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## **M.O.P. Vaishnav College for Women** **(Autonomous )**

(College affiliated to University of Madras & Re-accredited with CGPA 3.56/4 by NAAC)  
Chennai - 600 034.

**2016 - 2017**

**Annual Number - XXV**

## Editorial

Friends and well-wishers joined us in our festivities this past year as M.O.P. Vaishnav College marked its silver jubilee year.

With 25 years behind us, M.O.P. is no longer just an aspirant with maverick ideas in the field of higher education, but a successful institution with a proven track record of excellence.

As further evidence of the confidence reposed in us by those who have been observing our progress, the University Grants Commission last academic year renewed our autonomous status for a further 10 years.

Autonomy is a hard-won status that we hold dear because it means that we can frame methodologies and syllabi that allow us to pursue our larger vision of holistic empowerment of women, while still hewing to the broad guidelines set by the University of Madras. This renewal of our autonomy, granted after thorough review of our curricula and infrastructure, is a shot in the arm that provides us the impetus to pursue our goals with renewed vigour.

The process of looking ahead began last year even in the midst of our silver jubilee celebrations. We marked the milestone with the establishment of a Centre of Excellence to promote skill development in our students. The centre has four mission goals that express our ideals: improving academic excellence through a slew of certificate courses that can be chosen on top of mandatory for-credit courses; promoting self-reliance, by providing students the time and opportunity to pursue their co-curricular and extra-curricular interests; expanding opportunities, by facilitating international internships through partnerships with universities abroad; and promoting social consciousness, by involving students in community service projects and campaigns.

We are confident that the diligence of the management and staff, and the steadfast belief of all our stakeholders in our model will enable us to build on our 25-year-old legacy, and carry it to greater heights in the decades to come. Future goals beckon. Paraphrasing the wise words of Robert Frost, we have miles to go before we sleep.



**Dr. Lalitha Balakrishnan**

Principal

M.O.P. Vaishnav College for Women  
Chennai

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<b>Ms. Akila Bharat</b>	-	Asst. Prof., Department of English
<b>Ms. R. Anupama</b>	-	Asst. Prof., Department of English
<b>Ms. Preetha Rewins</b>	-	Asst. Prof., Department of English

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**(Autonomous)  
Chennai - 600 034.**

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Shri. Gopal Agarwal	Shri. Ashok Kedia

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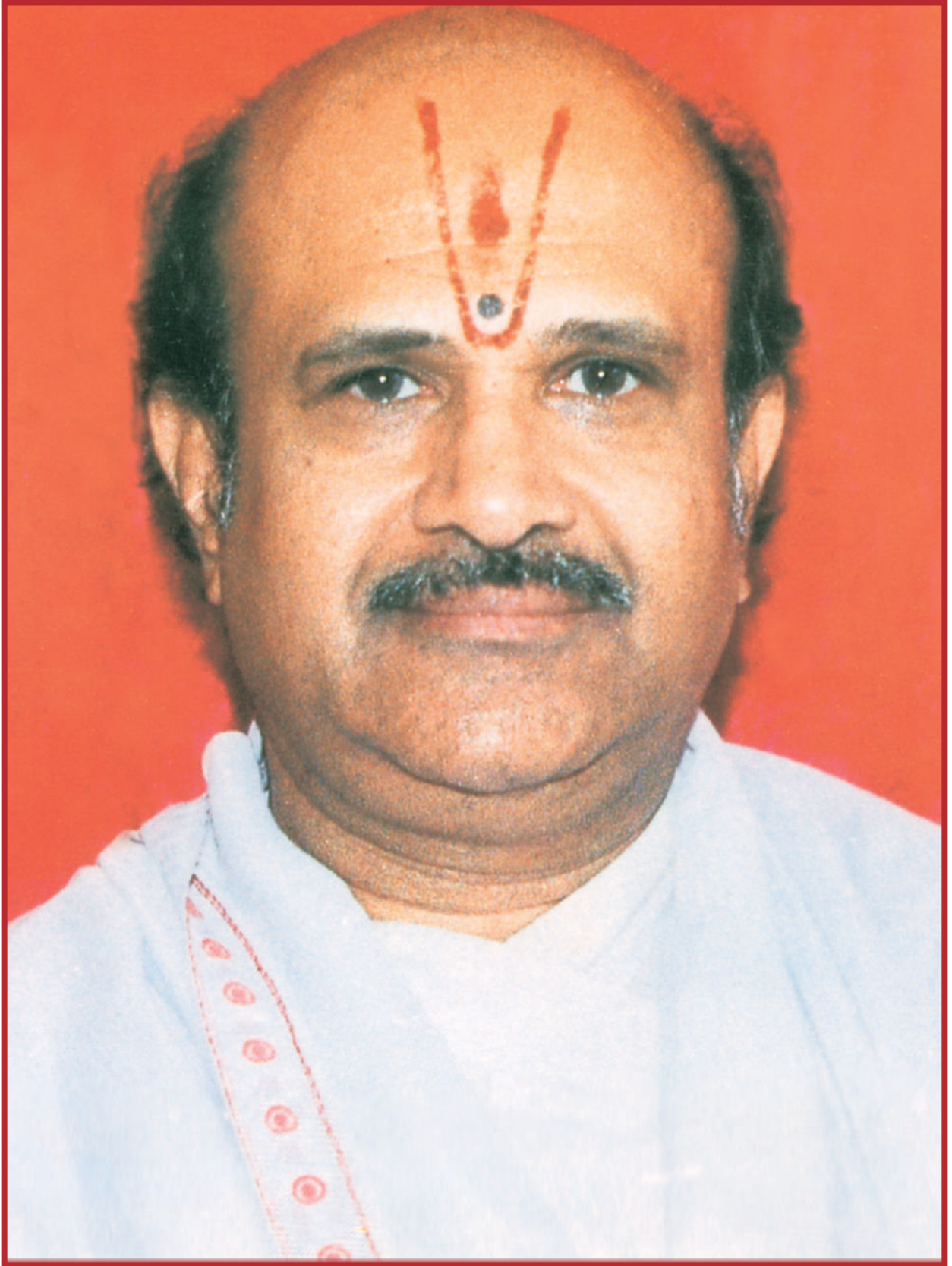


**THE PRESIDING DEITIES**





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**HIS HOLINESS GOSWAMI SHRI MATHURESHWARJI MAHARAJ OF VADODARA**  
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Educationist



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University Representative



**Dr. Uthira D.**  
Staff Representative



**Ms. D.Radha**  
Staff Representative



## Teaching Faculty



Department of Commerce



Post Graduate Department of Business Administration,  
HRM and Undergraduate Department of  
Business Administration



Department of Computer Science



School of Communication and  
Media Studies



School of Food Science Management



Department of Mathematics

## Teaching Faculty



Departments of Sociology and Psychology



Departments of English and Languages



Administrative Staff



Controller of Examinations Office Staff



Library Staff



Technical Staff



## College Day



Cultural Extravaganza



Journal Release



Chief Guest Ms. Usha Ananthasubramanian,  
Managing Director & CEO, Punjab National Bank,  
addressing the audience



Proficiency Award Winner



Jubilant Winners

## Silver Jubilee Celebrations



Dr.G Viswanathan, Chancellor, VIT University, Vellore, addressing the gathering



Launch of the Centre of Excellence in Commemoration of Silver Jubilee Celebrations



Cultural Fiesta



Release of the Postal Stamp Commemorating the Silver Jubilee year of the College



Dr. David Jawahar, Registrar, University of Madras addressing the gathering



**Promoting Academic Excellence**  
**Snapshots of Certificate Programme classes**



## **Developing Self-Reliant Individuals**

### **Manoranjan clubs in session**



## **Providing Career Opportunities**

### **M.O.P. Students at internship at Kingston University, UK**



### **M.O.P. students at internship at Vancouver, Canada**





**M.O.P. School students receive health cards**



**The Penn Kalvi, Run to educate the girl child**



## Autonomy Expert Committee Visit



Autonomy Committee Members interacting with the Physical Education Department



Committee Members during the Interaction Session with the Students of the College



Project display by Media Students



Visit to the Campus Television Studios



Display of models by the Computer Science Students



Autonomy Expert Committee Visit - Interaction with NCC Cadets

# **Highlights of the Activities and Achievements**

**2016 - 2017**

## **Principal's College Day Report**

*12th March 2017*

Distinguished Chief Guest, Ms. Uma Ananthasubramanian, Managing Director & CEO ,Punjab National Bank, respected Secretary, 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 2016 – 2017.

### **Introduction of new course**

- The college introduced a new course – B.Sc Psychology this year, keeping up with the demand and requirement of the student community.

### **Silver Jubilee Celebrations**

2016-2017 is a special year for MOP ians , the year marked the Silver Jubilee Celebrations of the college. It has been 25 years of “Redefining Women’s Education” for M.O.P Vaishnav College.

- The Inauguration of Silver Jubilee Celebrations took place on 13<sup>th</sup> July, 2016
- The College launched The Centre of Excellence, in keeping with the mission goals of the college on 13 July, 2017.

### **Goal 1- Promoting Academic Excellence**

M.O.P. Vaishnav College for Women has always stressed on well-rounded development for its students. At M.O.P. we believe that students focus shouldn’t be restricted on their chosen field alone.

The inter disciplinary course offered by the college not only promotes academic excellence but also enhances the career prospects of the students, by providing them with additional skills that recruiters look for in candidates.

The various Inter Disciplinary Certificate Courses offered by the college are:

- Customer Relationship Management
- Online Trading
- Visualising & Copywriting for Advertising
- Accounting Software
- Script Writing
- Quantitative Aptitude
- Women & Society in India
- Women & Management

- Business Data Analysis
- Theatre English
- Social Etiquette
- Spoken Hindi
- Quilling & Jewellery Making
- Handmade paper products
- Fashion Designing
- Chinese cuisine & baking

## **Goal 2 - Developing Self –Reliant Individuals**

The college not only shapes the students' individual personalities, but also offers activities that gives them excellent avenues to explore their fields of interest.

### **Manoranjana– 37 Student Clubs**

## **Goal 3 - Providing Career Opportunities**

### **International Summer Course**

- 19 students underwent a month long short term course on “**International Business**” at **Kingston University, London**
- Ms. Meenakshi Sai, Ms. Sakthi.B, Ms. Meenakshi.P, Ms. Shruthi, Ms. M. Pooja Lalwani, Ms. Shruthi Singhvi, Ms. Kanchan - I Prize in App Development Competitions organized by *Barclays Bank, London*.

Name of the App        - ShopNgo by XBANK

Tagline                    - Shopping Made Easy

USP                        - Fingerprint Access Contact-less

### **Further Collaborations 2017 – 2018**

- University of Massachusetts– Boston
- University of Illinois – Chicago
- Vancouver Film School – Canada

## **Goal 4 - Creating Socially Responsible Citizens**

M.O.P Vaishnav College for Women as an institution, help students realize their personal values through service to the society. The college makes students feel a greater sense of achievement and compassion by stressing on the importance of their work for the community and the world. The college through service, fulfills its goal in creating socially responsible citizens.

- **A Miniathon** was organised with mission of contributing towards women's education “**Pen Kalvi**” – **Run to educate**
- **Health Card**-The college distributed Health Cards to under privileged students of M.O.P. School – as an initiative to offer health for all.
- **Aahaar - Breakfast scheme for underprivileged school children**

Breakfast is an integral part of any child's day and Aahar is an attempt to ensure that each child gets this privilege. The aim of this program is to bring a full stop to hunger and provide breakfast for children in two schools across the city.

The college uses a plethora of methods and ways to propagate and inculcate a sense of social responsibility and to help make a change in the society and through initiatives like;

- NSS – National Service Scheme
- YRC – Youth Red Cross
- Red Ribbon Club
- Rotaract Club
- MOP CRS – Community Radio Station
- A Blood Donation Camp was organized on 7<sup>th</sup> February 2017, and nearly 200 units of blood was collected.

### **MOP CRS – Community Radio Station**

M.O.P Vaishnav College for Women, is India's first Arts and Science College to take up an initiative in reaching the community through a Community Radio that can be tuned to listen @ 107.8.

. It comprises a wide range of activity focusing on

- Health
- Entrepreneurship
- Education
- Community development programs
- Environmental issues, and
- Public service announcements

### **This year MOP CRS won**

- National Level Award for the show “**Kudiyai Vellvom**”
- Won the second place in Community Radio Video Challenge 2016 for the short film “**Mazhai Thirandha Nambikkai.**”

### **MOP CRS -Workshops**

- Terrace Gardening For Community Children
- Fitness For women

### **Prominent College Activities**

The campus was abuzz with several activities during this academic year. Some of the prominent events that marked the calendar of 2016 – 17 were:

- Inauguration of exclusive computer lab for MBA students by His Holiness Goswami Shree 108 Shree Mathureshwarji Maharajshree– Founder Patron, VV Sabha
- MOM's Club Workshop – a workshop specially designed for the mothers of the students of the college to understand the transition of their wards from school to college and from campus to corporate.



## Activities of the IQAC

### **IQAC Seminar**

- NAAC sponsored National seminar – “Quality initiative in Teaching, Learning & Evaluation”

### **IQAC workshops for teaching & non-teaching staff**

- Teaching methodology
- Leadership skills
- Building interpersonal skills
- Social etiquette

### **Centre of Excellence for Skill and Entrepreneurship Training**

- **Entrepreneurship Awareness Programme**
  - Building Startup Enterprises
  - Expanding & Succession in Family Owned Business
  - Trailblazers – Alumni Speak
- **The M.O.P Bazaar** - The M.O.P. Bazaar functions as an incubation centre for the students and provides hands on business experience. This year saw 102 stalls, with a turnover of Rs. 12,73,062, Profit –Rs. 57,414
- **Akriti** - A public Limited Company floated by the students of Corporate Secretaryship is in operation for the 10<sup>th</sup> year and has consistently declared 100% dividend to its shareholders.

### **Placement Cell**

- 251 Students placed
- Companies Visited – 49
- Highest Salary – Rs.13.25 Lakhs

### **Internship**

- 4-6 weeks
- April –June 2016
- Over 1000 prominent companies
- Several international placements

### **Prominent Internship Achievements**

- 10 students interned for two months at Goldman Sachs with a stipend of Rs.30,000 / - per month.
- Purthi S. Punamiya (B.Sc Vis Com) - Global Community Development Programme - Cairo, Egypt
- Ms.Nethra M N (B.Com (A&F) Shift-1) - Brand Ambassador of Ernst & Young for 2016-17.

- Neeraja Gayathri (B.Com – MM) - Isuzu Motors India - stipend of Rs. 35,000 for two months

#### **Centre of Excellence - Women's Studies Wing,**

- conducted a National Symposium on **“Women's Development through the Ages”**
- Management funded Research by Dr. Susan Sridhar along with co-investigators Dr.S. Anurekha and Dr. Preetha R conducted a research on **“Women Empowerment and Media Literacy – A Study in Kanchipuram District”**

#### **Student Cabinet Installation**

Citizenship training is imparted to the students through cabinet elections.

- The Student Cabinet is headed by the Prime Minister. It has two Deputy Prime Ministers and 8 ministries.
- Student Cabinet Elections were conducted in Three distinct phases
  - Selection phase
  - Campaign phase
  - Election phase

### **Department Highlights**

#### **Subject related activities**

- **Workshops**– 70
- **Field visits** – 32
- **Guest Lectures** – 108
- **Library visits** – 3 city libraries

#### **Department of MBA**

- **BUSTLE**– Corporate Quiz
- **ZEST**– Inter Collegiate Management Fest
- **Panel discussions** –Demonetisation and Union Budget

#### **Staff Achievements**

- International Publications - 2
- **Dr. ChitraDey**–‘Team Boundary Activity in Software Development Teams’– Academy of Management, Anaheim, California

#### **Students achievements**

- **Student paper presentations**– 6
- **Students of I MBA** –won cash awards worth Rs.50,000/- from Anna University
- **Niveditha V** - won Best Manager Awards and prizes at National level paper presentation, B Plan & case analysis competitions.

## **Department of M.A. HRM**

- **Spectra**– HR summit & Inter Collegiate Management Meet
- **Zen Gen** HR Exhibition

### **Staff achievements**

- **Dr. SrividhyaMouli**
  - Panelist & speaker at Chroma HR Association
  - Published an article titled “Transactional to Transformational Leadership – A conceptual analysis” - International Journal of Human Resource Management
- **Dr. D.S. Latha**
  - The Role of Perceived Stress on Organizational Effectiveness - International Journal of Applied Research

### **Students’ Achievements**

- Student publications – 2
- Student paper presentations – 4

## **Undergraduate Department of Business Administration**

- **Business Battles**
  - National Level Students Paper Presentation Competition
  - Inter Collegiate activities
- **Promot(h)er** - One-day ‘Business on Campus’ for the Girl Child

### **Students’ Achievements**

- Student paper presentations – 3
- Ms.Rhea Garg - selected for summer course on “Strategy and Power of bargaining and negotiation” - London School of Economics.
- Ms. Riddhi Kalra - shortlisted for Personal Interview by IIM( 7 locations) to pursue Post Graduation in Management

## **Department of Commerce**

- The department of Commerce conducted an International Digital media summit with 18 national and 3 International speakers. This saw corporate delegates and academicians.
- 21 Annual Student Workshops
- Commercio–Intercollegiate activities where 115 students from 15 various colleges across the city participated.

### **Staff Achievements**

- **Dr. Uthira D**
  - Published an article titled “Impact of High Involvement work practices on employees’ attitude and behavior of commercial banks in Chennai” in the International Journal of Advanced Scientific Research and Development

- **Dr. Nisha U**
  - “Transactional to Transformational Leadership – A conceptual analysis” in the International Journal of Human Resource Management
- **Dr. Srividya Prathibha**
  - “Bridging the Gap - Handling Talent Management Issues in new generations Private Sector Banks” - International Journal of Business Management and Scientific Research

#### **Students’ Achievements**

- Student paper presentations – 13

#### **Department of Mathematics**

- National Level Symposium - “Mathematics – Abstract Cognizance”
- Insπre 2K16 – Inter School activities
- Euphoria ’16 – Inter Collegiate activities

#### **Students’ Achievements**

- Student paper presentations – 3

#### **Staff achievements**

- Dr.Jayshree Fernandes was awarded “Best faculty” by Cognizant Technology Solutions Limited.
- Ms.Krishnaveni published an article in the International Journal of Pure and Applied Mathematics.

#### **Department of Sociology**

- Student paper presentation competition - ‘Digitalization of Rural India’

#### **Students’ achievements**

- Paper presentations - 3

#### **Department of Psychology**

- Campaign - ‘Suicide Prevention–Connect, Communicate, and Care’

#### **Staff Achievements**

- Ghayathri Swetha Kumari R.A - Guest speaker at Open Sky Slam and M.O.P School

#### **The Department of Food Science**

- Innamudhu 2017 - National Seminar - Exploring Food Based Approaches for Sustenance.
- Beyond Breads – cafeteria run by the department as practice school.

## **Staff Achievements**

### **Dr.Simmi Jain**

- Formulation and Quality Analysis of Detox Drink - International Journal of Home Science

### **A.Haripriya**

- Quality Characteristics of Indigenous Organic Indian Rice Variety: Kouninel - International Journal of Home Science

## **Students' Achievements**

- International Publication – 2
- Paper presentations - 9
- Roshni.M & Anusha.R - AFSTI Scholarship Award - Rs.30000
- Dhivya Dharshana– Resource person for Baking Workshop - JCI Club, Chennai

## **Department of Computer Science**

- The Department of Computer Science organized ICCCMIT 2017 an international conference with two international speakers from USA and China and 8 national speakers. The event saw 428 corporate delegates and academicians.

## **Students Achievements**

- International Publications – 9
- Paper presentations - 2

## **Staff Achievements**

- Dr. Priya Iyer -Resource Person & Session Chair - Sri Chandra Prabhu Jain College
- Ms.D.Radha has published papers in various international journals
- Ms.R.Anusha and Ms.Muthulakshmi have published papers in various national journals

## **Department of Journalism**

- National level symposiums - 2
  - Implications and influences of new media technologies on Journalism
  - IQAC seminar on redefining journalism curricula
- Box Speaker – 2 (demonetization & US elections)
- MOP Newsletter – Bi – monthly

## **Students' achievements**

- Ananya S – Student delegate to the USA for 5 weeks - The Study of the U.S. Institute for Student Leaders on Journalism and New Media - University of Washington, Seattle.
- Srithi S – Attended the Global Young Leaders Conference in Washington DC and New York.
- Aasha Sriram – Script selected for the International Short Film Festival, Australia.

## **Department of Visual Communication**

- **Positives** – annual photography exhibition conducted by the department. The photographs taken by the students were displayed for public view. This year in Positives, students displayed photos on the theme, ‘A Mosaic of Myriad Images’ and it was inaugurated by the famous Art Director, Mr.Sabu Cyril. The exhibition showcased more than 200 photos out of a selection of 7000 photographs clicked by the students from Kashmir to Andaman.

## **Staff achievements**

- Dr. Preetha R ,Co – Investigator for the research project on “Media literacy and women empowerment among rural women in Kanchipuram District”
- She also created a PSA for HLL, Govt of India Project on Sanitary pads.

## **Department of Electronic Media**

- Model United Nations
- Champions Of Indian Cinema- The Kamal in Me” –Inter collegiate talent show
- Departmental symposium
  - Opportunities and Technologies in Media
  - Social Change: Comic Books, Journalism and Interactive Story telling

## **Staff Achievements**

- Rathi Chithra - Chief guest and speaker at Youth Red Cross, Anna University & A I I India Radio

## **Post Graduate Department of Communication**

- Voices – 4 day city-wide PR campaign on Autism awareness
- Think, Point, Shoot - a lecture series by Fulbright scholar Dr.Annett Danto was organized by the department

## **Staff Achievements**

- Ms.Gayathri.E – Resource Person – AIR & AIYAI International Forum For Women Student Achievements
- International Publications – 2

## **Post Graduate Department of Media Management**

- Department conducted “Be Safe” a Cyber Safety Campaign
- Miniathon- “Run to educate” was also organized by the students of the department

## **Department of English**

- Madras Week Celebration

## **Staff Achievements**

- R. Jayalakshmi
  - Presenter - All India Radio
  - Published paper in the International Journal of Language, Literature and Culture Studies

- **Ms. Akila Bharat**  
- Published paper in Roots International Journal of Multidisciplinary Researches

### **School of Languages**

- Department of Sanskrit conducted a series of workshops on blending culture and language.
- The Tamil department conducted “Kaviarangam” on 150 years of Pavendhar Bharathidasan

### **Staff achievements**

- Dr. Rajeswari faculty of the department of Tamil has published three books. She has been a resource person and speaker in various Tamil Channels
- Dr.Srilatha from the Tamil department has won various awards and published 7 Books/ Papers
- Ms. Anusha from the department of Sanskrit has been a resource person in Kannika Parameswari College for Women.
- Dr.Sudha Trivedi from the Hindi department has won the prestigious award from Tamil Nadu Hindi Sahitya Academy. She has also been invited as resource person and speaker in various forums and honoured with many other awards

### **Staff Accolades**

#### **Dr. Lalitha Balakrishnan**

#### **Awards**

- “Women Achiever Award” - Rajalakshmi Engineering College

#### **Resource person & Invited Chief Guest**

- Russian Cultural Centre
- Madras Management Association
- Bharat Soka Gakkai - Peace - Culture - Education Symposium
- Peace-Culture-Education
- Shakespeare Endowment Lecture

#### **Research**

- Co-opted member by NAAC to submit a research project proposal on “Development of a functionally effective IQAC model for Higher Education Institutions”

### **Cultural extravaganza**

M.O.P has a well-earned reputation for hosting some of the most vibrant cultural fests in the city.

The freshers are given an opportunity to bond with their seniors and to create a sense of belonging through

- Abhilasha – the fresher talent hunt.
- Jhankar – the inter department cultural event and the most awaited event of the year is thrown open for all years.

- J.I.F. (Jhankar and Intelligensia Fest) is the intercollegiate cultural festival hosted by M.O.P Vaishnav.
- **VISH- Vaishnav Initiative for Social Help** – Vaishnav Initiative for Social Help, the annual fund raising carnival was organised as a three day event comprising concerts, movie screening and Dandiya night.
- **Shringar** - the annual festival of dance and music witnessed the participation of famous alumni in the field of music and dance .This year Shringar was inaugurated by renowned singer Mr. Unni krishnan and his daughter Ms.Uthira Unni

### **Student Achievements**

**Prizes won** in inter collegiate co-curricular and extra-curricular activities

- I prizes – 75
- II prizes –67
- III prizes –52

### **Overall trophies won**

- Women's Christian College
- GSS Jain College
- Loyola College
- Guru Nanak
- Ms. Gowthami Ashok of III B.Com (A&F) Shift-II, represented India at Srilanka as a delegate for dancing in the Nallur Temple Festival in 5 other states along with ICCR (International Council for Cultural Relations)
- Nithyashree V of I B.Sc.EM, performed at USA in Doctors Medical Conference , New York

### **Sports and NCC**

M.O.P Vaishnav believes in holistic education and empowering women in all fields. This kind of dedication to a holistic education has been the reason for the unparalleled support that M.O.P gives to sports and NCC students.

### **Sports Accolades**

- Dr. A.L. Mudhaliar Athletic Rolling Trophy – 14 years
- Dr.Sivanthi Adityan Rolling Trophy for maximum number of university players – 14 years
- Shri P. Haridas University of Madras Rolling Trophy for winning maximum number of inter zonal matches –11 years
- Tournaments won - 116
- Medals won in Athletics – 51



## International Sports Stars

- C R Harshavardhini - Ranked India No. 1 In Table Tennis
  - Slovakia - Global Junior Open
  - Poland - Global Junior Open
  - Chinese Taipei - Junior Open
  - Thailand – Asian Junior Open
- Varsha– Sailing
  - Ranked 25th in Oman Laser Youth World championship held in Muscat

**VASPO** - *Vaishnav Sports*, a national level inter-collegiate sports tournament is organized annually by the college. This event attracts over 1000 players from all over the country who vie for prizes in basketball, volleyball, throw ball and table tennis.

**SPORTS DAY** - The Silver jubilee year sports day had an added attraction of 200 students performing a Drill. It was a spectacular event by the students.

### NCC

The NCC unit has brought several laurels to the college. From its inception, the cadets of the College have been representing Tamil Nadu at Republic Day Camp, New Delhi. The College has won many overall banners at various Cadofests.

- Students of NCC have won the Inter collegiate fest at Ambedkar Law University
- Three NCC students of the college participated in Republic Day Parade at New Delhi

### MOU

The college has signed an MOU with Apollo Shine through which all students and staff of the college are entitled, for the benefit of a sound body on sound mind

### Prominent visitors to the college in the year 2016-2017

The college hosted several eminent personalities and VIP visitors during this epoch marking year

- His Holiness Goswami Shree 108 Shree Mathureshwarji Maharajshree– Founder Patron, VV Sabha
- His Holiness Goswami 108 Drumil Kumarji Mahoday– Patron, VV Sabha
- Dr. G Vishwanathan– Chancellor, VIT University, Vellore
- Dr. P David Jawahar– Registrar, University of Madras
- Dr. Chitra Madhavan– Historian and Post Doctoral Fellow, Indian Council of Historical Research
- Mr. Poochi Venkatarahaman , Eminent Insect Photographer & Naturalist
- Ms. Ariel H Pollock - Cultural Affairs Officer, US Consulate General, Chennai
- Mr. Eric T Lund – Cultural Affairs Officer, US Consulate General, Chennai

- Mr.N.Gopalaswami, IAS– Former Chief Election Commissioner of India
- Dr. Saundarya Rajesh – Founder President, AVTAR Career Creator
- Mr. Vishal Krishnan – Film actor
- Prof. Surajit Gopal, North Greenville University
- Mr. Vinodh .C - Global Head HR-Polaris
- Mr. Ramasubramaniam - Associate Director–KPMG
- Mr. Ramasubramanian. K - Economic Analyst
- Dr. Vaidhyasubramaniam - Dean-Sastra University.
- Mr. Arokia Sagayraj - VP HR, Renault Nissan Technology and Business Centre
- Mr. Bharathan Prahalad - Global Head, People First HR, TPF Software
- Mr.Raj Krishnan - Chief Technology Officer, Infra ACE Tech
- Mr. Rajesh Venkat - CEO, Sundaram Business Service Ltd.
- Mr.Sundaram, Executive Director (Corporate) - Indian Institute of Material Management
- Mr.Sundaram M, Executive Director (Corporate Planning) - Super Auto Forge Ltd.
- Dr. G.P. Youvaraj, Director & Head - Ramanujan Institute for Advanced Study in Mathematics
- Dr. A.V. Jayanthan, Associate Professor, Department of Mathematics - IIT Madras
- Ms.Subbhakeerthana, Correspondent- The New Indian Express
- Ms.Srimathi Sreedharan, Correspondent- The Times of India
- Mr.Dan Goldman, Mr.Benjamin Dix and Mr.Ram Devineni , Freelance Journalists and Visualizers
- Mr. Sathyan Bhatt, Managing Director, Prism Public Relations Pvt, Ltd. Chennai.
- Mr.K Bhagyaraj, Film Director
- Ms.Poornima Bhagyaraj, Film Personality
- Mr.Ramesh Khanna, Actor and Director
- Mr.Bosskey, Film Actor and Stand Up Comedian
- Mr.M.N. Gnanasekaran, Cinematographer
- Mr.Crazy Mohan, Actor and Screen play writer
- Mr.S.P. Muthuraman, Veteran Director
- Ms.Pushpa Kandaswamy, Screen play writer and Producer
- Mr.Vigneshkanth, Radio Jockey
- Mr.K.S.Ravi Kumar, Renowned Film Director
- Ms. Deepa Umesh, Creative Head - Sports Mechanics India Pvt Ltd
- Ms.Sudha Vasudevan , Senior Scientist & Head, Department of Food, Nutrition & Dietetics Research Foundation, Madras Diabetic Research Foundation
- Mr. David Fallon, Journalist, Netherlands
- Mr. Mikael Gislen, Managing Director, Gislen Software
- Dr. Pradeep Philp, IPS. ADGP

- Dr.Chitra Madhavan, Historian and Post-Doctoral Fellow, Indian Council for Historical Research
- Mr. Gangai Amaran, Director, Lyricist and Music Director in the Tamil film industry.
- Ms. Uma Ananthasubramanian, Managing Director & CEO, Punjab National Bank

In this momentous occasion it is my bounden duty to express my sincere thanks to people without whom the achievements of the college would not have been possible. I wish to thank

- Secretary - Shri Manoj Kumar Sonthalia
- Board of governors & managing committee
- Vice principal Dr. Uthira
- Controller of examinations Ms. D.Radha and Team
- Deans
- Staff Council Secretary and Staff Secretary
- Heads of Departments
- Teaching and Non-Teaching Staff
- Physical Directress Ms. Amudha & Sports coordinator Mr. Ramesh
- Administrative Head & her team
- Guest & Adjunct Faculty
- Skill Trainers
- Resource Persons
- Members Of Academic Council
- Members Of Boards Of Studies
- Public Utility Officials
- Canteen Contractors
- House Keeping Contractors
- Parents
- Alumni
- Well Wishers
- Friends
- Press
- Students

Finally, I thank our presiding deity Lord Ganesha for his bountiful blessings.

Thank You.

**M.O.P. VAISHNAV COLLEGE FOR WOMEN**  
**COLLEGE DAY PRIZE LIST**

S.No.	Endowment	Category	Name of the Student
1	Smt. Shakuntla Gupta Prize	Best Student of the Year of the College	Prachi Mundra III B.Com A & F.
2	Dr. A. Thiruvengadathan Prize	Proficiency in Co-Curricular and Extra Curricular Activities	Divya J.S. III B.Sc. FSM .
3	Shri. M.O.Parthasarathy Aiyangar Prize for is awarded to	Proficiency In Extra Curricular & Co-Curricular Activities	Shruthi A III B.Com Marketing Management
4	Shri JayagovindHarigopal Agarwal Meritorious Award	Best Paper Presentation at the postgraduate level	Niveditha V. I MBA
5	Dr.A.Thiruvengadathan Prize	Best Paper Presentation at the undergraduate level	K. Pavithra III B.C.A.
6	Champakam Prize	Best Intern of the college	Shanthala Shenoi P III B.Com A & F.
7	Prof. S. Radhakrishnan Prize.	Best Socio-Economic Project	Karuna Bhandari and Dixitha Kumbhat T III B.Com A & F
8	Shri. B.S. Raghavan Prize	Proficiency In Sports	Balakannamma P III B.Com A & F.
9	Champakam Endowment Prize	Best NCC Cadet	Yogavandhana A III BA Sociology
10	Champakam Prize	Excellence In Fine Arts	Mrinalini B III B.Com Honours
11	Smt. Rukmani Shamadas Memorial & Prime Academy Prize	Excellence In Fine Arts	Ananya R III B.Com A & F
12	Dr. K. Nirmala Prasad Prize	Excellence In Fine Arts	Krithika Anand III B.B.A.
13	Mother Teresa Endowment Prize	Active Participation In Social Service	Smriti Anund IIIB.Sc Vis Com.
14	Shri. Krishnadas Purushothamadas Prize .	Best Student Entrepreneur at MOP Bazaar	Siddhi Doshi, Krithika Anand Shreya Gupta, and Akshita III BBA
15	Dr.K. Nirmala Prasad Prize	First Place In Inter collegiate Quiz	Anantha Raman, Arjun Praveen & Pranav R. RKM Vivekananda College

### BEST OUTGOING STUDENT

16	Smt. Lakshmi & Sri Kanhaiyalal Marfatyia Endowment Prize for Best Outgoing Student of MBA -Neerja Lakshmi II MBA
17	Champakam Endowment Prize for Best Outgoing Student of MA Comm -Sreshta Tiwari II MA Comm
18	Society of Auditors Endowment Prize for Best Outgoing Student of M.Com - Saranya R II M.Com
	<b><i>The Shri. V.V.Sabha Endowment Prize for Best Outgoing Student of the respective departments are:</i></b>
19	M.A HRM - Prathipa L.
20	M.A. MM - Smita S Joshi.
21	M.Sc. FTM - Keerthiga M.
22	M.Sc. IT –Jyothirmayi Bhargavi A.
23	B.Com. A & F Shift 1 –Prachi Mundra.
24	B.Com. A & F Shift 2 - Radhika Narayanan.
25	B.Com. CS - Ishwarya B.
26	B.Com. MM - Shruthi A.
27	B.Com Honours - Swetha K.
28	B.B.A –Krithika Anand.
29	B.Com. ISM - Vatsala P.
30	B.C.A - Pavithra K.
31	B.Sc. Mathematics –Shailaja Ramakrishnan.
32	B.Sc. Viscom - Jenny Varghese.
33	B.Sc. EM – Shreya Balaji.
34	B.A. Sociology - Tabitha S.S.Tabitha also won The Champakam Endowment Prize for Outstanding Student of English
35	Smt. SudhaHaridas Endowment Prize for Best Outgoing Student of B.Sc CS- Deepika A III B.Sc CS
36	Champakam Endowment Prize for Best Outgoing Student B.Com A & F-Ananya R.
37	Smt.AkilaNeelakantan Endowment Prize for Best Outgoing Student in B.A Journalism & Champakam Endowment Prize for Outstanding Student of French- Dakshiani D Palicha.
38	Shri P. Haridas Endowment Prize for Best Outgoing Student of B.Sc. FSM - Sanika N Shah.

