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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.

**2017 - 2018**

**Annual Number - XXVI**

## Editorial

*Those plugged into the news cycle or grapevines have been hearing these buzzwords: demographic change, shift in global power, technological disruption, artificial intelligence, climate change. Several individual thinkers and management consultancies have pointed to these realities as factors that are profoundly changing the world as we know it.*

*As an institution that believes in pro-actively responding to a rapidly changing environment, M.O.P. Vaishnav College has initiatives and programmes in place to tackle such shifts. The Centre for Excellence – established in our silver jubilee year, 2016-17 – is dedicated to working on this.*

*The college is known for its strong industry interface initiating curricular modifications. This is reflected in our guest lectures and workshops, workplace visits and internships.*

*We also give students the experience of global work culture and international higher education by forging agreements with companies and universities abroad. Students have undergone short study programmes at the Stuart School of Business, Illinois Institute of Technology, U.S.A.; University of Massachusetts, Lowell, U.S.A.; University of Montana, U.S.A.; and Vancouver Film School, Canada, to name a few.*

*Unimaginable developments are making many lives better today. However, on the flip side, climate change is an unfortunate reality of our world. The student cabinet of M.O.P. Vaishnav College put together a seminar on climate change, a great step towards spreading awareness about the issue.*

*M.O.P. firmly believes in the importance of giving back to society. We have a running programme of social responsibility to inculcate this value in students. As part of our silver jubilee celebrations, we declared 2017 - 2018 the Year of Daan, or charity. I am very happy to note that we were able to bring about real change through the Daan initiatives undertaken by the various departments. Besides, the college contributed around Rs. 2 lakh to the NGO Friends of Tribals Society, and Rs. 2 lakh to the Daan Utsav organised by CIOSA (the Confederation of Indian Organisations for Service and Advocacy.)*

*One more academic year of achievements and million thanks to the management, teachers, parents and students for this.*



**Dr. Lalitha Balakrishnan**

Principal

M.O.P. Vaishnav College for Women  
Chennai

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<b>Ms. R. Jayalakshmi</b>	- Asst. Prof. & Head, Department of English
<b>Ms. Akila Bharat</b>	- Asst. Prof., Department of English
<b>Ms. Vidhya Padmanabhan</b>	- Asst. Prof., Department of Journalism
<b>Ms. R. Anupama</b>	- Asst. Prof., Department of English

# **M.O.P. VAISHNAV COLLEGE FOR WOMEN**

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

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Shri. Gopal Agarwal	Shri. Ashok Kedia

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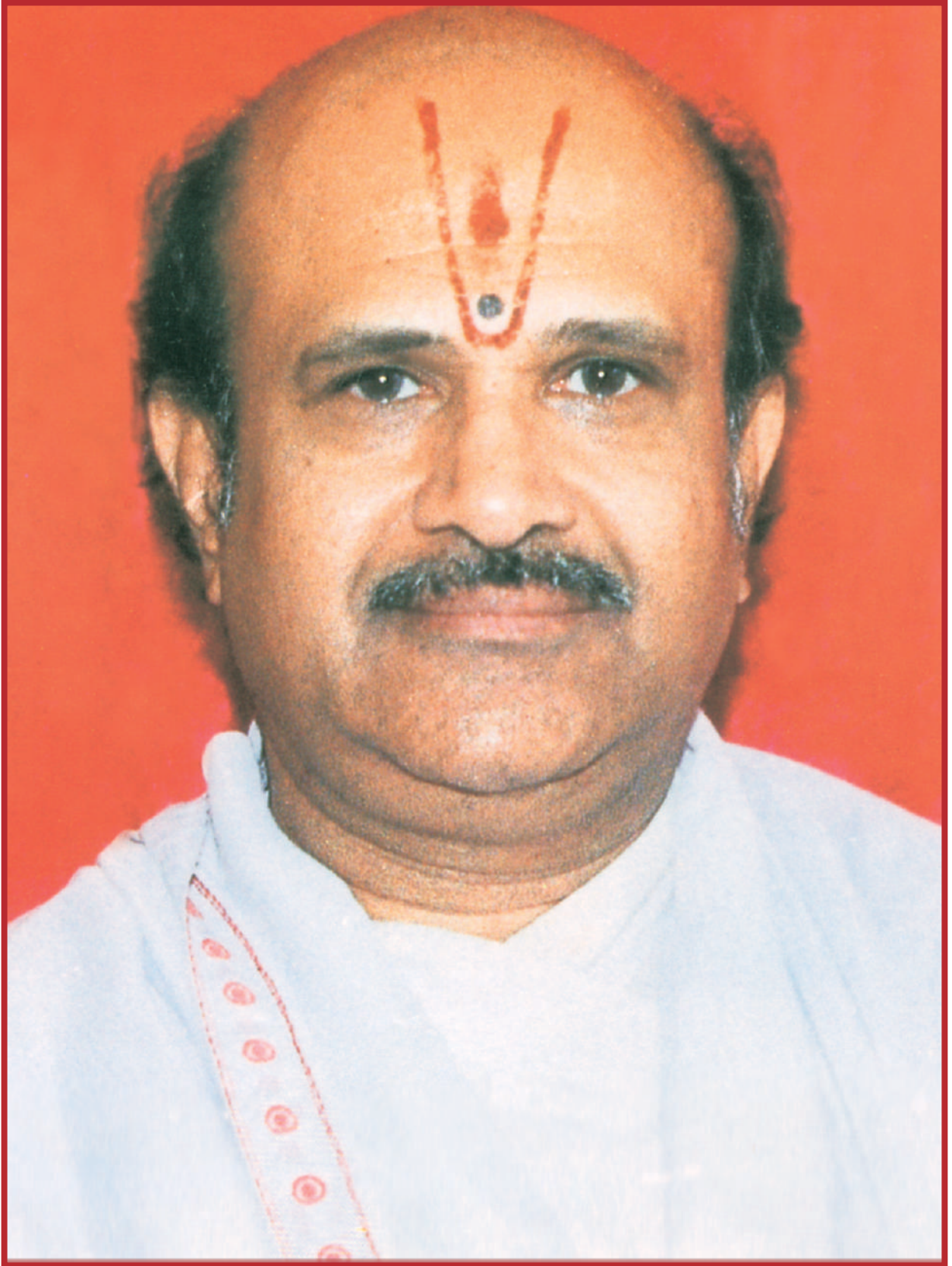


**THE PRESIDING DEITIES**



**Dewan Bahadur M.O.PARTHASARATHY AIYANGAR**





**HIS HOLINESS GOSWAMI SHRI MATHURESHWARJI MAHARAJ OF VADODARA**  
Patron, Shri Vallabhacharya Vidya Sabha

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Educationist



**Dr. (Mrs.) R. Santhi**  
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



Department of Sociology and Psychology



Department of English and Languages



Administrative Staff



Controller of Examinations Office Staff



Library Staff



Technical Staff



## College Day



Welcome Address by the Secretary  
Shri. Manoj Kumar Sonthalia



Journal Release



Chief Guest address, by Thiru. Sunil Paliwal, IAS,  
Principal Secretary, Department of Higher Education,  
Government of Tamil Nadu.



Cultural Bonanza



NCC Cadets receiving prize from the Chief Guest



Jubilant Winners

## Graduation Day



Release of the Graduate by The Graduate by the Chief Guest, Dr. Kiran Bedi IPS (Rtd), Lieutenant Governor of Puducherry ,



Chief Guest, Dr. Kiran Bedi IPS (Rtd), Lieutenant Governor of Puducherry, addressing the gathering.



Principal, Dr. Lalitha Balakrishnan, presenting the academic report.



Student receiving the endowment prize for the academic achievement.



Proud Graduate



## Silver Jubilee Valedictory Celebrations



Release of the Book :  
From the Beginning - The M.O.P. Vaishnav story,  
during Silver Jubilee Valedictory



Guest of Honour, Vice Chancellor, University of Madras,  
Dr. Prof. Duraiswamy addressing the gathering



Silver Jubilee Valedictory address by  
Prof. D P Singh, Director, National Assessment and  
Accreditation Council (NAAC)



Principal, Dr. Lalitha Balakrishnan, presenting a report  
on the activities of the Silver Jubilee Year



Cultural feast

# DAAN

## Kaushal Daan – UG Department of Business Administration



Distribution of Certificates to the participants after the completion of the skill training programme.



Skill Training in session –Chaat and Street food

## VIGYAN - Vaishnav Initiative for Gyaan Daan – Department of Computer Science



Dr. Lalitha Balakrishnan, Principal, M.O.P. Vaishnav College for Women, distributed the certificate of participation to the students of 'Ananya'



The students training the junior students of 'Ananya' in Basic Computer and Presentation skills

## Department of Electronic Media- Vrihi Daan



Animal care at the Besant Memorial Animal Dispensary



Preparing the feed for the cattle at Shankar Madham Ghoshala



### Department of Journalism –Samay Daan



Dr. Sridhar Vaitheswaran, Coordinator of Dem Cares, the dementia care programme at the Schizophrenia Research Foundation (SCARF), addresses students on the importance of spending time with the elderly.



Mr. Murugesan, a visually impaired senior citizen, was happy to share his experiences with Harini V of I.B.A. Journalism

### Department of Visual Communication – Rang Daan



Student volunteers after a daylong work of painting at Anganwadi, Kilpauk.



Aesthetic artwork by the students at the Corporation school, T-Nagar

### Department of Food Science Management-Anna Daan



Anna Dhaan at Little sisters of the poor - Home for the aged



Students of FSM at Little sisters of the poor- Home for the aged

### Department of B.Com A&F Shift I - Netra Daan



Dr. Mohan Rajan addressing the gathering on the importance of Netra Daan

### Department of B.Com A&F Shift II



Distribution of stationery at M.O.P. School .



Distribution of Books, Pens, Pencils Erasers and Sharpners as a part of Year of Daan

### Department of B.Com CS- Arogya Daan



Arogya Daan was a gift of health to the students of CSI.



Vice Prinicipal, Dr.D.Uthira gifting the medical and health products to the students of CSI.



### Department of B.Com Honours – Samay Daan



Students practice organic farming at Daya Sadan, Otteri.



Students with the Senior citizens

### Department of Marketing Management – Samay Daan



Students spending time with visually challenged girls of Lotus Blind Welfare Trust of India.



Students spending time with the underprivileged children at Balavihar, Kilpauk.

### Department of Psychology



Interactive session at Sri Ramakrishna Mission Sarada Vidyalaya Model Primary School, T. Nagar.



Activities conducted with the students in session

### Department of Mathematics – Ganith Daan



Students teaching at Assumption school



Students imparting mathematical knowledge to the students of M.O.P School.

### PG Department of HRM and MBA- Paaduka Daan



Donating Footwear to the school students Assumption Church School.



Students looking happy with their new shoes.

### Department of Sanskrit – Vastu Daan



Distributing books to the M.O.P School students.



Donating Stationery to the M.O.P School.



### Department of Sociology – Prakriti Seva



Joyful faces of Sociology students, after planting saplings in Kolathur Temple.



Students posing for a picture, after cleaning the Korattur Lake.

### PG Department of Commerce- Bhavishya Daan



An Overview on Bhavishya Daan



An Interactive Session with the students at Kotturpuram High School

### PG Department of Communication and Media Management – Abhiyan Daan



Public Relation campaign in session

### Department of Hindi - Anand Daan



Students at SRKK Vriddh Sevashram Nadiyambakkam, an old age home.

## **M.O.P. ANTHEM**

*Swabhiman Samman M.O.P. Mahaan Nav Vihaan (2)*  
*M.O.P. Ho Sadha Safal Rache Naye Ithihaz*  
*Nav Vihaan pade likhe Har Beti Bharath maa Ki Shaan Bade*

*Swabhiman Samman M.O.P. Mahaan nav Vihaan*

*Safal Saahasi ban Khar M.O.P. Naam Kare (2)*  
*Yahi Udheshya Yahi Kaamna Yahi Sankalp Yahi Sapna*  
*Raha Sadha M.O.P. ka*  
*Utham Siksha Swavilambhan Udhmitha Aur Samaj Seva (2)*  
*Raha Vishwas M.O.P. ka Kala me*  
*Kushal naach Ghaan me nipun*  
*Khel Kudh me Sarwa Pratham*  
*Lakshya M.O.P. ka*

*Unche Aadharsh Unche Vichaar Dhrud Nishchay Parishramapaar (2)*  
*Lekhar Gaye M.O.P. ko (2)*  
*Desh Videsh ke Usbaar*  
*Desh Videsh ke Usbaar*  
*Desh Videsh ke Usbaar!*



## International Internship



Business Idea Presentation at Stuart School of Business, Illinois Institute of Technology, Chicago.



Exchange programme on Global Environmental Issues – University of Montana.



Intensive Programme on Production, Animation and Special Effects at Vancouver Film School, Canada.



Students and Faculty at UMASS programme

## M.O.P. Yuva Sammaan Award



Chief Guest Ms. Mridula Ramesh, Founder, Sundaram Climate Institute and Executive Director of Sundaram Textiles Ltd. Giving a motivating speech during M.O.P. Yuva Sammaan Award Function.



Ms. Kirthi Jayakumar, founder of The Red Elephant Foundation, receives the M.O.P. Yuva Sammaan award



Carnatic Vocalist, Ms. Dharini felicitated with the M.O.P. Yuva Sammaan Award



National-Level fencer Ms. C.A. Bhavani Devi receives the M.O.P. Yuva Sammaan Award



M.O.P. Yuva Sammaan Awardees with the Management of M.O.P. Vaishnav College for Women. Chief Guest Ms. Mridula Ramesh is seen second from right

# Highlights of the Activities and Achievements 2017 - 2018

## 26th College Day

### Principal's College Day Report

Distinguished chief guest, Thiru. Sunil Paliwal, IAS, Principal Secretary, Department of Higher Education, Government of Tamil Nadu, 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 2017 – 2018.

***Education is the manifestation of divine perfection already existing in Man'***

– ***Swami Vivekananda***

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

The yearlong ***Silver Jubilee Celebrations*** culminated in the Valedictory Celebrations on July 13, 2017. Prof. D P Singh, Director, National Assessment & Accreditation Council was the Chief Guest and Prof. P Duraisamy, Vice - Chancellor, University of Madras was the Guest of Honour.

The ***MOP Anthem*** was launched during the celebrations.

The souvenir '***From the Beginning - The M.O.P. Vaishnav College Story***' was released.

#### **Providing academic excellence**

- The college organized a ***Course Overview Exhibition*** in August 2017 for school students to create awareness on the various courses available in the institution. The event hosted 30 schools and more than 600 students.
- The college offered 16 ***Inter-Disciplinary Certificate Programs*** in the fourth and fifth semesters.
  - 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 & Jewelry Making
  - Handmade paper products
  - Blouse making
  - Chinese cuisine & baking
- 16 **Online certificate courses** from the following prestigious universities & B Schools across the globe completed.
    - Stanford University
    - Duke University
    - Berkeley college
    - University of British Colombia
    - Edinburg University
    - IIM Bangalore
    - University of Madras
    - Alison – Saylor Foundation

### **Developing self-reliant individuals**

With the ‘Skill India’ objective in mind, several initiatives were undertaken.

- **Global Entrepreneurship Summit - ‘Fireside Chat’** was organised in association with the US Consulate, Chennai. A panel discussion was held among seven top women entrepreneurs across South India. The discussion was moderated by Ms. Lauren Lovelace, Consul for Public Diplomacy, US Consulate, Chennai.
- The 20th edition of **M.O.P. Bazaar** was laid out in the form of streets, each having a unique name and holding a total of 86 stalls run by 275 students. The streets were:
  - Food Street – Khao Galli
  - Games street – AattamKondattam
  - Apparels Street – Rue de la Mode
  - Accessories Street – Bela Vojo
  - Assorted Street – AnjaanSadak



Besides the usual sales there were competitions, mime show and lucky dips to enliven the proceedings. ***The two-day event recorded a turnover of Rs.16, 70,706 with the profit of Rs. 4,13,843.***

- ***Akriti***, a mock company run by the students of B.Com (CS) celebrated its 11<sup>th</sup> anniversary and declared 100% dividend to its shareholders for the 11<sup>th</sup> time. The core team actively undertakes event management for several corporate events.

### **Providing Career Opportunities**

- ***The International Summer Course*** was an opportunity for the students to get global exposure. In the year 2017,
  - 15 students from the School of Media visited the **Vancouver Film School, Canada** for a course on Film Production,
  - 25 students visited the **University of Illinois, Chicago** for the Global Business Immersion Program and
  - 13 students visited the **University of Massachusetts, Boston** for a course on Entrepreneurial development and Leadership.
- The ***Placement Cell*** of the college successfully placed 214 students this academic year. The highest salary offered is Rs 4.5 Lakhs per annum.
- Students undergo a rigorous ***internship*** during the summer vacation for four to six weeks at the end of the second year of the degree programme. Internship provides the training ground for the students to acclimatize and excel in the work place. Prominent companies offering internships are Ernst and Young, ITC and Goldman Sachs.

### **Prominent internship achievements**

- ***Sharanya Anguraj (B.A.Soc)*** – Fei Yue, Community Service, Singapore
- ***Rajoo M (B.Com A&F-I)*** – ‘Best Ambassador Award’ – Paper Boat
- ***Lavanya S (M.Sc FTM)*** – Development of Guava puree ice cream – Hatsun Agro Products Ltd

### **Creating Socially Responsible Citizens**

- ***Year of Daan***
  - ***Vigyan*** – Vaishnav Initiative for GyaanDaan Skills - Basic Computer skills for school children
  - ***Kaushal Daan***– Initiative for imparting livelihood skill training
  - ***Pustak Daan***–Donation of books to school children
  - ***Netra Daan***–Eye donation pledge
  - ***Ganith Daan***– Imparting mathematical knowledge to under privileged students
  - ***Samay Daan***– Spending quality time with children, elders and animals
  - ***Prakriti Seva***–Planting of saplings in temples and cleaning of lakes
  - ***Bhavishya Daan***–Career Guidance For School Students

- ***Vastu Daan***– Contribution of essential stationery items to underprivileged school students
  - ***Arogya Daan***– Free medical checkup & nutrition counseling
  - ***Paduka Daan***– Contribution of basic footwear
  - ***Rang Daan***–Painting and decorating the walls of corporation schools
  - ***Vrihi Daan***–Provision of grains and food to domestic animals
  - ***Aanand Daan***– Celebration of festivals with elders in home for the aged.
  - ***Vikas Daan***–Personality Enrichment Program for school students
- The college continued to provide breakfast for 100 underprivileged children in two schools under the banner of '***Aahaar***'.
  - Contribution of ***Rs.2,00,000/-*** each was made to ***Friends of Tribal Society*** and to the ***Confederation of Indian Organizations***.
  - ***MOP CRS @ 107.8*** in its 13<sup>th</sup> year continues to cater to the needs of the community. MOP community radio station organized several outreach programs of social significance with campaigns on:
    - Responsible Solid Waste Management
    - Thanni Da – Save water
    - Orukadhaai Sollata Sir – Awareness on the importance of Tamil art form
    - Food wastage management
    - Tuberculosis awareness
    - Health campaigns

### **Infrastructure improvements**

This year a ***Language lab*** and a ***Psychology lab*** were inaugurated for students to get hands on experience.

A ***Green Matte studio*** was inaugurated for the purpose of film making and media production.

### **Prominent College Activities**

#### • **Yuva Sammaan Awards Ceremony**

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

- ***Performing Arts***  
K Dharini – Carnatic Singer
- ***Sports***  
C.A. Bhavani Devi – Fencing Champion
- ***Entrepreneurship***  
Kirthi Jayakumar – Founder, Red Elephant Foundation

- **The Internal Quality Assurance Cell**

The IQAC of the college organized a ***National Seminar on the ‘Role of Autonomy and Quality Assurance in Higher Education’***. The seminar was inaugurated by Dr.P. Duraisamy, Vice Chancellor, University of Madras. *Experts and participants from 8 universities, 4 B Schools and 30 colleges attended the seminar.*

- ***Workshops for teaching & non-teaching staff***
  - Institutional Assessment & Accreditation by NAAC – The New Framework
  - Goods & Services Tax
  - Women & Wellness
  - Data Analytics
  - Advanced tools in Excel
  - Team building skills
  - Practice before you preach
  - Health awareness & Acupressure
- ***MOM’s Club workshop***
  - MOP Culinary MOM

- ***Graduation Day 2013 – 16 batch***

- 1004 graduates
- 12 graduates - I Class with Exemplary
- 336 graduates - I Class with Distinction
- 572 graduates - I Class
- Chief Guest – ***Dr. Kiran Bedi, IPS (Retd.)***,Honourable Lieutenant Governor of Puducherry

- ***Student cabinet elections***

Citizenship training is imparted to the students through cabinet elections. The election is conducted in three distinct phases - selection, campaign and election phase.

- ***Cultural Activities***
  - *Abhilasha* – July 29<sup>th</sup> 2017
  - *Shringar* – December 4<sup>th</sup> to 6<sup>th</sup> 2017
  - *Jhankar* – January 6<sup>th</sup> to 8<sup>th</sup> 2018
- ***Sports***
  - Representation in 28 sports and games.
  - International Players – 115
  - National Players – 740
  - Tournaments won – 87

***International Sports Champions***

- ***Selena Selvakumar (Table tennis)***
  - Hat-trick gold – Egypt Junior & Cadet Table Tennis Open, Sharm El Sheikh
  - Bronze – Junior Singles, Slovenia Junior World Ranking Competition
- ***Yashni (Table Tennis)***
  - Gold – Junior Girls Singles – World Circuit Jordan Junior
- ***Sunayna Kuruvilla (Squash)***
  - Bronze – Asian Junior, Jordan
  - Under 19 National Champion (Second Consecutive year)
  - Represented India – World Junior Championship, New Zealand
- ***Hemalatha D (Cricket)***
  - Part of India A squad to play against England and Australia in T20
- ***Harivardhini (Chess)***
  - Best Women Player – Penang International Chess Championship
- ***Mahalakshmi M (Chess)***
  - 1<sup>st</sup> Place – Sunway Sitges, Spain
  - 2<sup>nd</sup> Place – Rilton Cup, Sweden
- ***Monnisha G K (Chess)***
  - 4<sup>th</sup> Place – Asian Indoor Rapid Tournament, Turkmenistan
  - CM award for ‘Best Women International player’
- ***Saranya Y (Chess)***
  - 2<sup>nd</sup> Place – Sharjah Open
- ***Shrinidhi Natrajan (Football)***
  - Represented India – Dana Cup, Denmark
- ***VASPO – Vaishnav Sports – January 29<sup>th</sup> – February 1<sup>st</sup> 2018***
  - Participating states – 4
  - Participating teams – 30 (18 In-station & 12 Out-Station)
  - Overall trophy winner – St. Joseph College, Chennai
  - Chief Guest - Mr. Ramesh Krishnan, Former International Tennis player
  - Guest of Honour- Mr. Washington Sundar, Indian Cricketer
- ***Annual Sports Day 2018 – February 5<sup>th</sup> & 6<sup>th</sup> 2018***

This year the Annual Sports Day was a two day event with departments competing with each other in various sports and inter departmental games. There were also events for staff and alumni.

- **NCC**

Students of the NCC unit of the college emerged winners of the Inter collegiate event “CADO FIESTA” by Dr. Ambedkar Law College. Three NCC students of the college participated in the Republic day Parade held at New Delhi this year.

### **Student Achievement**

#### ***Prizes won in inter collegiate co-curricular & extra-curricular activities***

- I prizes– 142
- II prizes – 111
- III prizes – 52

***Overall trophies won – 20***

#### ***Student Research***

- ***Publications***
  - International – 8
  - National – 7
- *Paper presentations* – 16
- *Poster presentations* – 20
- *Seminars / Conferences* – 17

### **Department Activities & Highlights**

- Guest Lectures – 159
- Workshops – 75
- Field visits – 27
- Exhibitions – 4
- OBT & Eco Visits – 7
- National Symposium on Climate Change

### ***MBA***

- BUSTLE – National level Corporate Quiz
- ZEST – Inter Collegiate Management Fest
- Breakfast with CEO series
- Rendezvous writers and book review session with authors
- New Vistas for the Millennials – Management Education Program
- Management talk series
- Union Budget Panel discussion

### ***M.A. HRM***

- Spectra – HR Conclave
- Contemporary Research Techniques in Social Science – Two day Capacity Building Workshop
- Think Tank Expositions
- CAPAC – Case Analysis & Practical Applications of Concepts

### ***BBA***

- **Ignite 2017 - National Entrepreneurship Summit**

The event played host to 23 speakers and more than 300 participating budding entrepreneurs. Ignite was a forum to create and exchange ideas on entrepreneurship. It had Technical sessions, Panel discussions, Entrepreneurial aptitude assessment and Innovative business model presentations.

### ***Department of Commerce***

- Power talk series
- Marketing Conclave 1.0
- Annual Students Workshop series – 21 workshops in a single day

### ***B.Sc (Maths)***

- **Regression Analysis** – National level seminar

### ***B.A (Sociology)***

- ‘Juvenile Justice in India – Crisis to Cure’ – National Symposium
- ‘Nagari’ – National conference on Contemporary themes in Urban studies
- ‘Opportunities & Challenges of Urbanization in India’ – Student Paper presentation competition

### ***B.Sc (Psychology)***

- Psycho - Oncology – One day workshop
- Psy Bonanza – Inter-departmental activities

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

- **Beyond Breads**

### ***Department of Computer Science***

- **Two day FDP**
  - Research Documentation using LaTeX
  - Data Analytics using R Tool
- Cyber Crimes & Digital Forensics – One day workshop – Centre of Excellence in Digital Forensics

### ***School of Communication & Media Studies***

- **‘Inspire’ - International Summit on Film making**

The summit was a Confluence of ideas in media & films which included Technical sessions by eminent speakers, Hands on workshops by experienced technicians and Panel discussions. ‘Inspire’ was inaugurated by Mr. Robert G Burgess, US Consul General in Chennai. Dr. Vyjayantimala Bali was honoured and presented the ‘Living Legend’ award for her contribution to Indian cinema and performing arts.

### ***B.Sc (Visual Communication)***

- **Intra mural & Alumni workshops**
  - Doodling
  - Photography
  - Industrial Typography
- Ad - Film Making – Two day workshop

### ***B.Sc (Electronic Media)***

- **Model United Nations**

### ***B.A (Journalism)***

- Box Speaker – ‘Should the right to privacy be made a fundamental right in India?’
- Current Affairs – Quiz
- Face off – Panel Discussion
- MOP Newsletter – Every quarter

### ***M.A (Communication) & M.A. (Media Management)***

- **PR Campaigns**
  - Voices – Media Sense & Sensitivity
  - Save the Drop – Water matters
  - Inner strength – Awareness on Cerebral Palsy

### ***Department of English***

- 378<sup>th</sup> Madras Day celebration
- Inter – collegiate quiz
- Poetry Festival

### ***Department of Hindi***

- National seminar – Tamil Nadu Hindi Sahitya Academy
- Hindi Day & Poets’ Meet

### ***Centre of Women’s Studies***

- Inter departmental Elocution - Portrayal of Women in Literature & Performing Arts.

### **Research Highlights**

- **Dr.S.Jaishree& Dr. Sandhya Rajashekar** completed a **Minor Project** under the University of Mysore - '*Digital Literacy and Underprivileged Girls: A study of access, competency, application and outcomes*'.
  - Research publications – 53
  - Paper presentation – 31
  - Seminars / conferences – 51
  - Workshops – 25
  - Refresher programs / FDP's – 6

### **Staff Achievements**

- **Dr. Lalitha Balakrishnan - Principal**  
**Resource Person**
  - Madras Management Association
  - Tamil Nadu School Principal's Conference, CII
  - DIWWAAAS – World Diabetes Day
  - University of Madras
  - Nandhanam Government Arts College – 'Entrepreneurship – An Economic Perspective'**Member** - General Council – NAAC \
- **Dr. Sudha Trivedi**
  - **Award** - 'Lalleshwari Sharda Samman' by Hindi Kashmiri Sangam & Kendriya Hindi Sansthan
- **Ms. Krishnaveni S**
  - **Paper presentation** – World Summit on Advances in Science, Engineering & Technology, Cambridge – UK
- **Dr. Nisha U**
  - **Guest Editor** – NET Journal of Business Management
  - **Best Research Paper Award** – International Journal of Human Resource Management
- **Ms. Devi Sri**
  - **Summer Program** - Attended the 'International Global Health Summer School' - Ben-Gurion University of the Negev, Israel

### **Staff additional qualification**

- **Dr. Radha D** \– Ph.D in Computer Application
- **Dr. Sakthi Kumaresh** – Ph.D in Computer Science
- **Dr. Brindha R** – Ph.D in Computer Science
- **Dr. Anusha S** – Ph.D in Sanskrit



- *Dr. Priyanka Sh2arma* – Ph.D in Management
- *Dr. Madhumathy* – Ph.D in Commerce

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 examination 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.

M.O.P.'s journey of redefining women's education for more than 25 years has seen challenges, growth and glory. As we look back with a sense of pride at the year that was, we reaffirm our commitment to provide quality education.

**Thank you**

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

S.No.	Endowment	Category	Name of the Student
1	Smt. Shakuntala Gupta Endowment Prize	Best Student of the Year of the college	Kavya Sree Kumar III B.A Journalism
2	Champakam Endowment Prize	Best Intern of the College	
3	Shri. M.O.Parthasarathy Aiyangar Endowment Prize	Proficiency in Extra Curricular & Co-Curricular Activities	Shruti Srivatsan III B.Com Accounting & Finance (Shift I)
4	Dr. A. Thiruvengadathan Endowment Prize	Proficiency In Co-Curricular and Extra Curricular Activities	Anupama Viswanath III B.Com. Accounting & Finance (Shift II)
5	Shri Jayagovind Harigopal Agarwal Meritorious Award	Best Paper Presentation at the postgraduate level	Sanjana Uppili, Lavanya S and Rushda Rasheen, I M.B.A.
6	Dr.A.Thiruvengadathan Endowment Prize	Best Paper Presentation at the undergraduate level	Sanjana Sharoff III B.Com. Accounting & Finance (Shift I)
7	Prof. S. Radhakrishnan Endowment Prize	Best Socio-Economic Project	Nitya B, Ashitha A R and Nikitha Rajesh I B.B.A. (Shift I)
8	Shri. B.S. Raghavan Endowment Prize	Proficiency In Sports	Nethra L I M.B.A.
9	Shri Govindas Purushothamdas Endowment Prize	International representation in sports	Sunaina Kuruvilla B.Sc. Visual Communication
10	Champakam Endowment Prize	Best NCC Cadet	Sasmitha K III B.B.A. (Shift I)
11	Champakam Endowment Prize	Excellence In Fine Arts	Janani Hamsini N III B.Sc. Electronic Media
12	Smt. Rukmani Shamadas Memorial & Prime Academy	Excellence In Fine Arts Prize	Abirami B III B.Com Accounting & Finance (Shift I)
13	Dr. K. Nirmala Prasad Endowment Prize	Excellence In Fine Arts	Shankari R S III B.A. Sociology
14	Mother Teresa Endowment Prize	Active Participation in Social Service	Shruti Siotia III B.A. Journalism.
15	Shri. Krishnadas Purushothamadas Endowment Prize	Best Student Entrepreneur at M.O.P. Bazaar	Vandana D Mehta Swapnika Modi and Sanskriti Bahadur III B.Com. Honours
16	Dr.K. Nirmala Prasad Endowment Prize	First Place In Inter Collegiate Quiz	Akash K S and Sai Prashanth of NIT Trichy

S.No.	Endowment	Category	Name of the Student
17	Smt. Lakshmi & Sri Kanhaiyalal Marfatyia Endowment Prize	Best Outgoing Student of MBA	Niveditha V
18	Champakam Endowment Prize	Best Outgoing Student of M.A. Communication	Anmol Kiran S
19	Society of Auditors Endowment Prize	Best Outgoing Student of M.Com	Abhinaya M.
20	Shri.V.V.Sabha Endowment Prize	Best Outgoing Student of M.A HRM	Arthi Bhaskar
21		Best Outgoing Student of M.A. MM	Vinithra R
22		Best Outgoing Student of M.Sc. FTM	Pooja Mohan
23		Best Outgoing Student of M.Sc. IT	Vaijyanthi V
24		Best Outgoing Student of B.Com. A &F Shift 1	Sruti Srivatsan
25		Best Outgoing Student of B.Com. A&F Shift 2	Neeraja Pramila CH
26		Best Outgoing Student of B.Com. CS	Anjana Alagamai P
27		Best Outgoing Student of B.Com. MM	Monikha T
28		Best Outgoing Student of B.Com Honours	Subiksha B.
29		Best Outgoing Student of B.B.A Shift I	Nivedhitha Sridhar
30		Best Outgoing Student of B.B.A Shift II	Aastha D
31		Best Outgoing Student of B.C.A	Srividya Satish P
32		Best Outgoing Student of B.Sc. Mathematics	Akhila C
33		Best Outgoing Student of B.Sc. Vis Com	Chahat Malhotra
34		Best Outgoing Student of B.Sc. EM	Shridha Dugar
35		Best Outgoing Student of B.A. Sociology	Shankari R S
36	Champakam Endowment Prize	Outstanding Student of Sanskrit	
37	Smt. Sudha Haridas Endowment Prize	Best Outgoing Student of B.Sc. Computer Science	Pranathi G
38	Champakam Endowment Prize	Best Outgoing Student of B.Com Accounting & Finance (Shift II)	Anupama Viswanath

S.No.	Endowment	Category	Name of the Student
39	Smt. Akila Neelakantan Endowment Prize	Best Outgoing Student of B.A Journalism	Janani H
40	Shri P. Haridas Endowment	Best Outgoing Student of B.Sc. FSM	Monisha M
41	Champakam Endowment Prize	Outstanding Student of English	Anagha Natraj IIIB.A. Journalism
42		Outstanding Student of I Tamil	Sneha Rose Victoria M III B.A. Journalism
43		Outstanding Student of Hindi	Parvathy R G B.Sc. Computer Science
44		Outstanding Student of French	Janani Suri B.A.Journalism
45	Shri. V.V.Sabha Endowment Prize	Overall Proficiency in M.A. Communication	Archana Jairam
46		Overall Proficiency in M.A HRM	Roshni P
47		Overall Proficiency in M.A MM	Amrita S
48		Overall Proficiency in M.Sc. FTM	Aaradhana A
49		Overall Proficiency in M.Sc. IT	Pooja Bokdia
50		Overall Proficiency in MBA	Niveditha V
51	Society of Auditors Endowment Prize	Overall Proficiency in M.Com	Bency A Philip
52	Shri. B.K.Goenka Endowment Prize	Overall Proficiency in B.Com A&F S-I	Srivarshini S
53	Shri Harikrishna Jhaver Endowment Prize	Overall Proficiency in B.Com A&F S-II	Devanshi D Mehta
54	Society of Auditors Devanshi D Mehta	Overall Proficiency in B.Com CS	Anjana Alagamai P
55		Overall Proficiency in B.Com MM	Hitanshi Jain N
56	Shri.S.R. Damani Endowment Prize	Overall Proficiency in B.B.A. (Shift - I)	Vaishnavi S
57	Smt.T.V. Kalpagam Devanshi D Mehta	Overall Proficiency in B.Sc. Computer Science	Haripriya G
58	Smt. Shantaben R Bhatt award	Overall Proficiency in B.Sc. Visual Communication	Chahat Malhotra
59	Champakam Endowment Prize	Overall Proficiency in B.A. Journalism	Kavya Sreekumar
60	Smt.Rama Devi Goenka Endowment Prize	Overall Proficiency in B.Sc. Food Science Management	Roshni B

S.No.	Endowment	Category	Name of the Student
61	Shri. V.V.Sabha Endowment Prize	Overall Proficiency in B.Com A&F (Shift II)	Pavithra V
62		Overall Proficiency in B.Com Honours	Haritha V
63		Overall Proficiency in B.B.A. (Shift II)	Sri Kaatyayani T
64		Overall Proficiency in B.C.A.	Aamna Zainab I
65		Overall Proficiency in Mathematics	Vasunthra V
66		Overall Proficiency in B.Sc. Electronic Media	Shridha Dugar
67		Overall Proficiency in B.A. Sociology	Nandhinidevi S R
68	Computer Access Endowment Prize	Best Project in MBA	Nireeha VV
69	Smt. Mani Parvathi Endowment Prize	Academic Topper in Managerial Economics in MBA	Heena Jain
70	Prof. M. Ekambaranathan Endowment Prize	Financial Analysis of Balance Sheet for Financial & Management Accounting	Niveditha V II M.B.A.
71	Late Prof. Labdhi Bandari Endowment Prize	Best Project on “New Product Introduction”	Rushda Rasheen Lavanya S and Sanjana UppiliI, M.B.A.
72	Shri Krishnaswamy Endowment Prize	Best Video Documentary in M.A. Communication	Dheenasha N Haripriya M Monika S Srilibiriya A K
73	Champakam Endowment Prize	Best Experimental Research in M.Sc. Food Technology Management	Indrani Mukherjee
74	Dr. M. Swaminathan Endowment Prize	Maximum no. of Research Projects and Presentations in M.Sc. FTM	Salma Sayeed
75	Smt. Diwaliben U Trivedi Endowment Prize	Best PR Person	Sneha Jain U II M.A. M.M.
76	Shri B.K. Goenka Endowment Prize	Best Event Manager	Sarumathi Gajapriya P II M.A M.M.
77	Shri Sultan Chand Dropadi Memorial Endowment Prize	First Rank in Introductory Accounting & Accounting for Companies	Prerna K II B.Com Accounting & Finance (Shift I)
78			Nivedita N II B.Com A & F (Shift II)
79			Nandhini B II B.Com A & F (Shift II)

S.No.	Endowment	Category	Name of the Student
80	Shri. K.K. Maheswari Endowment Prize	CA - Foundation Topper	Romitha P V Suba Nagarajan II B.Com. Honours
81		CA - Inter Topper	Haritha V III B.Com. Honours
82	Shri Parasaran Golden Jubilee Endowment Prize	Proficiency In Law	Ananthlakshmi M K II B.Com. A & F (Shift I)
			Bala Swetha S II B.Com. A & F (Shift II)
			Nandhini T II B.Com. A & F (Shift II)
			Thamilarasi A III B.Com. C.S
			Vaishnavi S III B.B.A. (Shift I)
			Sri Kaatyayani T III B.B.A. (Shift II)
			Priyadharshini N II B.Com. M.M.
			Romitha P V II B.Com. Honours
83	Desikachari Endowment Prize	Best Presentation on Marketing Research	Divya Golecha Nisha B. Jain Vaishnavi S. III BBA (Shift I)
84	Dr. K. Nirmala Prasad Endowment Prize	Best Project in B.Sc. Computer Science	Likitha V
85		Best Essay	Yagna S I B.A. Journalism
86		Best Documentary	Janam Hamsini N III B.Sc. Electronic Media
87	Shri. M.L. Gupta Endowment Prize	Best FM Communicator	
88	Shri. R. Suryanarayanan Endowment Prize	Best Project in B.C.A	Akshara T Menon
89	Shri.P. Haridas Endowment Prize	Best Project in B.Sc. Mathematics	Kamali P Yogalakshmi C
90	Nita Narasimhan Endowment Prize	Best Student of B.Sc. Visual Communication	Prashanthi Kausalya
91	Appu Rao's Endowment Prize	Best Photographer of the Year	Deepika M K III B.Sc.Vis Com
92	Shreyas Endowment Prize	Best Graphic Designer	Jeytarika J II B.Sc.Vis Com



<b>S.No.</b>	<b>Endowment</b>	<b>Category</b>	<b>Name of the Student</b>
93	Shri A.Z. Ranjith Endowment Prize	Excellence in Fine Arts	Annapoorna Mahesh, II B.Sc.Vis Com
94	Shri. M.L. Gupta Endowment Prize	Best Visualizer	Raechel Rachna Sajiv, Prize III B.Sc.Vis Com
95		Best Business Journalist	Shruthi S III B.A Journalism
96		Best Political Reporter	Heena R Manghani II B.A. Journalism
97	Shri Kishan H Shah Endowment Prize	Best Audiographer	Shridevi K II B.Sc. Electronic Media
98	Vaishnav Vanik Mahila Mandal Endowment Prize	Best Broadsheet	Abinaya B Kirthika S Nandhini L Sweatha Jain U S and Vandana C II B.A. Journalism
99	Smt. Rama Devi Goenka Endowment Prize	Best Experimental Research in B.Sc. FSM	Monisha M, III B.Sc. FSM
100	Mrs. Shymala Sivaraman Endowment Prize	Best Culinary Expertise in B.Sc. FSM	Veena P
101	Priyanka Mohanarangan Endowment Prize	Meritorious Student of B.Sc. FSM	Taniya Kapoor
102	Aachi Manorama Endowment Prize	Best Paper Presentation on an Intra-Mural level	Divya Prabha S II B.A. Sociology.

## OVERALL TROPHIES WON AT OTHER COLLEGES

**2017-18**

S.No.	PARTICULARS
1	<ul style="list-style-type: none"> <li>• MBA students won overall trophy at Ethiraj College for Women</li> <li>• The students of MBA Sanjana Uppilli and Lavanya S - won a cash prize of Rs. 50000/- for the best business plan at Jansons B School.</li> </ul>
2	The Post graduate department of Commerce won overall trophy at Shri Shankarlal Sundarbai Shasun Jain College for Women.
3	Departments of Commerce won overall trophy at <ul style="list-style-type: none"> <li>• Stella Maris College for Women</li> <li>• GSS Jain college for women</li> <li>• Guru Nanak College</li> <li>• Loyola college</li> <li>• Shri SSS Jain College for Women.</li> </ul>
4	The team from B.Com. (Accounting & Finance Shift I) comprising Sanjana Sharoff, Nirali Shah, Laachi, Amrita Iyengar & Shweta S.H. won a cash prize of Rs. 10,000/- for Best Business Idea at Maverick Mind @ 2030 conducted by Potential genesis HR Services LLP.
5	The Department of BBA won overall trophy at Guru Nanak College & Chennai Business School.
6	Sainikita & Kritika R of BBA (Shift I) won the Best Paper award in the National Level Seminar at G.S.S. Jain College Nivedhitha Sridhar, Rhea Garg, Malavika and Shraddha won best paper award at the International Conference conducted by SRM University they also won a cash prize of Rs. 3000/ each).
7	The Department of B.Sc. Mathematics won overall trophy at : <ul style="list-style-type: none"> <li>• Loyola College</li> <li>• DRBCC Hindu College</li> <li>• D.G. Vaishnav College</li> <li>• Madras Christian College</li> <li>• Women's Christian College.</li> </ul>
8	Students of B.SC. Food Science and Management, Shree Janani A., Roshni B., Monisha M., Taniya Kapoor and Swarnalakshmi V- won Best Stall award at Health Mela conducted by University of Madras and Adyar Cancer Institute.
9	Department of Journalism and Vis Com won overall trophy at Stella Maris College.
10	Department of BCA won overall trophy at Patrician College of Arts & Science.
11	Divya Prabha of II B.A. Sociology won best speaker award at Elihu Yale Debate conducted by Indo American association.

12	Department of Hindi were the overall winners at Stella Maris College.
13	Suman Raj Purohit of B.Sc. Mathematics won a cash prize of Rs. 25000/- & The Shri Bharat Bhushan Goyal Trophy for All India Poetry Writing Competition conducted by Anna Adarsh College.
14	The Parimala Krishnaswamy Trophy for Bharatiyar paadalgal was awarded to Rishi Priya P & Supriya R of I B. Com. (A&F Shift II).
15	The NCC contingent were the overall winners at Cado Fiesta conducted by Tamil Nadu Dr. Ambedkar law University.
16	<p>The students of the college won overall at the cultural conducted by</p> <ul style="list-style-type: none"> <li>• Asan Memorial College of Arts &amp; Science</li> <li>• Justice Basheer Ahmed Sayeed College for Women</li> <li>• MGR Janaki College for Women.</li> </ul>

## GRADUATION DAY

RANK LIST	
1	Poojitha K - Shri Harishankar Agarwal Endowment Prize for securing 1 <sup>st</sup> rank in MBA
2	Divya R - Shri S Parathasarathy Endowment Prize for securing 1 <sup>st</sup> rank in M.A (Communication)
3	Nantha S - The Champakam Prize for the 1 <sup>st</sup> rank in M.A(Media Management)
4	Mahalakshmi M R - The Shri VV Sabha Endowment prize for the 1 <sup>st</sup> rank in M.A (Broadcast Communication)
5	Manasa C - Smt. Ramadevi Goenka Endowment Prize for the 1 <sup>st</sup> rank in M.Sc. (Food Technology and Management)
6	Lakshmi E - The Champakam Prize for the 1 <sup>st</sup> rank in Msc.(IT)
7	Kriti S - The Fraser and Ross Prize for the 1 <sup>st</sup> rank in B.Com(Accounting and Finance)
8	Sai Lakshmi V - The Rangaswamy Academy for Fiscal Research Prize for the 1 <sup>st</sup> rank in B.Com (Corporate Secretaryship) & 2 <sup>nd</sup> Rank in Tamil
9	Mitali Chordia - The Shree V V Sabha Endowment Prize for the 1 <sup>st</sup> rank in B.Com (Marketing Management)
10	Ananya Premkumar - The Shri V V Sabha Endowment Prize for the 1 <sup>st</sup> rank in B.Com (Honours)
11	Dimpi T Modi - The Shri Narayana Giridhardas Rani Bai Narayandas Prize for the 1 <sup>st</sup> Rank in BBA
12	Sai Saranya K - Shri Narayan Giridhardas Rani Bai Narayandas Prize for the 1 <sup>st</sup> rank in B.Com (Information Systems Management)
13	Subhashree K R - (Late) Shri V.Anandakrishna Chetty Endowment Award for securing the 1 <sup>st</sup> rank in B.Sc Computer Science & The Sripad Award for securing 1 <sup>st</sup> rank in Sanskrit
14	Suvetha S - Shri M D Srinivas Endowment Prize for the 1 <sup>st</sup> rank in B.Sc. (Mathematics)
15	Anusha R - (Late) Shri M L Gupta Endowment Prize for the 1 <sup>st</sup> rank in BCA
16	Vijayatha A R - Shri.P Haridas Endowment Prize for the 1 <sup>st</sup> rank in B.Sc. (Visual Communication)
17	Shradha R - The Champakam Endowment Prize for the 1 <sup>st</sup> rank in B.Sc (Electronic Media)
18	Soundarya J - Shri. M.A Rajagopalan Prize for the 1 <sup>st</sup> rank in B.A (Journalism)
19	Sakina M - Rajalakshmi Narayanaswamy Prize for the 1 <sup>st</sup> rank in B.Sc (Food Science and Management)& 2 <sup>nd</sup> Rank in Hindi
20	Ashmita Japsen- Shri M V Cunniah Chetty Endowment Prize for the 1 <sup>st</sup> rank in B.A (Sociology) & 3 <sup>rd</sup> Rank in English



21	Swarna M - B.A Journalism gets the Sripad Award for the 1 <sup>st</sup> rank in English
22	Aparna D C - B.Com A&F - The Champakam Prize for 1 <sup>st</sup> rank in English & 4 <sup>th</sup> rank in B.Com (Accounting and Finance)
23	Aruna V of B.Sc Mathematics gets the Champakam prize for securing 1 <sup>st</sup> rank in Tamil
24	Priyadarshni S of B.Com Accounting & Finance gets the Champakam Prize for securing 1 <sup>st</sup> rank in Tamil
25	Neha Rana of B.A Journalism gets the Shri Govinddas Purushottamdas Endowment Prize for securing 1 <sup>st</sup> rank in Hindi
26	Alisha G Jain of B.B.A gets the Champakam Prize for the 1 <sup>st</sup> rank in Hindi and 2 <sup>nd</sup> rank in BBA
27	Bhavya D of B.Com (Accounting and Finance) gets the Champakam Prize for the 1 <sup>st</sup> rank in Sanskrit
28	Sahana Giri of B.Sc Mathematics gets the Champakam Prize for the 1 <sup>st</sup> rank in French
29	Vimala M of B.Com (Accounting and Finance) gets the Champakam prize for the 1 <sup>st</sup> rank in French
30	Reshmika Lydia - 2 <sup>nd</sup> rank in MBA
31	Suweksha Gupta I - 2 <sup>nd</sup> rank in B.Com (Accounting and Finance)
32	Preksha D Setiya - 3 <sup>rd</sup> rank in B.Com (Accounting and Finance)
33	Shilpa J Suresh - 5 <sup>th</sup> rank in B.Com (Accounting and Finance)
34	Sakthi Abhirami P - 6 <sup>th</sup> rank in B.Com (Accounting and Finance)
35	Akshita Agarwal - 7 <sup>th</sup> rank in B.Com (Accounting and Finance)
36	Aishwarya Murali - 8 <sup>th</sup> rank in B.Com (Accounting and Finance)
37	Vijetha M - 9 <sup>th</sup> rank in B.Com (Accounting and Finance)
38	Niveditha V - 2 <sup>nd</sup> rank in B.Com (Corporate Secretaryship)
39	Kamalaveni S - 3 <sup>rd</sup> rank in B.Com (Corporate Secretaryship)
40	Megha Bathwal - 2 <sup>nd</sup> rank in B.Com (Marketing Management)
41	Gayatri Madhusudan - 3 <sup>rd</sup> rank in B.Com (Marketing Management)
42	Charulatha Vedavyas - 2 <sup>nd</sup> rank in B.Com (Honours) & 2 <sup>nd</sup> rank in English
43	Virangi D Sheth - 3 <sup>rd</sup> rank in BBA
44	Pooja Bokdia A - 2 <sup>nd</sup> rank in B.Com (Information Systems Management)
45	Vaijayanthi V - 3 <sup>rd</sup> rank in B.Com (Information Systems Management)
46	Kanimozhi E - 2 <sup>nd</sup> rank in B.Sc Mathematics
47	Sowmiya R - 3 <sup>rd</sup> rank in B.Sc. (Mathematics)

48	Bagirathi N - 2 <sup>nd</sup> rank in B.Sc. (Computer Science)
49	Padma Priya N - 2 <sup>nd</sup> rank in BCA
50	Uma Ranganathan - 2 <sup>nd</sup> rank in B.Sc. (Visual Communication)
51	Aishwarya Sridhar - 2 <sup>nd</sup> rank in B.Sc. (Electronic Media)
52	Pooja Mohan - 2 <sup>nd</sup> rank in B.Sc. (Food Science and Management)
53	Charu Nivedha R - 2 <sup>nd</sup> rank in BA (Sociology)
54	Priyanka Vasudevan - 3 <sup>rd</sup> rank in BA (Sociology)
55	Sanjana Gautham - 2 <sup>nd</sup> rank B.A (Journalism) & 2 <sup>nd</sup> rank in English
56	Vaishali Visweswaran - B.Com (Honours) 2 <sup>nd</sup> rank in English
57	Padmavathi B - B.Com (Accounting and Finance) 2 <sup>nd</sup> rank in Tamil
58	Anisha P Jain - B.B.A 2 <sup>nd</sup> rank in Hindi

## Silver Jubilee Valedictory

The valedictory of the Silver Jubilee Celebrations of M.O.P. Vaishnav College for Women to commemorate 25 years of glorious journey in higher education was celebrated on July 13, 2017 at the Music Academy. The chief guest for the day was Prof D.P. Singh, Director , National Assessment and Accreditation Council (NAAC) and the guest of honour was Prof. Duraisamy, Vice Chancellor, University of Madras.

