discussion themes

 - ‘The 99 day diversity challenge’ - Dr. Saundarya Rajesh, award winning social entrepreneur and the Founder & President of ‘AVTAR Group’.
 - ‘Women down the Ages’ -Dr. Chitra Vaitheeswaran, International Consultant for Media, Development and Communication

- **The Internal Quality Assurance Cell**
 - The college has been identified by NAAC for mentoring neighbourhood non-accredited institutions under the banner of '**PARAMARSH**'
 - The IQAC of the college organized a **Mentoring workshop** on '**Good to Great**' for quality enhancement in Higher Education institutions. The workshop was inaugurated by Dr. K. Duraipandian, Controller of Examinations, AMET University.
 - **Programs for Heads of Departments**
 - Leadership excellence workshop by AVIS
 - Visioning exercise on bringing alive Brand M.O.P. at Mysuru by My Persona
 -
 - **Workshops for teaching staff**
 - Roles and responsibilities of teachers in moulding students
 - Yoga and fitness
 - Lesson plan preparation
 - Advance MS Excel skills
 - Success without stress and future without fear
 - **Workshops for non - teaching staff**
 - Bonding as a team
 - Work place productivity
 - Happiness at the work place
 - **MOM's Club workshop**
 - A workshop was conducted for the mom's of the students on topic Responsible Parenting.
- **Human Rights Campaign**
 - Mr. Robby Wells, American politician addressed the students on Global issues pertaining to Human Rights and Equality
- **Alumni Meet**
 - This year the college organised an outdoor meet at Mamalla Beach resorts – 100 alumni had participated in the event
- **Sports Accolades**
 - The college has won the prestigious **Dr. A.L. Mudhaliar Athletic Rolling Trophy and the Dr. Sivanthi Adityan Rolling Trophy** for producing maximum number of University players for 16years in a row.
 - **Shri P. Haridas Rolling Trophy** for winning maximum number of inter zonal matches for the University of Madras has been won for the past 13 years

- **Ms. Sunaina Kuruvilla (Squash) and Ms. Varsha Gautham (Sailing)** emerged victorious and won Silver medals at the **Asian games 2018**
- **State Level Inter School Athletic Meet for Girls– January 7th & 8th 2019**
 - The overall trophy was won by VDS Jain Higher Secondary School, Tiruvannamalai
- **27th Annual Sports Day 2019 - 29th and 30th January, 2019**

This year the Annual Sports Day was a two day event with departments competing with each other in various sports and inter-departmental games.

 - Inauguration Chief Guest - Tmt. Sonal Chandra IPS, Superintendent of Police (Civil Supplies CID)
 - Valedictory Chief Guest – Mr. Sebastian Xavier, Olympian and Arjuna Awardee (Swimming)
 - Guest of Honour – Mr. Armaan Ebrahim, Car Racer
- **VASPO –Inter Collegiate Sports Meet- February 5th&6th, 2019**
 - Chief Guest – Shri. Ashok Kumar Mundhra, Secretary, Dwaraka Doss Goverdhan Doss Vaishnav College
 - Guest of Honour – Mr. Mohammed Riaz – Olympian and Arjuna Awardee & Ms. Minimol Abraham – International Volley ball Champion
 - The overall trophy was bagged by SRM institute
- **NCC**
 - **Cadet Rakshana Suresh Prabhu**, received the **All India Best Cadet Award from the Honourable Prime Minister of India**
 - Students of the NCC unit of the college emerged winners of the Inter collegiate event “**CADO FIESTA 2019**”.
 - NCC students of the college participated in the Republic day Parade held at New Delhi this year.

Student Achievements

- **Research Publications**–14
- **Paper presentations** – 31
- **Poster presentations** – 16
- **Seminars / Conferences** – 23

398 Prizes won in inter collegiate co-curricular & extra-curricular activities

- I prizes – 158
- II prizes – 151
- III prizes – 89

Overall trophies won – 23

Department Activities & Highlights

- Guest Lectures – 110
- Workshops – 50
- Field visits – 21
- Exhibitions – 6
- OBT & Eco Visits – 6
- Inter-Collegiate competitions - 14

The highlights of major events conducted by the various departments are listed as follows

Research Department of Commerce

The department organized a 7 days Faculty Development Programme on Research Methodology & Data Analysis Techniques which was attended by 40 faculty by various institutions. The Chief Guest for inauguration was Dr. Thiruvagam, Vice Chancellor, Academy of Maritime Education and Training.