39	Champakam Endowment Prize for Outstanding Student of Hindi - Sonali R III B.A. Journalism.
40	Champakam Endowment Prize for Outstanding Student of Sanskrit - Komal G Parmar III B.A. Journalism.
41	Champakam Endowment Prize for Outstanding Student of Tamil -Maalavika G III B.Com MM.
	<b>OVERALL PROFICIENCY PRIZES</b>
	<i><b>The Shri. V.V.Sabha Endowment Prize for Overall Proficiency in Post-graduate departments:</b></i>
42	M.A. Communication – Nanditha Ravindar.
43	M.A HRM. - Shilpa Jain D.
44	M.A. Media Management - Renuka Devi.
45	M.Sc. FTM - Kavitha N.
46	M.Sc. IT – Jyothirmayi Bhargavi A.
47	MBA - Monica J.
48	Society of Auditors Endowment Prize for Overall Proficiency in M.Com - Alamelu L.
49	Shri. B.K. Goenka Endowment Prize for Overall Proficiency in B.Com A & F- Shanthala Sheno P
50	Shri Harikrishna Jhaver Endowment Prize for Overall Proficiency in B.Com A & F - Maanasaa Jeyaraman.
51	Society of Auditors Endowment Prizes for Overall Proficiency:B.Com. CS - Nandini Menon V.
52	B.Com MM - Vijaya S.
53	Shri.S.R. Damani Endowment Prize for Overall Proficiency in B.B.A. - Nishi V Mavani.
54	Smt.T.V. Kalpagam Endowment Prize for Overall Proficiency in B.Sc. CS - Rajalakshmi R.
55	Smt. Shantaben R Bhatt award for Overall Proficiency in B.Sc. Vis.Com-Sruthi R.
56	Champakam Endowment Prize For Overall Proficiency in B.A. Journalism - Ananya S.
57	Smt.Rama Devi Goenka Endowment Prize for Overall Proficiency in B.Sc. FSM - Pranaweswari S.

58	B.Com A&F – Thaiyal Nayaki A.		
59	B.Com Honours - Anandhi P.		
60	B.Com ISM - Akshita A Kothari.		
61	B.C.A. - Subhashree R.		
62	B.Sc. Mathematics - Bharathi S.		
63	B.Sc. Electronic – Ushoshi Ghose.		
64	B.A. Sociology - Priyanka V.		
S.No.	Endowment	Category	Name of the Student
65	Computer Access Prize	Best Projects in MBA	Savitha G for Human Resources Management Gnana Lakshmi S for Marketing Bhavani Priya R. For Finance
66	Smt. Mani Parvathi Prize	Academic Topper in Managerial Economics in MBA	Akshaya C.
67	Prof.M Ekambaranathan Prize	Financial Analysis of Balance Sheet For Financial & Management Accounting	Monica J of II MBA.
68	Late Prof.Labdhi Bandari Endowment Prize	Best Project On New Product Introduction	Varshitha M, Tarika R, Sandhiya M, Bhavadharani T, Ann Steff Glory M and Sumii C of I MBA
69	Shri Krishnaswamy Prize	Best Video Documentary	Deepika Balu, Nirupa S, Gayathri CY, Greeshma Govindarajan, and Shebani Mandhakini Bhaskar II M.A. Communication
70	Champakam Endowment Prize	Best Experimental Research	Janaki II M.Sc. FTM.
71	Dr. M. Swaminathan Prize	Maximum No. of Research Projects and Presentations in Food Technology Management	Sandhya P S.

S.No.	Endowment	Category	Name of the Student
72	Smt. Diwaliben U Trivedi Prize	Best PR Person	Devi Priyanka II M.A. Media Management
73	Shri B.K. Goenka Prize	Best Event Manager Best Radio Co-Ordinator Best Radio Programmer Best Outreach Personality	Upasana Gothi II M.A. MM Brinda Iyer R III B.Com ISM Janani Hamsini N II B.Sc EM Hemalatha S III B.Sc EM.
74	Shri Sultan Chand Dropadi Memorial Endowment Prize	First Rank In Intro- ductory Accounting & Accounting For Companies	Sakshi V Goel, Sinduja B, Preethi D II B.Com A & F.
75	Shri. K.K. Maheswari Endowment Prize	CA - Foundation Topper ICWA - Inter Topper	Renuka J, II B.Com Honours Anandhi P III B.Com Honours
76	Shri Parasaran Golden Jubilee Prize for is awarded to	Proficiency In Law	Divya M II B.Com A & F, Harsha R Gandhi II B.Com A & F, Vinaya G II B.Com A & F, Ishwarya B III B.Com (CS), Akshitha III B.B.A, Akshita A Kothari III B.Com ISM, Pratyosha K II B.Com MM and Sanskriti Bahadur II B.Com Honours.
77	Desikachari Prize	Best Presentation on Marketing Research	Jhanvi J Shah, Swetha A, and Sanchi A. Tibrewala of II BBA
78	Dr. K. Nirmala Prasad Prize	Best Project in B.Sc.CS Best Blog  Best Documentary	Preethi M Ayesha Mubin M, Girija V, Priyadarshini M A, Supreetha V, Swetha C I BCA Prathi Priya P III B.Sc EM
79	Shri. R. Suryanarayanan Prize	Best Project in B.C.A	Janani K.K.
80	Shri. P.Haridas Prize	Best Project in B.Sc. Mathematics	Reshma C.
81	Ms. Nita Narasimhan Prize	Best Student of Visual Communication	Sruthi R.T.



<b>S.No.</b>	<b>Endowment</b>	<b>Category</b>	<b>Name of the Student</b>
82	Appu Rao Prize	Best Photographer of the Year	Janani Ravi III B.Sc.Vis. Com.
83	Shreyas Prize	Best Graphic Designer	Prashanthi Kausalya II B.Sc.Vis. Com.
84	Shri A.Z. Ranjith Prize	Excellence In Fine Arts	Prashanthi Kausalya II B.Sc.Vis. Com.
85	Shri. M.L. Gupta Prize	Best Visualizer Best FM Communicator Best Business Journalist. Best Political Reporter –	Pooja Balamurali III B.Sc.Vis. Com. Sruthi K III B.Sc EM, Lavanya S III B.A Journalism, JananiSuri II B.A Journalism.
86	Shri. Kishan H Shah Prize.	Best Audiographer	Shridha Dugar II B.Sc. EM
87	The Vaishnav Vanik Mahila Mandal Endowment Prize	Best Broadsheet	Bharathi V, Reethika Daga, Janani Suri, Kameshweri G, Soorya S and Sri Ranjani K II B.A. Journalism
88	Smt. Rama Devi Goenka Prize	Best Experimental Research	Poojasree K M III B.Sc FSM.
89	Mrs.Shymala Sivaraman Prize	Best Culinary Expertise in B.Sc. FSM	Krithika R Bhandari.
90	The Priyanka Mohanarangan Prize	Meritorious student of B.Sc. FSM	Divya J.S.
91	Aachi Manorama Prize	Best Paper Presentation - Intra-Mural level	Shankari R S II B.A. Sociology

## OVERALL TROPHIES WON AT OTHER COLLEGES

S.NO	PARTICULARS
1	The Students of the College won the Overall Trophy in Neharika '16, at the cultural fest conducted by The Anna Adarsh College for Women.
2	Overall Championship Trophy in Dhruva '17, at the intercollegiate competition conducted by Shri Shankarlal Sundarbai Shasun Jain College, by the post graduate Commerce Students.
3	The M.Sc FTM students won the Overall Runners-Up in Nutri Utsav '16, at a National Conference conducted by Madras Medical Mission College by
4	The Departments of B.Com A & F and B.Com Corporate Secretaryship jointly won the overall trophy at Sankalp 2017 conducted by Guru Shree Shanthivijai Jain College for Women.
5	The Undergraduate Department of Commerce (Shift 1) won the overall trophy at Loyola College's Consumer Citizen Club Activity - "Conquest".
6	The Department of B.Com (Honours) won the Overall Trophy at Com-o-Fest 2017 conducted by the JBAS College for Women.
7	The students of BBA (Shift 1) won Best Student Team at Southern Regional Conference on "Empowering Women through Skill Development-Challenges and Opportunities" conducted by the Department of Business Administration at by Guru Shree Shanthivijai Jain College for Women.
8	The Department of Mathematics won the DAMORS Best Performance Award at the Intercollegiate Co-Curricular Competitions conducted by Guru Shree Shanthivijai Jain College for Women.
9	Department of Mathematics won the Overall Trophy at the Intercollegiate Co-Curricular Competitions conducted by Women's Christian College.
10	The Department of Journalism were the Overall Winners at Medios 2016 conducted by the Department of Visual Communication at the Ethiraj College for Women.
11	Students of Food Science and Management won the Overall Trophy at Cellutions 2016 conducted by the Department of Bio-Chemistry, D.G.Vaishnav College.
12	Students of the college won the Inter-collegiate Competitions at Kalakritih, conducted by the Department of Sanskrit at Stella Maris College.
13	Students of the college won the Parimala Krishnaswamy Trophy for the Bharathiyar's song competition conducted by Department of Tamil, M.O.P. Vaishnav College.
14	The NCC Contingent of the college were the overall winners at Cado-feasta, conducted by Ambedkar Law University.

## Silver Jubilee Celebrations

M.O.P. Vaishnav College for Women embarked on its journey of excellence in women's education 24 years ago on July 13, 1992, and thus celebrated its entry into its silver jubilee year on July 13, 2016 at the Music Academy.

Lauding the college for rendering stellar service in the area of women's education despite constraints of space, chief guest Dr. G. Viswanathan, Chancellor, VIT University, Vellore, particularly congratulated the institution for grooming many state, national, and international-level sportswomen.

Dr. Viswanathan also declared open a Centre for Excellence at the college. The Centre with four mission goals was launched to promote skill development in students. The Centre would work to:

- **Promoting Academic Excellence**
- **Developing Self – Reliant Individuals**
- **Providing Career Opportunity**
- **Creating Socially Responsible Citizens**

Guest of Honour, Dr. P David Jawahar, Registrar, University of Madras while appreciating the college for achieving excellence, reminded the gathering that it was the occasion to remember with respect the founders, former correspondents and principals who had worked hard for the development of the college.

A postal stamp commemorating 25 years of service in the cause of education was launched. The day also saw entertaining cultural performances by the students of the college.

The college was incepted in the year 1992 with just three departments. Today, 24 years later, the college stands tall with 15 UG departments, 7 PG departments and 1 research department with a student strength of 3400 and staff strength of 170.

### **Promoting Academic Excellence**

With this mission goal, the Centre for Excellence builds on the long-standing aim of the college to develop well-rounded individuals. The Centre has facilitated the launch and running of the inter-disciplinary certificate programme (IDCP), through which students can avail of a slew of certificate programmes for skill development, over and above mandatory for-credit courses. Certificate courses offered in 2016-17:

- Customer Relationship Management
- Online Trading
- Visualising and Copywriting for Advertising
- Accounting Software
- Script Writing
- Quantitative Aptitude
- Women and Society in India
- Women and Management
- Business Data Analysis
- Theatre English
- Quiz/Debate/Jam/Information Search
- Chaat, Chinese Cuisine and Baking
- Social Etiquette
- Blouse Designing
- Handmade Paper products
- Bouquet Making and Vegetable Carving
- Quilling and Jewellery Making
- Spoken Hindi

### **Developing Self-reliant Individuals**

The college has always provided the time and space for students to pursue their interests outside their area of study. The Centre for Excellence formalised this effort with the launch of 37 student clubs under the banner “Manoranjan.”

Clubs launched in 2016-17:

- Art: Caricature
- Art: Paper Art
- Art: Pencil Sketching
- Baking
- Blog and Creative Writing
- Blouse Designing
- Book Reading Club
- Bouquet Making
- Calligraphy & Handwriting
- Chaat and Chinese Cuisine
- Cosmetology
- Dance Contemporary
- Dance Folk
- DJ Club
- Embroidery
- Fabric Painting
- First Aid Club
- Fitness Club
- Handmade Paper Products
- Interior Designing
- Jam & Debate Club
- Jewellery Making
- Music: Light
- Music: Western
- No fire Cooking
- Public Speaking
- Quilling
- Quiz Club
- Radio Club
- Self Defence Club
- Standup Comedy
- Table Etiquette
- Tailoring
- Theatre: English
- Theatre: Hindi
- Theatre: Tamil
- Vegetable Carving

### **Providing Career Opportunities**

The college aims to provide students with the global exposure they require in an increasingly globalised world. The Centre spearheads a concerted effort to forge partnerships and memoranda of understanding with foreign universities to facilitate international internships for students. Several groups of students have already benefited from this effort.

**Kingston University, U.K.:** Nineteen students from the M.O.P. School of Business got the opportunity to attend a summer programme at Kingston University, London. The course, the international business programme, included essential business subjects for business school students, including international finance, human resource management, international marketing, international law, and strategic management. The students also earned plaudits for themselves and for the college by winning first place in a task involving app content development, during an industrial visit to Barclays Bank.

**Vancouver Film School, Canada:** Fourteen students from the School of Communication and Media Studies attended a month-long intensive programme on film production, animation and special effects at the Vancouver Film School (VFS), Canada, during April-May 2017. The programme addressed the many interests of creative media students including acting, filmmaking, screenplay-writing and videogame development. During the month, M.O.P. students produced two films and officially released the films.

Further, 25 students attended a global business immersion programme at the Illinois Institute of Technology, Chicago, and 13 students attended a programme on entrepreneurial development and leadership at the University of Massachusetts, Boston, during summer 2017.

### **Creating Socially Responsible Citizens**

At M.O.P., a sense of social responsibility is an important part of a well-rounded individual. Community service is a mandatory component of our curriculum. Building on this foundation, the Centre for Excellence has helped facilitate several initiatives to involve students in service activities so as to foster in them a sense of social responsibility.

**Penn Kalvi - Run to Educate:** Putting our efforts behind a cause close to our heart, the college organised a mini-marathon on August 7. Proceeds from the event were donated for the cause of education of the girl child.

**Health cards:** The college distributed health cards to the underprivileged students of a college-supported school, M.O.P. School. The card is designed to help beneficiaries as well as their healthcare providers track their health parameters.

## Post Graduate Department of Media Management

### Guest Lectures

Date	Topic	Resource Person
03.03.2016	Media Relations	Mr. Ramasubramanian, Head, Communication Strategies Pvt, Ltd.
07.03.2016	Advertising Campaign	Mr. Sathish Krishnamoorthy, Independent Brand Consultant
26.09.2016	Branding	Ms. Sushma Raghavan, Brand Executive
12.01.2017	Current Trends in Media Relations	Mr. Sathyan Bhatt, Managing Director, Prism Public Relations Pvt, Ltd. Chennai.

### Journal

**Cynosure – The Department Journal is a joint venture with the Department of M.A.Communication.**

### Students' Achievements

- Apoorva Ravindran, a professional Carnatic vocalist from I MA (MM) performed at the following concerts.  
Mumbai in January, 2017 along with Harikatha exponent Shri Dushyanth Sridhar at an event organized by Shanmukhananda Hall of Mumbai.  
Invocatory performance at the “Adding smiles living legends” awards ceremony in the presence of many stalwarts, Mr. A.R Rahman, Mr. Sivakarthekeyan, Ms. Sudha Raghunathan to name a few.  
Inaugurative performance for Kannur Sangeetha Sabha in Feb 2017 in the presence of the Dist. Collector, Kerala.
- Smita Joshi, of II MA(MM) has been selected as the assistant photographer for the TN Government Chief Minister’s Health Insurance Scheme’s coffee table book project, involving photographing beneficiaries across the state.  
She was a contributor for the ‘Margazhi Sangeetham’ app, a mobile application launched for the December Music Season.  
She was the personal photographer for singer Bombay Jayashri and singer Mahathi for the December Music Season 2016-2017.  
She was a volunteer for Teach For India’s Design for Change program, where she teaches photography to grade 7 students to use photography as a tool to take up a community issue and bring about a change in the community.  
She is a writer for Galatta Magazine and a Senior Photo Blogger at [madrasphotobloggers.org](http://madrasphotobloggers.org)

- Upasana Gothi of II MA(MM) runs an Event Management company named Alankrit which is the official vendor for Hotel Hilton and Mitsubishi Pvt Ltd Corporation. She has also conducted celebrity weddings like Bobby Simha and Reshmi Menon's wedding and Actor Vishal's sister Aishwarya Reddy's engagement.

#### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
Feb – 2016	Dr. Susan Sridhar	A Study on the impact of Whatsapp among college youth in Chennai	Bi-Annual Journal of the Amity School of Communication. Lucknow	Vol-5. No.1 ISSN 2319-5126
Feb – 2017	Dr. Susan Sridhar (Convener of Study)	Women Empowerment and Media literacy – A Study in kanchipuram District	Research Project for M.O.P. Vaishnav College for Women, Chennai	

#### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
Jan 30&31 2017	Dr. Susan Sridhar	Teaching, Learning and Evaluation Techniques	IQAC, M.O.P. Vaishnav College for Women.	International
Jan	Ms. Channi Chaitali	Teaching, Learning and Evaluation Techniques	IQAC, M.O.P. Vaishnav College for Women.	International



## **PENN KALVI MINIATHON**

### ***“RUN TO EDUCATE”***

As part of the 25<sup>th</sup> anniversary celebrations, M.O.P Vaishnav College for Women supported and conducted a Miniathon - A Mini Marathon, ‘Penn Kalvi’. The cause was to help educate a girl child. The tag line “Run to Educate” was the main slogan throughout the campaign. The Penn Kalvi Miniathon aimed at bringing together people from various walks of life with the belief that the future will be shaped by girls who go to school and how we need to be proactive in making that happen.

The Miniathon took place on August 7<sup>th</sup> 2016 at Island Grounds. It was an extremely successful event. The Miniathon kicked off to a good start when Mr. Asra Garg IPS, AIG of Police flagged off the 10 kilometer race. Another celebrity guest who created an energy rush for the crowd with his presence was Actor Vishal Reddy, Vishal flagged off the 5 kilometer run motivating the girls. Over 3000 students as well as corporates and the general public participated in the miniathon. The Miniathon created tremendous impact by highlighting the cause “Run to educate”. The Miniathon gained enormous success especially with the huge media coverage that it received.

### **WeBsafe PR campaign**

The WeBsafe PR campaign was held on 26<sup>th</sup> and 27<sup>th</sup> September 2016 at M.O.P Vaishnav college for women. The main objective of the campaign was to address cyber issues faced by young women and to provide suitable solutions. This campaign aimed at creating awareness on cyber safety and online addiction. An informative lecture by cyber experts on online safety, inclusive of the legal and criminal implications was an important component of this campaign. A series of events which included competitions, on-stage and off-stage based on cyber safety against women were conducted on the second day of the campaign.

The programme was inaugurated by Aishwarya R Dhanush, UN Women’s Good will Ambassador from South India for 2016.

The Speakers for the campaign included

Advocate Rajendran (cyber law expert)

Advocate Thomas

RJ Syed Mohsin (Fever Fm 91.9)

Mr.Ashish Vivekanand (cyber techie)

Mrs. Padma Chandrasekar (Counselling Psychologist)

## Post Graduate Department of Communication

### Guest Lectures

Date	Topic	Resource Person
17.09.2016	Role of editors and reporters in news room	Subbhakeerthana, Correspondent- The New Indian Express and Srimathi Sreedharan, Correspondent, The Times of India
05.01.2017	Think, Point, Shoot	Annette Danto, K.Hariharan, Dr .Uma Vangal, Professor, and Industry professionals

### Workshops

Date	Topic	Resource Person
28.09.2016	Photography And Lighting Techniques	Soumiya R, Professional Photographer
27.01.2017	Social change comic books, journalism + interactive story telling workshop	Dan Goldman, Benjamin Dix and Ram Devineni , Freelance Journalists and Visualizers

### Journal

Cynosure Vol no : 19

Theme - Media 360°

Name of the best article: The Inevitable need of Feminist Anarchy

Name and class of the student who wrote the article : Roshni Kalyankumar

### Outstanding Achievements

- Shebani Mandhakani Bhaskar of II M.A..Communication was invited to be a part of the US developmental squad from September 9-11, 2016 to play against a touring MCC (Marylebone Cricket Club, England) women's side with legends Claire Taylor and Charlotte Edwards. This was in Philadelphia, USA. She was captain in a few matches. She was also invited to play for the CanAm (Canada+America) team in Toronto and was the leading run scorer for CanAm in the matches played against MCC on this tour.

- Gayathri C.Y of II M.A..Communication, got placed as a manager in Snapdeal with Rs 13.5 lakh per annum as salary.
- Nanditha Ravindar and Greeshma Govindarajan of II M.A..Communication published a paper on The Topic “Freedom of Expression on Social Media: Myth or Reality” in the Global Media Journal ISSN : 22495835
- Gayathri Chandrashekar and Nirupa Sampath of II M.A..Communication published a paper on the topic “Social Media and Disaster Management” in the Global Media Journal ISSN : 22495835
- Archana Jairam of I M.A.Communication presented a paper titled “Comprehensive Security and Media Role” at Kriya 2017, a national seminar organised by Stella Maris College on 13th February 2017.
- Archana Jairam, Haripriya.M and Vilasinisri KS of I M.A.Communication participated in the cultural exchange program, “Nagaland and Chennai Young Women” at the Global Adjustment Foundation Center at R.A.Puram from 10th to 14th March, 2017.

#### Field Trips

Date	Place of Visit	Purpose
25.09.2016	Brahmakumari Rajyog Foundation	National Media Seminar on Value Based Media for a Healthy and Happy Society

#### Paper Presentations

#### Staff Achievements

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
12.01.2016	Dr .S.Anurekha	North Maharashtra University, Jalgaon	National conference on Role of Community Radio as a Medium of Rural and Urban Development	“Impact of Community Radio on Society”	National
23.02.2016	Ms. Arpita Maitra	Shri Padmavathi Mahila Viswa Vidyalayam	Women and ICT	Use of Social Media by Women Entrepreneurs for Business Development	International

<b>01.04.2016</b>	Dr .S.Anurekha	SRM University	Media and Visual Literacy	Visual Analysis of Advertisements: A Study of Young Adults Perception	International
<b>29.06.2016</b>	Arpita Maitra Sathyabama Oppili and Vidya Padmanabhan	Women's Christian College	Gender Dynamics Evolving Synergies	Stereotypes in Marriage Advertisements in Globalized India- A Study	International

### Staff Publications

<b>Date</b>	<b>Name of the Staff</b>	<b>Title of the Paper</b>	<b>Name of the Journal Book</b>	<b>Issue No.</b>
<b>01.04.2016</b>	Dr .S.Anurekha	SRM University	Media and Visual Literacy	ISBN : 978-93-81-992-74-6
<b>15.06.2016</b>	Arpita Maitra & Vidya Padmanabhan	Use Of Online Social Media By Urban Women Entrepreneurs for Business Development	ICT And Women Empowerment	ISBN 978-81-8411-570-3
<b>30.06.2016</b>	Arpita Maitra, Sathyabama Oppili & Vidya Padmanabhan	Stereotypes in Marriage Advertisements in Globalized India	WCC Conference on Gender Dynamics : Evolving Strategies	ISBN: 978-93-85374
<b>27.10.2016</b>	Arpita Maitra	It's Just A Fast - Paced News Youngsters Want	Vidura (A Journal by the Press Trust of India)	ISSN: 0042-5303

### Highlights

### PUBLIC RELATIONS CAMPAIGN 2016

#### VOICES 2016

The Department of M.A.Communication organised a four-day city-wide PR campaign 'Voices 2016', from 19th to 22nd December 2016. The aim of the campaign was AUTISM AWARENESS. The Radio partner for this event was Big FM. The first event of the campaign was a walkathon. The chief guest for the walkathon was Director Venkat Prabhu and his Chennai 28 Team. A documentary on autism was released at the college premises on the second day, followed by an interesting display of the talents of autistic children.

The students of V-Excel Educational Trust performed a series of carols to a lively audience. A photo exhibition at Vinnyasa Premier Art Gallery, Mylapore was organised, where the students displayed photos that people across the city had submitted on the theme of autism. Mrs. Kiruthiga Udhayanidhi was the chief guest for the event. A panel discussion was also organised where Mr. Kishore Kumar Bhat, Mr. Gautham Das, Mrs S Shiyamala, Mrs Gita Srikanth and Mr Narayanan discussed the advantages and disadvantages of inclusive schools.

## Post Graduate Department of Human Resource Management

### Inter-Collegiate

#### Club activities

- 12, July 2016 – Spectra – HR club was inaugurated.
- 17, September 2016, Spectra – Inter-Collegiate Management Meet. The overall trophy was won by Department of Management Studies, University of Madras.
- 10, February 2017, Zen Gen HR Exhibition. The HR exhibition had posters, HR models and movie screening. The exhibition had 152 visitors from 15 city colleges.

#### Guest Lectures

Date	Topic	Resource Person
18.11.2016	Talent Management	Mr. Arokia Sagayraj, VP HR, Renault Nissan Technology and Business Centre
25.11.2016	Strategic HR	Ms. Sunitha Prasad, DGM HR, Hofincons
06.01.2017	Training and Competence Development	Ms. Gayathri R., HR Assistant Manager, Kone Elevators Pvt. Ltd.
24.02.2017	Performance Management	Mr. Kenneth Jeyseelan, AGM – Learning & Development, Tata Consultancy Services
03.03.2017	Industrial Law	Mr. Arun Jayaraj, Associate Manager – Human Resources Bharti AXA Life Insurance Co.Ltd

#### Workshops

Date	Topic	Resource Person
8.10.2016	Transformational HR	Mr. Rajan Sethuraman, CPO, Latent View Analytics
8.10.2016	Cross-cultural Management	Mr. Bharathan Prahalad, Global Head, People First HR, TPF Software
8.10.2016	Business HR	Mr. Charles Godwin HR Business Partner
8.10.2016	Design Thinking	Mr. George Koshi, Lead – Education and Research, Infosys.

### Journal

- 8, October 2016 - Spectra – Meet, Engage, Inspire! was released by Mr. Rajan Sethuraman, CPO, LatentView Analytics.

Keerthana P.V. of II M.A. HRM - In her article on 'A two thousand year old text of wisdom' wrote on the applicability of Thirukkural for modern management.

### Students' Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
22.2.2017	Mydhli Devi & Ashwini Selvam	I MA HRM	Business Collage	Women's Christian College	I
22.2.2017	Ekta Dugar	I MA HRM	Business Buzz	Women's Christian College	II

### Students Paper Publications

Date	Name of the Student	Title of Paper	Name of the Journal / Book	Issue no.
21.12.2016	Vaishnavi and Rathna Bhavya	Trends in Consumer Engagement	MIM International Journal of Management Research	ISSN 23942 6997 Issue No.2
21.12.2016	Roshni P. and Zainab M. Kachwalla	Trends in Consumer Engagement	MIM International Journal of Management Research	ISSN 23942 6997 Issue No.2
18.3.2017	Aishwarya Budhrani and Khushboo H.	The relationship of re-branding and consumer acceptance in a business's performance	Indian Journal of Research	ISSN 2250 1991 Issue 3 Vol. 6
14.03.2017	Roshni P.	Challenges Faced By First Generation Entrepreneurs	South Asian Journal of Marketing and Management Research	ISSN: 2249-877X, Issue 3, Vol:7, March 2017 Impact Factor – 4.748

### Students Paper Presentations

Date	Name of the Student	Organiser	Title of Seminar	Title of Paper	Level
22.2.2017	Mubaraka S. & Zainab Kachwalla	Women's Christian College	HR Transformation Towards Building an Efficient HR Model	New Age Challenges of HRM	Regional
22.2.2017	Aishwarya Budhrani and Khusbhoo H	Women's Christian College	HR Transformation Towards Building an Efficient HR Model	Managing Millennial Employee Expectations	Regional
22.2.2017	Vaishnavi E and Rathna Bhavya	Women's Christian College	HR Transformation Towards Building an Efficient HR Model	Cross-culture Management	Regional
22.2.2017	Saranya M	Dept. of Business Administration, Vel Tech HighTech Dr.Rangarajan Dr.Sakunthala Engineering College	Future Challenges and Innovative Trends in Digital India	Employee Engagement	National

### Field Trips

Date	Place of Visit	Purpose
25.11.2016	Reserve Bank of India, Chennai	To view their Financial Gallery

### Staff Achievements

#### Paper Presentation

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
31.12.2016	Dr. Kavin Mary S.	Indian Institute of Technology, Madras & National Association of Psychology	Psychology and the Future of Work	Environmental Attitude - Behaviour Relationship in the Context of Greenwashing	Inter-national

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
24.01.2017	Dr. Srividhya Mouli	Chroma HR Association	Panelist Speaker	Women Safety at the Workplace Legislation vs. Reality

### Staff Publications

Date	Name of the Staff	Title of the Paper	Name of the Journal Book	Issue No.
8.10.2016	Dr. Srividhya Mouli	Business HR Partner – Never a new term	Spectra	
24.02.2017	Dr. D.S. Latha	The Role of Perceived Stress on Organizational Effectiveness	International Journal of Applied Research	ISSN No – Issue print-23942-7500 Online – 23942-5869. Impact Factor – 5.2 Volume III
25.02.2017	Dr.Srividhya Mouli	Transactional to Transformational Leadership – A conceptual analysis	International Journal of Human Resource Management	ISSN No –Print -2249-6874; Online -2249-7986; Impact Factor-5.4528; NAAS Rating – 3.38; IBI Factor-3.2
14-03-2017	Dr.Srividhya Mouli	Challenges faced by First Generation Entrepreneurs	South Asian Journal of Marketing and Management Research	ISSN: 2249 - 877X, Issue 3, Vol:7, March 2017 Impact Factor–4.748

### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organizer	Level
19.8.2016	Dr. Kavin Mary S.	Inspire: Change the Learning Path	Madras Management Association and Department of Management Studies, University of Madras	State



18.10.2016	Dr. D.S.Latha	Partnering for Change Gender Equality and Technology	GAVS Technologies	Regional
24.10.2016	Dr.Srividhya Mouli	IACC – 49 <sup>th</sup> Foundation day	Indo - American Chamber of Commerce	International
04.11.2016	Dr. D.S. Latha	Managerial Competen- cies For Educational Administrators	ITM Business School, Siruseri	Regional
28.12.2016	Dr. Kavın Mary S.	Use of Qualitative Techniques and Importance of Mixed Methods in Psycholo- gical Research	National Academy of Psychology (NAOP) and IIT Madras	National

#### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
24.02.2016	Dr. D.S. Latha	Excellence in Higher Education	Justice Basheer Ahmed Sayeed College for Women	National

#### Highlights

- Dr. Srividhya Mouli visited Kingston University, UK as part of the International Summer Internship Programme in July 2016.
- Ms. Kavın Mary received her Doctorate in Management in October 2016 from the University of Madras.

## Post Graduate Department of Commerce

### Guest Lectures

Date	Topic	Resource Person
16.08.2016	Overview of Accounting Standards	Mr. Bala, Chartered Accountant, Truecept
12.09.2016	Security Analysis and live market watch	Mr. Nagappan, Financial Consultant
22.09.2016	Indirect Taxation	Mr. Hari Ganesh, Chartered accountant
23.09.2016	Service Tax- Point of Taxation	Mr. Punith, Chartered Accountant
01.10.2016	Service Tax	Mr. Karthik, Chartered Accountant
03.10.2016	International Taxation	Mr. Arvind, Chartered Accountant
18.11.2016	Talent Management	Mr. Arokia Sagayraj, VP HR, Renault Nissan Technology and Business Centre
24.11.2016 & 25.11.2016	Tax Avoidance, Valuation of Asset, Capital Budget, Leasing and its tax implications	Mr. Rajsekar, Chartered Accountant
28.11.2016 & 20.12.2016	Supply chain management and drivers in Supply chain management	Mr. Sundharam, Past Chairman, Indian Institute of Materials Management
10.12.2016	Dividend Policy, Bonus issue – Tax planning	Ms. Nisha, Practising Company Secretary
16.12.2016	Tax Implications	Mr. Prakash, Company Secretary
21.12.2016	Business Plan – Preparation	Mr. Arumugam Consultant
22.12.2016	3 <sup>rd</sup> Party Logistics, 4 <sup>th</sup> Party Logistics	Mr. Lakshmi, Narayanan Consultant, Indian Institute of Materials Management
22.12.2016	Forensic Accounting	Mr. T.V.Balasubramanian, Chartered Accountant, PKF India, Shridhar & Santhanam
04.01.2017 & 28.01.2017	Marketing Research and Product Development	Ms. Anuradha Prasanth, Consultant
6.01.2017	Training and Competence Development	Ms. Gayathri. R, Human Resource Assistant Manager Kone Elevators India Pvt. Ltd.
04.02.2017	Tax Incentives – Import and Export	Mr. Karthik, Chartered Accountant, PWC
17.02.2017	Performance Management	Mr. Kenneth Jeyaseelan, AGM, TCS
03.03.2017	Labour laws	Mr. Arun Jeyaraj, Assistant HR, Bharathi Axa life Insurance

- Students from I M.Com attended a seminar on Drug Awareness Programme

### Students Participation in Workshops

The Department organized Workshops for the students to enhance their knowledge on various topics and emerging trends in the prevailing scenario.

Date	Topic	Resource Person
22.12.2016	Forensic Accounting	Mr.T.V. Balasubramanian, Chartered Accountant, PKF Sridharan and Santhanam Partner
11.02.2017	Financial Modeling	Ms.Sarala, Bharath Infotech

### Students' Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
12.08.2016	Sudhavalli.R & Bency A.Philip	I M.Com	Paper Presentation	Vidyasagar Women's college, Chengalpattu	Participated
12.08.2016	Swathi Nithya V. & Abinaya M	I M.Com	Paper Presentation	Vidyasagar Women's college, Chengalpattu	Cash Prize
01.08.2016	Keerthi Sai Gottipulla, Mithra M. & Varsha Sethiya	I M.Com	Adzap	Shri Shankarlal Sundarbai Shasun Jain College	I
30.09.2016	Janaki Lakshman & Vaishnavi B.	I M.Com	Paper Presentation	Vels University, Pallavaram	Participated
30.09.2016	M. Abinaya & Swathi Nithya V.	I M.Com	Paper Presentation	Vels University, Pallavaram	Participated
01.02.2017	G. Keerthana & Bency A. Philip	I M.Com	Startupedia (Business Plan)	Shri Shankarlal Sundarbai Shasun Jain College	I
01.02.2017	Bency A. Philip	I M.Com	Innovative Minds (Case Study)	Shri Shankarlal Sundarbai Shasun Jain College	I
01.02.2017	Iyshwarrya MMV	I M.Com	Brain Teaser (Stress Interview)	Shri Shankarlal Sundarbai Shasun Jain College	II

01.02.2017	M. Abinaya & Swathi Nithya V.	I M.Com	Shoot the breeze (Debate)	Shri Shankarlal Sundarbai Shasun Jain College	I
01.02.2017	M. Abinaya & Swathi Nithya V.	I M.Com	Build the Future (Paper Presentation)	Shri Shankarlal Sundarbai Shasun Jain College	I
01.03.2017	Iyshwarrya MMV	I M.Com	Young Manager (Handling the situations)	The New college (Autonomous)	II

- Students of I M.Com, Keerthi Sai Gottipulla and Swetha have cleared the CA-IPCC, Group I and Group II

### Outstanding Achievements

Date	Name	Class	Organization	Nature of Achievement
01.02.2017	Dhruva 2017	M.Com	Shri Shankarlal Sundarbai Shasun Jain College	Overall Shield

### Placements

Name of Student	Class	Organization	Designation
Chandhini	II M.Com	Religare Securities Ltd.,	Relationship Manager- Dealing
Lakshmi	II M.Com	Religare Securities Ltd.,	Relationship Manager- Dealing
Ajitha	II M.Com	Religare Securities Ltd.,	Relationship Manager- Dealing

### Field Trips

Date	Place of Visit	Purpose
25.11.2016	Reserve Bank of India - Chennai	Educational

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue no.
18.09.2016	Dr. D. Uthira	Impact of High Involvement work practices on employees' attitude and behavior of commercial banks in Chennai	International Journal of Advanced Scientific Research and Development	e-ISSN 2395-6089p-ISSN 2394-8906 Volume 03, special issue 03, Version I
23.09.2016	Dr. D. Uthira	Digi India initiative - A step towards social transformation of India	Digi India initiative – A step towards social transformation of India	ISBN:978-93-8075752-0

### Staff Participation in Seminar

Date	Name of the Staff	Title	Organiser	Level
15.07.2016 & 16.07.2016	Dr. E. Nirupama	Quality sustenance for Higher Education	Guru Nanak College, Chennai	National Seminar
08.09.2016 & 09.09.2016	Dr. M. Hemalatha	360 degree approach towards consumer protection	Quaid E Milleth Government College & Centre for Consumer Studies	National Seminar

### Seminars attended by Students

Date	Name of the Students	Resource Person / Chief Guest	Organisation	Level
08.09.2016	A.Rekha, Janani, Kamalaveni, Tharini ,Swetha S.	Approach Consumer - 360 Degree Perspective	Quaid E Milleth Government College & Centre for Consumer Awareness	National

## Department of Electronic Media

13<sup>th</sup> September 2016 - **Montage**, was inaugurated by Club Mr.T.M Karthik, a renowned theatre artist and a standup comedian. Logo designing competition was organised for the students of Electronic Media on the inauguration day.