A book on the M.O.P journey authored by Mr Karthik. A Bhatt, was released by the chief guest of the day Prof D.P. Singh.

The Anthem of the college written by Principal Dr. Lalitha Balakrishnan was played. It captured the pulse of the audience and created a sense of belonging to the prestigious institution.

“M.O.P. Vaishnav College has done laudable contribution in development of education” said the guest of honour for the day Prof. Duraisamy, Vice Chancellor , University of Madras. He added that the college by providing a high quality education has attracted bright and promising students of our society. He underlined the fact that the institution not only focused on the academics of the students but has successfully nurtured the wholesome development of the students.

Mr. D.P.Singh, the chief guest pointed out that our country’s educational system creates moral, ethical and intellectual responsibility. He further exuded confidence that the students of today would make our developing nation as a developed nation in near future. He stressed the need for holistic form of education where the student is developed as a whole instead of inculcation bookish knowledge. He concluded his speech saying “With the ever advancing science and technology, we must strive to develop intellectual students and not mere graduate students”

The Cultural event started with a classical song on Lord Krishna by students, which was followed by Indian classical instrumental music. Fusion dance enthralled the audience with a powerful message, “We might be different but we are all one”.

The programme culminated with an exquisite Bharathanatyam Thillana performance by students of M.O.P.

## **Year of Daan**

Social consciousness has always been a value that M.O.P. Vaishnav College for Women has held dear. Upon the completion of 25 years of M.O.P. last year, the college declared 2017-18 the 'Year of Daan.' Departments undertook various community service projects, addressing diverse areas of need in the community.

### **DEPARTMENT OF BUSINESS ADMINISTRATION 'KAUSHAL DAAN'**

The Undergraduate Department of Business Administration organized Kaushal Daan. The event aimed at imparting vocational skills training to the parents of students of The Chennai High School, Kotturpuram and the M.O.P. Primary School, Triplicane.

In order to enable the beneficiaries to start small ventures, the Department organised 12 skill training workshops in the following areas:

- Candle Making
- Hand-Made Paper Products
- Chat and Street Food
- Jewellery and Photo Frames using Paper Quilling.
- Stitching and Embroidery
- Artificial Jewellery-Making

The programme was inaugurated on the 8<sup>th</sup> of September 2017, at the Chennai High School, Kotturpuram, by Dr. Lalitha Balakrishnan, Principal, M.O.P. Vaishnav College for Women in the presence of Ms. Kalpana, Principal, The Chennai High School, Kotturpuram.

The training workshop also included inputs on the following topics:

- Self- Employment
- Identifying Business Opportunities
- Promoting Business and Converting Local Needs into Demands
- Arranging Finance and Need for Record Keeping
- Saving Habits

Around 170 beneficiaries attended the workshops and acquired entrepreneurial skills.

On completion of the workshop, participants received certificates and starter kits comprising raw materials to assist in startup ventures.

### **DEPARTMENT OF CORPORATE SECRETARYSHIP 'AROGYA DAAN'**

The Department of Corporate Secretaryship organised Arogya Daan, a medical camp for the students of the CSI Higher Secondary School for the Deaf, Santhome. The students were provided basic medicines, food and toiletries, and a free medical checkup and nutrition counseling were also organised.

**DEPARTMENT OF COMPUTER SCIENCE**  
**‘VIGYAN - VAISHNAV INITIATIVE FOR GYAAN DAAN’**

The Department of Computer Science undertook an initiative to provide computer skills to less-privileged children. Around 30 students of Ananya -The Learning Center of Madras Dyslexia Association were given intensive skill training. The Department of Computer Science comprising M.Sc. (Information Technology), B.Sc. (Computer Science) and B.C.A. were involved in this programme. The training programme was for ten days from the 27<sup>th</sup> of June to the 7<sup>th</sup> of July 2017. The training programme was divided into two parts — the use of basic designing and publishing skills was taught to senior students and basic computer and presentation skills were imparted to junior students.

M.O.P. student trainers volunteered to take up this project and put in extra hours of work beyond college working hours. Since the school did not have adequate computer facilities, the students of the department took their personal laptop to ensure 1:1 teacher: learner ratio.

**DEPARTMENT OF ELECTRONIC MEDIA**  
**‘VRIHI DAAN’**

Addressing the lack of food for stray animals in and around the city, the Department of Electronic Media decided to provide grains and food to cows, dogs and other domestic animals. This service was rendered on the 14<sup>th</sup> of December 2017 at the Marina Beach, Shankara Matam Ghoshala, Shree Hall Mandapam and Besant Memorial Animal Dispensary.

The food items collected from students of the department included biscuits, bread, jowar, makka (maize), green gram, chickpea, and rice. Around 5 a.m., the students assembled at the Marina Beach to feed the pigeons. The grains were spread for the pigeons in the form of a swastika symbol. Immediately flocks of pigeons landed on the sands to feast on the grains. Similarly, the students went to Shree Hall Mandapam on Burkit Road, T.Nagar, and spread the pigeon feed on its terrace. Then the students went to Shankara Matam Ghoshala where the cows were fed with cattle feed. Besides, small toys and blankets were provided to the animals at the Besant Memorial Animal Dispensary.

**SCHOOL OF FOOD SCIENCE**  
**‘ANNA DAAN’**

The School of Food Science contributed towards the Daan effort by organizing an ‘Anna Daan’ on the 27<sup>th</sup> of December 2017 at Little Sisters of the Poor Home for Aged, Chetpet. Part of the profit from the department’s in-campus bakery, ‘Beyond Breads,’ was channeled into this effort, to procure household materials and other essentials. The home, which was started in 1934, currently has around 120 residents. The students of the Department experienced the joy of giving during the Christmas season by visiting the residents of the home and donating groceries and baked goods. The residents were delighted to have the students amidst them and interacted happily. They shared their childhood experiences and advised them on how they need to face challenges in daily life. It was a pleasant and enriching experience for the volunteers.



## **DEPARTMENT OF JOURNALISM**

### **‘SAMAY DAAN’**

In this year of Daan, students of the department of Journalism undertook a community service project to donate the most precious commodity of modern life, ‘Time.’ The students decided to focus their efforts on a cohort often neglected even by charitable organisations — Senior Citizens. As part of the project, dubbed ‘Samay Daan,’ the students first visited an elder-care facility and spent time with residents, engaging them in board games and cultural activities. The students also took the campaign to their own neighbourhood, by meeting and talking to senior citizens such as street vendors, and documenting their experience in the form of short essays and photographs.

The students then undertook to spread awareness about the role others like them could play in the well-being of the elderly in their own family or in their community, by organising a talk by Dr. Sridhar Vaitheswaran, Consultant Psychiatrist, and Coordinator of the Dementia Care Programme, DEMCARES, at the Schizophrenia Research Foundation (SCARF). Finally, psychologists from DEMCARES were invited to address students regarding a community service initiative, the Dementia Friends programme, through which college students will visit families that include someone with dementia, and will spend a few hours every week interacting with them. The session was followed by a registration drive for the programme, yielding a list of around 90 interested students.

## **DEPARTMENT OF MATHEMATICS**

### **‘GANITH DAAN’**

The students of the Department of Mathematics focused on ‘GANITH DAAN’. The department decided on imparting mathematical knowledge and developing the overall personality of the children of M.O.P. Vaishnav Primary School, Triplicane, and Assumption Higher Secondary School, Nungambakkam.

The programme aimed at providing a strong foundation in fundamental concepts of mathematics, teaching the syllabus of the respective classes, developing problem-solving skills, and teaching English grammar.

## **DEPARTMENT OF VISUAL COMMUNICATION**

### **‘RANG DAAN’**

With a good number of artistically inclined students, it was appropriate for the department of Visual Communication to engage in ‘Rang Daan’. Armed with paintbrushes in their hands, students ventured out to add colour to the walls of Anganwadis (government childcare centres) and corporation schools in Chennai.

In partnership with United Way Chennai, a non-profit organisation working in the field of education, the students took part in the ‘Paint-A-Thon’ event organised on the 8<sup>th</sup> of July 2017 at corporation schools in Kilpauk, Adyar and Besant Nagar. The students continued their initiative at schools in Ashok Nagar and Kilpauk as well. Each picture painted by the students carried an important social or educational message. In some instances, the children themselves walked in to add their own personal touch to the paintings. One of the last and biggest projects for the year was at the Corporation School, T. Nagar, on the 24<sup>th</sup> of December where over 25 students came together to paint the outer walls of the school compound.

**DEPARTMENT OF ACCOUNTING AND FINANCE SHIFT I**  
**‘NETRA DAAN’**

The Ministry of Social Welfare organized Netra Daan in association with Rajan Eye Care Clinic on the 6<sup>th</sup> of September 2017. Dr. Mohan Rajan and Dr. Ravi Chandran from Rajan Eye Care Clinic addressed the students on the significance of donation of eyes. He also enlightened the students on ways of protecting the eyes. The pledge forms for eye donation were distributed and the students were encouraged to pledge their eyes. There was overwhelming response from the students.

**DEPARTMENT OF ACCOUNTING AND FINANCE SHIFT II**  
**PUSTAK DAAN**

The Department of B.Com-Accounting & Finance came up with an agenda to collect stationeries from various departments, with an effort to enlighten the lives of the underprivileged children. For this, the volunteers were segregated into active groups, based on the population of two different schools, Chennai High School Kottur Puram and M.O.P. Vaishnav School. On 8<sup>th</sup> September 2017, the volunteers joyously distributed the stationeries to the students. An active interaction with the school students not only enlightened the volunteers, but also excited the school students. The seamless smiles on the faces of the school students made all the efforts worth it.

**POST-GRADUATE DEPARTMENT OF COMMERCE**  
**‘BHAVISHYA DAAN’**

The Post-Graduate Department of Commerce took up ‘Bhavishya Daan,’ a career guidance program for the students of classes IX, X, XI and XII. The objective behind the initiative was to give the students a lucid picture of the various educational and career opportunities available. 250 under-privileged students from Kotturpuram High School and Assumption Matriculation Higher Secondary School benefited from this programme.

**POST-GRADUATE DEPARTMENTS OF HUMAN RESOURCE MANAGEMENT**  
**AND BUSINESS ADMINISTRATION**  
**‘PADUKA DAAN’**

The students of the Department of Human Resource Management joined forces with the Department of Business Administration to celebrate the joy of giving in the M.O.P. Vaishnav College’s year of Daan. For this purpose, the departments chose to donate footwear to the school students of Assumption Church School, Nungambakkam as ‘Paduka Daan’ on the 19<sup>th</sup> of January 2018.

**POST GRADUATE DEPARTMENTS OF COMMUNICATION AND MEDIA**  
**MANAGEMENT**  
**ABHIYAAN DAAN**

The Post Graduate Departments of Communication and Media Management conducted several public relations campaign in the year 2017-2018 on various social issues catering to various

students and general community. The departments conducted campaigns on Autism, Cyber Security, Save Water and Media Sense and Sensitivity. Activities included walkathon, seminars, workshops, panel discussions, competitions and contests.

### **DEPARTMENT OF PSYCHOLOGY DAAN ACTIVITY**

The Department of Psychology organized a personality enrichment programme as part of Daan initiative. The outreach programme aimed at promoting holistic personality development among disadvantaged children. The program was offered to 200 primary school children from classes I to V at Sri Ramakrishna Mission Sarada Vidyalaya Model Primary School, T. Nagar between the 19th and 22nd of February 2018. Student facilitators from the department conducted various motivational games and activities related to psychological concepts aiming to promote socio-emotional wellness. The activities and games were designed with an intention to inculcate values, sanitation, discipline, and social and classroom etiquette. Modules were designed to enhance motivation, self-esteem and self-confidence. Towards the culmination of the four-day initiative, the department contributed stationery to the children.

### **DEPARTMENT OF B. COM HONOURS 'SAMAY DAAN'**

Students of the B.Com Honours Department undertook a community service project to spend time with senior citizens. As a part of the project, dubbed 'Samay Daan', the students visited two elder-care facilities – Charu's Home for the Aged in T. Nagar and Daya Sadan in Otteri.

The students engaged in conducting board games, helping the elderly, exchanging stories and serving food. The students who visited Daya Sadan also got an opportunity to practise organic farming. They had an interactive session, where the inmates poured their hearts out. They also took the campaign to their own neighbourhood by meeting and talking to senior citizens such as street vendors, and documenting their experiences in the form of short essays and photographs. The students also spread awareness by organising a talk by Dr. Sridhar Vaitheswaran, a consultant psychiatrist and coordinator of Dementia Care Programme (DEMCARES) at the Schizophrenia Research Foundation (SCARF).

### **DEPARTMENT OF COMMERCE MARKETING MANAGEMENT 'SAMAY DAAN'**

Samay Daan was an initiative undertaken by the Department of Commerce (Marketing Management) towards the Year of Daan.

The students of Marketing Management contributed their time by going to different orphanages, old-age homes, homes supporting mentally and physically challenged people, cowsheds, and Blue Cross and Red Cross Society. A few others took up the initiative of planting saplings. The others who chose to visit animal shelters and either train or feed them realized how the ones which cannot talk, express their craving for love and attention through their eyes. The target set by the Department was 1,800 hours of service. But the students spent close to 10 hours each, thus summing it up to 1,970 hours. The students realized their potential to make long-lasting positive impacts on people, giving them a few life lessons.

## **THE DEPARTMENT OF SOCIOLOGY**

### **‘PRAKRITI SEVA’**

The Department of Sociology chose Prakriti Seva as a Daan activity because the need to conserve and protect nature is a paramount duty.

#### **Kolathur Temple Planting of Saplings**

As an initiative of Prakriti Seva the students, along with the community, donated plants and planted trees in the premises of the Somanath temple at Kolathur, Chennai, on the 12th of January 2018.

#### **Korattur Lake Cleaning**

As a sustainable environmental initiative of Makkal Paathai, an NGO working for environmental protection, the students of sociology volunteered in restoring the cleanliness of Korattur Lake, on the 21st of January 2018.

## **DEPARTMENT OF HINDI**

### **‘ANAND DAAN’**

The Department of Hindi undertook Anand dhaan at SRKK Vriddh Sevashram Nadiyambakkam, an old age home. The students celebrated Vasant Panchami with the elders at the home and presented a variety of cultural programmes and also made the residents take part in the programmes conducted. It was an ANAND DAAN indeed when these aged people spent a day with our young students.

## **DEPARTMENT OF SANSKRIT**

### **‘VASTU DAANAM’**

The students of the Sanskrit wholeheartedly undertook ‘Vastu Daanam’ for the benefit of the students of M.O.P. Vaishnav School in Triplicane.

The students (Shriranchini, Lakshmie and Heeral Bhandari from Second Year, and Srividya, Neha, Keertana and Lavanya from First Year) visited the school on the 22<sup>nd</sup> of February 2018 during the afternoon session. The students met the principal of the school and then distributed drawing books, story books, notebooks, maps, picture charts, and stationery items such as paints, glitter pens, glue, crayons, pencil-pouches, chart papers, etc. directly to the students. The teachers of M.O.P. School appreciated the initiatives undertaken by the students of the Sanskrit department. The experience gained was an enriching and memorable one.

## **International Internship**

With globalization a reality of today's world, international transactions are inevitable for any professional entering the workforce. M.O.P. has undertaken to give students a head start in this area by forging international collaborations with foreign universities. Selected M.O.P. students got the opportunity to participate in three international study programmes this year.

### **STUART SCHOOL OF BUSINESS, CHICAGO**

Twenty-five undergraduates from the School of Business attended a month-long Global Business Immersion Programme at the Stuart School of Business, Illinois Institute of Technology, Chicago, in summer 2017. The programme combined classroom sessions, industry visits and workshops to give the participants a global business boot camp experience. The course also included a business stimulation workshop, which gave the students a glimpse into the working lives of managers at technology companies, by requiring them to take key business decisions keeping in mind various factors like competition, market and future trends.

### **UNIVERSITY OF MASSACHUSETTS, LOWELL**

Twelve students from the Departments of M.B.A. and M.A. (Human Resources Management) participated in a summer programme at the University of Massachusetts, Lowell, on global entrepreneurship and innovation for three weeks in June 2017. The cross-cultural programme for undergraduate and graduate students from India, China and Japan, as well as UMass students, included classroom sessions, project preparation and presentations, industry visits and team-building exercises.

### **VANCOUVER FILM SCHOOL**

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.

Previously, in summer 2015, a group of students from the School of Business attended an international business programme at Kingston University, U.K.

### **M.O.P. STUDENTS AT U.S. PROGRAMME ON ENVIRONMENT**

Anagha Natraj, a third year student of the Department of Journalism, was one of five participants chosen from India for a six-week exchange programme on global environmental issues at the University of Montana, in June-July 2017.

This U.S. Department of State-sponsored programme included students from Brazil, Russia, India and China. A range of environmental issues facing the U.S. were introduced to the participants through visits to landfills, recycling plants, solar power stations, waste water treatment plants, organic farms and hydro-electric dams.

The participants got the opportunity to meet various government functionaries including a Senator of Montana and one of the high-level officials of the Trump Administration. Leadership and civic engagement activities like volunteering at organic farms and a food bank were a major part of the programme.

A trip to Glacier National Park, Montana, and the Capitol and war memorials in Washington, D.C., were some of the other highlights of the programme.



## **M.O.P. Yuva Sammaan Award**

M.O.P. Vaishnav College for Women has always nurtured top-calibre women achievers in the fields of media, management, food science, entrepreneurship and sport. In keeping with this tenet, and in support of its silver jubilee mission of *Penn Kalvi*, M.O.P. Vaishnav College for Women has instituted the M.O.P. Yuva Sammaan Award, which will be conferred upon three young women achievers every year, to encourage them to develop a sense of responsibility to the community and thus to improve their own personal potential as good citizens.

In the inaugural edition of the M.O.P. Yuva Sammaan Awards, three women achievers were felicitated at a glittering ceremony on the 4th of January 2018.

Social entrepreneur Kirthi Jayakumar, founder of The Red Elephant Foundation, Carnatic vocalist K. Dharini, and National sabre fencer C.A Bhavani Devi, each received a citation and Rs. 1 lakh in order to encourage them to pursue their journey of excellence.

The young women received the award from the chief guest, Ms. Mridula Ramesh, founder of the Sundaram Climate Institute and executive director of Sundaram Textiles Ltd. She urged young women in the audience to pursue their passion and be high achievers.

Dr. Lalitha Balakrishnan, Principal, M.O.P. Vaishnav College for Women, said the award had been instituted to recognise the contribution of the young women achievers in their chosen field of expertise.

The applications for the awards were solicited through press advertisements, from young women aged between 20 and 35 years, who are doing outstanding work in their respective fields. The awardees were selected after extensive deliberations by a distinguished jury.

Awardee Ms. Kirthi Jayakumar said that the award was a powerful validation of her journey and also a reminder of the long path that lay ahead.

Every year hence, the college will choose three women awardees to confer with the M.O.P. Yuva Sammaan award, in keeping with its goal of supporting and empowering young women to fulfil their potential.

## Post Graduate Department of Media Management

### Guest Lectures

Date	Topic	Resource Person
21.08.17	NDTV's Organization and Management	Mr. Sam Daniel, Chief, Chennai Bureau, NDTV
03.02.18	PR Agencies' Role in Media Relations in Chennai	Mr. Sathyan Bhatt, Managing Director, Prism PR Agency, Chennai.
27.02.18	Trends in Advertising – Media Planning	Ms. Sindhu, Media Planning Consultant
06.03.18	Advertising Strategies and Creative Execution	Mr. Ravindran Solomon Freelance Advertising Professional

### PR Campaign

Date	Topic	Resource Person
06.09.17	“Save the Drop – Water Matters” A Campaign on the Need for Water Conservation conducted at MOP Vaishnav College for Women for the students of the college	Mr. Badava Gopi, Eminent RJ and Standup Comedian. Mr. C. Gopinath, Vijay TV Anchor. Mr. Nithyanand Jayaraman, Environmental Activist. Ms. Latha Maheshwari, Sand Artist
22.09.17	Awareness Activities on Water Conservation and Fun Competitions conducted at MOP School	Students of I & II MA MM

### Event & Project Management

Date	Topic	Resource Person
11.08.17	Inner Strength 2017 - The UNIS Marathon to Create Awareness on Cerebral Palsy and its Early Intervention	Ms. Viji Swaminathan, Marathon Runner & UNIS Founder. Dr. Rashmi & Dr. Smita, Physiotherapists Mr. Ranish, UNIS Co-Founder

### Journal

**Name of Journal:** CYNOSURE

**Theme:** Vantage

**Best Article:** Impact of Big Data on Modern Day Advertising by Vaishnavi Vasu of IMA MM.

### Students Achievements

Date	Name of the Student	Class	Event	Prize
16.09.18	Apoorva Ravindran	II MA MM	Received the prestigious Ms.Subbulakshmi fellowship from Shanmukhanandha, for the second term, from the Honourable Governor of Tamil Nadu and Maharashtra Shri.Vidhyasagar Rao at Mumbai	Rs.1 Lakh every year for three consecutive years
July 2017	Meenu Johnson	I MA MM	Has dubbed for Malayalam version of Dangal for the lead role Geetha	
July 2017	Nimisha, Revathi and Sangeetha	IMA MM	Worked as Photo Journalists at the Tamil Edition of The Hindu newspaper	
June 2017	Nazreen Saleem	I MA MM	Designed Audio Launch Tickets for A.R.Murugadoss's Tamil	

### Staff Achievements

#### Paper Presentation

Date	Name of the Staff	Organiser	Title of Conference	Title of Paper	Level
16.02.18 & 17.02.18	Dr. Susan Sridhar	University of Madras	“Contemporary Communication Cultures, Controls and Becomings” based on Deleuze & Guattari Philosophies	Media Sites and Control – A look at Indian Rural Women	Inter national

#### Paper Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
December 2017	Dr. Susan Sridhar	Media Literacy and Women Empowerment: A Study on Rural Women in Kancheepuram District	International Journal of Research Culture Society	ISSN:2456-6683 Volume 1, Issue 10

## Post Graduate Department of Communication

### Guest Lectures

Date	Topic	Resource Person
09.08.17	Significance of Communication in Corporate Sector	Mr.Madhavan Varadarajan, Head Corporate Communication, TVS Group
17.08.17	Points to be kept in Mind for Beat Reporting	Mr.Daniel Thimmayya, Chief Reporter, The New Indian Express
18.08.17	Media Relations	Ms.Nina Justin, Manager at 20:20 MSL
23.03.18	Content Generation and Management	Ms.Bhavya Venkatesh, Content Writer, The Young World, The Hindu
1.03.18	Trends in Media Planning	Ms.Sindhu, Freelancer
6.03.18	Case Study Analysis in Advertising and Creative Execution	Mr.Ravindran Solomon Freelancer

### Workshops

Date	Topic	Resource Person
12.09.17	Lighting For Camera	Mr. Jehroome A Freelancer
15.07.17	Creative Palette: Comparison of Talent and Innovation India and China	Mr. Alagu Perumal, Mr. Ramu Manivannan, Dr. Lalitha Sundaresan, Centre for China Studies
19.01.18 & 20.01.18	Social Media Tools	Mr. Varun Varadarajan, Entrepreneur

### Journal

**Cynosure Vol No :** 20  
**Theme :** Vantage  
**Name of the best article:** Social Dialogue by Roshni Kalyankumar  
 (II M.A. Communication)

### Outstanding Achievements

Three students, Keerthana S, Fidha Sherin A, Vinisha M from I M.A Communication took part in a student national level seminar on 'Soft Power' named 'Kriya 2018' organised by Stella Maris College For Women, Chennai.

- Keerthana S - Indian Regional Cinema as a Soft Power
- Fidha Sherin A - Winds of Change: Changing Dimensions of Soft Power in Sino-Indian Relations.
- Vinisha M - Soft Power, Culture, Art and Media

### Field Trips

Date	Place of Visit	Purpose
13.09.17	Dakshinachitra	Photography Trip

### Staff Achievements

#### Paper Presentation

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
13.10.17	Vidya Padmanabhan, Arpita Maitra, Aarthi Jayaram & Sathyabama Oppili	Department of Visual Communication, SRM University, Chennai	Decentralized Media and Society	Analysis of the Role and Impact of Social Media Engineering on Jallikattu in Tamil Nadu	Inter national
14.10.17	Arpita Maitra & Aarthi Jayaram	Shri Padmavathi Mahila Viswa Vidyalayam	Changing Role of Media in India Perspectives and Challenges	A Study on the Role of Digital Screen Media Exposure as a Babysitter and its Influences and Implications	National

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
14.07.18, 17.07.18 & 5.01.18	Dr .S.Anurekha	Anna University	Guidance for Ph.D Thesis as Doctoral Committee Member	Ph.D Thesis
13.10.17	Arpita Maitra	Bala Vidya Mandir Higher Secondary School (Adyar)	Keynote speaker at the inauguration of Model United Nations 2017	United Nations and Model United Nations



### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
10.12.17	Dr.S.Anurekha	Women Empowerment and Media Literacy- A Study in Kancheepuram District	International Journal of Research Culture Society Vol 1, Issue 10	ISSN: 2456-6683
04.01.18	Arpita Maitra	Analysis of the Role and Impact of Social Media Engineering in Jallikatu in Tamil Nadu	Research Journal of Humanities and Social Sciences Vol:9No:1:January-March:2018	ISSN:0975-6795 (Print) 2321-5828 (Online) Vol:9No:1

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
22.01.18	Dr. S.Anurekha	Role of Autonomy and Quality Assurance in Higher Education	IQAC, M.O.P. Vaishnav College for Women, Chennai	National
6.10.17	Dr.S.Anurekha Arpita Maitra	Colloquy on Media and Social Responsibility	D.G. Vaishnav College, Chennai	National
11.01.18 &12.01.18	Dr.S.Anurekha Arpita Maitra	Media Summit on Filmmaking	School of Communication & Media Studies, M.O.P. Vaishnav College for Women Chennai	International

### Highlights

#### **PUBLIC RELATIONS CAMPAIGN 2017 VOICES 2017- Media Sense and Sensitivity**

The campaign Media Sense & Sensitivity organised by the Department of Communication, started the external campaign with events organised by students of II M.A Communication in colleges across the city (Stella Maris College, Women's Christian College, Anna University, Ethiraj College and Madras Christian College).

The campaign aimed to highlight the importance of media responsibility and sensitization of media industry and among people. Various issues and topics such as content, production, funding and societal themes to bring to light the contemporary issues in media literacy were discussed. The programme was designed to demystify the media industry and to illuminate the contemporary happenings in the industry to the students.

## INSPIRE 2018

Inspire 2018- a two day International Summit on Filmmaking, organised by the School of Communication & Media Studies, was a first of its kind endeavour in bringing about a confluence of ideas in film and the media. As part of the department's endeavour to inculcate 'Media Sense and Sensitivity', the event saw a range of technique - oriented workshops and sessions on film. The programmes also highlighted the scope and opportunities for the students to pursue Cinema as a career and passion.

SPEAKERS	TOPICS
Inauguration	Chief Guest: Consul General Robert G. Burgess, U.S. Consulate General Chennai. Honoring the Guest: Dr.Vyjayantimala Bali, Actress, Dancer and Parliamentarian
Mr. Baradwaj Rangan	Aesthetics of Film Making
Prof. Annette Danto, Brooklyn College, U.S.A.	The Nuances and Scope of Documentary Filmmaking
Mr. Michael Baser, by Peter Walsh, Vancouver Film School, Canada.	Production Workshop & Animation Workshop
Mr. Arun Prabu, Director (Aruvi)	Interactive Session on Cinema & Creative Freedom.
Mr. Prasanna Vithanage, Sri Lankan Filmmaker	'Telling the Tales' Scripting Technique
Mr. Ram, Film Maker	How a Director can Brand Himself
Mr. Sreekar Prasad, Editor	Editing Techniques in Films
Mr. Tapas Nayak, Sound Engineer	Sound / Sound Effects in Films
Panel Discussion: Whose Cinema is it Anyway? Reflecting on the Intersections of the State, Filmmaker and Audience	Dr. Uma Vangal, Film maker, Visiting Professor of Film, Kenyon College; Prof. K. Hariharan (Moderator) Director, Writer and Professor (Ashoka University), Ms.Gouthami, Actress, Censor Board Member Mr.Vasanth S Sai, Filmmaker; Ms. Hema Rukmani, CEO of Thenandal Entertainment
Valedictory Session	Mr. S. Ravi Varman, Cinematographer, Filmmaker, Producer & Writer

## Post Graduate Department of Human Resource Management

### Club Activities

- 31 July, 2017- Spectra – HR club was inaugurated by Gp. Captain R.Vijayakumar (Retd) VSM, Executive Director MMA
- 28 February, 2018 - CAPAC – Case Analysis and Practical Application of Concepts (CAPAC) Workshop by Mr. Chandrasekhar Pandyan. 35 Teams comprising 88 participants from various city colleges participated in the event.

### Guest Lectures

Date	Topic	Resource Person
16.08.17	Transition from Learning to Doing	Ms.Priya Ganesh, Senior Director, Cap Gemini
23.08.17	Labor Legislations	Dr.H.Sankaran, Principal, Meenakshi Sundarajan School of Management
7.10.17	Interactional Justice	Mr. Pyramid Natrajan, Film Industry
28.08.17	Managing Diversity in the Workforce	Mr. R.Ramakrishnan, Group Practice-Head, Tech Mahindra
25.01.18	Evolution of Trade Unions	Mr.Deva Ramamoorthy, Head – Legal, Compliance Verizon
9.02.18	Trade Unions and Collective Bargaining	Mr.Srinageshwar, Vice President-IR Simpson Group of Companies
12.02.18	Total Quality Management	Mr. Arun Tharagar Raman, Head – Quality, Motherson Automotive Technology
7.03.18	Roles and Challenges of Entrepreneurs	Ms. Neelam Jain, CEO, Periferry
7.03.18	Social Media Entrepreneurs	Mr.Shivshankar, Founder, Kaching
8.03.18	Performance Management and Compensation Management	Ms.Priya Ganesh, Senior Director, Cap Gemini

## Workshops

Date	Topic	Resource Person
16.10.17	Redefining HR in the Digital Age	Mr.Sujith Kumar HR Business Leader, Infosys
16.10.17	HR Branding	Mr. Ragesh, Principal Consultant Hale Human Capital
16.10.17	HR Analytics	Mr. Bhanu Kumar, Director, WinVinaya Infosystems
16.10.17	Digital Challenges in Talent Acquisition and Retention	Mr. Rajeev Menon AVP – Human Resources  Mr. Ganapathi Subramanian Head – HR Sundaram Finance  Mr. Prabhu Swaminathan Founder & Managing Director Lafors, Talent Solutions India Pvt.Ltd
29.11.17	Identification of Research Gaps and Selection of Research Problem	Prof. L.S.Ganesh, IIT Madras
29.11.17	Online Resources for Research	Dr. R.Venkatesakumar, Pondicherry University
29.11.17	Review of Literature	Prof. T.N.Swaminathan, Great Lakes Institute of Management
29.11.17	Introduction to Statistical Analysis Using SPSS	Dr. R.Ravanan, Presidency College
30.11.17	Writing a Research Proposal for Funding Agencies & Writing an Academic Research Paper	Prof. Victor Louis Anthuvan, LIBA
30.11.17	Qualitative Research Methods	Prof.C.Vijayalakshmi, IFMR

## Journal

**Name of the Journal:** Spectra – Meet, Engage, Inspire!

**Best Article:** Ekta Dugar & Sunayana M of II MA HRM share the prize for the best article and contribution to the Magazine Spectra 2018 – HR Takeaways from Books and Biopics

### Students' Achievements

Date	Name of the Student	Class	Event	Organizer	Prize
17.12.17	Sri Diksha R	I MA HRM	Box Speaker	Journalism Department, M.O.P. Vaishnav College	I
9.02.18	Sivasakthi Kumar Sri Diksha R	I MA HRM	B - Plan	'Zest' Management Meet – M.O.P. Vaishnav College	I
17.02.18	Aishwarya Ektha Zainab	II MA HRM	Clique	Loyola Institute of Business Administration (LIBA)	I
17.02.18	Aishwarya Ektha Zainab	II MA HRM	Crime Scene Investigation	Loyola Institute of Business Administration (LIBA)	II
23.02.18	Sri Diksha R Aysvarya R Aparna S Kalasree S Meenakshi V Shri Soundarya C V	I MA HRM	Business Game	Velammal Engineering College	II
23.02.18	Sivasakthi Kumar	I MA HRM	Panel Discussion	Velammal Engineering College	I
19.03.18	Sri Diksha R	I MA HRM	Best Manager	Loyola College	I
19.03.18	Sivasakthi Kumar Yogithaa D	I MA HRM	Debate	Loyola College	I
19.03.18	Naithy Priya A Meenakshi V	I MA HRM	Debate	Loyola College	I
19.03.18	Meenakshi V Naithy Priya A Sivasakthi Kumar Sri Diksha R Yogitha	I MA HRM	Business Plan	Loyola College	I



### Student Paper Presentations

Date	Name of the Student	Organizer	Title of Seminar	Title of Paper	Level
8. 12.17	Manaswini R and Preethi N.	SDMIMD, Mysuru	Managing Human Resources at the Work Place	A Study on Millennial Employees Work Life Balance	International
8.12.17	Arthi Bhaskar and Srividhya Murali	SDMIMD, Mysuru	Managing Human Resources at the Work Place	Impact of Employer Branding on Employee Performance	International
8.12.17	Akshaya S and Vaishnavi E.	SDMIMD, Mysuru	Managing Human Resources at the Work Place	A Study on Employee's Perception towards Rewards and Incentives	International
8.12.17	Sunayana	SDMIMD, Mysuru	Managing Human Resources at the Work Place	Talent Management for Upcoming Millennial Workforce in India	International
8.12.17	Mubaraka S.and Zainab M. Kachwalla	SDMIMD, Mysuru	Managing Human Resources at the Work Place	Need of Gamification for Gen Y Employees	International
8.12.17	Zainab M. Kachwalla and Mubaraka	SDMIMD Mysuru	Managing Human, Resources at the Work Place	Motivation for Gen Y	International

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
11.1.18	Dr. Kavim Mary S	M.O.P (B.Com Hons & M.Com)	Workshop	Questionnaire Design and Statistical Methods using SPSS
Nov 17	Dr. Kavim Mary S	M.O.P (M.Com)	Workshop	Data Analysis using SPSS

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
June 17	Dr. D.S.Latha	A Study on Factors Influencing Consumer Behavior towards Cosmetics with Special Reference to Chennai City	International Journal of Applied Research Issue : 6 Vol. : 3	ISSN : 2394-7500
July 17	Dr. D.S.Latha	A Study on the Impact of Social Media Marketing with Reference to College Students	International Journal of Business and Management	ISSN: 2322-083X

### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organizer	Level
7.07.17 & 22.07.17	Dr. S. Kavin Mary	Business Groups and Governance in Emerging Markets	AICTE & IIT - Madras	National
4.08.17	Dr.D.S.Latha	Faculty Knowledge Programme	IBS	State
9.12.17	Ms.G.Vinodhini	Technology Enhanced Learning	NPTEL - IIT	National
11.12.17 & 12.12.17	Ms.G.Vinodhini	Case Methodology Method and Teaching	Xavier's Institute of Management and Entrepreneurship	State

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organizer	Level
3.08.17	Dr. D.S.Latha	Leadership for Growth	MMA	Regional
25.10.17	Ms. G.Vinodhini	Sustainable Innovation	D.G.Vaishnav College	International
8.12.17	Dr. D.S.Latha	Managing Human Resources at the Work Place	SDMIMD, Mysuru	International
17.02.18	Dr. D.S.Latha	Learning to Grow	MMA	National

## Highlights

### 1. Spectra HR Conclave on 16<sup>th</sup> September 2017

The Post Graduate Department of Human Resource Management organized Spectra HR Conclave at Hotel GRT Grand, T.Nagar on 16<sup>th</sup> September 2017. Over 60 delegates from industry participated in the event. The conclave was inaugurated by Mr. Sujith Kumar, HR Business Leader, Infosys and Founder of Maatram Foundation. The event was presided over by Dr. Lalitha Balakrishnan, Principal, M.O.P Vaishnav College for Women.

### 2. Two-Day Capacity Building Workshop on “Contemporary Research Techniques in Social Science” - 29 - 30 November, 2017

The Post Graduate Department of Human Resource Management from M.O.P. Vaishnav College for Women organised a two-day capacity building workshop on “Contemporary Research Techniques in Social Science” on 29<sup>th</sup> and 30<sup>th</sup> November, 2017.

The event was attended by 35 participants (research scholars and professors) from various colleges and universities. Experienced professors from Indian Institute of Technology – Madras (IIT-M), Great Lakes Institute of Management, Institute for Financial Management and Research (IFMR), Loyola Institute of Business Administration (LIBA), Pondicherry University and Presidency College shared their ideas, experience and knowledge. The sessions helped to provoke interest in research. The workshop focused on topics such as identification of research gaps and selection of research problem, online resources for research, review of literature, IBM SPSS software for statistical analysis and qualitative research methods.

### 3. Think Tank Expositions

During the academic year 2017 – 18, the Post Graduate Department of Human Resource Management initiated the Think Tank Expositions Lecture series to bridge industry – academia gap. As part of this initiative the department invited eminent speakers from the industry who have enhanced their organizations’ effectiveness at a strategic level to deliberate on topics of interest.

### 4. CAPAC - Case Analysis and Practical Application of Concepts

The Post Graduate Department of Human Resource Management organized an Inter-Collegiate Workshop on CAPAC – case analysis and practical application of concepts on 28<sup>th</sup> February 2018. The event was attended by 35 teams comprising 85 participants representing various city colleges like D.G.Vaishnav, WCC, Anna Adarsh, SRM, Loyola, Stella Maris, SSS Jain, Guru Nanak and M.O.P Vaishnav College for Women.

## Post Graduate Department of Commerce

### **Intra Mural**

- Buro Plan
- Debate with a Twist
- Negotiation
- Connexions

14<sup>th</sup> July 2017 – The activities of the club Synergize were inaugurated.

### Guest Lectures

Date	Topic	Resource Person
07.07.17	Power Talk - Role of Youth in Nation Building (The Journey of Transforming India)	Mr. M. Sathya Kumar, CEO & Founder Tycoon- Advisors
12.07.17	Capital Market Awareness Programme	Mr. Vinodh Arockiaraj James Deputy Manager
29.07.17	Companies Act 2013 – Corporate Governance	Mr. R. Prakash, Company Secretary Genicon Associates
08.08.17	Data Science for Decision Making	Mr. Kaushik Tiwari, Vice President, Marketing, Bharat Matrimony
06.09.17	Accounting Standards	Ms. Swapna, Chartered Accountant
08.09.17	Accounting Standards	Ms. Swapna, Chartered Accountant
14.09.17	Accounting Standards	Ms. Swapna, Chartered Accountant
15.09.17	Digital India Initiatives	Dr. P. Kanagasabapathi, Advisor, Government of India
16.10.17	Financial Planning	Ms. R. Sarala, Trainer, Bharat Infotech
18.10.17	Financial Modeling	Ms. R. Sarala, Trainer, Bharat Infotech
19.10.17	Financial Forecasting	Ms. R. Sarala, Trainer, Bharat Infotech
11.10.17	Accounting for Different Entities	Mr. Damodharam, Chartered Accountant
13.10.17	Accounting Standards	Ms. Swapna, Chartered Accountant
16.10.17	TDS, TCS & Advance Tax	Mr. Rajashekar, Chartered Accountant
18.10.17	Standard Costing	Mr. Astaf, Cost & Management Accountant
22.01.18	Forensic Auditing	Ms. Smirithi Chandrasekar, Chartered Accountant
25.01.18	Social Auditing, Business Responsibility Auditing	Ms. Smirithi Chandrasekar, Chartered Accountant

### Workshops

Date	Topic	Resource Person
20.07.17	Mobile Commerce	Mr. Allen Joseph, Trainer, ID Matrix
16.08.17	Out-Bound Training	Mr. Rajashekar, ID Matrix
11.09.17	Mock Trading	Dr. R. Sundari, Faculty, BBA
28.09.17	E-Filling	Mr. Rajasekar, Chartered Accountant
14.10.17	SPSS Workshop	Dr. S. Kavim Mary, Faculty, MA(HRM)
03.02.18	Union Budget	Mr. Arun Kumar Davay, Industrial Economist

### Journal

**Name of Department Journal:** Synergize  
**Theme:** Embracing Business Disruptions  
**Best Article:** Automation and its Effect on Human Resources by  
 Bency A Philip and Ishwarrya MMV II M.Com

### Students Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
24.01.18	Humsa T N Soundarya M S	I M.Com	Corporate Roadies	Shankarlal Sundarbai Shasun Jain College for Women - Dhruva'18	I
	Ishwarrya M M V	II M.Com	Turn Coat		II
	Ishwarrya M M V Ashwini Vijayanarayan	II M.Com	Being A Banker		I
	Aishwarya K P	I M.Com	Being A Banker		II
	Kalaiselvi R Mahalakshmi G	I M.Com	Investo		I
	Miruthula S Subhasree C	I M.Com	Investo		II
	Priyanka R Karishma B Lakshumi K Ashwini B	I M.Com	Pro Ad		I



Date	Name of the Student	Class	Event	Organiser	Prize
10.02.18	Ashwini B Humsa T N Karishma B Lakshumi K Miruthula S	I M.Com	Ad Mad	M.O.P. Vaishnav College for Women - Zest'18	II
23.02.18	Aishwarya P Madhumitha R	I M.Com	Stock War	Velammal Engineering College – Stevvve'18	I

### Outstanding Achievements

Deeptha S and Abinaya M of II M.Com. cleared the UGC NET Exam conducted by UGC - CBSE in 2017.

### Field Trips

Date	Place of visit	Purpose
16.08.17	VGP Golden Beach Resort	Outbound Training
09.02.18	Hatsun Agro Products	Industrial Visit

### Staff Achievements

#### Paper Presentations

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
10.08.17	Dr. R.A Rabika Begum	Annai Velankanni's College for Women Chennai	International Conference on Interdisciplinary Innovation in Business Management & Technology	A Study of Six Sigma with Case Studies	International
10.08.17	Dr. Nirupama E	Annai Velankanni's College for Women Chennai	International Conference on Interdisciplinary Innovation in Business Management & Technology	Neuromarketing and Green Marketing	International
10.08.17	Dr. Hemalatha M	Annai Velankanni's College for Women Chennai	International Conference on Interdisciplinary Innovation in Business Management & Technology	Cross-Cultural Marketing	International

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
03.01.18	Dr. R.A. Rabika Begum	R. Bupathy & Co	Judge	Direct Taxes
02.03.18	Dr. Uthira D	Guru Nanak College (Autonomous)	Chairperson	Conference on “Changing Paradigms in Management Practices”

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
March 2018	Dr. Uthira D	Assessing the Corporate Financial Distress of Fertilizer Companies in India using Altman's Z Score Predictive Model	International Journal of Research Culture Society	ISSN – 2456 – 6683 ( UGC Approved)
10.08.17	Dr. R.A Rabika Begum	A Study of Six Sigma with Case Studies	International Journal of Business Intelligence and Innovations	Special Issue Volume - I Aug- 2017 ISSN -2348 4705
10.08.17	Dr. Nirupama E	Neuromarketing and Green Marketing	International Journal of Business Intelligence and Innovations	Special Issue Colume - I Aug - 2017 ISSN -2348 4705
10.08.17	Dr. Hemalatha M	Cross-Cultural Marketing	International Journal of Business Intelligence and Innovations	Special Issue Volume - I Aug- 2017 ISSN -2348 4705

### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organiser	Level
16.06.17	Dr. M. Hemalatha	GST Transition and The Way Forward	FICCI with KPMG	State
22.07.17	Dr. E. Nirupama	CIMA Learning Conference	ICMA	Regional
04.08.17	Dr. R.A. Rabika Begum	Effective Communication for Entrepreneurial Development and Innovation	ICFAI Business School	Regional

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
9.01.18 & 10.01.18	Dr. Uthira D	UGC Sponsored Seminar cum Workshop for Academic Administrators of Colleges	University of Madras	National

## Department of Electronic Media

**14 July 2017 - MONTAGE CLUB** of the Department of Electronic Media was inaugurated.

### Intra Mural – 8 Dec 2018

- Point and Shoot, photography contest on the topic “elements”
- Meme Creation on current affairs.
- Media Quiz
- Shipwreck with a twist
- Block and tackle, on media controversies

### MOP MUN – 17 & 18 Feb 2018

- MOP MUN 2018 is a simulation of the actual United Nations where student-delegates across the nation participate and confer upon pressing issues of the world
- Four councils (UNSC, UNGA DISEC, UNCSW, and UNHRC) received participation of over 80 delegates across the country
- MOP MUN 2018 was inaugurated by Mr. M. S. Sai, Diplomat - Honorary Consul – Republic of Seychelles
- SSN College was awarded the Best Delegation trophy

### Guest Lectures

Date	Topic	Resource Person
26.06.17	Current trends in FM industry	Mr. K. Karunanidhi, Radio Jockey, Hello FM
24.07.17	Breaking down the movie “Thillu Mullu”	Mr. Abishek Raja, Video Jockey, Fully Filmy

### Workshops Organized

Date	Topic	Resource Person
19.07.17 & 21.07.17	Ad Film Making	Mr. Praveen Kumar, Ad Film Maker, Colorextract Productions\ Light & Life Academy, Ooty
27.01.17	Digital Photographic Techniques	Ms. Mayuri Naguleswaran, Light & Life Academy, Ooty
20.07.17	Radio Production Techniques	Mr.Thiyagarajan, Sound Engineer, Big FM & Mr. Jayshakthivel, Assistant Professor, Dept of Journalism & Mass Communication, Madras University
28.08.17	Theatre	Mr.Karthick Kumar, Evam Theatres
28.08.17	YouTube Channels	Mr.Shyam & Mr. Syed, Radio Jockeys
29.08.17	Video Jockeying	Mr. Erode Mahesh,Television Artist
29.08.17	Dubbing	Ms. Manasi, Dubbing Artist
30.08.17	Art of Set Design	Ms. Shanmathi, Art Director
30.08.17	News Anchoring and Presentation Styles	Mr. Karthigaichelvan, Managing Editor, Pudhiya Thalaimurai Channel
12.12.17	Error- free Scripting	Mr.Ganesan, Head, Training and Content, Voice Training and Research Institute
8.02.18	Comedy Script Writing	Mr. Jagan Krishnan, Standup Comedian and Writer / Performer of Film Companion, South YouTube Channel

### Journal

Name of the Journal	Theme of the Journal	Best Article
Focus	Evolution of Media -Technological and Content Evolution and the Changing Socio – Economic Influence of Media	Ms. Rashmi Govind – I EM

### Students' Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
23.09.17	S.Santhya	I E.M	Classical Dance	MGR Janaki College	I
30.07.17			Classical Dance	Rukmini Ramani Arts Academy	I
25.10.17			Classical Dance	Papanasam Shivan Arts Academy	II
7.10.17	Shrisha S.I	I E.M	Face of Chennai 2017	IRIS Events	Finalist
29.09.17			Miss Tamilnadu 2018	Pegasus	I
27.01.18			Miss South India 2018	Pegasus	II
5.11.17	Malavika.S	I E.M	Fresh Face 2017	Oppo-Times of India	Finalist
21.07.17	Keerthana, Yeshwanth, Krithika Subramanian, Sanjuktha K.S, Shridha Dugar & Sneha Tewari	II & III EM	Maverick Minds 2020-Understanding Millennial Work Needs and Providing Solutions to Improve the Same	Potential Genesis HR Ltd.	II

### Outstanding Achievements

Date	Name of the Student	Class	Event	Organiser
04.05.17	Nithyashree V	II EM	Received a 'Child Prodigy' award from Lions Club of Meenambakkam during Mother's Day Celebration	Lions Club of Meenambakkam
23.07.17	Nithyashree V	II EM	Received 'Maa Tujhe Pranam' 'Youth Icon' Award from Rotary Club of Chennai Galaxy	Anshul Agarwal - Rotary Club President



Date	Name of the Student	Class	Event	Organiser
11.02.18	Nithyashree V	II EM	Charity Event- London Live	Lotus Caring Hands
30.05.17	Praveshika Kumar	II EM	Interviewed by Deccan Chronicle for being one of the young female stand-up comedians in the city	
July 2017	Tvaritha Rajesh	II EM	Production Design and Marketing Intern at the Little Theatre for 'The Garage Gang' and 'Star Warz'	The Little Theatre, Chennai
01.02.18	Tvaritha Rajesh	II E.M	Content Producer for 'Yo Cafe' Programme at Fever FM under RJ Syed	Fever 91.1 FM
11.11.17	Aparajitha.B	II E.M	Assistant Director under Director Karthik for a movie starring Jayam Ravi	Home Movie Makers - Production House
27.07.17	Bhavya Trika	II E.M	Brand ambassador for Sathya Electronics	Sathya Electronics, Chennai
13.01.18	Saismrithi G	II E.M	Started her own online store named "Attapotti" for customized gifts.	-
11.12.17	Dipti Sharma	II E.M	Content producer for the show Love 919 under RJ Mercy	Fever 91.9 FM
14.03.17	Subeeksha B	III E.M	Successfully running an online accessory store named "Sukrithi"	-

### Field Trips

Date	Place of Visit	Purpose
08.03.18	MGR Film studio	Set Designing Workshop

### Staff Achievements

Date	Name of the Staff	Organizer	Title of Seminar	Title of Paper	Level
12.10.17	Ms. Suguna K	S.R.M University	Decentralized Media and Society	Iraivi: An Anodyne Narrative - Feminist approach	Inter-national
12.01.18	Ms. Suguna K	Mudra Institute of Communi-cation, Ahmedabad	ICMC 2018	The Construction of Self in the Social Media - A Study on the Female Facebook Users through Feminist Perspectives	Inter-national
15.12.17	Ms. Meenakshi N	Indian Political Science Association (IPSA)	IPSA Conference	E-Content and Youth	National

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
26.07.17	Dr.R.Preetha	Dr. M.G.R Janaki College of Arts & Science for Women, Chennai	Chaired Paper Presentation Sessions for National Seminar	Film and Literature Challenges of Adaptation
9.08.17	Dr.R.Preetha	Stella Maris College, Chennai	Handled sessions on Ad Photography	Photography - Workshop
Dec 2017	Dr.N.Rathi Chithra	Pothigai TV Channel	Anchored a few episodes of a weekly programme “ <i>Nool Nayam</i> ”	Book reviews
19.08.17	Dr.N.Rathi Chithra	Sidhi Vinayagar Temple, KK Nagar	Spiritual Lecture on “ <i>Thayumanavarin Karunakara Kadavule</i> ”	Spiritual Lecture
25.02.18 to 01.03.18	Dr.N.Rathi Chithra	Natarajar Temple,	One of the organizers of “ <i>Thillaiyil Thirumurai Thiruvizha</i> ”	Spiritual discourses and cultural activities
Jan 2018	Dr.N.Rathi Chithra	IMCTF (Initiative for Moral and Cultural Training Foundation)	Scripted a documentary	Foster Women’s Honour

### Staff Awards

Date	Name of the Staff	Name of the award	Organiser	Level
29.07.17	Dr.N.Rathi Chithra	<i>Arivendhal Award</i>	<i>Vuraiyasiriyar Puliyur Kesigan Illakiya Peravai</i>	State

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
Jan 2018	Ms Suguna K	‘Iraivi: An Anodyne Narrative - Feminist Approach’	Research Journal of Humanities and Social Sciences	Vol:9/No:1/ January-March:2018
Dec 2018	Dr.R.Preetha	Women Empowerment and Media Literacy : A Study in Kancheepuram District	International Journal of Research Culture and Society	Volume 1: Issue 10

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
19.07.17	Dr. R.Preetha	Vahana: Journeys in Cinema	Goethe Institute, Chennai	International
16.12.17	Ms Meenakshi N	Waste Management	Indian Institution on Public Administration	National
06.01.18	Dr. R.Preetha	Indian Entertainment Industry: Global Leader in Making	South India Film Chamber of Commerce	National

## Department of Visual Communication

**14 July 2017 – Create Club** of the Department of Visual Communication was inaugurated.

### CREATE CLUB ACTIVITIES

#### **Intra Mural Competitions**

- Poster Designing
- Photography
- Logo Designing
- Make up & Character Replica
- Media Quiz
- Magazine/ Book Cover Design

#### **Intra Mural Activities**

- Peer workshop on
  - Minimalist Art
  - Makeup for Studio Photography
  - Knife Painting
  - Olden Calligraphy
  - Industrial Typography
  - Content Writing for Advertisements
  - Brush Lettering
- Alumni Workshops
  - Ad film making
  - Doodling, Journalism and Entrepreneurship
  - Branding and UI UX design
  - Photography as a Career\

#### Guest Lectures

Date	Topic	Resource Person
11.08.17	Story, Screenplay and Direction	Mr. Pushkar & Ms. Gayathri, Directors from the Film Industry.
04.12.17	Fashion Culture	Mr. Shridhar Amanchy, Assistant Professor, The National Institute of Fashion Technology, Chennai.
31.01.18	Script Writing & Television Production	Dr. Uma Vangal, Independent Documentary Film Maker & Visiting Professor, Kenyon College, U.S.A.
09.02.18	Mise en Scène	Professor K. Hariharan, Film Director & Professor, Ashoka University, Haryana.
16.02.18	Content Generation and Management for Media	Ms. Bhavya Venkatesh, Content Generator & Manager, The Hindu Online, Chennai.
27.02.18	Visual Effects and Post	Mr. Sreyans S. Bardia, Co – Founder & Director, BOT VFX (India) Pvt Ltd, Chennai.& Ms. Sai Priya, HR Head, BOT VFX (India) Private Limited, Chennai.