Post Graduate Department of Commerce

- Power talk series

Under Graduate Department of Commerce

- National summit on U Commerce – UBICOM'18
- 6th Annual Workshop series – ‘Upskilling for Workplace success’
- Marketing Week
- Engage – Lecture & Workshop series
- Commercio – Intercollegiate activities

Post Graduate Department of Business Administration (MBA)

- BUSTLE – National level Corporate Quiz
- Breakfast with CEO series
- Rendezvous with Writers
- Management Development Programme
- Union Budget panel discussion
- Zest – Inter Collegiate fest

Under Graduate Department of Business Administration (BBA)

- National level Paper presentation Competition – Green practices in business

M.A. HRM

- Spectra – HR Conclave
- Think Tank Expositions

B.A. Economics

- Arth – Club Inauguration by Dr. Subramanian Swamy, MP – Rajya Sabha
- Young Economist Summit (YES'19)

B.A Sociology

- Symposium – Social Communication & Changing Mindsets – A people first perspective

B.Sc Psychology

- World suicide Prevention Day
- Psy Fest – Inter collegiate competitions

B.Sc Mathematics

- National Symposium – Actuarial Science
- Inter Collegiate fest – Nexus 2K18

Department of Computer Science

- ICCCMIT – 4th International Conference on Communication, Computing & Information Technology
- Web –A – thon
- Computer Fair

Department of Food Science

- National Level Workshop - Food business initiative
- Beyond Breads

B.A (Journalism)

- MOP Box Speaker – ‘Our votes: Do they really matter’
- News Sense – Intercollegiate competitions
- Current Affairs – Quiz
- MOP Newsletter

B.Sc (Visual Communication)

- Positives – Of Sands, Seas & Stories untold
- Web 3.0 - Exploring new media platforms
- Alumni & Peer workshop sessions
- Online Photography - Inter collegiate competition

B.Sc (Electronic Media)

- Champions of Indian Cinema – Celebrating Padmashri Sridevi
- Model United Nations

M.A (Communication)

- Voices – Save the earth Campaign, was inaugurated by Dr. P. Duraisamy, Vice Chancellor, University of Madras and the themes of the campaigns were:
 - Anti Plastics
 - Marine pollution
 - Save energy
 - Food waste management
 - Trees
- Energen – Seminar on Green Energy & sustainable living

M.A. (Media Management)

- Checkmate – PR Campaign on PCOD
- Campaign on ‘Spreading Happiness’

Department of English

- Madras Week Celebrations
- Prashnothri – Inter collegiate quiz
- Mythos – Inter collegiate competitions
- Gandhi Oratorical Competition
- Women’s day quiz

School of Languages

- National Seminar – The necessity of Gandhi & concept in new era
- Regional Seminar – Centenary Literary Forum on Vasumathy Ramasamy
- Tamil Sangamam

Department of Physical Education

- Ms. Amutha Suman Kumar has been co-opted in the Advisory Council by SDAT (Sports Development Authority of Tamil Nadu) for training athletes for the Olympics.

Staff research highlights and achievements

- Staff as Resource Persons – 20
- Research publications – 46
- Paper presentation – 24
- Seminars / conferences – 29
- Workshops/ Refresher programs / FDPs – 28

Dr. Lalitha Balakrishnan - Principal

Resource Person

- **International Conference** on Equity & Excellence in Education - CCEAM India & All India Association of Educational Research, Udaipur
- **National Seminar** on Issue & Challenges in the New Millennium – Guru Nanak College, Chennai

- **IQAC National Seminar** on Recent Trends in Quality Education and Management – A.M. Jain College
- **Times of India Seminar** on “Modernization in Education” - Addressed School Principals

Publications

- Book – Project Management
- Research paper – “An exploratory investigation of motivation orientations of Indian Business Students: Implications for Educators” – International Journal of Indian Culture & Business Management

Awards

- ‘Leadership Excellence Award’ – International Human rights Peace Commission, Florida – USA
- ‘For the Sake of Honour Award’ – Rotary Club of Chennai
- ‘Teaching Excellence Award – Saveetha Institute of Technical and Medical Sciences

M.O.P.’s journey of redefining women's education for more than 27 years has seen challenges, growth and glory. As we look back with a sense of pride at the year that was, we reaffirm our commitment to provide quality education.