<u>Inter Collegiate Competitions</u>	<u>Intra Mural Activities</u>
<ul style="list-style-type: none"><li>• Dub Smash</li><li>• Talent Hunt</li></ul>	<ul style="list-style-type: none"><li>• Logo Designing Competition</li><li>• Set Designing Workshop</li><li>• Photography Workshop</li><li>• Short Film and Documentary Making Workshop</li></ul>

### Model United Nations – M.O.P. MUN 2017

M.O.P. Model United Nations (M.O.P.MUN) is a national level Model United Nations Conference where high school and college students step into the shoes of diplomats while discussing and trying to solve problems of global importance. M.O.P. MUN 2017, the sixth edition took place between February 17 & 19, 2017 with a participation of more than 100 delegates from across the country. M.O.P.MUN 2017 simulated five councils, namely, UNGA-DISEC, UNSC, UNHRC, UNECOSOC and UNCSW. The five councils were brought together by the International Press.

### **Guest Lectures**

Date	Topic	Resource Person
07.07.2016	Content formation in Community Radio	Mr. Kalaianban, Former Senior Programme Executive, AIR
07.09.2017	Latest Trends in Film Editing	Sabu Joseph, Film Editor
12.09.2016	Film Making	Arun Chidambaram, Director of the film 'Kanavu Variyam', and winner of many prestigious awards including the Platinum Remi award
21.09.2016	Marxist views and media	Mr. Alex Parimalam, Professor, Loyola College
14.02.2017	Social responsibilities of Media	Mr. Daniel Thimmayya, Chief Reporter, EDEX, The New Indian Express

### Workshops

Date	Topic	Resource Person
23.09.2016	Photography	Ms.Sowmya. R,Programme producer at Pudhuyugam channel and a freelance photographer
24.09.2016	Advanced studio lighting techniques	Mr. Raghunathan,Portrait and fashion photographer, Nizhal Studios
23rd to 26th Nov 2016	Short film and Documentary Making	Mr. V C Ravi, CEO, Cine Times
09 <sup>th</sup> & 10 <sup>th</sup> Feb 2017	Set Designing Workshop	Mr. Jayakumar, Art Director

### Seminars/Symposium

Date	Topic	Resource Person
12.01. 2017	Opportunities and Technologies in Media	Prof. Surajit Gopal, North Greenville University
27.01. 2017	Social Change: Comic Books, Journalism and Interactive Story telling	Mr.Ram Devineni, Mr.Dan Goldman and Benjamin Dix, Creators and Publishers of the Magazine Priya's Shakti.

### Journal Details

Name : Focus  
 Theme of the Journal : Production Crew and Equipment  
 Title of the best article : The Magic of Sound  
 By Afrin S from I B Sc Electronic Media

### Students' Achievements

Date	Name of the Student	Class	Event	Organizer	Level/ Prize
16.08.2016	Dipti D Sharma	I B.Sc.EM	Was on air on 91.9 FM	Fever 91.9 FM	Was in top-3 won voucher worth Rs. 5000
24.09.2016	Vishruthi Girish	I B.Sc.EM	Carnatic Music Competition	Indian Fine Arts Society	I
25.09.2017			Concert for Juniors	Karthick Fine Arts	
26.09.2016			B Grade (Exam Finals)	All India Radio	
02.07.2016	Nithyashree V	I B.Sc.EM	Performed at a concert, in New York, USA	Doctors Medical Conference	
15.08.2016			Awarded the Little Nightingale - Singing Sensation	RYA Cosmo Club, Chennai	
18.09.2016			Performed live for the The Club in Chennai, in Rani Seethai Hall Also received an award by the Club.	The Club in Chennai	
25.09.2016	Shridevi .K. Pooja Kumar L. Sai Smrithi .G Aparajitha .B Praveshika Kumar Bhavya	I B.Sc. EM	Channel Surfing	Nakshatra 13 Rotract Club, Vivekananda College	I
27.09.2016	Vasundra M Eashitha .R Dipti D Sharna Praveshika Kumar	I B.Sc. EM	Adzap	Web safe Department of Media Management, M.O.P. Vaishnav College for Women	II
27.09.2016	Janani Hamsini .N	II B.Sc. EM	Carnatic Vocal Competition	Papanasam Sivan Rasigar Sangam	I



04.11.2016			Was a part of the unique carnatic choir Swara Sangamam headed by Dr. Nithyasree Mahadevan at Narada Gana Sabha	Carnatica	
26.11.2016			Was one of the tour vocalists in an album released by TTD	Thirupathi Devasthanam	
27.11.2016			Performed at the Kartheeka Brahmothsavams at Tirupathi Telecast Live on SVBC	Thirupathi Devasthanam	
27.11.2016	Riddhi Bisani	II B.Sc. EM	Performed for 'Broadway Express' at Music Academy as a part of Hot Shoe Dance Company	Hot Shoe Dance Academy	
October and November 2016	Akshaya C	II B.Sc. EM	Worked with the EDEX supplement of the national newspaper The New Indian Express	The New Indian Express	Published 6 articles with byline
29.11.2016			Participated in the debate on the topic 'Is western culture influence on India, good or bad?'	Doordharshan	
14.09.2016	Akshaya S Taruna Prabha V	III B.Sc. EM II B.Sc. EM	Group Dance	Neherika 2016 (Anna Aadarsh College for Women, Chennai)	I
28.09.2016	Varsha Hari Deepthi Mallya Varsha Kumar Subeeksha B Vishruthi Girish Harshitha Suresh Surabhi Trivedi Divya Meena	III B.Sc. EM III B.Sc. EM II B.Sc. EM II B.Sc. EM I B.Sc. EM I B.Sc. EM I B.Sc. EM I B.Sc. EM	Light Music - Desi Beats	Phantasia Patrician College of Arts	III

20.1.2016	Ushoshi Ghose	III B.Sc. EM	Performed at Krishna Gana Sabha as a part of Dance Festival	DD Pothigai	
2nd to 7th May 2016	Nandhini M	III B.Sc. EM	Has been a part of a 7 day Non-stop talk campaign called Vai Raja mai (An initiative to motivate all new generation voters to vote for the Election)	Smile Settai	
23.09.2016	Megha Vasudevan	III B.Sc. EM	Photography	Click O Mania SRM Ramapuram	I
05,06 & 07 January 2017	Niranjana K	III B.Sc. EM	Ultimate Frisbee	Ultimate Players Association of India	National Level
14.09.2016	Ushoshi Ghose Megha Vasudevan Miloni K Manek Preksha V Jain Praveshika Kumar Keerthana Yeshwanth	III B.Sc. EM III B.Sc. EM II B.Sc. EM II B.Sc. EM I B.Sc. EM I B.Sc. EM	Short Film Competition	Neherika' 16 Anna Adarsh for Women, Chennai	II

### Field Trips

Date	Place of Visit	Purpose
24.11.16	Semmozhi Poonga	Live study and portrait of human figures – Outdoor drawing

### Practice School

Students of II B Sc Electronic Media were given training in Community Radio Programming as part of their Practice School. They presented several programmes on community related issues and interviewed various celebrities, academicians, film personalities, social workers and common people. Some celebrities interviewed were Pattukotai Prabhakar - Writer, Dr.Lakshmi Vijaykumar - Founder of Sneha, Narthaki Natraj – Dancer, Rosaiah - Fomer Governor of Tamil Nadu, Mohan Raman – Actor.

### **Seminar attended by Staff**

Date	Name of the Staff	Title	Organiser	Level
30 <sup>th</sup> & 31 <sup>st</sup> January 2017	Meenakshi N Priyavadhani M Dr. N Rathi Chithra and Suguna K	Quality Sustenance in Higher Education	IQAC - M.O.P. Vaishnav College for Women	International

### **Staff Achievements**

### **Paper Presentations**

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
9 <sup>th</sup> , 10 <sup>th</sup> & 11 <sup>th</sup> January 2017	Suguna K	ICDC -2017- Mumbai	Disability Communication	Empowerment of disabled people's organizations through communication	International

- Ms. Suguna K, directed and scripted a documentary on the inclusion of disabled people, titled, 'Rays of Hope- Evolving inclusion in CBS'. The documentary was screened at Spruti Kendra, Bangalore East on 13<sup>th</sup> July 2016.

### **Staff as Resource Person**

Date	Name of the Staff	Institution	Nature of work done	Topic
15.08.16	Dr. N Rathi Chithra	Youth Red Cross, Anna University, Chennai	Attended as a Guest of Honour and delivered special address	Yethu Sudhanthiram
21.11.16	Dr. N Rathi Chithra	AIR	Book Review	"Valarum Oliparappu kalai"
11.01.17	Dr. N Rathi Chithra	Chennai Book Fair	Judge for rendition of Thirukkural	Thirukkural
28.01.17	Dr. N Rathi Chithra	Krishna Swamy College for Women, Anna Nagar	Moderated a talk show and delivered a lecture	Dhesiyamum, Thamizhum Bharathiyin Iru Kangal

### Highlights

‘CHAMPIONS OF INDIAN CINEMA’ a mega event was conducted on 1<sup>st</sup> and 2<sup>nd</sup> of February 2017. This year’s edition focused on Padma Bhushan Kamal Haasan. The event witnessed several eminent personalities from the film industry, academics and television industry sharing their experience on working with Kamal Hasan and discussing some of the best works of the actor. As a part of the event two intercollegiate competitions were conducted. “The Kamal in Me” – a talent show for students was organized on 1<sup>st</sup> February 2017. More than 20 students from different colleges exhibited their talents in singing, dancing, poetry writing, mono acting, mimicry and oration. “Dubsmash” competition was conducted on 2<sup>nd</sup> February 2017. Participants presented Dub Smash Videos based on Kamal Haasan’s movies. About 13 students from different colleges participated in this event.

#### The list of celebrities who graced the occasion:

Name of the Celebrity	Designation
K Bhagyaraj	Film Director
Poornima Bhagyaraj	Film Personality
Ramesh Khanna	Actor and Director
Bosskey	Film Actor and Stand Up Comedian
M.N. Gnanasekaran	Cinematographer
Crazy Mohan	Actor and Screen play writer
SP Muthuraman	Veteran Director
Pushpa Kandaswamy	Screen play writer and Producer
Dr Chitraa Venkataachalam	Associate Professor, Department of English, Ethiraj College
Vigneshkanth	Radio Jockey
Parveen Sultana	Assistant Professor, Dept. of Tamil, JBAS College
KS Ravi Kumar	Film director

## Department of Visual Communication

**20<sup>th</sup> September 2016 - CREATE CLUB was inaugurated by Ms. Deepa Umesh, Creative Head, Sports Mechanics India Pvt. Ltd**

### **Intra Mural Competitions**

- Photo walk
- Makeup & Character Replica
- Media Quiz

### **Intra Mural Activities**

- Peer workshop on visual literacy
- Origami workshop
- Alumni Talk – Portfolio Presentation
- Alumni Talk - Set Designing
- Workshop on Vlogging
- Workshop on “Being Socially responsible on social media”

### **Guest Lectures**

<b>Date</b>	<b>Topic</b>	<b>Resource Person</b>
11.08.2016	Macro Photography	Mr. Poochi Venkataraaman, Eminent Insect Photographer & Naturalist Ms. Sheela, Wildlife Photographer Ms. Viji, Freelance Photographer
22.08.2016	Script Writing & Television Production	Mr. Shankar, Retd. Chief Cameraman, Doordarshan
23.09.2016	Importance of Copy Writing and its evolving Trends	Mr. Ravindran Solomon, Creative Head, Independent Creative Consultant
05.10.2016	Digital Printing Process	Mr. Venugopalan, Deputy Editor, The Hindu
07.10.2016	Steps Involved in planning an Advertising Campaign	Mr. Chockalingam, Head - PR, OPN Advertising Pvt. Ltd

## Workshops

Date	Topic	Resource Person
20.09.2016	The Face in the Crowd	Ms. Deepa Umesh, Creative Head, Sports Mechanics India Pvt Ltd
28.09.2016	The Process of making a Film, Ad Film making and Short Film making	Mr. N. Ramanathan, Ad Film maker, Dubbing artist, Independent artist
28.09.2016	Casting, Acting and the role of a Director, Scripting, Screenplay, Production & Post Production	Mr. Biju Davidson, Director, Independent Film maker
28.09.2016	Importance of Visuals	Mr. Arvind Raghupathy, Photographer, Independent Photographer
28.09.2016	Composing thematic music albums	Mr. R. Kumar Narayanan, Music Director, Independent music composer
28.09.2016	Dubbing, Mixing and Editing with Visuals	Mr. John Rathinam, Film Editor, Freelancer
04.10.2016	Alumni Talk – Portfolio Presentation	Ms. Shivaani Shashi, Freelance Photographer, Independent Photographer
16.11.2016	Film Art	Prof. Venkatesh Chakravarthy, Director, L V Prasad Film and Television Academy
23.11.2016 to 28.11.2016	Film Production Process	V. C Ravi, CEO, Cine Times
25.11.2016	Water colour techniques	Mr. Manohar Natarajan, Retd. Principal, Government Fine Arts College
26.11.2016	Origami	Mr. E. Amalore, Faculty, M.O.P Vaishnav College for Women
28.11.2016	Visual Literacy	Ms. Madhumitha K, Student, M.O.P Vaishnav College for Women

10.01.2017	Pre Visualization – Storyboarding Workshop	Mr. Ezhil, Film and Advertising Storyboard Artist
10.01.2017	Oil and Acrylic Painting Director	Mr. Jaykumar, Senior Artist and Art
25.01.2017	Food & Fashion Photography	Mr. Kiran Kumar, Food & Fashion Photographer
06.02.2017	Set Designing	Ms. Anmol M Mutreja, Creative Consultant, Peekaboo Patterns

### Journal

Name : Thumbnail

Theme : Eye of the Beholder.

Best Article “TRANSIT”, was written by Krisha M Mutta, III B.Sc (Vis Com).

### Students' Achievements

Date	Name of the Student	Class	Event	Organiser
1.08.2016 to to 18.08.2016	Jenny Varghese, Minhat Haneen, Druhi Sethi, Vidita V. Shah, Aditi Bhansali	III B.Sc Vis. Com	Wall painting done at Magic Hive, Egmore	Magic Hive
16.08.2016 to 21.08.2016	S. Amritavarshini	II B.Sc Vis Com	Displayed her Oil & Acrylic paintings at an art exhibition titled 'Shades of Souls'	Lalit Kala Akademi
23.08.2016 to 28.08.2016	Shruti Sonthalia	I B.Sc Vis Com	Displayed her Acrylic and Water colour paintings at an art exhibition titled 'Eternal Art Expo'	Lalit Kala Akademi
24.09.2016 to 25.09.2016	S.Amritavarshini & V.Ashwathi	II B.Sc. Vis Com	Seminar cum Workshop on Creation and Conser- vation of Traditional South Indian Mural Painting	Sri Sankara Arts and Science College, Kanchipuram
06. 02.2017	Aishvarya T & Vidita C Shah	III B.Sc. Vis Com	Film Screening & Discussion	USIS
01.02.2017	V. Ashwathi & Kiran.S	II B.Sc. Vis Com	Photography II Place	Thiruthangal Nadar College, Chennai



### Outstanding Achievements

- International Internship - Purthi S. Punamiya of II B.Sc Visual Communication interned at Cairo, Egypt for 1 month as part of the Global Community Development Programme.
- Smriti Anund of III B.Sc Visual Communication rendered over 200 hours of community service.

### Field Trips

Date	Place of Visit	Purpose
25.07. 2016	Kovalam Backwaters, Pondicherry	Photography
16.08.2016	Graphic Studio, Art Department, OMEGA International School, Kollapakkam , Chennai	Nuances of Printing Process
23.08.2016	Weavers Service Centre, Besant Nagar	Process of Design, Weaving and Block Printing
06.09.2016 to 11.09.2016	Shravanabelagola, Belur, Halibedu, Hampi	Photography
17.01.2017 to 21.01.2017	Andaman & Nicobar Islands	Photography

### Practice School

As part of the course curriculum, students are given the opportunity to apply their theoretical knowledge practically. This plays the role of giving the students real time experience on a regular basis based on their expertise.

The Department involves students in various activities like:

- Wall painting
- Creative Design
- Event Photography

### Highlights

Positives - the photography exhibition of the Department of Visual Communication was held at Lalit Kala Akademi from March 6 to 12, 2017. Titled 'A Mosaic of Myriad Images'; the exhibition was inaugurated by Mr. Sabu Cyril, National award winning Art Director and Production Designer. Other eminent personalities like Mr. Rathnavel Cinematographer, Mr. Alphonse Roy, Wildlife Cinematographer and Mr. Karthik Srinivasan, Fashion Photographer had an interactive session with the students. 'Positives' witnessed over 3000 visitors.

It was the seventh edition of Positives featuring 220 photographs - highlighting the traditional architecture of Karnataka (Hampi, Shravanabelagola, Belur & Halibedu), the surrealistic sierra of Sikkim, the aesthetically breathtaking islands of Andaman and many more.

### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organiser	Level
10.08.2016	M.Subthiga	Human rights Workshop	Dept of Journalism and Communication, University of Madras	State
16.01.2017	M.Subthiga	How to read a Film by Sudhish Kamath	The Hindu	National
17.01.2017 to 18.01.2017	M.Subthiga	Film making process	LV Prasad Academy	National

### Consultancy

Date	Name of the Staff	Title of the Project
1.02.2016 to 28.02.2017	Dr.R.Preetha, Co-Investigator	Media literacy and Women Empowerment among rural women in Kanchipuram District.
2.04.2016 to 30.06.2016	Dr.R.Preetha	Created PSA for HLL, Govt of India Project on Sanitary pads.

### Staff Additional Qualification

Date	Name of the Staff	Name of the Degree/ Course studied	Name of the university Studied
30.1.2016	M.Subthiga	M.Phil –Journalism & Communication	University of Madras

## Department of Journalism

12<sup>th</sup> September 2016- Present Tense Club was inaugurated by Mr. Vijay Sankar, Editor, Frontline.

### Inter Department Activity

#### **Box Speaker:**

The USP of the department club is the extremely successful 'Box Speaker' where students from other departments are invited to debate on current issues.

- The Present Tense club in association with the U.S Consulate, Chennai organized a two-round Box Speaker event on the theme "What shapes the U.S. Presidential Election 2016: Women, Youth, and Social Media as Changemakers" on September 20, 2016. Twenty-nine students from across different departments participated in the preliminary round of which ten finalists were selected. Ms. Kavya Sreekumar, and Ms. Niveditha Sridhar were the winners of the contest. Cultural Affairs Officer Eric T. Lund and Ms. Sanobar Sultana, Presenter, Fever FM were the judges for the event.
- The Present Tense club organized another Box Speaker on the topic "Demonetisation of the Indian Rupee: Surgical strike or Carpet bombing?" on November 28, 2016. 25 students participated Ms. Katyayani & Ms. Shruthi Srivatsan emerged winners.

### Guest Lectures

Date	Topic	Resource Person
27.09.2016	Indo China Relations with special reference to NSG	Ms. Asma Masood & Ms. Rakhee Suryaprakash, Research Officers, Chennai Centre for China Studies
21.11.2016	Broadcast Journalism	Mr. David Fallon, Journalist, Netherlands
06.01.2017	Sports Journalism	Ms. Aishwarya Kumar, Sports Journalist, ESPN Pvt Ltd
19.01.2017	Verification in Journalism	Ms. Alison Bethel Mckenzie, Professor and Journalist, Indian Institute of Journalism and New Media, Bangalore
14.02.2017	Business Reporting	Ms. Jayanthi Chandrashekar, Business Journalist, Frontline

### Workshops

Date	Topic	Resource Person
03.02.2017 & 04.02.2017	Photo Journalism	The Wanderers, Chennai

### Seminars/Symposium

Date	Topic	Resource Person	Level
January 2016	Disaster Coverage: The print, radio, television and social media experience	Mr.Pradeep John, weather blogger Ms.Priyamvatha, News X, Ms.Jane Jayakumar, RJ Ms.Amruthavarshinii, The New Indian Express	Regional
February 2016	National Paper Presentation Seminar: Implications and influences of new media technologies on Journalism, 2016	Research paper presentation by 22 delegates	National

### Journal

**Ink 2017, Issue no 3**

**Theme:** Chennai

**Best Article:** Dead spaces at MRTS stations: Low on utility, high on vulnerability

**Written by:** Ms. Madhumitha Viswanathan, III B.A. Journalism

### Students' Achievements

Date	Name of the Student	Class	Event	Organizer	Prize
26.09.2016	Parinita Venkat	I B.A. Journalism	Mock Court, Literary Gala	M.O.P Vaishnav College for Women	I
26.09.2016	Parinita Venkat	I B.A. Journalism	Spoof it Up, Literary Gala	M.O.P Vaishnav College for Women	II
26.09.2016	Srithi Sivakumar	I B.A. Journalism	Spoof it Up, Literary Gala	M.O.P Vaishnav College for Women	II

<b>Date</b>	<b>Name of the Student</b>	<b>Class</b>	<b>Event</b>	<b>Organizer</b>	<b>Prize</b>
26.09.2016	Meghna M	I B.A. Journalism	Spoof it Up, Literary Gala	M.O.P Vaishnav College for Women	II
26.09.2016	Rachel Elizabeth Rhine	I B.A. Journalism	Librarian Book Quiz, Literary Gala	M.O.P Vaishnav College for Women	I
26.09.2016	Anisha Rajasekhar	I B.A. Journalism	Spoof it Up, Literary Gala	M.O.P Vaishnav College for Women	III
26.09.2016	Narayani M	I B.A. Journalism	Mono Acting, Literary Gala	M.O.P Vaishnav College for Women	I
3.09.2016	Rachel Elizabeth Rhine	I B.A. Journalism	Potpourri	Stella Maries College	I
3.09.2016	Archishma Iyer	I B.A. Journalism	Potpourri	Stella Maries College	I
12.09.2016	Mega J Pandya and Shalini Daga	I B.A. Journalism	Hindi Cultural Fest	GSS College	II
12.09.2016	Mega J Pandya and Shalini Daga	I B.A. Journalism	AdZap	GSS College	II
15.09.2016	A Annapurna	I B.A. Journalism	PPT Competition	Shri Kaniga Parameshwari Arts and Science College	I
02.01.2017	Shalini Daga	I B.A. Journalism	Speech	Guru Nanak College	II
07.02.2017	Anupama A	I B.A. Journalism	Terribly Tiny Tales	JBAS College	II
07.02.2017	Anupama A	I B.A. Journalism	Creative writing	JBAS College	II
07.02.2017	Sehba Begum	II B.A. Journalism	Ship Wreck	JBAS College	II
08.02.2017	Nivetha Sekar, Harinisri, Sravya and Kirthika	II B.A. Journalism	Voice Over	JBAS College	II

### Outstanding Achievements

- Ananya S attended a programme on the study of the U.S. Institute for Student Leaders on Journalism and New Media conducted by University of Washington, Seattle, for a period of five weeks. She was nominated by the college and was selected by the U.S. consulate as one of the student delegates from India.
- Srithi S attended the Global Young Leaders Conference in Washington DC and New York.
- Zahira Fathima, Janani V, Jaya Harshini, Aishwarya R, Sharon, Poorvika S and Aishwarya Ashok were assigned to do Live Blogging at 'The Hindu Lit for Life'. Photos taken by Aishwarya Ashok during the event were published in The Hindu.
- Janani V, Aishwarya R, Zahira Fathima and Pratiksha are part time content writers at Content Craft solutions.
- Madhumitha V, Swetha R and Dakshiani are freelance reporters for Downtown, The Hindu.
- A script submitted by Aasha Sriram was selected for the International Short Film Festival, Australia.
- Pavithra M and Nandini host a young audience show in All India Radio on regular basis.
- Kavya Sreekumar worked on a project with BLU Brands, a marketing company. She is also a Marketing Associate at Warhorse, a Public speaking company.
- Janani H contributes news articles for Snippt, a news app.
- Sanjana Prasad has sung a jingle for Josco Jewellers. She also took part in the Global Rhythms - World music production and African artist performances workshop.
- Sneha Rose Victoria participated in a debate show on Kalaaignar TV
- Srithi S was an undersecretary at MOP MUN 2017.
- Abhinaya S performed at Bharatham Festival during the Margazhi season, Chennai.

### Practice School

- **M.O.P. Newsletter (Vol 3)**

The quarterly newsletter, put together by the department of Journalism on behalf of the college, captures the important activities carried out by various departments, as well as students' achievements. In this silver jubilee year of the college, all the issues of Volume 3 featured events designed to carry out the four-pronged action plan chalked out by the Centre of Excellence to mark this momentous year and to propel the college forward into the years to come.

### Staff Achievements

#### Paper Presentation

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
30.6.2016	Ms.Vidya Padmanabhan, Ms.Arпита Maitra & Ms.Sathyabama Oppili	Women's Christian College, Chennai	Gender Dynamics Evolving Synergies	Stereotypes in Marriage Advertisements in Globalized India - A Study	International

#### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done
August 2016	Dr. Sandhya Rajasekhar	University of Mysore	Examiner for Ph.D Thesis

#### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organiser	Level
January 2017	Dr. Sandhya Rajasekhar	Consultative Meeting for Research Project	UGC UPE FA-II, Department of Communication, Mysore University	Regional

#### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
30.01.2017 &	Dr. Sandhya Rajasekhar, Ms.Vidya Padmanabhan, Ms.Sathyabama Oppili, Ms Aarthi Jayaram	NAAC Sponsored National Level Seminar on 'Quality Initiatives in Teaching, Learning and Evaluation'	M.O.P. Vaishnav College for Women (Autonomous) Chennai	National

### Highlights

#### ➤ NATIONAL PAPER PRESENTATION SEMINAR

A National level paper presentation Seminar on Implications and influences of new media technologies on Journalism was conducted on February 12, 2016. Twenty two delegates from various parts of the country presented research papers. Twelve papers were published in the *Vidura*, a journal of the Press Institute of India.

#### ➤ THE MINISTRY OF LITERARY ACTIVITIES

The Ministry of Literary Activities organized an inter-year literary festival, 'Literati,' on Feb. 22, 2017. Students teamed up with batchmates across departments to participate in contests such as Photo story, Voiceover, Mime, Poster-making, Whose Line Is It Anyway and Slam Poetry. The event gave participants a chance to exercise their creative muscles as well as interact with peers from other departments, promoting camaraderie.

## Post Graduate Department of Business Administration

### Club activities

Oct 9, 2016

- BUSTLE –Corporate

### Intra – Mural

Feb 15, 2017

- Labdhi Bhandari - New Product Development

### Inter - Collegiate

February 11, 2017

ZEST-Inter Collegiate Management Fest

### Guest Lectures

Date	Topic	Resource Person
24.09.2016	HR Analytics	Mr. Vinodh .C, Global Head HR, Polaris
31.08.2016	Role of IT in digital enterprise - An expert speak on digital marketing	Mr. Ramasubramaniam, Associate Director, KPMG
06.03.2017	Branding the Rajini way.	Mr.P.C. Balasubramanian, Executive Director and President, Matrix Solutions
08.03.2017	Project Management – a case study approach	Mr. Bala Irulandy, Delivery head and Assistant Vice President, CTS.
09.03.2017	Leadership Styles in Organization	Mr. Sekhar Murugesan, General Manager, Manufacturing Operations, Caterpillar India Pvt. Ltd.
10.03.2017	Project Management – a case study approach	Mr. Bala Irulandy Delivery head and Assistant Vice President, CTS

### Workshops

Date	Topic	Resource Person
28.11.2016	Panel discussion on Demonetisation	Dr. Gowri Ramachandran, Chief financial officer, School of Excellence
		Mr. Arun Kumar Davay, Senior OD consultant Industrial Economist
		Mr. Ramasubramanian. K, Economic Analyst, Senior VP Polaris



Date	Topic	Resource Person
28.11.2016	Panel discussion on Demonetisation	Mr. A.K.Narayanan, Founder, A.K.Narayanan Associates
		Mr. Baskaran Krishnamurthy, Income Tax Officer (Public relations)
		Mr. Swaminathan.S, Founder and Managing Director, Woodpecker Furniture
06.02.2017	Panel discussion on Union Budget	Dr. Vaidhyasubramaniam, Dean- Sastra University.
		Mr. M. R. Venkatesh Chartered Accountant, GSN Associates.
		Mr. T G Suresh, Chartered Accountant, SAB Associates.
		Mr. J. Raghunathan, Business Director, Knowledge Capital Investment Group.
		Mr. Gautham Chandrashekar, Chartered Accountant, KPMG.

### Students' Achievements

Date	Name of the Student	Class	Event Name	Prize	Organized by
06.10.2016	Niveditha.V	I MBA	Ethiraj Paradigm (National level)	Best CEO	Ethiraj College for Women
15.12.2016	Niveditha V, Priyadarshini	I MBA	Paper Presentation (National level)	Regional Winners	AIMA,Hindustan College
31.01.2017	Deepa Goyal	I MBA	Go Getters (National level)	II	Madras School Of Social Works
31.01.2017	Simoni Mardia	I MBA	Go getters (National level)	I	Madras School Of Social Works
03.02.2017	Subhashin A, Akshaya.N	I MBA	COGNITO 2K17-Paper presentation (National level)	I	ITM business School

03.02.2017	Malini,Madumita	I MBA	COGNITO 2K17 Paper presentation (National level)	III place	ITM business School
18.02.2017	Niveditha.V, Tarika. R	I MBA	The Best Manager (National level)	II prize	Saveetha Engineering College
22.02.2017	Vidyalakshmi	I MBA	Surprise Event (National level)	Runner-Up	DOMS SRM Easwari Engineering College
22.02.2017	Niveditha.V	I MBA	Topic discussion (National level)	I	DOMS SRM Easwari Engineering College
22.02.2017	Niveditha.V	I MBA	Case Study (National level)	I	DOMS SRM Easwari engineering college
25.02.2017	Subhashini.A, Deepa Goyal, Simoni Mardia Akshaya.N	I MBA	Uber pitchB- PLAN (National Level)	I (Cash prize of Rs.15,000)	DOMS Anna prize University
24.02.2017	Niveditha.V	I MBA	Quiz (National level)	I (Cash prize of Rs.5,000)	DOMS Anna prize University
24.02.2017	Malini, Madumitha, Akshaya.N, Subhashini	I MBA	Strategy masters (National level)	I (Cash prize of Rs.5,000)	DOMS Anna prize University
27.02.2017	Niveditha.V	I MBA	Best manager	First place	Saveetha school of Management
27.02.2017	Suchitra,Yazhini, Ashika Fathima, Ragavee, Rajalakshmi	I MBA	Team Building	First place	Saveetha school of Management
27.02.2017	Niveditha.V, Priyadarshini	I MBA	Shark Tank	First place	Saveetha school of Management
03.03.2017	Ragavee.R.S, Suchitra.L,	I MBA	Case Study	I (Cash prize of Rs.2,000)	School of Management Studies Vels University

03.03.2017	Akshaya.C, Rajalakshmi.N.R	I MBA	Case Study	II Cash prize of Rs.1,000	Vels University School of Manage- ment studies
03.03.2017	Niveditha.V	I MBA	Best CEO	Winner Cash prize of Rs.5,000	Velammal Engineering College Department of Management studies
03.03.2017	Niveditha.V	I MBA	Best CFO	Winner Cash prize of Rs.5,000	Velammal Engineering College Department of Management studies
03.03.2017	Sapphira	I MBA	Best CHRO	Winner Cash prize of Rs. 5,000	Velammal Engineering College Department of Management studies
15.03.2017	Niveditha	I MBA	Best Manager	Winner Cash prize Rs.3,000	DG Vaishnav College
15.03.2017	Nivedha, Sangeetha	I MBA	Case Crackers	I (Cash prize of Rs.2,000	DG Vaishnav College
15.03.2017	Malini, Nivedha, Sangeetha	I MBA	Business Plan	II (Cash prize of Rs.1,000	DG Vaishnav College
15.03.2017	Twisha,Yashasvi Chaturvedi	I MBA	Business Quiz	I (Cash prize of Rs.3,000	DG Vaishnav College

### Industrial Visits

Place of Visit	Purpose
Hanbo and Jumbo	Workers health
Sri Mukha Precision Products Pvt. Ltd	Total Quality Management
Ashvini Foundations	Accident and safety measures
Samrat Houseware Pvt. Ltd.	Supply Chain Management
Sri Jayakrishna Textiles	Total Productivity Management
Seven Hills Industries and Annai Thread Tools	Employee Welfare
Jupiter Construcion	Workers safety
Vaibhav Mercantile Ltd.	Six Sigma
Oceanaa	Just in time

### Outstanding Achievements

- Niveditha.V of I-MBA completed her CS Executive programme.
- Priyadarshini.P completed a certification program in ethical hacking conducted by Internshala.
- Simoni Mardia, Deepa Goyal, Subhashini and Akshaya.N completed an online certification programme “ Innovation: The world’s greatest” by University of Leeds.
- Yashasvi Chaturvedi of I-MBA passed first level in Air Force exam.

### Staff Achievements

#### Paper Presentation

Date	Name of the Staff	Topic	Level	Organized by
08.08.2016	Dr Chitra Dey	Team Boundary Activity in Software Development Teams	International	Academy of Management, Anaheim, California
30.12.2016	Dr Chitra Dey	Team Boundary Activity in Software Development Teams	National	IIT MADRAS

### Staff Publications

Date	Name of the Staff	Title of the Paper	Name of the Journal / Book	Issue No.
17.12.2016	Ms. Sangeetha Manoj	New hire expectations and understanding of psychological contract for higher sustainability and retention of workforce	International Journal of entrepreneurship and business environment perspectives	ISSN 2279-0918
12.02.2017	Dr. Chitra Dey	Team boundary activity: A review and direction for future research	Team performance management	ISSN : 1352-7592

## Undergraduate Department of Business Administration

15<sup>th</sup> September 2016 - Drucker's Progeny & PRISM the Club of the departments of BBA and B.Com (ISM) were inaugurated by Dr.P.T. Vijayshree, Principal, Kumararani Meena Muthiah College of Arts and Science, Chennai.

### **Intra Mural- 15<sup>th</sup> September, 2016**

- Business Quiz
- Content Writing
- New Product Development
- B-plan
- Crisis Management
- Adzap
- Mock Stock Exchange
- Pot pourri
- Stress Interview
- Block & Tackle

### **Intra Collegiate- 10<sup>th</sup> February 2017**

- Business Quiz
- Mock Stock Exchange
- Business Shipwreck
- Ad copy writing
- Case Study
- Stress Interview
- Social Media Marketing

- Overall Trophy for the Intra Mural Competition was won by III BBA
- Overall Trophy for the Inter-Collegiate Competitions was won by Gurunanak College.

### Guest Lectures

Date	Topic	Resource Person
07.07.2016	Web Server, Software Tools , HTML, SGML,XML (Markup Language)	Mr.Raj Krishnan, Chief Technology Officer Infra ACE Tech
26.08.2016	Information Technology Act 2000- An Industry Perspective	Ms. Kavitha Surana, Senior Executive - Compliance Secretarial Hospira Healthcare India Pvt. .Ltd.