### Workshops

Date	Topic	Resource Person
29.08.17	Media Planning	Ms. Sindhu, Independent Media Consultant.
20.09.17	Role of Visualizer: Design Aspects that Need to be Maintained while Creating an Advertisement – From Concept to Execution	Ms. Saritha Sugunan, Managing Director, Pepercorn Communications Pvt Ltd, Chennai.
09.10.17	Model Making	Ms. Anmol M Mutreja, Visual Designer, Jessi Publications, Chennai.
01.09.17	Water Colour Techniques	Mr. Manohar Natarajan, Principal (Retd), Government College of Fine Arts, Chennai.
18.01.18	Techniques of Oil Painting	Mr. K. Samuel, Assistant Professor, School of Media, Technology and Communication, Veltech, Chennai.
20.01.18	Soft Pastel Techniques & Acrylic Painting	Mr. K. Samuel, Assistant Professor, School of Media Technology and Communication, Veltech, Chennai & Mr.P.Vignesh Kumar, Assistant Professor, Department of Animation, M.G.R. University, Chennai.
19.01.18 & 20.01.18	Image Enhancement using Photoshop and Light Room	Mr. Kamaljit Singh, Technical Faculty, M.O.P. Vaishnav College for Women, Chennai.
22.01.18 & 24.01.18	Art Direction in Movies	Ms. Aruna Rakhee, Production Designer, Film Industry, Chennai.
29.01.18	Illustration Techniques	Ms. Larissa Bertonasco, German Artist and Author, Germany.
09.03.18	Polymer Lithography	Mr. Radhakrishnan Natesapillai, Retired Principal, Government College of Fine Arts, Chennai.
22.03.18 & 23.03.18	Ad Film Making	Mr. G.R.N. Siva Kumaar, Cinematographer, Twin Stars Creations. Mr. G.R. N. Siddhu, Director, Twin Stars Creations.

### Field Trips

Date	Place of Visit	Purpose
21.07.17	Pondicherry	Photography
27.07.17	SIGA Press	Nuances of Printing Process
28.08.17 to 01.09.17	Goa	Photography
22.11.17	Egmore Museum	Fine Arts
01.12.17	Weavers Service Centre, Besant Nagar	Design Process, Weaving and Block Printing
10.01.18	Prasad Studios	Nuances of Art Direction
16.02.18	DAMned Art Exhibition, Lalit Kala Akademi	Innovative techniques in Visual Representation
08.03.18 to 14.03.18	Rajasthan – Jaisalmer, Jodhpur, Jaipur	Photography

### Journal

**Thumbnail :** Volume 4

**Theme :** The Art of Art

**Best Article :** Point of View by Bhavna Bhavanishankar, III B.Sc Vis Com.

### Students' Achievements

Date	Name of the Student	Event	Organiser	Award / Prize won
30.08.17	Chinmayee Sridharan	Shasun Sanskriti	Shri SS Shasun Jain College for Women	II - Photography
30.08.17	Shruthi V	Shasun Sanskriti	Shri SS Shasun Jain College for Women	I - Poster Design
30.08.17	Kannamai Nithya	Shasun Sanskriti	Shri SS Shasun Jain College for Women	II - Poster Design
04.09.17	Dimple Bajaj	Ganeshvandan Nand Mahotsav	M.O.P. Vaishnav College for Women	II - Poster Design
12.02.18	Gayathri Krishnaraj	Quiz	Stella Maris College	III
23.02.18	Shanmughi M	Photography Competition	ICAT Design and Media College, Chennai	I
05.03.18	Bhavna Bhavanishankar	Online Photography Competition	SSN College of Engineering	Selected in Top 27
08.03.18	Medha Vishwakarma, Raksha Jain	Painting Competition on Canvas	SRM Institute of Science and Technology	III



## Outstanding Achievements

- Ms. Prashanthi Kausalya, III B.Sc Visual Communication, went on a month-long Summer Intensive Internship Program on Film Making and Animation to Vancouver Film School, Canada during May 2017.
- Ms. Varsha Subramanian, III B.Sc Visual Communication, worked as Light and Sound Engineer for Garage Gang Theatre's show held in December 2017.
- Ms. Amritavarshini, III B.Sc Visual Communication, displayed her paintings at the 'Shades of Souls' – an Annual Painting Exhibition conducted by Dessin School of Arts in Lalit Kala Akademi and at the 'Bangalore Road Show' – an Annual Painting Exhibition organized by the Karnataka Chitrakala Parishath in January 2018.
- Ms. Bhavna Bhavanishankar, III B.Sc Visual Communication, was the Stage Manager for Adi and Ashi's Indian Venture, a Children's Musical held in February 2018.

### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organiser	Level
11.12.17 & 12.12.17	Dr. S. Jaishree	Development Communication for Social Change	UGC UPE FA-II's - Visiting Scholar Programme, University of Mysore	National

### Staff Paper Presentation in Seminars/ Conferences

Date	Name of the Staff	Conference Theme	Title of the Paper	Venue
13.10.17	Ms. Aarthi Jayaram, Ms. Arpita Maitra, Ms. Satyabhama Oppilli & Ms. Vidya Padmanabhan	International Conference on Decentralization, Media and Society	Analysis of the Role and Impact of Social Media Engineering on Jallikattu in Tamil Nadu	S R M University, Chennai
13.12.17	Ms. M.Priyavadhani & Ms. Gayathri Krishnamoorthy	Changing Role of Media in India: Perspectives and Challenges	The Digital Integration of Movies and New Media	Sri Padmavati Mahila Visvavidyalayam, Tirupathi
13.12.17 & 14.12.17	Ms. Aarthi Jayaram & Ms. Arpita Maitra	Changing Role of Media in India: Perspectives and Challenges	A Study on the Role of the Digital Screen Media, Exposure as a Babysitter and Its Influences and Implications	Sri Padmavati Mahila Visvavidyalayam, Tirupathi

Date	Name of the Staff	Conference Theme	Title of the Paper	Venue
04.01.18	Ms. M.Priyavadhani	Gender and the Media: Challenges and Accomplishments	Indian Admiration for Hallyu: A Study on the Impact and Influence of Korean Wave on the Youngsters in Chennai, with Particular Reference to K-drama	Anna University, Chennai
05.01.18	Ms. Devika Rani	Gender and the Media: Challenges and Accomplishments	Portrayal of Women in Indian Television Advertisements: Content Analysis	Anna University, Chennai
10.02.18	Ms. Devika Rani	International Conference on Portrayal of Social Issues in Literature and Media	Social Issues in Facebook: A Content Analysis on the Facebook Posts of Social Activists	Periyar University, Salem
14.02.18 & 15.02.18	Dr. S. Jaishree & Dr. Sandhya Rajasekhar	Deleuze and Guattari International Camp and Conference, Contemporary Communication Cultures, Controls and Becomings	The Rhizome of Intolerance and Indian Cinema – Mapping the Socio Cultural and Political Discourse about Padmavati, the movie	University of Madras, Chennai

#### Staff Participation in Seminars/ Conferences

Date	Name of the Staff	Conference Topic	Venue
15.12.17	Dr. S. Jaishree	Towards Achieving Excellence in Higher Education	Sri Sankara Arts and Science College, Kancheepuram
11.01.18 & 12.01.18	Dr. S. Jaishree, Ms.M.Priyavadhani, Ms. Aarthi Jayaram, Ms. Devika Rani	International Media Summit on Film Making – Aesthetics, Techniques and Opportunities	M.O.P. Vaishnav College for Women, Chennai
22.01.18 & 23.01.18	Dr. S. Jaishree, Ms. M.Priyavadhani, Ms. Aarthi Jayaram, Ms. Devika Rani	IQAC Seminar - Role of Autonomy and Quality Assurance in Higher Education	M.O.P. Vaishnav College for Women, Chennai

#### Highlights

Dr. S. Jaishree and Dr. Sandhya Rajasekhar completed a Minor Research Project titled “Digital Literacy and Underprivileged Girls: A Study of Access, Competency, Application and Outcomes” for UGC –UPE, University of Mysore, June- November 2017.

## Department of Journalism

**14 July 2017 - Inauguration of Present Tense Club**

### Intra-Mural

- An intradepartmental box speaker event on the topic “Should the right to privacy be made a fundamental right in India?” was conducted on 27 July 2017 at Meghdoot. Dr. Radha Murugesan of the department of Sociology was the judge.
  - Winners: Ms. Meenakshi and Ms. Abhirami Rao – I B.A. Journalism
- After 8 preliminary rounds, the final round for the intradepartmental current affairs quiz was conducted on 18 February 2018. Ms. R. Anupama, Asst. Professor Department of English, was the quizmaster for the event.
  - Winners: III B.A. Journalism (Varsha Ganesh, Ujjvala and Nivetha Sekar)

### Inter-Collegiate

- An intercollegiate competition, News Sense '17, encompassing four different events, was conducted on 23 September 2017. It was attended by over 70 participants from seven city colleges, with RKM Vivekananda College emerging as the overall winner. The events were:
  - A box speaker event on the topic “Is the world taking a right wing turn?” was judged by Mr. R.K. Radhakrishnan, Associate Editor, Frontline
  - A current affairs quiz was conducted by Cerebrus, a quizzing company
  - Cartooning, an off-stage event, was judged by Mr. Hasif Khan, Cartoonist, Ananda Vikatan
  - A panel discussion ‘Face Off,’ was mediated by Mr. Jude Sannith, Journalist, CNBC TV 18. It covered issues such as global warming and gender inequality.

### Guest Lectures

Date	Topic	Resource Person
16.08.17	Trends in Broadcast Media	Mr. Rahul Shivshankar, Editor, Times Now
01.09.17	International Relations	Ms. Swagata Saha, Independent Researcher
11.12.17	Establishing a Career in International Relations	Ms. Ashwatha Babu, Alumna
12.12.17	Development Stories	Mr. C S Koteswaran, Deccan Chronicle, Chennai

Date	Topic	Resource Person
13.12.17	Importance of RTI in Journalism	Mr. Siddharth Prabhakar, Times of India
14.12.17	Basics of New Media Journalism	Ms. Vandhana, DT Next
02.02.18	Business Journalism	Dr. Jayanthi Chandrashekar, Freelance Business Journalist
15.02.18	The Weaponisation and Victimisation of the Factual Mass Media	Dr. Stef Pukallus, Lecturer, University of Sheffield, UK
15.02.18	Higher Studies in the Department of Journalism, University of Sheffield	Ms. Deeptha Sreedhar, Digital content Specialist, Apparition India Private Limited, Chennai

### Workshops

Date	Topic	Resource Person
8 & 9 Feb 2018	Photo Journalism	Mr. Jehroome A, Wanderers Media Works Pvt. Ltd., Chennai

### Journal

**Name :** INK

**Theme :** Chennai City

**Best article :** Dr. Issa Fathima Jasmine - The Woman behind a Thousand Happy Souls

**Author :** Ms. Sri Ranjani K, III B.A. Journalism

### Students Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
23.09.17	Ramya Ashok Kumar, Vijayalakshmi D	III & I Journalism	Media Competition - "Know your Logo"	Department of Public Relations, Stella Maris College	I
23.09.17	Archishma, Karuna	II Journalism	Media Competition - "Know your Logo"	Department of Public Relations, Stella Maris College	II
12.01.18	S Abhirami	I Journalism	Public Speaking	Ethiraj College for Women	I
23.01.18	Shruti Siotia	III Journalism	Photography	SIET College for Women	I

### Outstanding Achievements

- Ms. Anagha Natraj of III B.A. Journalism was selected by the U.S. Department of State to attend a short-study programme under the aegis of the Study of the U.S Institute for Student Leaders on Global Environmental Issues (SUSI) at Montana, U.S.A., from June-August 2017.
- Ms. Kavya Sreekumar of III B.A. Journalism served as the Secretary General of the 2017-18 edition of the Model United Nations hosted by M.O.P. Vaishnav College for Women.
- Ms. Sanjana Prasad of III B.A. Journalism and faculty Ghayathri Swetha Kumari, presented a poster, Social Media Influence on Self Concept in Individuals, at an International Conference at Madras University on March 2018.

### Practice School

Date	Area of Practice School	Description
August 2017	Newsletter	M.O.P. NEWS, Vol 4. Issue 1
October 2017	Newsletter	M.O.P. NEWS, Vol 4. Issue 2
December 2017	Newsletter	M.O.P. NEWS, Vol 4. Issue 3
March 2018	Newsletter	M.O.P. NEWS, Vol.4. Issue 4

### Staff Achievements

#### Paper Presentations

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
12.10.17 & 13.10.17	Ms.Vidya Padmanabhan, Ms.Arпита Maitra, Ms.Aarthi Jayaram & Ms.Sathyabama Oppili	Department of Visual Communication, SRM University, Chennai	Decentralised Media and Society	Analysis and Implication of Social Media Engineering on Jallikattu in Tamilnadu	International
04.01.18	Ms.Vidya Padmanabhan & Ms.Sathyabama Oppili	Anna University	Gender and the Media: Challenges and Opportunities	A Gender-based Study of the Distribution of Bylines in Publications	National
14.02.18 & 15.07.18	Dr. Sandhya Rajasekhar & Dr. Jaishree S	Deleuze and Guattari International Camp and Conference, University of Madras	Contemporary Communication Cultures, Controls and Becomings	The Rhizome of Intolerance and Indian Cinema - Mapping the Socio-Cultural & Political Discourse about Padmavati, the Movie	International

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of Work done	Topic
21.06.17	Dr.Sandhya Rajasekhar	WCC, Chennai	Member of the Panel, Board of Studies	Communication
11.07.17	Dr. Sandhya Rajasekhar	MCC, Chennai	Member of the Panel, Board of Studies	Communication
27.02.18	Dr.Sandhya Rajasekhar	Stella Maris College for Women, Chennai	Convener, Panel Discussion	Digital Communication and Society
Nov 2017	Dr.Sandhya Rajasekhar	University of Mysore	Examiner, PhD thesis	Mass Communication

### Staff Awards

#### Service Award

Ms. Sathyabama Oppili was given a Service Award by M.O.P. Vaishnav College for Women in 2016-17.

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
March 2018	Ms.Aarthi Jayaram, Ms.Arпита Maitra, Ms.Sathyabama Oppili & Ms.Vidya Padmanabhan	Analysis and Implication of Social Media Engineering on Jallikattu in Tamilnadu	Research Journal of Humanities and Social Science	Vol: 9 No:1 0975-6795
Jan 2018	Ms.Sathyabama Oppili & Ms. Vidya Padmanabhan	A Gender-Based Study of the Distribution of Bylines in Publications	Conference proceedings-Gender and the Media: Challenges and Opportunities, Anna University	-

### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organiser	Level
27.06.17 & 28.06.17	Ms.Sathyabama Oppili	Applied Research Methods	UGC programme, University of Mysore	National
11.12.17 & 12.12.17	Dr. Sandhya Rajasekhar & Dr. S Jaishree	Development Communication for Social Change	UGC UPE FA-II's Visiting Scholar Programme, University of Mysore	National

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
6.10.17	Dr. Sandhya Rajasekhar	Colloquy on Media and Social Responsibility	D.G. Vaishnav College, Chennai	National
2.01.18	Dr.Sandhya Rajasekhar, Ms. Sathyabama Oppili, Ms.Vidya Padmanabhan, Ms.Harinee R	Role of Autonomy and Quality Assurance in Higher Education	IQAC, M.O.P. Vaishnav College for Women, Chennai	National
11.01.18	Dr.Sandhya Rajasekhar, Ms.Sathyabama Oppili, Ms.Vidya Padmanabhan, Ms.Harinee R	Media Summit on Film Making	School of Communication & Media Studies, M.O.P. Vaishnav College for Women, Chennai	International

### Highlights

Dr. Sandhya Rajasekhar and Dr. S. Jaishree completed a minor research project titled “Digital Literacy and Underprivileged Girls: A Study of Access, Competency, Application and Outcomes” for UGC- UPE, University of Mysore, June-November 2017.



## Post Graduate Department of Business Administration

- **Club Activities**  
BUSTLE –Corporate Quiz  
National level, 8 Oct 2017
- **Intra Mural**  
Labdhi Bhandari 16 Feb 2018

**Inter Collegiate**  
10 Feb 2018  
ZEST Inter Collegiate  
Management Fest

### Workshops

Date	Topic	Resource Person
07.07.17	Breakfast with CEO	Ms. Jeyasree Ravi, Founder, Palam Silks and Life Skills Trainer
27.07.17	Industry Lecture Series: Gamification	Mr. Karthic Vaidyanathan, Director, Operational Excellence, CTS.
21.08.17	Breakfast with CEO	Ms. Isabella, Managing Director, Repco Bank.
18.08.17	Management Talk Series: Change is the only Constant	Mr. C.R.Venkatesh, Co Founder, Magzter Inc. CEO, Dotcom Infoway Pvt Ltd
19.08.17	Management Talk Series: Change is the Only Constant What Corporate Expects from a Professional	Mr. Pattabiraman, Consultant, Former GM, Exports, Ashok Leyland
21.08.17	Management Talk Series: Change is the Only Constant.Recent Trends in Indian Business	Mr. Arun Davay, Management Consultant, Industrial Economist
21.08.17	Management Talk Series: Management Games	Dr. Gowri Ramachandran Chief Financial Officer at School of Excellence
22.08.17	Management Talk Series: Change is the Only Constant. What Corporate Expects from You	Mr. Shashikanth Jayaraman, Founder, HR Sangam, CEO & Principal Advisor at Hex Advisory (P) Ltd.
22.08.17	Management Talk Series: Changing Business World and Our Place in IT	Mr. Chockalingam Murugaiyan Vice President, HSBC

<b>Date</b>	<b>Topic</b>	<b>Resource Person</b>
22.08.17	Management Talk Series: Managing Change in Globalised World	Dr. Ranjani Maniyan CEO, Global Adjustments
16.08.17	Industrial Lecture Series: Mergers & Acquisitions	Mr. Dilip Kumar R Vice President Finance & Company Secretary Sundaram Fasteners Ltd.
13.09.17	Certification: CFGP – Chartered Financial Goal Planner	Dr. Gowri Ramachandran, Chief Financial Officer at School of Excellence
5.10.17	Certification: IIM –C Business Analytics	Mr. Janardhan Reddy, Big Data Analytics and Machine Learning Engineer
21.10.17	Strategic Planning: Book Review	C.B. Rao, Author of the book – “Competitive Strategy”
23.10.17	Say Yes to Project Management: Book Review	Mr. Karthick Ramamurthy Ms. Sripriya Narayanasamy Authors of the book – “Say Yes to Project Management”
11.12.17	Management Lecture Series: Study of the Motivational Profiles of B-school Students of M.O.P. Vaishnav College for Women	Mr. Suresh Gopalan, Professor, Winston Salem State University, North Carolina
25.1.2018	Break free, Out of Syllabus, The Ultimate Guide to Smart Shoppers : Book Review	Mr. V Rajesh, Author of the book – “Ultimate Guide to Smart Shoppers”
3.02.2018	Union Budget - Panel Discussion 2018	Mr. Arun Kumar Davay, Industrial Economist Mr. Vignesh Krishnaswamy, CA, Tax consultant Mr. Senthil Velavan, IRS, Additional Commissioner, Customs, GST system Mr. Madhan, Tax Partner, PWC, Direct Tax Ms. Vaishnavi Sampath Kumar, Associate Director, IFMR
9.02.2018	Management Education Programme Inaugural Address	Ms. Kamalika Krishmy Entrepreneur, Old Madras Cafe
9.02.2018	Management Education Programme Talk Series	Mr. Ajay Zener, Vertex Career Training Ms. Preethi Sukumaran, Founder, Alchemist, Krya Botanicals

Date	Topic	Resource Person
		Mr. Shashikanth Jayaraman, Founder, HR Sangam Ms. Vani Iyer, Marketing Head, TVS
10.02.2018	Zest 2018 Prize distribution	Mr. Rahman, Actor
16.02.2018	Labdhi Bhandari Presentation	Ms. Kadambari Satish, Managing Director, Women Entrepreneurship Development Organisation (We Do)

### Students' Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
15.09.17	Lavanya S Sanjana Uppili	I MBA	Paper Presentation	Madras Management Association	II cash prize Rs.15000
23.09.17	Lavanya S	I MBA	“Chanakya”	Madras Management Association	II
21.09.17	Rushda Rasheen Swarna L Lakshmi Swetha A Sneha S Simran S Keerthana T Shilpa S Shreepriya N S	I MBA	Corporate Walk	D.G. Vaishnav College, Chennai	II cash prize Rs.1000
21.09.17	Pavithra S Abirami S	I MBA	Stock War	D.G. Vaishnav College, Chennai	II cash prize Rs.1000
4.10.17	Subhashri M	I MBA	“Innovatia” Paper presentation	Madras School of Social Work	II cash prize Rs.1500
6.10.17	Sanjana Uppili Vinitha C Lavanya S Rushda Rasheen Simran S Shilpa S	I MBA	Corporate Walk	Ethiraj College for Women, Chennai	I
6.10.17	Rushda Rasheen Lavanya S Sanjana Uppili	I MBA	App God	Ethiraj College for Women, Chennai	I
6.10.17	Shreepriya N S Sanjana Uppili	I MBA	Product Launch	Ethiraj College for Women, Chennai	I

Date	Name of the Student	Class	Event	Organiser	Prize
29.10.17	Sanjana Uppili Rushda Rasheen Lavanya S	I MBA	Business Plan	University of Madras	II
29.10.17	Sanjana Uppili	I MBA	Shipwreck	University of Madras	II
19.01.18	Sanjana Uppili Lavanya S Rushda Rasheen	I MBA	Business Plan	Symbiosis Institute of Business Management Bengaluru	II
7.02.18	Sanjana Uppili Lavanya S Rushda Rasheen	I MBA	Business Plan	Jansons School of Business, Coimbatore	I cash prize Rs. 50000
17.02.18	Vidhya Kesavan Chandini Jain Gargi Jain	I MBA	Business Plan	Loyola Institute of Business Management	II cash prize Rs.12000

### Outstanding Achievements

- Nethra L of I MBA captained her team to victory in the cricket tournament.
- Sanjana Uppili, Lavanya S, Rushda Rasheen, Vinitha C, Simran S, Shilpa S and ShreePriya N S won overall trophy for events conducted by Ethiraj College for Women, Chennai.
- Sanjana Uppili, Lavanya S won II prize in the paper presentation competition organized by Indian Maritime University with a cash prize of Rs.30,000

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
July 2017	Mrs.Ramya Raman	Examining the Effectiveness of Introvert Leaders Working with Proactive Employees	International Journal of Advanced Research in Engineering and Management (IJAREM)	Volume – 03 Issue - 07 2456-2033
December 2017	Mrs. Ramya Raman	Leadership Style and its Efficacy in Employee Job Satisfaction and Work Effectiveness in Manufacturing Organizations. A Critical Review	International Journal of Business and Management Invention (IJBMI)	Volume – 06 Issue - 12 2319-801X

### Paper Presentations

Date	Name of the Staff	Title of the Paper	Name of the Conference
December 2017	Dr. Chitra Dey	Team Structure and the Moderating Effect of Coordination Mechanisms on Team Performance	Indian Academy of Management Conference 17

### Faculty Workshops/ Seminar

- Mrs. Ramya Raman attended a one-week faculty development workshop on “Business Groups and Governance in Emerging Markets” organized by IIT in collaboration with AICTE.
- Mrs. Ramya Venkat attended a Seminar on Entrepreneurship at USIS on 10 November 2017.
- Mrs. Ramya Venkat attended a Seminar at Xavier Institute of Management(XIME), Chennai on “Case Methodology Based Teaching” on 11 & 12 December 2017.

## Under Graduate Department of Business Administration (Shift I & II)

### Club Activities

#### **Intra Mural Competitions 25 November 2017**

##### **Drucker's Progeny (Club of Shift I)**

- Whiz Biz Quiz (Business Quiz)
- Jack of All Trades (Pot Pourri)
- Bull and Bear (Mock Stock Exchange)
- Going...Going...Gone (Auctions)
- Ms.CEO (Best Manager)
- Caricature (Mime)
- Adzap

#### **Inter-Collegiate**

**19 January 2017**

- Stress Interview
- Pot Pourri
- Auction
- Business Quiz
- Crisis Management
- Mime

#### **Mercatus (Club of Shift II)**

- New Product Development
- Crisis Management
- Mock Stock Exchange
- Potpourri
- Stress Interview
- Shipwreck

#### **Overall Winners**

- Intra Mural Competitions
  - Drucker's Progeny (Club of Shift I)- II BBA
  - Mercatus (Club of Shift II)- Won by all 3 classes
- Inter-Collegiate Competitions - Madras Christian College

### Guest Lectures

Date	Resource Person	Topic
07.09.17	Mr. Arun Davey, Management Consultant and Industrial Economist	Retail Strategies for Success
28.08.17	Mr. T. R. Arulrajhan, CEO, ECTRA	Investment Planning for Millennial
01.09.17	Mr. Manikandan, Director, Software Development, Alexa Voice Operations, Amazon	Successful E-Business Model
01.09.17	Ms. Bonnika Saraswati, Lead Consultant, OD and Operations ID Matrix Corporate Solutions	Importance and Impact of OB in Corporate Environment

Date	Resource Person	Topic
02.09.17	Ms. Veena Chief Consultant Human Touch Business Consultant	Banking and Investment Basics
04.09.17	Ms. Sushma, Head, Client Management Ampersand	Planning and Executing Ad Campaign
04.09.2017	Mr. Nambikkai Rama.S, Strategic Lead, People and Business Srivari Group of Institutions	Management from Epics
08.09.17	Mr. Ravitilagan, Metaphor Artist	Management Lessons from Movies
27.02.18	Ms. Jinal Patel, COO, W Square	New Business Development (IDE)

### Workshops

Date	Resource Person	Topic
20.09.17	Dr. Arumugham, Secretary & Director, Voice Foundation	B-Plan Writing
21.09.17	Mr. Narasimhan, Senior SAP-HCM Consultant	Understanding And Analysing Corporate Financial Statements

### Seminars/Symposium

National Entrepreneurship Summit-IGNITE 2017, 8<sup>th</sup> and 9<sup>th</sup> December, 2017. With 210 Students, 23 speakers, 15 colleges, 8 sessions in 2 days, Ignite 2017 aimed at inculcating passion for entrepreneurship and to create a forum for exchange of ideas to transform students into budding entrepreneurs. The Summit comprised Technical Session, Panel Discussion, Competitions & Entrepreneurial Aptitude Assessment.

Session Details	Resource Person
Inauguration - What It Takes to be an Entrepreneur?	<ul style="list-style-type: none"> <li>• Ms. Vaishali Neotia CEO &amp; Co-Founder, Merxius &amp;</li> <li>• Ms. Lauren Lovelace Consul for Public Diplomacy &amp; Public Affairs, U.S. Consulate General, Chennai</li> </ul>
Session 1- Entrepreneurship Success Stories- A Showcase	<ul style="list-style-type: none"> <li>• Dr. Nikhil Agarwal Fellow IC2 Institute University of Texas, Austin &amp; Member FICCI National Committee of Start Ups</li> </ul>
Session 2 –Trends In Business Financing	<ul style="list-style-type: none"> <li>• Mr. Vijay Rajagopal Head – Business Operations and Strategy Programs, Paypal India</li> </ul>



Session 3 - Entrepreneurial Aptitude Assessment - Know Your Entrepreneurship Quotient	<ul style="list-style-type: none"> <li>• Mr. Srinath Ranga Director – Opteamize Cloud Solutions Pvt. Ltd.</li> </ul>
Session 4 - Innovative Business Model Presentation – Competition	<ul style="list-style-type: none"> <li>• Mr. Shyam Sekar S Chief Mentor &amp; Strategist, Startup Xperts, Business Consulting Pvt.Ltd.</li> </ul>
Session 5 - Panel Discussion: Entrepreneurship – An Idea or an Opportunity?	<ul style="list-style-type: none"> <li>• Ms. Tharakeshwari Palanisamy Director, Ganya Agro Products</li> <li>• Mr. Hrishikesh Datar Founder, Vakil Search.Com</li> <li>• Ms. Vidya Subramanian Noted Carnatic Musician &amp; Owner, <a href="http://www.Vidyasubramanian.Com">www.Vidyasubramanian.Com</a></li> <li>• Dr. Gayathree Mohan Winner- DST LOCKHEED Martin India Innovation Award IIGP 2014, Assistant Professor, Department of Physics, School of Basic and Applied Sciences, Central University Of Tamil Nadu</li> <li>• Mr. Ranjith Baba Founder, OMR Food Street</li> <li>• Moderator: Mr. Ruhan Madni Naqash Co-Founder &amp; CO, The Climber Knowledge and Careers Pvt. Ltd.</li> </ul>
Session 6 - B - Lab – Business Domain Workshops	<ul style="list-style-type: none"> <li>• E-Commerce - Ms. Vandini Ravindran Proprietrix, Janvi Adornments</li> <li>• Food &amp; Agro - Ms. Meera Maran Founder, Terra Earth foods</li> <li>• Media &amp; Entertainment – Ms. Bala Manian &amp; Mr. Chocka Founder Directors, OPN Advertising Pvt. Ltd.</li> <li>• Social Entrepreneurship - Ms. Sahaana Krishnan, Programme Manager (Chennai), Teach For India</li> </ul>
Session 7 - Start Up Mimes – Competition Session 8 - Panel Discussion: Entrepreneurship: Lineage or New Age.	<p>Judge: Mr. Bosskey, Renowned Stand-Up Comedian &amp; Actor</p> <ul style="list-style-type: none"> <li>• Mr. Shyamsundar Nagarajan, Founder &amp; CEO, SMBsure</li> <li>• Ms. Swaathi .K, Chief Technology Officer, Skscript Technologies Pvt. Ltd.</li> <li>• Mr. Manuranjith Ranganathan, Managing Director, CKs Foods Pvt. Ltd.</li> </ul>

	<ul style="list-style-type: none"> <li>• Mr. Puneet Goyal, Managing Director, Sunalpha Energy</li> <li>• Moderator: Mr. Sanjay Pinto, Lawyer, Columnist, Author And Former Resident Editor- NDTV 24x7.</li> </ul>
Valedictory : Entrepreneurship Mentoring	<ul style="list-style-type: none"> <li>• Mr. Kiruba Shankar, CEO, Business Blogging</li> <li>• Dr. Lalitha Balakrishnan, Principal, M.O.P. Vaishnav College for Women (Autonomous)</li> </ul>

### **Innovative Business Model Presentation- Competition**

**Winners:** Swetha A, Dhriti Sanjay Shah, and Vaishnavi S, III- B.B.A(Shift-I), M.O.P. Vaishnav College for Women, awarded a cash prize of Rs. 20,000 for business idea titled Ways (An App for Effective Time Management).

**Runners Up:** Abinaya, Rizwan, Ramkaran, S Guna, And Anirudh, D.G. Vaishnav College, awarded cash prize of Rs. 10,000, for business idea titled Eateries (Edible Spoons and Forks).

### **Start-Up Mime Competition**

**Winners:** Veena, Abhilasha, Sai Nikita, Swetha, Krithika, Shmiruthaa, and Vaishali, II BBA (Shift-I), M.O.P. Vaishnav College for Women, awarded a cash prize of Rs.12,000 for mime on Challenges Faced by Start ups in India.

### **Annual National Level Student Paper Presentation Competition**

<b>Date</b>	<b>Topic</b>	<b>Resource Person</b>	<b>Level</b>
19.01.18	New Age Entrepreneurship	Panel of Judges: Mathew Jose, Founder, Paperman Ms. Archana Stalin, CEO, myHarvest Dr. Sundar C, Vice Principal, School of Management, SRM University.	National Level Student Paper Presentation Competition

#### **• Winner**

Simran Meher.T and Rakshitha Talanki, Mount Carmel College, Bengaluru, won Cash Award of Rs.5,000, for the paper titled Correlation Between Entrepreneurship and Unemployment - A Study Conducted among Youths with reference to Bangaloreans.

#### **• Runners Up(Cash Prize Rs. 3000)**

Sanjana Sharoff and Shruti Umaiyaal, M.O.P. Vaishnav College for Women, won Cash Award of Rs.3,000, for the paper titled The Millennial Generation in Entrepreneurship.

### Journal

Name of the Journal	Theme	Best Article	Name of Class
M- Power (Shift I)	New Age Entrepreneurship	Carpe Potestatem	Nivedhitha Sridhar, III BBA ShiftI
Business Insights (Shift II)	The Global Mindset	Supply Chain Management - Integration & Globalisation in the Age of E-Business	Akshitha Ajitha Lakshmi Lakshitha Swati Nikitha & Simran Nahar II BBA Shift II

### Field Trip

Date	Class	Place of Visit	Purpose
13.07.17	II BBA	Maithri Rakhi Bazaar Venue- The Park	Knowledge about Entrepreneurship Bazaars
09.08.17	III BBA	Mall Visit	To Understand the Nuances of Mall Management in Retailing
16.02.18 19.02.18	II BBA- Shift I II BBA- Shift II	TI Diamond Chains, Ambattur	Insight into the Organisation's Production Process

### Practice School

Date	Area of Practice	Description	Class
06.09.17	Entrepreneurship Development & Small Business Management	One day Business On - Campus Theme - "Be-Leaf" (Leaf Based Products)	II BBA Shift - I
04. 07.17	Entrepreneurship Development & Small Business Management	One day Business On-Campus- "B-Lane", for the Girl Child	II BBA Shift - II
04.02.18	New Business Development (As part of Inter Disciplinary Elective)	Two Days - Business Off - Campus (Food and Beverage Stalls during Annual Sports Day 2018)	II Year Students

**Staff as Resource Person**

Date	Name of the Staff	Institution	Nature of work done	Topic
12.12.17	Dr.Archna Prasad	S.S.K.V College of Arts and Science for Women, Kancheepuram	Chief Guest	Inauguration Commerce Association
15.2.18	Dr.R.Sundari	JBAS College for Women, Chennai	Guest Lecture	Research Methodology
Jan 2018	Dr.Archna Prasad	D.G. Vaishnav College	Member – Board of studies in Business Administration	
Oct 2017	Dr.R.Sundari	Women’s Christian College	Member – Board of studies Management Studies Department	
13.03.18	Dr. Archna Prasad	Theivanai Ammal College for Women, Villupuram	Guest Lecture (through Skype)	Recent Trends in HR Practice & Corporate Strategy
17.03.18	Dr. Archna Prasad	AMET Business School, AMET University	Judge	Competition for Best Manager – Voyage 2018
24.03.18	Dr. Archna Prasad	Shri. Krishnaswamy Matriculation Higher Secondary School, Anna Nagar	Chief Guest	Graduation Day

**Staff Publications - Research Paper**

Date	Name of the Staff	Title	Journal	Issn / Issue No.
April 2017	Ms. M.Sangeetha Manoj	Assessment of Potential Skills and Willingness Amongst Young Entrepreneurs- A Study	Entrepreneurship Business Review- Bi-Annual Referred International Journal- Volume5 (1&2)	ISSN 2395–5929
April 2017	Ms Priyanka Sharma	Store Environment- a Strategy for Success in Retailing	Inspira – Journal of Commerce, Economics and Computer Science.	ISSN 2395–7069

<b>Date</b>	<b>Name of the Staff</b>	<b>Title</b>	<b>Journal</b>	<b>Issn / Issue No.</b>
April 2017	Ms Priyanka Sharma	A Study to Know the Ambience Variables which Small and Medium Apparel Retail Outlets Consider Important	Ascent International Journal for Research Analysis	ISSN 2455-5967
June 2017	Ms.M. Vijayalakshmi	Perception of Indians Working in IT and ITES Companies about other Country Nationals During International Assignment	SIES Journal of Management	ISSN 0974-2956
June 2017	Dr.R.Sundari	Demonetisation Challenges at the Grass Root Level-A Study with Special Reference to Small Scale Retailer in Chennai	VELS Management Journal Volume 6: Issue No.1	ISSN.2250-1223
Nov. 2017	Dr.R.Sundari	1. Emotional Intelligence of Teachers and its Impact on Students 2. Leadership Style and its impact on Employee performance, Job Satisfaction and Employee Motivation	Advances in Human Resource Management Emperor International Journal of Finance and Management Research	ISBN- 978-93-5288-713-2
March 2018	Dr. Archana Prasad	Organisational Commitment – A Study with reference to Millennial Workers in IT & ITeS Companies in Chennai	Emperor International Journal of Finance and Management Research.	ISSN 2395 – 5929 UGC listed Journal No: 45308
March 2018	Dr. R.Sundari	Social Entrepreneurship: A Student Perception	Emperor International Journal of Finance & Management Research	ISSN 2395-5929 UGC listed Journal No: 45308

Date	Name of the Staff	Title	Journal	Issn / Issue No.
March 2018	Ms. Sangeetha Manoj	An Empirical Study on the Need Analysis and Consumer Buying Behaviour of Energy Drinks among Consumers of Chennai	Emperor International Journal of Finance and Management Research	ISSN 2395 – 5929 UGC listed Journal No: 45308

### Staff Participation in Seminars

Date	Name of the Staff	Title / Topic	Organiser	Level
28.07.17	Ms Shyamla	Innovation and Global Business	Dhanraj Baid Jain College	International
08.09.17	Ms Shyamla	Women in Business	ASSOCHAM and US Consulate	National
07.11.17	Dr. Archna P & Ms.Aditi A. Samant	Celebrating and Empowering women in Entrepreneurship	FICCI & NITI Aayog	National
10.11.17 11.11.17	Dr.R.Sundari	4 <sup>th</sup> International HR Conference	IBS , Hyderabad	International
22.01.18	Dr.Archna Prasad Ms.M.Vijaya lakshmi Dr. R.Sundari Ms. Sangeetha Manoj Ms.Aditi A.Samant Ms Priyanka Sharma Ms. Shyamala Ms. Krupa	IQAC- Role of Autonomy and Quality Assurance in Higher Education	M.O.P. Vaishnav College for Women, Chennai	National
16.02.18	Ms. M.Vijaya lakshmi & Ms.Aditi A.Samant	New Age Entrepreneurship- Navigating Through Innovation, Disruption and Convergence	CII	National

Date	Name of the Staff	Title / Topic	Organiser	Level
09.03.18 & 10.03.18	Ms. R.Sundari & Ms. Priyanka Sharma	Presented a Paper on Green Marketing- Strategic Approach to overcome the Climate Change (Published in Conference Proceedings)	Dharmamurthi Rao Bahadur Calavala Cunnan Chetty's Hindu College	National

**Staff Participation in workshop and FDP's**

Date	Name of the Staff	Title	Organizer
03.04.17	Ms Priyanka Sharma	Workshop on Research and Publication	Navbharath Memorial Foundation and S.S.Jain Subodh PG College-Jaipur
05.05.17, 06.05.17 & 07.05.17	Ms.M.Vijayalakshmi Ms. Sangeetha Manoj	Research Methodology, Statistical Data Analysis and Inter pretation- Workshop	Institute for Statistics and Analytical Research
10.06.17 to 10.07.17	Dr. R. Sundari	One Month Inter- national Course on Global Business Immersion Program	Stuart School of Business, Illinois Institute of Technology, Chicago, USA
18.11.17	Dr. Archana Prasad Ms.M.Vijayalakshmi Dr.R.Sundari Ms.Sangeetha Manoj Ms.Aditi A.Samant Ms Priyanka Sharma Ms.Shyamala Ms.Krupa	Goods And Service Tax- One Nation, One Market, One Tax	M.O.P. Vaishnav College for Women in association with the MCCI
06.03.18	Ms Priyanka Sharma & Ms. Sangeetha Manoj	Emerging trends in Business Education	Madras Christian College (Autonomous), Chennai

### Staff Publications - Book

Year	Name of the Staff	Title	Publisher
2017	Ms. M. Vijayalakshmi	Industrial and Labour Law (ISBN No. 978-93-85909-85-6)	I.K. International Publishing House Pvt. Ltd.

### Students' Achievements

Date	Name of the Student	Event	Institution	Prize
11.08.17	Dimple Bhora Arunika Khaitan	Face Painting	Stella Maris College for Women	III
11.08.17	Dimple Bhora	Business Quiz	Guru Nanak College	II
26.09.17	MansiAsera	Adzap	DG Vaishnav College	I
27.09.17	Rhea Garg	Best Manager	Guru Nanak College	I
27.09.17	Arunika Khaitan	Business Connexion	Guru Nanak College	II
27.09.17	Tanmayee T Nivedhita Sridhar	English Premier League	Guru Nanak College	II
27.09.17	Silmiyah Amina	Ad-Attack	Guru Nanak College	III
27.09.17	Namratha Kochar	Business Connexion	Guru Nanak College	II
07.10.17	Sai Nikita R Krithika	National Level IQAC Seminar on Innovative Practices in Teaching, Learning and Evaluation	Guru Shree Shanti Vijai Jain College for Women	I
14.12.17	Sruthi	Shipwreck- Zeneth'17	Loyola College	I
14.11.17	Yakshi Chouhan	Poster Designing	DIWAASSS	I
20.02.18	Mansi Asera Dimple Bohra	Paper Presentation	Kumararani Meena Muthiah College	III
01.12.17	Krishna Purohit Ashka Bhavishi Yakshi Chouhan Simran L	Pot Pourri- Economics Department	Stella Maris College for Women	II
26.02.18	Sruthi VR Megha Iyengar	Ad Review - Synergy'18	D.G. Vaishnav College	II



Date	Name of the Student	Event	Institution	Prize
07.03.18	R Vaishali R Krithika R Veena Sai Nikita K Dolly Kothari Bhavika Kapoor Simran S	Channel Surfing (Show Zapping)- Pride 2018	Saveetha School of Management	II
07.03.18	Sanchi Tiberwala Namratha Kochar Krishna Purohit Aayushi Jain Simran A	Team Building- Pride 2018	Saveetha School of Management	III
07.10.17	Diya Chandok	Poster Designing	Guru Nanak College	I
14.03.18	V.S. Roma Darsha Lodha Henna Nankani Mehak Mahipal Khushali Punmia Akshaya C Chandana V	International Conference– Bizad	SRM Institute of Science & Technology	Pre- sented a Paper
23.09.17	Yashmitha M Mutha, Deepika Bafna Ishani Mehta R Sheetal Jain Dhivya Priya	Mime	Dr. MGR Janaki College	I
23.09.17	Poojashree Rajagopalan	Group Music	Dr. MGR Janaki College	I
17.12.17	Gunjan K Chhabria	Mop Bazaar - Box Speaker	M.O.P. Vaishnav College for Women	I
27.01.18	Madhuritha Ramani	Treasure Hunt (Yuvaika)	Women's Christian College	III
02.02.18	Roshini Rajesh Pawani Surbhi S Jain	Face Painting- Festeve'18	Women's Christian College	I
02.02.18	Karishma Kothari Nimanshi V Shah Harshika Nathany Neharika Sejal Jhanvi N Jain Poonam Goe, Taniya S Jain	Cinematic Dance- Festeve'18	Women's Christian College	I

Date	Name of the Student	Event	Institution	Prize
20.02.18	Ishani Mehta Shreya Gupta Radha Tulsian Tripti A Krunali Shah Rajol S	Spoof It Up	Kumararani Meena Muthiah College	I
23.02.18	Geeta Moryani Deepika Bafna Khushi Jain Meenal S Palak Jain	Movie Spoof	Chennai Business School	I
23.02.18	Geeta Moryani Deepika Bafna Khushi Jain, Meenal S Palak Jain	Adzap	Chennai Business School	I
23.02.18	Malavika Mahesh	Spell Bee	Chennai Business School	I
23.02.18	Gunjan K Chhabria	JAM	Chennai Business School	I
23.02.18	Rajshri H Gayathri S Raksha Nahar A	Product Pitching	Chennai Business School	II
26.02.18	Surbhi Roshni Rajesh	T-Shirt designing	Patrician College	II

### Outstanding Achievements

- G. Shravanthi, Sunaina Gupta and Kiirthana R, Harshika Nathany, Sandhya V B, Khavya G, Hemalalitha.M & Roma V S attended Summer School , Global Business Immersion Program at Illinois Institute of Technology, Chicago.
- Rhea Garg (II BBA Shift 1) attended Summer School on Bargaining and Negotiating at London School of Economics and Political Science.
- Sri Daakshayani (III BBA Shift 2) interned at Goldmansachs - Bangalore, India during May 2017 and Sai Nikita (II BBA Shift 1) has been selected to undergo Summer Internship at Goldman Sachs with a stipend of Rs.30000 per month during May 2018.
- Roma V S (II BBA Shift 1) , undergone a 3 month Internship at Ernst & Young at a stipend of Rs.15,000 per month.