### Workshops

Date	Topic	Resource Person
27.11.2016	Emergency Response Training	Mr.Tarun Murugesh, Life Guard & First Aid Trainer- Tamilnadu Rashtriya Life Saving Society(India)
25.11.2016	Social Intelligence	Ms.Kajal Lalwani, Director - K3 Image Consultancy

### Seminars/Symposium

Date	Topic	Resource Person	Level
10th Feb, 2017	Business Battles	<b>Keynote Speaker:</b> <ul style="list-style-type: none"> <li>Mr. Rajesh Venkat, CEO, Sundaram Business Service Ltd.</li> </ul> <b>Panel of Judges:</b> <ul style="list-style-type: none"> <li>Ms. Sharada Sandilya, Freelance Trainer</li> <li>Ms. G. Rajalakshmi, HOD – B.B.A. Ethiraj College for Women</li> <li>Ms. Madhumati Narayanan, Founder &amp; Promoter, Shraddha</li> <li>Ms. Deepa Kannan, Corporate Consultant</li> </ul>	National Level Students Paper Presentation Competition

#### Best Paper Award:

- Winner:** Abrar Aneez & Hassan Currimbhoy of Loyola College, Chennai. (Cash Award of Rs.5, 000) for their paper titled Product Innovation.
- Runners Up:** Prachi Mundra & Shanthala Shenoi, M.O.P. Vaishnav College for Women, (Cash Award of Rs.3,000) for their paper titled Advertising and Marketing Wars in Service Industry – OLA VS. UBER.

### Journal

Dept.	Name of the Journal	Theme	Best Article	Name & Class
B.B.A	M-POWER	Business Battles	Team UBER Vs. Team OLA, Whom are you going to hail??	Ms.Pooja Lalwani, II BBA, Shift-1
B.Com (ISM)	ENCRYPTED	Social Intelligence	Social Media and Your Career	Ms.Sitara Raman Raghavan III B.Com (ISM)

### Students' Achievements

Date	Name of the Student/Winners	Class	Event Name/ Competition Name	Oranised by Prize	Award
21.07.2016	Arunika Khaitan, Bhumika Bhatia, Dhrithi, Diya Chandokh,  Nivedhitha.S, Payal Jain, Shwetha.R. Kannan Swetha.A, Tanmayee.T	II BBA Shift - I	B Plan Competition	Potential Genesis LLP	II
03.09.2016	Reshma S	I BBA, Shift - I	T Shirt Designing	Stella Maris	II
12.09.2016	Siddhi Doshi	III BBA, Shift-I	Block and Tackle- Chaitanya Fest	Kanyaka Parameswari College for Women, Chennai	I
15.09.2016	Sejal J	II BBA, Shift - II	Poster Making	Kanyaka Parameswari College for Women, Chennai	II
25.11.2016	Nivedhitha Sridar, Swetha Daga, Shraddha	II BBA, Shift - I	Student Paper Presentation Competition	GSS Jain College, Chennai	I
02.01.2017	Diya Chandok	II BBA, Shift - I	Poster Designing	Gurunanak College, Chennai	II ( Cash prize of Rs 3000)
25.01.2017	Chetna A Bhutra, Richi Agarwal, Mansi Asera	II BBA, Shift - I	Completed CS Foundation Level	ICSI	Completion of CS Foundation Level
28.01.2017	Siddhi Doshi, Krithika Anand, Shruthi Singhvi	III BBA, Shift - I	National Level Paper Presentation	GSS Jain College, Chennai	II place & Cash Award of Rs. 3,000

28.01.2017	Nivedhitha S, Tanmayee, Swetha A	II BBA, Shift - I	Paper Presentation	GSS Jain College, Chennai	Presented a paper
01.02.2017	Shakti Bawadaarini	III BBA, Shift - I	Completion of Level One IPCC	CA Institute	
07.02.2017	Simran.B.Jain, Disha Jain, Lekha Bothra	II BBA, Shift - I	Potpourri	JBAS	II

### Outstanding Achievements

- Ms. Meenakshi Sai, Ms. Sakthi.B, Ms. Meenakshi P, Ms. Shruthi. Ms. M, Pooja Lalwani, Ms. Shruthi Singhvi, Ms. Kanchan of III BBA Shift - I & Ms. Sonia Bishnoi, Ms. Sonu Kumari of (BBA, Shift-II) attended Summer School(International Internship) at Kingston University.

The Team comprising of Ms. Meenakshi Sai, Ms. Sakthi B, Ms. Meenakshi P, Ms. Shruthi. Ms.M Pooja Lalwani, Ms.Shruthi Singhvi, Ms.Kanchan won the I Prize in App development competitions organized by Barclays Bank, London.

Name of the App- ShopNgo by XBANK

Tagline- Shopping Made Easy

USP- Fingerprint Access Contact-less

- Ms. Riddhi Kalra, III BBA,Shift-I has been shortlisted for Personal Interview by Indian
- Deepika.V of II BBA, Shift-I, Finalist - National Violin Competitions organized by All India Radio.
- Ms.Rhea Garg of I BBA, Shift-I, has been selected to do summer course on “Strategy and Power of bargaining and negotiation” from London School of Economics.
- Ms.Arthi of III B.Com(ISM), successfully completed IPCC inter Examination.

### Field Trips

Date	Place of Visit	Purpose
22.2.2017	Aavin	Plant Layout and food processing



### Practice School

#### PROMOT(H)ER-One-day ‘Business on Campus’ for the Girl Child

The II year students of BBA of M.O.P. Vaishnav College for Women (Autonomous), Chennai conducted a one-day business-on-campus event, “Promot(h)er”, on 21<sup>st</sup> September 2016 between 10 am and 4.30 pm. The objective was to provide hands-on exposure in Entrepreneurship, Business Idea Generation, Marketing and Logistics.

The students set up stalls selling a wide and innovative variety of products and services, including designer paper bags, plant seeds, novelty gift items, clothing and accessories, temporary tattoos, nail art and Mehendi. The students donated the profits towards the education of the girl child in order to commemorate the Silver Jubilee Celebrations of the college.

### Staff Participation in Seminars

Date	Name of the Staff	Titel	Organiser	Level
28.01.2017	Dr. Sundari	Relation of Ancient India with Smart India	G.S.S Jain College for Women	National
04.03.2017	Dr. Archna Prasad	Tamil Nadu – a Land of Immense Opportunities	CII	State

### Highlights

- Dr. Archna Prasad has been nominated as Subject expert to the Board of Studies of B.B.A, D.G.Vaishnav College, Chennai.
- Dr.R.Sundari, has been invited as a Subject Expert to conduct External Academic Audit of BBA Department, D.G.Vaishnav College, Chennai.

## Department of Commerce (Accounting & Finance)

17<sup>th</sup> August 2016 - The activities of the clubs Busi Bee and Luminescence were inaugurated by Mr.Sriram Seshadri, Partner PWC India Chennai.

### **BUSIBEE - 2016**

- Blog Writing
- Business Idea Development
- Quiz
- Whose job is it anyway?
- Illusionist
- Collage Making

### **LUMINESCENSE - 2016**

- Ink your thoughts
- Lawyer it up
- Quiz
- Channel surfing
- Mime
- Spin a yarn
- Shipwreck
- Doodle war

The Department of Commerce organized its intercollegiate activities “**Commercio**” on 3<sup>rd</sup> September 2016. Over 15 colleges participated in this event

### **COMMERCIO -16**

- Business Idea Development
- Lawyer it up
- Entry Point
- Block and tackle
- Coupe De Troupe

### Guest Lectures

Date	Topic	Resource Person
4-03-2016	<ul style="list-style-type: none"> <li>• Advances in Financial Reporting</li> <li>• Adoption of Ind AS</li> </ul>	Mr.Aditya Guha Roy,ACA, Risk Management LN Co., Hyderabad.

### Students' Achievements

Students	Classs	Event	Organised by	Place
Mrudula.G Neha N Prachi Mundra Shanthala Shenoi	III B.Com (A & F) Shift 1	“Startupreneurs”- Business Idea Generation and Business Model Development Competition	Potential Genesis HR Consultancy LLP, Mylapore.	I

Sanjana Uppili	III B.Com (A&F) Shift-I	Miss. Busibee 2016	Department of Commerce-A&F Sh-1	
Sanjana Sharoff	II B.Com (A&F) Shift-I	Best Deal	SDNB Vaishnav College	II
Vaishnavi Lodd Rehani Singhi	III B.Com (A&F) Shift-I	Quiz	SSS Jain College	I
Shanthala Shenoi Prachi Mundra	III B.Com (A&F) Shift-I	Paper Presentation	SSS Jain College	I
Prachi Mundra Rehani Singhi Muskan Gupta	III B.Com (A&F) Shift - I	Paper Presentation	Institute of Techno- logy & Management	Best Paper Award
Prachi Mundra Shanthala Shenoi	III B.Com (A&F) Shift-I	Paper Presentation	Sankalp 2017- SSS Jain College	I
Prachi Mundra Shanthala Shenoi	III B.Com (A&F) Shift - I	Paper Presenation	M.O.P Vaishnav College – Inter Collegiate paper Presentation Competition- Business battles	II
Prachi Mundra Shanthala Shenoi Nethra Gupta	III B.Com (A&F) Shift - I	Paper Presentation	International seminar on Impact of Demo- nitisation in Digital Media-Vivekananda College	Presented
Vidushi Bisana Ashna Goyal Harshita Issrani Shivani Akansha Goel Sanjana Navya	I B.Com (A&F) Shift - I	Adzap	Conquest-2017 Loyola College	I
Rehani Singhi Sruthi Srivatsan Dhivya V	B.Com (A&F) Shift - I	Spin-a-Yarn	Conquest-2017 Loyola College	I
Nethra Gupta Shanthala Shenoi Gunjan Agarwal	III B.Com (A&F) Shift - I	Potpourri	Conquest-2017 Loyola College	I

Dharinee Sruthi KS	I B.Com (A&F) Shift-I	Poster Making	Conquest-2017 Loyola College	II
Nethra Gupta Shanthala Shenoi Gunjan Agarwal	III B.Com (A&F)Shift-I	Quiz	Conquest-2017 Loyola College	II
Vaishnavi Lodd Prachi Mundra	III B.Com (A&F) Shift-I	Quiz	Conquest-2017 Loyola College	III
Rehani Singhi Pooja Murali	II B.Com (A&F) Shift-I	Stress Interview	JBAS College	II
Pooja Murali	II B.Com (A&F) Shift-I	Stress Interview	Shasun Jain College	I
Pooja Murali & Sowmiya N	II B.Com (A&F) Shift-I	Debate	JBAS College	III
Rachana S Harshitha Kaartic	I B.Com (A&F) Shift - I	Poster Making	MCC	III
Humsa T N Asha M Shwetha P S Nivetha S Sahithi Reddy Niranchana S Kavya T	III B.Com (A&F) Shift - I	Channel Surfing	MCC	II

### Staff Publications

Date	Name of the Staff	Title	Journal
September 2016	Dr.Srividya Prathibha	“A Study on Impact of Employee Empowerment and Employee Engagement on Organizational Commitment”	SIES Journal of Management
November 2016	Ms. Vijayalkshmi Sailapathi	Poem on Bharathidasan	Pavendhar Thogupu
Febrauary 2017	Dr.Srividya Prathibha	“Bridging the Gap- Handling Talent Management Issues in new generation Private Sector Banks”	International Journal of Business Management and Scientific Research

<b>Date</b>	<b>Name of the Staff</b>	<b>Title</b>	<b>Journal</b>
March 2017	Ms.Pavithra M Davey	A Survey on Brand Choice of Millennials in passenger car segment; Focussing Chennai region	International Journal of Recent Trends in Management of Marketing, accounting, Business, Entrepreneurship, Economics & Tourism (MABET – 17)
March 2017	Ms.Pavithra M Davey	A Survey on Brand Consciousness among youth versus elderly people in Chennai	International Journal of Research in Finance and Marketing

#### **ANNUAL WORKSHOP CONDUCTED FOR STUDENTS BY THE DEPARTMENT:**

M.O.P Vaishnav College for Women, has a penchant for doing things differently. In this vein, the Department of commerce organized 21 workshops on 27<sup>th</sup>, August 2016. These workshops are designed to bring out the creative, entrepreneurial, analytical and leadership skills amongst the students. The list of Workshops are

<b>S.NO</b>	<b>NAME OF THE WORKSHOP</b>
1	Branding Out of the Box
2	Understanding Fraud And Risk Management
3	Corporate Skills
4	The E! Factor
5	Refine Your Leadership Skills
6	Money Mantras
7	Business Journalism
8	Interpersonal Skills
9	Health And Nutrition For General Well Being
10	Variations Of Pranayama & Fitness Asanas
11	Mentoring For Stress Relief
12	Evolve Your Brain
13	Goal Setting
14	Life Skills-How To Handle A Situation
15	Supply Chain Management
16	E-Filing
17	Corporate Etiquettes
18	Image Management
19	HR Simulation
20	Social Media Marketing
21	Big Data Management

### Staff Participation in Workshops and FDP's

Date	Name	Title	Organizer
June 2016	Ms.Gitanjali Jindger	Leadership skills- FDP	M.O.P Vaishnav College
March 2017	Ms.Gitanjali Jindger	Think Edu Conclave	Sastra University and New Indian Express

### Other Achievements:

- B.Com (A&F) Shift 1 won the “Overall Winners” trophy of “CONQUEST 2017” – the citizen consumer club activities of Loyola College.
- Ms.Shanthala Shenoi (III B.Com (A&F) Shift-1) did her Internship at Scope International and received Rs. 6500/- in appreciation for her efficient work. During the course of her internship, she also did 4 certificate courses on “Risk Management Framework”, “Fighting bribery and Corruption”, “Group Anti-Money laundering & Terrorist Financing” and “Information Safety & Awareness for Everyone”.
- Ms.Nethra M N (III B.Com (A&F) Shift-1) was selected as the Brand Ambassador of Ernst & Young for 2016-17.
- Ms.Nethra M N & Ms.Prachi Mundra (III B.Com (A&F) Shift-1) did their Internship at Full House Entertainment and received Rs.5000/- each in appreciation of their work and also received a job offer from the Company?
- Ms.Dimple Agarwal (III B.Com (A&F) Shift-1) received a Stipend of Rs.4000/- in appreciation of her work during the internship period.
- Ms.Rakshita Jain(II B.Com (A&F) Shift-1) received her Master Diploma Certificate in Interior Designing.
- Ms.Bhavadharini.S (I B.Com(A&F)Shift-1) was selected as “Alumni Moderator” of Generation Global-A Global Organisation for Peace.
- Ms.MK Ananthalakshmi (I B.Com (A&F) Shift-1) was awarded SwarnaLakshmi Award by Giri Fine Arts and has also participated in National Level Violin Competition.
- A.R Valli (II B.Com (A&F) Shift-1) received ‘Pavalar Thilagam’ Award from M.O.P. Vaishnav College for Women Tamil Department & her poem was published in a book titled “Pavendar Thoguppu”.
- Manisha Sarda (II B.Com (A&F) Shift-1) received “Best Fashion Designer” Award along with Rs.2000 cash award at “Design Track 2017” conducted by “Dream Zone- Mylapore”.
- Ms.Shreya (I B.Com (A&F) Shift-1) cleared her ACS foundation exam with All India 25<sup>th</sup> Rank conducted by ICSI.
- Ms. Gowthami Ashok (III B.Com (A&F) Shift-II) did her Internship at Maersk training India Pvt. Ltd and received Rs. 5000/- in appreciation for her efficient work. Also, her work was one of the top three best internship presentations.
- Ms. Gowthami Ashok (III B.Com (A&F) Shift-II) was selected as the Communication Head for the Chennai Chapter of the NGO EFI- Environmentalist Foundation of India
- Ms. Gowthami Ashok of (III B.Com (A&F) Shift-II), represented India in Srilanka as a delegate for dancing in the Nallur Temple Festival.

## Department of Commerce (Marketing Management)

### Kotlerz Klan 2016-2017

- Look Book
- Quiz
- Treasure Hunt
- Entry Point
- Poster Designing
- Product Packaging
- Match Making
- Group Discussion
- Good will

**2 September 2016: Kotlerz Klan** was inaugurated by Ms. Sarada Jagan, MD - HR and Corporate Services, The Sanmar Group.

### Journal

**NAME OF THE MAGAZINE** Publicite

**THEME FOR THE ISSUE** Invisible Marketing

### Guest Lectures

Date	Topic	Resource Person
17.08.2016	Corporate Branding, PR & Publicity	Mr. Kaushik Tiwari, Vice President, Bharath Matrimony
02.12.2016	Emerging Trends In Retailing	Mr.Rajesh.V , Retail Consultant
05.12.2016	Impact Of Demonetization	Mr.Uppili.R , Economist And Management Consultant
13.02.2017	Customer Relationship Management	Mr.Narayanan.R, General Manager , Matrimony.Com

### Workshops for Students

Date	Topic	Resource Person	Organization	Designation
27.08.2016	Branding out of the box	Mr.Ronak Saraf	Brand Avatar	Senior Manager-Operations
27.08.2016	Understanding Fraud and Risk Management	Mr.Jaganathan	Aurogay Skill Academy	President
27.08.2016	Corporate Skills	Mr.Jaganathan	Aurogay Skill Academy	President
27.08.2016	The E! Factor	Joe Micheal	Razzmatozz Academy	Proprietor
27.08.2016	Refine your Leadership Skills	Mr.Jumbulingam	Freelancer	Leadership Trainer
27.08.2016	Money Mantras Solutions Pvt. Ltd.	Mr.Vivek	ID Matrix Corporate	Financial Consultant
27.08.2016	Business Journalism	Ms.Shwetha Kannan	Freelancer	Writer / Editor
27.08.2016	Interpersonal Skills	Ms.Terasa Anthony	Excel HR Initiatives for Excellence	Coordinator-Learning Services
27.08.2016	Health and Nutrition for General Well Being	Dr.Vinitha Krishnan	Malar Fortis	Chief Dietician
27.08.2016	Variations of Pranayama and Fitness Aasanas	Ms.Ritu	Zorba	Fitness Trainer
27.08.2016	Mentoring for Stress Relief	Ms.Sara Kachwalla	Excel HR Initiatives for Excellence	Coordinator
27.08.2016	Evolve your Brain	Dr.Samuel Johnson	VIT	Professor
27.08.2016	Life skills – How to handle a situation	Ms.Vijayalakshmi	Wood Pecker Motivator	Entrepreneur/
27.08.2016	Supply chain Management	Ms.Sirdua A Bhata	Indian Institute of Material Management	Executive Director (Corporate)



27.08.2016	E-Filing	Mr.R.Prakash	Genicon & Associates	Advocate
27.08.2016	Corporate Etiquette	Dr.Ranish Haran	UNIS	Entrepreneur/ Motivator
27.08.2016	Goal Setting	Ms.Sneha Menon	Excel HR Initiatives for Excellence	Coordinator
27.08.2016	Image Management	Mrs.Latha.A	Authentik Consul- ting Pvt. Ltd.	Director, HR Consultant
27.08.2016	HR Simulation	Mr.Venkatraman	WIPRO	HR Manager
27.08.2016	Social Media Marketing	Mr.Sorav Jain	Echovme	Thinker-in-Chief
27.08.2016	Big Data Management	Mr.Kaushik Tiwari	Bharat Matrimony	Vice President

### Students' Achievements

Date	Name of the Student	Event	Organizers	Prize
20.09.2016	Monikha.T	Logo Designing	Ethiraj College	II
15.09.2016	Shruthi. A Khyati Shah Prachi.K.Shah	Logo Designing	MCC	I
28.09.2016	Pooja.J	Channel Surfing	Ethiraj College	II
07.02.2017	Maalavika.G	Terribly Tiny Tales	JBAS College	I
19.08.2016	Pooja.J, Shristibisani, Rangasri, Mumukshakakar, Jyotsna Jagan, Priyanka Jain	Ad-Beat	GSS College	I
10.02.2017	Harshitha	Creative Writing	WCC	II
Oct 2016	Megha.P	Kavitha Pat	Rajasthan Patrika	II
Feb 2016	M.Aiswarya	Fashion Designing Course	White Feather Academy	II

### Outstanding Students' Internships

Name of the Student	Year	University / Company Name	Project Topic	Evaluated by	Remarks
Poornasri V J	III	Kingston University	Course on Inter - national Business	Kingston University	14 July – 6 Aug 2016
Sangamithra Theja	II	Kingston University	Course on Inter-national Business	Kingston University	14 July – 6 Aug 2016
Neeraja Gayathri	III	Isuzu Motors India	Marketing Communications - All India Vendor, Showroom and Advertisement Agency Management	Isuzu Motors India	Paid Internship - Rs. 35,000 for two months
Sakshi Mardia	III	Orchidkart	E-Commerce Solutions - Generating Leads and Converting them into Clients	Orchidkart	Paid Internship – Rs.25,000
Shruthi A	III	Goldman Sachs	Private Wealth Management	Goldman Sachs	Paid Internship – 8 week Program (Rs. 30,000)
Maalavika G	III	Goldman Sachs	Liquidity and Collaterals Operations	Goldman Sachs	Paid Internship – 8 week Program (Rs. 30,000)

### Field Trips

Date	Place of visit	Purpose
23.08.2016	Vamsadhra Paper Mills	To observe the manufacturing process of papers

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
18.07.2016 & 19.07.2016	Dr. Nisha U	National Symposium on From Potential for Excellence to Excellence in Higher Educational Institutions	Ethiraj College for Women	National

20.01.2017 & 21.01.2017	Kiran Varma, Dr.Nisha U, Vasanth G, Elisha Abraham	International Digital Media Summit	M.O.P. Vaishnav College for Women	Inter national
30.01.2017 & 31.01.2017	Kiran Varma, Dr.Nisha U, Vasanth G, Elisha Abraham	Quality Initiatives in Teaching, Learning and Evaluation	M.O.P. Vaishnav College for Women	National
04.02.2017	Dr. Nisha U	Summit on Advancement and Automation of Accreditation for Higher Education in India	IIR & CSTAR	National
06.02.2017	Ms. Vasanth G	Dr. K Nirmala Prasad Endowment lecture	Ethiraj College for Women	Regional

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No/ ISBN No/ISSN No
August 2016	Dr. Nisha U	A Study on Consumer Preferences and Airline Branding in India	ITM Journal of Management Research	ISSN 0975-3249, Vol.10 Aug 2016
January 2017	Dr. Nisha U	A Study on Consumer Preferences Regarding Restaurants, Food Delivery Apps and Home Cooking	ITM Journal of Management Research	ISSN 0975-3249 VOL 10 No. 2 &3
March 2017	Dr. Nisha U	Transactional to Transformational Leadership- A Conceptual Analysis	International Journal of Human Resource Management and Research (IJHRMR)	ISSN(Print) 2249-6874 ISSN(Online) 2249-7986 Impact Factor (JCC): 5.4528 NAAS Rating: 3.38 IBI Factor: 3.2 ICV 2015: 61.65

### Staff as Resource Person

Date	Name of the Staff	Organiser	Topic
04.03.2017	Ms. Kiran Varma	Kola Saraswathi Vaishnav Senior Secondary School, Chennai	Interview Panel Board for selection of Social Science Teachers

## Department of Commerce (Corporate Secretaryship)

24<sup>th</sup> August 2016 - Elite Club was inaugurated by Ms.Aparna.S, Senior Manager Finance Cholamandalam Investment and Finance Company Limited (Murugappa Group)

21<sup>st</sup> February 2016— Annual General Meeting was conducted by the Board Members of Akriti and Ms.Subha Srikanth, Director Hauer–Diana Group was the chief Guest.

### Intra Mural

- Adzap
- Paper Presentation,
- Wreck Your Stress,
- Corpo vouge
- Lawyer It Up
- New product development

### Guest Lectures

Date	Topic	Resource Person
09.02.2017	Economic reforms	Ms.Kiran Varma, Associate Professor & Head Department of Marketing Management M.O.P Vaishnav College For Women Chennai 600 034

### Workshops

Date	Topic	Resource Person
27.8.2016	Life-skills How to handle a situation?	Ms.Vijayalakshmi.S, Entrepreneur & Motivator, Woodpecker.
27.8.2016	E-Filing	Mr. N. A. Srinivasan, Advocate & Corporate Consultant, Genicon & Associates
27.8.2016	Supply Chain Management	Mr.Sundaram & Mr.Bharathi, Executive Director (Corporate), Indian Institute of Material Management

### Journal

Name of the Department Journal	Theme	Best article	Name & Class of the Student
SIGNET	Digital India	E-Education	Ishwarya B & Sai Sravanthi

### Students' Achievements 2016 - 2017

Date	Event Name Competition Name	Name of the Student / Winners	Award Title / Prize	Organised by
24.07.2016	Lawyer It Up	Anjana & Lalitha Priya	I	GSS Jain College
01.08.2016	ACS Foundation	Ritika Makesh	All India 25th Rank	Institute of Company Secretaryship
15.08.2016	ACS Foundation	Bhagya	All India 17th Rank	Institute Of Company Secretaryship
15.08.2016	Navavarnam Competition	Aishwarya C	I	Narada Gana Sabha
24.11.2016	New Business Idea	Dheeksha, Sai Sravanthi & Nandini Menon	I	Innoart Technologies
25.11.2016	Poster Making	Ramya Devi	II	MCC College
02.01.2017	Connections	IshwaryaB, Sree Sandhya & Baagya	II	SSS Jain College
21.01.2017	Product Marketing, Pictionery	Ishwarya, Sai Sravanthi	I	SSS Jain College
21. 01.2017	Marketing Mancheri	Ishwarya,B & Sai Sravanthi	II	SSS Jain College
21.01.2017	Stress Interview	Sai Sravanthi	II	SSS Jain College
04.02.2017	Corpo Rappo	Simran & Saloni	I	Stella Maris College
01.03.2017	Times Conference	Kushali Vora	Budding Journa -list Under 20	Times
04.02. 2017	Corpo Rappo	K L Spandana	I	Stella Maris College
05.03.2017	Paper Presentation	Ishwarya.B &, Sai Sraveanthi	Best Paper Award	ITM Business School

### Practice School

- AKRITI- is an entrepreneurial venture in the form of a public limited company which is floated by the students of Department of B.com (CS). It gives an exposure to the students to run a public limited company and it is part of the curriculum which is initiated as practice school.
- Akriti celebrated its 10<sup>th</sup> year and consecutively declared 100% dividend to its shareholders.
- The students have also actively took part as event managers in a Family day event conducted by BOSCH company and earned a profit of 35,000 for Akriti.
- AKRITI is also effectively managing the Impressionz, M.O.P- Campus Stationery Stall

### Staff Achievements

#### Paper Presentation

Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
Dr.Shakila P	Loyola College	Strategic Human Resource Practices	“Factors influencing job stress and job satisfaction of Women Executives in Indian IT & ITES companies”	National

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No
December 2016	Ms.V.Sudha	Factors affecting Mobile Banking	ISBR Management Journal	Volume 1 Issue 2

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
24.2. 2017	Ms. Sasikala	Demonetization	Thiruthangal Nadar College	National

### Staff Additional Qualification

Date	Name of the Staff	Name of the Degree / Course Studied	Name of the University Studied
31.05.2016	Ms.Rachel K J	MBA	Annamalai University
27.01.2017	Dr.Shakila P	Ph.D in Management (International Business)	Pondicherry Central University

## Department of Commerce (Honours)

August 17, 2016 - Inauguration of the club event - ESPIRIT by Mr. Sriram Seshadri, Partner- PWC.

### ESPIRIT (31 AUGUST, 2016)

- Lawyer's Up
- Potpourri
- Adzap
- Quiz
- Collage Making
- Corporate Interview
- Creative Writing

### Journal

Name of the Journal : ADORIA  
Volume Number : III  
Theme of the Journal : Digitalisation versus Visualisation  
Designer of Cover Page : Ms. Krishita Shah, I B.COM Honours  
BEST ARTICLE : A Case Study on the Merger: Flipkart-Myntra

### Guest Lectures

Date	Topic	Resource Person
02.07.2016	Introduction to Partnership	Mr.Vijayakumar (Chartered Accountant)
27.07.2016	Mean Return, SD,Risk	Mr. Raamanathan (Chartered Accountant)
26.08.2016	Basis of Meetings and Proceedings	Mr.R.Arvind (Company Secretary)
26.08.2016	Market Portfolio,Systematic Risk, Beta	Mr. Raamanathan (Chartered Accountant)
27.08.2016	Representation of Voting	Mr.R.Arvind (Company Secretary)
01.09.2016	Admission of a Partner	Mr.Vijayakumar (Chartered Accountant)
09.09.2016	Treatment of Goodwill	Mr. Vijayakumar (Chartered Accountant)
09.09.2016	Portfolio Beta, Overall Beta	Mr. Raamanathan (Chartered Accountant)
14.09.2016	Admission of a Partner	Mr.Vijayakumar(Chartered Accountant)
14.09.2016	Levels of Strategy	Ms. Sandhiya (Chartered Accountant)
16.09.2016	Retirement of a Partner	Mr.Vijayakumar(Chartered Accountant)
16.09.2016	Minimum Risk Portfolio	Mr. Raamanathan (Chartered Accountant)

17.09.2016	Revision of Scanner	Mr.R.Arvind (Company Secretary)
19.09.2016	Introduction of Service Tax	Mr. Hari Ganesh (Chartered Accountant)
20.09.2016	Types of charts and Bollinger band	Mr. Raamanathan (Chartered Accountant)
20.09.2016	Place of provision rules	Mr. Punith (Chartered Accountant)
20.09.2016	Cost of Capital	Mr.Mohammed Asthaf Ananthan (Cost Accountant)
21.09.2016	Levels of Strategy	Ms. Sandhiya (Chartered Accountant)
21.09.2016	Inspection of Proxy	Mr.R.Arvind (Company Secretary)
22.09.2016	Registration, Aggregator	Mr.Karthick (Company Secretary)
23.09.2016	Strategic choices	Ms. Sandhiya (Chartered Accountant)
23.09.2016	Death of a Partner	Mr.Vijayakumar (Chartered Accountant)
23.09.2016	Calling of AGM	Mr.R.Arvind (Company Secretary)
24.09.2016	Point of taxation rules	Mr.Karthick (Company Secretary)
24.09.2016	Annual Return, Inspection of Return	Mr.R.Arvind (Company Secretary)
26.09.2016	BCG matrix	Ms. Sandhiya (Chartered Accountant)
26.09.2016	Inspection of Return	Mr.R.Arvind (Company Secretary)
26.09.2016	Capital Structure	Mr.Mohammed Asthaf, Ananthan (Cost Accountant)
27.09.2016	Competitive advantage	Ms. Sandhiya (Chartered Accountant)
27.09.2016	Service tax valuation rules,2006	Mr.Karthick (Company Secretary)
28.09.2016	Minutes of proceedings of GM	Mr.R.Arvind (Company Secretary)
28.09.2016	Working Capital	Mr.Mohammed Asthaf Ananthan (Cost Accountant)
29.09.2016	Negative list	Mr.Karthick (Company Secretary)
30.09.2016	Leverage Inventories	Mr.Mohammed Asthaf Ananthan (Cost Accountant)
30.09.2016	GNCAS, CAS	Mr. Sridhar (Cost Accountant)
30.09.2016	Assessment of Indirect Tax	Mr.Raamanathan (Chartered Accountant)
01.10.2016	GNCAP, CAAS	Mr. Sridhar (Cost Accountant)
01.10.2016	Mega exemption, Problems	Mr.Karthick (Company Secretary)
03.10.2016	Annual report	Mr.R.Arvind (Company Secretary)
03.10.2016	Computation of Total Income & TDS	Mr.Raamanathan (Chartered Accountant)

## Workshop

B.Com (Honours) was a part of 21 workshops conducted by M.O.P School of Business on 27.08.2016



### Students' Achievements

S.No.	Name of the Student / Winners	Class	Event Name Competition Name	Organised by	Award Title Prize
1	Bhavani V Soundarya Venkatesh	II B.Com (H)	Mock talk	SDNB Vaishnav College For Women	I
2	Radhika V Sadhana Kannan Aishwarya R Shwetha S Sriya Chellamma A S	III B.Com (H)	Adzap	SDNB Vaishnav College For Women	I
3	Kamala Narayini M	II B.Com (H)	Adzap	SDNB Vaishnav College For Women	I
4	Subhiksha S	II B.Com (H)	Debate	US Consulate-Madras University	I
5	Shwetha S Sriya Chellamma A S Aishwarya R Rekhaa R	III B.Com (H)	Adzap	JBAS College For Women	I
6	Kamala Narayini M	I B.Com (H)	Adzap	JBAS College For Women	I
7	Renuka J	II B.Com (H)	Adzap	JBAS College For Women	I
8	Renuka J	II B.Com (H)	Stress Interview	JBAS College For Women	I
9	Sriya Chellamma A S	III B.Com (H)	Stress Interview	JBAS College For Women	II
10	Guru Priyaa B	III B.Com (H)	Quiz	JBAS College For Women	I
11	Annu Meyyammai K Sindhuja N	I B.Com (H)	Quiz	MGR Janaki Arts and Science College For Women	I
12	Kamala Narayini M	I B.Com (H)	Reciting	MGR Janaki Arts and Science College For Women	II
13	Sindhuja N	I B.Com (H)	Essay Writing	MGR Janaki Arts and Science College For Women	II
14	Mrinalini B	III B.Com (H)	Carnatic Music	JBAS College For Women	I
15	Samyuktha S	II B.Com (H)	Creative Writing	Women's Christian College	I

16	Subiksha B Soundarya Venkatesh	II B.Com (H)	Debate	D G Vaishnav College	I
17	Sanjana K V	II B.Com (H)	Power Point Presentation on Budget	JBAS College For Women	II
18	Renuka J, Sanjana K V	II B.Com (H)	Quiz	JBAS College For Women	I

### Staff Participation in Workshops

Date	Name of the Staff	Topic	Organised by	Level
07.04.2016	Gowri S	The Companies Act 2013- Heraldng New Era of Corporate Governance	ICSI & University of Madras	State
07.04.2016	Sasikaladevi S	The Companies Act 2013- Heraldng New Era of Corporate Governance	ICSI & University of Madras	State
22.06.2016	Gowri S	Funding MSME's for Banks-Issues and Challenges	Hindustan Chamber of Commerce	National
8.09.2016	Sasikaladevi S	National Seminar on Consumer World 360 degree perspective	Quaid-E-Millath College College for Women and Indian Institute of Public Admistration New Delhi	National
22.02.2017	Sasikaladevi S	Work Shop on Accounting, Auditing and Allied areas	South India Regional Council of the Institute of Chartered Accountants of India	National

### Outstanding Achievements

These are the outstanding achievements made at the National level

S.No.	Event Name Competition Name	Name of the Student/ Winners	Award Title Prize	Organised by	Level
1	IPCC	Renuka.J	Cleared GROUP I&II	ICAI	National
2	IPCC	Divya.B	Cleared GROUP I&II	ICAI	National
3	ICMAI INTER	Aishwarya.M	Cleared ICWAI INTER GROUP II	ICWAI	National

4	ICMAI INTER	Anandhi.P	Cleared ICMAI INTER GROUP II	ICWAI	National
5	ICMAI INTER	Bhavani.S	Cleared ICMAI INTER GROUP II	ICWAI	National
6	ICMAI INTER	Gayathri.R	Cleared ICMAI INTER GROUP II	ICWAI	National
7	ICMAI INTER	Mrinalini.V	Cleared ICMAI INTER GROUP II	ICWAI	National
8	ICMAI INTER	Varshaa Raman	Cleared ICMAI INTER GROUP II	ICWAI	National
9	ICMAI INTER	Bindhu.N	Cleared ICMAI INTER I GROUP II	ICWAI	National
10	ICMAI INTER	Radhika.V	Cleared ICMAI INTER GROUP I & II	ICWAI	National
11	ICMAI INTER	Rekhaa.R	Cleared ICMAI INTER GROUP II	ICWAI	National
12	ICMAI INTER	Saradha.	Cleared ICMAI INTER GROUP II	ICWAI	National
13	ICMAI INTER	Sneha.S	Cleared ICMAI INTER GROUP II	ICWAI	National
14	ICMAI INTER	Shwetha.S	Cleared ICMAI INTER GROUP I	ICWAI	National
15	ICMAI INTER	Swetha.K	Cleared ICMAI INTER GROUP II	ICWAI	National
16	IPCC	Sanjana K V	Cleared GROUP I & II	ICAI	National
17	IPCC	Vandana Mehta	Cleared GROUP I & II	ICAI	National
18	IPCC	Haritha	Cleared GROUP I & II	ICAI	National
19	IPCC	Aishwarya S	Cleared GROUP I & II	ICAI	National
20	IPCC	Shobita	Cleared GROUP I	ICAI	National
21	IPCC	Swapnika Modi	Cleared GROUP I	ICAI	National
22	IPCC	Subiksha B	Cleared GROUP I	ICAI	National
23	IPCC	Shreya Sathyaraj	Cleared GROUP I	ICAI	National
24	IPCC	Ramya	Cleared GROUP I	ICAI	National
25	IPCC	Sai Mirra	Cleared GROUP I	ICAI	National

- Haritha V has secured All India 20<sup>th</sup> Rank in CA Inter Examinations.
- B.Com (Honours) has won Aerobics Championship Trophy for the 5<sup>th</sup> Consecutive Year.

## Department of Computer Science

### Intra Mural

- LINK
- Paper Presentation
- Digital Logic Workshop

### Link Events

- Shoot the Error
- Quizzards
- Hunt 'O Hunt
- Sandwich Programming

26<sup>th</sup> August, 2016: The Activities of Online Club was inaugurated by Mr.Viswanathan Sambasivam, Founder and CEO, Inspace Technologies.

Inauguration was followed by a Guest Lecture on “Overview of SAP” by Mr. H. Sridhar, Global Business Services, IBM Pvt. Ltd.

7<sup>th</sup> February, 2017: Intra Mural Competition was conducted.

3<sup>rd</sup> February, 2017: The Third International Conference ICCCMIT 2017 was inaugurated by Mr. Mikael Gislen, Managing Director, Gislen Software. It was a two day event with 428 participants, 8 Technical Sessions and a Panel Discussion on “Payments going the plastic way- Is India ready for Cashless Economy?” The conference had 40 Paper Presentations, 47 Poster Presentations, 9 Mobile Apps display. Valedictory Address was given by Dr. Victor Chang, Associate Professor and Directorate of Ph.D. Programme, Xi'an Jiaotong Liverpool University, China

### ICCCMIT 2017 International Conference

Third International Conference on  
Communication, Computing and  
Information Technology.

**Best Papers** – “Naïve Bayes & NB tree Algorithm for Opinion Mining in Tamil” was presented by Sharmista A and Ramaswami M, from Madurai Kamaraj University.

“An Approach to find if Internet has made the Children Smarter” was presented by Shruthi Suresh II M.Sc IT, from M.O.P. Vaishnav College for Women

### Best Poster Paper

Janani D, Sneha S and Karthika K.S II B.Sc CS - Internet of Things

Priyadharshini M A and Supreetha V I B.C.A - Smart System in Chennai MTC Buses.

### Best Project

Pooja Bokdia and Vijayanthi V I M.Sc IT- Language Translator

Heera Jain D III BSc CS- Network Security using Software Puzzle

Subhashree R and Yuvareshma S III BCA - Gaming Event with connection & Portable Mini Charger.

**Best Mobile Apps** – “MOPVC BUZZ” was displayed by Srividhya Sathish, Swadhi S and Sashmitha R II BCA, M.O.P. Vaishnav College for Women.

### Workshops

Date	Topic	Resource Person
04.07.2016 06.07.2016	Logic Gates	Dr. Kumar Sathian, Former Head, Dept. of Physics, Madras Christian College

### Journal

Name Of The Journal : **COMPUTER ALMANAC**, Volume XXII.

Theme : Digitize.

Cover Page design : Divya V, I M.Sc.IT

### Best Articles

Title of the Article	Student Name and Class
Intelligent System for Controlling Railway Accidents in India	Madhubala C, Priyadharshni G - I M.Sc.IT, Deepika R,
Digitization and Automation in Earthquake and Flood Management (Crisis Management)	Keerthana V, Vengalakshmi R - III B.Sc.(CS) Ashwini
Perspective System in School Bus for vehicle and road safety	Kumudhavarshini K, Nivetha D, - III BCA Pavithra K

### Students' Achievements

Date	Name of the Student	Class	Event	Organizer	Prize
01.10.2016	Mohamed Kameela Begum	I B.Sc.(CS)	WEEE	Shasun Jain College for Women	II
01.10.2016	Mohameed Kameela Begum M, Jayalalitha N A	I B.Sc. CS	File Hunt	Shasun Jain College for Women	I
01.10.2016	Srisowmya S, Amritha Shree S R J	III B.Sc.CS	Label Trifle	Shasun Jain College for Women	II
01.10.2016	Archana, Jagadeeswari, Heyma Nandhune, Ramya S	II B.Sc. CS	Treasure Hunt	Shasun Jain College for Women	II
01.10.2016	Mohamed Kameela Begum.M , Keerthana.V	I B.Sc. CS	Junk Art	Shasun Jain College for Women	II

03.01.2017	Preethi .M , Shri Soundarya .C.V	III B.Sc. CS	Creatograp hy and Fix The Bug	Ethiraj College For Women	I
01.10.2016	Srisowmya.S , Amritha Shree	III B.Sc. CS	Doodle	Shasun Jain College For Women	II
22.2.2017	Akshaya Janani, Swetha A, Sweatha P, Swapna A, Akshara Menon	II BCA	Adzap	Women's Christain College	II

### Student Participation in Conferences

Date	Name of the Student	Title of the Seminar	Organizer
01.06.2016	K.Pavithra, D.Niveatha.B.V. Vaishnavi	Conference	Karpagam College of Engineering,Coimbatore
01.06.2016	R.Subhashree, Vedhavalli K, Manisha R , III BCA	IEEE Conference-AEEICB 2016	Prathyusha Institute of Technology and Management, Chennai
30.08.2016	Sonal L, Heera D Jain	National Conference NXTGEN Developments in Computer Science and Mathematics	Shree Chandraprabhu Jain College
31.08.2016	Vedhavalli K, Lavanya P	Women Entrepreneurship a Social challenge	SRM University
31.08.2016	Subhashree R, Gajalakshmi S	Women Entrepreneurs in India- Emerging Issues and Challenges	SRM University
31.08.2016	Pavithra K, Nivetha D	A Scrutiny on Comprehensive contention of women entrepreneurs in India	SRM University
17.09.2016	Pavithra K, Nivetha D	Imads-A Maneuver for explicit challenges	SRM University
30.09.2016	Pavithra K, Neetha Mallaya C M	National Conference NXTGEN Developments in Computer Science and Mathematics	Shree Chandraprabhu Jain College
03.12.2016	Rajalakshmi.R	National conference on Recent Advances in computing and Communication	Shasun Jain College for Women
03.12.2016	Asha D	National conference on Recent Advances in Computing and Communication	Shasun Jain College For Women

### Papers Published by Students

Student Name	Year of Publication Date	Name of the Journal	Title	ISSN Number
Jyothirmayi Bhargavi	March 2016	International Journal of Computer Applications	A Novel Approach to Analyze Students Expectation from Colleges using Data Mining Technique	973-93-80891-38-5
Deepthi A, Tanushree Rangaraj	April 2016	International Journal of Advance Engineering & Technology	A Novel Approach using Data Mining on Predicting Walk-In Malls	22311963
Ankitha A , Revathi Vasanthi	April 2016	International Journal of Computer Applications	Identifying the potential role of women in pharmacy by proposing a model using data mining	973-93-80891-77-9
Yamini D	April 2016	International Journal of Computer Applications	Analysis on Social Media Addiction using Data Mining Techniques	973-93-80891-70-9
Ashrafa M & Lalitha M	April 2016	International Journal of Computer Applications	Analysis on Increasing Customer Sales by the Use of Restaurant Recommender System	973-93-80891-70-9
Ashrafa M, Asha, Sangeetha Priya M	April 2016	International Journal of Computer Applications	Analysis on Insurance Policy and Related Customer Behaviour using Data Mining Techniques	973-93-80891-69-0
Sandhya T R, Vaishnavi Y	April 2016	International Journal of Advance Engineering & Technology	A Modernistic Approach using Data Mining in Predicting Humanistic Behaviour	27311963
Shanmughi M , JothiLakshmi	May 2016	International Journal of Computer Applications	Data Mining in DHDP Security	973-93-80893-27-8

### Field Trips

Date	Place of Visit	Purpose
20.09.16 to 24.09.16	Cochin and Allepey	Educational Tour

### Practice School

Practice school simulates a real work environment where opportunity is provided for the students to satisfy their inquisitiveness and provides exposure to practicing professional skills. Student is benefited by understanding what she has studied in the class room and what is being practiced in the industry. Students gain rich experience by exhibiting Mobile Apps and Projects in Project Expo.

### Staff Achievements

#### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organizer	Level
18.07.2016 & 19.07.16	Ms.Gavoury.R	Seminar	Ethiraj College For Women, Chennai	National
29.07.2016 & 30.07.2016	Ms. Padmasini C S	Workshop on Numerical Computations, Optimization of Functions & Differential Equations	Hindustan Institute of Technology & Science Dept. of Mathematics, School of Science & Humanities In Association with Core EI Technologies (I), Bangalore	State
30.09.2016 & 01.10.2016	Ms. Angayarkanni A, Ms. Padmasini C S, Ms. Anusha R	Data Mining Tools	Research Dept. of Computer Science, SDNB Vaishnav College for Women	National
21.01.2017	Padmasini C S	Effective Ways of Writing research Papers for Journals, Conferences	Pallavan College of Engineering, Kancheepuram	National
08.02.2017	Dr. Priya Iyer K B	Awareness of Open Source Software Through Spoken Tutorial	SNDB Vaishnav College	Regional
17.02.2017	Ms. Jayanthi .J	Conference	Madras Management Association, Chennai	National
03.03.2017	Ms. Angayarkanni A	Conference	Think Edu Conclave 2017	National



### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
29.9.2016	Dr. Priya Iyer	Dept. of Computer Science & Mathematics Sri Chandraprbhu Jain College	Session Chair National Conference	-
29.9.2016	Dr. Priya Iyer	Dept. of Computer Science & Mathematics SSS Jain College	Moderator National Conference	Internet of Things
04.03.2017	Dr. Padmavathi J	Kola Saraswathi Vaishnav Senior Secondary School	Subject Expert – Computer Science	-

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue no.
June 2016	Ms. D. Radha	A Novel Approach Using Data Mining on Predicting Walk-In Malls	International Journal of Advances in Engineering and Technology	2231-1963
June 2016	Ms. D. Radha	A Modernistic Approach Using Data Mining In Predicting Humanistic Behaviour	International Journal of Advances in Engineering and Technology	2231-1963
June 2016	Ms. D. Radha	A Novel Approach To Analyze Students' Expectation From Colleges Using Data Mining Technique	International Journal of Computer Applications	0975-8887
June 2016	Ms. D. Radha	Study on Mobile Learning in College	International Journal of Computer Applications	0975-8887
June 2016	Ms. D. Radha	Data Mining in DHCP Security	International Journal of Computer Applications	0975-8887

June 2016	Ms. D. Radha	Analysis on Insurance Policy and Related Customer Behavior using Data Mining Technique	International Journal of Computer Applications	0975-8887
June 2016	Ms. D. Radha	A Modernistic Approach Using Data Mining In Predicting Humanistic Behaviour	International Journal of Advances in Engineering & Technology	2231 - 1963
June 2016	Ms. D. Radha	A Novel Approach to Assist Faculties In Question Paper	International Journal of Computer Applications	0975-8887
June 2016	Ms. D. Radha	The Potential Role of Women in Pharmacy by Proposing a Model using Data Mining	International Journal of Computer Applications	0975-8887
June 2016	Ms. D. Radha	Analysis on Increasing Customer Sales by the Use of Restaurant Recommender System Mining	International Journal for Computer Applications	0975-8887
June 2016	Ms. D. Radha	Analysis on Social Media Addiction using \Data Mining Technique	International Journal of Computer Applications	0975-8887
30.8.2016	Dr. Padmavathi J	Conference Proceeding Shree Chandrababhu Jain College	A study on extant Decision Tree algorithm in Data mining	978-81-9078-799-1
25.09.2016	Ms. R. Anusha	A Nove website Quality & Usability Evaluation Framework for online shopping website	INDJST	36 SEP 2016 0974-6846
30.12.2016	Ms. R. Anusha	A Multi- Kernal Hibrid Data Classification Algorithm	IJSRP	Vol. 6, Issue 12 2250-3153
03.02.2017	Ms.A.Muthulakshmi	Efficient Patient Care Through Wireless Body Area Networks-Enhanced Technique for Handling Emergency Situations with Better Quality of Service	Springer Publication- Wireless Personal Communications	DOI 10.1007/11277-017-4024-7

## Department of Mathematics

5<sup>th</sup> August 2016, the activities of the “ $\pi$ - $\beta$ ” Club was inaugurated by Dr. Lalitha Balakrishnan, Principal, M.O.P. Vaishnav College for Women.

### Inter-School

Ins $\pi$ re 2K16

- Axiom
- Abbozzo
- Crypto
- Cos  $\sqrt{-1}$  say so
- Just  $\int$  du it

### Inter-Collegiate

Euphoria '16

- Paper trails
- Quest to Mathdom
- Box of Tricks
- Quadratic Deconstructions
- Equalizer

### Intra Mural

Eccentricity 2K16

- Paper Presentation
- $\pi$  and conquer
- Numeracy Ninjas
- The  $\pi$ rate's quest
- Multiply your wit

### Workshops

Date	Topic	Resource Person	Level
19.01.2017	Area Problems	Dr. G.P. Youvaraj Director & Head Ramanujan Institute for Advanced Study in Mathematics, University of Madras, Chepauk	State

### Seminars/Symposium

#### National Level Symposium on “Mathematics – Abstract Cognizance”

Date	Topic	Resource Person	Level
18.01.2017	Automata Theory: Relevance & Applications	Dr.K.Thirusangu, Associate Professor, Department of Mathematics SIVET College, Tambaram, Chennai-73	National
	Group Theory: Properties & Implications	Dr.A.V. Jayanthan, Associate Professor, Department of Mathematics IIT Madras	
	A Number- Theoretic Network Based Encryption Techniques	Dr. Baskar Babujee, Associate Professor Department of Mathematics Anna University Guindy, Chennai-25	

### Journal

**ELIXIR –Theme: Fractals**

Best article- Fractal Cosmology- Aruna. C- III B.Sc Mathematics

### Students' Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
30-08-16	Sai Priya R, Lakshmi Priya S J, Aruna C	III B.Sc. Maths	Quiz	Ethiraj College for Women, Chennai	III
	Swetha S, Shailaja Ramakrishnan, Rajeshwari B S, Lakshmi Priya S J, Srividhya N, Jayashree S	III B.Sc. Maths	Adzap		III
	Swetha S, Jayashree S	III B.Sc. Maths	Dubsmath		II
	Rajeshwari B S	III B.Sc. Maths	Kirigami		III
	Karthikayane G J, Sowmiya Lakshmi G, Bhavya Kannan	II & III. B.Sc. Maths	Crazy Math		III
	Saranya R, Swetha S, Shailaja Ramakrishnan, Subhashree K	II & III B.Sc. Maths	Treasure Hunt		II
02-09-16	Saranya R, Vijayalakshmi S, Devaki B, Manjula R	III B.Sc. Maths	Math Modelling	Madras Christian College, Chennai	II
	Aarthi G, Divyalakshmi M, Deepika, Deepa M	II IB.Sc. Maths	Math Song		II
	Subhashree K, Akshaya S	II B.Sc. Maths	Let's Talk Math		I
15-09-16	Swetha S, Anitha A, Jayashree S, Shailaja Ramakrishnan, Rajeshwari B S, Vaishnavi L	III B.Sc. Maths	Adzap	Sri Kanyaka Parameswari College, Chennai	II
20-09-16	Akshaya S, Akila C	II B.Sc. Maths	Paper Presentation	GSS Jain College, Chennai	I
	Deepa G, Divya G	II B.Sc. Maths	Math Modelling		I
	Yogalakshmi C, Deekshitha R	II B.Sc. Maths	Math Song		II
22-09-16	Deepa G, Divya G, Nandhini M, Nandhini Jeevitha G, Saranya S	II B.Sc. Maths	Adzap	Soka Ikeda College of Arts and Science	II
	Chaya J, Pavithra S, Shobana Devi E	II B.Sc. Maths	Dumb-C		II

22-09-16	Yuvashree R, Bhavya Kannan, Suman N	II B.Sc. Maths	Mathoodle	St Joseph College of Engineering	I
	Yuvashree R, Bhavya Kannan, Suman N	II B.Sc. Maths	Math Fun		II
	Bhavya Kannan, Suman N, Akhila C	II B.Sc. Maths	Dumb - C		III
01.10.16	Manjula R, Lekha S	II B.Sc. Maths	T-Shirt Painting	Stella Maris College	I
	Vijayalakshmi S, Saranya R	II B.Sc. Maths	Math Modelling		I
	Deepa G, Divya G, Nandhini Jeevitha G, Nandhini M, Sharanya S	II B.Sc. Maths	Adzap		II
02.01.17	Sai Priya.R, Janani.R	III B.Sc. Maths	Quiz	Quaid-E-Millath Government College	III
	Anitha.A, Swetha.S	III B.Sc. Maths	Dumb Charades		IIII
28-01-17	Aruna C, Shailaja Ramakrishnan	III B.Sc. Maths	Forays '17	IIT, Madras	III
22-02-17	Yuvashree R, Bhavya Kannan, Subhashree K	I B.Sc. Maths	Treasure Hunt	Women's Christian College, Chennai	I
	Aniithaa M, Divya Dharshini G	II B.Sc. Maths	Comic Design		II
	Rasika R, Haritha Shivashankar	II B.Sc. Maths	Paper Presentation		I
24-02-17	Rithika P, Akhila C	II B.Sc. Maths	Paper Presentation	SRM University - Kattankulathur	I
24-02-17	Shobana Devi E	II B.Sc. Maths	Art Attack	Loyola College	II
24-02-17	Deepa G, Divya G, Nandhini M, Nandhini Jeevitha, Sharanya S	II B.Sc. Maths	Adzap	Loyola College	I

- Students bagged the overall Trophy in the Intercollegiate Co-curricular competitions conducted by the Department of Mathematics, Women's Christian College and GSS Jain College for Women, Chennai.

### Staff Achievements

- Dr. Fernandes Jayashree was awarded
  - \* The best faculty award for outstanding performance by Cognizant Technology Solutions Limited.
  - \* Women achiever award in Mathematics by an NGO organization Annai Fatima Illam.

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue no.
July, 2016	Krishnaveni S	Dynkin diagrams and Root System of Indefinite Quasi Hyperbolic Kac-Moody algebra $QHA_4^{(2)}$	Indian Journal of Science and Technology	Vol 9, Issue 25, pp 1-11.
Sep. 2016	Krishnaveni S	On the Quasi-Hyperbolic Kac-Moody algebra $QHA_7^{(2)}$	International Research Journal of Engineering and Technology	Vol 3, Issue 5, pp No: 1409-1414.
Sep. 2016	Krishnaveni S	Dynkin diagrams and Root System of Indefinite Quasi Hyperbolic Kac-Moody algebra $QHA_5^{(2)}$	International Journal of Pure and Applied Mathematics	Accepted for Publication.

## Department of Food Science Management

**19 August, 2016: Prakriti, The Department Club was Inaugurated by** Ms. Sudha Vasudevan, Senior Scientist & Head, Department of Food, Nutrition & Dietetics Research Foundation, Madras Diabetic Research Foundation, Gopalapuram, Chennai

### Guest Lectures

Date	Topic	Resource Person
19.08.2016	Current Dietary Practices in the Prevention and Management of Lifestyle Disorders	Ms. Sudha Vasudevan, Senior Scientist & Head, Department of Food, Nutrition & Dietetics Research
02.09.2016	Savor the Flavor of Eating Right	Dr. Srinivasan, Medical Registrar, State IMNCI Co-coordinator
29.09.2016	Current Trends in the Management of Cardiovascular Diseases	Dr..Nirmala Jesudason, Consultant Dietitian, Member of IDA

### Seminars

Date	Topic	Level
27.01.2017	Innamudhu 2017: A National Seminar on Exploring Food Based Approaches for Sustenance	National

### Journal

**Journal of Food and Nutrition: Volume XVIII**

**BEST ARTICLE: Karthika S: Literature review on Mono Sodium Glutamate E621**

### Students' Achievements

Date	Name of the Student	Class	Event	Level-Regional National and International	Organizer	Prize
26.06.2016	Archita R	II B.Sc FSM			The Hindu, Downtown	Appreciation report on being student entrepreneur
24.08.2016	Archita R	II B.Sc FSM			Mangaiar- malar-Tamil magazine	Appreciation report on being student entrepreneur. Cash prize- Rs.2000

2.09.2016	Sanika.N.Shah	III BSc FSM	Quiz	Inter college	Institute of Child Health and Hospital For Children	I
2.09.2016	Roshni.M	II MSc FTM	Quiz			I
2/3.09.2016 2/3.09.2016	Leena. R Nethra P.V	I BSc FSM	MIME	Inter college Nutri Utsav 2016	Madras Medical Mission	II
2/3.09.2016	Dhivya J.S	III BSc FSM				
2/3.09.2016 2/3.09.2016 2/3.09.2016	Tarakeshwari.P Nandhitha.G Varuna.V					
2/3.09.2016 2-3 Sep 2016 2/3.09.2016	Thirumagal.M Ranchana.I Sushma Zachariah	I BSc FSM				
2/3.09.2016 2/3.09.2016	Sonam Ranka Seetha Lakshmi.S	II BSc FSM	Fashion Show	Inter college: Nutri Utsav 2016	Madras Medical Mission	II
2/3.09.2016	Anushka.M	III BSc FSM				
2/3.09.2016	Nivedha.V	I MSc FTM				
2/3.09.2016	Monisha. M	II BSc FSM	Quiz Compe- tition	Inter college: Nutri Utsav 2016	Madras Medical Mission	II
2/3.09.2016	Divya.R	II MSc FTM	Cookery Compe- tition	Inter college: Nutri Utsav 2016	Madras Medical Mission	I
2/3.09.2016	Kavitha N	II MSc FTM	Quiz	Inter college: Nutri Utsav 2016	Madras Medical Mission	II
3.09.2016 3.09.2016	Thirumagal.M Jagajanani.G	I BSc FSM	Cooking Without Fire	Inter college	Stella Maris College For Women	II
9-14.09.2016 9-14.09.2016 9-14.09.2016	N.Kripa Varsha. R Veena.P	II BSc FSM	New Product Develop- ment	Inter College Food Sure 2016	Loyola College	I
9-14.09.2016 9-14.09.2016	Pooja Mohan Indrani Mukherjee	I MSc FSM	Poster Designing	Inter college Food Sure 2016	Loyola College	I
9-14.09.2016	Monisha.M	II BSc FSM	Poster Designing	Inter college Food Sure 2016	Loyola College	II



9-14.09.2016	Aaradhana.A	I MSc FTM	Cartooning	Inter college Food Sure 2016	Loyola College	II
11.09.2016	Dhivya Dharshana	II BSc FSM	Baking Workshop		JCI Club, Chennai	Resource Person
30.09.2016	Divya J.S Tarakeshwari P Varuna.V NandhithaG	III BSc FSM	MIME	Inter college: Phantasia 2016	Patrician College of Arts & Science	I Cash prize Rs.5000
	Leena.R Nethra PV ThirumagalM	I BSc FSM				
	Monisha M	II BSc FSM				
7.10.2016	Sanika.N.Shah Divya J.S TarakeshwariP Varuna.V	III BSc FSM	MIME	Inter college: Cellutions 2016	DG Vaishnav College, Chennai	I
	Leena.R Nethra PV	I BSc FSM				
7.10.2016	Nethra PV Bavani .P Divya.A Bhavana.R Vidyaeswari.R Dheeksha.J Shree Lakshmi.S	I BSc FSM	POT POURRI	Inter college: Cellutions 2016 Chennai	DG Vaishnav College,	I
7.10.2016	Swetha.G Monica.M Sheresha.S Musfira.M.M Lakshya P Ruhenaz. S.Y Vieragauryi.G	I BSc FSM	Treasure Hunt	Inter college: Cellutions 2016 Chennai	DG Vaishnav College,	I
Aug 2016	Monisha. M	II BSc FSM	Journal publication	The awareness of using fenugreek in the treatment of diabetes among the population group of Malaysia	IOSR Journal of Environ- mental Science Toxicology and Food Tech nology, Vol 10. Issue 8, Ver II Aug 2016. PP 25-28	
28.01.2017	Aaradhana.A Salma Syeed	I MSc FTM	Food labelling	Inter college Competitions	Dept of Food Science, MOP Vaishnav College for Women, Chennai	I

	Roshni Mohan, Anjana.R Malavika M	II MSc FTM	Quiz	Inter college Competitions	Dept of Food Science, MOP Vaishnav College for Women, Chennai	I
	Divya J.S Tarakeshwari P Varuna.V	III BSc FSM	MIME	Inter college Competitions	Dept of Food Science, MOP Vaishnav College for Women, Chennai	I
28.01.2017	Leena.R Nethra PV	I BSc FSM	MIME	Inter college Competitions	Dept of Food Science, MOP Vaishnav College for Women, Chennai	I
28.01.2017	Monisha.M	II BSc FSM	MIME	Inter college Competitions	Dept of Food Science, MOP Vaishnav College for Women, Chennai	I
20.01.2017	Divya.R	II MSc FTM	Poster presenta- tion	Formulation and Quality Assessment of pineapple flavored cereal based oral rehyd- ration solution.	TANUVAS	II
	Ms. Lakshmy priya, Keerthiga.M	II MSc FTM		Edible Coating based on agar-agar and pectin to increase the quality and shelf life of green grapes		Best Abstract

### Outstanding Achievements

- **Roshni M and Anusha R of II M.Sc. FTM** have received the AFST (I) Education and Publication Trust Scholarship (Cash Prize – Rs 30,000/-) at XXV Indian Convention of Food Scientists and Technologists Food Processing for Sustainable Agriculture and Industry held in December 2016. This is the **tenth consecutive** year that the students of the Food Science Department have bagged the awards instituted by AFST (I), Mysore.

### Practice School

Name of the Department	Class/Year	Area of Practice	Nature of the Practice Schools
Department of Food Science	II B.Sc. FSM and III B.Sc. FSM	Bakery	Beyond Breads: An initiative to showcase bakery, entrepreneurship skills along with various other aspects of Food Science
	II B.Sc. FSM and I M.Sc. FTM	Food Quality and Hygiene Audit (at the M.O.P. Vaishnav College Canteen)	Food Quality and Hygiene Audit (at the M.O.P. Vaishnav College Canteen)

### Staff Achievements

#### Paper Presentation

Date	Name of the Staff	Organizer	Title of Seminar	Title of Paper	Prizes Won Special Mention	Level
7.06.2016	Dr.Savitha P	IDA, Kilakarai	First International conference on Nutrition and Health, IDA, Kilakarai	Glycemic status and Gestational follow up of GDM Women	Best Paper Award	Inter-national
4.11.2016	Dr.Savitha P	St.John's Research Institute, Bangalore	National Conference of Nutrition Society of India	Efficacy of Interactive Communication System in the Management of Gestational Diabetes	Selected for presentation in Young Scientist Award Session	National
<b>Participation</b> 5/6.01.2017	Dr. Simmi Jain, Janaki.K, Mahalakshmi.S, Malavika.M Dr. Simmi Jain, Sandhya P.S and Anjana.R	II MSc FTM	Poster Presentation	Formulation and Quality Assessment of Curry leaf Soup using dehydrated pea powder as thickening agent Utilization of Tomato Peel powder as natural thickener in soups	104 <sup>th</sup> Indian Science Congress	National

○ **Staff as a Resource Person/Chief Guest/Judge**

<b>Date</b>	<b>Name of the Staff</b>	<b>Institution</b>	<b>Nature of work done</b>	<b>Topic</b>
7.10.2016	Dr. Simmi Jain	AIR(Aakashwani)	Speaker	Bhojan Aur Jeevan Charya
14.10.2016	Dr. Simmi Jain	AIR(Aakashwani)	Speaker	Kuposhan Karan Aur Bachav

**Staff Publications**

<b>Date</b>	<b>Name of the Staff</b>	<b>Title of Paper</b>	<b>Name of the Journal Book</b>	<b>Issue No./ISBN No. / ISSN No.</b>
Aug 2016	Dr. Simmi Jain	Formulation and Quality Analysis of Detox Drink.	International Journal of Home Science, 2(3); 153-155 RJIF 5.3	ISSN.NO 2395-7476
Feb 2017		Formulation of a Traditional Sweet using Jack Fruit Seed Flour as a Substitute for Commercial Flour.	Asian Journal of Science and Technology, 8(2): 4267-4269.	ISSN NO: 0976-3376
Feb 2017		Formulation and Quality Assessment of Curry Leaf Soup Powder by using Dehydrated Peas Powder as a Thickening Agent.	Asian Journal of Science and Technology, 8(2): 4294-4296.	ISSN NO: 0976-3376
Feb 2017		Utilization of Tomato Peel Powder as a Natural Thickener in Soups.	Asian Journal of Science and Technology, 8(2): 4270-4272	ISSN NO: 0976-3376
Feb 2017	A.Haripriya	Quality Characteristics of Indigenous Organic Indian Rice Variety: Kouni nel	International Journal of Home Science, 2017; 3(1): 75-81 RJIF 5.3	ISSN.NO 2395-7476
Feb 2017	Dr.Savitha P	Impact of Nutrition Intervention in Gestational Diabetes Mellitus	National Seminar- Journal on Nutritional Management in Metabolic Syndrome	ISBN NO. 978-81-933316-2-0

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organizer	Level
31.07.2016	Rama Saranya T Haripriya A Lakshmypriya S Dr.Savitha P	International Diabetes Update 2016	Dr. Mohan's Diabetes Education Academy, Chennai	International
9-14.09.2016	Rama Saranya T Haripriya A	Seminar Food Sure 2016 on Earth is warming Lets rethink farming	PG Food Chemistry and Processing Dept, Loyola College	
10.09.2016	Rama Saranya T Lakshmypriya S	First Aid Training	Apollo Children's Hospital, Chennai	Regional
16.09.2016	Lakshmypriya S Dr. Savitha P	National Seminar on Technology Up gradation and Modernization of Food Processing Industries- Challenges and Opportunities	All India Food Processors' Association	National
21.09.2016	Dr. Simmi Jain	Stakeholders meeting on Nutrition	M.S Swaminathan Research Foundation	National
5-6.01. 2017	Dr. Simmi Jain	104 <sup>th</sup> Indian Science Congress (International)	104 <sup>th</sup> Indian Science Congress	National
20.01. 2017	Dr. Nirupa S.M	National Conference cum Workshop on Making Indian Food Clean and Safe	Tamil Nadu Veterinary and Animal Sciences University	National
20.01.2017	Dr. Simmi Jain Dr. Savitha P	Food Retailing in India: Perspectives and Opportunities	MOPFPI and ASSOCHAM Food Processing Conclave	National
16.02.2017	Dr.Nirupa .S.M	National Conference on Advances in Food Processing, Nutrition and Safety	Dept. of Food Process Engineering, School of Bioengineering, SRM University	National
16.02.2017	Ms. Swetha Sundararajan	National Conference on Advances in Food Processing, Nutrition and Safety	Dept. of Food Process Engineering, School of Bioengineering, SRM University	National

## Department of Sociology

### **Intra Mural**

- Amazing Race
- Creative writing
- Mystery Art Challenge
- Panache
- Quiz
- Dramatic Reading
- Jam
- Photo Exhibition
- Poetry Reading
- ADZAP
- Shipwreck
- ‘She for She’ – Photography competition

26 July 2016, “People’s Club”, of the Department of Sociology was inaugurated by Dr. Venkataramani, Vice-President (Education & Training), The Indian Cements.

### **Guest Lectures**

<b>Date</b>	<b>Topic</b>	<b>Resource Person</b>
17.08.2016	Women Safety – Prevention and Reporting	Dr. Pradeep Philp, IPS. ADGP, Chennai
31.08.2016	Co-existence of Nature and Man	G. Sundar Rajan, CEO, HNS Technologies, Volunteer in Poovulagin Nanbargal.
20.02.2014	Youth in Social Movements	Krithika Ganeshan, Scholar, Pondicherry University,

### **Manorama Endowments**

3 February, 2017 Aachi Manorama Endowment – Paper Presentation competition was held on the topic ‘Digitalization of Rural India’ for which 12 teams participated

<b>Date</b>	<b>Winner</b>	<b>Class</b>	<b>Topic</b>
03.02.2017	R.S. Shankari	II	Digital Rural Governance

### Student Paper Presentation

Date	Name of the Student	Class	Topic	Prize
03.02.2017	Sharanya Anjuraj, Thulasi Sudhakaran	II	Impact of Tamil Nadu Government's Free Laptop Scheme on Rural Female Digital Literacy	I
03.02.2017	R. Shruthi, K.S. Akshaya	I	Banking in Rural India	II
03.02.2017	Anjana L	II	How does Digitalization in Education impact the Lives of Illiterate Adult in Rural India	III

### Journal

Thematic Journal "SPOTLIGHT" for this year was on 'Technology and Society'. A total of 40 articles were published and the award for The Best Article was given to Shamini S of III year for her article "The Picture Patch".

### Outstanding Achievements

1. Aishwarya Kalro of II B.A. Sociology completed an Internship with NDTV.
2. Aishwarya Kalro of II B.A. Sociology participated in a Panel Discussion at All India Radio.
3. Shamini of III year Sociology won the 'Best Wildlife Photo 2016' conducted by Canon – Mass Audubon Photo contest, 'Picture This'.
4. Paintings of Aharika Bhaskar of II B.A. Sociology were exhibited at an Art Exhibition – 'Shades of Souls' from 16<sup>th</sup> August to 21<sup>st</sup> August, 2016.
5. S.S. Tabitha of III Year Sociology has authored a book titled "NLP & You", published on 1<sup>st</sup> September, 2016.
6. K.S. Akshaya, Aishwarya Krishnan, Ganesan Sujani, A. Nivetha, A. Swetha, J. Uthra and N. Akshaya from I B.A. Sociology performed a street play on Autism for a Walk-a-thon to spread awareness on Autism conducted by Department of Media Management on 19th December, 2016
7. Pooja. S. and Keerthana. S. participated in Intercollegiate Debate - 'Civil liberties and National Securities' on 26th December which was conducted by US Consulate Chennai in collaboration with Department of political science and Public Administration, University of Madras.
8. Padma A.M. of III B.A. Sociology got placed in Brew Magazine as part time features writer after the completion of her internship. She has written travel stories and for cover pages. From the month of January 2017 she has been promoted as sub-editor of the Magazine.
9. S.S. Tabitha of III B.A. Sociology participated in Southern Railways Vigilance Awareness Week 2016 - an Inter-collegiate Debate conducted by Southern Railways Egmore on 1<sup>st</sup> November 2016 and was awarded as the best Speaker

10. S.S. Tabitha of III B.A. Sociology participated in ESI Corporation Central Vigilance Awareness Week 2016 – Govt. of India Intercollegiate Debate, conducted by ESI Corporation Regional Headquarters Chennai on 30<sup>th</sup> October 2016 and won Third place.