- Mehak Mahipal, Prerna Goel and Parul Bisani operated a stall to sell women's clothing & accessories at the Shasun Bazaar conducted by Shasun Jain College and earned a profit of Rs.9025
- Veena R, Abhilasha T U and Aditi Mardia won the II Place in a Social Entrepreneurship Business Plan Competition in Women's Christian College
- R Krithika and Sai Nikita won the I Place in a National Level Seminar themed 'Improving Education Techniques' by presenting a paper on the Usage of Mobile Technology in Teaching, Learning & Evaluation at GSS Jain College.
- Nivedhitha S, Kiirthana R, Rhea Garg & Nishi Shah presented a paper at the 4<sup>th</sup> International HR Conference, IBS, Hyderabad.
- R Krithika, R Vaishali, Veena R, Shmiruthaa N, Sai Nikita K and Swetha V won II Place for a short play on the topic 'Instil Patriotism' at the Hindu Spiritual Fair held at Gurunanak College.
- Team Nivedhitha Sridhar & Rhea Garg (Shift 1) and team, Malavika Mahesh & Shradha Jain (Shift 2) won Best Paper award (Cash Prize Rs. 3000) at the International Conference – Bizad 2018 conducted at SRM Institute of Science & Technology.
- S. Sinthu Priya (III BBA Shift2) participated at National Youth Fest 2018 organised by Indian Red Cross Society at National Head Quarters representing YRC Parade. Also meet the honourable President in Rashtrapatibhavan, New Delhi, representing Madras University.
- Gunjan.K. Chhabria secured 1<sup>st</sup> place in State Level Elocution Competition conducted by Indian Red Cross Society.

#### Overall Trophies Secured

Date	Event	Institution
27.09.17	Enigma-2017	Guru Nanak College
23.02.18	Aakriti'18	Chennai Business School

## Department of Commerce (Accounting & Finance)

### **BUSIBEE - 2017**

- Lawyer It Up
- If I were What
- What's your story
- App designing
- Think or blink
- Stock wars

### **LUMINESCENCE - 2017**

- Suits
- Finger On Your Lips
- Green Screen
- Potpourri
- Battle of Minds
- Sail the Seas
- Stock Market
- Lights, Camera, Action
- Terifle Couture
- Can you handle the heat

The activities of the Department Club 'BUSIBEE' & 'LUMINESCENCE' was held on 12<sup>th</sup> August 2017.

### **FAIRS AND EXHIBITION:**

- An overview of the Income Tax Exhibition – Simple way of learning Income Tax through Games and Models was held on 04.09.2017 and 30.09.2017.
- One-day Campus Business, Fun Affair was held on 11.09.2017 and 15.09.2017.

### **Guest Lectures**

<b>Date</b>	<b>Topic</b>	<b>Resource Person</b>
21.12.17	Empowering Consumer	Mr.Santhana Rajan, Director - Concert
20.02.18	Documentation, Filing of Return and GST	Ms. G. Deepika, Practicing Chartered Accountant and Certified GST Trainer
27.02.18	Working Capital Management – Strategies and Techniques	Dr. Ramasubramaniam, Head of Finance, ITM Business School

### Students' Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
10.06.17	Radhika.H	III B.Com (A&F) Shift I	Internship	Navia Markets Ltd	Stipend - Rs.1,500
10.06.17	Kajal Jain.K	III B.Com (A&F) Shift I	Internship	Navia Markets Ltd	Stipend - Rs.1,500
11.06.17	Sakshi.V. Goel	III B.Com (A&F) Shift I	Intership	AIMFILL International	Stipend - Rs. 5,000
04.07.17	Rajoo.M	II B.Com (A&F) Shift I	Internship at Paper Boat	Hector Beverages	Best Ambassador Award
15.08.17	Amirthaa Ganesh	III B.Com (A&F) Shift I	Talk on Independent India	Rainbow FM 101.4	Broadcast on Rainbow FM 101.4
26.08.17	Rakshitha S Khabiya	I B.Com (A&F) Shift I	Quiz	D.G. Vaishnav College	III
	Harshitha Issrani & Vidushi Bisani	II B.Com (A&F) Shift I	Adzap Channel Surfing	Stella Maris College for Women	I
			Ethnic Walk		II
	Harshita Bhattad	III B.Com (A&F) Shift I	Ethnic Walk	Stella Maris College for Women	II
30.08.17	Rachana S	B.Com (A&F) Shift II B2	Poster Making	Ethiraj Banco Ethiraj College for Women	I
30.08.17	Harshitha Kaartic	B.Com (A&F) Shift II B2	Poster Making	Ethiraj Banco Ethiraj College for Women	I
07.09.17	Neeraja. CH	B.Com (A&F) Shift II B3	Quiz	Ethiraj College for Women	III
07.09.17	Pooja Murali	B.Com (A&F) Shift II B3	Shark Tank	COMET 2017 Ethiraj College for Women	III
07.09.17	Sowmya.N	B.Com (A&F) Shift II B3	Shark Tank	COMET 2017 Ethiraj College for Women	III
12.09.17	Harshitha Israni Navya Goenka\ Akansha Goel	II B.Com (A&F) Shift I	Corporate Roadies	COMFEST GSS Jain College	Ii
12.09.17	Pooja Murali Sowmya.N	B.Com (A&F) Shift II B3	Case Study	COMFEST GSS Jain College	I

Date	Name of the Student	Class	Event	Organiser	Prize
23.09.17	Pooja Murali	B.Com (A&F) Shift II B3	Stress Interview	Euphoria 2K17 MGR Janaki College	I
23.09.17	Pooja Murali	B.Com (A&F) Shift II B3	Block and Tackle	Euphoria 2K17 MGR Janaki College	I
23.09.17	N Haritha	I B.Com (A&F) Shift I	Violin Senior	Indian Fine Arts Society	I
07.10.17	Pooja Murali Harsha.S	B.Com (A&F) Shift II B3	Business Quiz	Corp Arisen CTTE College	II
07.10.17	Harsha.S	B.Com (A&F) Shift II B3	Block and Tackle Paper Presentation	Corp Arisen CTTE College	III I
12.12.17	Sruti Srivatsan Tanishka Mehta	III B.Com (A&F) Shift I	Stock Wars	DENARIUS - Loyola College	I
12.12.17	Harshita Issrani Vidushi Bisani	II B.Com (A&F) Shift I	Social Entrepreneurship	DENARIUS - Loyola College	I
12.12.17	Driti Jain	B.Com (A&F) Shift II B2	Cooking Without Fire	Loyola College	II
08.01.18	Harshita Issrani Akansha Goel Vidushi Bisani	II B.Com (A&F) Shift I	Business Plan	Ethiraj College for Women	Best Business Plan
08.01.18	Harshita Issrani	II B.Com (A&F) Shift I	Stress Interview	Ethiraj College for Women	II
10.01.18	Harsha.S	B.Com (A&F) Shift II B3	Adzap	FINO-FEST DRBCCC's Hindu College	II
18.01.18	N.Sejal	I B.Com (A&F) Shift I	Shark Tank Business Plan	PRAGATI 2k18 – D.G. Vaishnav College	II
27.01.18	Ramalakshmi Sowmiya B	III B.Com (A&F) Shift I II B.Com (A&F) Shift I	Thematic Seminar on Sustain Environment	9 <sup>th</sup> Hindu Spiritual and Service Fair 2018 - Guru Nanak College	II
03.02.18	Sruti Srivatsan	III B.Com (A&F) Shift I	Best Manager Shipwreck	Stella Maris	I II
09.02.18	Bhavadharini Priyanka Y Shrija Shreya PS Sowparnika Shathika	II B.Com (A&F) Shift I	Adzap	Asan Memorial College	II-Cash Prize Rs.750

Date	Name of the Student	Class	Event	Organiser	Prize
19.02.18	Sangeetha G.M Haritha M	III B.Com (A&F) Shift I	National Seminar on GST Legislations and Business Process	Department of Commerce (Shift II) Loyola College in collaboration with National Academy of Customs, Indirect Taxes and Narcotics, Ministry of Finance, Government of India	Participated
20.02.18	Pinku Lunawat & Siddhi V Japee	II B.Com (A&F) Shift I	Business Game	National Conference on Digital Money & Banking-Finestra 2018 organised by ITM Business School- Chennai	I
20.02.18	Sindhuja Roshini	II B.Com(A&F) Shift II B2	Business Quiz	National Conference on Digital Money & Banking-Finestra 2018 organised by ITM Business School- Chennai	II
23.02.18	Harinee G Srivarshini S Shwetaa S Hamrita Iyengar Haritha M Aishwarya V Tanishka Mehta Muskan Aggarwal Harini M	III B.Com (A&F) Shift I	International Educational Fair	Stella Maris College	Participated
28.02.18	Sruti Srivatsan Aishwarya V Tanishka Mehta	III B.Com (A&F) Shift I	Case Analysis and Practical Application of Concepts	PG Department- Human Resource Management M.O.P. Vaishnav College for Women	II - Cash prize Rs.1,250

### Special Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
19.06.17 - 22.09.17	R. Shruti Umaiyaal Srivarshini S Juhi N Adhia	III B.Com (A&F) Shift I	Internship Program (3 months)	Ernst & Young	Stipend - Rs.15,000 per month
20.07.17	Aishwarya Vasudevan	III B.Com (A&F) Shift I	International award for young people	Duke of Edinburgh England	Gold award
21.07.17	Sanjana Sharoff Nirali Shah Laachi Amrita Iyengar Shweta S	III B.Com (A&F) Shift I	Maverick Mind @ 2030	Ignite Potential, Potential Genesis, HR Services LLP	I - cash prize of Rs.10,000
12.08.17	Sanjana Sharoff	III B.Com (A&F) Shift I	Busibee	M.O.P. Vaishnav College for Women	Miss. Busibee
12.08.17	Vaishnavi. P	B.Com (A&F) Shift II B3	Luminescence	M.O.P. Vaishnav College for Women	Miss. Luminescence
21.09.17 & 22.09.17	Harshita Issrani Akansha Goel	II B.Com (A&F) Shift I	Entre- preneurial Workshop BIZAMUZ	Vivekananda College	Participated
08.12.17 & 09.12.17	Amrita Iyengar Sanjana Sharoff Nirali Shah Dhivya V Harshita Issrani Vidushi Bisani	III & II B.Com (A&F) Shift I	Ignite - National Enter - preneurship Summit	M.O.P. Vaishnav College for Women	Participated
08.01.18	Sruti Srivatsan	III B.Com (A&F) Shift I	JHANKAR Overall Participation	Jhankar 2018 M.O.P Vaishnav College for Women	Miss.Jhankar
18.01.18	Neha Kumari Priyanka A M Haritha M	III B.Com (A&F) Shift I	Think EDU Conclave	New Indian Express	Participated
19.01.18	Shruti Umaiyaal Sanjana Sharoff	III B.Com (A&F) Shift I	New Age Entre- preneurship National level paper presentation	M.O.P. Vaishnav College for Women	II



Date	Name of the Student	Class	Event	Organiser	Prize
24.02.18	Amrita Iyengar Karishma Prem Dayalani Pragya Vyas	III B.Com (A&F) Shift I	Seminar on Future Leader	Global Adjust- ments Foundation	Participated
24.02.18	Akansha Goel Siddhi V Japee	II B.Com (A&F) Shift I	Financing a startup and its Emerging Trends	Department of Commerce, Dharmamurthy Rao Bahadur College	Publication
24.02.18	Ananthalakshmi A. Shathika	II B.Com (A&F)Shift I	Foreign Direct Investment	Department of Commerce, Dharmamurthy Rao Bahadur College	Publication
05.03.18	Harshita Issrani Vidushi Bisani Niyati P Sanghvi	II B.Com (A&F) Shift I	Mock Stock Trading	Guru Nank College	I
06.03.18	Aishwarya V Tanishka Mehta	III B.Com (A&F) Shift I	Case Study Competition	International Skill Development Corporationand the Chartered Institute of Management Accountants at Ethiraj College for Women	I
10.03.18	Siddhi V Japee Pinku P Lunawat	II B.Com (A&F) Shift I	Business Collage	Asan Memorial College	I
14.03.18 & 15.03.18	Dolly D Mehta N. Sejal	I B.Com (A&F) Shift I	Seminar on RTI and consumerism	Consume Citizen Club - D.G. Vaishnav College	Participated
	Harshita Issrani V.Dhivya Shathika	II B.Com (A&F) Shift I	Internship Program	Goldman Sachs	Selected
	Aishwarya V Tanishka Mehta Rajoo M Dharani Senthilkumar Shivani Gupta	III B.Com (A&F) Shift I II B.Com (A&F) Shift I	National Young Economist Competition 2017-18	Christ University Bangalore	Participated

### Workshops Attended by Faculty Members

Date	Name of the Faculty	Event	Organizedby
22.05.17 & 03.06.17	Ms. Niveditha K V	FDP in Entrepreneurship, Innovation and Incubation	VIT Vellore
27.06.17	Ms. Shamili S	Investment Advisory and Financial Literacy	WCC College and Finmark
11.08.17 - 13.08.17	Dr. Srividya	National Level Workshop on Multivariate Analysis using SPSS and AMOS	Kongu Engineering College, Erode
18.11.17	Ms. Geetanjali Jindger Ms. Vijayalakshmi Sailapathy Ms. Lakshmi Ganesh Dr.Srividya Prathiba C.S Dr. Kavita U Ms. Pavitra M Davey Ms. Shamili S Ms. Neela V.S Ms. Deepika B Ms. Niveditha K V	FDP on specialized skills on GST	M.O.P. Vaishnav College for Women and Madras Chamber of Commerde & Industry
16.12.17	Ms. Niveditha K V	Workshop on Fundamental Analysis	National Stock Exchange of India Limited, Chennai
05.01.18 - 06.01.18	Ms. Lakshmi Ganesh	National Workshop on Curriculum Design and Development for Quality in Higher Education	Queen Mary's College Chennai
22.01.18 23.01.18	Ms. Geetanjali Jindger Ms. Vijayalakshmi Sailapathy Ms. Lakshmi Ganesh Dr.Srividya Prathiba C.S Dr. Kavita U Ms. Pavitra M Davey Ms. Shamili S Ms. Neela V.S Ms. Deepika B Ms.Niveditha K V	Role of Autonomy and Quality Assurance in Higher Education	IQAC - M.O.P Vaishnav College for Women Chennai
08.02.18	Ms. Geetanjali Jindger	National Workshop Scholarly writing - Roadmap for Proposal Writing and Publishing	Madras School of Social Work, Chennai

Date	Name of the Faculty	Event	Organizedby
10.02.18	Ms. Vijayalakshmi Sailapathy Ms. Lakshmi Ganesh Ms. Niveditha K V	Professional Development Meeting on Latest Developments in Financial Reporting and the Relevance of Ind-AS	The Institute of Cost Accountants of India Chennai
10.03.18	Ms. Geetanjali Jindger	International Conference – Emerging Trends in the Domain of Business Analytics	Department of Commerce, Thiruthangal Nadar College.

### Paper Publication By Faculty Members

Name	Topic	Journal Name	Volume	ISSN
Dr. Srividya Prathiba C S	Career Success- A Comparative Study on Gen X and Gen Y Managers in Banks-with Special Preference to Chennai	Global Journal of Research in Management	Dec, 2017, Vol 1	2319-8915
Dr. Srividya Prathiba C S	A Study on Impact of Employee Engagement and Organizational Commitment on Talent Retention: A Structural Equation Modeling Approach	International Journal of Business Analytics and Intelligence	April, 2018, Vol 1	2321-1857
Dr. Srividya Prathiba C S and Dr. Lalitha Balakrishnan	Organizational Citizenship Behaviour of Gen Y's at workplace with special reference to Private Sector Banks in Chennai	BVIMSR's Journal of Management Research	April 2017, Vol 9	0976-4739
Ms. Pavitra M Davey and Dr. Lalitha Balakrishna	A study on Factors Influencing Brand Preferences among Baby Boomers and Gen Y Buyers in Passenger Car Segment focusing Chennai Region	International Journal of Management Science and Business Research	April 2017, Vol 6	2226-8235
Ms. Pavitra M Davey and Dr. Lalitha Balakrishnan	A Survey on Brand Choice of Millennials in Passenger Car segment; Focusing Chennai Region	Advances in Economics and Business Management	March 2017, Vol 4	2394-1545
Ms. Pavitra M Davey and Dr. Lalitha Balakrishnan	A Survey on Brand Consciousness among Youth Vs Elderly People in Chennai	International Journal of Research in Finance and Marketing	Jan 2017, Vol 7	2231-5985

## Department of Commerce - Common Activities

### COMMERCIO – 2018 – Inter

#### Departmental

- Ad Nova
- Think or Blink
- Lawyer It Up
- The Blueprint
- Sink Or Swim
- Balancing Act

### COMMERCIO – 2018 –

#### Inter Collegiate

- Best Manager
- Think or Blink
- Adzap
- Mock Court
- Great! May be not!
- Think Out of the Box
- Logo Designing
- Balancing Act

The Department of Commerce conducted its Inter- Departmental and Inter- Collegiate business and finance based activities inaugurated by Dr. S. Ramanathan, Principal, ASAN Memorial College of Arts and Science, under the banner “Commercio-2018” on 20<sup>th</sup> January 2018 and 24<sup>th</sup> February 2018.

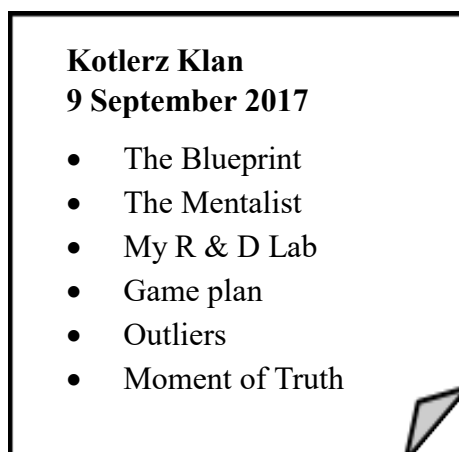
### ANNUAL WORKSHOP EDITION – V:

The Department of Commerce conducted the Annual Workshop on various topics on 9<sup>th</sup> December 2017.

S.No.	Name of the Workshop	Resource Person with Designation
1.	Business Journalism	Dr.Jayanthi Chandrasekar, Assistant Professor, Loyola College, Chennai
2.	HR Simulation	Mr. Abimanyu – HR Professional, TCS
3.	Productivity Management	Mr.Simon Anand Raj S, Corporate Trainer and Freelancer
4.	Power of Sensation and Perception	Ms.Shabna Sayeed, Dale Certified Trainer & NLP Practioner
5.	Health, Nutrition and Well being	Minaeshi PettukolaNutritionist
6.	Nuances of Financial Instruments in the Context of Indian Accounting Standards	Ms.Swapna K, Chartered Accountant
7.	GD and Interview	Ms. Poorani T, Life Skills Coach and Facilitator
8.	Deep Work	Ms.Viji Swaminathan, Entrepreneur & Motivator Woodpecker

<b>S.No.</b>	<b>Name of the Workshop</b>	<b>Resource Person with Designation</b>
9.	Zero to One	Mr.Ranish Haran, Entrepreneur & Motivator, Woodpecker
10.	E-mail Marketing	Mr.Ram Kumar, Managing Director– BRK Group of Companies
11.	Fueling more Grey to the Grey Mattter	Ms.Nithyakala, - Master Trainer, Genius Mind Academy, Managing Partner, Genius Mind Academy South India
12.	Go Crazy, Be Abnormal	Mr. Muthiah Ramanathan, Founder Director, Mind Dynamics
13.	From Farm to Plate- Make Food Safe	Mr.Santhana RajanDirector CONCERT
14.	Auctioning Skills	Mr. D. Mohana Sundaram, Practicing Company Secretary
15.	Big Data Management	Mr. Bhanu Kumar, Director, WinVinaya InfoSystems
16.	Business Ideation	Ms.Anuradha Balasubramaniam Founder – Estrella Cosmetics
17.	Wardrobe Management	Ms. Kajal Lalwani, Director & founder K3 Business Training Institute
18	Food Retailing Designing	Mr. Rahul Talwar, Facility Planner
19	Personal Branding	Ms.Anuradha Prashanth, Freelance Consultant
20	Behavioural Finance & NLP	Dr. Gowri Ramachandran, Chartered Wealth Manager

## Department of Commerce (Marketing Management)



**24<sup>th</sup> August 2017:** ‘The Market Place’ was a business on campus initiative undertaken by the 2<sup>nd</sup> year students of Marketing Management department as part of their practice school. The event was inaugurated by Dr.Uthira D, Vice Principal – M.O.P. Vaishnav College. The Entrepreneurial skills of the students was put to test with stalls being put up and businesses ranged from photo booths, nail art, games to food stalls. This gave the students the opportunity to face the real-life experience with regard to business and marketing.

**7<sup>th</sup> September 2017:** Intercollegiate Economics Quiz: The Department of Commerce (Marketing Management) hosted the 2<sup>nd</sup> edition of the Inter-Collegiate Economics Quiz 2017 on September 7<sup>th</sup> 2017. 20 teams from various prominent colleges across the city of Chennai took part in the event.

**9<sup>th</sup> September 2017:** Kotlerz Klan was inaugurated and six events were conducted under the club’s banner. ‘Publicite’ the annual student journal of the department was released with the theme ‘Delight Marketing’. The journal highlighted the imperativeness of delight marketing and its articles focused on the various aspects related to customer delight.

**6<sup>th</sup> October 2017:** Dr. Radhakrishnan Memorial Lecture was delivered by Mrs.Sowmya Mahadevan from Surana & Surana International Attorneys who spoke on the topic “Insolvency and Bankruptcy Code”.

**2<sup>nd</sup> February 2018:** Marketing Conclave 1.0 is the Department’s flagship event that saw resource persons of international repute enlightening the participants on contemporary marketing topics like Engagement marketing, Value-driven marketing, Innovation marketing, Augmented Reality marketing and many more. The event provided a platform for the students from many colleges in the city to gain knowledge on new innovations, trends and nuances of marketing.

**Marketing Express:** The students of the department also showcased their marketing and entrepreneurial skills through ‘Marketing Express’, a one-day thematic marketing exhibition, displaying the unique features of the Department.

**1<sup>st</sup> March 2018:** GST Express – Department of Commerce (Marketing Management & Corporate secretaryship) organised an exhibition based on the concepts and various implications of Indirect Taxation with a special focus on newly implemented GST. Exhibition was visited by undergraduate students of School of Business and Journalism.

### Journal

**Name of the Magazine :** Publicite

**THEME:** Delight marketing

**BEST ARTICLE:** “A 5 Minute Read – A 5 Fold Increase in Customer Loyalty” - *Publicité*

**Nidarshini T – III B.Com MM**

### Guest Lectures

Date	Topic	Resource Person
02.02.18	Key Note Session - Opening	S L Narayanan, CFO Sun Group
02.02.18	Marketing for Small Businesses	Pravin Shekar, Kreator-in-Chief, KREA President at The Market Research Society of India (MRSI), Chennai
02.02.18	Value - Driven Marketing and Cause/Social Marketing	Sivakumar J Sharma, Founder & CEO, Right Pitch Digital Pvt Ltd, Chennai
02.02.18	Customer Delight	Mr. Abhishek D Shah, Founder & MD, be positive 24
02.02.18	Innovation Marketing	Ms. Anuradha Balasubramaniam Entrepreneur & Founder, Sayona Cosmetics
02.02.18	Augmented Reality Marketing	Mr. Vijay Karunakaran, CEO, InGage Technologies Pvt Ltd
02.02.18	Key Note Session - Closing	Mr. Rajesh V, Retail Expert & Author

### Marketing Conclave 1.0

Date	Topic	Resource Person / Organizer
21.08.17	Customer Relationship Management	Mr.Narayanan, Marketing Head, Bharat Matrimony
21.08.17	Copyrighting for Different Media	Ms.Vidya Padmanabhan, Faculty School of Media, M.O.P. Vaishnav College for Women
22.08.17	Kick Start Your Business Venture	Ms.Anuradha Balasubramian, Founder-Partner,Estrella

### Students' Achievements

Date	Name of the Student	Event	Organizers	Prize
29.07.17	Niveditha Bharathy	SRMVMUN 2017	SRM Vadapalani, Chennai	III
30.08.17	Roshini A	Logo Redesigning	Ethiraj College for Women, Chennai	I
07.09.17	Priya Parihar	Slogan Writing	Anna Adarsh College for Women, Chennai	III
16.09.17	Niveditha Bharathy	SSNMUN 2017	SSN College of Engineering	High Commendation
23.09.17	Sowparnika Supraja Ashok	Sing with a Swing	M.G.R Janaki College, Chennai	I
23.09.17	Muskan Gutgutia	Block and Tackle	M.G.R Janaki College, Chennai	III
23.09.17	Rangasri, Pooja J Vibha, Sanjna Shristi Bisani	Channel Surfing	M.G.R Janaki College, Chennai	I
07.10.17	Muskan Gutgutia	Logo Designing	C.T.T.E College for College, Chennai	I
23.01.18	Sowparnika Supraja Ashok	Light Music	SIET	I
14.12.17	Vrinda A Shelat	Hustler – ZENITH	Loyola College	II
23.01.18	Pooja Jeeva	Shipwreck – Charisma	SIET	III
29.01.18	Muskan Gutgutiya	Product Marketing	DG Vaishnav	II
01.02.18	Roshini A	Logo Designing-Myriaaz	Gurunanak College	I
01.02.18	Roshini A, Sankari J	Product Packaging - Myriaaz	Gurunanak College	II
22.02.18	Roshini A	Poster Making	MCC	II
05.03.18	Sanjna S, Rangasri R	Product Marketing	Gurunanak College	III

### Outstanding Students' Internships

Name of the student	Year	University / Company	Name Project Topic
Subhiksha	II	Illinois Institute of Technology	Global Business Immersion Program
Sangamithra Theja	III	Illinois Institute of Technology	Global Business Immersion Program
Rohinee Ravee Ramanathan	III	Illinois Institute of Technology	Global Business Immersion Program
Hitanshi Jain	III	Illinois Institute of Technology	Global Business Immersion Program



Name of the student	Year	University / Company	Name Project Topic
Rushika Jain	III	Illinois Institute of Technology	Global Business Immersion Program
Charulatha	III	Illinois Institute of Technology	Global Business Immersion Program
Aishwarya B	III	Illinois Institute of Technology	Global Business Immersion Program
Shruthi L Y	III	Goldman Sachs	Financial Reporting
Sneha Murali	III	UBER India Systems	Marketing Strategies
Shriya Sriram	III	UBER India Systems	Marketing Strategies
Jayalakshmi G	III	Krea e-knowledge Pvt. Ltd.	Content Writing

### Students' Participation in Workshops/Seminars

Date	Name of the seminar/paper	Title of the seminar	Organizer	Name of the Student	Year
10.08.17	Paper- A Study on The Emerging Trend and Practice of Pink Tax-With Special Reference to Chennai Consumers	International Conference on Interdisciplinary Innovation in Business Management and Technology (IIBMT)	Annai Veilankanni's College for Women	T.Monikha Neha Jain Pratyosha K	III  Published in International Journal of Business Intelligence and Innovations (ISSN 2348 4705)
22.09.17& 23.09.17	-	Bizanimus	Vivekananda College	Priyadharshini N	II
08.09.17	-	Women in Biz-How to Have it all	U.S. Consulate & Assocham	Kajal Bhandari	II
24.02.18	Paper-A Study on the Psychological Impact of Business Automation on Consumers	Business Innovation and Sustainability in the Globalization Scenario	D.R.B.C.C.C Hindu College (Shift-2)	Sanjna S Sankari J 935947-2-8)	II Published in the College Journal (ISBN:978-81-935948-2-8)

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
12.06.17 to 14.06.17	Ms.Kiran Varma	6 <sup>th</sup> Deshpande Symposium for Innovation and Entrepreneurship	University of Massachusetts, Lowell	International
20.06.17	Ms.Kiran Varma	Women's Leadership Conference	University of Massachusetts, Lowell	International
17.07.17	Dr.Nisha.U	Economy Thriving in Balance	Confederation of Indian Industry	National
18.08.17	Ms.Kiran Varma	Emerging Consumption Tides in Small and Medium Cities in China and Impact on Japanese Industries	Chennai Centre of China Studies	Regional
15.12.17	Dr.Nisha.U	Towards Achieving Excellence in Higher Education	Sri Sankara Arts and Science College, Kanchipuram	National
10.02.18	G.Vasanth	Latest Developments in Financial Reporting and The Relevance of INDAS	The Institute of Cost Accountants of India	Regional
02.03.18	Dr.Nisha.U	UGC Sponsored IQAC Seminar-Quality Assurance and Accreditation	Loyola College	National
05.03.18 & 06.03.18	Ms.Kiran Varma	International Conference on India & Global Economy – Issues & Challenges	D.G.Vaishnav College	International
20.03.18	Ms.Kiran Varma	Women Breaking Barriers through Sports	The US Consulate General, Chennai	Regional
24.03.18	Ms. Kamatchi Preethi	Believe, Empower & Inspire	The Madras Chamber of Commerce and Industry	Regional Regional

### Staff Participation in Workshops/FDPs/ Refresher Programs

Date	Name of the Staff	Title of the Workshop	Organiser	Level
May 22 – June 3, 2017	Ms.G.Vasanth	FDP- Entrepreneurship, Innovation and Incubation	VIT-TBI, Vellore	Regional

### Staff Publications

Date	Name of the Staff	Title of the Paper	Name of the Journal / Book	Issue no/ ISBN No/ ISSN No
April 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 Best Paper Certificate
June 2017	Dr.Nisha.U	Selling Movies to The Common Man – A Case Analysis on Marketing Strategies Adopted in The Indian Film Industry	South Asian Journal of Marketing & Management Research (SAJMMR)	Vol.7, Issue 4, June 2017 ISSN: 2249-877X Impact Factor: SJIF 2013=4.748
July 2017	Dr. Nisha U	An Empirical Study on Identifying Footfall Drivers that Attract Customers to a Shopping Mall–With Special Reference to Chennai	International Journal of Engineering, Science and Management	Vol.8, Issue 7, July 2017 ISSN: 2229-8488 Impact Factor: 44.963 (UGC Approved)

### Staff as a Resource Person

Date	Name of the Staff	Organiser	Topic
24.08.17	Dr.Nisha.U	Net Journal of Business Management	Reviewing A Manuscript Titled: Investigating The Aspects that Influence The Consumer Decision Making Styles and Purchase Intention: A Conceptual Study

### Field Trip & Outbound Training

Date	Class	Place of visit	Purpose of visit
03.02.18	I & II B.Com (MM)	Sri Aurobindo Handmade Paper Mill Factory, Puducherry	Field Visit
		The Tree Foundation – Biodiversity Education Centre, Puducherry.	Eco trail workshop for Elephant Care and Bird Watching

## Department of Corporate Secretaryship

### Intra Murals

Adzap  
Table setting  
Shipwreck and stress interview  
CorpoVouge  
Lawyer It Up  
New Product Development

**29 July 2017 – Activities of the Elite Club were inaugurated**

### Guest Lectures

Date	Topic	Resource Person
16.07.17	Overview of ACS Course	Mr.B. Sukumar, Company Secretary
24.08.17	Overview on Companies Act 2013	Mr.R.Prakash, Company Secretary
24.01.18	Corporate Governance	Ms.Priyanka Jain, Company Secretary
08.01.18	Input Tax Credit & Technology Enabling GST	Mr.MohitBohra, Chartered Accountant Founder –PartnerM.Bohra & Associates

### Workshops

Date	Topic	Resource Person
09.12.17	Deep Work	Ms.Vijayalakshmi S, Entrepreneur & Motivator Woodpecker
09.12.17	Zero To One	Mr.Ranish Haran, Entrepreneur and Motivator Woodpecker
09.12.17	GD and Interview	Dr .Poorani T, Life Skills Coach and Facilitator
09.12.17	Nuances of Financial Instruments in the Context of Indian Accounting Standards	Ms. K.Swapna, Chartered Accountant

### Journal

Department Journal	Theme	Best Article	Name & Class of the Student
Signet	Digital India	Demonetisation – Calm after the Storm	Kushali , Kavya K and Divya M B of III B.Com CS

### Student Achievements

Date	Event Name / Competition Name	Name of the Student / Winner	Organised By	Award Title/ Prize
23.09.17	Light Music	Vaishnavi S	M.G.R College For Women, Chennai	I
26.08.17	Light Music	Vaishnavi S	Stella Maris College for Women, Chennai	I
15.12.17	Marketing Segmentation Targeting & Positioning	Sanjana V R Nachammai Savithiri	Loyola College Chennai	I
15.12.17	Business Quiz	Pushpavalli A Tanya Ramprasad	Loyola College Chennai	III
03.02.18	Business Plan	Tanya Ramprasad Neha Venkatraman	Stella Maris College for Women, Chennai	I
23.01.18	Light Music	Vaishnavi S	JBAS College, Chennai	I
03.02.18	Ramp Walk	Sanjana Mahesh Dhwani Jain Simran Bhatia Mansi Metha K.L.Spandhana Ishwarya S Priyadarshini M Yogasremanasvini B	Stella Maris College for Women, Chennai	I
24.01.18	Paper Presentation	K.L.Spandana Priyadarshini M	CTTE College Chennai	III

<b>Date</b>	<b>Event Name / Competition Name</b>	<b>Name of the Student / Winner</b>	<b>Organised By</b>	<b>Award Title/ Prize</b>
25.11.17	Speed Skating	Ramyaa Devi P L	TN Speed Skating Association	Silver & Bronze Medal
03.10.17	Classical Music	Aishwarya C	Music Academy Music Competition	I
May ,2017	Classical Music (Senior Category)	Aishwarya C	Balamurali Krishna Competition	I
21.01.18	Group Rotract Meet	Ishwarya	Rotaract Club of Rid 3232 M.O.P. Vaishnav College for Women, Chennai	Best Project Award (In Group 2 College Based)
02.01.18	Comic strip	Nachammai Savithiri	Women's Christian College, Chennai	II
03.09.18	SRM Ramapuram Mun'17	Ritika Makesh	All India Political Parties Meet at SRMR College	Hon'ble Mention - AIPPM
27.01. 18	Hindustan Young Leader's Conference	Ritika Makesh	KCG College of Technology, Chennai	Participated under UNGA ESS Committee
24.01.18	Classical Music	Chithra M	JBAS College, Chennai	I
09.02.18	Pitch Fest	T.S.Deepthi Ramyadevi P L	W Square Organised by M.O.P Vaishnav College for Women, Chennai	Winners
19.02.18	Ethnic Walk	Raamyaa Devi P L Sri Vaniswari Sarnaya B Zeal Bhansali Chaitanya B Sowndarya Vaishnavi S Maheshwari	KRMMC, Chennai	I
19.02.18	Challenge on Event	Zeal Bhansali Sri Vaniswari	KRMMC, Chennai	III

Date	Event Name / Competition Name	Name of the Student / Winner	Organised By	Award Title/ Prize
19.02.18	Corpo Variety	Raamya Devi P L Sri Vaniswari Sarnaya B Zeal Bhansali Chaitanya B Sowndarya Vaishnavi S Maheshwari	KRMMC, Chennai	III
19.02.18	Corpo Meet	Raamya Devi P L Sri Vaniswari Sarnaya B Zeal Bhansali Chaitanya B Sowndarya Vaishnavi S Maheshwari	KRMMC, Chennai	I
05.03.18	Corporate walk -	K.L.Spandana Ishwary S Priyadarshini M Divya M B Yogasremanaswini Simran Bhatia Dhwani Jain Mansi Mehta	Gurunanak College, Chennai	II

### Practice School

- AKRITI- is an entrepreneurial venture in the form of a public limited company which is floated by the students of the department of B.com (CS). This venture gives exposure to the students to run a company, and is initiated as practice school.
- Akriti has declares 100% dividend to its shareholders since its inception.

The following are the activities carried by The Board in the year 2017-2018 :

- **Summer Camp:** A two-day Summer Camp conducted by the members of Akriti for the kids to develop skills and knowledge in the month of May .
- **Event Management :**
  - ❖ Family Day - An event conducted by Times Solution at Raddison Bay Resort
  - ❖ Hyundai family Day
  - ❖ Mayan Awards
  - ❖ Study in UK-SK Fair Conference, The Park Hotel

**Highlights:** Providing stationary for the social welfare programme conducted by the college.

**CSR Activities :** Maintained a stall in M.O.P Bazaar and the proceeds were given to the NGOs – RASA & Vidhya Sagar.

- AKRITI: Effectively manages the Impressionz, M.O.P- Campus Stationery Stall.

#### Staff Publications

Date Staff	Name of the Paper	Title of the Book	Name of the Journal	ISSN / ISBN
23.12.17	Dr.Lalitha Balakrishnan& Ms.V.Sudha	A Study on Security Problems in Mobile Banking Services Provided by Banks- with Special Reference to Chennai	Surya-The Energy Management Journal(Issue no.1 Volume-3)	2454-9169
Jan- March 2018	Dr.Lalitha Balakrishnan & Ms.V.Sudha	A Study on the Factors Influencing the Customers Towards E Payment System- With Special Reference to State Bank of India	PIMR International Conference, Indore	Under print

#### Staff Participations

Date	Name of the Staff	Organiser	Title of Seminar / Presentation / Workshop	Level
30 & 31, Mar 2017	Dr.Shakila P	Ethiraj College For Women, Chennai	Business Strategy	City
5 - 7 May2017	Ms.V.Sudha	Institute For Statistics Research & Analytical	Research Methodology Statistical Data Analysis and Interpretation	National
10 & 11, Nov2017	Ms.M.Madhumathy	ICIM Coimbatore	Demonetisation & GST A Game Changer For Indian Textile Industry	International



05 & 06, Jan 2018	Ms.M.Madhumathy	Queen Mary's College Chennai	Curriculum Design & Development For Quality In Higher Education	City
06.03.18	Dr.Shakila P	D G Vaishnav College Chennai	International conference on India & Global Economy Issues and Challenges	International
22 & 23, Jan 2018	Ms.V.Sudha Ms.K.J.Rachel Dr.Shakila P Ms.Madhumathy M	M.O.P.Vaishnav College for Women, Chennai	Role of Autonomy and Quality Assurance in Higher Education	National

### Corporate Social Responsibility

Date	Title Of The Camp	Place	Type Of CSR
06.12.17	Arogya Dhaan	CSI Deaf & Dumb School, Santhome, Chennai	Medical Camp- donation of basic medical & health products

### Exhibition

Date	Name of the Event	Exhibition By
07.09.2017	Women's Galleria	II B.Com(CS)
12.09.2017	Let's Tax Chat	III B.Com(CS)
01.03.2018	GST Express	III B.Com CS & III B.Com MM

## Department of Commerce (Honours)

### ESPIRIT – INTRA MURAL

- Insignia (logo designing)
- Product Photography
- Stress Interview
- Battle of Words (Debate)
- Potpourri
- Minute to Win It
- Strategyser
- IPL Auction

**14 July 2017 - The activities of the Espirit Club were inaugurated by Dr.Vaidhya Subramanian, Dean, Sastra Deemed Univeristy.**

### Journal

Name of the Journal : Adoria  
 Volume Number : IV  
 Theme of the Journal : Startups and Entrepreneurship  
 Designer of Cover Page : Krishita Shah  
 Best Article : Uber – A Case Study by Haritha V. of III B.Com Honours

### Guest Lectures

Date	Subject	Topic	Speaker
19.07.17	Financial Planning	Investment Decision	Mr.Mohammad Asthaf Ananthan, Cost Accountant
16.08.17	Financial Planning	Capital Budgeting -Payback Period, ARR	
17.08.17	Financial Planning	Capital Budgeting techniques IRR, Profitability Index	
05.10.17	Taxation	Principles of Income Tax, Set Off	Mr. Sriram, Chartered Accountant
06.10.17	Taxation	Residential Status of Individual, TDS	
07.10.17	Taxation	Capital Gains Provisions	
09.10.17	Taxation	House Property Provisions	
10.10.17	Taxation	Salaries, Profits & Gains	
31.08.17	Indirect Taxation	Introduction, 7 <sup>th</sup> Schedule, Definitions	
02.09.17	Indirect Taxation	Point of Taxation Rules 2011	

<b>Date</b>	<b>Subject</b>	<b>Topic</b>	<b>Speaker</b>
11.09.17	Indirect Taxation	Issuance of Invoice, GAR, ACES	Mr.Karthik, Chartered Accountant
21.09.17	Indirect Taxation	Types of Services, Valuation of Taxable Service, Pure Agent	
23.09.17	Indirect Taxation	Alternative Tax Payment, Problems, Service Tax Exemptions	
03.10.17	Indirect Taxation	Mega Exemption Services, Types of Services	
06.10.17	Indirect Taxation	Classification of Service Tax, Manner of Payments	
07.10.17	Indirect Taxation	Filing of Returns, Procedures	
05.10.17	Financial Reporting	Alteration of Share Capital	Ms.Swapna, Chartered Accountant
09.10.17	Financial Reporting	Alteration of Share Capital	
06.10.17	Advanced Accounting II	Redemption of Debentures	Mr.G.Saimukundhan Chartered Accountant
06.10.17	Advanced Accounting II	Schedule 3 Balance Sheet	Mr.Shriram, Chartered Accountant
07.10.17	Advanced Accounting II	Employee Stock Option Plan	
09.10.17	Advanced Accounting II	Underwriting of Shares and Debentures	
10.10.17	Advanced Accounting II	Buyback, Shares with Differential Rights	Mr.G.Saimukundhan Chartered Accountant
23.11.17	Industrial Law	Negotiable Instruments Act	Ms.PriyankaChartered Accountant
24.11.17	Industrial Law	Negotiable Instruments Act	
27.11.17	Industrial Law	Negotiable Instruments Act	
28.11.17	Industrial Law	Negotiable Instruments Act	
29.11.17	Industrial Law	Negotiable Instruments Act	
30.11.17	Industrial Law	Negotiable Instruments Act	
04.12.17	Industrial Law	Interpretation of Statutes	
05.12.17	Industrial Law	Interpretation of Statutes	
06.12.17	Industrial Law	General Clauses Act	Ms.Swapna Chartered Accountant
15.01.18	Advanced Accounting	Dissolution	
19.01.18	Advanced Accounting	Dissolution - Capital Accounts	
30.01.18	Advanced Accounting	Dissolution – Piece meal distribution	
31.01.18	Advanced Accounting	Amalgamation	

Date	Subject	Topic	Speaker
02.02.18	Advanced Accounting	Amalgamation – Proportionate Capital	
19.01.18	Auditing and Assurance	Internal Audit	Ms.SandhyaChartered Accountant
22.01.18	Auditing and Assurance	Internal Audit	
23.01.18	Auditing and Assurance	Qualification	
31.01.18	Auditing and Assurance	Internal Audit and Qualification	
19.02.18	Auditing and Assurance	PNB Fraud, Duties and Rights of Auditors	
20.02.18	Auditing and Assurance	Performance of Audit	
21.02.18	Auditing and Assurance	Case Laws	
22.02.18	Auditing and Assurance	Practicality of Audit	
27.02.18	Advanced Management Accounting	Activity Based Costing	Mr. Mohammad Asthaf Ananthan, Cost Accountant
08.12.17	Cost Accounting	Standard Costing	
11.01.18	Cost Accounting	Standard Costing – Material Variances	
17.01.18	Cost Accounting	Standard Costing – Labour Variances	
17.02.18	Cost Accounting	Standard Costing – Overhead Variances	
19.02.18	Cost Accounting	Standard Costing - Analysis	
20.02.18	Cost Accounting	Costing Management	

### Workshops

S.No	Program	Resource person
1.	Forensic Audit Skill Programme	Ms. Smriti Chandrasekar, Founder & CEO, Quadraflake Consulting Private Ltd
2.	Security Operations and Risk Management Certificate Programme	Mr. Pradeep, Finmark Trainers.

### Field Visits

S.No	Date	Class	Place
1.	25.09.17	III B.Com Honours	Hyundai Motors
2.	16.02.18	II B.Com Honours	Coco Cola

### Students' Achievements

S.No.	Name of the Student	Class	Event	Organiser	Prize
1.	Subiksha B Soundarya Venkatesh	III B.Com Honours	Quiz	D.G. Vaishnav College Chennai	III
2.	Subiksha B Soundarya Venkatesh	III B.Com Honours	Debate	D.G. Vaishnav College Chennai	I
3.	Priyanka Shri M Renuka J	III B.Com Honours	Business Connexions	S.D.N.B. Vaishnav College for Women Chennai	I
4.	Subiksha B Vandana D Mehta Krishita Shah Bhavani R Swapnika Modi	III B.Com Honours	Adzap	MGR Janaki College of Arts and Science for Women Chennai	II
5.	Swapnika Modi Sanskriti Bahadur	III B.Com Honours	Paper Presentation	International Business Conference- SRM Chennai	Published in ICBR Journal
6.	Renuka J. Sanjana KV	III B.Com Honours	Business Quiz	C.T.T.E College for Women, Chennai	I
7.	Subiksha B Vandana D Mehta	III B.Com Honours	Paper Presentation and Case Study	Guru Shree Shantivijai Jain College for Women Chennai	II
8.	Nandita S	III B.Com Honours	Pot Pourri	J.B.A.S College Chennai	II
9.	Nandita S	III B.Com Honours	Treasure Hunt	Women's Christian College, Chennai	I
10.	Subiksha B	III B.Com Honours	Block and Tackle	Stella Maris College Chennai	I
11.	Renuka J Sanjana KV	III B.Com Honours	Paper Presentation	Asan Memorial College Chennai	II
12.	Renuka J Sanjana KV	III B.Com Honours	Quiz	Asan Memorial College Chennai	II

S.No.	Name of the Student	Class	Event	Organiser	Prize
13.	Aishwarya S	III B.Com Honours	Shruti-Classical Dance	Ethiraj College for Women, Chennai	II
14.	Dhivya B	III B.Com Honours	Commerce Fest-Capital Structure	Loyola College Chennai	III
15.	Dhivya B Priyanka Shree M	III B.Com Honours	Quiz	Aachi Institute of Management	III
16.	Sanjana KV	III B.Com Honours	Quiz	ITM Business School	I
17.	Renuka J Sanjana KV	III B.Com Honours	Business Game	ITM Business School	II
18.	Dhivya B Priyanka Shree M	III B.Com Honours	Business Quiz	SSS Jain College for Women, Chennai	I
19.	Renuka J Priyanka Shree M	III B.Com Honours	Connections	SSS Jain College for Women, Chennai	I
20.	Dhivya B Lalitha S	III B.Com Honours	Connections	SSS Jain College for Women, Chennai	II
21.	Dhivya B Lalitha S	III B.Com Honours	Louder	SSS Jain College for Women, Chennai	I
22.	Krishita Shah Subiksha B	III B.Com Honours	Louder	SSS Jain College for Women, Chennai	III
23.	Sanjana KV	III B.Com Honours	Stress Interview	SSS Jain College for Women, Chennai	I
24.	Samyuktha S	III B.Com Honours	Stress Interview	SSS Jain College for Women, Chennai	II
25.	Sanskriti Bahadur Subiksha B	III B.Com Honours	Power Point Presentation	SSS Jain College for Women, Chennai	I
26.	Subiksha B	III B.Com Honours	Debate	SSS Jain College for Women, Chennai	I
27.	Subiksha B	III B.Com Honours	Block and Tackle	SSS Jain College for Women, Chennai	I

- Ms.Espirit was won by Shobana S. of II B.Com Honours
- Overall trophy for Espirit was won by III B.Com Honours

#### Staff Participation in Workshops

S.No.	Name of the Staff	Title	Organiser	Level
1	Ms.Gowri S Ms.Sasikala Devi S Dr.Sindhu K Dr.Sumangala Devi K.C	Faculty development programme on GST - One Nation, One Market, One Tax.	M.O.P. Vaishnav in association with the Madras Chamber of Commerce & Industry	State

S.No.	Name of the Staff	Title	Organiser	Level
2	Ms.Gowri.S	One day Workshop on International Financial Reporting Standards and IND Accounting Standards	IMS Proschool, Chennai	Regional
3	Ms.Sasikala Devi S	Seminar on Changing Paradigms	Guru Nanak College, Chennai	National
4	Dr. Sumangala Devi S	Impact of Artificial Intelligence on the Banking Sector - Paper Presentation	Thiruthangal Nadar College, Chennai	International

### Outstanding Achievements

S.No.	Event	Name of the Student	Award/Prize	Organiser	Level
1.	CA IPCC	Lalitha S	Cleared group I & II	ICAI	National
2.	CA IPCC	Nandita S	Cleared group I	ICAI	National
3.	CA IPCC	Aradhana S	Cleared group I	ICAI	National
4.	CA IPCC	Ramyaa B	Cleared group II	ICAI	National
5.	CA IPCC	Romitha P.V	Cleared group I & II	ICAI	National
6.	CA IPCC	Suba Nagarajan	Cleared group I & II	ICAI	National
7.	ACS EXECUTIVE	Renuka J	Cleared group I & II	ICSI	National
8.	CA IPCC	Niveditha Nathan	Cleared group I & II	ICAI	National
9.	CA IPCC	Nivedha K	Cleared group I & II	ICAI	National
10.	CA IPCC	Sanskriti Bahadur	Cleared group I	ICAI	National
11.	CA IPCC	Swapnika Modi	Cleared group I	ICAI	National
12.	CA IPCC	Ranjana R	Cleared group I & II Secured all India Rank 37	ICAI	National
13.	CA IPCC	Shobana S	Cleared group I & II	ICAI	National
14.	CA IPCC	Rakshetha	Cleared group I & II	ICAI	National
15.	CA IPCC	Madhumithaa M	Cleared group I & II	ICAI	National
16.	CA IPCC	Sudha Balasubramanian	Cleared group I	ICAI	National
17.	CA IPCC	Saranya Subramanian	Cleared group I	ICAI	National
18.	CA IPCC	Priya	Cleared group I	ICAI	National
19.	CA IPCC	Sindhuja N	Cleared group I	ICAI	National

S.No.	Event	Name of the Student	Award/Prize	Organiser by	Level
20.	CA IPCC	Annu Meyyammai	Cleared group I	ICAI	National
21.	CA IPCC	Sameksha Surana	Cleared group I	ICAI	National
22.	CMA INTER	Namratha U	Cleared group I & II	ICMAI	National
23.	ACS EXECUTIVE	Sanjana KV	Cleared group I	ICSI	National
24.	CMA INTER	Darshana B	Cleared group I & II Secured All India Rank 27	ICMAI	National
25.	CMA INTER	Subalakshmi	Cleared group I	ICMAI	National

- B.Com Honours won the I place in aerobics held on 05.02.18 & 06.02.18 as a part of M.O.P Vaishnav sports day events for the 6<sup>th</sup> consecutive year.
- B.Com Honours won the overall trophy in the intercollegiate competitions conducted by SSS Jain College for Women, Chennai



## Department of Computer Science

### Department Activities

- OLAP
- LINK
- Paper Presentation
- Digital Logic Workshop

14 July 2017 - Inauguration of *ONLINE* Club.

2 & 3 February 2018 : Intra-Mural Competitions were conducted.