11. Padma A M & Shanmitha S of III year , Sharanya Anguraj & Aarushi Mathur of III year and Keerthan S of I year won Second prize in a Competition on Problem Solving organized by Cognizant Technologies

### Practice School

Class	Topic
I	Street Play
II	Wall Magazine
III	Wall Magazine

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
29.06.2017	Dr.Radha .M	Kanyaka Parameswari Arts and Science College for Women	Teachers Refresher's Course	Orientation on Statistical Package for Social Sciences
2016- 2017	Dr.Radha .M	Queen Marys College	BOS Member	
16.09.2017	Dr.Radha .M	Queen Marys College	IQAC - Academic Audit in Sociology	
06.03.2017	Ms. Uma Maheswari A.	Loyola college	BOS Member	
2016-2017	Ms. Uma Maheswari A.	New College	Member Academic Audit in Sociology	
(2016-17)	Ms. Uma Maheswari A.	Dwaraka Doss Goverdhan Doss Vaishnav College	Chair person and Member of University of Madras for Affiliation of course in Sociology	
08.03.2017	Ms. Uma Maheswar	A. Dwaraka Doss Goverdhan Doss Vaishnav College	Chief Guest for the inauguration of the Sociological Student Society (SSS) & Delivered a Lecture.	Relevance of women's day Celebration
16.03.2014	Dr. Sudha Krishnakumar	Dwaraka Doss Goverdhan Doss Vaishnav College	IQAC - Academic Audit in Sociology	



## Department of Psychology

15 September, 2016: CHINMAY Club inaugurated by Dr. S. Karunanidhi, Professor & Head, Dept of Psychology, University of Madras, Chennai

### **Intra Mural**

- Poster making competition (12.09.2016) commemorating WSPD 2016 on theme 'Suicide Prevention–Connect, Communicate, and Care'
- Exhibition Competition (22.03.2017) for I B.Sc Psychology students 'Human Behaviour and Mental Processes'

### Guest Lectures

Date	Topic	Resource Person
11.8. 2016	The Anatomy of the Nervous System	Mrs. Ramya Maheswari, Head-Dept of Psychology, Ethiraj College for women, Chennai
23.8.2016	Sensation and Perceptual Processes	Dr. Abilasha, Psychologist, Motivational coach, Private Practitioner, Psychological clinic, Chennai
04.10.2016 & 05.10.2016	Biopsychology of Emotions, Aggression and Stress	Dr. Sarah Manickaraj, Reader, Associate Professor, Dept of Psychology, Presidency College, Chennai
09.12.2016	Bridging Playback Theatre and Psychology for Community based Intervention	Dr. Jonathan Fox, Founder of Playback Theatre , Artistic Executive Director of the Original Playback theatre company, New York, US
20.02.2017	Neural mechanisms of sensory system	Ms. Kiruthiha Ehambaram, Clinical Psychologist, Sri Lanka

### Workshops

Date	Topic	Resource Person
19.08.2016	Introduction to Creative Art Therapy	Ms. Tarana Khatri, Dance Movement Psychotherapist, UK Founder - Horizon Therapy Centre
09.09.2016	Orientation to Neurobiology of Mental Health Disorders	Dr. Keerthi Pai, Clinical Psychologist, Element H Psychological Services
19.09.2016 & 20.09.2016	Introductory Playback Theatre -Level I	Mr. Cyril Alexander, International Playback Theatre Trainer, Founder-Sterling Playback Theatre
28.09.2016	Global Leadership And Development- For Positive Youth Development (GLAD)	Dr. Sangeetha Madhu, Clinical Psychologist, Director-CHILD Recipient of Eisenhower Fellowship Program 2017
18.11.2016	Introduction to Childhood disorders	Ms. Arthy Jayvel, Clinical Psychologist

### Journal

Name of the Journal- 'APPROACH'- Vol 1

### Students' Achievements

Name of the Student	Class	Event	Organiser	Prize
Bhagyashri S.	I B.Sc Psychology	OPPO Fresh face	Times of India	I Runner up

### Field Trips

Date	Place of Visit	Purpose
19.07.2016	National Institute for Empowerment of Person with Multiple Disabilities (NIEPMD), Muttukadu, Chennai	Educational Field Visit

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
24.09.2016	Ghayathri Swetha Kumari R.A	Open Sky Slam VI in collaboration with LonePack	Guest speaker	Promoting Mental Health
09.02.2017	Ghayathri Swetha Kumari R.A	MOP Vaishnav School, Triplicane	Guest speaker	Behavioral Issues at Classroom

### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organiser	Level
25.02.2017	Ghayathri Swetha Kumari R.A	Holistic Youth Development – Professional Training for Competency Development	Dept of Psychology, University of Madras & RGNIYD	Regional

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
21.10.2016	Ghayathri Swetha Kumari R.A	Bridging gaps between theory and practice in Psychology	Dept of Counseling Psychology University of Madras	International Symposium
16.12.2016 & 17.12.2016	Ghayathri Swetha Kumari R.A	Positive Psychological Capital and Role of Youth	Dept of Psychology, University of Madras & RGNIYD	National
31.03.2017	Ghayathri Swetha Kumari R.A	Endowment Lecture on Military Psychology	Dept of Psychology, University of Madras	National

## Department of English

### Intra Mural

- Mock Court
- Quiz
- Mono acting
- Spoof it Up
- Literary Pageant
- Short Story writing
- Block and Tackle
- Notes and Rhymes
- Poster Making

### Inter-Collegiate

- Dr. Nirmala Prasad  
Endowment Prize-  
Intercollegiate Quiz
- Critical Thinking Workshop

- August 22, 2016: ATHENEUM the English club and Heritage club was inaugurated by Mr. Siddharth Chandrasekaran, Heritage Consultant and Ms. T.S Padmapriya, Country Head, Lebara Foundation.

### Journal

Name of the Journal: **MOSAIC VOL XIV**

### Workshop

Date	Topic	Resource Person
10.01.2017	Critical thinking Workshop for Students	Dr. Sujatha Priyadarshini, Associate Professor, Anna University

### Students' Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
02.11.2016	Maalavika R	III B.Com (MM)	Oratorical Competition	ESI Corporation, Ministry of Labour and Employment, Govt of India	II
02.11.2016	Tabitha S.S	III B.A Sociology	Oratorical Competition	Vigilance Week –Southern Railways	Best Speaker

03.11.2016	S.Shreevidhya	I B.Com Honours	Debate	U.S Consulate General in association with Department of Politics and Public Administration, University of Madras	I
03.11.2016	M. Bhavani	I B.Com Honours	Debate	U.S Consulate General in association with Department of Politics and Public Administration, University of Madras	I

### Staff Achievements

#### Paper Presentation

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
29.06.2016 & 30.06.2017	Preetha Rewins	Women's Christian College, Chennai	Gender Dynamics: Evolving Synergies	The Innumerable Possibilities and Palisades of Women Studies in India	International
29.06.2016 & 30.06.2016	Akila Bharat	Women's Christian College, Chennai	Gender Dynamics : Evolving Synergies	Anjana Appachan examines the Social Syntax of an Unwed Mother in Listening Now	International
19.09.2016 & 20.09.2016	Preetha Rewins	Dr. M.G.R Educational and Research Institute	English for Special Purpose	The Practical Role of Public Speaking in Business English	International
19.09.2016 & 20.09.2016	Jayalakshmi R	Dr. M.G.R Educational and Research Institute	English for Special Purpose	Integrated Business English	International

### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organiser	Level
30.04.2016	Jayalakshmi R	Critical Thinking	USIS	Regional
30.04.2016	Anupama.R	Critical Thinking	USIS	Regional
04.02.2017	Jayalakshmi R	Excellence in Higher Education	IQAC National Seminar by JBAS College	National

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
14.06.2016	R. Jayalakshmi.	Anna University	External Examiner	M.Phil External Examiner
22.07.2016	Preetha Rewins	Vidya Ratna P.T.S Matric Higher Secondary School	Chief Guest	Literary Club Inauguration
02.01.2017	R. Jayalakshmi	All India Radio	Presenter	Angilam Kathukalaam
07.01.2017	R. Jayalakshmi	JBAS College in Association with M.O.P Vaishnav College & Chennai Literary Association	Quizmaster	Chennai Literary Fest General Quiz
07.01.2017	Anupama.R	JBAS College in Association with M.O.P Vaishnav College & Chennai Literary Association	Quizmaster	Chennai Literary Fest General Quiz

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
27.01.2016 & 28.01.2016	Anupama. R	Persepolis : An Alternate Perspective to Iranian Fundamentalism	Transnational Approach to Literary Studies	ISBN 978-81-930868-1-0

27.01.2016 & 28.01.2016	Jayaselvi D	Defining Human-centered Globalisation: David Mitchell's Ghostwritten	Transnational Approach to Literary Studies	ISBN 978-81-930868-1-0
29.06.2016 & 30.06.2016	Akila Bharat	Anjana Appachan examines the Social Syntax of an Unwed Mother in Listening Now	Gender Dynamics : Evolving Synergies	ISBN 978-93-85374-41-8
29.06.2016 & 30.06.2016	Preetha Rewins	The Innumerable Possibilities and Palisades of Women Studies in India	Gender Dynamics : Evolving Synergies	ISBN 978-93-85374-41-8
Nov 2016	Akila Bharat	Voice of Resistance from the Voiceless Sex	ROOTS – International Journal of Multidisciplinary Researches	ISSN 2349-8684
Jan 2017	Akila Bharat	Rose Vassiliou – A Denigratory Mother	ROOTS – International Journal of Multidisciplinary Researches	ISSN 2349-8684
March 2017	R Jayalakshmi	Multiculturalism in ELT	Scholar Critic (International Journal of Language, Literature and Culture Studies)	ISSN No. 2348-6945 (Impact factor - 4.8) (online)
March 2017	R Jayalakshmi	An Integrated approach to Business English	The IUP Journal of English Studies	ISSN No. 0973-3728
March 2017	Preetha Rewins	The Practical Role of Public Speaking in Teaching Business English	The IUP Journal of English Studies	ISSN No. 0973-3728

### Highlights:

In collaboration with USIS, renowned author Padma Lakshmi visited the college on February 14, 2017 for a brief conversation with students on her book *Love, Loss and What We Ate: A Memoir*. She spoke about her tryst with cooking, her fondest memories of Chennai and answered various questions posed by the students.

## HERITAGE CLUB ACTIVITIES 2016-2017

The Heritage club along with Atheneum Club of the English Department celebrated the 376<sup>th</sup> Birthday of Madras by hosting week long events dedicated to the history, culture and tradition in the college.

The Madras week celebration was held on August 22 & 24, 2016.

### August 24, 2016 :

Various competitions were held to commemorate the 376<sup>th</sup> birthday of Madras.

Date	Event	Name of the Student	Class	Prize
24.08.2016	Quiz Competiton	Renuka.JSanjana.K.V	II B.Com Honours	I
		Lalitha And Bhavani	II B.Com Honours	II
		Namratha & Riddhi	III BBA	III
24.08.2016	Poetry Writing	Afrin	I B.Sc EM	I
		R. Krithika	I BBA Sh-1	II
		S. Divya Prabha	I B.A Sociology	III
24.08.2016	Doodling	G Sai Smrithi	I B.Sc EM	I
		Samyuktha KVS	II B.Com Honours	II
		Divyadarshini G	I B.Sc Mathematics	III
24.08.2016	Face Painting	Bhavani	II B.Com Honours	I
		Krishma	I BBA Sh-II	II
		Saranya	I B.Com Honours	III
24.08.2016	Spoof it up	Haritha And Team	II BBA Sh-II	I
		Sujitha And Team	II B.Com A&F Sh-II	II
24.08.2016	Short Story Writing	R. Krithika	I BBA Sh-I	I
		Afrin	I B.Sc EM	II
		Samyuktha KVS	II B.Com Honours	III

### August 22, 2016:

- Mr. Siddharth Chandrasekaran, Heritage Consultant enthralled the students with trivias about Chennai and its street names.
- Ms. T.S Padmapriya, Country Head, Lebara Foundation spoke about the history of Cooum River and brought out the Heritage of the river in Chennai.



## Department of Tamil

### Intra Mural

- Mono Acting
- Oratorical
- Poetry
- Solvom Velvom

13th September 2016. Painthamizh Mandram, the Tamil department club was inaugurated by Mr. Gangai Amaran, Director, Lyricist and Music director in the Tamil film industry.

### Guest Lectures

Date	Topic	Resource Person
03.10.2016	Avvaiyin Amudha Mozhi	Mr. Baskaran Krishnamurthy, Orator
05.12.2016	Kambanil Vazhviyal Sindhanigal	Mr. Pala Palaniappan, President, Kamban kazhagam, Ambathur

### Workshops

Date	Topic	Resource Person	Level
21.07.2016	Unarvil Arivu	Ms. Usha Ramakrishnan, Founder President, Global Adjustments Ltd.	Inter - Collegiate
29.09.2016	Pesum Kalai	Mr. Olivannan, Orator	College
10.01.2017	Udagaviyal	1) Dr. Balasandilyan, Writer 2) Ms. Padmini Pattabiraman, Writer & Cartoonist 3) Ms. K. Chithra, Educationist 4) Mr. R. Baskaran, Anchor, Podhigai TV Inter - Collegiate	Inter - Collegiate

### Kaviyarangam

Date	Topic	Resource Person	Level
21.11.2016	Paavendhar 125	Dr. K. Vijaya Raghavan, Director, Department of Tamil Development Dr. Maraimalai Ilakkuvanar, Educationist Dr. R. Prema, Former Principal, Bhaktavatsalam Memorial College for Women Kalaimaamani Nalli Kuppusamy, Entrepreneur	Inter-Collegiate

### Journal

The name of the department journal : “Vidiyal”.

The best article award was given to M. Hema, I B.Com A&F, B-2 for her article, Puyal.

Theme of the Journal : Nigazhvugal

## Students' Achievements

### Inter Collegiate Events

Date	Name of the Student	Class	Event	Organiser	Prize
11.07.2016	M. Nandhini	II B.Sc Maths	Essay	Social Welfare Development, TNGT	III Prize
04.08.2016	Sridevi	I B.Com C.S.	Singing	G.S.S. Jain College	II Prize
07.12.2016	Sruthi	I B.A. Sociology	Poetry	Chennai Literary Festival Association	III Prize
02.01.2017	Indhuja	I B.Com A&F	Essay	Gurunanak College	II Prize (Rs.3,000)
04.02.2017	Sindhuja	I B.Com Honours	Quiz	Vishwa Hindhu Parishad Sabha	I Prize
04.02.2017	Sindhuja	I B.Com Honours	Essay	Vishwa Hindhu Parishad Sabha	II Prize
04.02.2017	Annu Meyyamai	I B.Com Honours	Quiz	Vishwa Hindhu Parishad Sabha	I Prize

## Staff Achievements

### Paper Presentation

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
07.07.2016	Dr.R. Rajeswari	Sri Bharathi Arts and Science College	Tamizharin Vazhviyal	Thirukuralil Vilayattu Nerigal	International
21.11.2016	Dr.R. Rajeswari	Dr. Maraimalai Ilakkuvanar	Pavendhar 125	Paarin Vendhan	Inter - College
21.11.2016	Dr. Srilatha Pasricha	Dr. Maraimalai Ilakkuvanar	Pavendhar 125	Paarin Vendhan	Inter - College
25.12.2016	Dr. Srilatha Pasricha	Aiyai International Organization	Velunachiyaar	Veeramangai Velunachiyaar	International

31.12.2016	Dr. Srilatha Pasricha	D.G.Vaishnav College	Thamizh Sithargal	Siththargalin Yoganeri	National
02.01.2017	Dr. Srilatha Pasricha	Aiyai International Organization	Manimegalaa	Manimegalai Ennum Pen Theaivam	International
09.01.2017	Dr. Srilatha Pasricha	Annamalai University	Mudhalaam Rajenthira chozhan	Mudhalaam Rajenthira chozhan	International
01.03.2017	Dr. Srilatha Pasricha	Sevviyal Ilakkiyangalil Panmuga paarvai	D.G.Vaishnav College	Thamizh Ilakkana Ilakkiyagalil Manaviyal	International

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
11.07.2016	Dr. R Rajeswari	Social Welfare Department, TN Govt	Guest Speaker	Indraiya Samugam
12.09.2016	Dr.Srilatha Pasricha	All India Radio	Talk Show	Sanga Ilakiyathil Pengalpatriya Pathivugal
21.09.2016	Dr. R Rajeswari	Ethiraj College For Women	Judge	Oratorical
21.09.2016	Dr. R Rajeswari	Ethiraj College For Women	Judge	Poetry
05.11.2016	Dr.Srilatha Pasricha	BVM. Global @ Bollineni Hillside School	Guest Lecturer	Sangakaalam Mudhal IkkaalamVarai
16.12.2016	Dr.Srilatha Pasricha	All India Radio	Talk Show	Ulagam Veppam Mayamathal
23.01.2017	Dr.Srilatha Pasricha	M.O.P. CRS	Talk Show	Varalaatru Pathivugal
04.02.2017	Dr.Srilatha Pasricha	M.O.P. CRS	Interview with Dr. Santha, Cancer Institution Chairman	On cancer and its causes,symptoms and prevention
05.02.2017	Dr.Srilatha Pasricha	International Tamil Cultural Foundation	Guest Lecturer	Ramalinga Adigal Ennum Vallalaar (International Level)
01.03.2017	Dr. R Rajeswari	M.O.P. CRS	Speech	Vetri Nichayam.

### Staff Awards

Date	Name of the Staff	Name of the Award	Organizer
23.04.2016	Dr.Srilatha Pasricha	Painthamizh Sudar	Vennila Ilakkiya Veethi Tamil Amaippu
18.06.2016	Dr.Srilatha Pasricha	Sevviyal Ilkkiyar	Kavithai Uyravu Tamil Amaippu
05.11.2016	Dr.Srilatha Pasricha	Agilathin Agaram	BVM. Global @ Bollineni HillsideSchool
21.11.2016	Dr.Srilatha Pasricha	Paavaiyar Thilagam	Pavendhar125
21.11.2016	Dr. R Rajeswari	Paavaiyar Thilagam	Pavendhar125
25.02.2017	Dr. R Rajeswari	Naavukkarasi	Kamban Kazhagam

### Book Published

Date	Name of the Staff	Name of the Book	Publisher	Issue No.
Dec. 2016	Dr. R Rajeswari	Aayvu Kalangal	Meyyappan Padhippagam	-
Jan . 2017	Dr. Srilatha Pasricha	Ilakkiya Tharavugal	Neidhal Padhippagam	ISBN: 978~93~80890~87~6

### Paper Published

Date	Name of the Staff	Name of the Paper	Name of the Journal / Book	Issue No.
14.02.2016	Dr. R Rajeswari	Bharathidhasan – 125	Magalirmani, Dinamani	-
21.02.2016	Dr. R Rajeswari	Paavendhan	Paavendhar 125	-
01.04.2016	Dr. Srilatha Pasricha	Arulpetra Aazhvargal	Thirukovil (Journal)	TNTAM/2013/5243259/04
01.05.2016	Dr. Srilatha Pasricha	Thamizhkadavulin Thirukolam	Thirukovil (Journal)	TNTAM/2013/5243259/05
01.06.2016	Dr. Srilatha Pasricha	Vainava Vazhibaadu	Thirukovil (Journal)	TNTAM/2013/5243259/06
01.07.2016	Dr. Srilatha Pasricha	Thulasi kuna nalangal	Thirukovil (Journal)	TNTAM/2013/5243259/07

01.08.2016	Dr. Srilatha Pasricha	Paripaadal Kattum Perumaalin Avatharangal	Thirukovil (Journal)	TNTAM/2013/5243259/08
01.11.2016	Dr. Srilatha Pasricha	Selapathigaram Kaattum Theaiva Vazhibaadu	Thirukovil (Journal)	TNTAM/2013/5243259/11
01.01.2017	Dr. R Rajeswari	Sigarangalai nokki	Book – E Manidha	-
01.02.2017	Dr. Srilatha Pasricha	Manimegalai Kadal Pen Theaivaggal	Thirukovil (Journal)	TNTAM/2013/5243260/02

### Highlights

#### Dr. R. Rajeswari

Date	Work	Event	Organizer
07.01.2017	Coordinated	Poetry & Oratorical - Intercollegiate	Poetry CLFA
29.01.2017	Chief Guest	Debate Show	Kalaignar TV
19.02.2017	Chief Guest	Debate Show	Podhigai TV
08.06.2016	Speech	State level meeting	Vishwa Hindu Parishad Sabha
18.12.2016	Chief Speaker	Pattimandram	Bharathi Ilakkiyaperavai
01.01.2017	Speech	Book Release Function	Marina Publications
25.02.2017	Speech	Kambaramayana sorpozhu	Kamban Kazhagam
16.06.2016	BOS Member	-	Shri Chandra Sekharendra Deemed University
Dec. 2016	Forward	E – Manidha (Book)	Marina Publications

#### Dr. Srilatha Pasricha

- Editor of Neidhal Aaivu (Tamil Magazine) Published by Neidhal Padhippagam.

## Department of Hindi

### Club Activities

18<sup>th</sup> November 2016. Manjari & Punarnava, the literary & drama clubs of the department were inaugurated by Rtd IPS Lethika Saran ( Former DGP , Tamil Nadu) .

#### Intra Mural

- Poetry Writing
- Essay Writing
- Speech Competition
- Street Play Competition
- Anchoring

#### Inter Collegiate

- Folk dance
- Debate
- Anchoring
- Collage making
- Sher o' Shayari

- Book “Shiksha Sahitya Aur Samaj” was released on 18<sup>th</sup> November 2016 with ISBN no. 978-81-932362-5-3
- Overall trophy for the Intra-mural competitions was won by the students of B.Sc. Electronic Media.
- Overall trophy for the Inter collegiate competitions was won by Shri Kanyaka Paremeshwari College.
- On the occasion of Hindi Day, a poet meet was conducted on 17<sup>th</sup> December 2016 in collaboration with Rajasthan Patrika, a Hindi daily newspaper.

### Guest Lectures

Date	Topic	Resource Person
26.09.16	Modern Hindi Literature	Manoj Kumar Singh, Assistant Professor, D.G.Vaishnav College
12.01.17	History of Hindi Stories	Mukesh Kumar Mishra, Assistant Professor P.G. College, Amethi

### Workshops

Date	Topic	Resource Person
01.9.2016	CRS workshop	Udhaykumar Meghani, Announcer, All India Radio

### Poet Meet

Date	Topic	Organizer
17.12.2016	Hindi Poems	Rajasthan Patrika, Chennai

### Poet Meet Winners

Date	Name of the Student	Class	Event	Organiser	Prize
17.12.2016	Aarushi Mathur	II B.A.Sociology	Poem	Rajasthan Patrika	I
17.12.2016	Esha Jain	I BBA (Shift-1)	Poem	Rajasthan Patrika	II
17.12.2016	Subha Nagarajan	I B.Com Honours	Poem	Rajasthan Patrika	II

### Journal

“Kshitij “ the Annual Department Journal comprised articles on the theme of “Khelo Ke Rang MOP ke Sang”.

The Best article award goes to Sakshi Jain, I B.Com (Hon.)

### Students' Achievements

#### Overall Trophy

Haridas Overall Trophy was bagged by our students at the Inter-Collegiate competitions held on 16.03.2017 at D.G. Vaishnav College

### Inter-collegiate Winners

Date	Name of the Student	Class	Event	Organizer	Prize
02.08.2016	Megha J Shalini Daga Akanksha Bhavya	BA.Journalism BA.Journalism B.Com A&F Electronic Media	Adzap	GSS Jain College	II
20.09.2016	Aarushi Mathur	II B.A.Sociology	Poetry writing	MGR Janaki College	I
20.09.2016	Darshana	I Electronic Media	Poetry writing	MGR Janaki College	II
20.09.2016	Lekha	I BBA (Shift-1)	Fill ups	MGR Janaki College	II
02.01.2017	Aarushi Mathur	II B.A.Sociology	Poetry writing	Guru Nanak College	I

28.01.2017	Madhuri V. Chetna Bhutra Richi Agarwal	III ISM II BBA II BBA	Antakshari	Hindu College	I
28.01.2017	Mansi Asera Khushi S. Jain Sheetal K.	II BBA I BBA I BBA	Antakshari	Hindu College	II
16.03.2017	Suman Rajpurohit Lekha Bothra	II B.Sc. Maths I BBA (Shift-1)	Debate	DG Vaishnav College	I
16.03.2017	Niyati P. Sanghvi Krushvi	I A&F (Shift-1) I BBA (Shift-II)	Debate	DG Vaishnav College	II
16.03.2017	Bhavya Trikha Akanksha Goyal Shivani Gupta Mansi Asera	I B.Sc. EM I A&F (Shift-1) I A&F (Shift-1) II BBA (Shift-1)	Adzap	DG Vaishnav College	I
16.03.2017	Diksha Jain Priyanka Jain Subeshi Chandak Namratha R. Neha K.	I B.Com. MM	Dance	DG Vaishnav College	I

### Staff Achievements

#### Paper Presentation

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
08.10.2016	Dr Anupama K	S.S.S Jain College	Modern Hindi Drama	Political Values in Modern Hindi Drama	National
11.01.2017	Dr.Anupama K	Tamil Nadu Hindi Sahitya Academy	Rashtriya Chetna in Literature Bhartiya	Rashtriya Chetna in Literature	International
12.01.2017	Dr. Sudha Trivedi	Tamil Nadu Hindi Sahitya Academy	Bhashaon mein Rashtriya Chetna	Dakshin Bharat Hindi Prachar Sabha ke Tulanatmak Adhyayano me Rashtriya Chetna	International
18.02.2017	Dr. Sudha Trivedi	RK PG College, Amethi -Samekit Bhartiya Sahitya Sansthan ,Basti	Samaj Ke Nirman mein Sahitya Ki Bhumika	Samaj Ke Nirman mein Sahitya Ki Bhumika	International



**Staff as Resource Person**

<b>Date</b>	<b>Name of the Staff</b>	<b>Institution</b>	<b>Nature of Work</b>	<b>Event</b>
30.05.2016	Dr. Sudha Trivedi	CHDHRD Ministry	Panelist	Grant Commission
06.06.2016	Dr. Sudha Trivedi	Anubhuti , Literary Association	Speaker	Poet Meet
19.07.2016	Dr. Sudha Trivedi	Ramleela SamitiChennai	Speaker	Samaj ke Vikas Me Ramleela Ki Bhumika
06.08.2016	Dr. Sudha Trivedi	Kendriya Vidyalaya Island Ground	Judge	Inter School Competitions
13.08.2016	Dr. Sudha Trivedi	D.G. Vaishnav College	Speaker	Poet Meet Ek Sham Shahido Ke Naam
19.08.2016	Dr. Sudha Trivedi	Agarwal Vidyalaya	Judge	Kachchi Mitti
03.09.2016	Dr. Sudha Trivedi	DBH Prachar Sabha & Tamilnadu Hindi Sahitya Academy	Speaker	Poet Meet
18.09.2016	Dr. Sudha Trivedi	Canara Bank	Chief Guest	Hindi Day Celebrations
30.09.2016	Dr. Sudha Trivedi	SRM University	Panelist	Doctoral Board Committee
12.09.2016	Dr. Sudha Trivedi	Anubhuti, Literary Association	Speaker	Gopaldas Neeraj Poet Meet
13.11.2016	Dr. Sudha Trivedi	ElectroCompany Ltd, Chennai in Bhavans Rajaji Vidyashram	Speaker	Poet Meet-Hamare Bagban
25.11.2016	Dr. Sudha Trivedi	Chettinad Vidyashram	Chief Guest	Hindi Sabha Celebrations
04.12.2016	Dr. Sudha Trivedi	Anubhuti , Literary Association	Speaker	Poet Meet
16.12.2016	Dr. Sudha Trivedi	Anubhuti, Literary Association & Agarwal Samaj	Speaker	Poet Meet
09.01.2017	Dr. Sudha Trivedi	Anubhuti , Literary Association, Vanbandhu Parishad & DG Vaishnav College	Speaker	Sankalp - poet meet
18.02.2017	Dr. Sudha Trivedi	RK PG College , Amethi	Key Note Address	International Seminar
08.03.2017	Dr. Sudha Trivedi	Dakshin Bharat Hindi Prachar Sabha, T.Nagar Madras	Speaker	Women's Day Celebrations
17.03.2017	Dr. Sudha Trivedi	SRM University , Chennai	Key Note Address	International Seminar

### Staff Award

Date	Name of the Staff	Title Of the Award	Organizer
24.07.2016	Dr. Sudha Trivedi	Ramleela Samiti Samman	Chennai Ramleela Samithi
12.01.2017	Dr. Sudha Trivedi	Hindi Sevi Samman	TNHS Academy
18.02.2017	Dr. Sudha Trivedi	Balashauri Reddy Smritti Samman	Samekit Bhartiya Sahitya Sansthan

### Staff Publications

Date	Name of the Staff	Title of the Paper	Name of the Journal Book	Issue No.
14.09.2016	Dr. Sudha Trivedi	Hindi Natako mein Lok Chetna	Hindi Natako me Lokchetna	ISBN no. 978-81-9323662-4-6
16.09.2016	Dr. Sudha Trivedi	Satpuda Ke Ghane Jangal	Hindi Sahitya mein Adivasi Vimarsh	ISBN no. 978-81-932362-3-9
16.09.2016	Dr. Anupama K	Tribalism in Hindi Novel Kala Padri	Tribalism in Hindi Literature	ISBN no. 978-81-932362-3-9
22.11.2016	Dr. Anupama K	Shiksha Sahitya Aur Samaj	Shiksha Sahitya Aur Samaj	ISBN no. 978-81-932362-5-3
20.11.2016	Dr. Sudha Trivedi	Bal Vatika	Bal Vatika	ISSN no. 2278-5930
22.11.2016	Dr. Sudha Trivedi	Shiksha Sahitya Aur Samaj	Shiksha Sahitya Aur Samaj	ISBN no. 978-81-932362-5-3
08.03.2017	Dr. Sudha Trivedi	Dakshin Bharat Hindi Prachar Sabha Mein Tulanatmak Adhyayan	Sahitya aur Samkaleen Chintan	ISBN no. 978-81-7965-282-4
17.03.2017	Dr. Sudha Trivedi	Contemporary poems	Samkalin Kavita	ISBN no. 978-81-932362-6-0

**Staff Participation in Seminars**

<b>Date</b>	<b>Name of the Staff</b>	<b>Organiser</b>	<b>Title of the Seminar</b>	<b>Level</b>
08.10.2016	Dr Anupama.K	S.S.S Jain College	Modern Hindi Drama	National
30.01.2017 & 31.01.2017	Dr.Sudha Trivedi	M.O.P.Vaishnav College for Women	IQAC Seminar	National
30.01.2017 & 31.01.2017	Dr.Anupama K	M.O.P.Vaishnav College for Women	IQAC Seminar	National
11.01.2017 & 12.01.2017	Dr Sudha Trivedi	Tamilnadu Hindi Sahitya Academy	Rashtriya Chetna in Hindi Literature	International
11.01.2017 & 12.01.2017	Dr Anupama K Sahitya Academy	Tamilnadu Hindi Rashtriya Chetna	Hindi Sahitya mein	International
18.02.2017	Dr.Sudha Trivedi	RK PG College, Amethi, UP	Samaj Nirman Mein Sahithya Ki Bhoomika	International
17.03.2017	Dr.Sudha Trivedi	Srijanlok Publications, Ara	Lok Ka Sahitya Evam Sahitya Ka Lok	International

## Department of Sanskrit

### INTRA MURAL

- Spandana 2016 was held on the 27<sup>th</sup> of September 2016
- The various events organized were:
  - Svarapatha(Recitation)
  - Gitam(Music)
  - Nau Vyasnam(Ship Wreck)
  - Patra Parikalpanam (Poster designing)
  - Nidhi Anveshanam(Treasure Hunt)
  - Bhavachitram(Photography)

21<sup>st</sup> July 2016 - The Sanskrit Club, **Saaraswatha Samithi** was inaugurated by **Dr.Chitra Madhavan**, Historian and Post Doctoral fellow, Indian Council for Historical Research, Chennai.

### Guest Lectures

Date	Topic	Resource Person
26.09.2016	Alamkaras	Smt.Anuradha Shivakumar, Yoga Shastram Research scholar, KSRI, Chennai.
05.10.2016	Kalidasa's Raghuvamsham	Dr.Ramadevi Shekhar, Assistant Professor, Dept of Samskrit, Ethiraj College for Women, Chennai.
19.01.2017	Neeti Shatakam	Smt.Rajani Arjun Shankar, Samskrit Teacher, The School, Chennai.
27.01.2017	Bhaja Govindam	Smt.V.Lalitha, Research scholar, KSRI, Chennai.
06.02.2017	Chandas	Dr.S.Umapathi, Head, Sahithya Vibhaga, Madras Samskrit College, Chennai.

### Workshop

Date	Topic	Resource Person
16.11.2016 to 23.11.2016	Spoken Samskrit	Smt.Viji Chandran & Sri.Arun Murugan, Volunteers, Samskrita Bharathi, Chennai.

### Journal

The journal **Shankhadhvani** had **Pratibimbah** as the theme and **Buddhiman** Shashaka by Radhika K S of I B Com MM was judged the best article.

### Students' Achievements

#### Inter-Collegiate Competitions

Date	Name of the Student	Event	Organiser	Prize
03.09.16	Vishruthi Girish	Classical Music	Kalakrithi, Intercollegiate Event, Stella Maris College	I
03.09.16	Harshita Suresh	Classical Music	Kalakrithi, Intercollegiate Event, Stella Maris College	III
03.09.16	Vilasini M, Sai Shruthi A & P.B.Sushma	Dumb Charade	Kalakrithi, Intercollegiate Event, Stella Maris College	II
03.09.16	Surabhi Trivedi & Kavya Bellani	Photography	Kalakrithi, Intercollegiate Event, Stella Maris College	I
03.09.16	Shanmughi M & Akila G	Photography	Kalakrithi, Intercollegiate Event, Stella Maris College	III
03.09.16	Sai Shruthi A	Recitation	Kalakrithi, Intercollegiate Event, Stella Maris College	II
01.09.16	Bhavna R	Connexions	Sanskrit Dept, SDNB College, Chennai	III
15.09.16	Shankari R S	Paper Presentation on Women in Epics	Sasyam, Kanyaka Parameswari College, Chennai	I
15.09.16	Anupama A	Paper Presentation on Women in Epics	Sasyam, Kanyaka Parameswari College, Chennai	II

### M.O.P. CRS Presentations

Date	Name of the Speaker	Department	Programme
06.07.16	Smt Vasumathi Rajaram	Ph D Research Scholar, KSRI, Chennai	Talk – Ayurveda in daily life
25.01.17	Ms. NaveenaRadhika K S, Sushma, P B & Abhinaya V	Research Scholar, KSRI, Chennai I B Com MM, I BA Sociology & II B Sc Maths	Interactive session on – Humour in Samskrit Literature
16.02.17	Vilasini M	I BA Sociology	Talk – Importance of Samskritam
16.02.17	Jyotsna K	I BA Journalism	Story – Ganesha & Guha
16.02.17	Chaya J	II B Sc Maths	Story – Vanijyakara
16.02.17	Vidhya B	I B Com A&F	Talk in Samskrit on Samskrita Mahatvam
23.02.17	Shobana.S, Rakshita A V & Ranjana R	I B Com Hons	Recitation . Mahishasuramardhini
23.02.17	Abhinaya V	II B Sc Maths	Recitation – Lalitha Sahasranama

### Outstanding Achievements

The students won the overall trophy Kalakrithi for the inter-collegiate event held at Stella Maris College on the 3<sup>rd</sup> of September 2016 and Ms.A Sai Shruthi was awarded the title Ms. Kalakrithi.

Ms. P B Sushma was awarded the title Ms.SPANDANA 2016 in the intra-murals event held on the 27<sup>th</sup> of September 2016.The department of Sociology bagged the overall trophy in the event.

### Staff Achievements

#### Paper Presentations

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
16.09.2016 & 17.09.2016	S Anusha	Kuppuswami Sastri Research Institute, Chennai	Sanskrit and Tamilnadu	Kalidasa in Tamizh	National

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done
15.09.16	S Anusha	Kanyaka Parameswari College for Women, Chennai	Judge for Inter-Collegiate event , SASYAM

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue no.
March 2016	S Anusha	Women Captives	Pracya ISSN 22784004	Vol VIII

### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organiser	Level
26.09.2016 to 30.09.2016	S Anusha	Epigraphy	Nrithyodaya, (Platinum Jubilee Commemoration) Chennai	State

### Highlights

Students visited the library of Kuppaswami Sastri Research Institute, Chennai, on the 4<sup>th</sup> and 11<sup>th</sup> of August 2016 and were oriented on library references and practices.

## Department of French

### Intra Mural

- Cooking Without Fire
- Ramp Walk on Literary Character
- Pot Pourri
- Poster Making

14 September, 2016 - “Lumiere.Amour.Passion” the department club was inaugurated by Ms. Ramya Sundar, Assistant Professor, Department of French, University of Madras

### Guest Lectures

Date	Topic	Resource Person
29.09.2016	Women Who Changed the Face of France	Ms. Ramya Sundar Asst. Prof., Dept. of French, University of Madras

### Journal

Name of the Journal: L'impression 2017

Theme: Calmez-vous et exprimez

Best Article: I BBA Shift – I for writing a French Play “Sixième”.

Cover Design: Front Cover: Roshini Pawani – I BBA Shift – II

Back Cover: Manisha – I B.com B3 – Shift – II

### Students' Achievements

Date	Name of the Staff	Class	Event	Organiser	Prize
20.08.2016	Rachel Rhine	I B.A Journalism	Potpourri	Stella Maris College	I
20.08.2016	Sumana Dugar	I B.Sc. Vis Com	Potpourri	Stella Maris College	I
20.08.2016	Archishma Iyer	I B.A Journalism	Potpourri	Stella Maris College	I
09.03.2016	Darshana	I B.Com A&F Shift - II	Quiz	Madras Christian College	II
09.03.2016	Akila	I B.Com A&F Shift - II	Quiz	Madras Christian College	II
09.03.2016	Ayesha Mubin	I BCA	Photography	Madras Christian College	I



09.03.2016	Shruthi Goyal	I B.Com MM Shift - II	Spell Bee	Madras Christian College	II
09.03.2016	Kriti Vishwalingam	I B.Com A&F Shift - II	Spell Bee	Madras Christian College	II

### Field Trips

Date	Place of visit	Purpose
6.12.2016	Alliance Francaise	Library Visit

## **NSS, YRC, RRC and Rotaract activities 2016 -2017**

**July 6, 2016 :** Aids Awareness programme.

250 NSS volunteers participated in the interactive session organised by International Alliance for the Prevention of AIDS with the students from Arizona University.

**August 7, 2016: Breast feeding awareness camp**

Breast feeding awareness campaign was conducted by the Institute of child health and Hospital for children at M.O.P Vaishnav College for women. A group of experienced doctors made a presentation and addressed the students. They also conducted an oratorical competition on the importance of breast feeding.

**September 27, 2016: Tourism day**

100 NSS volunteers took part in the rally organised by Tamil Nadu Tourism department creating awareness on tourism on the World Tourism Day.

**February 7, 2017: Blood donation camp**

Blood donation camp was conducted in the campus and more than 500 students registered to donate blood. Nearly 200 units of blood have been collected.

**February 7- 13, 2017: Special camp**

The Special camp 2017 was conducted at M.O.P Vaishnav primary school, Triplicane, Chennai. The 5-day camp was specially organized for the children of M.O.P primary school. The details:

**Day 1: February 7, 2017**

Distribution of health card is the initiative of the M.O.P Vaishnav college to the adopted schools to monitor the health conditions of the underprivileged students. To begin with nearly 200 students from M.O.P Vaishnav school were given the health card and the parents were also given orientation regarding the importance of the health monitoring. The principal of M.O.P Vaishnav College for Women, Dr. Lalitha Balakrishnan and the chief guest Mr. S. Parthasarathi, Member, Board of governors, distributed the health cards to the students of the school.

**Day 2: February 8, 2017**

An eye camp was conducted for the students of M.O.P School their parents and also for the old people of the locality. It was conducted by M. N Eye care hospitals. Optometrist examined the students of the school and a special care was given to the students with eye defects. Nearly 20 students have been shortlisted for further check up.

**Day 3: February 9, 2017**

A counseling session was conducted for the school children by Ms.Gayathri, Asst. Professor, Department of Psychology, M.O.P Vaishnav College for Women and a Freelance Psychiatrist Ms. Shantha.

**Day 4: February 10, 2017**

Poetry recitation competition conducted for L.K.G and U.K.G students. Storytelling, Thirukkural recitation, and drawing competition for classes I to V were also conducted.

**Day 5: February 13, 2017**

The movie 'Jungle book 2' was screened for the students, followed by a few social awareness videos. Prizes were distributed to the winners and participation prizes were also given to kindergarten students.

From 15.02.17 to 18.02.2017, the shortlisted students of M.O.P School went for a further check up at M N eye hospital, Adyar and 13 students were given glasses.

**March 15& 16, 2017**

NSS Cell conducted health screening for III year UG students in collaboration with Apollo Shine. The screening comprised general health, dental and eye checkup.

**Highlights:**

Sruthi Siotia of II B.A Journalism participated in the republic day parade. She attended the 10 day camp from 17th January to 26th January organised by the Youth Red Cross, South Zone.

Joy of giving was celebrated in the month of November. NSS volunteers collected gifts from the students and distributed to orphanages in different areas.

PSA was done in the M.O.P. CRS to create awareness on the importance of the blood donation.

**ROTARACT CLUB 2016-2017****July 15, 2016****Event: Orientation Program**

The Rotaract club of M.O.P Vaishnav College organized an orientation program for the club members of the college. It was an interactive session where the District and International Rotaractors, Rtr. Solomon Victor and Rtr. Prasanna, Rtr Prashant. J highlighted the responsibility of the members.

**August 21, 2016**

**Event:** Terry Fox Run, an annual event held in commemoration of candian cancer activist Terry Fox and his marathon of hope. 30 Rotaractors of M.O.P Vaishnav College participated in the run.

**September 13, 2016**

**Event: Installation Ceremony**

The Rotaract club of M.O.P Vaishnav College had the installation ceremony for its President and office bearers for the academic year 2016-2017. The Chief Guest for the day was Rtr. George Cherian. The Guest of Honour for the day was Rtr. Venkataraman.

**September 21, 2016**

**Event: World Peace Day**

Maluhia – A Wall of Positivity was put up at the college premises spreading messages of positivity and peace.

**October 9, 2016**

**Event: Glitzz Carnival**

M.O.P Vaishnav College was one of the co-host for the Glitzz, an annual carnival hosted by the Rotary club of Madras in aid of charity which was held at Ethiraj College for Women, Chennai this year.

**February 23-26, 2017**

**Event: Rotasia Chandigarh- The South Asia Multi District Conference**

Smrithi Anand of III B.Sc Vis Com participated in the Rotasia, a multi district convention held at Chandigarh. The four day event had cultural programmes and also discussion sessions with eminent speakers. Many motivational training sessions were also conducted.

## The Entrepreneurship Development Cell

### M.O.P. Bazaar

The M.O.P. Bazaar was held on the 17<sup>th</sup> and 18<sup>th</sup> December 2016. The Bazaar was declared open by Ms. Mahalakshmi Saravanan, Founder of Women Entrepreneurs India. This year being the Silver Jubilee year of the college, the Bazaar was organised with fervour and excitement. The students and visitors participated with similar enthusiasm, despite difficulties posed by post-cyclone conditions.

This year, the Bazaar featured 102 stalls, run by 400 students, offering goods and service in categories such as food, clothing, mobile accessories and games, and saw a huge turnout of visitors.

“The environment is fun and friendly and it is nice to see that students can put their entrepreneurial learnings to practical use,” said Sanjana Shroff, a student of M.O.P. Vaishnav College.

This event is held every year to help aspiring student entrepreneurs develop essential skills and real-time business experience. The turnover was Rs.12,73,062 and profit earned was Rs.57,414.

### Entrepreneurship Awareness Programme

The ministry organized an Entrepreneurship Awareness Programme on the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> of March 2017.

Date	Speaker Designation and Contact	Topic
1 March, 2017	Mr. Shyam Shekar Founder, Startup Xperts	Building Startup Enterprises
2 March, 2017	Ms. Vishaka Gopinath & Ms.Divya Agarwal Co- Founders , Social Monks	Trailblazers – Alumni Speak
3 March, 2017	Ms. Jeyasree Ravi Proprietor, Sri Palam Silks	Expanding & Succession in Family Owned Business

### Endowment Awards

In an effort to encourage budding entrepreneurs, the college has instituted the Shri. Krishnadas Purushothamdas Endowment Prize for the Best Entrepreneur. The endowment prize was won by the students of III BBA Shift I.

- Shreya Gupta
- Akshita Dokha
- Krithika Anand
- Siddhi Doshi

## **Department of Physical Education**

### **Report 2016 - 2017**

M.O.P. Vaishnav College for Women believes in empowering women through holistic education. Its systematic approach has laid the platform for nurturing many talents. Tireless and sustained efforts of the college in identifying pure talent especially in the realm of sports, has secured an invincible position amidst other colleges.

The college inculcates in every student, courage, confidence and determination. The motivation and guidance by the college has been the cause for the innumerable trophies adorning the campus. The college has successfully produced 83 International Players.

The accolades and laurels won by the star performers at both International and National level stand testimony to the support given by the Principal, Management and Staff. Thanks to their continuous support and encouragement, our students have always emerged triumphant.

#### **VASPO 2016-17**

Vaishnav Sports (VASPO) is a National Level Inter Collegiate Tournament for Basket Ball, Volley ball, Chess, Throw ball and Table Tennis hosted by our College. Forty Two Colleges participated in the Tournament which competed for the Dr.Sivanthi Adityan Overall Rolling Trophy. The event is noted for its excellent Sports performances and is witnessed by the Nation's eminent sports enthusiasts.

#### **A.L MUDHALIAR ATHLETIC MEET 2016-2017**

The College has consecutively won the prestigious A.L Mudaliyar Athletic meet for the 13<sup>th</sup> time. This was held during 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup> & 17<sup>th</sup> December 2016. The college won 12 Gold, 6 Silver and 6 Bronze Medals. M.O.P. won the over all championship.

#### **INTERNATIONAL ACHIEVEMENTS**

##### **P. BALAKANAMMA (III B.COM. (A&F) - (CHESS)**

- 8<sup>th</sup> in National Women A held at Delhi
- X place IN Asian Junior Chess Tournament held at Delhi
- III place in Asian Junior Rapid Chess Tournament held at Delhi.

**M. MAHALAKSHMI (I B.COM. (A&F) - (CHESS))**

- Attended and won the World U -18 Girls Champion held in Greece
- Won the Chief Minister's Award of Rs.3,00,000
- Won the International Master Award
- Ranked III in National Women B held in Chennai
- Ranked V in National Women A held in Delhi
- ASIAN Chess Excellence Award (Best Girl Player of the Year 2016)

**G.K. MONNISHA (I B.COM. (A&F) - (CHESS))**

- Woman International Master
- Best Woman in Torneo Tournament held at Spain

**SUNAYNA KURUVILLA (I B.SC VISCOM) - (SQUASH)**

- Junior Nationals 2016- Winner
- South Asian Games 2016- Team Event- Gold Winner
- Indian Junior Open 2016- Runner Up
- ISA Junior 2016- Winner
- Asian Juniors 2016- Top 8th player
- World Women's Team Championship 2016- 9th place
- Represented India in the World Juniors, Asian Juniors and The World Women's Team Championship
- Participated in the British Junior Open 2017

**SHEBANI BHASKAR (II M.A. Communication) - (CRICKET)**

- Represented CanAm, combined Canada America team, in England. Won the Betty Snowball Rolling Trophy and the Wicketkeeper of the Week. Also won the Most Valuable Player Award.
- Captained the US team versus the touring MCC team from England held in Philadelphia, USA.
- Represented CanAm versus the touring MCC team in Toronto, Canada, and was the leading run scorer.
- Represented Otago Sparks in the first class season in New Zealand. Was the Opening batting partner of Suzie Bates, the ODI and T20I Player of the Year.
- Represented UWCC, under Australian vice-captain Alex Blackwell, in the Sydney Women's Grade Cricket League in Australia.

**R.DIVYALAKSHMI (I B.COM. (A&F) - (CHESS))**

- Runner up - Tamil Nadu State Junior Chess Championship 2016
- II in below 2000 rating- Sitges Tournament , Spain.

**C R HARSHAVARDHINI (I B.Com MM) - (TABLE TENNIS)**

- Slovakia - global junior open
- Poland - global junior open
- Represented India in Asian countries
- Chinese Taipei - Junior open
- Represented India in Asian Junior - Thailand
- National Championship – 2016
- Vadodara – Gujarat
- Youth girls – silver medal

**PREETHI SRINIVASAN (I M.A.COMM) - (TENNIS)**

- Singles runner up at Energy Tennis Centre and won Rs.50,000 prize money in All India Tennis Tournament
- Doubles winner at Energy Tennis Centre All India Tennis Tournament
- Doubles runner up at Gwalior Chambal Tennis Association won Rs. 3,00,000 in All India Tennis Tournament
- Competed at the ITF \$10,000 tournament held at Sharm El Sheikh, Egypt

**NITHYARAJ. B (M.A.HRM) - (TENNIS)**

- Asian tennis tour Top 8 finisher
- Three consecutive week semifinalist in the Asian Tennis Tournament Thailand
- Singles winner at Energy Tennis Centre bagged Rs. 50,000 prize money in All India tennis tournament

**CONSECUTIVE AWARDS****2003 – 2017**

S.No.	Name of the Award	Purpose of the Award	Consecutive Year
1	Dr.A.Lakshmanasamy Mudaliar Rolling Trophy	Maximum Number of Representation to the All India Inter University Tournament	14 years (2003-17)
2	Dr.Sivanthi Adithyan Rolling Trophy	Maximum Number of winners in the Madras University Inter-Zone Matches	14 years (2003-17)
3	Shri .P . Haridas Rolling Trophy	Maximum Number of winners in the Madras University Inter-Zone Matches	11 years (2005-17)
5	VASPO Overall Rolling Trophy	Winners in the VASPO-A National Level Inter Collegiate Tournament	11years (2005-17)



### **MEDALS WON IN ATHLETICS**

**2016 – 2017**

<b>YEAR</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>TOTAL</b>
<b>2016 - 2017</b>	<b>27</b>	<b>13</b>	<b>11</b>	<b>51</b>

### **NUMBER OF TOURNAMENTS WON**

<b>Name of the game</b>	<b>2016-2017</b>
Basket ball	19
Volley ball	7
Chess	19
Hockey	2
Ball Badminton	5
Table Tennis	2
Tennis	15
Handball	-
Kho-Kho	-
Badminton	2
Shooting	2
Swimming	9
Cricket	15
Football	8
Kabaddi	6
Fencing	-
Rowing	-
Squash	5
Weight lifting	-
Sailing	9
Taekwondo	-
Motor sports	-
<b>TOTAL</b>	<b>125</b>

**DR.A.LAKSHMANASWAMY MUDALIAR MINI SOUTH INDIAN OLYMPICS  
ATHLETIC MEET**

**MEDALS TALLY**

<b>YEAR</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>TOTAL</b>
<b>2016-2017</b>	<b>12</b>	<b>6</b>	<b>6</b>	<b>24</b>

**REPRESENTATION FOR TAMILNADU STATE IN THE NATIONAL AND  
STATE LEVEL COMPETITIONS**

**ATHLETICS**

The college has been consecutively winning the A.L Mudaliyar trophy for the past 13/14 years. This year also the college clinched the Dr. A L Mudaliyar Meet Overall Trophy.

- Gold- 12
- Silver- 6
- Bronze- 6

In the Inter-District junior athletic meet held in Cuddalore in August 2016

- Gold- 6
- Silver- 2
- Bronze- 1

In the Open junior Athletic State Meet held at Krishnagiri in October,

- Gold –3
- Silver – 3
- Bronze – 2

In the Senior State Athletic meet held in Chennai in June,

- Gold- 6
- Silver- 2
- Bronze- 2

K. Keerthika of I B.A Sociology participated and won the third prize in 3000m at the Junior Nationals tournament held in Coimbatore.

## **CHESS**

- I place in Madras University A Zone Chess Tournament held at Prof.Dhanabalan College on 03/09/16.
- I place in Madras University Inter-zone Tournament held at Sivet College on 08/09/16.
- II place in SSN trophy Tournament held at SSN College on 24/08/16 and 25/08/16.
- I place in VASPO Inter-Colligiate Chess Tounament held at MOP Vaishnav from 29/08/16 to 01/09/16.
- II place in South Zone Chess Tournament held at Vels University from 08/10/16 to 11/10/16.
- I place in All India Inter University Chess Tournament held at Vels University from 10/11/16 to 14/11/16.

### **Mahalakshmi – B.Com (A&F) S-II**

- National Women Chess Championship held at Nehru Stadium, Chennai from June 9<sup>th</sup> to 17<sup>th</sup> 2016. Placed third and qualified for the National to be held at Delhi.
- Won the gold medal in 18 world youth chess championship held at Greece, 2015.
- Won the girl player of the year award, 2015 in the award function held at UAE.
- VI place in National Women's chess championship held at New Delhi from 02/11/16 to 14/11/16.

### **P. Bala Kannamma – B.Com (A&F) S-II**

- Bronze medal in Asian Junior Rapid and Blitz Chess Championship held at New Delhi from 03/05/16 to 11/05/16.
- Qualified for National Women's chess championship held from 09/06/16 to 17/06/16.
- IV place in Aravindurga Fide rating Chess Tournament held at Dhanalakshmi Engineering College from 06/07/16 to 10/07/16.
- Participated in World Junior Chess Championship 2016 held at Bhubaneshwar, Orissa from 6/8/16 to 22/8/16.
- III place in SPIC International Fide rating Open Chess Tournament held at Tuticorin from 27/09/16 to 02/10/16.
- VIII place in National Women Premier Chess championship held at New Delhi from 02/11/16 to 14/11/16.

### **R. Divyalakshmi – B.Com (A&F) S-II**

- II place in TN State Junior Girls Chess Championship 2016 held at Rajapalayam from 25/7/16 to 31/7/16.
- Participated in World Junior Chess Championship 2016 held at Bhubaneshwar, Orissa from 6/8/16 to 22/8/16.

## TABLE TENNIS

- I place in Zonal Ball Badminton tournament organized by the University of Madras held at Stella Maris College, in the month of August.
- Runner's place in Table Tennis Charmon trophy in the All India Inter-collegiate tournament held at DG Vaishnav College

## NATIONAL RANKING 2015

- South zone(Chennai)  
Junior girls - **Silver Medal**
- Central zone (Gujarat)  
Junior girls - **Gold Medal**
- West zone (Mumbai)  
Junior girls - **Bronze Medal**
- East zone (Assam)  
Junior girls - **Silver Medal**

## **RANKED INDIA NO. 1 (2016)**

Represented India in European countries

## INTERNATIONALS 2016

- Slovakia - Global junior open
- Poland - Global junior open
- Represented India in Asian countries
- Chinese Taipei - Junior open
- Represented India in Asian Junior - Thailand
- National Championship – 2016
- Vadodara – Gujarat
- Youth girls – Silver medal

## FOOT BALL

- II place in Bhatt Inter Collegiate Tournament organised by SDNB Vaishnav College, in the month of August
- II place in YMCA Buck Memorial Inter Collegiate Basketball Tournament held at YMCA College on August
- II place in Vaspo All India Intercollegiate tournament held at DG Vaishnav College, organised by M.O.P. Vaishnav in the month of August
- II place in Chief Minister's Trophy held at Dindugal in the month of August, cash prize of Rs.75,000.

- II place in the Senior Nationals held at Orissa in the month of September, cash prize of Rs.15,000
- I place in Nine's tournament held at Velachery in the month of October, cash prize of Rs.5,000
- I place in Five's tournament held at Bangalore in the month of October, cash prize of Rs.20,000
- I place in the SFS tournament held at SFS college in Bangalore in the month of January, cash prize of Rs.10,000

### **VOLLEY BALL**

- Runner's in the Zonal Volley Ball tournament organized by the University of Madras held at QMC, in the month of October
- Runner's in the Inter-Zonal volley ball tournament organized by University of Madras held at DB Jain College , in the month of October
- Third place in VASPO All India Intercollegiate tournament held at D.G. Vaishnav College, organized by MOP Vaishnav in the month of August
- Third place in Chairman trophy, All India Intercollegiate tournament held at D.G. Vaishnav College.
- Third place in Tamilnadu Inter University held at SRM Engineering College in the month of October. Three players were selected for All India Inter-University Tournament held at Calicut University.

### **BASKET BALL**

- III place in Rising Star State Level Basketball Tournament held at T.Nagar in June, cash prize of Rs.15,000
- II place in Sree Ragavendra All India Inter Collegiate Basketball Tournament held at T.Nagar in July, cash prize of Rs.5,000
- I place in Aranthangi All India Inter Collegiate Basketball Tournament held at Pudukottai in July, cash prize of Rs.10,000
- II place in CMC Pegasus Inter Collegiate Basketball Tournament held at Vellore in July, cash prize of Rs.3,000
- IV place in south India Invitation Basketball Tournament held at Nagarcoil in July, cash prize of Rs. 6,000
- I place in YMCA Buck Memorial Inter Collegiate Basketball Tournament held at Nandanam in August
- II place in DG Vaishnav Inter Collegiate Basketball Tournament held at Arumbakam in August, cash prize of Rs.10,000

- II place in All India Inter Collegiate Basketball Tournament held at Hindustan University in August cash prize Rs. 20,000
- II place in VASPO Inter Collegiate Tournament held at D.G. Vaishnav Arumbakum in August cash prize Rs. 8,000
- III place in Kongu Inter Collegiate Tournament held at Erode in September cash prize Rs.5,000
- I place in Arupukottai Inter Collegiate Basketball Tournament held at Virudhunagar in September cash prize Rs.10,000
- Vth place in all India Inter Collegiate Basketball Tournament held at Thoothukudi in September, cash prize Rs.10,000
- I place in inter Zonal Basketball Tournament organized ny University of Madras held at Stella Maris college, in the month of November
- I place in Zonal Basketball Tournament organized my university of madras held at DG Vaishnav college, in the month of September.

### **TENNIS**

- I place in Zonal Tennis Tournament organized University of Madras held at Stella Maris college, in the month of October 2016
- I place in D.G. Vaishnav College Inter College Tournament held in August 2016.
- I place in VASPO Inter College Tournament held in October 2016
- II place in South Zone Inter-University Tournament held in Saveetha University, Chennai in December 2016.
- II place in All India Inter University Tournament held in Jaipur in January 2017
- II place in the Tamil Nadu Inter University Tournament held in Sathyabama University, Chennai in January 2017
- III place in the SSN College All India Inter University Tournament held in September 2016

### **ABINIKKA RENGANATHAN 2nd YEAR B.COM A&F**

- Competed at the Vietnam grade Vs Juniors ITF Tennis Tournament
- Chief Minister's trophy winner cash prize Rs 1,00,000
- Winner singles and doubles at Indore Grade V, ITF Junior's Tennis Tournament

### **BALL BADMINTON**

- I Place in Zonal Ball Badminton Tournament organized by University of Madras held at Stella Maris College, in September
- I place in Bhatt Inter Collegiate Tournament organised by SDNB Vaishnav college

- III place in VASPO Inter Collegiate Tournament held at University of Madras
- IV place in the Inter Collegiate Singam Level Ball Badminton Tournament held at Trichy in October
- V place in IV state level New Gen Ball Badminton tournament , in the month of August
- IV Place In All India Inter University Ball Badminton Tournament in December.

### **HOCKEY**

- I place in Zonal Hockey Tournament organized by University of Madras held at YMCA college, in September.
- I place in Inter Zonal Hockey Tournament organized by University of Madras held at YMCA College, in September.

### **CRICKET**

- I place in YMCA Buck Memorial Inter Collegiate Basketball Tournament held at YMCA college in August.
- I place in South Zone Inter University Cricket Tournament organized by Satyabama University held at Mamallan Institute of Technology in the month of October
- I place in Inter Zonal Cricket Tournament organized by University of Madras held at Hindu College, Avadi in September
- I place in Zonal matched organized by University of Madras held at SDNB Vaishnav College, Chrompet in September
- Seven of our players selected for All India Inter University South Zone (2016-17)
- Runners in All India Inter University Cricket Tournament held at (Mdu) Rohtak, Haryana (Jan 20-25) 2017

### **J MAANASA SRI, I B.A Sociology**

- Participated in Women's Senior State team October 2016-17 matches held at Cuttack
- Participated in Women's U19 State team November 2016-17 matches held at Hyderabad

### **L. NETHRA, III B.Com A & F**

- Participated in Women's Senior State Team October 2016-2017 matches held at Cuttack

### **D. HEMALATHA, II ( M.A. HR)**

- Best Woman Cricketer of the year 2015-16 by TNCA
- All India Inter University runner up 2016-17 held at Haryana

**S. ANUSHA , III B.Com. (MM)**

- Participated in the Women's Senior State Team October 2016-2017 matches held at Cuttack

**V. BOBBY, III B.Com (A&F)**

- Participated in Women's Senior State Team October 2016-2017 matches held at Cuttack

**SWIMMING**

In the VIT –RIVEREA -2016-2017 tournament held at VIT University (Vellore), M.O.P. Won  
Gold-2  
Silver-1  
Bronze-4

**SARANYA**

Gold in 100 breast stroke . Bronze in 100 back stroke in VIT.

**K. THAMIZHAZHAGI**

Bronze in 50 back stroke.

**A. JAYASHRI**

Bronze in 100 Free Style.

**S. Sruthi Mole**

Gold in 50 Butterfly Stroke Silver, in 50 Freestyle Stroke.

**11th Short Course State Swimming Championship**

**K. THAMIZHAZHAGI**

- Gold in 4x50 Free Style relay
- Gold in 4x50 Medley relay
- Silver in 100 Butterfly Stroke
- Bronze in 200 IM
- Silver in 50 Breast Stroke

**A. JAYASHRI**

- Gold in 4x50 Free Style relay
- Gold in 4x50 Medley relay
- Bronze in 50m Free Style
- Bronze in 50m Butterfly Stroke



### **M. SARANYA**

- Gold in 4x50 Free Style relay
- Gold in 4x50 Medley relay
- Gold in 200 IM
- Silver in 100 Breast Stroke
- Silver in 100 Back Stroke
- Silver in 50 Back Stroke
- Bronze in 100 Free Style Stroke

### **M. SARANYA**

- Participated in the Women's National held at Hyderabad

### **K. THAMIZHAZHAGI**

- Won Second in Water Polo 29<sup>th</sup> South Zone State meet held at Velachery, Chennai

## **SQUASH**

### **NEHAARIKA BALAMURUKAN – I BA (PSYCHOLOGY)**

- Silver in All India Inter-University Tournament held at Indian Squash Academy hosted by Sathyabama University 2016
- Silver in VIT Rivera 2016-2017

## **GOLF**

### **NEERAJA KUMAR (II MBA)**

- Won the Madras Round Table Charity Tournament- Silver division.
- Participated in the Rotary Madras Golf Tournament 2017
- Participated in TCS Golf Tournament 2017

## **KABBADI**

- III place in Madras University A Zone Kabbadi Tournament
- 3 of our Kabbadi players were selected for Inter-zone Tournament
- E.Vijaya Lashmi-II-BA(Sociology) was selected for All India Inter University Kabbadi Tournament
- II place in Open Kabbadi Tournament held at the Chennai
- III place in Ellapullai Open Tournament held at Nammakkal.
- III-place in Chief Minister's trophy

## SAILING

### VARSHA GAUTAM (II BA SOCIOLOGY)

- Ranked 1<sup>st</sup> in Women's National Laser Coastal Championship held in Chennai
- Ranked 2<sup>nd</sup> in Youth National Laser Coastal Championship held in Chennai
- Ranked 1<sup>st</sup> in Women's National 420 Coastal Championship held in Chennai
- Ranked 2<sup>nd</sup> in Women's National Inland Championship held in Hyderabad
- Ranked 25<sup>th</sup> in Oman Laser Youth World Championship held in Muscat

### ACHIEVEMENTS OF OUR COLLEGE TEAMS IN THE MADRAS UNIVERSITY

S.NO	GAME	PLACE
1	Basket ball	Winners
2	Table Tennis	Winners
3	Shuttle Badminton	Winners
4	Tennis	Winners
5	Cricket	Winners
6	Swimming	Winners
7	Volley ball	Winners
8	Hockey	Winners
9	Ball Badminton	Winners
10	Chess	Winners
11	Football	Winners

### INTER ZONE TOURNAMENTS

S.NO	GAME	PLACE
1	Basket ball	Winners
2	Table Tennis	Winners
3	Tennis	Winners
4	Cricket	Winners
5	Swimming	Winners
6	Volley ball	Runners
7	Hockey	Winners
8	Ball Badminton	Winners
9	Chess	Winners
10	Football	Runners

## **GIS for Sport Studies**

The Department of Physical Education of M.O.P Vaishnav College for Women co-hosted a UGC sponsored Workshop on Geographic Information System for Sports Studies with the Department of Physical Education of University of Madras on 30 March, 2017.

Professor A.M Moorthy Honourable Vice Chancellor, Tamilnadu Physical Education and Sports University graced the occasion. In his inaugural address he encouraged students to actively take part in extracurricular activities and emphasised on the ample scope in the field of sports.

In his keynote address Professor R Jaganathan, Member -Syndicate, Professor and Head, Department of Geography, University of Madras explained the significance of using GIS based remote sensing hardware and software in the field of sports. He shed light into the value of having such innovative solutions regionally and globally.

Professor V. Mahadevan, Member-Syndicate, Director of Physical Education, University of Madras was the Director of the workshop. He emphasised the need and benefits for workshops on sports studies.

Principal Dr. Lalitha Balakrishnan thanked the organizers for conducting a workshop on GIS and added on how this could help shape an individual's career in the field of sports.

Professor K Vaithianthan, Former Vice Chancellor, Tamilnadu Physical Education and Sports University was the Chief Guest for valedictory session of the workshop. Addressing the audience he emphasized the importance of sports as a discipline in a student's life and how it helps to improve their physical, social, moral qualities which then takes them to a good level in future.

The workshop commenced with a talk on "Geography, health and sports" delivered by Dr.Geetha, Assistant Professor, Department of Geography, Queen Mary's College. The talk aimed at a scientific approach to providing fitness.

The second session focussed on the "Role of Landscape/Landforms in Sports Studies by Ms.Rupa Rajan, University Research Fellow, Department of Geography, University of Madras.

The post lunch session explored the topic "Weather, Forecast and Sport Performance: Which are the connections?" by Dr. M. Priyadharshini, Guest Faculty, Department of Geography, University of Madras. She explained how the role of the meteorological parameters becomes crucial for sporting activities carried out in an outdoor environment.

The last session on "GIS in Sport studies" by Mr. D. Surendran, Teaching cum Research Fellow, Department of Geography, University of Madras, explored the development, its techniques, significance and application of the system in the sports arena.

## National Cadet Corps

### Achievements - National Level

Cdt. Aparnaa.K of II B.Sc Computer Science represented Tamilnadu, Puducherry, and Andaman & Nicobar Directorate at the Republic Day Camp 2017 conducted in New Delhi, as Parade Commander. She was also part of the prestigious All India Guards.

Cdt. Sasmitha.K of II BBA Shift I represented Tamilnadu, Puducherry and Andaman & Nicobar Directorate at the Republic Day Camp 2017 conducted in New Delhi, as Right Marker. She was also a part of the prestigious All India Guards.

Cdt.Pavithra.M of II B.A Journalism represented Tamilnadu, Puducherry and Andaman & Nicobar Directorate at the Republic Day Camp 2017. She was also a part of the All India Culturals.

### Achievements - Regional Level

The NCC cadets of M.O.P. Vaishnav College participated in the Intercollegiate Competition conducted by Dr.Ambedkar Law University on 12, 13 & 14 February 2017. They won the overall trophy and banner in the 8<sup>th</sup> Cado Fiesta. The list includes the various medals won in the competition.

Events	Cadets Participated		Prizes
Group Dance	Arivumathy C Mohana Priya A Bharuni S Harini G Dharani Priya B Dhaya T K Manikodi V	III B.Com A&F Shift II III B.C.A. I B.Com A&F Shift II I B.A Journalism I B.Com A&F Shift II I B.Sc Vis.Com I B.A Journalism	GOLD
Solo Instrument	Bharuni S	I B.Com A&F Shift II	GOLD
National Integration Awareness Program	Bhavani B Varalika P Dharani Priya B Bharuni S Manikodi V Harini G Vaishnavi G Pavithra P Revathy R Livya.R Dhaya T K Aparnaa K	III B.C.A. III B.C.A. I B.Com CS I B.Com A&F Shift II I B.A Journalism I B.A Journalism I B.Sc EM II B.A Journalism I B.C.A. I B.Sc EM I B.Sc Vis.Com II B.Sc CS	SILVER

Events	Cadets Participated		Prizes
Individual Drill	Bharuni S	I B.Com A&F Shift II	GOLD
Best Right Marker	Sasmitha K	II B.B.A. Shift I	GOLD
Lexo Cadets	Mrinalini G Sanjana S Nandan	III B.C.A. III B.Com CS	SILVER
Tent Pitching	Harini G Aparnaa K Sasmitha K Bhavani B Yogavandhana A Vishwathini U Pavithra P Hamrita M	I B.A Journalism II B.Sc CS II B.B.A. Shift I III B.C.A. III B.A Sociology I B.Sc Vis.Com II B.A Journalism I B.Com CS	GOLD
Thalir Events	Sanjana S Nandan Mrinalini G Bhavani B Yogavandhana A Anuradha G Mohana Priya A Varalika P Arivumathy C Pavithra P Vaishnavi G Aasha V Dhaya T K Dharani Priya B Roshni S Hamrita M Vishwathini U Harini G Vinitha C Damani Manikodi V Livya R Revathy R Aashritha Jain	III B.Com CS III B.C.A. III B.C.A. III B.A Sociology III B.C.A. III B.C.A. III B.C.A. III B.Com A&F Shift II II B.A Journalism I B.Sc EM I B.C.A. I B.Sc Vis.Com I B.Com Cs I B.Sc Psychology I B.Com CS I B.Sc Vis.Com I B.A Journalism I B.B.A. Shift II I B.A Journalism I B.Sc EM I B.C.A. I B.Sc Psychology	SILVER

## Social Service Events

### **Air Pollution Control**

With a view to ascertain the ambient air quality at various locations, the cadets performed a street play “Air Pollution Control”. The cadets briefly explained the importance of having a pollutant free environment by pointing out the major mistakes done by the public.

### **Tree Plantation**

The cadets staged a performance at St. Josephs Anglo Indian Higher Secondary School. They created awareness on afforestation and also conducted an interactive session with the students. The cadets also planted many saplings.

### **Colony Collapse Disorder**

“CCD” is the name given to this unexplained condition, where bees from a colony abruptly disappear. The reasons behind CCD are mainly parasites, mites and pesticides. The cadets performed an awareness show at the premises of Ashok Nagar Higher Secondary school. They started off by performing a skit which highlighted the importance of pollination and the other aspects of Colony Collapse Disorder.

### **NCC DAY**

The NCC Day is an official farewell given by the college to the final year NCC cadets. The NCC Day for the academic year 2016-2017 was held on 21<sup>st</sup> February 2017 in the college premises. The guest of the Day was Group Captain R. Vijayakumar Retd. Vishisht Seva Medal. The Chief Guest, after his motivational speech, distributed awards to the NCC final year cadets for their contribution and achievement.

## M.O.P. Community Radio – 107.8 MHz

### Workshops

Date	Topic	Resource Person
June 2016	Terrace Gardening For Community Children	M.O.P. CRS Radio CLUB
21.11.2016	Fitness For women	BIG FM

### Campaigns

Date	Topic	Guests	Level
7.09.2015 Week Long Campaign	Voices 2015 Walkathon	Krithiga Udayanidhi (Film Celebrity)	Chennai
15.10.2015	Hand Wash Sanitation	Team from UNESCO	School
August 2016	Voices 2016 - Penn Kalvi	Actor Vishaal	Chennai
December 2016	Voices 2016 - Autism	Venkat Prabu, Krithiga Udayanidhi	Chennai
March 2016	Women empowerment	-	State Level

### Students' Achievements

Name of the Student	Class	Organiser	Category
Brindha Iyer	III BBA ISM	M.O.P. Vaishnav College	Best Radio Co-Ordinator
Janani Hamsini	II EM	M.O.P. Vaishnav College	Best Radio Programmer
HemaLatha	III EM	M.O.P. Vaishnav College	Best Outreach Personality

### Outstanding Achievements

M.O.P CRS 107.8 FM Mhz won the National Level Award for the show “Kudiyai Vellvom” at the 3 Day National Level Conference, New Delhi, March 2016.