### Link Events

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

16 February 2018 : Inter-Collegiate Fest was conducted. It had overwhelming participation from various city colleges. The overall trophy was bagged by the students of Stella Maris College.

FDP was a two-day event with 33 participants consisting of faculty from 12 different colleges and research scholars from 4 different universities.

2 February 2018 : 'Research Documentation using LaTeX' was conducted by Dr. B. Lavanya, Assistant Professor, Department of Computer Science, University of Madras.

3 February 2018 : 'Data Analytics using R Tool' was conducted by Dr. S. Bharathidasan, Department of Computer Science, Loyola College.

### Faculty Development Programme

Research Documentation using LaTeX and Data Analytics using R Tool

### Guest Lectures

Date	Topic	Resource Person	Organization
17.08.17	Data Analytics - Overview and Industry Trends	Mr. S.Bhanu Kumar, Education Consultant and Director & Mr. G. Aravindan, Director - Business Intelligence Group	Win Vinaya Infosystem, Chennai
05.10.17	Business Data Analytics	Mr. Madhusudhana Rao R D, Regional Manager, Career Education & Dr. Harikrishna Maram, Chairman and Founder - CEO	IBM Imperial College, Bangalore

Date	Topic	Resource Person	Organization
18.11.17	Data Analytics - Power BI Tool	Mr. S. Bhanu Kumar, Education Consultant and Director & Mr. G. Aravindan, Director - Business Intelligence Group	Win Vinaya Infosystem, Chennai
07.12.17	Geographical Information System	Mr. Srikanth Nagaprasad & Mr. Rajasekar Ayyanar	Sysglob Solutions Pvt. Ltd., Chennai
02.02.18	Digital India	Mr. Madhusudhana Rao R D, Regional Manager, Career Education	IBM, Chennai
		Dr. Harikrishna Maram, Chairman and Founder - CEO	Imperial College, Bangalore

### Workshops

Date	Topic	Resource Person
03.07.17	Digital Fundamentals	Dr. Kumara Sathian, Former Head, Dept. of Physics, Madras Christian College, Chennai
04.12.17	R-Tool	Mr. Suresh, Professor , IT Department, St. Joseph Engineering College, Chennai
01.03.18	Cyber Crimes and Digital Forensics	Dr. K. Rama Subramaniam, Chairman, CoEDF, Chennai Mr. E.R. Ramesh, Mr. Suresh Kumar, Prof. R. Thilagaraj, Director, CoEDF, Chennai

### Journal

Name of The Journal : **COMPUTER ALMANAC**, Volume XXIII.

Theme : 5G TECHNOLOGY

### Best Articles:

Title of the Article	Student Name & Class
Connecting to 5G Technology and Features	Haritha J, I M.Sc (IT)
5G Scenario	Pinky A, II B.Sc (Comp Sci)
Evolution - 1G to 5G Technology	S.Vijaymeenakshi & Swadhi S , III B.C.A.

### Students Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
11.08.17	Sridevi M Janani Kesari R Begum M	II B.Sc. (CS)	Web Boss & Trouble Shooting	Ethiraj College for Women, Chennai	I
11.08.17	Shwetha C Mohamed Kameela	II B.Sc. (CS)	Poster Designing	Ethiraj College for Women, Chennai	I
14.08.17	Ishwarya Lakshmi S Harithra K	II B.Sc. (CS)	Pot Pourri	Anna Adarsh College, Chennai	III
24.08.17	Nandhini T Sridevi M	III B.Sc.(CS) II B.Sc.(CS)	Techno Art	Women's Christian College, Chennai	I
24.08.17	Jeyalalitha N A Sowmiya A Poojasree R Roshni Ramesh Keerthana V Janani Kesari R	II B.Sc. (CS)	Adzap	Women's Christian College, Chennai	II
24.08.17	Sridevi M Janani Kesari R	II B.Sc.(CS) II B.Sc.(CS)	Web Design	Women's Christian College, Chennai	II
26.08.17	Srividya Satish P	III BCA	Light Music	Stella Maris College, Chennai	I
26.08.17	Aamna Zainab Vijaymeenakshi S	III BCA	Quiz	Stella Maris College, Chennai	II
12.09.17	Akshaya R Vijaymeenakshi, Vaishnavi B S	III BCA	Where is you Hideout	SSS Jain College, Chennai	I
12.09.17	Dheepika R Srividya Satish P	III BCA	Pot Pouri	SSS Jain College, Chennai	I
14.09.17	Mohana Priya V Srividya Satish P	III BCA	Photo Shoot	Anna Adarsh College, Chennai	III
22.09.17& 23.09.17	Preethi M Lokeshwari P	I M.Sc. (IT)	Multimedia	Ethiraj College for Women, Chennai	II
19.02.18& 20.02.18	Vijaymeenakshi S Dheepika R	III BCA	Quiz	Shree Chandraprabhu Jain College, Minjur	I
19.02.18	Vijaymeenakshi S	III BCA	Treasure Hunt	Shree Chandraprabhu Jain College, Minjur	I
19.02.18	Sunitha	III BCA	Collage	Shree Chandraprabhu Jain College, Minjur	III

Date	Name of the Student	Class	Event	Organiser	Prize
19.02.18	Srividya Satish P	III BCA	Debugging	Shree Chandrababhu Jain College, Minjur	I
19.02.18	Dheepika R	III BCA	Debugging	Shree Chandrababhu Jain College, Minjur	II
19.02.18	Sunitha	III BCA	Debugging	Shree Chandrababhu Jain College, Minjur	III
19.02.18	Vijaymeenakshi S	III BCA	Blog Designing	Shree Chandrababhu Jain College, Minjur	I
19.02.18	Dheepika R Fathima	III BCA	Blog Designing	Shree Chandrababhu Jain College, Minjur	III
20.02.18	Dheepika R	III BCA	Tech Virtuoso	Shree Chandrababhu Jain College, Minjur	II
20.02.18	Srividya Satish P	III BCA	Tech Virtuoso	Shree Chandrababhu Jain College, Minjur	III
21.02.18	Hemavathy D V Krithika I	III B.Sc. (CS)	Connections	Women's Christian College, Chennai	II
21.02.18	Rathika B, Deepika C	III B.Sc. (CS)	Sudoku	Women's Christian College, Chennai	II
21.02.18	Kanimozhi E Bhagyalakshmi R	III B.Sc. (CS)	Quiz	Women's Christian College, Chennai	II
21.02.18	Jagatheswari B Nandhini T	III B.Sc. (CS)	e-waste	Women's Christian College, Chennai	II
21.02.18	Aamna Zainab Srividya Satish P	III BCA	Debate	Women's Christian College, Chennai	I
21.02.18	Dheepika R Srividya Satish P	III BCA	Debugging	Women's Christian College, Chennai	I
23.02.18	Bhagyalakshmi R Sneha S	III B.Sc. (CS)	Coding Challenge	D.G. Vaishnav College Chennai	III
23.02.18	Akshaya R Pinky R Mohana Priya V	III BCA	Treasure Hunt	D.G. Vaishnav College, Chennai	II
23.02.18	Mohana Priya V Sweetha P Swetha A Swpana A Akshara T Akshayaa Janani	III BCA	Movie Spoof	D.G. Vaishnav College, Chennai	III
27.02.18	Aamna Zainab I Charulatha V	III BCA	Quiz	Alpha arts and Science College, Chennai	II
27.02.18	Divya B	III BCA	Debugging	Alpha arts and Science College, Chennai	II

<b>Date</b>	<b>Name of the Student</b>	<b>Class</b>	<b>Event</b>	<b>Organiser</b>	<b>Prize</b>
27.02.18	Sweatha P Swadhi S	III BCA	Aptitude	Alpha arts and Science College, Chennai	I
05.03.18	Divya B Tasneem A Nasrulla	III BCA	Tech-Non Tech	Vels Institute of Science Technology & Advanced Studies, Chennai	III
06.03.18	Srividhya Sathish	III BCA	Block and Tackle	Patrician College of Arts and Science, Chennai	I
06.03.18	Vaishnavi B S Madhumitha N Vaishnavi K K	III BCA	Quiz	Patrician College of Art and Science, Chennai	II
06.03.18	Divya B Madhumitha N Vaishnavi K K	III BCA	E-waste and Connection	Patrician College of Arts and Science, Chennai	II
06.03.18	Divya B	III BCA	Debugging	Patrician College of Arts and Science, Chennai	II
06.03.18	Varshini	III BCA	Meme Generation	Patrician College of Arts and Science, Chennai	II
06.03.18	Srividhya Sathish	III BCA	Command your boot	Patrician College of Arts and Science, Chennai	II
09.03.18	Sneha S Bhagyalakshmi R	III B.Sc. (CS)	Quiz	Vels Institute of Science, Technology & Advanced Studies, Chennai	I
09.03.18	Akshaya H Jeyalalitha N A Janani Kesari R Roshni Ramesh Keerthana V	II B.Sc. (CS)	Adzap	Vels Institute of Science, Technology & Advanced Studies, Chennai	II

The students of BCA won overall trophy in Techniq Bay conducted by Patrician College of Arts & Science, Chennai.

### Student Participation in Conferences

Date	Name of the Student	Title of the Paper	Organizer
22.09.17 & 23.09.17	Preethi M Lokeshwari P I M.Sc. (IT)	An Efficient File Hierarchy Attribute-based Encryption Scheme using Bit Exchanging Method in Cloud Computing	Ethiraj College for Women, Chennai
24.02.18	Rajalakshmi M I M.Sc. (IT)	Analysis and Prediction on Blended Learning Readiness among Indian Students at Universities using Decision Tree Classifier in Scikit-learn Environment	SSS Jain College, Chennai
24.02.18	M. Preethi I M.Sc. (IT)	Changing Trends in Preferences of Mode of Transactions-A Prediction using Rough Set Theory	SSS Jain College, Chennai
24.02.18	Rasika B Sonaali S III B.Sc. (CS)	Cinema Cloud :An Enabling Technology for the Movie Industry	SSS Jain College, Chennai

### Papers Published by Students

Student Name	Year of Date / Publication	Name of the Journal	Title	ISSN No.
Rajalakshmi M I M.Sc.(IT)	February 2018	Proceedings of the International Conference on Recent Advances in Computing and Communications	Analysis and Prediction on Blended Learning Readiness among Indian Students at Universities using Decision Tree Classifier in Scikit-learn Environment	0976-5697
M. Preethi I M.Sc. (IT)	February 2018	Proceedings of the International Conference on Recent Advances in Computing and Communications	Changing Trends in Changing Trends in Preferences of Mode of Transactions - A Prediction using Rough Set Theory	0976-5697

Student Name	Year of Date / Publication	Name of the Journal	Title	ISSN No.
Rasika B Sonaali S III B.Sc. (CS)	February 2018	Proceedings of the International Conference on Recent Advances in Computing and Communications	Cinema Cloud: An Enabling Technology for the Movie Industry	0976-5697
Haritha J Divya G Sanchana G Subasri B I M.Sc. (IT)	February 2018	International Journal of Scientific Research in Computer Science, Engineering and Information Technology (IJSRCSEIT)	A Study on Automated Tools for Android Applications	2456-3307
Priyadarshini MA Supreetha V II BCA	February 2018	International Journal of Scientific Research in Computer Science, Engineering and Information Technology (IJSRCSEIT)	Different Technologies used in 5G	2395-1990
Rajalakshmi S Aathira P II BCA	February 2018	International Journal of Scientific Research in Computer Science, Engineering and Information Technology (IJSRCSEIT)	An approach to Mutation testing with Automated Debugging Tools for Software Testing	2456-3307

### Field Trip

Date	Place of Visait	Purpose
30, 31 Aug & 1 Sep 2017	Mysore, Coorg & Kushal Nagar	Educational Tour

### Course Overview

The college conducted a course overview exhibition for school students. The students of the department put up stalls exhibiting posters on various curriculum opportunities available for school students completing class 12. They also organized simple android games and app development for the visitors.

### Staff Participation in Workshops

### Staff Achievements

Date	Name of the Staff	Title of the Workshop	Organiser	Level
06.06.17 & 08.06.17	Ms. T.Sunitha Rani	Application of SPSS and AMOS in Business Research	University of Madras in association with Business Lab, Chennai	National
15.07.17& 16.07.17	Ms. C S Padmasini	Machine Learning using R and Latex writing	Loyola College, Chennai	National
23.01.18& 24.01.18	Ms. V. Sindhu	Quantum Mechanics	SA Engineering College, Chennai	National

### Staff Participation in FDP

Date	Name of the Staff	Title of the FDP	Organiser	Level
23.09.17	Ms.Sakthi Kumaresh & Ms. A. Angayarkanni	Digitization and its Transformation	Cognizant, MEPS, Chennai	National
20.01.18	Ms. A. Angayarkanni & Ms. Jayanthi J	Transformation in Teaching & Learning	Asan Institute of Management, Chennai	State
10.03.18	Ms.V.Sindhu	Emerging Trends in the Domain of Business Analytics	Thiruthangal Nadar College, Chennai	International

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
07.09.17	Dr. K.B. Priya Iyer	Annai Velankani College for Women, Chennai	Keynote Speaker in National Conference on Federated Computing in Information Reality and Mathematical Sciences	Current Trends in Information Technology
07.09.17	Ms. J.Jayanthi	Annai Velankani College for Women, Chennai	Resource Person in National Conference on Federated Computing in Information Reality and Mathematical Sciences	Machine Learning
24.02.18	Dr.Brinda Ramanujam	SSS Jain College for Women, Chennai	Session Chair	International Conference on Recent Advances in Computing and Communications



### Staff Publications

Name of the Staff	Title of Paper	Name of the Journal / Book	ISSN/ISBN.
Ms.T. Sunitha Rani	An Empirical Study of Resource Allocation using Modified Particle Swarm Optimization in Cloud Environment	Journal of Advanced Research in Dynamical and Control Systems December 2017, Volume 13, Issue 15	1943-023X
Ms. C.S.Padmasini	Prediction of Automotive Customer Choice through Classification Techniques	International Journal of Computer Applications Volume 13 , Issue 1	0975 – 8887
Dr. K.B.Priya Iyer	Fuzzy Based Route Navigation in Directed Spatial Networks over Cloud	International Journal for Science and Advance Research in Technology (IJSART) Volume 3, Issue 8, August 2017	2395-1052
Dr. K.B.Priya Iyer	Queuing Theory Based Enhanced Resource Allocations over IAAS Cloud Architectures	International Journal for Research in Applied Science & Engineering Technology (IJRASET) Volume 6, Issue II February 2018	2321-9653
Dr. K.B.Priya Iyer	A Study on Automated Tools for Android Applications	International Journal of Scientific Research in Computer Science, Engineering and Information Technology (IJSRCSEIT) Volume 3, Issue 1 February 2018	2456-3307
Ms. Sakthi Kumaresh	An Approach to Mutation testing with Automated Debugging Tools for Software Testing	International Journal of Scientific Research in Computer Science, Engineering and Information Technology (IJSRCSEIT) Volume 3, Issue 1, February 2018	2456-3307

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organizer	Level
07.12.17	Ms. Sakthi Kumaresh	Placement Meet	EY GDS	State

### Additional Qualification

Date	Name of the Staff	Degree	University
17.04.17	Dr. Brinda Ramanujam	Ph.D	Bharathiar University
28.07.17	Dr. D. Radha	Ph.D	Anna University
12.03.18	Dr.Sakthi Kumaresh	Ph.D	Bharathiar University

## Department of Mathematics

**14 July 2017- activities of the  $\pi$  -  $\beta$  Club were inaugurated**

<b>Inter-Collegiate</b> Aspire 2k17
<ul style="list-style-type: none"> <li>• Paper Presentation</li> <li>• Quiz</li> <li>• Potpourri</li> <li>• Math Tunes</li> <li>• Channel Surfing</li> </ul>

<b>Intra Mural</b> $\Sigma$ ccentricity 2K18
<ul style="list-style-type: none"> <li>• Paper Presentation</li> <li>• Quiz</li> <li>• Potpourri</li> <li>• Math Modeling</li> <li>• Collage</li> </ul>

### Workshops

Date	Topic	Resource Person	Level
04.07.17	Intelligence Squared	Mr.B.Panchapakesan Former CRO, BSNL	State
27.12.17	Statistical Analysis using R	Dr Nalini Ravishankar Professor, University of Connecticut, USA	International

### Seminar

#### National Level Seminar- Regression Analysis

Date	Topic	Resource Person
23.02.18	Regression in Daily Life	Dr. Lalitha Balakrishnan, Principal, M.O.P. Vaishnav College For Women
	Predictive Regression Models	Dr. Martin L William, Associate Professor Department of Statistics, Loyola College, Chennai
	Alternatives to Multiple Regression Analysis	Dr. Sudheesh K Kattumannil, Assistant Professor, Applied Statistics Unit, Indian Statistical Institute, Chennai

## Journal

**ELIXIR** : Theme: Livo Math

**Best Article** : Fractals in Human Body by Akhila C , III B.Sc Mathematics

## Students Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
07.12.17	Vasunthra V Subhashree K	III Maths	Quiz	Women's Christian College, Chennai	II
	Yuvarani G B Sangeetha Bharathi I Divya M	III Maths	Potpourri		II
	Yuvashree R Suman N Rajpurohit Anusha Vishwanathan Vishnu Priya B	II & III Maths	Treasure Hunt		III
	Deepa G Divya G Sharanya S Nandhini Jeevitha G Pooja M	III Maths	Adzap		I
	Haritha Shivashankar	III Maths	Poster Presentation		I
14.12.17	Akhila C Nivetha T S	III Maths	Paper Presentation	Loyola College, Chennai	II
	Aishwarya Lakshmi S Pavithra S Rangashree B	III Maths	Connexions		I
	Divya N Malathy M	III Maths	Dumb Charades		I
	Sivasrinidhi Anusha Viswanathan Vishnu Priya B	II Maths	Treasure Hunt		III
	Sharanya S Nandhini Jeevitha G Divya G Deepa G Pooja M	I & III Maths	Adzap		I
15.12.17	Subhashree K	III Maths	Jam and Ship Wreck	Loyola College, Chennai	III

Date	Name of the Student	Class	Event	Organiser	Prize
	Usha Sankari H Rakkshana B	II Maths	Story Telling		I
	Yuvashree R Suman N Rajpurohit Bhavya Kannan	III Maths	Treasure Hunt		I
	Vasunthra V Subhashree K Divya N	III Maths	Quiz		II
	A S Tejaswini Sangeetha J	III Maths	Collage		II
	Haritha Shivashankar Rasika R	III Maths	Paper Presentation		II
	Meenakshi G Simran Ummatt Fahmida S M	II Maths	Pot Pourri		II
16.12.17	Ramya A T Aswini M	III Maths	Voice over	Loyola College, Chennai	I
	Vasunthra V Divya N	III Maths	Crossword		III
11.01.18	Deepa G Divya G Nandhini M Nandhini Jeevitha G Sharanya S Pooja M	I & III Maths	Adzap	Madras Christian College, Chennai	I
	Vasunthra V Subhashree K Srividhya N	III Maths	Quiz		I
	A S Tejaswini Sangeetha J	III Maths	Collage		I
	Yuvashree R Anusha Viswanathan Vishnu Priya B	II & III Maths	Treasure Hunt		I
	Raskkshana B Illakkiya Maran	I Maths	Funky Marketing		I
	Pavithra S Sneha S Akshaya S Preethi S Aswini M Ramya A T Deekshitha R	III Maths	Channel Surfing		II

Date	Name of the Student	Class	Event	Organiser	Prize
	Sangeetha Bharathi I Harshini M	II Maths	Sudoku		II
24.01.18	Deepa G Divya G Pooja M Nandhini Jeevitha G Sharanya S	I & II Maths	Adzap	JBAS College Chennai	II
31.01.18	Tejaswini A S Nandhini M	III Maths	Face Painting	Madras Christian College, Chennai	III
	Akshaya S Nandhini Jeevitha G	III Maths	Debate		II
02.02.18	Sneha S Malathy M Srividhya N Pavithra S Preethi S Nivetha T S	III Maths	Mime	D.G. Vaishnav College Chennai	I
	Deekshitha R Yogalakshmi C	III Maths	Math Modeling		I
	Vasunthra V Subhashree K Divya N	III Maths	Quiz		II
	Deepa G Divya G Pooja M Nandhini Jeevitha G Sharanya S Sujitha U	I & III Maths	Adzap		II
	Meenakshi G Fahmida S M Simran Ummatt	II Maths	Potpourri		II
02.02.18	Gomathi V Santhoshini M Jayalakshmi P Usha Sankari H Nivetha E Sriranchani S	II Maths	Mime	KRMMC College Chennai	I
	Sushmitha M Jothimani A R	II Maths	Math Fun		II
08.02.18	Vasunthra V Subhashree K	III Maths	Quiz	Sai Ram Engineering College Chennai	I
	Haritha Shivashankar	III Maths	Paper Presentation		I

Date	Name of the Student	Class	Event	Organiser	Prize
09.02.18	Divya N Srividhya N Malathy M	III Maths	Dumb Charades	SRM University Chennai	I
22.02.18	Lakshmi Priya R	I Maths	Paper Presenation	New College Chennai	I
27.02.18	Rohini H	II Maths	Pot Painting	JBAS College Chennai	I
	Jayalakshmi P	II Maths	Pot Painting		III
	Sriranchini S Vardhana G Deekshitha R Sneha S Srividhya N	II Maths	Debate		I
	Harshitha K G, Divya N	II Maths	Bio Lyrics		I
	Usha Shankari H	II Maths	Creative Writing		II
05.03.18	Divya N Malathy M	II Maths	Dumb Charades	DRBCCC Hindu College, Chennai	I
	Lakshmi Priya R Lavanya	I Maths	Paper Presentation		I

- Students bagged the overall Trophy in the intercollegiate co-curricular competitions conducted by the Department of Mathematics
- ❖ Women's Christian College
  - ❖ Loyola College
  - ❖ Madras Christian College
  - ❖ DG Vaishnav College
  - ❖ DRBCCC Hindu College, Chennai.

### Staff Achievements

- Dr. Fernandes Jayashree :
- ❖ Chief guest for Numera 2K17 organized by Department of Mathematics, Ethiraj College for Women, Chennai.
  - ❖ Member, Board of Studies in Mathematics, Stella Maris College and DG Vaishnav College.

### Staff Publication

Name of the Staff	Title of Paper	Name of the Journal/ Year of Publication	ISSN No.
Dr Jayashree Fernandes	Queuing Theory Based Enhanced Resource Allocation Over IAAS Cloud Architecture	IJRASET / Volume 6, Issue II, February 2018	2321-9653

### Staff Paper Presentation

Date	Name of the Staff	Title of Paper	International Conference / Venue
4-6.01.18	Krishnaveni S	Structure of the Indefinite Quasi Affine Kac-Moody Algebra $QB_3^{(1)}$	World Summit on Advances in Science, Engineering and Technology (Cambridge Summit 2018), Cambridge, United Kingdom.

### Staff Participation in Conference/ Workshop

Date	Name of the Staff	Title of the conference / workshop/Seminar	Organized by	Level
22.01.18 & 23.01.18	Dr Jayashree Fernandes	Seminar on Role of Autonomy and Quality Assurance in Higher Education	M.O.P Vaishnav College for Women Chennai	National
27.12.17		Workshop on Statistical Analysis using R	M.O.P. Vaishnav College for Women Chennai	International
4.6.01.18	Krishnaveni S	Conference on World Summit on Advances in Science, Engineering and Technology	Vellore Institute of Technology India Vellore	International
22.01.18 & 23.01.18		Seminar on Role of Autonomy and Quality Assurance in Higher Education	M.O.P. Vaishnav College for Women Chennai	National
9.12.17	R.Jamuna Chezian	NPTEL Workshop	NPTEL , IIT Madras & SSN College of Engineering, Chennai	National
22.01.18 & 23.01.18		Seminar on Role of Autonomy and Quality Assurance in Higher Education	M.O.P. Vaishnav College for Women Chennai	National
27.12.17		Workshop on Statistical Analysis using R	M.O.P. Vaishnav College for Women Chennai	International
10.03.18	Alamelu M R	Conference on Emerging Trends in the Domain of Business Analytics	Thiruthangal Nadar College, Chennai	International

22.01.18		Seminar on Role of Autonomy and Quality Assurance in Higher Education	M.O.P. Vaishnav College for Women Chennai	National
27.12.17		Workshop on Statistical Analysis using R	M.O.P. Vaishnav College for Women Chennai	International
22.01.18 & 23.01.18	B. Ramani	Seminar on Role of Autonomy and Quality Assurance in Higher Education	M.O.P. Vaishnav College for Women Chennai	National
22.01.18 & 23.01.18	E. Jayalakshmi	Seminar on Role of Autonomy and Quality Assurance in Higher Education	M.O.P. Vaishnav College for Women Chennai	National

### **Daan**

The academic year 2017-2018 being the year of daan, the students of B.Sc Mathematics have taken an initiative “GANITH DAAN” which focuses on imparting mathematical knowledge and developing the overall personality of the children of M.O.P Vaishnav Primary school, Triplicane and Assumption Higher Secondary School, Nungambakkam.

The focus areas:

#### **ACADEMIC SKILLS:**

- ❖ Provide strong foundation in fundamental concepts of Mathematics
- ❖ Teaching the syllabus of respective classes
- ❖ Developing problem solving techniques
- ❖ Teaching English grammar

#### **GENERAL SKILLS:**

- ❖ Creating awareness on planning, preparing budget and importance of savings to the students and their parents
- ❖ Develop listening and speaking skills
- ❖ Inculcate reading habits
- ❖ Significance of time management, moral values and ethics.



## Department of Food Science Management

**Department Club:** 14 July, 2017 - Inauguration of Prakriti, the department club. University.

### Guest Lectures

Date	Topic	Resource Person
22.07.17	Organic Chocolates	Mr. Nitin Chordia, Certified International Chocolate Taster Proprietor, Bean to Bar
08.08.17	Scope of Food Microbiology	Dr. Gurumoorthy, AGM, Quality Assurance Scientific Testing Laboratories, Chennai
09.08.17	Sustaining Breast Feeding Together	Dr. Srinivas, Registrar, ICH & HC, Chennai
21.09.17	Flavours and Fragrances	Mr. K M V Kumaraswamy, Vice President, Symrise Private Ltd., Chennai.
04.10.17	Recent Trends in the Management of Renal Disorders.	Dr. A. J. Hemamalini Prof and Head, Dept of Clinical Nutrition, Ramachandra University, Chennai

### Workshops

Date	Topic	Resource Person
19.02.18 & 20.02.18	Research Methodology and Statistics	Dr. K. Balasubramaniam Professor, Statistics (Retd.) Kerala University

### Journal

**Journal Name:** Food and Nutrition – Volume 19

**Theme:** Recent trends in the food industry, research papers and abstracts.

**Best articles:** Bioengineered foods by Roshni B, III B.Sc. FSM and Evaluation of Sensory Perception and Acceptance of Green Tea Powder Incorporated Bun by Salma Sayeed, II M.Sc. FTM.

### Student Achievements

Date	Name of the Student	Class	Research-Poster/paper/publication	Level – Regional, National & International	Organizer/Journal	Prize/Participation
7-9 Dec 2017	Mirnalini J Salma Syeed Shruthi K	II FTM	<b>Poster Presentation-</b> Formulation of an ORS Drink: using Cooked Oryza Sativa Extract and its Nutritive and Microbial Quality Analysis	National	26 <sup>th</sup> ICFoST, Food and Nutrition Challenges: Role of Food Science and Technology.	Participation
24-25 Jan 2018					Valorize -2K18, National Conference on Current and Future Trends in Food Waste Management and its Valorization Centre for Food Technology, Anna University, Chennai	III
7-9 Dec 2017	Pooja Mohan	II FTM	<b>Poster Presentation-</b> Study on Physico Chemical and Sensory Properties of Gluten Free Snack using Cassava Flour and Chick Pea Aquafaba	National	26 <sup>th</sup> ICFoST, Food and Nutrition Challenges: Role of Food Science and Technology.	Participation
7-9 Dec 2017	Anita Benny	II FTM	<b>Poster Presentation-</b> Formulation & Stabilization of Natural Yellow Colours (Curcumin and Lutein) Used in Food and Beverages		26 <sup>th</sup> ICFoST, Food and Nutrition Challenges: Role of Food Science and Technology.	Participation

24 - 25 Jan 2018					Valorize -2K18, National Conference on Current and Future Trends in Food Waste Management and its Valorization Centre for Food Technology, Anna University, Chennai	Participation
24 - 25 Jan 2018	Karthika S Yuvasri S G	II FTM	<b>Poster Presentation-</b> Extending Shelf Life of Raw Ponni Rice Milk Using Natural Preservatives	National	Valorize2K18, National Conference on Current and Future Trends in Food Waste Management and its Valori- zation Centre for Food Tech nology, Anna Anna Univer- sity, Chennai	Participation
24 - 25 Jan 2018	Salma Sayeed Shruthi K	II FTM	<b>Poster Presentation-</b> Formulation and Analysis of a Probiotic Drink using Banana Pseudostem	National	Valorize2K18, National Confer- ence on Current and Future Trends in Food Waste Manage- ment and its Valorization Centre for Food Technology, Anna University, Chennai	Participation
24-25 Jan 2018	Vishva Priya S Sangeetha A C	II FTM	<b>Poster Presentation-</b> A Study on Physical and Sensory	National	Valorize2K18, National Confer- ence on Current and Future Trends in Food	Participation

			Parameters of Steam Extracted Red Grape Juice (Vitis vinifera)		Waste Management and its Valorization Centre for Food Technology, Anna University, Chennai	
24-25 Jan 2018	Pooja Mohan Indrani Mukherjee	II FTM	<b>Poster Presentation-</b> Evaluation of Pineapple Jam Prepared using Banana Peel Powder as a Commercial Pectin Replacer	National	Valorize2K18, National Conference on Current and Future Trends in Food Waste Management and its Valorization Centre for Food Technology, Anna University, Chennai	Participation
9-10 Feb 2018				Inter-national	International Conference on Innovations and Challenges in Food Processing Sector. St. Theresa College, Ernakulam	Best Poster Award
24-25 Jan 2018	Yuvasri S G Shruthi K	II FTM	<b>Poster Presentation-</b> Formulation and Physico-Chemical Analysis of Pizza Base made using Composite Flour (Finger Millet or Proso Millet Flour)	National	Valorize -2K18, National Conference on Current and Future Trends in Food Waste Management and its Valorization Centre for Food Technology, Anna University, Chennai	Participation
24-25 Jan 2018	Pooja Mohan Indrani Mukherjee	II FTM	<b>Poster Presentation, Paper Publication and</b>		Valorize -2K18, National Conference on Current and	

			<b>Paper Presentation-</b> Study on the Physico-Chemical and Sensory Characteristics of Cookies made using Avocado as a Fat (butter) Substitute	National	Future Trends in Food Waste Management and its Valorization Centre for Food Technology, Anna University, Chennai	Participation
Jan 2018				Inter-national	International Journal of Food Science and Nutrition. Volume 3; Issue 1; Jan 2018; ISSN: 2455-4898	Paper Publication
9-10 Feb 2018				Inter-national	International Conference on Innovations and Challenges in Food Processing Sector. St. Theresa College, Ernakulam	Paper Presentation
24 - 25	Divya J S	I FTM	<b>Poster Presentation and Paper Publication-</b> Formulation and Assessment of Physico -Chemical and Sensory Properties of Protein Enriched Cookies	National	Valorize -2K18, National Conference on Current and Future Trends in Food 2Waste Management and its Valorization Centre for Food Technology, Anna University, Chennai	Participation
Jan 2018				Inter-national	International Journal of Food and Nutritional Sciences, Vol 7, No 1, Jan 2018 E ISSN 2320-7876	Paper Presentation

24-25 Jan 2018	Rashmika P	I FTM	<b>Poster Presentation-</b> Formulation and Assessment of Sunflower and Sprouted Safflower Seed Spread	National	Valorize -2K18, National Conference on Current and Future Trends in Food Waste Management and its Valorization Centre for Food Technology, Anna University, Chennai	Participation
9-10 Feb 2018	Salma Sayeed	II FTM	<b>Poster Presentation-</b> Standardisation of Baked Buns using <i>Tangzhong</i> Method	Inter-national	International Conference on Innovations and Challenges in Food Processing Sector. St. Theresa College, Ernakulam	Participation
9-10 Feb 2018	Yuvasri S G	II FTM	<b>Poster Presentation-</b> Formulation and Physico-Chemical Analysis of Pizza Base made using Composite Flour (finger millet or proso millet flour)	Inter-national	International Conference on Innovations and Challenges in Food Processing Sector. St. Theresa College, Ernakulam	Participation
9-10 Feb 2018	Aaradhana A Nivedha V	II FTM	<b>Poster Presentation-</b> Physical Modification of Rice in Formulation of Cookies	Inter-national	International Conference on Innovations and Challenges in Food Processing Sector. St. Theresa College, Ernakulam	Participation
9-10 Feb 2018	Dhanalakshmi A Damini D	II FTM	<b>Poster Presentation-</b> Development of Chocolate Chip Cookie using Prune Puree as a Fat Replacer	Inter-national	International Conference on Innovations and Challenges in Food Processing Sector. St. Theresa College, Ernakulam	Participation

9-10 Feb 2018	Karthika S	II FTM	<b>Poster Presentation-</b> Optimization of <i>Aloe vera</i> Gel as a Dough Enhancer in Pizza Base	Inter-national	International Conference on Innovations and Challenges in Food Processing Sector. St. Theresa College, Ernakulam	Participation
9-10 Feb 2018	Mirnalini J	II FTM	<b>Poster Presentation-A</b> Qualitative Study on the Effect of Altered Dough Rest Period on the Quality of Cookie	Inter-national	International Conference on Innovations and Challenges in Food Processing Sector. St. Theresa College, Ernakulam	Participation
9-10 Feb 2018	Priyanga V D Vasanthi R	II FTM	<b>Poster Presentation -</b> Sensory Acceptance of an Indian Snack ( <i>shakkarpalli</i> ) made by Incorporation with Wheat Grass Powder	Inter-national	International Conference on Innovations and Challenges in Food Processing Sector. St. Theresa College, Ernakulam	Participation

### Field Visits

Date	Place of Visit	Purpose
29.08.17	Britannia Industries	To learn the production of biscuits and Baked Products
11.09.17	Aavin Milk Industry	To learn the processing of market milk
20.12.17	Satish Dhawan Space Centre (SDSR), Sriharikota	To learn about space foods
16.02.18	McDonalds, Coca Cola	To learn about product development and beverage manufacturing
21.02.18	Aachi Scientific Food Testing Laboratory	To learn about the various food analysis techniques

### Practice School

Name of the Department	Class/Year	Area of Practice	Nature of the Practice Schools
Department of Food Science	II B.Sc FSM 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 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

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Special Mention	Level
18.07.17	Ms.Devi Sri S	Ben-Gurion University of the Negev, Israel	WHO Healthy Cities Project	Monitoring the Smoking Pattern of Youngsters and Adults in Be'er Ssheva, Israel.	Presented in the Ministry of Health, Israel.	Inter-national
07.12.17 to 09.12.17	Dr. P.Savitha	AFSTI, India	26 <sup>th</sup> ICFoST, Food and Nutrition Challenges: Role of Food Science and Technology	Efficacy of Value Added Snack Bar using Njavara - a Medicinal Rice	Poster Presentation	National

### Staff as Resource Person

Date	Name of the Staff	Institution	Natural of Work done	Topic
29.03.17	Ms. Devisri S	Ajinomoto Pvt Ltd	Chief Guest & Speaker	Truths and Facts about Ajinomoto
3.04.17 to 28.04.17	Dr.P.Savitha	AIR (Aakashwani)	Speaker	Ilaya Bharatham-Illaignargal Udal Nala Membattu Sidanaigal



19.12.17	Ms. Lakshmy Priya S	NSS camp at Dhobikhana, Chetpet, Chennai	Speaker	Health and Nutrition
12.01.18	Dr. P. Savitha	Nourishderm 2018, Continuing Nutrition Education Program, Sri Ramachandra Medical College & Research Institute	Speaker	Recommended Dietary Allowances of Nutrients and Foods.

### Staff Awards

Name of the Staff	Name of the Award	Awarded by
Ms. Devi Sri S	Special documentary shoot for being the Outstanding Student in the International Global Health Summer School	Ben-Gurion University of the Negev- Overseas Student Program, Israel

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
April 2017	Ms. A.Haripriya	Impact of Pre-Treatments on the Selected Nutrient and Anti-Nutrient Profile of Horse Gram Based Traditional Recipes	International Journal of Home Science	2017; 3(1): 415-419 ISSN No. 2395-7476
May 2017	Ms. A.Haripriya	Development and Quality Assessment of Horse Gram Based Instant Dosa Mix	International Journal of Food Science and Nutrition Volume 2, Issue 3; May 2017;	ISSN: 2455-4898(UGC Approved Journal)
Nov 2017	Ms. Lakshmy Priya S	Development and Sensory Acceptability of Banana Peel flour and Balloon Vine Incorporated Noodles	International Journal of Science and Research (IJSR), Vol 6, Issue 11, Nov 2017	ISSN 2319-7064
Dec 2017	Dr. Simmi Jain	Physicochemical and Organoleptic Properties of Cookies made Using Tender Coconut Pulp as a Fat Replacer	Asian Journal of Science & Technology, Vol 8, Issue 12, Dec 2017	ISSN 0976-3376

Jan 2018	Ms. A.Haripriya	Development of Amaranth Grain ( <i>Amaranthus cruentus</i> ) based Instant Dosa Mix and its Quality Characteristics	International Journal of Food Science and Nutrition Vol 3, Issue 1; Jan 2018	ISSN : 2455-4898, Impact Factor RJIF 5.14, UGC approved journal No 47557)
Jan 2018	Dr. Simmi Jain	Study of the Physico - Chemical and Sensory Characteristics of Cookies made using Avocado as a Fat Replacer	International Journal of Food Science and Nutrition. Vol 3; Issue 1; Jan 2018	ISSN : 2455-4898
March 2018	Ms. Swetha Sundararajan	Physicochemical and Sensory Analysis of Lasagna Enriched with Millets	International Journal of Food Science and Nutrition. Vol 3; Issue 2; March 2018	ISSN : 2455-4898
March 2018	Ms. Swetha Sundararajan	Formulation and Analysis of Spread using Dates Seed	International Journal of Food Science and Nutrition. Volume 3; Issue 2; March 2018	ISSN : 2455-4898

#### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organizer	Level
24.05.17	Ms. Lakshmypriya S	Microbiological Analysis	NUPAL, Cochin	State

#### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
28 - 30 July 2017	Ms. Haripriya A Ms. Lakshmypriya S	Dr. Mohan's International Diabetes Update 2017	Dr. Mohan's Diabetes Education Academy, Chennai	International
10.08.17	Dr. Simmi Jain	State level consultative workshop on Swachhathon 1.0	Ministry of Drinking Water and Sanitation, Govt. of India and Rural Development and Panchayat Raj Development, TN Govt. and UNICEF	State

22-23 Aug 2017	Dr. KrishnaSree V	Workshop on Food Technology	Hindustan College of Arts and Science, Chennai and FNB, Ministry of Women and Child Development	Regional
7, 8 & 9 Sep 2017	Dr. Simmi Jain Ms. Swetha Sundararajan	Food Pro 2017- International Conference on Cold Storage and Traditional Foods	Confederation Indian Industries	International
7-9 Dec 2017	Dr. P. Savitha Dr. KrishnaSree V	26 <sup>th</sup> ICFoST. Food and Nutrition Challenges: Role of Food Science and Technology.	AFSTI, India	National
22-23 Jan 2018	Ms. Sini Jadeesh Ms. Haripriya A Dr. P. Savitha Ms. Swetha Sundararajan Dr. Simmi Jain Ms. Lakshmypriya S Dr. Nirupa S Mogili Ms. Devi Sri S Dr. KrishnaSree V	Role of Autonomy and Quality Assurance in Higher Education	IQAC, M.O.P. Vaishnav College for Women, Chennai	National
24 - 25 Jan 2018	Ms. Haripriya A Ms. Sini Jadeesh	Valorize -2K18, National conference on Current and Future Trends in Food Waste Management and its Valorization	Centre for Food Technology, Anna University, Chennai	National
9-10 Feb 2018	Dr. Simmi Jain Ms. Lakshmypriya S Dr. Nirupa S Mogili	International Conference on Innovations and Challenges in Food Processing Sector	St. Theresa College, Ernakulam	International

### Staff Refresher Programs

Date	Name of the Staff	Title of the Program	Organizer
2 – 31 July 2017	Ms. Devi Sri S	International Global Health Summer School	Ben-Gurion University of the Negev, Israel

## Highlights

### Certificate Courses completed by Students Highlights

Name of the Student	Class	Course	Organizer	Duration
Sushama Zacharia	II FSM	Basic Yoga	Patanjali, Kottayam	May- 2 weeks
Rajesshwari Priya S	II FSM	Online Course - Child Nutrition and Cooking	Coursera - Stanford University, UK	May 2017-1 Month
Divya A, Jagajjanani G Rakshna S Shree Janani A	II FSM	IRAP- Inter Religious Awareness and Practices	BLINK, Chennai	May 2017 - 8 days
Swethapriya R B	III FSM	Cell Culture Technologies	NPTEL Online Certification	Aug- Oct 2017 (8 week course)
Aarthy P, Akshaya R Namrata S, Surrabi M	I FTM	Advertising and Society	Coursera - Duke University	Dec 2017 - Jan 2018 ( 7 week course)
Aishwarya Chandran S Krishna Priya M Mahalakshmi S Rajeswari V Rathipriya A Reshma A, Rupika G Sanjana R, Swetha S	I FTM	Marketing Fundamentals: Who is Your Customer	Edx – Babson College	Dec 2017-Jan 2018 (4 week course)
Amruthaa J R	I FTM	Customer Relationship Management	Edx - IIM Bengaluru College	Dec 2017- Jan 2018 (6 week course)
Dhanapriya T S Jayalakshmi M Rashmika P	I FTM	Marketing Analytics- Marketing Measurement Strategy	Edx - Berkeley College	Dec 2017 - Jan 2018 (4 week course)
Divya J S Snekha U	I FTM	Introduction to Marketing	Edx – University of British Colombia	Dec 2017-Jan 2018 (6week course)
Jayashree K	I FTM	Market Segmentation	Alison – Global Text Project	Dec 2017 - Jan 2018 (4 week course)
Naga Bhavani N Pooja T T	I FTM	Social Media Strategy for Small Business	Alison – Advance Learning Academy	Dec 2017 - Jan 2018 (4 week course)
Nitya R Thirishshu S	I FTM	Introduction to Advertising	Alison – Saylor Foundation	Dec 2017 - Jan 2018 (5 week course)
Reshma B	I FTM	Introduction to Marketing: Tools to Set Enterprises Apart.	Edx – Edinburgh University	Dec 2017 - Jan 2018 (6 week course)

## Department of Sociology

**14 July 2017 - People's Club Activities inaugurated**

### Guest Lectures

#### Intra Mural

##### On- Stage

- Talent Hunt
- 'Éclat' - Fashion Show
- Ad zap Off- Stage
- Poetry Writing
- Creative Writing
- Meme- Making
- Comic- Strip
- Collage Making
- Amazing Race.

Date	Topic	Resource Person
18.07.17	Sociology in Action	Ms. Shobana Ramasubramanian, Advocate, Madras High Court
25.07.17	Orientation to Civil Services – Preparing for Prelims	Mr. R.A. Israel Jebasingh (IAS), Director, Officers IAS Academy
21.09.17	Career and Higher Education Options on CSR, Psychology, Social Work and Human Resource Management	Ms. Vinitha S, HR Executive, TCS. Ms. Vaishnavi G, Project Coordinator, CII.

### Symposium & Conference

24.1.18	Juvenile Justice in India – Crisis to Cure- Symposium	Ms.Vidhya Shankar,Founder - Director Relief Foundation Ms.Girija Kumar Babu, Member of Juvenile Justice Board, Chennai Dr.R.Thilagaraj, Retired Professor and Head, Department of Criminology University of Madras.
21.02.18	Nagari - Conference on Contemporary Themes in Urban Studies	Dr. R.Indira, President of Indian Sociological Society Mr.Sundarrajan, Member, Poovulagin Nanbargal, (NGO) Mr.Siddarth Chandrasekar Content Coordinator, Imagin8ors Pvt Ltd Mrs.Ashwathy Dilip Senior Program Manager, ITDP

### Students Paper Presentation

#### Aachi Manorama Endowment Award For Best Paper Presenter

Topic: Opportunities and Challenges of Urbanization in India

Date	Name of the Student	Class	Topic
10.01.18	Divya Prabha	II B.A Sociology	Population, Health and Sanitation Problems of the Urban Poor.

### Journal

**Name of the Journal:** *SPOTLIGHT*

**Theme:** Urbanization

**Best Article:** Urban Festivals in India by Samyuktha Menon, III B A Sociology

### Field Trips

Date	Place of Visit	Purpose
21.09.17	Aavin Central Dairy, Madhavaram	To understand the organizational structure and its functions.
21.09.17	The Khadi and Village Industries Commission of the Ministry of Micro, Small and Medium Enterprises, Madhavaram	To sensitize the students on the functioning of MSME.

### Students' Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
14.12.17	Swetha A Divya S Nivetha A Akshaya K S Shilpa Reddy	II Sociology	Skit	Loyola College, Chennai	III
14.12.17	Kavitha. S	II Sociology	Iruvarum Santhippom	Loyola College, Chennai	III
14.12.17	Uthra. J Akshaya N Swetha M Dikshita M Vilasini M Amritha Devi Aishwarya Krishnan Priyanka C	II Sociology	Short Film	Loyola College, Chennai	I

24.02.18	Uthra J Akshaya N Swetha M Niroopini M Dikshita M Shilpa Reddy Amritha Devi Sujani Ganesan	II Sociology	Street Play	Anna University Chennai	I
25.02.18	Uthra J Akshaya N Swetha M Dikshita M Shilpa Reddy Aishwarya Krishnan	II Sociology	Skit	Guru Nanak College, Chennai	II
14.12.17	Divya Prabha S	II Sociology	Quiz	Loyola College, Chennai	I
10.01.18	Nivetha A Sujani Ganesan	II Sociology	Manorama Paper Presentation	Manorama Endowment	I III
14.12.17	Shruti Senthil Nivedha	I Sociology	Debate	Loyola College, Chennai	II

#### Outstanding Student Internship

Name of the Company	Name of the Student	Year
Fei Yue, Community Service Singapore	Sharanya Anguraj	2017
NLC India Limited	S.R. Nandhini Devi	2017
Southern Railways, Chennai	M. Shobana	2017

#### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
18.01.18	Ms. A. Uma Maheswari	Institute of Distance Education, University of Madras	Member, Board of Studies for UG and PG in Sociology	Sociology
2017-20	Ms. A.Uma Maheswari	The New College	Member, Board of Studies	Sociology

28.11.17	Ms.A. Uma Maheswari & Dr Radha Murugesan	Loyola College Chennai	Chaired Sessions of National Conference on Religion and Civil Society - Challenges and Responses	Sociology
5.01.18	Dr. Sudha Krishnakumar	D.G. Vaishnav College Chennai	Speaker, National Conference on Sexual Harassment	Legislations and Sexual Harassment
1.02.18	Dr. Sudha Krishnakumar	D.G. Vaishnav College, Chennai	Member, Board of Studies	Sociology

### Staff Awards

Ms. A. Uma Maheswari, Head, Department of Sociology, was nominated by the College for the Best Teacher Award by Lions Club, Periamet, Chennai, on 5<sup>th</sup> September, 2017.