M.O.P CRS 107.8 FM won the second place in Community Radio Video Challenge 2016 for the short film “**Mazhai Thirandha Nambikkai.**”, 1<sup>st</sup> September 2016 at New Delhi.

### Field Trips

Date	Place of Visit	Purpose
February 2016	Pantheon Road, Mint Street	A radio programme on “Entrepreneurship and Local Business”
February 2017	BIG FM, Reliance Group	Functions and program production in a private FM Station

### Practice School

Electronic Media students are given hands - on training on the various production process of a radio station and are involved in scripting, station production process, and post production. Students of Media Management are given training in station and studio management.

Student RJ	Theme / Topic	Resource Person
Aishwarya	Children And Youth	Apollo Shine, Chennai
Keerthana MA(MM)	Anti Bully Week	Dr.Kaveri Psychologist, Chennai
Hemalatha (EM)	Obesity	Dr. Ram Kumar Endocrinologist Chennai
Sweetha M, MA(MM)	Literature	Chennai Book Fair 2017

### Staff Achievements

#### Paper Presentations

Date	Name of the	Organiser	Title of	Title of Paper	Level
13.02.2016	Dr.Anurekha	Jalgaon University	Community Radio in Rural and Urban Development	Impact of Community Radio on Society	National
13.02.2016	Ms.Gayathri.E	Jalgaon University	Community Radio in Rural and Urban Development	Impact of Community Radio on Society	National



29.03.2016	Ms.Gayathri.E	Pondicherry University	Media, Culture and Community	Real Image vs. Reel Image of Returned Migrant	National
01.04.2016	Dr.Anurekha	SRM University	Media and Visual literacy	Visual Analysis of Advertisements: A Study of Youths' Perception	International
01.04.2016	Ms.Gayathri E	SRM University	Media and Visual literacy	Visual Analysis of Advertisements: A Study of Youths' Perception	International
14 .02.2017	Ms.Gayathri E	TISS	Deleuze Studies India Collective	Rhetoric of Cultural Identity in Indian Diaspora: Constructions of Virtual, Actual and Crystal Images	International

#### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
8.03.2016 Till Date	Ms.Gayathri E	All India Radio	Advisory Committee Member	Programming for Youth
March 2016 Till Date	Ms.Gayathri E	AIYAI International Forum For Women	Academic Counselling Member	

#### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
1.4.2016	Dr.Anurekha S	Visual Analysis of Advertisements : A Study of Youths' Perception	Media and Visual Literacy Exploring Skills and Development among Youth	ISBN NO – 978-93-81992-74-6
1.4.2016	Ms.Gayathri E	Visual Analysis of Advertisements : A Study of Youths' Perception	Media and Visual Literacy Exploring Skills and Development among Youth	ISBN NO – 978-93-81992-74-6

## **NAAC Sponsored National Seminar on Quality Initiatives in Teaching, Learning and Evaluation 30<sup>th</sup>, 31<sup>st</sup> January 2017**

A two day NAAC Sponsored National Lever Seminar was organized at M.O.P Vaishnav College. 200 delegates from eight different universities and 30 different colleges were part of this Seminar.

The teaching fraternity was enriched by the deliberations of illustrious speakers in this edition of the NAAC-sponsored national seminar on quality initiatives in teaching, learning and evaluation put together by the International Quality Assurance Cell of the college.

Principal Dr. Lalitha Balakrishnan set the tone for the seminar by reiterating the fact that the pursuit of quality is essential in running an institution successfully, particularly apt in this 25th year of M.O.P. Vaishnav College.

### **DAY 1**

#### **INAUGURAL SESSION - DR. S.P. THYAGARAJAN**

In a detailed presentation, Dr. S.P. Thyagarajan, professor of eminence and dean research, Sri Ramachandra University, emphasised the need for quality initiatives in education as a result of globalisation, technological innovation, and the movement of the world towards a knowledge-based economy and society.

He urged teachers to overcome resistance and explore open educational resources and open courseware. He also put forth the need to evaluate efforts in this direction by adopting Deming's Plan-Do-Check-Act (PDCA) model.

### **DAY 1**

#### **SESSION 1 - Dr. M.J XAVIER**

Dr. M.J. Xavier, pro-Vice Chancellor, Karunya University, addressed the topic of media-based teaching and learning. He stressed on blended classrooms, combining traditional and digital techniques.

### **DAY 1**

#### **SESSION 2 - Mr. Ramakrishnan Subramanian**

Mr. Ramakrishnan Subramanian, Founder and CEO, Sports Mechanics India Pvt., Ltd., Chennai, spoke on the topic, "Visual based learning and the role of technology in sporting arena".

## **DAY 1**

### **SESSION 3 - Ms Ramya Srinivasan**

Ms Ramya Srinivasan, Program Manager – edx, IIM Bengaluru, conducted a session on blending MOOCs in classes. She said that by blended learning, which is a Tradigital (Traditional + Digital) combination of traditional and computer based methods, teachers can improve teaching and learning at a massive scale.

## **DAY 2**

### **SESSION I - Mr. P.R. NAREN**

Mr. P. R. Naren, Senior Assistant Professor, Sastra University, Thanjavur addressed delegates on the genesis of evaluation, the concepts behind it, and the goals and objectives of evaluation. He ended the session with the profound question, “Does output alone matter?”

## **DAY 2**

### **Session 2 - Dr. G. MOHAN GANESH**

In an interesting session of evaluation reforms, Dr. G. Mohan Ganesh, Controller of Examinations, VIT University, Vellore, presented a near-futuristic scenario of digital evaluation.

## **DAY 2**

### **SHARING OF BEST PRACTICES**

The expert speaker sessions were followed by the sharing of best practices by the delegates from various institutions. An interesting array of teaching and evaluation methods was shared, certainly initiating a rethink among listeners.

## **DAY 2**

### **VALEDICTORY SESSION - MR. RAJ SASHTI**

Mr. Raj Sashti, advisor, fellowships and sponsored programmes, Georgia Institute of Technology, Atlanta, gave the delegates more food for thought in the valedictory session on Exchange Programmes.

**Centre of Excellence – Women's Studies Wing**  
**Symposium on Women's Development Through the Ages**  
**March 10, 2017**

International Women's Day 2017 is an opportunity to reflect on progress made, to call for change and to celebrate acts of courage and determination by ordinary women who have played an extraordinary role in the history of their countries and communities.

On March 10, the Department of Sociology, M.O.P Vaishnav College explored the arduous journey of women's development in India through the ages through a symposium on opportunities and challenges in various spheres of political, economic, social, cultural and civil life.

Two highly acclaimed chief guests, Dr. Bharathi Harishankar and Ms. Lakshmy Ramakrishnan, addressed the students of M.O.P., Loyola College, and Kanyaka Parameswari College.

Dr. Bharathi Harishankar, Professor and Head of Department of Women Studies, University of Madras, addressed the gathering on the role of Indian women in the development of contemporary India. She brought into light the fact that freedom enjoyed today by women was secured after a lot of struggle. The speaker explained women empowerment with three waves of feminism. Women's first fight was for equal contract and property rights. Women are often taken for granted at family level and in the larger society level. In 19<sup>th</sup> and 20<sup>th</sup> centuries she realized the importance of gaining political power to bring about change in sexual, reproductive and economic matters. The true women's empowerment should be inclusive of gender and a partnership with men. She insisted that gender sensitization should be inculcated in the male child while bringing up the children without any discrimination. She brought into light the role of women in all spheres of life that has been undervalued and how the solution lies in the hands of women using their innate potential to claim and inspire equality from home to the society. She was more for assertiveness than aggression. She motivated students to take up studies on women, gender and their development so we can all play a role in shaping a better future for women.

The second session was by Ms. Lakshmi Ramakrishnan, a vivacious film personality. Her passionate outburst about the issues women were facing today was vividly supported by real-time incidents that she shared from her experience on her TV show "Solvathellam Unmai". Ms. Lakshmi's point of view of the various situations that are prevailing in the society today were put forth in a manner that left the audience thinking. The lecture was followed by an interactive session with students.

In all, the symposium was greatly received by the students gathered there and inspired students to work towards women empowerment.

## **Digital Media Summit Report**

The Department of Commerce of M.O.P Vaishnav College for Women in association with EchoVME organized a two day International Digital Media Summit (DMS 2017) on January 20 and 21, 2017. The summit witnessed a total of 15 sessions including 11 speaker sessions, 2 workshops, a panel discussion and an array of case analysis on phases of digital India, Cyber safety, B2B Marketing, Google Analytics, Trends and Careers in digital marketing. Our college played host to 21 digital media experts, 60 budding corporate delegates and 150 students.

### **Day 1**

The inaugural session saw Ariel Pollock, Cultural Affairs Officer, U.S.I emphasizing the role of digital media as a marketing tool that changed the way public diplomacy was done. The technical sessions saw CA M.Sathya Kumar elaborate on the phases of digital India and its future; Mr. Amresh Pujari, IPS, IGP, Cyber Crime addressed on cyber safety in India and how to stay safe in the digital space. The next session saw Mr. Aditya Iyer, author brief the audience on the impact of social media on digital education. The last session for the day saw Ms. Nandhini Raman, Counseling Psychologist, discuss on the role of digital media in family life. The day ended with workshops on 'Facebook Advertising Master class' by Mr. Sorav Jain, Thinker-in-Chief, echoVME and 'Strategies & careers in Digital Marketing' by Mr. Pradeep Chopra, CEO-Digital Vidya.

### **Day 2**

The session started with Mr. Mahesh Murthy, Founder Pinstrom, who addressed the audience on 'Trends that will redefine Digital Marketing in 2017. The following session was a panel discussion on 'Marketing courtroom: Traditional vs Digital?' Mr. Lee Bazalgette, Director-Colombo Design Studio, spoke on how the physical and digital worlds are interconnected. The next session explored budgeting models in the digital space. The post lunch session started with a talk on 'Marketing strategies, advantages & planning' by Dr. Hari Krishna Maran, Chairman & Founder-CEO-Imperial College. It was followed by a short talk on Digital Hygiene by Mr. Abhishek Mehta, MD Urban Tree and a talk on Role - driven digital marketing by Mr. Prakash Ramnath, Head Global Digital & Partnerships COE- Ramco. The last session was by Ms. Pooja Srinivas, Director, Niantic India who explored the usage of Google Analytics.

DMS 2017 had a grand closure, performers from Stray Factory – Mr. Shyam Renganathan, RJ & Actor and Mr. Bhargav Prasad, columnist & writer enthralled the audience with a standup comedy act on human relationships with technology, mobile phones and digital media.

## **Student Cabinet Report**

### **FRESHER'S ORIENTATION (23.06.16)**

Fresher's Orientation took place on 23rd June 2016 . This day symbolises the new journey undertaken by the school graduates as they transit from their respective schools to a prestigious college like M.O.P Vaishnav College for Women.

This is organised every year to brief the incoming freshers about the college, the staff, the campus, their course and most importantly orient them for the next chapter of their lives.

### **FRESHER'S DAY (25.06.16)**

Fresher's Day is a cultural event held exclusively for the freshers of the college. The theme of the event this year was "Red Carpet".

Nothing is better for the beginning of a positive new chapter than a good celebration and it is for this the Student Cabinet organises a party for the freshman every year, shortly after their orientation.

### **INVESTITURE CEREMONY (05.07.16)**

The Office Bearers of the Student Cabinet for the year 2016-17 assumed their post during the Investiture ceremony on 05.07.2016. The chief guest for the event was Major Dr. M. Venkataraman, principal, D.G.Vaishnav College .

Members of Student Cabinet were formally inducted and instated as the heads of their various ministries and departments. They were given badges and were asked to read out the oath which binds them in service to the institution for the coming academic year.

### **ABHILASHA (16.07.16)**

Abhilasha is conducted every year by the student cabinet to welcome the first years and to encourage them to showcase their talents. This year's theme was Wander Wonders i.e. festivals of the world. Each department was given a particular festival which they had to incorporate in their performances. The department of B.Sc Visual Communication emerged victorious and bagged the overall Abhilasha title. The first runners up were students of B.Sc (Electronic Media) and the second runners up were students of B.Com (Marketing Management).

Being the first cultural event organised by the Student Cabinet, it aims to help the students break out of their shells and try and explore various opportunities. This helps the freshman to not only feel bonded with their department but also with each other.

### **INDEPENDENCE DAY CELEBRATIONS (15.08.16)**

Independence Day celebrations began with the hoisting of the National Flag by the Chief Guest Smt. R. Rajalakshmi, who is the Managing Trustee of IMCTF, which was followed by cultural programme and a speech on Independence Day.

### **PARLIAMENTARY SESSION (26.08.16)**

The Parliamentary Session of M.O.P. Vaishnav College is a mock parliamentary session wherein each ministry presents their proposals for the year. The floor is open to the Members of Parliament to raise questions regarding the same. The session was presided over by the Principal, and the President of the Student Cabinet.

The concept of the Student Cabinet is unique to our college and we take pride in this versatile conglomeration of student body representatives by organising this Parliamentary Session, to create not only a sense of leadership but also a forum for discussion, propositions and feedback to aid in the constructive building of the cabinet for future endeavours.

### **GANESH VANDAN NAND MAHOTSAV (09.09.16, 12.09.16, 14.09.16)**

Every year, M.O.P. Vaishnav celebrates Ganesh Vandan Nand Mahotsav, in praise of Lord Ganesha and Lord Krishna by conducting inter-departmental cultural competitions. This year, music and dance competitions were organized on the 9th and 12th of September, respectively. The winners and runners up of the music and dance competitions took part in the celebrations by giving a short performance. The chief guest for the day was Dr Gayathri Girish.

The students came forward with performances that made this celebration vibrant and exciting, with colours and devotion.

### **VAISHNAV INITIATIVE FOR SOCIAL HELP**

The Ministry of Social Welfare along with Student Cabinet 2016-2017 hosted its flagship event, VISH, Vaishnav Initiative for Social Help, this year on 31st September, 1st October and 6th October, 2016.

The three days programme included movie day, entertainment day and Dandiya evening.

### **SHRINGAR (28.11.2016. 29.11.2016 & 30.11.2016)**

Shringar is an annual music and dance festival featuring alumni, who have gone ahead and proved their mettle in their chosen art form. Shrinagar 2016 was held on 28th, 29th and 30th of November.

Our college believes in cherishing those who honour our culture of tradition. Shringar provides a platform for our alumni to give back their expertise in different art forms to their alma mater.

The Chief Guest for the event was Shri P. Unnikrishnan and the Guest of Honour was Ms Uthara Unnikrishnan. The Valedictory function was marked with an enthralling concert by the Chief Guest, Shri P. Unnikrishnan.

### **JHANKAR**

‘Jhankar’ is the cultural fest organized by the Student Cabinet every year. Jhankar 2017 was a three-day long fest. The first two days (07.01.17 & 08.01.17) being the Inter-departmental Fest and the third day (09.01.17), Inter-collegiate.

**Theme:** A look into Cinema – Rajini Style

This theme took the college by storm. The participation for both the intra and inter collegiate was energetic and electrifying.





## Post Graduate Department of Media Management



Actor Vishal at Penkalvi Mini Marathon Inauguration



Penkalvi - Marathon winner receiving prize



Penkalvi - Running for a cause



WeBsafe Adzap winners



WeBsafe debate winners



WeBsafe team with Aishwarya Dhanush, Director and U.N. Women's Good will Ambassador for South India during the inauguration of WeBsafe Campaign



WeBsafe - poster making winner



## Post Graduate Department of Communication



Student performing in the street play at Flag Off of Walkathon for Voices 2016 at Marina Beach



Venkatprabhu and Chennai 28 team at the Flag Off of Walkathon for Voices 2016



Students supporting the Campaign for Autism at Marina Beach



Walkathon for the cause of autism at Marina Beach



Annette Danto, and K Hariharan, Dr. Uma Vangal at Think Point and Shoot Lecture



Students attending the Visual Story Telling workshop organised by the Department in collaboration with the US Consulate

## Post Graduate Department of Human Resource Management



Zen-Gen Exhibition February 10, 2017



Spectra HR Convention October 8, 2016



Field visit to RBI, November 25, 2016



Industry Interface Session  
on Training and Competence  
Development



Industry Interface Session on  
Talent Management



Industry Interface Session on  
Strategic HR



## Post Graduate Department of Commerce



Mr. Balasubramaniam equipping students on the topic Forensic Accounting



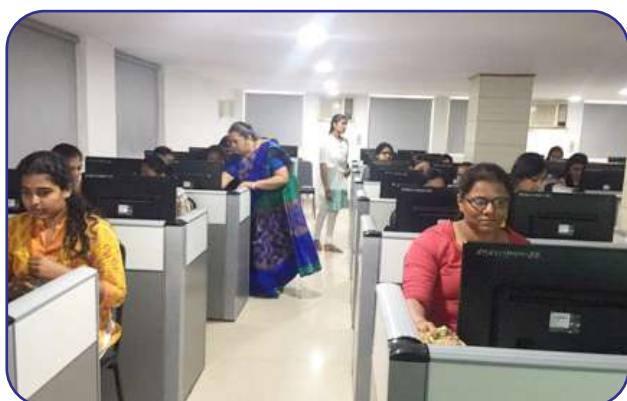
Mr. Rama Sundaralingam, International Drugs Expert, Interpol, addressing students on Drug Awareness



Mr. Sundharam, Logistics Consultant giving his valuable insights on Latest information in Logistics and Supply Chain



Students bring laurels to the department by bagging the overall shield for DHRUVA'17 conducted by SSS Jain College, Chennai



Students on Financial Modelling session conducted by Ms. Sarala



Ms. Iyshwarrya MMV voicing out her opinion at the Young Manager competition conducted by The New College, Chennai

## Department of Electronic Media



Mr.K. Bhagyaraj, iconic actor and director delivering the inaugural address at 'Champions of Indian Cinema, A tribute to Padma Bhushan Dr. Kamal Haasan'



Director K.S. Ravikumar, distributing prizes at the Valedictory of 'Champions of Indian Cinema 2017' to a winner of the Dubsmash contest



Mr. S.P. Muthuraman, veteran director and Mrs. Pushpa Kandaswamy, producer at the 'Champions of Indian Cinema 2017'



Mr. Crazy Mohan, renowned script writer and actor, conducted a "Humour in Life" session at 'Champions of Indian Cinema 2017'



Mr. Sabu Joseph, national award winning editor, spoke to students on the scope of editing as a career option



Executive Board members of M.O.P. MUN 2017



## Department of Visual Communication



Create Club Inauguration 2016-2017 by  
Ms. Deepa Umesh, Creative Head,  
Sports Mechanics India Pvt. Ltd. (Seated in the middle)



Chief guest Mr.Sabu Cyril, Production Designer &  
Art Director viewing the photography exhibition



Field Trip to Shravanabelagola,  
Belur, Halibedu, Hampi



Annual Photography trip to  
Andaman & Nicobar Islands



Interactive session with  
Mr.Rathnavelu, Cinematographer



Photography Workshop by  
Mr. Kiran Kumar, Freelance Photographer

## Department of Journalism



Professor Usha Rani, key note speaker at the National Seminar addressing the audience. Also seen Ms Saritha Ravindranath ( second from left), Editor- Sify.com, Chief Guest for the event



Mr. Eric Lundt of U.S Consulate, Chennai awarding the first prize to Ms. Kavya Sreekumar at a box speaker event



Aishwarya Kumar, Alumna, shares her experience as a graduate student in Journalism at Northwestern University, Chicago



Ms. Alison McKensie, Professor & Journalist, addressing students on importance of verification in Journalism



Mr. Vijay Sankar, Editor- Front line at the inauguration of Present Tense Club 2016



Mr David Fallon, broadcast journalist, Ireland interacts with students



# Post Graduate Department of Business Administration



Union Budget 2017 Panel discussion



Overall winners of Zest - an inter-collegiate event for post graduate students



The department of MBA hosted the 10th edition of its flagship event, BUSTLE – a national level quiz competition.



National Management Education Programme on de-monetization and its impact on Indian economy.



The Vigilance Awareness Week programme on the negative effects of corruption.



H.H. Goswami Shree 108 Shree Mathureshwarji Maharajshree, inaugurating the exclusive MBA Lab

## Under Graduate Department of Business Administration



Office Bearers of Drucker's Progeny & PRISM Clubs 2016- 2017



Overall Winners of Intercollegiate Co-curricular Competitions – Gurunank College



Extension activities – Emergency Response Training



Management games – activity based learning session



Field visit to Aavin Milk Diary



## Department of Commerce ( Accounting & Finance)



Overall Busibee winners III B.COM(A&F) SHIFT I



Students participating in the Quiz in Busibee 2016



Inauguration of the Department of Commerce Activities - Busibee, Luminescence and Espirit.



Inauguration of the Department of Commerce Club activities by Mr Sriram Seshadri, Partner (PWC,India)



Winners of the luminescence overall trophy

## Department of Commerce (Marketing Management)



Chief Guest Kotlerz Klan 2016-17,  
Ms. Sarada Jagan, MD- Chemplast Sanmar Limited  
addressing the students.



Release of Journal '**Publicite**'  
on the theme '**INVISIBLE MARKETING**'.



Proud Winners of '**KOTLERZ KLAN**' 2016-17,  
III B.COM MM.



Maalavika.G of III B.Com MM receiving the  
prize for Marketing Quiz- 'Think or Blink'



M.Sathya Kumar, Chartered Accountant - KPMG,  
honoured by Ms.Kiran Varma.



Mr. Asit.K.Barma, Professor IMT Gaziabad,  
addressing the delegates about  
Digital Space during DMS 2017.



## Department of Commerce (Corporate Secretaryship)



Students of the department conducting a family day event organised by Dr. Poornima Kumar, Virgo Events as part of Akriti



Mr.S. Parthasarathy Managing Committee Member visiting Akriti Students' stall in MOP Bazaar



Mr. Prakash and Mr. Srinivasan Advocates & Corporate consultant judging "Lawyer it Up" –an Intercollegiate event in Commercio- 2017



Mrs. Subha Srikanth, Director Hauer–Diana Group, addressing the students at the Annual General Meeting of Akriti



Mr. Hariharan, fellow member of the institute of Chartered Accountants of India judging Intra Mural Activity- New Product Development



Third Years Students won the overall trophy in Intra Mural Activities of the Elite Club

## Department of Commerce (Honours)



Core Committee of Espirit 2016



III B.Com Honours the Overall winners of Espirit 2016



Students participation in the Club Event- Collage Making



Business Performance Management  
Guest Lecture by Mr.Mohammad Asthaf Anathan



Department of Commerce - Club Inauguration



Auditing Guest Lecture by Mr.Sivaraman R.S



## Department of Computer Science



Paper presentation Session – LINK, 2016-17



A Panel Discussion-“Payments Going the Plastic Way-Is India Ready for Cashless Economy”, Moderator, Dr.Lalitha Balakrishnan, Principal, M.O.P



ONLINE 2016 – Computer Science Department Club Inauguration by Mr.Viswanathan Sambasivam, Founder and CEO, Inspace Technologies.



Valedictory of ICCCMIT 2017 by Dr.Victor Chang, Associate Professor and Directorate of Ph.D Programme, Xi'an Jiatong Liverpool University, China

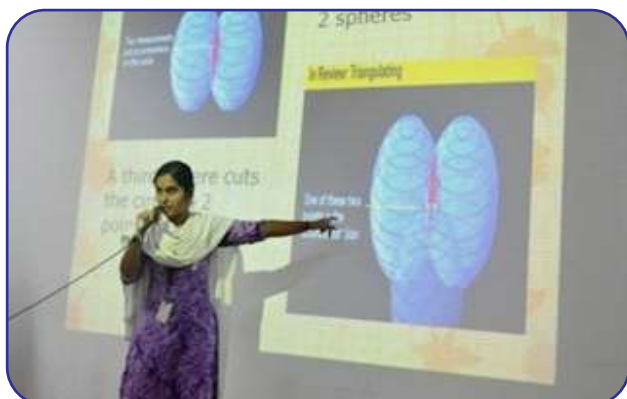


Inauguration of ICCCMIT 2017 by Mr.Mikael Gislen, Managing Director, Gislen Software



Inauguration of Project Expo and Poster Presentation by Dr.Lalitha Balakrishnan, Principal, M.O.P

## Department of Mathematics



Paper Presentation on 'Mathematics in Android Applications' during Euphoria '16



Prize distribution during the Valedictory Session of Instre 2K16.



Dr.J. Baskar Babujee, Professor, Department of Mathematics, Anna University sharing his expertise on Number-Theoretic Network based Encryption Technique.



Interactive session by Dr A. V. Jayanthan, Professor, Department of Mathematics, IIT-M, on Group Theory.



Students presenting papers on 'Mathematics in Finance' in Eccentricity 2K16.



Overall Trophy won in the Intercollegiate Co-curricular competitions held at WCC.



## Department of Food Science Management



Department Club Inauguration by Ms. Sudha Vasudevan  
Senior Scientist & Head, Department of Food, Nutrition &  
Dietetics Research, Madras Diabetic Research Foundation



Guest Lecture by Dr. Srinivasan, Medical Registrar,  
State IMNCI Co-coordinator



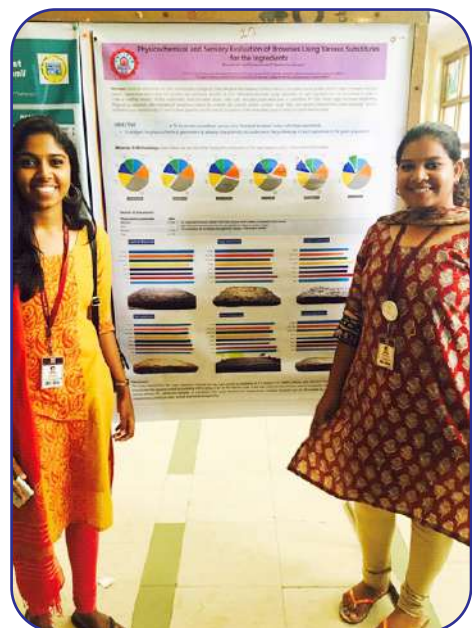
Practice school of the Department – Beyond Breads



Souvenir release at Innamudhu 2017



Students receiving I prize in "MIME" conducted by  
DG Vaishnav College, Chennai



Students presenting their research poster at a  
National conference at The SRM University

## Department of Sociology



Dr. Venkataramani, Vice-President (Education & Training), The Indian Cements at the Inauguration of People's Club activities.



"PANACHE" an Intra-mural event organized by People's Club



Krithika Ganeshan Scholar, Pondicherry University, addressed the students on Youth in Social Movements



Dr. Pradeep Philp, IPS. ADGP along with (from left) Ms. Latha Suresh (Director, Social Audit Network India), Ms. Uma Maheswari. A (Head, department of Sociology M.O.P. Vaishnav College for women), Dr. Lalitha Balakrishnan (Principal, M.O.P. Vaishnav College for women) & Ms. Mary Banu (Director, CSIM)



Dr. Pradeep Philp, IPS. ADGP, Chennai addressing students on Women Safety – Prevention and Reporting



Installation of the office bearers during the People's Club Inauguration



## Department of Psychology



Field Visit - NIPMED



Chinmay club Inauguration by Dr. S. Karunanidhi,  
Professor & Head, Dept of Psychology,  
University of Madras, Chennai



Workshop on Creative Art Therapy with  
Ms. Tarana Khatri,  
Dance Movement Psychotherapist, UK,  
Founder - Horizon Therapy Centre



Workshop on Introduction to Playback Theatre-Level I



Guest Lecture on Sensation and Perceptual Processes  
by Dr. Abilasha, Psychologist, Motivational Coach,  
Private Practitioner, Psychological clinic, Chennai



Poster designing on suicide prevention

## Department of English



M.O.P Vaishnav College Team winning the Inter Collegiate Debate competition organised by US Consulate General in association with Department of Politics and Public Administration, University of Madras



Atheneum Club Activity –  
Creative Writing session in progress



Ms. T.S Padmapriya, Country Head,  
Lebara Foundation,  
Blogger, at the Chennai Week Celebration



Ms Padma Lakshmi, Author, Actress and Model  
in conversation with students about her book  
'Love, Loss and What We Ate'.



Students receiving prizes from the  
Principal Dr. Lalitha Balakrishnan  
during the Atheneum Club Valedictory



## Department of Languages



Shiksha Sahitya Aur Samaj- A book release by Hindi Dept during the inauguration of the club Manjari. Dr. Anupama K, Ms. Geetha Malini, Dr. Nirmala S. Maurya , Mr. J.S. Shekhar, Ms Lethika Saran , Dr. Madhu Dhawan , Dr. Sudha Trivedi & Mr. SK Goenka during the release.



The office bearers of the literary club Manjari & drama club Punarnava on the occasion of club inauguration.



Guest lecture by Ramya Sundar, Asst. Professor, University of Madras



A student receiving prize for Ramp Walk at the French Intramural competition



Students in rapt attention – Guest lecture by Smt. V. Lalitha, Sanskrit Research Scholar, KSRI, Chennai.



Students receiving Kalakrithi overall trophy at Stella Maris College



'Painthamizh Mandram', the Tamil club was inaugurated by Music Director, Mr.Gangai Amaran. Also seen are Dr. Uthira, Vice Principal, M.O.P. Vaishnav College for Women (Middle), Dr. R. Prema, Former Principal, Bhakthavatsalam Memorial College for Women (Right)



Dr. Lalitha Balakrishnan, Principal, Mr. Nalli Kuppusamy, Entrepreneur; Dr. Maraimalai Ilakkuvanar, Educationist: Dr. R. Prema, Former Principal, Bhakthavatsalam Memorial College for Women; Amutha Balakrishnan, Educationist; at the book release of Paavendhar - 125.



## Department of National Service Scheme



Sri. S. Parthasarathy and Dr. Lalitha Balakrishnan distributing health card to the Principal, M.O.P. Vaishnav School



Eye camp in progress for the students of M.O.P School



Drawing competition in progress.



Blood donation Camp at M.O.P. Vaishnav College



Installation Ceremony of Rotaract Club, 2016-2017



Maluhia- A Wall of Positivity on World Peace Day

## M.O.P. Bazaar



Chief Guest Ms.Mahalakshmi Saravanan,  
Founder – Women Entrepreneurs India and  
Shri. Parathasarathy – Members, Management  
Committee during the inauguration of  
MOP Bazaar -2016-17

The M.O.P. Alumnus, Divya Agarwal and Vishaka  
Gopinath, sharing their experience on creating an  
identity for themselves through inception of their  
company – “Social Monks”



Mr.Shyam Sekar.S, Founder of Startup  
Xperts addressing the students on how  
entrepreneurship is a practice, which  
comes with passion, innovation and execution  
of the right things at the right time



Mrs. Jeyasree Ravi – Proprietor Palam Silks  
informing the audience about the opportunities  
available on a platter for continuing  
the family business.



## Department of Physical Education



M.O.P winners of A.L .Mudaliar meet with the trophy



Dr. V. Santosh Kumar IRS, Commissioner of Customs, addressing the students on Sports day



International players receiving prizes from the guests



Dr. M. Ramasubramani, IPS, Inspector General of Police, Railways, Chennai, at the inauguration of VASPO 2016 - 17



VASPO Valedictory



Chris Gayle, International Cricket Player with the International Sporting Stars of the College



M.O.P. Basket Ball Team



C.R. Harshavardhini receiving an award



# National Cadet Corps



Chief Guest Gp Capt R. Vijayakumar (RETD) VSM - NCC Day



Cadets at the Air Pollution Control Programme



Cadets at the Colony Collapse Disorder Programme



Cadets at the Tree Plantation Programme



M.O.P. Cadets in Tamilnadu Dr. Ambedkar Law University with Overall Fiesta Banner



Cadets Aparnaa K and Sasmitha K at the Republic Day Camp, New Delhi.



## M.O.P. CRS



Principal addressing the students on M.O.P. CRS at the beginning of the academic year



M.O.P. CRS receiving an Award for the year 2016 at the Community Radio Sammelan, held in New Delhi by the Ministry of Information & Broadcasting. Dr Anurekha, Creative Head receiving the award.



An interview session with Singer Unnikrishnan



One Day Fitness Workshop organized by Eva Sports Deodorant and Big Fm 92.7 for the Radio Club Members of M.O.P. CRS 107.8FM. Zumba Bala and VJ Ramya conducted the event

## Prominent Academic Events



Session on evaluation reforms by Dr. G. Mohan Ganesh, Controller of Examinations, VIT University, Vellore,



Ms Ramya Srinivasan, Program Manager – edX, IIM Bengaluru, conducting a session on blending MOOCs in classes



Dr. S.P. Thyagarajan, professor of eminence and Dean research, Sri Ramachandra University, at the inauguration of IQAC seminar emphasising on the need for quality initiatives in education.



Mr. Raj Sashti, advisor, fellowships and sponsored programmes, Georgia Institute of Technology, Atlanta, giving away the prize to Stella Maris College, winner of the Best Practice presentation



Ms. Ariel Pollock, Public affairs Officer, US Consul General at the inauguration of Digital Media Summit 2017 organised by the department of Commerce in association with echovme, Chennai



Panel discussion at the Digital Media Summit



## Prominent Academic Events



Guests at the Sports Studies workshop



Sports Studies workshop in progress



Prof .R.Jaganathan, Head , Department of Geography, University of Madras at the Inauguration of National Workshop on Geographoc information System for the Sports Studies



A Panel discussion on 'Women Breaking Barriers through Sports '



Actor Madhavan recounting the Influence of women in his life at Women Breaking Barriers through Sports discussion on Women's Day



Director and Actor Ms. Lakshmi Ramakrishnan at the symposium on Women's Development Through the Ages



## Student Cabinet



Welcome Speech by Shivangi Rajesh, Prime Minister, Student Cabinet 16 – 17



The Chief Guest, Major D.M. Venkataraman, Principal, D.G.Vaishnav College during the Investiture ceremony



The Department of B.Sc Visual Communication being award the overall Abhilasha 2016 title



Address by the Chief Guest Smt. R. Rajalakshmi, Managing Trustee of IMCTF (Initiative for Moral and Cultural Training Foundation) during the Independence Day Celebrations.



Address by the Chief Guest Dr.Gayathri Girish at the Ganesh Vandana and Nand Mahotsav celebrations



VISH - 2017



Address by the Chief Guest Shri P. Unnikrishnan, Singer at the Valedictory of Shringar



Loyola College emerged as the Overall Winners of Jhankar 2017

## Training Calendar - 2016-2017

2016- 2017	Proposed Programme	
	First Fortnight	Second Fortnight
April 2016	Outdoor Interaction Programme for both Teaching and Non-Teaching Staff - "VISHNIC"	
June 2016	Professional development programmes on "Innovative Teaching Methodology and Dealing with teenagers"	
July 2016		Awareness Programme for Faculty on "Emergency Response"
August 2016	Training Programme for Non-Teaching Staff on "Tally"	
September 2016	Training Programme for Non-Teaching Staff on "MS Excel"	
October 2016	Professional development programme on "Leadership skills"	
		Training Programme for Non-Teaching Staff on "MS Word"
November 2016	Professional development programme on "Building Interpersonal Skill"	
	Training Programme for Non-Teaching Staff on "Social Etiquette".	
February 2017	Training Programme for Non-Teaching Staff on "English Communication".	
March 2017		Awareness Programme on "Fire Fighting Response"
April 2017		Professional development programme on "Emotional Intelligence"
		Faculty Development Programme on "Practice Before You Preach"
		Professional development programme on "Team Building"
		"Training for activities relating to Silver jubilee Celebrations of the College"





**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
**CHENNAI – 600 034**

**Annexure to Annual Report 2016 – 2017**





**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
**CHENNAI – 600 034**

**Faculty Development Programmes 2016 – 2017**

<b>Type of Programme</b>	<b>No. of Teachers attended</b>
Orientation/Refresher/Short term course	1
Total No. of faculty participation	1



**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
**CHENNAI – 600 034**

<b>S.No.</b>	<b>Department</b>	<b>Name of the Faculty</b>	<b>Type of Programme</b>	<b>Title of the programme</b>
1	Information Technology	Ms. C S Padmasini	COURSERA	R Programming