## Department of Psychology

**14th July 2017 - Chinmay Club Activities inaugurated**

### YANTRA 2018 (22 February, 2018)

- Psy-Quiz
- Heads-Up
- Pictionary

### PSY BONANZA 2018 (27 February, 2018)

- Narratives-Short story writing
- Doodle art
- Canvas Painting
- Vegetable carving
- Shipwreck

### Guest Lectures

Date	Topic	Resource Person
11.07.17	Basic Skills in Counselling	Dr. Sangeetha Makesh, Counselling Psychologist, Director-Psycafe, Chennai
09.08.17	Adolescent Mental Health and Disorders	Dr. R.Venkateshwaran, Child and Adolescent Psychiatrist, Kanchi Kamakoti Childs Trust Hospital, Chennai
23.11.17	Psychological Issues and Challenges Faced by Children with Diabetes Mellitus	Dr. Vijay Viswanathan, Head and Chief Diabetologist, M. V. Hospital for Diabetes, Chennai
06.03.18	Awareness on Learning Disabilities	Ms. Harini Mohan, Head of Resource Mobilization, External Relations, Faculty for Training, Madras Dyslexic Association, Chennai
20.03.18	Introduction to Multiple Disabilities	Dr. Neeradha Chandramohan, Associate Professor, Department of Clinical Psychology, National Institute for Empowerment of Persons with Multiple Disabilities (NIEPMD), Muttukadu, Chennai

### Workshops

Date	Topic	Resource Person
25.07.17	Relationship Management	Dr. Sangeetha Makesh, Counselling Psychologist, Director - Psycafe, Chennai
14.09.17	Psycho-Oncology	Dr. Prasanth Ganesan, Medical Oncologist, Cancer Institute, Chennai
		Dr. E. Vidhubala, Psycho-Oncologist, Cancer Institute, Chennai
		Dr. Savitha Goswami, Clinical Psychologist, Tata Memorial Institute, Bombay
		Dr. V. Surendran, Psycho-oncologist, Cancer Institute, Chennai
18.01.18	Subconscious Mind and Hypnosis	Mr. Muthiah Ramanathan, Director - M/s. Mind Dynamics Centre, Chennai, Ex-President-Hypnotic Circle, Chennai Trainer - Neuro - Linguistic Programming & Transactional Analysis

### Journal

Name of the Journal	Theme	Best article	Name & Class of the Student
Approach Vol 2	Positive Psychology	A Deep Soliloquy	Bhavaharini B.B, I B.Sc. Psychology

### Students' Achievements

Name of the Student	Class	Event	Organiser	Prize
Kirthika N	I	Quiz [Dept of foreign Languages]	Loyola College of Arts and Science, Chennai	III
Bhavaharini B B Gayathri N	I	Logo designing	SSS Jain College, Chennai	I
Madhumathi L S Malavika M			JBAS College, Chennai	II

Madhumitha R Atchaya J Harshini N M Soundarya V		Mime	University of Madras	I
Aparna Napa	II	Poetry competition T-shirt designing	University of Madras Stella Maris College, Chennai	II II
Leelavathy N	II	Face painting  Poster presentation	Sri Kanyaka Parameswari Arts and Science College, Chennai JBAS College, Chennai	III  III
Varsha R	II	Junk art	University of Madras	III

### Field Trips

Date	Place of Visit	Purpose
20.03.18	National Institute for Empowerment of Persons with Multiple Disabilities (NIEPMD), Muttukadu, Chennai	Educational field visit

### Staff Achievements

Date	Name of the Staff	Award	Organizer
07.03.18	Ms. Deepika S	Alumni Young Achiever award	Sri Kanyaka Parameswari College of Arts & Science Chennai

### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organiser	Level
21.11.17	Ms. Ghayathri Swetha Kumari RA	Dyslexia in Bilingual Children-Theory and Practice and Positive Dyslexia-How to Maximize Potential by Dr. Angela Fawcett	Madras Dyslexia Association and International Dyslexia Association	International
20.12.17	Ms. Ghayathri Swetha Kumari RA	Emotional Competency	Dept of Psychology, University of Madras	National
04.01.18 & 05.01.18	Ms. Ghayathri Swetha Kumari RA	Transactional Analysis - TA101 course	Dept. of Psychology, University of Madras & ITAA	National
03.03.18 & 04.03.18	Ms. Deepika S	Graphology	Well Being Center, Chennai	Regional

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organiser	Level
05.12.17 & 06.12.17	Ms. Ghayathri Swetha Kumari RA	National Seminar on Psychology of Gender : Bridging the Gaps	Dept. of Psychology Dr, MGR Janaki College, Chennai	National
19.12.17	Ms. Ghayathri Swetha Kumari RA	National Seminar on Psychtrends	Dept. of Psychology University of Madras	National 15.03.18to
17.03.18	Ms. Ghayathri Swetha Kumari RA	International Conference on Emerging Trends in Psychology	Dept. of Psychology University of Madras	International

### Staff and Student Paper Presentations

Date	Name of the Authors	Title of the Seminar	Paper/poster Presentation	Organiser	Level
06.01.18	Subhiksha Mahalakshmi Krishna Priya & Ms. Ghayathri Swetha Kumari R A	International Conference on Contemporary Technologies: Prospects and Challenges for Psychological Well-Being	Paper Presentation A Relationship Studey on Internet Usage and Altruism	Anugraha Institute of Social Sciences, Dindigul	Inter- national
06.01.18	Manisha N & Ms. Ghayathri Swetha Kumari R A	International Conference on Contemporary Technologies: Prospects and Challenges for Psychological Well-Being	Paper Presentation A Correlational Study on Social Media,Religious Attitude and Dep -ression among College Students	Anugraha Institute of Social Sciences, Dindigul	Inter- national
06.01.18	Rachna Mahadevan Anjaneesh Sharma & Ms. Ghayathri Swetha Kumari R A	International Conference on Contemporary Technologies: Prospects and Challenges for Psychological Well-Being	Paper Presentation Smartphone Addiction among College Freshers	Anugraha Institute of Social Sciences, Dindigul	Inter- national

06.01.18	Sushmitha P S Harika Muralidhar & Ms.Ghayathri Swetha Kumari R A	International Conference on Contemporary Technologies: Prospects and Challenges for Psychological Well-Being	Paper Presentation Exposure to Media and its Influence on Body Image in Adolescents	Anugraha Institute of Social Sciences, Dindigul	Inter- national
05.02.18	Aparna Rao & Ms. Ghayathri Swetha Kumari R A	Undergraduate Research Conference and Young Psychologist Competition 2018	Paper Presentation Attitudes towards Mental Illness across Cultures'	Christ University, Bangalore	Natjonal
15.03.18 to 17.03.18	Aparna Napa Janani R, Prinitha & Ms. Ghayathri Swetha Kumari R A	International Conference on Emerging Trends in Psychology	Poster Presentation Social Media Usage and Emotional Maturity among Adolescents	Dept of Psychology, University of Madras	Inter- national
15.03.18 to 17.03.18	Sanjana Prasad & Ms. Ghayathri Swetha Kumari R A	International Conference on Emerging Trends in Psychology	Poster Presentation Social Media and its Influence on Self Concept	Dept of Psychology, University of Madras	Inter- national

**Staff as Resource Person**

Name	Date	Purpose	Venue
Ms. Ghayathri, Swetha Kumari R A	Jan 2018	Judge for Competition	Kolaperumal Chetty Vaishnav Senior Secondary School, Chennai

## Department of English

### **Intra Mural**

#### **Theme: Comics**

- Letter to Fictional Character
- Book to Movie Poster
- Quiz
- JAM
- Potpourri
- Heads-Up
- Voice Over
- Spoken Word Poetry
- Shipwreck
- T-Shirt Designing
- Lawyers Up
- TTT

### **Inter-Collegiate**

- Dr. Nirmala Prasad Endowment Prize- Intercollegiate Quiz

### **Guest Lectures**

<b>Date</b>	<b>Topic</b>	<b>Resource Person</b>
21.08.2017	Unknown Facts of Madras	Mr. Venketesh Ramakrishnan, Journalist
30.08.2017	Women of Madras	Sriram V, Historian, Entrepreneur, Columnist

### **Poetry Festival**

<b>Date</b>	<b>Topic</b>	<b>Resource Person</b>
23.11.2017	Illustrations in Poetry	Sampurna Chattarji & Karthika Nair, Poets
11.12.2017	Translated Word-Poetry Reading	Perumal Murugan, Author, Poet
12.12.2017	Poetry Reading	Padmashri Jayanta Mahapatra, Physicist, Poet
12.12.2017	Poetry Reading	Ramu Ramanathan, Indian-playwright, Director

### **Journal**

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

### Students' Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
09.09.2017	Anagha Natraj	III B.A Journalism	Talk your way to Japan	ABK AOTS DOSOKAI	II
22.08.2017	Madhumitha B	I B.Sc EM	Poetry Slam Contest	Loyola College & Prakriti Foundation	I
22.08.2017	Yagna	I B.A Journalism	Poetry Slam Contest	Loyola College & Prakriti Foundation	II
05.10.2017	Swetha A		English Poetry Writing & Recital	Guru Shiksha State Inter Collegiate Competition	II
05.03.2018	Divya Prabha	I B.A Sociology	Eilhu Yale Debate	Indo-American Association	Best Speaker

### Staff Achievements

#### Paper Presentations

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
07.09.2017	Preetha Rewins	MGR University, Maduravayil	National Conference on Women Poets of English Literature from 19 <sup>th</sup> -21 <sup>st</sup> Century	Dialogues of Resistance in the Poems of Wislawa Szymborska & Anna Akhmatova	National

### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of work done	Topic
03.03.2018	Jayalakshmi R	Anna University	Chairperson for the International Conference	Evolving Strategies to Overcome Continuing Challenges in Second Language Education at the Tertiary Level
February, 2018	Jayalakshmi R	Kola Saraswathy Sr. Sec. School	Subject Expert	
June, 2017	Jayalakshmi R	DAV Senior Secondary School, Velachery	Subject Expert	

### Staff Publications

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
July 2017	Akila Bharat	The Ambivalence in an Urban World in Margaret Drabble's 'The Needle's Eye'.	Asia Pacific Journal of Research Vol 1	Issue LIII ISSN-2320-5504
August 2017	Akila Bharat	Defiant Icons of Sexual Liberation – Hester Prynne & Rosamund Stacey	Asia Pacific Journal of Research Vol 1	Issue LIV ISSN-2320-5504
September 2017	Preetha Rewins	Dialogues of Resistance in the Poems of Wislawa Szymborska & Anna Akhmatova	International Journal of English Language and Translation Studies	Vol.5. Si ISSN: 2349-9451

### Staff Participation in Seminars/Conference

Date	Name of the Staff	Title	Organiser	Level
03.03.2018	Akila Bharat & Preetha Rewins	Anna University	International Conference on Evolving Strategies to Overcome Continuing Challenges in Second Language Education at the Tertiary Level	International



## HERITAGE CLUB 2017-2018

### 378<sup>TH</sup> MADRAS DAY CELEBRATIONS: AUG 21-23, 2017

Every Year Chennaiites come together to celebrate and honour this city. This year the city witnessed many events, exhibitions, talks and so on. As a part of the 378<sup>th</sup> Madras day celebration, Department of English and the Heritage club of M.O.P Vaishnav College for Women conducted various competitions and talks on Madras with aplomb from August 21-23, 2017 for the students in their premises.

**August 21, 2017:** The celebrations in the college kick started this year with a Talk on 'Unknown Facts about Madras' with Mr. Venkatesh Ramakrishnan, a bilingual author who writes in both Tamil and English. Mr. Venkatesh Ramakrishnan writes weekly column in DT next paper on interesting tales from Madras in the decade of 40's. He conducts heritage walks, trips and lectures frequently on Historical subjects.

The talk was aimed at the college students to generate awareness about the importance of the city and to celebrate its rich culture. The historian cum novelist's talk presented certain less known facts about Madras and the Cooum River. His talk aimed at inculcating a thirst for the history and heritage of this city. He traced out the history of Madras and gave a glimpse of how Madras was a city of 'firsts', from having the first bank to first lady to be graduated as a doctor. He enthralled the students with historical snippets about olden day artifacts, sculptures, temples and colleges.

The second program was a Danceversation on Water Conservation by a group of Heritage enthusiasts belonging to different walks of life. The danceversation through Devarattam aimed at creating awareness about the depleting water resources of Chennai. The group gracefully explained the history of water resources in Chennai, mapped the Adyar River and its significance to Chennai and how water conservation is the need of the hour.

**August 22, 2017:** The second day saw various competitions like the Madras Quiz, Lawyers up, Shipwreck, Photo Essay, T-Shirt Designing, Doodling, Face Painting, and TTT thrown open to all the students of the college. The theme for all the competitions was Madras. More than 250 students of various departments of both UG and PG courses enthusiastically participated in all the competitions.

On stage events: Vazhakku En 18/9 (Lawyers up), Mariyaan (Shipwreck) - Participants were given varied personalities of Madras and were asked to defend the personalities. Winners from these two events went on to defend their title in 'Madras Thillalangadi' (Final Showdown). RJ Sayed of Fever 91.1 FM did a live radio show with the college students, a first of its kind in Chennai.

Maathi Yosi (Spoof): Teams were given scenes from popular TV shows, movies and were asked to give a Madras twist to the scenes. Daddy Enaku Oru Doubt'u (Madras Quiz): The finalists competed for 4 rounds on questions relating to places, people, food, music from Madras.

Off Stage events: Mugamoodi (Face Painting) - Participants were given South Indian festivals as theme for the event, Sattai Vilambaram (T-Shirt Designing) - Culture of Chennai was the theme for T-Shirt designing. On the spot topics were given for Oru Kathai Sollatuma – filter kaapi (Terribly tiny Tales) and Kirukal (Doodling) kollywood.

**August 23, 2017:** The third day witnessed a short talk on the forgotten traditional board games of Chennai like Paramapadham, Pandi, Pallanguzhi by Ms. Kalyani Muralidharan and the session was followed by informal play session of life size board games where the students played the games and relished the history behind these games.

## Department of Tamil

### **Intra Mural**

- ❖ Slam poetry
- ❖ Oratorical
- ❖ Bharathiyar paadalgal
- ❖ Mono Acting
- ❖ Spin the yarn
- ❖ Solvom velvom

### **Guest Lectures**

Date	Topic	Resource Person
14.09.17	Bharathi Kanda Pudhumai Pengal	Mr.Motilal Babu, Assistant Professor, D.B.Jain college
20.09.17	Malaysiyavil Irunooru Aandu Kaala Thamizh Kalvi	Mr.Rajendran, President, Malaysian Tamil Writer's Association & Dr. Mannar Mannan, Professor, Department of Tamil, Malai University, Malaysia
31.01.18	Indhiyaavil Thamizh Sangangal	Mr. R. Mukundan, General Secretary, Delhi Tamil Sangam, New Delhi

### **Workshops**

Date	Topic	Resource Person
22.09.17	Magalir Idhazhgalil Ezhudhuvadhu Eppadi?	Ms.R.Meenakshi, Editor – Incharge, Mangayar Malar

### **Conference**

Tamil club celebrated - Tamil Vaaram by conducting a conference from 11<sup>th</sup> to 15<sup>th</sup> December 2017. The club invited proficient speakers from various fields like music, dance, business, media and law. The Speakers spoke on the history and strength of Tamil language in various disciplines of art. The event was inaugurated by Honourable Minister-Mr. Ma Foi K. Pandiarajan (Minister of Tamil, Art & Culture, Archaeology & Museums)

Date	Session	Topic	Resource Person
11.12.17	Session-1	Isai Tamizh	Dr. S.Thirumagan, Principal, Hindustan College of Arts and Science, Chennai
	Session-2	Pathirikai Tamizh	Mr. K.Venkatesan, Editor, Pattam (Dinamalar)
12.12.17	Session-1	Aadal Tamizh	Dr. P.Raja, Professor, I.I.T.S., Chennai
	Session-2	Vaniga Tamizh	Mr. Bhaskaran Krishnamoorthy, Income Tax Officer
13.12.17	Session-1	Varthaga Tamizh	Mrs. Latha Rajan, Co-founder, Ma Foi Foundations
	Session-2	Sitridhazh Tamizh	Dr.Tiruppur Krishnan, Editor, Amudha Surabhi
14.12.17	Session-1	Medai Tamizh	Dr. Ulaganayaki Palani, Principal, Annai Velankanni College of Arts and Science
	Session-2	Iyal Tamizh	Mr. Olivannan, Writer
15.12.17	Session-1	Satta Tamizh	Mr. Padmanaban, Advocate
	Session-2	Tholaikatchi Tamizh	Mr. Andrews, Anchor, Vijay TV

### Pattimandram

Date	Topic	Resource Person
23.02.18	Indraya Soozhalil Pengalin Vazhkai Kondattama? Thindaatama?	Judge - Dr. P.Nellai Subbiah, Speaker

**Name of the Journal:** Vidiyal

**Theme of this Year:** Dying Art forms

**Best Article:** Kummi, written by J.Uthra, II B.A. Sociology

Date	Name of the Student	Class	Event	Organiser	Prize
5.08.17	Suchithra S	I B.Sc. Vis.Com	Oratorical Competition	GSS Jain College Chennai	III
14.08.17	Harini V	IB.A, Journalism	Essay Writing	Krishna Jayanthi Competition	III
5.10.17	Vaani N	II B.A. Sociology	Essay Writing	Gurunanak College, Chennai	1
7.10.17	Saraswathy R	I B.Sc Maths	Essay Writing	D.G. Vaishnav College, Chennai	Consolation

Date	Name of the Student	Class	Event	Organiser	Prize
17.10.17	Saraswathy R	I B.Sc Maths	Poem Writing	Kannadasan – Vishwanathan Trust	II Cash Prize - Rs. 3,000
8.02.18	Harini V	1B.A. Journalism	Essay Writing	M.G.R. Janaki College for Women, Chennai	II Cash Prize- Rs. 600
8.02.18	Meenakshi A	I BCA	Debate	M.G.R. Janaki College for Women, Chennai	II Cash Prize- Rs. 600
10.03.18	Meenakshi A	I BCA	Poetry	Asan Memorial College, Chennai	II
10.03.18	Meenakshi A & Sivanandini S	I BCA	Quiz	Asan Memorial College, Chennai	II

#### Staff as Resource Person

Date	Name of the Staff	Institution	Nature of Work done	Topic
3.08.17	Dr.R. Rajeswari	Shri Kannika Parameshwari College of Arts & Science	Chief Guest & Speaker	Indraya Kalloori Vaazhkkai
15.07.17	Dr.R. Rajeswari	M.O.P. School	Speaker & Guest	Kamarajarin Sirappukal
23.06.17	Dr.R. Rajeswari	Directorate of Medical Services, Tamil Nadu Govt	Judge	Oratorical Competition - Inter Collegiate
5.01.18	Dr. R. Rajeswari	Hindustan College of Arts and Science	Lead speaker	Indhiya Kalacaharam Matrum Panpattai Adhigam Pinpatrubavargal Pengale

#### Staff Awards

Date	Name of the Staff	Title of the Award	Organisation
10.03.18	Dr. R. Rajeswari	Women's Women	AMN Global group

#### Highlights

1. Dr.R.Rajeswari is a Secretary for the organisation, 'Magudam Tamizh Peravai'
2. Dr. R. Rajeswari is the sub-editor of Kaithadi Magazine since June 2017.
3. Dr.R.Rajeswari's third book, 'Aayvu kalangal's review was broadcast in Makkal TV on December 2017.

## Department of Hindi

### Intra Mural

- Poetry Writing
- Essay Writing
- Debate
- Theater

### Inter Collegiate

- Folk dance
- Block and Tackle
- Slogan Writing
- Pehchaan Kaun
- Terribly Tiny Tales

- 14 July 2017 -The activities of Hindi literary club Manjari and Hindi Drama club Punarnava were inaugurated.
- Intramural competitions were conducted on 22 July and 17 August 2017 and the overall trophy was won by BBA Shift- II department.
- Inter collegiate competitions were conducted on 23 September 2017 and the overall trophy was won by Shri Kanyaka Parameshwari College for Women.
- On the occasion of Hindi Day, a Poet's Meet was conducted on 12 September 2017.
- An inter department elocution competition was organized on 6 March 2018 on the occasion of Women's Day.
- 26 February 2018- National Seminar was organized in association with Tamilnadu Hindi Sahitya Academy, Chennai.

### Guest Lectures

Date	Topic	Resource Person
26.7.17	Modern Hindi Literature	Dr. Asha Chaturvedi, Senior Professor, Guru Nanak College, Chennai.
25.9.17	The Future of Hindi and its influences in foreign countries	Dr. Suresh Chandra Shukla Indo-Norwegian Scholar, Norway.
01.12.17	History of Novel	Dr. Ramachandra Rai, Founder, Shanti Neketan Hindi Prachar Samiti, West Bengal
01.3.18	How NRIs Protect our Culture in Foreign Countries	Dr. Raj Heeramaun Non - Resident Indian Hindi Scholar, Mauritius

## Journal

- “Kshitij” the Annual Department journal focused on the theme of “Daan”.
- Best article- Heena Manghani and Shalini Daga of II BA Journalism jointly. Topic-Interview of the Principal, Dr. Lalitha Balakrishnan

## Students Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
25.7.17	Sargam Bhasin	I Journalism	Extempore Speech	MGR Janaki College	II
25.7.17	Shwetha S.	I Vis Com	Compering	MGR Janaki College	II
25.7.17	Sargam Bhasin	I Journalism	Akshar Milan	MGR Janaki College	I
25.7.17	Raveena Shraddha	B.B.A. (Shift-II)	Doha	MGR Janaki College	III
25.7.17	Raveena	BBA (Sh-II)	Varg Paheli	MGR Janaki College	II
26.8.17	Khushali Davey Vidushi Akansha Harshita Mansi Shravani	I B.Com MM II B.Com A&F II BBA Sh-I	Adzap	Stella Maris College Chennai	I
26.8.17	Vidhya Lakshmi	I B.Com (Hons.)	Face Painting	Stella Maris College Chennai	I
26.8.17	Srividya Satish Sowparnika Supraja Pooja Vaishnavi	III BCA I B.Com MM I B.Com MM I BBA Sh-II I BCom CS	Group Music	Stella Maris College Chennai	I
26.8.17	Sargam Bhasin Tamanna, Mansi Palak, Tanvi Megha & Rachna	I Journalism	Group Dance	Stella Maris College Chennai	I
26.8.17	Disha, Malvika Preksha Subhiksha & Keertana	Electronic Media	Group Dance	Stella Maris College Chennai	II

26.8.17	Vidushi Harishita M Mansi, Richi Tamanna Krishna, Harshita Shraddha, Sargam & Shaheen	II B.Com A&F I Journalism	Ethnic Walk	Stella Maris College Chennai	II
26.8.17	Akansha Vidushi Harshita Shrisha Jasleen	II B.Com A&F  I EM I BBA Sh-I	Channel Surfing	Stella Maris College Chennai	I
06.9.17	Swetha Aggarwal	I BCom CS	Extempore Speech	Kanyaka Parameshwari Cheennai	II
06.9.17	Priya Parihar	I BCom MM	Slogan Writing	Anna Adarsh College Chennai	III
09.2.18	Suman Rajpurohit	III BSc Maths	Poetry recitation	Anna Adarsh College Chennai	I
06.3.18	Shwetha Agarwal	I BCom CS	Elocution	M.O.P Vaishnav College for Women, Chennai	I
06.3.18	Shraddha	I FSM	Elocution	M.O.P Vaishnav College for Women, Chennai	II
06.3.18	Labdhi	I Viscom	Elocution	M.O.P Vaishnav College for Women, Chennai	III

### Overall Trophy

- In Stella Maris on 26.8.17

### Outstanding Achievement

- Suman Rajpurohit won 1<sup>st</sup> prize cash – Rs.25000/- in poet's meet held in Anna Adarsh College For Women.

### Staff Achievements

#### Paper Presentation and conferences attended

Date	Name of the Staff	Organizer	Title of Seminar	Title of Paper	Level
25.08.17	Dr. Sudha Trivedi	Hindi Kashmiri Sangam, Leh- Ladakh and Kendriya Hindi Sansthan, Agra	Saint Literature in 'Ekaatmavaad' or Unison of Soul and God	Saint Literature in 'Ekaatmavaad' in all the Religions	Inter-national



22.09.17	Dr. Sudha Trivedi	New College, 'Chennai	Social issues in Modern Hindi Novels	Role of Social Media in Hindi literature	National
14.10.17	Dr. Sudha Trivedi	S.S.S Jain College. Chennai	Multilingualism	Dialects of Hindi and its Future.	State
26.02.18	Dr. Sudha Trivedi	M.O.P. Vaishnav College for Women, Chennai	The Neglected Class of Society in Modern Hindi Literature	The Neglected Class of Society in Modern Hindi Literature - Especially in Hindi Novels	National
16.03.18	Dr. Sudha Trivedi	SRM University, Katanakulathur, Tamilnadu	Increasing Mental Problems in Modern Society in Coordination with Hindi Literature	Increasing Mental Problems in Modern Society in Coordination with Hindi Literature	National
28.03.18	Dr. Sudha Trivedi	Seshadripuram Institute of Business Studies, Bangalore	Modern Cinema: Its Future and Challenges	Modern Hindi Cinema: Its Future and Challenges	National
22.09.17	Dr..Anupama K	New College Chennai	Social issues in Modern Hindi Novels	Social issues in Modern Hindi Novels on the Context of Family and Women	National
14.10.17	Dr. Anupama K	S.S.S Jain College	Multilingualism	Multilingualism and Hindi in the Context of Globalization and Translation	State
26.02.18	Dr. Anupama K	M.O.P. Vaishnav College for Women, Chennai	The Neglected Class of Society in Modern Hindi Literature	The Neglected Class of Society in Modern Hindi Literature – Especially in Hindi Novels	National

### Staff as Resource Person

Date	Name of the Staff	Nature of work	Topic/ Event	Venue /Organizer
22.06.17	Dr. Sudha Trivedi	Speaker	Role of Social Media in Hindi Literature	All India Radio, Chennai.
22.06.17	Dr. Sudha Trivedi	Speaker	Pandit Madan Mohan Malaviya	All India Radio, Chennai.
28.02.18	Dr. Sudha Trivedi	Subject expert	BOS Meeting	D.G. Vaishnav College, Chennai
09.03.18	Dr. Sudha Trivedi	Chief Guest	KG Convocation	Vidyasagar Global School, Chengalpattu
16.03.18	Dr. Sudha Trivedi	Guest of Honour & Chief Speaker	National Seminar	SRM College, Kattankulathur, Chennai
28.03.18	Dr. Sudha Trivedi	Chief Guest	National Seminar	Seshadripuram Institute of Business Studies, Bangalore
06.07.17	Dr.Anupama.K	Speaker	Globalization & Population	All India Radio
04.09.17	Dr.Anupama.K	Selected as casual announcer	Poonkuth & Kalarengam	All India Radio

### Staff Publications

Name of the Staff	Volume/Date	Name of the Book / Journal	Title of Paper	ISSN /ISBN
Dr. Sudha Trivedi	June- 2017	Shodh Sindhu (Half Yearly Research Journal)	Pandit Shri Prahlad Shrimali Ka Rachna Sansaar	2484-5902 (ISSN)
Dr. Sudha Trivedi	August- 2017	Baalvaatika	Chamakte Chaand-Sa Nirmal Baalako Ka Sansaar	2278-5930 (ISSN)
Dr. Sudha Trivedi	December-2017	Shodh Sindhu (Half Yearly Research Journal)	Adhunik Prabandhan mein Geeta ki Prasangikata	2424-5902 (ISSN)
Dr. Sudha Trivedi	December-2017	Agradhaara	Matree-Rin	TNHIN/ 2014/55707 (IRPN)
Dr. Sudha Trivedi	August - 2017	Lok Sahitya Evang Sanskriti Ek Vimarsh	Lok Geeton Ki aadhar Peethika: Vedic Sahitya	978-81-932362-8-4 (ISBN)
Dr. Sudha Trivedi	August -2017	Poster	Has writter a Preface for the book	978-93-84900-61-8 (ISBN)
Dr.Anupama.K	October-2017	Anthim Theen Dasak Ke Hindi Natak	Political Values in Modern Hindi Dramas	978-93-81992-24-1 (ISBN)

### Staff Awards

Date	Name of the Staff	Award	Issued By	Presented By
25.08.17	Dr. Sudha Trivedi	Lalleshwari (Laldyad) Sharda Samman	Hindi Kashmiri Sangam and Kendriya Hindi Sansthan	Sri Ajay Bharti, Minister of J&K

### Staff Participation in Poets' Meet

Date	Name of the Staff	Organizer	Topic	Title of the poem
29.12.2017	Dr. Sudha Trivedi	Brahmvriksham	Navgeet	Samvatsar Nav Pahun
03.02.2018	Dr. Sudha Trivedi	Tamil Nadu Hindi Sahitya Academy and Uttar Pradesh Association	Vasant	Janani Meri Mahi

### Highlights

- The students of the Hindi department were selected to present a cultural programme by the Ministry of Information & Broadcasting, Government of India on the eve of Launch of Beti Bachao Beti Padhao project in Tamilnadu by the Governor of Tamilnadu Hon. Banvarilal Purohit in RajBhavan.
- Dr. Sudha Trivedi has been elected as the Vice President of Tamil Nadu Hindi Sahitya Academy in November 2017.
- Dr. Sudha Trivedi has been deputed as a member of the advisory board of the research journal, Shodh Sindhu.
- Dr. Sudha Trivedi has been selected as a member of the advisory board of the Yuva Srijan Magazine.

## Department of Sanskrit

### SUMERU (INTER-COLLEGIATE EVENT – 20.01.18)

#### Competitions held:

- Svaramaya (Classical music)
- Saarang (Poster making)
- Vicharaprasthuthi (Paper presentation)
- Utkarsha (Mix-up)

### Guest Lectures

Date	Topic	Resource Person
24.07.17	Sanskrita Vicharam	Ms. Sumitra Vasudevan, Carnatic Music Professional
24.07.17	Subashithas	Mrs. Lavanya Praveen, Asst. Librarian, KSRI
26.07.17	Vyakaranam	Dr. S. Narasimhan, Asst. Professor, D.G. Vaishnav College
26.07.17	Banochishtam Jagatsarvam	Dr. V. Ramakrishnan, Asst. Professor, Madras Sanskrit College
08.09.17	Dandin Padhalalithya	Ms. Anuradha Shivakumar, Ph.D Research Scholar, KSRI
25.09.17	Alankaras	Dr. G. Suresh, Asst. Professor, Madras Sanskrit College
08.12.17	Bhasanatakachakram	Dr. Sampath Kumar, Asst. Professor, D.G. Vaishnav College

### Workshop & Lecture Demonstration

Date	Topic	Resource Person
9.08.17 to 11.08.17 & 23.08.17	Spoken Sanskrit workshop	Dr. S. Narasimhan, Ms. Vijayalakshmi, Volunteers of Samskrita Bharathi
19.02.18	Yogah Karmasu Kaushalam	Smt.Nrithya Jagannathan, Senior Therapist, Krishnamacharya Yoga Mandiram

## Journal

**Name of the Journal:** Shankhadhwani

**Best Article:** Bhijaganitam of Priyanka R ( I B.Sc. Maths )

## Students Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
29.07. 17	Shriranchini S	II B.Sc.Maths	Collage	SSN Jain College Chennai	II
29.07. 17	Sai Sruthi A Anupama A	II B.A. Soci. II B.A. Jour.	Dumb Charades	SSN Jain College Chennai	II
19.08.17	Bhagyashri	II B.Sc. Psy.	Solo Singing	D.G. Vaishnav College, Chennai	I
19.08.17	Bhavna R Sai Sruthi A Heeral Bhandari	II B.Sc. Psy. II B.A. Soci. II B.Sc C.Sci.	Quiz	D.G. Vaishnav College, Chennai	II
19.08.17	Swetha Kayathri T J & Muskan Bafna Rakshita S Khabiya	I BBA Sh-I  I B.Com A& F Sh-I	Quiz	D.G. Vaishnav College, Chennai	III
19.08. 17	Sushma P B & Vilasini M Shriranchini S	II B.A. Soci. II B.Sc.Maths	Paper Presentation	D.G. Vaishnav College, Chennai	Best Presentation
19.08. 17	Rukmani G Sai Sruthi.A & Sushma P B Shriranchini S Bharathi R Deepthi P Uthara M Harini R	II B.A. Jour. II B.A. Soci. II B.A. Soci. II B.Sc.Maths I B.A. Jour. I B.A. Jour. I B.A. Soci. I B.Sc.Maths	Group Singing	D.G. Vaishnav College, Chennai	Best Song
06.09. 17	Bharathi R Nandita S Srilekha R & Abhirami Rao	I B.A. Jour.	Varoety Programme	SKP College	I
06.09. 17	Vasundra B Lakshmipriya R Anupama A	B.Com (CS) I B.Sc. Maths II B.A. Jour.	Group Skit	SKP College	II
20.12. 17	Lakshmi Priya R	I B.Sc.Maths	Sloka Writing	Queen Mary's College, Chennai	I
20.12. 17	Subbulakshmi S	I B.Sc.Maths	Sloka Writing	Queen Mary's College, Chennai	II
20.12.17	Vijayalakshmi S	I B.Sc.Maths	Sloka Writing	Queen Mary's College, Chennai	III
25.01.18	S Swetha	I B.Sc (CS)	Gita Recitation	Anna Adarsh College, Chennai	I
25.01.18	V Neeraja	I B.Sc.Viscom	Gita Recitation	Anna Adarsh College, Chennai	III

### Field Trips

Date	Place of Visit	Purpose
01.12.17	Kuppuswami Sastri Research Institute (Madras Sanskrit College campus), Mylapore	Library Visit Library Visit

### Staff Achievements Paper Presentations

Date	Name of the Staff	Organiser	Title of Seminar	Title of Paper	Level
05.06.17 to 07.06.17	Dr.S. Anusha	Sree Sankaracharya University of Sanskrit (Kaladi ,Kerala)	Sanskrit and Cultural Studies	Dual Cremation- Then and Now	Inter- national
01.02.18 to 03.02.18		National Institute of Vedic Sciences (Bangalore)	Ancient Indian Stratergies for Current Psycholo- gical Problems	Psy- War Matrix	Inter- national
17.02.18 & 18.02.18		The Madras Sanskrit College	Education Invi- gorating Shrimad Bhagavatam	Kridavinodaaha	National

### Staff Publication

Date	Name of the Staff	Title of Paper	Name of the Journal / Book	Issue No.
March 18	Dr.S.Anusha	Accouture as in Vishnudharmottara Purana	Pracya Vol. X	ISSN 2278 - 4004

### Staff Participation in Workshops

Date	Name of the Staff	Title of the Workshop	Organizer	Level
27.01.18 & 29.01.18	Dr.S.Anusha	A Just & Lasting Peace Springs from A Just & Peaceful Society	Sri Vishnu Mohan Foundation & ICPR	International
25.11.17		Teaching Methods in Philosophy	Sri Vishnu Mohan Foundation	Regional

### Staff Participation in Seminars

Date	Name of the Staff	Title	Organizer	Level
22.01.18 & 23.01.18	Dr.S.Anusha	Role of Autonomy in Quality Assurance in Higher Education	IQAC, M.O.P. Vaishnav College Chennai	National

### Staff Additional qualification

Dr.S.Anusha completed her Ph.D. in October 2017.

## Department of French

### Intra Mural

- Cooking without fire
  - Mélange
  - Poster designing
  - Memorize
  - Phrase making
  - Jumbled proverbs
- The French club “Les Facettes” was inaugurated on 14 July 2017.
  - Intramural competitions were conducted on 19 August 2017.

### Guest Lectures

Date	Topic	Resource Person
19.09.17	France – Un Petit Aperçu	Dr. Adeline G Albert, Head, Department of French, Ethiraj College for Women.

### Journal

**Name of the Journal:** L’Impression

**Theme: La France :** Un Petit Aperçu

**Best Article:** “À La Terre”, a poem by Shilpa Reddy M, II B.A. Sociology

### Students Achievements

Date	Name of the Student	Class	Event	Organiser	Prize
4.10.17	Yagna S	I B.A. Journalism	Debate	Ethiraj College for Women	I
4.10. 17	Kareena Dodeja	I B.A. Journalism	Debate	Ethiraj College for Women	I
15.12.17	Kareena Dodeja	I B.A. Journalism	Quiz & Treasure Hunt	Loyola College Chennai	I
15.12.17	Shivani V	I B.Sc. FSM	Quiz & Treasure Hunt	Loyola College Chennai	I
15.12.17	Kamali T.C.	I B.Sc. FSM	Quiz & Treasure Hunt	Loyola College Chennai	I
15.12.17	Smruti S Kirtika N	I B.Sc.Psy. I B.Sc. Psy.	Quiz	Loyola College Chennai	III
15.12.17	Hema Malini S	I B.Sc. Viscom	Quiz	Loyola College Chennnai	III

## **National Service Scheme (NSS), Youth Red Cross (YRC) & Red Ribbon Club (RRC)**

- **17 July 2017** - 75 volunteers participated in the Environmental Awareness Programme conducted by the volunteers from Environmentalist Foundation of India.
- **7 August 2017** - 30 volunteers participated in a Walkathon on Cancer Awareness held at Besant Nagar.
- **21 to 24 August 2017** - NSS unit in collaboration with Apollo Shine organised a 4-day health camp for the students of M.O.P Vaishnav College.
- **8 August 2017** - 15 students participated in a voluntary service at Blue Cross.
- **10 August 2017** - Dr. Sulaiman, Asst. Professor, New College, presided over the NSS orientation programme conducted at M.O.P. Vaishnav College for first year students.
- **11 August 2017** - Volunteers from BBA Shift II participated in a health, safety and cleanliness awareness programme conducted at M.O.P. School, Triplicane and Suriya Nagar, Koturpuram.
- **21 September 2017** - 240 volunteers participated in an orientation programme by Life Again Foundation. Ms. Gautami, Founder of the organisation addressed the volunteers on the importance of staying healthy.
- **4 October 2017** - 10 Volunteers participated and celebrated Elders' Day, a programme organised by Probus Club.
- **14 February 2018** - Ms. Sindhu Priyaa S (III B.B.A Shift II) went as an Ambassador of Youth Red Cross Society and met the President at the Rashtrapathi Bhavan, New Delhi.
- **24 February 2018** - Ms. Gunjan K Chhabria won I prize at the State-level Youth Elocution Competition held by Youth Red Cross, Tamil Nadu

### **Students Achievements**

- **23 February 2018** - 18 volunteers participated in the "Youth Health Mela 2018" competitions organised by NSS Unit, University of Madras.
- **23 February 2018** - 8 volunteers from the Department of Sociology bagged the first prize for a Street Play on the theme health and hygiene.
- **24 February 2018** - At an Inter-University competition for 'Best Stall' organised at Anna University, Department of Food Science Management won the 'Best Stall for the Day' Award.



## NSS CAMP 2017 - 2018

A special camp was conducted for the academic year 2017-18 at Dhobikhana, Chetpet, from 20<sup>th</sup> - 26<sup>th</sup> of December 2017. 150 volunteers who participated in the camp, renovating a play area and painting temple walls were the main activities of the students. Renowned persons from different fields were invited to address the community and the students.

Day	Activity	Speakers	Topic	Beneficiaries
20.12.17	Inauguration	Ms. Sarah Karunakaran, Coordinator-NSS Empanelled Training Institution & Dr. Uthira, Vice-Principal, M.O.P. Vaishnav College	-	Students
	Talk	Mr. Gangadharan, Health Educator, PHC, Fellow of WHO	Health & Hygiene	Students and Community
21. 12.17	Temple Cleaning	-	-	Community
	Talk	Mr. Divyaraj Prabakaran, Psycho-Oncologist, Adyar Cancer Institute	Tobacco and Sustained Abuse	Community
22.12.17	Temple Reno- vation and Play Area Flooring	-	-	Community
	Talk	Mr.Indrakumar, Environmentalism	Healthy and Green Environment	Community Women & Students
23.12.17	Painting play Area	-	-	Kids
	Competitions	-	-	Community Children & Women
24.12.17	Health Check-up	Apollo Shine - Doctor's Team	-	Community
25.12.17	Christmas Celebration	-	-	Community
26.12.17	Talk	Ms. Lakshmi, M.O.P. Vaishnav College	Skill Training and Balanced Diet	Community and Students
	Valedictory	Mr. Vijayabhaskar, Pasumai Exnora, Social and Environmental Activist & Dr. Lalitha Balakrishnan, Principal, M..O.P. Vaishnav College for Women (Autonomous)	Valedictory Address, Prize Distribution of Saplings to NSS Volunteers Commu- nity and Students	Community and Students

## **ROTARACT CLUB 2017-2018**

**September 13, 2017**

**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 2017-2018. The Chief Guest for the day was Rtr. P.N Mohan. The Guest of Honour for the day was Rtr.PP Dhanakodi.

**September 21, 2017**

**Event: World Peace Day**

On account of this, the Rotaract club of M.O.P Vaishnav College for Women did a project wherein Rotaractors met people and explained to them how lucky they were to have such a peaceful life when people in Syria are dying of terror every minute.

**October 15, 2017**

**Event: Nakshatra**

Rotaract Club of M.O.P Vaishnav College for women along with other Rotaract clubs of city colleges was part of a fund raiser organized by Rotaract Club of Ambattur. This was a fundraiser to aide funds to install vending machines for napkins in Government girls' schools.

**October 22, 2017**

**Event: Back to School Days**

Back to school days was an event organised by the Rotaract Club of Vishwahitha along the Rotaract club of M.O.P. Vaishnav College for Women and nine other clubs. This event was focused on bringing back the fun and energy of school days.

**November 25, 2017**

**Event: International Day of Elimination of Violence against Women**

The Rotaractors on account of International Day for the Elimination of Violence against Women, had placed a wall of thoughts, inside the college campus, which included words in support for the cause in question, the club also witnessed people placing handprints and thumb-prints in order to show their support toward the elimination of violence against women. The cloth was parceled to the Rotaract Club of Colombo Institute of Research and Psychology (CIRP), Sri Lanka as a part of International project.

**February 2, 2017****Event: Drug Awareness**

Rotaract Club of M.O.P Vaishnav College along with other colleges was part of first ever official Guinness attempt by the Rotary club of Madras. This program highlighted the longest talk on the theme drug abuse and the youth (one and a half hours) by Dr. Vengadesh Babu, I.R.S from the Indian Customs.

**March 15, 2018****Event: Terra Firma – Seminar on Plastic Waste Disposal Management**

A seminar was conducted to the Rotaractors about the need for Plastic Shredders. The session saw Rtn. Vidhya, Director, Patterson Energy Pvt. Ltd talk about the need for Plastic waste management. She explained about the need for plastic shredders which could be used to make fuels with water bottles and other everyday items made of plastic.

**March 22, 2018****Event: DRR Visit**

Each year the Rotaract Club holds a DRR Visit where the District Rotaract Representative visits to review the functioning of the club. DRR Rtr. PP Dhanakodi was the chief guest. The Guest of Honour was Rtn. P.N Mohan, President, Rotary club of Madras. Annual reports were handed over to the respective district officials.

# MINISTRY OF ENTREPRENEURSHIP DEVELOPMENT

## Report

### GLOBAL ENTREPRENEURSHIP SUMMIT - FIRESIDE CHAT, 29<sup>th</sup> November, 2017

The Global Entrepreneurship Summit was held in Hyderabad in partnership with the United States Government and NITI Aayog on 28th - 30th November, 2017. Several associated events were held in major cities across the country on 'Women First, Prosperity for all'. In Chennai, the US Consulate and M.O.P. Vaishnav College For Women hosted a panel discussion comprising seven women entrepreneurs across South India. The moderator for the discussion was **Ms. Lauren Lovelace**, Consul for Public Diplomacy, U.S. Consulate General Chennai.

She was in conversation with seven women entrepreneurs from across South India who were:

- **Ms. Nisha Krishnan**, Founder, Channeliam, Kochi.
- **Ms. S. Josephine Arockia Mary**, Founder, Vibis Honey, Madurai
- **Ms. Divya Shetty**, Co-Founder, Indian Super Heroes, Coimbatore
- **Ms. Uma Reddy**, Founder President, eMERG, Bangalore
- **Ms. Deepali Shital Gotadke**, Founder, Web Dreams and Click Hubli, Hubli
- **Ms. Trupti Prabodh Doshi**, Founder and Principal Architect, The Auroma Group, Puducherry
- **Ms. Paro Gopalakrishnan**, Principal and Head, Welcome group Graduate School of Hotel Administration, Manipal

### NATIONAL ENTREPRENEURSHIP SUMMIT- IGNITE 2017,

8<sup>th</sup> and 9<sup>th</sup> December, 2017

210 students, 23 speakers, 15 colleges, 8 sessions in 2 days, Ignite 2017 aimed at inculcating passion for entrepreneurship among avid youngsters and to create a forum for exchange of ideas and insights for transforming the student delegates into budding entrepreneurs. The summit comprised technical session, panel discussion, competitions and entrepreneurial aptitude assessment.

Session Details	Resource Person
Inauguration - What it takes to be an Entrepreneur	Ms. Vaishali Neotia, CEO & Co-Founder, Merxius & Ms. Lauren Lovelace Consul for Public Diplomacy & Public Affairs, U.S. Consulate General, Chennai
Session 1- Entrepreneurship Success Stories - A Showcase	Dr. Nikhil Agarwal, Fellow IC2 Institute University of Texas, Austin & Member FICCI National Committee of Start Ups
Session 2 – Trends In Business Financing	Mr. Vijay Rajagopal, Head – Business Operations and Strategy Programs, Paypal India

Session 3 - Entrepreneurial Aptitude Assessment - Know Your Entrepreneurship Quotient	Mr. Srinath Ranga, Director – Opteamize Cloud Solutions Pvt. Ltd.
Session 4 - Innovative Business Model Presentation – Competition	Mr. Shyam Sekar S, Chief Mentor & Strategist, Startup Xperts Business Consulting Pvt. Ltd.
Session 5 - Panel Discussion: Entrepreneurship – An idea or an Opportunity?	<ul style="list-style-type: none"> <li>• Ms. Tharakeshwari Palanisamy Director, Ganya Agro Products</li> <li>• Mr. Hrishikesh Datar Founder, Vakil Search.Com</li> <li>• Ms. Vidya Subramanian Noted Carnatic Musician &amp; Owner, <a href="http://www.vidyasubramanian.com">www.vidyasubramanian.com</a></li> <li>• Dr. Gayathree Mohan, Winner- DST LOCKHEED Martin India Innovation Award IIGP 2014 Assistant Professor, Department of Physics, School of Basic and Applied Sciences, Central University of Tamil Nadu</li> <li>• Mr. Ranjith Baba, Founder, OMR Food Street</li> <li>• Moderator: Mr. Ruhan Madni Naqash Co-Founder &amp; Co, The Climber Knowledge and Careers Pvt.Ltd.</li> </ul>
Session 6 - B - Lab – Business Domain Workshops	<ul style="list-style-type: none"> <li>• E-Commerce - Ms. Vandini Ravindran Proprietrix, Janvi Adornments</li> <li>• Food &amp; Agro - Ms. Meera Maran Founder, Terra Earthfoods</li> <li>• Media &amp; Entertainment–Ms. Bala Manian &amp; Mr. Chocka, Founder Directors OPN Advertising Pvt. Ltd.</li> <li>• Social Entrepreneurship - Ms. Sahaana Krishnan, Programme Manager (Chennai), Teach For India</li> </ul>
Session 7 - Start Up Mimes – Competition	Judge: Mr.Bosskey, Renowned Stand-Up Comedian & Actor
Session 8 - Panel Discussion: Entrepreneurship: Lineage or New Age.	<ul style="list-style-type: none"> <li>• Mr. Shyamsundar Nagarajan Founder &amp; CEO, SMBsure</li> <li>• Ms. Swaathi K, Chief Technology Officer, Skcript Technologies Pvt. Ltd.</li> <li>• Mr. Manuranjith Ranganathan, Managing Director, CK's Foods Pvt. Ltd.</li> </ul>

	<ul style="list-style-type: none"> <li>• Mr. Puneet Goyal, Managing Director, Sunalpha Energy</li> <li>• Moderator: Mr. Sanjay Pinto, Lawyer, Columnist, Author and Former Resident Editor- NDTV 24x7.</li> </ul>
Valedictory : Entrepreneurship Mentoring	<ul style="list-style-type: none"> <li>• Mr. Kiruba Shankar, CEO, Business Blogging</li> <li>• Dr. Lalitha Balakrishnan, Principal, M.O.P. Vaishnav College for Women (Autonomous)</li> </ul>
<b>Innovative Business Model Presentation - Competition</b> Winners : Swetha A, Dhriti Sanjay Shah, and Vaishnavi S, III- B.B.A(Shift-I), (Cash Prize M.O.P.Vaishnav College for Women for Business idea Titled “Ways” Rs. 20000) (An App for Effective Time Management)  Runners Up: Abinaya, Rizwan, Ramkaran, S Guna, and Anirudh, D.G. Vaishnav (Cash Prize College, Chennai, for Business idea Titled “Eateries” Rs. 10000) (Edible Spoons and Forks)  <b>Start-Up Mime Competition</b> Winners: Veena, Abhilasha, Sai Nikita, Swetha, Krithika, Shmiruthaa, and Vaishali, (Cash Prize II B.B.A.(Shift-I), M.O.P.Vaishnav College for Women for Mime on Rs. 12000) Challenges Faced by Startups in India	

### **M.O.P. BAZAAR 2017 – 2018, 16th and 17th December 2017**

M.O.P. Vaishnav College for Women hosted its 20th edition of the annual student run M.O.P. BAZAAR on the 16th and 17th of December 2017.

This year's bazaar was inaugurated by Smt. Srikanta Jhaver. The BAZAAR was laid out in the form of streets, each having a unique name, holding a total of 86 stalls run by 275 students. The streets were:

- Food Street – Khao Galli
- Games street – Aattam Kondattam
- Apparels Street – Rue de la Mode
- Accessories Street – Bela Vojo
- Assorted Street – Anjaan Sadak

To encourage and motivate the student entrepreneurs, 8 different awards were given during the two days of the bazaar. The stall holders were judged on the basis of various categories for each of the awards before the winner was selected. The awards and winners were as follows:

- Best Dressed Stall Owners Award
- Most Innovative Products Award
- Most Innovative Packaging Award

- Most Eco-Friendly Stall Award
- Best Promotional Announcement Award
- People's Choice Award
- Best Stall Name Award
- Best Retail Display Award

To add to the fervor and excitement of the bazaar, celebrities and celebrity entrepreneurs were invited to visit the bazaar and share their experiences, views and opinions with the young entrepreneurs. The above-mentioned awards were judged and given out by the guests. The guests were:

- Ms. Srikanta Jhaver, Past President, FICCI FLO
- Ms. Pranavi Bisani, Proprietor, Home & Kitchen of Vivek's Retail
- Mr. Daniel Pope, Actor
- Shri. S Parthasarathy, Senior Managing Committee Member
- Ms. Kamalika, Franchisee, The Old Madras Baking Company

The bazaar had a footfall of 16,831 people and the stall holders made a total profit of Rs.4,13,843 and a turnover of Rs. 16,70,706.

### **KAUSHAL DHAAN - COMMUNITY SERVICE**

The Ministry of Entrepreneurship Development had organised Kaushal Dhaan, an event where the students of the Ministry of Entrepreneurship Development imparted vocational skills training to the parents of students of The Chennai High School, Kotturpuram and the M.O.P Primary School, Triplicane, to help them attain better livelihood. In order to enable the beneficiaries to start small ventures, the Department had organised 12 skill training workshops in the following areas:

- Candle Making
- Hand-made Paper Products
- Chat and Street Food
- Jewellery and Photo Frames using Paper Quilling.
- Stitching & Embroidery
- Artificial Jewellery Making

This programme was inaugurated on 8th September 2017,. at The Chennai High School, Kotturpuram by Dr.Lalitha Balakrishnan, Principal, MOP Vaishnav College for Women in the esteemed presence of Ms. Kalpana, Principal, The Chennai High School, Kotturpuram. The training workshop also included inputs on the following topics:

- Self- Employment
- Identifying Business Opportunities
- Promoting the Business and Converting Local Needs into Demands
- Arranging Finance and Need for Record Keeping
- Saving Habits

S.No.	Skills Imparted	Date	No. of Beneficiaries
1	Chat and Street Food	08.09.17	12
2	Jewellery Making	08.09.17 28.11.17	15 26
3	Basic Stitching and Embroidery	04.12.17 04.12.17	14 15
4	Jewellery and Photo Frame with Quilling Paper	05.12.17 05.12.17	15 16
5	Hand-made Paper Products	27.11.17 16.02.18	27 07
6	Candle Making	23.11.17 16.02.18	07 15
	<b>Total</b>		<b>169</b>

A total of 169 Beneficiaries attended workshops and acquired entrepreneurial skills. On completion of the workshop, participants received certificates and starter kit (comprising raw materials to assist startup ventures)

## **PARTICIPATIONS IN INTER-COLLEGIATE EVENTS**

### **1) Shasun Bazaar, 23rd September 2017**

The students of B.B.A. (Shift I) of M.O.P. Vaishnav College For Women operated a stall in the Shasun Bazaar conducted on 23rd September 2017. Mehak Mahipal, Perna Goel and Parul Bisani operated a stall to sell women's clothing and accessories at the Shasun Bazaar conducted by Shasun Jain College and earned a profit of Rs.9025.

### **2) Business Plan on Social Entrepreneurship, 10th February 2017**

Veena R, Abhilasha T U and Aditi Mardia won the II Place in a Social Entrepreneurship Business Plan Competition in Women's Christian College conducted on 10th October 2017.

### **3) Vaishnav Bazaar, 9th& 10th February 2018**

The students of III FSM, of M.O.P. Vaishnav College For Women operated a stall in the Vaishnav Bazaar conducted on 9th and 10th of February 2018. Srimathi Krishnan and Pavithra Jaganathan operated a stall to sell hand crafted gift items and accessories and made a profit of Rs. 550.

Shreya, Ishani, Khushi Jain and Saakshi of II B.B.A. (Shift II) operated a stall in the Vaishnav Bazaar conducted on 9th and 10th of February 2018 and they conducted fun games using helium balloons.

### **4) Start Up Pitch Fest, 9th February 2018**

W-Square, in association with Techindia, partnered with M.O.P Vaishnav College for Women, conducted India's First Incubation Program for women-led startups as part of the W-Incubate initiative. Students were given a chance to launch their ideas into a startup with expert guidance from mentors, industry experts and investors.



A panel discussion was held on Negotiating to Win, Managing the Challenge of Change, and How to be a Transformational Leader. A startup business plan presentation competition was also conducted and the best presentation won the chance to be mentored by experts for one month over the summer.

#### **5) Kriyavat Bazaar, 16th February 2018**

Divya Golecha and Laveena N from III B.B.A (Shift I) of M.O.P. Vaishnav College For Women operated a stall in the Kriyavat Bazaar conducted by the University of Madras. They sold innovative fusion food items at the bazaar.

Ilakkia Maran and Sangeetha J of B.Sc Mathematics operated a stall to sell handmade products and gift items at the Kriyavat Bazaar conducted by the University of Madras.

## **Department of Physical Education**

### **Report 2017-2018**

#### **SPORTS PROFILE**

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 it 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 corridors of the institution. The college has successfully produced 114 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 incessant support and encouragement, our students have always stood out, repeating the success story time and again.

The Grand success of VASPO 2005 encouraged the college to aim for a national Meet. Subsequently from 2006 onwards, VASPO has been a national level Inter- Collegiate Tournament which witnessed 500 Participants from various colleges all over the country competing for the prestigious Dr. Sivanthi Adityan Overall Rolling Trophy instituted by the college.

#### **VASPO 2017-18**

Vaishnav Sports (VASPO) is a national level Inter Collegiate Tournament for basketball, tennis, ball badminton, volleyball, chess, throwball, football and table tennis hosted by M.O.P. Vaishnav College. Forty two colleges participated in the Tournament and they 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 MEET 2017-2018**

The college has won the prestigious A.L Mudaliyar Meet for 15 consecutive years. The college made a mark at the October 2017 Meet by winning 14 Gold, 10 Silver and 7 Bronze Medals. M.O.P Vaishnav emerged as an overall Champions at the Meet.

#### **SPORTS SCHOLARSHIP**

YEAR	NO. OF BENEFICIARY	AMOUNT (RS.)
<b>2017-2018</b>	<b>117</b>	<b>3,96,16,540</b>

## INTERNATIONAL ACHIEVEMENTS

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

- Participated in IIFL Wealth International CM Open Chess Tournament held in Mumbai
- Won 5<sup>th</sup> place at the National Women Challengers Chess Championship held in Mysore
- Won 9<sup>th</sup> Place at the National Women Premier chess Championship held in Surat, Gujarat.

### **S. SELENA DEEPTI (B.COM. MM) - TABLE TENNIS**

- Won Gold medal at the Juniors Egypt World Ranking Competition held in Sham El Sheikh on Oct 11th-15th, 2017
- Won Bronze medal at the Junior Singles Slovenia Junior World Ranking Competition 2017 held in Otocec, Slovenia on Sep 20th-24<sup>th</sup>, 2017.

### **SHRINIDHI NATRAJAN ( I BSC. VISCOM.)- FOOTBALL**

- Represented team 'Amma Fc' (India) at the Dana Cup Tournament held in Denmark in July, 2017.

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

- Participated in WGM Norm in Sunway Sitges International Tournament held in Spain
- Won 1<sup>st</sup> place at the National Junior Girls Chess Championship
- Won 1<sup>st</sup> place in Rating category ( 2100-2300) at Sunway Sitges International Tournament held in Spain
- Won 2<sup>nd</sup> place in Rating category ( above 2100) at the Rilton Cup held in Sweden.

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

- Won 4<sup>th</sup> place at the Asian Indoor Rapid chess tournament held in Turkmenistan
- CM Award for Women International Title received from Tamil Nadu Chief Minister Mr. Edapadi Palanisamy.

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

- Bronze medalist at the Asian Junior Individual Event held in Jordan
- Runner- up at a Squash tournament held in Australia
- Represented India at the World Junior Individual Championship and Team Championship held in New Zealand. In the team event, India was placed 6<sup>th</sup> among 17 countries.

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

- Won 5<sup>th</sup> place at the NITHM International fide rated Chess Tournament 2017 (below 2000 Category).

### **HARIVARDHINI.I (I BCOM.CS) - CHESS**

- Won Best Woman Player award in Penang International Chess Championship held in Malaysia
- Placed 5<sup>th</sup> at the Kamaraj Memorial Fide Rated Tournament.

**Y. SARANYA (III B.COM. CS) - CHESS**

- Finished 2nd in below 2000 category at the Sharjah Open held in Sharjah, March 20th -28<sup>th</sup>
- Finished 4th in below 2000 category at the NITHM Open.

**POOJA. S ( B.COM A& F SHIFT – II ) – ROWING**

- Won Bronze medal at the International Regatta held at Madras Boat Club, Chennai
- Won Silver medal at the Madras Colombo Regatta held at Madras Boat Club, Chennai.

**YASHINI. S ( B.COM. A&F SH.II) – TABLE TENNIS**

- Won Gold Medal at the Junior Girls (Singles) 2017 ITTF World Junior Circuit Jordon Junior & Cadet Open held in Amman from 25<sup>th</sup> to 29<sup>th</sup> July,2017
- Won Gold medal at the Junior Girls (Singles) Sports National ranking (Central Zone) Table Tennis Championship 2017 held at Indore, Madhya Pradesh from 19<sup>th</sup> to 24<sup>th</sup> June.

**D.HEMA LATHA MA (MM) - CRICKET**

- Represented India in the Women's Challengers Trophy, India Blue, 2017-2018
- Represented India in 'A' Women's T20 League, 2017-2018.

**MEDALS WON IN ATHLETICS**

S.NO	YEAR	GOLD	SILVER	BRONZE	TOTAL
1	2017 – 2018	32	20	22	74

**CONSECUTIVE AWARDS (2003 – 2018)**

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	15 years (2003 - 18)
2	Dr. Sivanthi Adithyan Rolling Trophy	Maximum Number of Winners in the Madras University Inter-Zone Matches	15 years (2003 - 18)
3	Shri. P. Haridas Rolling Trophy	Maximum Number of Winners in the Madras University Inter-Zone Matches	12 years (2005 - 18)
5	VASPO Overall Rolling Trophy	Winners in the VASPO-A National Level Inter Collegiate Tournament	11 years (2005 - 18)

### NUMBER OF TOURNAMENTS WON

S.NO.	NAME OF THE GAME	2017-18
1	Basketball	17
2	Volleyball	4
3	Chess	16
4	Hockey	2
5	Ball Badminton	4
6	Table Tennis	20
7	Tennis	8
8	Handball	1
9	Kho-Kho	-
10	Badminton	2
11	Shooting	-
12	Swimming	-
13	Cricket	4
14	Football	2
15	Kabaddi	4
16	Fencing	-
17	Rowing	3
18	Squash	5
19	Weight lifting	-
20	Sailing	
21	Taekwondo	-
22	Motor sports	-
	<b>TOTAL</b>	<b>87</b>

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

#### MEDALS TALLY

S.NO	YEAR	GOLD	SILVER	BRONZE	TOTAL MEDALS
1	2017-2018	14	10	7	31

### INTERNATIONAL PLAYERS -ACHIEVEMENTS

S.NO.	NAME	GAME	COMPETITION	PLACE OF TOURNAMENT	YEAR
1	Saranya Yuvaraj	Chess	Sharjah Open	Sharjah	2017
2	Varsha Gotham	Sailing	Omen Laser Youth World Championship	Muscat	2017
3	Balakanama P.	Chess			2017
4	M. Mahalakshmi	Chess	Sunway Sidget	Spain	2017
5	G. K. Monishha	Chess	Asian Indoor Rapid Chess Tournament	Turkmenistan	2017
6	Sunayna Kuruvilla	Squash	Asian Junior Championship	Jordon	2017
7	R. Divyalakshmi	Chess	NITHM International Chess Tournament		2017
8	S. Selena Dipti	Table Tennis	Junior Egypt World Ranking Competition	Sham El Sheikh	2017
9	Yashini S.	Table Tennis	ITTF World Junior Circuit Tournament	Amman	2017
10	Pooja S.	Rowing	Madras Colombo Regatta	Madras Boat Club	2017
11	Harivardhini I.	Chess	Penang International Chess Championship	Malaysia	2017
12	D. Hema Latha	Cricket	INDIA 'A' Women T20 League		2017

### REPRESENTATION FOR TAMILNADU STATE IN NATIONAL AND STATE LEVEL COMPETITIONS

#### ATHLETICS

The college won the A.L Mudaliyar trophy for 15 consecutive years. This year also the college clinched the Dr. A L Mudaliyar Meet Overall Trophy. Medal tally:

- Gold- 14
- Silver- 10
- Bronze- 7

M.O.P bagged the overall trophy (Women), at the 4th Chev. Dr. N.R. Dhanapalan Inter collegiate athletic meet held on 3<sup>rd</sup> January 2018. Medal tally:

- Gold – 4
- Silver-1
- Bronze – 5

The College won the overall trophy at the Reliance Intercollegiate Athletic meet held on 8<sup>th</sup> and 9<sup>th</sup> January, 2018. Medal tally:

- Gold- 5
- Silver- 3
- Bronze- 3

At the Junior Athletic State Meet held in Ramnad on October from 13<sup>th</sup> to 15<sup>th</sup> 2017, the college won:

- Gold- 1
- Silver- 2
- Bronze- 3

At the 29<sup>th</sup> South Zone Athletic Championship held in Trivandrum on 18<sup>th</sup> and 19<sup>th</sup> September, 2017, the medal tally was:

- Gold –2
- Silver – 1
- Bronze – 1

At the 31<sup>st</sup> Tamil Nadu Junior Athletic Championship held in Madurai from 1<sup>st</sup> to 3<sup>rd</sup> September, 2017, the medal tally was:

- Gold- 3
- Silver- 2
- Bronze- 2

At the 90<sup>th</sup> Senior State Athletic Championship held at Nehru Stadium in Chennai from 24<sup>th</sup> to 26<sup>th</sup> June, 2017, the medal tally was:

- Gold – 3
- Silver-1
- Bronze - 1

#### **KANIMOZHI C. (III B.COM A&F SHIFT II)**

- Won 3<sup>rd</sup> place in Hurdles at the National Junior Athletics Federation held in Lucknow, 2017.
- Won 3<sup>rd</sup> place in 4\*100m relay at the National Open Senior Athletics Championships in Chennai, 2017.

#### **CHESS**

- 1<sup>st</sup> Place at the University of Madras A Zone Chess Tournament held in M.O.P Vaishnav College on 18<sup>th</sup> August, 2017
- 1<sup>st</sup> Place at the University of Madras Inter Zone Tournament held in Krishnaswamy Arts and Science College on 30<sup>th</sup> August, 2017
- 1<sup>st</sup> Place at the South Zone Inter University Chess Tournament held in Saveetha University From 1<sup>st</sup> to 4<sup>th</sup> November, 2017
- 2<sup>nd</sup> Place at the All India Inter University Chess Tournament held in Bhopal From 10<sup>th</sup> to 14<sup>th</sup> November, 2017
- 2<sup>nd</sup> Place at the SSN Trophy held in SSN Engineering College from 18<sup>th</sup> to 21<sup>st</sup> August
- 1<sup>st</sup> Place at the WCC Rolling Trophy Competitions held on 29<sup>th</sup> July, 2017.

**MONNISHA G. K (II B.COM A&F)**

- Secured 4<sup>th</sup> place at the Asian Indoor Games held at Turkmenistan
- Received CM Award from Mr. Edapadi Pazhanisamy for winner Women's International Master Title in Chess
- Won 1<sup>st</sup> place – Board Prize- at the South Zone Chess Championship.

**MAHALAKSHMI M. (II B.COM A&F)**

- Made WGM Norm at the Sunway Sitges International Tournament held in Spain
- Won 1<sup>st</sup> place at the National Junior Girls' Chess championship
- Won 1<sup>st</sup> place in the rating category of 2100-2300 at Sunway Sitges held in Spain
- Won 2<sup>nd</sup> place in the rating category above 2100 at the Rilton Cup held in Sweden.

**P. BALA KANNAMMA (I M.A. COMMUNICATION)**

- Participated in the IIFL Wealth International GM Open Chess Tournament held in Mumbai from 30.12.17 to 07.01.18
- Secured 5<sup>th</sup> place at the National Women Challenger Chess Championship held in Mysore from 21.07.17 to 29.07.17.
- Participated in the National Women Premier Chess Championship held in Surat, Gujarat from 24.11.17 to 06.12.17

**SARANYA Y (III B.COM. CS)**

- Won 2<sup>nd</sup> place in below 2000 category at Sharjah Open held in Sharjah from March 21-28
- Secured 4<sup>th</sup> place in below 2000 category at the NITHM Open held in Hyderabad
- Won the Best Woman Player award at the 2nd Delhi FIDE rating open held in Delhi
- Won 2<sup>nd</sup> place at the 45<sup>th</sup> Tamil Nadu Women's State Championship
- Secured 5<sup>th</sup> place at the Riverside FIDE Open held in Kodaikanal.

**R. DIVYA LAKSHMI (II B.COM A&F)**

- Won 5<sup>th</sup> place in below 2000 category at the NITHM International fide rated chess tournament 2017.
- Secured 16<sup>th</sup> place at the National Women Challengers Chess Championship 2017 held in Mysore.
- Stood 18<sup>th</sup> at the National Junior Chess Championship 2017 held in Bihar.
- Won 1<sup>st</sup> place at the TN State Women Chess Championship 2017.

**I. HARIVARDHINI (I BCOM.CS)**

- Secured 5<sup>th</sup> place at the 3rd Kamraj Memorial International Fide rated tournament held from 3<sup>rd</sup> to 7<sup>th</sup> November, 2017.
- Received the Best Woman Player award at the Penang International Open Fide rated tournament held from 3<sup>rd</sup> to 10<sup>th</sup> December, 2017.
- Secured 4<sup>th</sup> place in the Tamil Nadu State U-19 Girls Chess championship held from 28<sup>th</sup> April to 2<sup>nd</sup> May, 2017.
- Secured 3<sup>rd</sup> place at the Tamil Nadu State team championship held on 25<sup>th</sup> and 26<sup>th</sup> of May, 2017.



### **THAMARAI SELVI (I B.COM A&F)**

- Open 6<sup>th</sup> at the St. Joseph Fide Rating Open Chess Tournament, June 2017
- Category 1<sup>st</sup> at the Athens of The East Fide Rating Chess Tournament, August 2017
- Awarded Best Woman Player at the Vijay Anand Open Fide Rating Chess Tournament, August 2017
- Participated in the 32nd National Junior Chess Championship, September 2017
- Open 9<sup>th</sup> at the 30th Spic Fide Rating Chess Tournament, September 2017
- Awarded Best Woman Player at the 3rd Karur Open Fide Rating Chess Tournament, November 2017
- Category 1<sup>st</sup> at the 3rd Mastermind Fide Rating Open Chess Tournament, December 2017.

### **TABLE TENNIS**

- 1<sup>st</sup> place at the University of Madras A Zone Table Tennis Tournament held in SIVET College in August 2017
- 1<sup>st</sup> place at the University Of Madras Interzone Tournament held in D G Vaishnav College in August 2017
- 2<sup>nd</sup> place at the Kongu Trophy meet held at Erode organised by Kongu Engineering College from 7<sup>th</sup> to 11<sup>th</sup> September, 2017
- 1<sup>st</sup> place at SSN Trophy competitions held at SSN Engineering College from 18<sup>th</sup> to 21<sup>st</sup> August, 2017
- 1<sup>st</sup> place at the Chairman Trophy meet held in D G Vaishnav College from 2<sup>nd</sup> to 4<sup>th</sup> March 2018.

### **Selena Deepti (I B.COM MM)**

- Ranked No 2 in ITTF World Junior Circuit Standings 2017 as on November 2017 and TTFI Youth Ranking No 2 after West Zone 2017 and Junior Ranking No 6 after West Zone 2017
- Received Tamil Nadu Young Achiever Award 2016-17 from Tamil Nadu Sports Journalists Association.

### **NATIONAL LEVEL**

- 1<sup>st</sup> place at the Singles National Ranking TT Championship 2017 Central Zone held in Indore under 21 category held at June 19 to 24, 2017
- 3<sup>rd</sup> place at the Singles National Ranking TT Championship 2017 South Zone held in Dharwad in Youth Under 21 Category from September 6-12, 2017
- 2<sup>nd</sup> place at the Singles National Ranking TT Championship 2017 South Zone held in Dharwad in Junior Under 18 from Sep 06-12, 2017
- 1<sup>st</sup> place at the Singles National Ranking TT Championship 2017 East Zone held in Siliguri in Youth Category from Oct 23-28, 2017

## **INTERNATIONAL LEVEL**

- 3<sup>rd</sup> place in Junior Singles at the Slovenia Junior World Ranking Competition 2017 held in Otocec, Slovenia
- 1<sup>st</sup> place in Singles and Doubles at the Junior International Table Tennis Tournament held in Egypt
- 1<sup>st</sup> place at the Singles Egypt World Ranking Table Tennis Competition held in Egypt held from 11<sup>th</sup> To 15<sup>th</sup> October
- 1<sup>st</sup> place at the Indian Junior Open World Ranking Table Tennis Competition held in Greater Noida, Delhi from 28<sup>th</sup> October to 1<sup>st</sup> November.

## **YASHINI S. (I BCOM A&F SHIFT-II)**

- 1<sup>st</sup> place at the Junior Girls Singles 11even Sports National Ranking (Central Zone) Table Tennis Championships 2017 held in Indore, Madhya Pradesh from 19<sup>th</sup> to 24 June
- Won at the 2017 ITTF World Junior Circuit Jordan Junior & Cadet Open held in Amman from 25<sup>th</sup> To 29<sup>th</sup> July, 2017:
  - Junior Girls Singles- Gold Medal
  - Junior Girls- Team Event- Gold Medal
  - Junior Girls Doubles- Bronze Medal
- 2<sup>nd</sup> place in team event at the 47<sup>th</sup> All India Inter-Institutional Championship 2017 held in Delhi from 1<sup>st</sup> To 7<sup>th</sup> August 2017
- Won at the 2017 ITTF World Junior Circuit Indian Junior & Cadet Open held in Greater Noida, Delhi from 28<sup>th</sup> October to 1<sup>st</sup> November, 2017:
  - Team Event- Silver Medal
  - Singles- Bronze Medal
- 2<sup>nd</sup> place at the (Junior Girls Singles)11 Sports National Ranking Table Tennis Championship 2017 held in Thane, Maharastra from 13<sup>th</sup> To 19<sup>th</sup> November.

## **FOOTBALL**

- Winners in Football, Zone University of Madras in SDNB Vaishnav College on 11<sup>th</sup> October 2017
- 2<sup>nd</sup> place at YMCA College During 21<sup>st</sup> – 23<sup>rd</sup> August 2017.

## **SHRINIDHI NATRAJAN ( I BSC. VISCOM. )**

- Represented the Chennai district team in the year 2017
- Represented team ‘Amma FC’ (India) in the Dana Cup held in Denmark in July
- Selected for the Chennai District Team (2018) CM Trophy Tournament.

## **VOLLEYBALL**

- 2<sup>nd</sup> place at the Buck Memorial Trophy held in YMCA from 21<sup>st</sup> to 23<sup>rd</sup> August, 2017
- 1<sup>st</sup> place at the University of Madras A-Zone Volleyball Tournament held in Queens Mary’s College. Chennai on 6<sup>th</sup> September, 2017
- 5 players were selected for University of Madras Inter-zone Tournament held in D.P. Jain College

- 3 players were selected for All India Inter University Volleyball Tournament held in Kannur University from 20<sup>th</sup> to 25<sup>th</sup> October, 2017
- 3<sup>rd</sup> place at the Hindustan Volleyball Trophy held in Hindustan College from 23<sup>rd</sup> to 25<sup>th</sup> September, 2017
- 1<sup>st</sup> place at the WCC Rolling Trophy championships held on 29<sup>th</sup> July, 2017
- 2<sup>nd</sup> place at the Chairman Trophy championships held at DG Vaishnav college from 2<sup>nd</sup> to 4<sup>th</sup> March, 2018
- 1<sup>st</sup> place at the Shasun College Tournament held in SSS Jain College, Chennai
- 2<sup>nd</sup> place at ESPO held in Ethiraj College, 5<sup>th</sup> to 7<sup>th</sup> February, 2018.

### **BASKETBALL**

- 1<sup>st</sup> place at the Sri Ragevendra Intercollegiate Tournament held in T.Nagar From 9<sup>th</sup> to 14<sup>th</sup> July
- 1<sup>st</sup> place at the ABC Trophy held in Paramakudi from 27<sup>th</sup> to 30<sup>th</sup> July, 2017
- 2<sup>nd</sup> place at the Kongu Trophy organised by Kongu Engineering College held in Erode From 7<sup>th</sup> to 11<sup>th</sup> September, 2017
- 1<sup>st</sup> place at the University of Madras A-Zone Basketball Tournament held in Chellamal College on 19<sup>th</sup> September, 2017
- 1<sup>st</sup> place at the South India Level Basketball Tournament held in Thoothukudi District Stadium from 26<sup>th</sup> September to 1<sup>st</sup> October, 2017
- 1<sup>st</sup> place at the BSA Kumar Memorial Basketball Tournament organised by Yenepoya University held in Mangalore from 13<sup>th</sup> to 18<sup>th</sup> November, 2017
- 1<sup>st</sup> place at the University of Madras Inter-zone Tournament held in Ethiraj College on 9<sup>th</sup> October, 2017
- 1<sup>st</sup> place at the Chairman Trophy held in DG Vaishnav College from 2<sup>nd</sup> to 4<sup>th</sup> March, 2018
- 1<sup>st</sup> place at the games held in Jain University Bangalore 25<sup>th</sup> to 28<sup>th</sup> January, 2018
- 1<sup>st</sup> place at ESPO held in Ethiraj College 5<sup>th</sup> to 7<sup>th</sup> February, 2018
- 1<sup>st</sup> place at the BGS-CUP 2018 Basket Ball Intercollegiate Tournament, 13<sup>th</sup> to 17<sup>th</sup> February, 2018
- 1<sup>st</sup> place at the VIT –PEGUS Basketball Tournament, 12<sup>th</sup> February, 2018
- 2<sup>nd</sup> place at the IIT Chennai Basketball Tournament held in IIT Madras from 12<sup>th</sup> to 16<sup>th</sup> March, 2018
- 1<sup>st</sup> place at the ESPO held in Ethiraj College 5<sup>th</sup> to 7<sup>th</sup> February 2018.

### **TENNIS**

- 1<sup>st</sup> place at the University of Madras A- Zone Tennis Tournament held in JBAS College on 9<sup>th</sup> August, 2017
- 1<sup>st</sup> place at the University of Madras Inter Zone Tournament held in Ethiraj College on 24<sup>th</sup> November, 2017
- 1<sup>st</sup> place at the Buck Memorial Trophy held in YMCA from 21<sup>st</sup> to 23<sup>rd</sup> August, 2017
- 2<sup>nd</sup> place at The Hindustan University Trophy held in Hindustan College from 13<sup>th</sup> to 16<sup>th</sup> September, 2017
- 1<sup>st</sup> place at the SSN Trophy held in SSN Engineering College from 18<sup>th</sup> to 21<sup>st</sup> August, 2017.

### **KAAVIYA BALASUBRAMANIAN (I B.A JOURNALISM)**

- 1<sup>st</sup> Place at the Mumbai Women's 1 lakh Singles Tournament
- 2<sup>nd</sup> Place in singles and I Place in doubles at the Lucknow Women's 50k Tournament
- 2<sup>nd</sup> Place at The Bangalore Women's 50k Tournament
- Semifinalist at The Bangalore Women's 50k Singles Tournament
- Semifinalist at the Madurai Women's 50k Singles Tournament.

### **BALL BADMINTON**

- 1<sup>st</sup> place at the Zonal Ball Badminton Tournament organized by University of Madras, held in Stella Maris College, September 2017
- 1<sup>st</sup> place at the Bhatt Inter Collegiate Tournament organised by SDNB Vaishnav college
- 3<sup>rd</sup> place in VASPO Intercollegiate tournament held in University of Madras
- 4<sup>th</sup> place at the Intercollegiate Singam Level Ball Badminton Tournament held in Trichy, October 2017
- 4<sup>th</sup> place at the IV state level New Gen Ball Badminton Tournament, August 2017
- 4<sup>th</sup> Place at the All India Inter University Ball Badminton Tournament, December 2017
- 1<sup>st</sup> place at WCC Rolling Trophy games held on 29<sup>th</sup> July, 2017
- 2<sup>nd</sup> Place at the ESPO held in Ethiraj College, 5<sup>th</sup> to 7<sup>th</sup> February, 2018.

### **HOCKEY**

- 1<sup>st</sup> place at the Zonal Hockey Tournament organized by University of Madras held in YMCA, September 2017

### **CRICKET**

- 1<sup>st</sup> place at the Buck Memorial Trophy held in YMCA, 21<sup>st</sup> to 23<sup>rd</sup> August, 2017
- 1<sup>st</sup> place at the University of Madras A-Zone Cricket Tournament held at SDNB Vaishnav College, 12<sup>th</sup> to 14<sup>th</sup> September, 2017
- 1<sup>st</sup> place at the Inter Zone University of Madras held in Hindu College, September 2017
- 1<sup>st</sup> place at the South Zone Inter University Cricket Tournament held in Bangalore from 6<sup>th</sup> to 9<sup>th</sup> November, 2017
- Nethra L. of M.B.A, Anusha S. of M.Com participated in the Seniors' Women's One Day and T20 at Orissa and Chennai from 3<sup>rd</sup> to 15<sup>th</sup> December, 2017 & 13<sup>th</sup> to 17<sup>th</sup> January, 2018
- Swarna Suresh of B.Com, Aruna Devi of BBA, participated in the Women's Under 19 in Guntur from 29<sup>th</sup> October to 7<sup>th</sup> November, 2017
- Maanasa Sri J. of B.A. Sociology, Nisha D. of MBA participated in the Senior Women's Cricket One Day at Orissa, 3<sup>rd</sup> to 15<sup>th</sup> December, 2017.

### **D. HEMALATHA (M.A. MM)**

- Represented Women's Challengers Trophy India Blue (2017-2018)
- Represented for India 'A' Women's T20 League (2017-2018)

### **KABBADI**

- 3<sup>rd</sup> place at the Madras University A Zone Kabbadi Tournament
- 3 Kabbadi players selected for Inter-Zone Tournament
- E. Vijayalashmi- of II-B.A. Sociology was selected for All India Inter University Kabbadi Tournament

- 2<sup>nd</sup> place at the Open Kabbadi Tournament held in Chennai
- 3<sup>rd</sup> place at the Ellapullai Open Tournament held in Nammakkal
- 3<sup>rd</sup> place at the CM Trophy
- 3<sup>rd</sup> place at the ESPO held at Ethiraj College, 5<sup>th</sup> to 7<sup>th</sup> February 2018

### **SQUASH**

- 5 players selected for AIU held in MUU, 30<sup>th</sup> & 31<sup>st</sup> August 2017
- 5 players selected for All India Inter University Squash Tournament
- 1<sup>st</sup> place at the All India Inter University Squash Tournament held in Mumbai.

### **SUNAYNA KURUVILLA (I B.SC VISCOM)**

- Represented India in the World Junior Individual Championship and Team Championship held in New Zealand. In the team event, India placed 6<sup>th</sup> among 17 countries.
- 5<sup>th</sup> Place at the Senior Nationals held in Delhi
- 3<sup>rd</sup> Place at the Asian Junior Individual Event held in Jordan
- Runner- up at an event in Australia
- Runner- up at the ISA Senior Circuit- Women's
- Girls U-19 Junior National Champion
- 1<sup>st</sup> Place at the National University Games.

### **ROWING**

### **POOJA S. (I BCOM. A&F SHIFT II)**

- Silver medalist at the Madras Colombo Regatta held in Madras Boat club, Chennai
- Bronze medalist at the International Regatta held in Madras Boat club, Chennai
- Gold medalist at the Madras Kolkata Regatta held in Kolkata Rowing club, Kolkata.

### **THROWBALL**

- 3<sup>rd</sup> Place at the WCC Tournament held on 29<sup>th</sup> July, 2017
- 3<sup>rd</sup> Place at the ESPO held in Ethiraj College, 5<sup>th</sup> to 7<sup>th</sup> February 2018.

### **HANDBALL**

- Three players selected for Inter Zone at Handball-Zone University of Madras held in Chellammal College on 21<sup>st</sup> September 2017
- 3<sup>rd</sup> Place at the Madras University Zone Match held in Chellammal College.

### **BADMINTON**

- 3<sup>rd</sup> place at the Badminton Zone – I Level held in DG Vaishnav College, 4<sup>th</sup> & 5<sup>th</sup> September 2017
- Winners at the Badminton A Zone, University of Madras, held in SIVET College on 28<sup>th</sup> August, 2017
- 2<sup>nd</sup> place at the Shasun College Tournament held in SSS Jain.

### **SAILING**

- Ranked 1<sup>st</sup> at the Women National Laser Costal Championship held in Chennai
- Ranked 2<sup>st</sup> at the Youth National Laser Costal Championship held in Chennai
- Ranked 1<sup>st</sup> at the Women National 420 Costal Championship held in Chennai
- Ranked 2<sup>st</sup> at the Women National Inland Championship held in Hyderabad
- Ranked 25<sup>th</sup> at the Oman Laser Youth World Championship held in Muscat.

### **ACHIEVEMENTS OF OUR COLLEGE TEAMS IN THE MADRAS UNIVERSITY A-ZONE TOURNAMENTS**

<b>S.NO</b>	<b>GAME</b>	<b>PLACE</b>
1	Basketball	Winners
2	Table Tennis	Winners
3	Tennis	Winners
4	Cricket	Winners
5	Volleyball	Winners
6	Hockey	Winners
7	Ball Badminton	Winners
8	Chess	Winners
9	Football	Winners
10	Shuttle Badminton	Third place

### **ACHIEVEMENTS OF OUR COLLEGE TEAMS IN THE MADRAS UNIVERSITY INTER ZONE TOURNAMENTS**

<b>S.NO</b>	<b>GAME</b>	<b>PLACE</b>
1	Basket ball	Winners
2	Table Tennis	Winners
3	Tennis	Winners
4	Cricket	Winners
5	Volley ball	Runners
6	Hockey	Third place
7	Ball Badminton	Winners
8	Chess	Winners
9	Football	Runners

## National Cadet Corps

### Achievements - National Level

Cadet DhayaT K of II B.Sc Visual Communication represented the Tamilnadu, Puducherry & Andaman & Nicobar directorate at the Republic Day Camp 2018 conducted in New Delhi. She was the right marker in the Prime minister's rally and she was also part of the RDC cultural team which won the overall cultural banner.

Cadet Hamritaa M of II B.Com Corporate secretaryship and Cadet Revathy R of II BCA represented the Tamilnadu, Puducherry, Andaman & Nicobar directorate at the All India Thal Sainik Camp 2017 conducted in New Delhi. Cadet Hamritaa M was part of the tent pitching team which won Silver for the directorate.

Cadet Ashritha Jain M of II B.Sc Psychology represented the Tamilnadu, Puducherry & Andaman & Nicobar directorate at the Special National Integration Camp 2018 at Portblair, Andaman. She also won Silver in extempore and Gold in master of ceremony competing against 17 Directorates.

Cadet Roshni S K of II B.Sc Psychology represented the Tamilnadu, Puducherry & Andaman & Nicobar directorate at the Special National Integration Camp 2018 at Dimapur, Nagaland. She was chosen as the directorate's Best Cadet and best MC.

Cadet Ashritha Jain M and Cadet Roshni S K of II B.Sc Psychology represented the Tamilnadu, Puducherry & Andaman & Nicobar directorate at the Marina Republic Day Camp 2018 in Chennai.

### Achievements - Regional Level

The NCC cadets of M.O.P. Vaishnav College participated in various intercollegiate competitions like Cado Sea breeze conducted by Presidency College and Cado Fiesta conducted by Tamil nadu Dr. Ambedkar law University. Our cadets won the overall banner in both the competitions conducted by these prestigious colleges. The following are the medals secured by our cadets.

- **Cado Sea Breeze Overall Runner Up.**
- **Cado Fiesta Overall Winner.**

### Winners List

EVENTS	CADETS PARTICIPATED	AWARDS
Cross Country	Leena S Elizabeth Christina P A	Gold Silver
Obstacles	Manisha C	Silver
Best flag area MC	Surbhi Jain	
NIAP	Revathy R Rakshana S Dharani Priya B Mahalakshmi S	Gold

	Viswathini U Harini G Manikodi V Vaishnavi G Rajeshwari N Gnanaprauna L	
Guard Commander	Aparnaa K	Gold
Survivor	Rajeshwari N	Silver
Group Dance	Nandhini B Rakshana S Kavya K Mahati S Nazima N Dharani Priya B Rajeshwari N Surbhi Jain Hamrita M	Bronze
Group Song	Ashritha Jain M Roshni S K Dhaya T K Mahalakshmi S Rakshana S Vaishnavi G Harini G Manikodi V	Gold

### Social Service Events

As a part of their activities, NCC cadets conducted several social service activities, to mention a few.

An event named “Helping Hands” was held on 25.09.17, at the BalaVihar School for autism, Kilpauk, Chennai. The event was aimed in donating basic provisional items, toiletries and sports items, etc to the needy children. The Honourable Secretary of BalaVihar School appreciated the cadets for the initiative.

The Cleanliness of Broadway Bus depot, Chennai was held on 26.09.17. The aim of the event was to create awareness among the citizens about cleanliness, and dustbins were placed in and around the depot.

### 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 2017-2018 was held on 27th February 2018. The guest of the Day was COL SanjeevPandit, Commanding officer of 1TNGirls Battalion. The chief guest distributed awards to the NCC final year cadets for their contribution and achievement.



## M.O.P. Community Radio – 107.8 MHz FM

### CRS – Outreach Campaigns:

S.No	Campaign Title	Place	Major Objective
1.	Save Water	Mylapore Tank	To save the water body In Mylapore – The Kapaleeshwar Tank & to raise awareness on its importance.
2.	Avoid plastic usage and food wastage	Mandaivelli Market	To raise awareness about the ill effects of using plastic products.
3.	Seminar on responsible solid waste management	T. Nagar	To educate the common public on waste segregation & its effective usage.
4.	Tuberculosis awareness	Kilpauk	To spread about Tuberculosis awareness amongst the under privileged people through “Villu Paattu”.
5.	Cleanliness	Boys Higher Secondary School- Gopalapuram	To educate the kids studying in Gopalapuram Boys Higher Secondary School about Cleanliness.
6.	Hope on the move – cancer awareness	Valluvar Kottam	To create Awareness among the public about Cancer.
7.	Crs health campaign	Matankuppam Slum-Triplicane	To conduct Dental, Ophthalmology & General Health Check-up to the people of Matankuppam slum, Triplicane area.
8.	Teach-eng	Government School, Teynampet	To teach spoken English to the government school students
9.	To promote Tamil art forms	Egmore Museum	To create awareness about importance of Tamil art forms.

### Workshop :

‘CRS Radio Club’ conducted “Radio Programming Workshop” on July’17	
Resource Person	Topic
Mr. Badava Gopi	<ul style="list-style-type: none"> <li>❖ Radio Programming                             <ul style="list-style-type: none"> <li>➤ Ideation</li> <li>➤ Content Generation</li> <li>➤ Promos, Teasers</li> </ul> </li> <li>❖ Career Opportunities in Radio Broadcasting</li> </ul>

Mr. Veeramani	❖ Studio Management & Show Production ❖ Working with Sound & Music ❖ Importance of Scripting
RJ Ophelia	❖ Characteristics/Skills of On-Air Talent ❖ Outdoor Broadcasting ❖ Interviewing Skills ❖ Caller Interaction ❖ Being an Anchor

### Student's Achievements

S.No	Student Name	Department	Category
1.	Manasa .N	III B.A Journalism	Best Radio Programmer
2.	Shakthi Bharathi .G	I M.A. Communication	Best Technical (Audio Editing)
3.	Kani Mozhi .G	III B.A. Journalism	Best Radio Jockey
4.	Shahistha Farheen	III BBA - [Shift II]	Best Outreach Activity

### Competition Participation:

Brindha Iyer - [I M.A. COM], Janani Hamsini - [III B.Sc EM], Manasa.N & Suman.R-[III B.A Journalism], participated in the National Level-CEMCA Video Challenge Competition.

### Summer Camp (7 days) :

Date	Resource Person	Participated Community	Overall Topics Covered
April 2017	Ms. Gandhimathi	Assumption School Students	Art & Craft Workshop

### Magazine Coverage:

On Feb'17, a special article about M.O.P. CRS in 'KUNGUMAM'-(a Tamil Monthly Magazine) was featured along with the photographs of CRS Volunteer team.

### ❖ **CRS Volunteer Students interviewed many Community Personalities during 2017-2018 (few mentioned below):**

- Mr. Unnikrishnan – Singer
- Mr. Kavin – Actor (Vijay TV)
- Mr. Varun Parandhaman - Singer
- Ms. Ramya – VJ and RJ (Vijay TV and 92.7 Big FM)
- Ms. Thulasi Helen, National Level Boxing Champion.
- Mr. Hussain and Ms. Shanthi Sarvothaman – Directors, World Veg Council

- Professor .KrishnaMurthy – Homeopathic & Malar Medicine Practitioner
- Mr. Mathew Jose – CEO of PaperMan
- Ms. Jothi – Dietician & Fitness Consultant
- Ms. Vani Pradeep – Writer, Poet, Women Entrepreneur
- Ms. Uma Reddy - Famous Women Entrepreneur
- Mr. Suresh-[Limca World Record] – Karagattam Folk Dancer
- Mrs. Nandhini – SPOC Person of 104 Govt Medical Service Organization
- Mr. Ajmal – Programme Manager of ‘BLINK’- NGO Organization
- Mrs. Sruthi Nakul - Women Entrepreneur

### **CRS Volunteers Contribution:**

Contribution of M.O.P. Vaishnav College Student-Volunteers:

Suvalakshmi, Kowsalya, Gayathri, Logarakshagi, Kavitha, Santhoshini of II B.Sc. Maths – Recorded many new series of programmes for CRS (few mentioned below):

- \* **“Dhinam Oru Thirukural”** – Recorded nearly 1060 THIRUKURALS along with its Meanings.
- \* **“Wise sayings of Shri Ramakrishna Paramahamsar”** - New series of daily Tit-Bits.
- \* **“Magalir Neram”**- New Series of episodes of variety package for women.
- \* **“Kadhai Kelu Kadhai Kelu”** - New Series of episodes of Moral Stories for Children

## **Internal Quality Assurance Cell**

The IQAC of the college organized a national seminar on the 'Role of Autonomy and Quality Assurance in Higher Education' on the 22nd and 23rd of January 2018. The seminar was inaugurated by Dr.P.Duraisamy, Vice-Chancellor, University of Madras.

Prof Dr. P. Duraisamy said that monitoring and assessment are necessary to sustain quality. He stressed on the importance of national and international grading and ranking for autonomous institutions.

His address was followed by thought-provoking sessions on administrators' role in autonomous institutions, making the most of autonomy for curriculum development, innovation in teaching, ranking and rating systems for institutions, fostering a research climate, rethinking evaluation methods, the role of principals in higher education, and green initiatives for institutions.

Around 40 policy-makers and academicians representing 20 colleges participated. The other speakers for the seminar were :

- Dr. S. Gurusamy, Dean, Academic Affairs, University of Madras
  - Prof. Dr. S. Sivasubramanian, Advisor, Research and Development, Vels University
  - Mr. Anupam Kaushik, Founder, EdMonks
  - Dr. K. Rajeshwari, Associate Professor, Great Lakes Institute of Management
  - Dr. Vaidhyasubramaniam, Dean, Planning and Development, SASTRA Deemed University
  - Dr. Prashanth R Nair, Vice-Chairman, Department of Computer Science and Engineering and IQAC, Amrita Vishwa Vidyapeetham
  - Dr. M. Thenmozhi, Professor, Department of Management Studies, IIT Madras
  - Mr. S. Ramasamy, Head, IT and General Manager, Technology, Great Lakes Institute of Management
  - Dr. R.W. Alexander Jesudasan, Principal and Secretary of Madras Christian College
  - Dr. C. Velan, Head, South India Operations, Tata Realty and Infrastructure.
- MOP Culinary MOM, a cookery contest for teams comprising M.O.P. students and their mothers, was organised by the IQAC on the 9th of March 2018.
  - The IQAC also put together several faculty development programmes, including ones on team-building skills, health awareness and acupressure.

## **FACULTY DEVELOPMENT PROGRAMME**

M.O.P. Vaishnav College for Women conducted four parallel workshops designed to cater to the domain requirements of its faculty and administrative staff on the 18th of November 2017. The core purpose of the workshops was to widen the knowledge base and improve the skill sets of the participants.

### **WORKSHOP TRACK 1 - TEACHING FACULTY**

**(School of Business)**

**Topic: Goods & Service Tax**

<b>Session</b>	<b>Name of the Resource person</b>
Inauguration	Mr.J.M. Kennedy IRS Commissioner of Customs & Central Excise
I Overview of GST Law & Concepts –Update	Mr. K.Vaitheeswaran, Advocate & Tax Consultant & Chairman, MCCI GST Committee
II Input Tax Credit Scheme	Mr.B.Sriram, Partner-Indirect Taxes, Ernst & Young LLP
III GST Implementation & Way Forward	Mr.K.K.Sekar, Head – Indirect Taxes, Ashok Leyland Ltd & Co- Chairman, MCCI GST Committee
IV Compliance, Forms, E-Filing Methods & Issues	Mr.G.Balakrishnan, Partner, BSD Associates & Member, MCCI GST Committee

The workshop on GST highlighted the importance of bringing all taxes under one umbrella. The resource persons highlighted the need to implement GST and how the Indian Government has been able to bring this in spite of all the practical difficulties. The sessions covered the cascading effect of GST and the core concepts on GST, CGST, SGST, UTGST, IGST. The process of implementation and the challenges faced in implementing were explained in depth with practical examples from the manufacturers' point of view. The resource persons also spoke on the process of registration. Documentation and filing of returns were also elucidated in detail.

### **WORKSHOP TRACK 2 – TEACHING FACULTY**

**(School of Media, School of Social Sciences, School of Food Science & School of Language)**

**Topic: Women and Wellness**

<b>Session</b>	<b>Name of the Resource Person</b>
I Women & Health	Dr.Dharini Krishnan, Premier Consulting Dietician
II Breast Cancer Awareness	Dr.Thilagavathy, Oncologist, Apollo Hospitals
III Mental Wellness for Higher Productivity	Ms.Jeyasree Ravi, Entrepreneur, Life Skills Trainer & Author, Palam Silks

The workshop was organized to facilitate the staff members to gain knowledge on diet, wellness and fitness and to give them a platform to share their knowledge and experience. The sessions on women and health were extremely useful. The tips on right eating habits provided by Dr. Dharini Krishnan were much appreciated by staff members. The next session on breast cancer awareness by Dr.Thilagavathy was very informative. The last session by Ms.Jeyasree Ravi of Palam Silks was also received well.

### **WORKSHOP TRACK 3 – TEACHING FACULTY** **(School of Information Technology)**

**Topic: Data Analytics**

**Resource Persons:**

Mr. Bhanu Kumar, Education Consultant & Director, Winvinaya Info System

Mr. Aravindan, Director, Business Intelligence Group, Winvinaya Info System

The workshop on Data Analytics gave the faculty a deep understanding of the significance of data analytics and its relevance in industry. The faculty were introduced to the essential characteristics of Power BI and its usage in data analysis. The workshop gave the faculty hands-on experience of the features of Excel Vs Power BI. The sessions were highly interactive and helped the faculty to create and publish dashboard for presentations.

### **WORKSHOP TRACK 4 – ADMINISTRATIVE STAFF**

**Topic: Advanced Tools in Excel**

**Resource Person: Ms. Sarala, Trainer, M/s Bharath Infotech**

The workshop on Excel tools gave the staff an insight into how to use time-saving techniques on Excel for greater productivity, including the use of absolute and relative references to refer to cells or cell ranges. The staff were briefed on how to create a pivot table report to quickly analyze volumes of data, generate summary views, see comparisons and reveal patterns in data.

The day ended with a roundtable discussion with Dr. Ganesh Hegde, Deputy Adviser, NAAC. An engaging and fruitful discussion with the Heads of Departments and the IQAC coordinator led to a greater understanding of the new framework for the assessment and accreditation requirements of NAAC. Dr. Hegde also highlighted the need for systematic data-gathering which would lead to better preparedness for submitting self-study reports for NAAC assessment.

## **Student Cabinet**

### **Activities of the Student Cabinet 2017-18**

#### **INTERNATIONAL YOGA DAY (21.06.2017)**

The first event conducted by the Student Cabinet was the International Music and Yoga Day. Students from a few departments attended sessions on meditation and music. Mr. Krishna Kishore, a percussionist and other musicians performed on the occasion.

#### **FRESHERS' ORIENTATION (28.06.17)**

Orientation for the first years took place on 28<sup>th</sup> of June 2017. The students were addressed by the Principal, Dr. Lalitha Balakrishnan and the Prime Minister of the Student Cabinet.

#### **FRESHERS' DAY (1.07.17)**

Freshers' Day was an event exclusively held for the first year students of the college. The theme of the event was 'Wonder Woman'. The students unleashed their talents and also participated in fun contests to secure various titles like 'Ms. Bubbly', 'Ms. Talented', 'Ms. Charming' and 'Ms. Fresh Face'.

#### **STUDENT CABINET INVESTITURE (14.07.17)**

The office bearers of the Student Cabinet for the year 2017-18 assumed their posts during the Investiture ceremony on 14<sup>th</sup> of July 2017. The Chief Guest, Dr.S.Vaidhyasubramaniam, Dean – Planning & Development, SASTRA University formally inducted the Student Cabinet and the office bearers of the department clubs and class representatives. The office bearers took an oath pledging commitment to the various offices they would hold.

#### **PARLIAMENTARY SESSION (27.07.17)**

As per the tradition of M.O.P. Vaishnav College at the parliamentary session 2017-2018 each ministry presented a proposal of their activities for the year. The floor was open to the Members of Parliament for queries and discussions regarding the same. The session was presided over by the Principal who is also the President of the Student Cabinet.

#### **ABHILASHA (29.07.17)**

Abhilasha is an annual interdepartmental talent show for the first years, conducted by the Student Cabinet to welcome the first years. This year's theme was 'Comedy Central'. Each department was given a particular TV show which they had to incorporate in their performances. Events included light music, JAM, quiz, block and tackle and classical dance to name a few. The chief guests were Ashok Selvan film actor, Nivas K. Prasanna, music composer and Rahul Nambiar, playback singer. The department of B.Com Marketing Management emerged as the Overall Winners of Abhilasha. The department of Electronic Media emerged as the Runners Up. The title of Miss Abhilasha was bagged by Ms.Rashmi Govind from the Department of Electronic Media.

### **GANESH VANDAN NAND MAHOTSAV (01.09.17, 04.09.17)**

Every year, the college celebrates Ganesh Vandan and Nand Mahotsav, in praise of Lord Ganesha and Lord Krishna by conducting interdepartmental cultural competitions. This year, flower rangoli, poster designing, music and dance Competitions were organized on 1<sup>st</sup> of September, 2017. The winners and runners up of the music and dance competitions performed on the 4<sup>th</sup> of September, at the valedictory of the Ganesh Vandan and Nand Mahotsav celebrations. The Chief Guest for the day was Ms.Mahathi, a Carnatic musician and playback singer.

### **ALUMNI MEET AND TEACHERS' DAY (05.09.17)**

On the occasion of Teachers' Day, saplings were presented to all the teachers as a mark of respect and gratitude. An alumni meet was also organised on the same day at the college premises.

### **VISH 2017 - MOVIE DAY, ENTERTAINMENT DAY AND DANDIYA EVE (26.09.17, 27.09.17, 28.09.17)**

VISH (Vaishnav Initiative for Social Help) 2017, is a three-day cultural extravaganza was conducted on the 26<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup> of September, 2017. The first day was Movie Day during which movies of various genres and languages were screened for the students of the college. On day 2, was the Entertainment Day, eminent personalities entertained the students. The chief guests for the day were Ms Shaktishree Gopalan, playback singer and the team from the 'As I'm Suffering from Kaadhal', Web Series. The final day of VISH was Dandiya Eve, at which the students dressed in ethnic clothes and danced to the beats of Garba and Dandiya.

### **DIWWAAAS (14.11.17)**

In order to promote awareness on diabetes among all age groups, the Student Cabinet in association with DIWWAAAS (Diabetes in Women World Wide Awareness Advocacy and Action Strategies.) hosted a daylong conference on the topic Diabetes awareness in Women.

### **SHRINGAR (04.12.17, 05.12.17&06.12.17)**

Shringar is the annual music and dance festival celebrated by M.O.P. Vaishnav to kick-start the Margazhi season, featuring alumni who have gone ahead and proved their mettle in their chosen art form.

The first day of the three-day cultural this year included a dance recital by Ms. Archana Raja and a violin performance by Ms. Charumathi Raghuraman. The second day started with a vocal concert by Ms. Sudha and Ms. Srividya Iyer, followed by which was a dance recital by Ms. Divya V.G. The final day of Shringar witnessed a classical dance performance by Ms.Kavya Muralidharan and a concert by the students of the college.

### **JHANKAR (06.01.18, 07.01.18 & 08.01.18)**

Jhankar is the intercollegiate and interdepartmental Cultural Fest of the College. Jhankar 2018 was a three-day long fest. The first day was the inter-collegiate fest and the last two days were the interdepartmental fest. The theme for this year was Rahmania- Celebrating 25 years of A.R.Rahman. The chief guest for the event was Mr. Gautham Vasudev Menon, renowned film maker.



**Intercollegiate Fest (6<sup>th</sup> of January):**

- Overall Winners: Loyola College, Chennai
- Overall Runners-Up: Ramakrishna Mission Vivekananda College, Chennai
- Best Participant: Sharun (Guru Nanak College, Chennai)

**Interdepartmental Fest (7<sup>th</sup> and 8<sup>th</sup> of January):**

- Overall Winners: Rang De Basanti - Department of Electronic Media
- Overall Runners-Up: Rockstar - Department of Accounting and Finance (Shift II)
- Miss Jhankar is shared by Kavya Sreekumar (III B.A. Journalism) and Sruti Srivatsan (III B.Com Accounting and Finance (Shift I))

**GANATHON (19.01.18)**

All the first year students of the college participated in the Ganathon organised by the Initiative for Moral and Cultural Training foundation, wherein they rendered various spiritual songs coordinated by the Student Cabinet.

**PARLIAMENTARY SESSION (25.01.18)**

The Second Parliamentary Session was convened to place before the members an evaluation of the proposals put forth in the First Parliamentary Session. A presentation on the status of proposals in terms of those implemented and those in progress was made, followed by a question hour.

**REPUBLIC DAY CELEBRATIONS**

Lt. Vaishali, alumnus of the college presided over the Republic Day flag-hoisting and celebrations held at the open air theatre at the college. She shared her experiences, followed by an interactive session with the students.

**SYMPOSIUM ON CLIMATE CHANGE**

Academics, activists and clean technology business leaders gathered on February 27, 2018 to dispel myths and steer action on the urgent issue of climate change. The symposium was attended by 274 participants from 14 colleges. During his inaugural address, Dr. N. Sivagnanam, former Professor and Head of the department of Geography at University of Madras, enlightened the audience with different perspectives on climate change. Placing in context the magnitude of the topic, Mr. Vaideeswaran.S, Advisor, Climate Change, environment and sustainable solutions, Ecoworks Associates, said that the two major threats that the earth faces today were nuclear threats and climate change. Dr. C. Velan, Executive Director & CEO, Ramanujan IT city, outlined green features at the IT city, mentioning that the 90% of power that was used there were from renewable sources. The event also included a panel discussion featuring Mr. Arun Krishnamoorthy, Founder, The Environmentalists Foundation of India; Mr. Shravan Shankar, Co-Founder, @works; and Ms. Deepa Krishanan, Freelance consultant on waste management, moderated by Mr. Mathew Jose.

# CARPE POTESTATEM

- Nivedhitha Sridhar

*III BBA (Shift- I)*

**Abstract:** Every day, we make a wide range of choices, relevant and irrelevant. Which clothes to wear, which route to take, which mode of transportation, etc. However, beneath all these choices, there is an underlying similarity. We can choose the common path, or we can choose the proverbial ‘road not taken.’ This choice extends to entrepreneurial decision-making too. This article talks about taking the road not taken, and creating opportunities for oneself, as opposed to merely finding opportunities, with the premise that “You can find opportunity in an existing field and try to succeed by improving on existing competition, or you can create your own path, and build a market for your product.” This article also talks about different factors that determine success in the initial stages of entrepreneurship.

**Keywords:** Blue Ocean strategy, opportunity, growth, disruptive innovations

***“Seize the Opportunity” – A study on opportunity in entrepreneurship***

***“Everybody has a plan until they get punched in the face”***

**- Mike Tyson**

A business’ success lies in its ability to adapt to getting punched in the metaphorical face by the competitors. This brings a traditional perspective to the business, going off on the base that the rules of competition and the boundaries of competition in the industry where a business operates are well-defined. The book “Blue Ocean Strategy” (Harvard Business Review Press, 2015), by W.Chan Kim and Renee Mauborgne, describes two different types of markets, or oceans: The Red Ocean, and the Blue Ocean.

On the one hand, economies of scale, large-scale production on a global scale, international information transfer, and technology innovations have improved industrial productivity, enabling suppliers to produce an unprecedented array of products and services. On the other hand, the demand for said products hasn’t increased to meet this growing supply.

Thus, industries are suffering from over-competition, intensified price wars, and contracting markets. Competing in such a market result in nothing but a “red ocean” – red oceans represent existing industry markets. The businesses compete to attain a bigger share of existing demand. As the number of businesses increases, fierce competition turns the water “bloody” (hence the name, red ocean.) The strategies involved in a red ocean market involve trying to outdo the competition and ensure survival, profit, and growth.

The blue ocean strategy, or the “market creation” strategy, involves the entrepreneurial idea of venturing into unknown markets, where demand is created, rather than fought over. In some cases, this leads to the creation of new industries. Blue ocean strategies involve breaking the prefixed boundaries and rules in which an existing industry operates. Innovators search for opportunities to gain “uncontested market space”. The strategy directs the business to focus on value creation through product differentiation and low cost, thereby making competition irrelevant. For companies in the newly evolving, dynamic environment, the growth issue has become increasingly salient. It is more imperative than ever for companies to move from red oceans of

bloody competition to blue oceans for profitable growth. All this only makes the principles, frameworks, and tools of blue ocean strategy more and more applicable to the evolving business practice. The blue ocean strategy can be explained with 2 examples: Amazon and Airbnb. Amazon shifted from an online retailer to a digital platform that sells practically everything.

Its initial blue ocean shift in what started as mere book retailing grew to a service offering the largest selection of books in the world, good prices, automatic confirmation of buyers' orders, its useful selection on 'people who bought this book also bought, and first-hand customer reviews. Soon, they evolved to sell "everything from A to Z," as indicated in the logo.

Amazon wasn't universally successful in all its ventures, however. Renee Mauborgne, one of the proponents of the blue ocean strategy, analysed their successes and failures and discovered that Amazon had failed in a few instances against Zappos, eBay, and Apple.

"In each of these cases, the companies Amazon went up against had all created blue oceans of their own, and whenever Amazon tried to imitate them, they failed," said Mauborgne. The lesson here is that the best defense is offense, and the best offense ... is to make a blue ocean shift and create your own blue ocean. Imitation is not the path to success, especially in the overcrowded industries most companies today confront. If retailers applied it, they'd quickly discover that they all compete in the same space they have for 30 years and all are near mirror images of one another. That creates a real wake-up call, gets everyone aligned and creates a strong impetus for change.

Businesses today must stop competing and start creating.



Founders of Airbnb, Brian Chesky, Joe Gebbia, couldn't afford the rent on their apartment, and Chesky and Gebbia came up with the idea of putting an air mattress in their living room and turning it into a bed and breakfast. The goal at first was just to make a few bucks.

In February 2008, Nathan Blecharczyk, Chesky's former roommate, joined as the third co-founder of the new venture and held the position of Chief Technology Officer. They called the venture Air Bed N Breakfast. This is also where the name 'Airbnb' originates from. They put together a website which owns no property and simply acts as a middleman connecting those willing to rent out space in their houses to people who wanted low-cost alternatives to hotels. They facilitated value creation through low cost and product differentiation. They provided short-term living quarters, breakfast, and a unique business networking opportunity between those who were unable to book a hotel and those who wanted to rent out space in their houses.

Let us examine some of the reasons for the success of Airbnb.

The company was passed on by many investors because people thought, "No one is going to rent out space in their home to a stranger" But people proved that wrong. Some of the reasons it succeeded include a good business model, a good idea, and great execution. However, one of the most important factors that contributed to the success of this company was timing. That company came out right during the height of the recession when people really needed extra money, and that was a huge factor that helped people overcome their objection to renting out their own home to a stranger.

In a study conducted by entrepreneur and business incubator Bill Gross, he identifies the top 5 factors that accounted the most for company success and failure, and he summarized his findings as below:



"The number one thing was timing. Timing accounted for 42 percent of the difference between success and failure. Team and execution came in second, and the idea, the differentiability of the idea, the uniqueness of the idea, that actually came in third."

(Source: Bill Gross, TED2015 the single biggest reason why start-ups succeed.)

In today's age, with universal access to resources, knowledge, and funding, the last two factors are relatively ubiquitous. For firms to differentiate from others, they need to have an excellent idea, a strong team and powerful execution, but most of all, a market that is ready for the product. Entrepreneurs need to be able to identify whether a product or a service is too early (if existing technology and consumer perception have developed enough for it), or too late (if there are already too many competitors in the market).

This dual combination of implementing disruptive innovations in the right place at the right time, along with strategy and execution, increase a business' chance at success. However, merely acknowledging the factors that ensure entrepreneurial success isn't enough. Entrepreneurs must know how to identify and take opportunities.

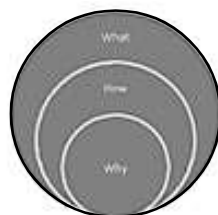
Some advice from experts, entrepreneurs, and Business Incubators are outlined below: To discover an elusive blue ocean, Kim and Mauborgne recommend that businesses consider what they call the "Four Actions Framework to reconstruct buyer value elements in crafting a new value curve". The framework poses four key questions that aim to identify changes in the elements of value creation that potential buyers would prefer.

Eliminate	Raise
Which factors that the industry has long competed on should be eliminated?	Which factors should be raised well above the industry's standard?
Reduce	Create
Which factors should be reduced well below the industry's standard?	Which factors should be created that the industry has never offered?

(Source: Blue Ocean Strategy – ERRC Grid, W. Chan Kim & Renée Mauborgne)

This exercise formulates a framework for entrepreneurs to examine the environment and the industry while challenging the traditional rules of business, and helping the entrepreneur identify untapped blue ocean markets. One major aspect of entrepreneurship is the importance of finding your own way. Just as there is no one-size-fits-all strategy for becoming an entrepreneur, there also is no one-size-fits-all strategy for learning to identify and capitalize on opportunities.

The next critical step is to embrace your purpose and mission because that is going to give you the motivation and courage to take the necessary leap. For example, Simon Sinek, author of Start with Why, describes a concept known as The Golden Circle.



He says every business starts with What they do, how they do it, and Why they do it. “People don’t buy what you do,” he says. “They buy why you do it.” He advises people to “Start with Why,” i.e. he says businesses must first understand and state their purpose, their mission, and vision, beyond numerical terms like profit; profit is just a result of the fulfilment of the purpose. Only when businesses start from the motive to process to result, (the product) they facilitate a deeper connection with customers.

The process of identifying an opportunity can only be influenced to a certain degree by statistics, data, and research. It is important for entrepreneurs to be able to take risks, deal with the fear of failure, and handle failure without losing heart. Behind every success story lies at least one story of failure.

Entrepreneurship goes beyond just execution. It is a process of taking risks, stepping up, having courage, and doing things that you never thought you’d be able to do. By flexing your behaviour and learning to act outside your comfort zone, with sound research, conviction, and mental acuity, you’ll be well on your way toward achieving your goals.

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## **The Woman behind a Thousand Happy Souls**

*Interview with Dr. Issa Fathima Jasmine*

**- Sri Ranjani**

*III B.A. Journalism*

Ayyamittu Unn is a Bharathiyar poem meaning, feed others before you eat. This is also the name of a community fridge started by Dr Issa Fathima Jasmine, to feed as many hungry people as possible. A 34-year-old orthodontist, Dr. Issa started the initiative with the help of The Public Foundation, where she is the managing trustee. The community fridge started on August 20th is placed near the tennis court at Besant Nagar. The idea behind this is that, people can place food items that they are not going to use in the fridge for the benefit of the underprivileged. There is also a shelf, where people can donate anything from books to clothes to shoes. "Everyone should donate food, clothes, book or something else. I personally feel extremely happy that my contribution will feed a hungry mouth," said Michael, one of the donors.

"I have always felt ashamed to go to people and ask for money or food, so I would go to sleep hungry for several days. But after this fridge came, I haven't gone to bed without eating - not even for one day," said Sivagami, a rag picker in Besant Nagar. "People who have things come and keep it, and people who want those things take it. They are also providing good food and filling our stomachs, what more should we ask for," said Saba-pathy, a tricycle driver.

*The edited excerpts from the interview follow:*

SR: How did you get financial support in the beginning?

IFJ: It was out of my own fund and I didn't want to ask anybody for help. I spent around 50,000 for setting up the fridge.

SR: What was your inspiration behind this idea?

IFJ: It wasn't much of an inspiration as it was a necessity at this point in time. We are in a complete world of contrast – one side you see the rich spending too much money on weddings and there is a lot of food being wasted in their weddings. On the other side, there are people who are so poor they cannot buy food. This initiative is just to bridge the gap. Sometimes you are too embarrassed to go up to people and offer them food. You don't know whether they are really needy or at the moment they look needy. I have gone through certain embarrassments while offering food to people on the road. So I thought if people wanted to give, they should have a centralized place where they can come and keep their food and people who want also do not have to ask anybody or answer their questions. This in a way kind of improves their dignity.

SR: What motivates you to keep going forward?

IFJ: I think it is people like you who call me up and ask me and a lot of local public who thank me. And a lot of poor people I have met, I've seen them with a big smile when they eat food. When I see that from a distance, it gives me so much happiness and I realize that sometimes what money cannot do, one apple or a single biscuit packet can do. Even though at times I may not be the donator, when I see them smile, I think that keeps me going.

SR: Did you face any obstacles or demotivation from people while bringing the initiative into action?

IFJ: Yes of course. A lot of people were forcing me to drop the idea because they thought such a concept would not even work in a place like Chennai and that there was no point in trying to focus on food wastage and other things. Everyone said people wouldn't come forward to donate or people would misuse. It has been almost four months and we've seen enormous support from people, it's going good. And the ones who real-ly threw the challenges have come around and are very supportive now.

SR: Do financially well off people also take food and clothes from the fridge?

IFJ: They absolutely do. It is not just for poor people - it's for anybody who is hungry. It can be you and me also. The only difference is, when well-off people take food from the fridge, they show some gratitude and restock the fridge. When poor people eat, they feel thankful and bless us.

SR: The general perception is that people might steal or take excess things when it is not monitored. Has there been any instances like that?

IFJ: No, we have never faced any problems like that. I think food is the only thing people can say no to. When someone is hungry, they take one or two packets of bis-cuits. There is no point in taking more. Besides, there is a security guard monitoring them, so nothing like this may happen.

SR: Are people coming from other parts of the city to donate and take food or only from Besant Nagar?

IFJ: People from all over India and even abroad come forward to donate and help. Today, we had a lady who isn't an Indian, who wanted to donate. She had ordered through Big Basket. There is a person from The Middle East who passed on 5000 rupees to us asking us to buy bread packets every day for the people. There is a man who couriers vegetables from Coimbatore. There are a lot of people from different arenas that help us. It's not just people from Besant Nagar or Chennai.

SR: What will you do when there is more food than what the fridge can hold?

IFJ: There has never been a situation where there was more food than needed. Sometimes we get 200 or 300 food packets but we immediately distribute it to hunger spots that we have identified.

SR: It's been more than 4 months since you started the community fridge, so far how many people have bene-fited from the community fridge?

IFJ: On an average, we have close to 70 people benefit-ing from the fridge every day. So far we have collected 15 lakh rupees worth of food. I think if I had gone and asked money from people for donating, I wouldn't col-lect 15 Lakhs within such a short span. We have recov-ered books worth more than a tonne, and toys weighing in close to a tonne and about 1000 pairs of footwear.

SR: What is the most memorable thing people have said to you about it?

IFJ: There was this lady who recently called me up and just started crying after saying hello. I couldn't console her. She said, "I don't have any words to say thank you. When I was a kid, I



didn't have food and I've gone to school on an empty stomach. There were days when we didn't even have a single meal and drank water instead. So I know the pain of hunger, but today when you are saying you are feeding these many people, I don't have any words to thank you. I know the pain a hungry person could go through." I have never felt like what I've done is extremely huge. It was a necessity is what I feel.

SR: What plans do you have for the future? Are you planning to expand the community fridge to other parts of the city?

IFJ: We have recently opened one in Bangalore and it is already functioning. The community fridge in Alandur is on test trial as of today, and the official opening may-be tomorrow. And the one in Ashok Nagar may open on the 25th December.

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## The Mantra of Modern Consumers

- *Aishwarya Vasudevan,  
Tanishka Mehta,  
Juhi Adhia*

*III B.Com (A&F) Shift - I*

People in their everyday life are now starting to understand and apply the concepts of 3 R's i.e. reduce, reuse and recycle. The principles of it are quite basic but are a necessary for maintaining a sustainable life. Nowadays the toxicity of dumping the trash is all time high and it is necessary to control it and the only way to stop this is by preventing waste from beginning of life. The 3 R's is the only way of saving the environment from getting deteriorated. To make the concept of 3 R's understandable it can be explained in a nutshell:

Product which is purchased requires less of packaging or try to limit the waste that is being produced. The concept behind the first R is that one should limit the number of purchases he/she makes in the first place. For example: one can limit his/her household to a single computer.

The concept behind the second R is that one must ensure to reuse the product as much as possible before replacing them rather than throwing away the articles. One should try to find the various efficient ways to reuse it. For example: few things can be replaced in our day to day life such as using a cloth sack instead of plastic bag. Donating old clothes, toys and furniture's to the needy and the poor. Even one should write on both sides of the paper.

The concept behind the third 3 R is the process of changing the waste and non-useable materials into potentially useful materials. It is the key component of modern waste reduction procedure. Consumption of raw materials & energy usage can be reduced by recycling. It also reduces air and water pollution by reducing the need of conventional waste disposal. To make the environment to be green again usage of recycle materials will help in achieving it.

The objective of our research is to observe if the major 3R's of the environment i.e., REDUCE, REUSE, RECYCLE are in the blood of a consumer and to observe if the consumers are dutiful towards the environment or not.

The research design basically used here is **exploratory research**. Exploratory research design is also called as formulative research design. In this design definite conclusions have to be drawn with caution. This type of research is conducted usually for studying a problem that has not been defined clearly. This type of research is generally used to tackle problems which are new on which little or no research has been done.

The sample would be chosen keeping in mind the cost and time available for the research. The age limit starts from below 20 and ends at above 60. In this particular study a sample of 50 respondents is taken to apply the various statistical tools.

In this study primary data has been collected from the respondents keeping in mind the objectives of the study. The primary data was collected through the questionnaire that contained questions related to the objectives of the study. The questionnaire contains certain questions regarding the 3R's of a dutiful consumer. The period of study for this research paper is of 7 days.

## LIMITATIONS OF STUDY:

The above study has been conducted on the basis of primary data which has been collected through the questionnaire. It is subjected to certain limitations that are as follows:

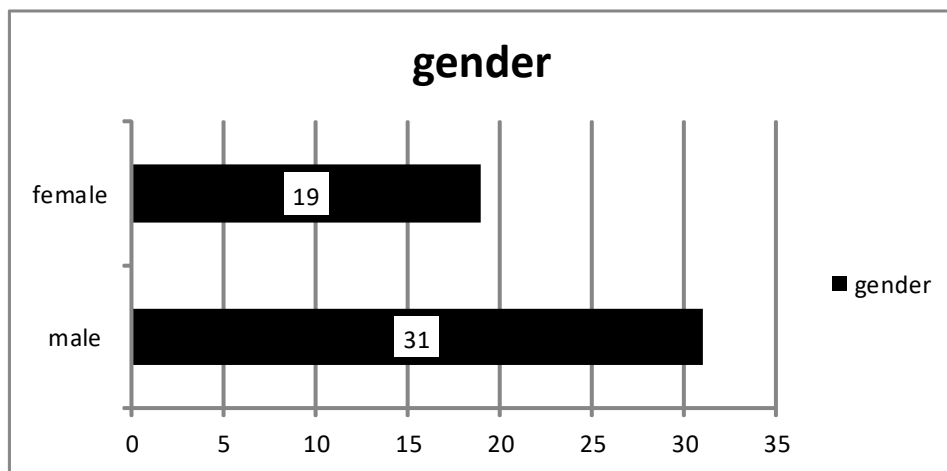
- The respondents have been selected only from the city of Chennai due to time and cost considerations.
- The ability and unwillingness of the respondent to answer the questions.
- Certain fact has not been touched upon because of the limited time of the researcher.
- Bias opinion might have been given by the respondent.

## 1.4 DATA ANALYSIS AND INTERPRETATION

With the survey which we conducted the following are the information gathered:

### GENDER

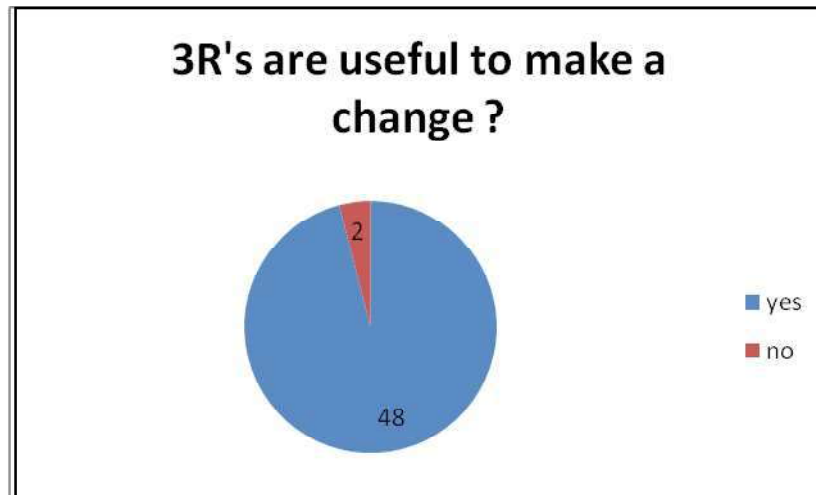
Male	31
Female	19



From the above chart 31 of the sample who were male agreed to take up the survey while the rest 19 were female.

### 3R's are useful to make a change in the environment?

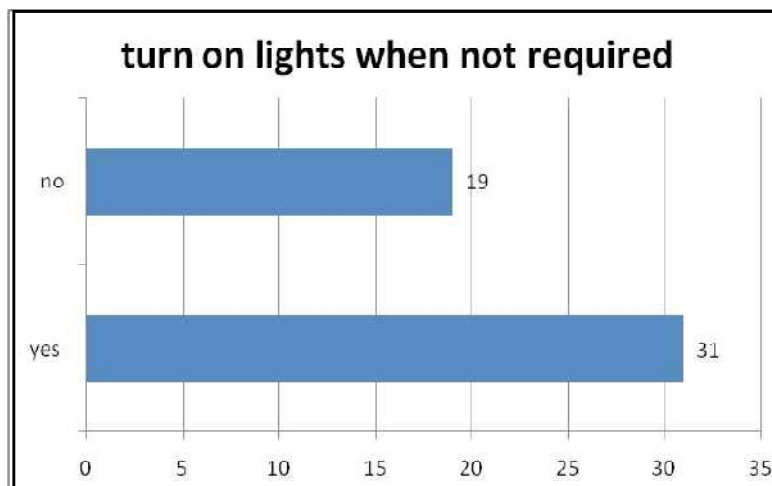
Yes	48
No	2



It is very clear that more than 95% of the population (in accordance to our sample) feel that 3R's are useful to make a change in the environment.

**Do you leave the lights on when you are not in the room?**

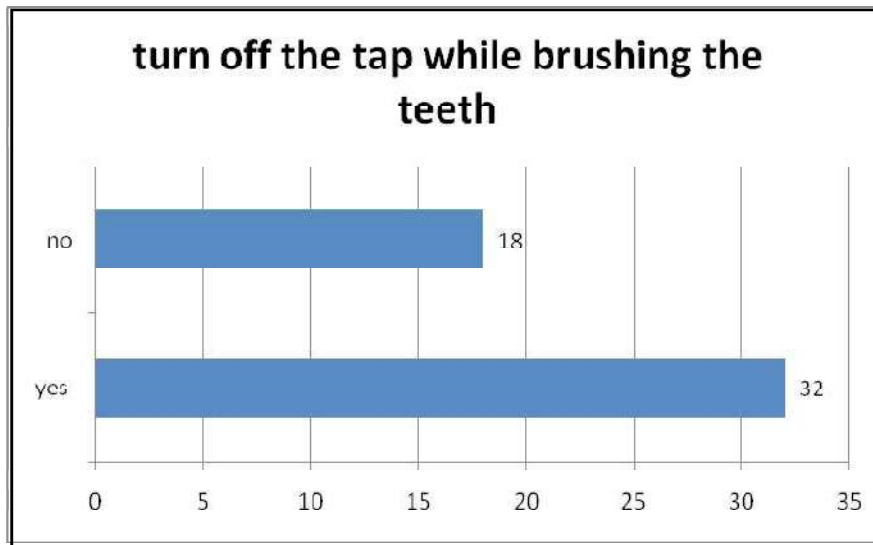
Yes	31
No	19



From the above graph more than half the population leave the lights on even when not required .

**Turn off the tap while brushing the teeth**

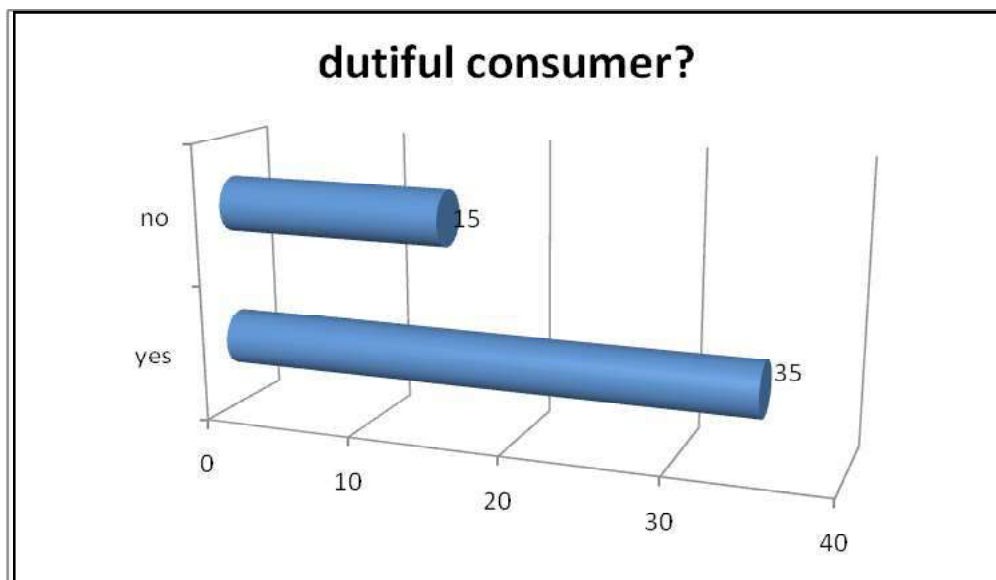
Yes	32
No	18



From the above graph 31( out of 50) respondents turn off their tap while brushing their teeth. However there are a few people who don't.

**Do you believe that you are a dutiful consumer ?**

Yes	35
No	15



From the above graph we can conclude that 35 respondents believe that they are dutiful consumer. There a few respondents who aren't willing to call themselves as a dutiful consumer.

## **1.5 CONCLUSION AND RECOMMENDATION**

### **Conclusion:**

Pollution has made a greater impact on our daily lives and has now growing to become a life threat hence all the public and private sectors are now promoting the first step towards the effective waste management through following the 3 R's (reduce, reuse, recycle). In current scenario, it is really a challenging task to be achieved which involves many obstacles to overcome through it but still due to the alarming rate of damage caused, preventing measures are taken into serious consideration.

And, as a consumer they have duties that they can purchase or take services which are environment friendly. Every consumer must keep in mind about the product which they use and its effects to the nature, hence the responsibility of a consumer is very much important. The most effective way of reducing waste are to be followed and keep the earth greener for long.

### **RECOMMENDATION:**

According to the survey that we have conducted we would recommend consumers to be very careful about their action towards environment. Everything a consumer does have an impact on the surroundings. Consumers should comply with the health rules that make the product fit for use, and to follow instructions before using such items or products, such as washing fruits and vegetables well.

## **APPENDIX**

1. Do you think that 3R's are useful to make a change in the environment?
  - a. Yes
  - b. No
2. How long do you use a shower?
  - a. Less than 10 minutes
  - b. 10-20 minutes
  - c. More than 20 minutes
3. What is the average temperature in your house during the winter?
  - a. 65-70°F
  - b. 71-75°F
  - c. 76-80°F
  - d. 81-85°F
4. Do you leave the lights on when you are not in the room?
  - a. Yes
  - b. No

5. Do you turn off the tap while brushing your teeth?
  - a. Yes
  - b. No
6. What type of water bottles do you use ?
  - a. Disposable bottles
  - b. Reusable bottles
  - c. Both
  - d. None
7. What do you do with old clothes?
  - a. Donate them
  - b. Throw them away
8. How often do you use reusable plastic containers?
  - a. Always
  - b. Sometimes
  - c. Rarely
  - d. Never
9. How many reusable plastic bags do you own?
  - a. 1-5
  - b. 10-15
  - c. Don't have
  - d. Many
10. What do you recycle the most?
  - a. Paper
  - b. Plastic products
  - c. Others
11. Do you believe that you are a dutiful consumer?
  - a. Yes
  - b. No

## सुस्थापित छात्राएं समाज में रोल मॉडल होती हैं: डॉ.ललिता बालकृष्णन

महाविद्यालय की प्राचार्या डॉ.ललिता बालकृष्णन देश की जानीमानी शिक्षाविद हैं। उन्होंने देश की वर्तमान शिक्षा प्रणाली पर और इसमें भविष्य में और क्या बेहतर संभावनाएं हो सकती हैं , इस पर खुलकर हमारी छात्रा शालिनी डागा और हिना मंधानी से बातें कीं। प्रस्तुत हैं उस बातचीत के कुछ अंश।

**शालिनी डागा :** सबसे पहले तो आपको अपने महाविद्यालय की रजत जयंती बहुत- बहुत मुबारक ! आपके संस्थान ने सफलतापूर्वक पच्चीस वर्षों का सफर तय किया। यही नहीं , बल्कि इतने कम समय में देश के प्रतिष्ठित संस्थानों के साथ खड़ा है , गुणवत्ता और रोजगार की दृष्टि से उन्हें टक्कर देने में कामयाब रहा है।

**डॉ.ललिता बालकृष्णन :** बहुत धन्यवाद। मुझे लगता है कि मेरे साथ महाविद्यालय का पूरा परिवार और प्रबंधन इस बधाई का हकदार है। केवल 25 वर्षों में अपने नाम को एक ब्रांड की तरह स्थापित करने में जिनका भी परोक्ष या प्रत्यक्ष सहयोग रहा है मैं उनके प्रति हृदय से आभार व्यक्त करती हूं। समाज में लड़कियों की शिक्षा को लेकर आज से 25 वर्ष पहले जो सपना महाविद्यालय के संस्थापकों के द्वारा देखा गया था , हमने उसे पूरा किया है और उत्तरोत्तर प्रगति के पथ पर अग्रसर हैं। आज देश के श्रेष्ठ शिक्षण संस्थानों में हमारा नाम है। हमारे यहां की छात्राएं अनेक क्षेत्रों में देश-विदेश में अपना , हमारे संस्थान का और अपने देश का नाम रौशन कर रही हैं। इसे मैं कोई टक्कर नहीं मानती , बल्कि हम इसे अपना दायित्व मानकर चलते हैं। शिक्षण एक एकसा क्षेत्र है जहां सब एक दूसरे की अच्छाइयों को अपनाए और भूलों से सबक लें तो ही अपना उद्देश्य पा सकते हैं। यह कोई उद्योग नहीं , बल्कि देश और अंततः विश्व के भविष्य निर्माण का क्षेत्र है।

**शालिनी डागा :** आज की शिक्षा रोजगारपरक है । वैश्विक दृष्टिकोण से यह बहुत आवश्यक भी है। रोजगार की इस वैश्विक आपाधापी में जीवनमूल्यों को सुदृढता प्रदान करने में , अपने वास्तविक उद्देश्यों को पाने में आज की शिक्षा प्रणाली कितनी सफल हो पा रही है ?

**डॉ.ललिता बालकृष्णन :** हां ! ये आपने ठीक ही कहा कि रोजगार पर ही आज की शिक्षा “फोकस्ड” है , होनी भी चाहिए क्योंकि जो लड़कियां यहां पढ़ने के लिए आती हैं उन्हें स्वयं



अपने पैरों पर खड़े होने के लिए ही हम शिक्षा देते हैं। और अगर उन्हें अच्छे से अच्छा रोजगार मिलता है , तो यह तो ठीक ही है। स्वावलंबन शिक्षा का एक बहुत बड़ा उद्देश्य है— यह तो मानना ही पड़ेगा। लेकिन यह नहीं होना चाहिए कि जिसे “मशीनरी” कहते हैं अंग्रेजी में , वैसे नहीं होना चाहिए कि शिक्षा का उद्देश्य ही अच्छी नौकरी पाने में है। ऐसा विचार होना नहीं चाहिए! शायद आप के पूछने का मतलब भी यही है कि आज की शिक्षा रोजगार पर इतना ध्यान देने लगी है नैतिक मूल्य पीछे छूट जाते हैं। वे “वैल्यूज” पर जोर नहीं देते या वे सिर्फ रोजगार —इसी पर जोर देते हैं । तो “वैल्यूज” पर जोर देना तो है । मेरे ख्याल में “वैल्यू एडुकेशन” सबसे प्रथम होना चाहिए। एमओपी वैष्णव कॉलेज में हम “वैल्यू एडुकेशन” को बहुत महत्त्व देते हैं। पाठ्यक्रमों में जो पाठ पढ़ाया जाता है उस वक्त ही हमारे शिक्षक छात्रों को साथ ही साथ नैतिकता की शिक्षा भी समानांतर रूप से देते रहते हैं। इसके अलावा भी हम “वैल्यू एडुकेशन” को अनिवार्य रूप में रख रहे हैं। हमारा मैनेजमेंट भी इससे सहमत है । यहां जो लोग आते हैं वे सिर्फ डिग्री पाने के लिए नहीं आते एक रोजगार ही प्राप्त करने के लिए नहीं आते । वे इसी लिए आते हैं कि समाज में जाते वक्त वे अच्छे नागरिक बनकर जाएं। इसी लिए हम “वैल्यू एडुकेशन” बाहर से विशेषज्ञों को बुलवाकर, कॉरपोरेट्स से भी “वैल्यू एडुकेशन” की विशेष कक्षाएं करवाते हैं । यह इसलिए भी कि मुझे लगता है कि जो नियमित शिक्षक हैं उनके अलावा और बाहर के विशेषज्ञों को बलवाकर हम इस तरह के सत्र आयोजित करें जब औरों से पढ़ाया जाता है तो उसका प्रभाव अधिक होता है। तो वैसे अपोर्चुनिटीज देते हैं हम।

जहां तक देश दुनिया के शिक्षण संस्थानों की बात है , यह जरूर है कि शिक्षा विशेषज्ञों को इस विषय पर अभी और अधिक सोचने की जरूरत है।

**हिना मंघानी :** यदि शिक्षा का रोजगारोन्मुख होना ही वैश्विक जरूरत है , तो महिला शिक्षण संस्थान इसमें कहाँ तक सफल रह पा रहे हैं ? नौकरियों के अलावा छात्राओं में स्वरोजगार की प्रवृत्ति और कौशल को बढ़ावा देने की दिशा में क्या प्रयास किए जा रहे हैं और क्या अपेक्षित हैं ? इस दिशा में समाज का क्या रवैया और योगदान रहा है ?

**डॉ.ललिता बालकृष्णन :** हमारे कॉलेज में ईसेल है। और हमारे छात्र भी बहुत उत्सुक हैं और बहुत एनर्जेटिक हैं और बहुत टैलेंटेड भी हैं। इसीलिए बहुतों ने अपना खुद का रोजगार शुरू कर रखा है। तो वे रोजगार के लिए दूसरों पर निर्भर नहीं होते अपने आप ही छोटे बड़े बिजनेस करते हैं। हमारे कॉलेज में एक ऐसा ईको सिस्टम है कि ये आईडियाज जो हैं वे कितने भी न्यूनतम हों उनका प्रोत्साहन तो होता ही है और वे इसी वातावरण में विकास करते हैं। और बिल्कुल सफल हुए हैं। शायद लगभग एक सौ से ज्यादा ऐसी छात्राएं तो हम गिना ही सकते हैं जो सफल व्यवसायी बन चुकी हैं। सकते हैं। इसमें समाज का भी फायदा है।

यदि आप देश भर के शिक्षण संस्थानों की स्थिति को भी देखें तो पाएंगे कि महिला स्वरोजगार की दिशा में बहुत तेज प्रगति हुई है। स्त्रियों को स्वरोजगार के लिए प्रोत्साहित किया जा रहा है। हां, इस दिशा में अभी और प्रयास किए जाने हैं, ऐसा मैं मानती हूं। समाज भी धीरे धीरे बदल रहा है। लोगों में जागृति आ रही है। उनका सकारात्मक सहयोग हमें मिल रहा है। अभी के लिए यह काफी न भी हो तो इस सकारात्मक सहयोग के बहुत जल्द, भविष्य में सुधार की हम उम्मीद रख रहे हैं। आपको समाज को प्रगति के पथ पर ले चलना है तो स्त्रियों का स्वावलंबन बहुत जरूरी है यह बात अब समाज के लोगों को भी समझ में आ रही है। कुछ दूर दराज के क्षेत्रों में भी हम जागरुकता अभियान चलाकर उन्हें इन चीजों के प्रति सतर्क कर रहे हैं।

**शालिनी डागा : महिला शिक्षण संस्थान होने के नाते आपको समाज में लैंगिक समानता को बढ़ावा देने के क्या अवसर मिलते हैं ?**

**डॉ.ललिता बालकृष्णन :** हमारे यहां तो कॉलेज के अन्दर लैंगिक असमानता का प्रश्न ही नहीं उठता। लेकिन हम उन्हें “सेंसेटाइज” करते हैं कि जब वे बाहर जाते हैं और अन्य कॉलेज में प्रतियोगिताओं आदि में हिस्सा लेने के लिए जाते हैं और इसके अलावा ये एनएसएस कैंप्स में शामिल होते वक्त या एनसीसी में शामिल होते वक्त तो उन्हें यह देखने को मिलता है कि क्या अच्छा होता है और क्या अच्छा नहीं होता है। वे हमारे पास आते वक्त ये बोलते हैं कि ये ठीक हुआ ये ठीक नहीं हुआ।

स्त्री शिक्षण संस्थान अपने स्वरूप में ही लैंगिक समानता के उद्देश्य को लेकर आगे बढ़ते हैं। दूसरी बात यह भी है कि जब स्त्री शिक्षण संस्थानों में हैं तो आप अपनी छात्राओं को, सुस्थापित छात्राओं को समाज के सामने एक रोल मॉडल की तरह प्रस्तुत कर लैंगिक समानता के लिए औरों को प्रेरित कर सकते हैं। हर क्षेत्र में रोजगार में, स्वरोजगार में, सामाजिक सांस्कृतिक कार्यों में जब आपकी छात्राएं पुरुषों के कंधे से कंधा मिलाकर या यों कहें कि थोड़ा आगे बढ़कर काम करती हैं तो यह औरों के लिए बड़ा अच्छा उदाहरण होता है। तो हमें अपने आप को भाग्यशाली समझना है कि एक महिला शिक्षण संस्थान होने के नाते हमें यह अवसर मिला है कि हम समाज में लैंगिक समानता की मशाल थामनेवालों में हैं।

हम ऐसे वर्कशॉप्स का प्रबंध करते हैं जो लैंगिक समानता के बारे में छात्राओं को सही ज्ञान देते हैं। और ये छात्राएं जब स्नातक बनकर काम करने के लिए अन्य संस्थानों में, कंपनियों में जाती हैं वहां वे इतनी सबल होकर जाती हैं कि वे महिलाओं के प्रति हो रहे किसी भी प्रकार के शोषण या असमान व्यवहार का विरोध करें। हम अपनी छात्राओं को इसी तरह तैयार करते हैं कि न सिर्फ नौकरी पाने के लिए बल्कि वहां जाकर क्या करना है अपने हक को कैसे लेना है इसके लिए हम उन्हें प्रशिक्षित करते हैं, करना चाहिए।

**शालिनी डागा :** क्या आपको लगता है कि जब पिछड़ी जातियों को संस्थानों में प्रवेश और रोजगारों में आरक्षण दिया जाता है तो सदियों से दबाकर रखी गई स्त्रियां आरक्षण की कहीं अधिक हकदार हैं ?

**डॉ.ललिता बालकृष्णन :** बहुत लोगों के लिए रिजर्वेशन होते ही हैं लेकिन “मेरिटोक्रेसी” के लिए भी एक जगह होनी चाहिए । अगर हम ये सोचेंगे कि नारियों को अपना स्थान नहीं मिलता तो उसे भी हम “रिजर्वेशन” के द्वारा ठीक करवा सकते हैं यह बात एक एंगल से देखने में ठीक लगती है और दूसरे एंगल से ठीक नहीं भी लगती है । मैं समझती हूं कि आजकल की स्त्रियां न केवल होशियार हैं बल्कि बेहद कॉन्फिडेंट भी होते हैं । वे बिना किसी आरक्षण के भी बहुत अच्छी तरह आगे बढ़ रही हैं। एक बार केवल उन्हें अवसर मिल जाए तो फिर उनकी योग्यता और मेहनत किसी आरक्षण की मोहताज नहीं रहती। तो उन्हें वैसे तो रिजर्वेशन की जरूरत नहीं है। यह तो हुई उन स्थानों की बात जहां विकास की हवा पहुंच चुकी है , लेकिन ऐसी स्त्रियां भी हैं जो गांवों में और छोटे शहरों में हैं। जहां कि उन्हें पारंपरिक घरों से बाहर आने में मशक्कत का सामना करना पड़ रहा है , तो ऐसी महिलाओं के लिए तो आरक्षण चाहिए ही । इसी लिए मैं कहती हूं कि अगर संसद में 33 या एक तिहाई प्रतिशत नहीं कर सकते तो 20 प्रतिशत तो करना ही चाहिए।

**हिना मंघानी :** छात्राओं को राज्य , अंतर्देशीय और वैश्विक स्तर की खेल स्पर्धाओं के लिए प्रोत्साहित करने तैयार करने में आप शिक्षण संस्थानों की क्या भूमिका देख पाती हैं ?

**डॉ.ललिता बालकृष्णन :** हमें अभी भी चाहत है ओलंपिक में स्वर्ण पदक का । मगर अन्य राष्ट्रीय और अंतर्राष्ट्रीय स्तर पर हम पदक पा रहे हैं । मैंने कहा न कि अवसर मिल जाए तो फिर लड़कियां आसमान की बुलंदियां छू लेने में देर नहीं लगातीं। बस बात यह है कि शिक्षण संस्थानों में अभी भी परंपरिक शिक्षा से हम इतने बंधे हैं कि खेलों के लिए उतना स्पेस नहीं देते जितना कि मिलना चाहिए। अगर एथलीट्स को बाहर जाकर मेडल लाना है तो ऐसा वातावरण हमें तैयार करना होगा कि परीक्षाओं और “एकेडमिक्स” से अलग जाकर सिर्फ अपने देश के लिए कैसे मेडल जीत सकें इसके बारे में सोचना होगा। यह कॉलेजेज को देखना होगा कि अगर ऐसे छात्र डिग्री चाहते हैं तो उसके लिए भी उन्हें समय देना होगा लेकिन अगर उस वर्ष एशियन या ओलंपिक या ऐसा कोई महत्वपूर्ण गेम होता है और उन्हें वहां जाना है तो उन्हें जाने देना चाहिए और उनके लिए हमें छूट देनी चाहिए। आप यह उम्मीद नहीं कर सकते कि वे हमारे देश के लिए मेडल भी जीतें और अन्य छात्रों के साथ कक्षाओं में बराबर अपनी उपस्थिति भी दें। शिक्षण संस्थानों को खिलाड़ियों के प्रोत्साहनवाला वातावरण और सिस्टम बनाना होगा।

हिना मंघानी : NAAC की सदस्यता होने के नाते आपको देश भर के शिक्षण संस्थानों को करीब से देखने का अवसर मिला है। आप गुणवत्ता के स्तर पर चेन्नई के शिक्षण संस्थानों को कहाँ पाती हैं ?

**डॉ.ललिता बालकृष्णन :** चेन्नई के शिक्षण संस्थान जहाँ तक कि मुझे ज्ञात है कि यह ठीक ही है और शहर में होने के नाते वे बहुत अच्छे से मैनेज भी करते हैं। मैं पश्चिम बंगाल के एक जिले वर्दवान गई थी जो आदिवासीबहुल इलाका है । उन्हें तो सिर्फ बंगला ही मालूम है। यहाँ तक कि अंग्रेजी भी बांग्ला के माध्यम से पढ़ाई जाती है तो ऐसे कॉलेजों की तुलना में और वहाँ की तरक्की को देखकर तो मुझे लगता है कि हम काफी बेहतर हैं। फिर भी और बेहतर होने का प्रयास करना चाहिए। हमें अपने आप को सर्वश्रेष्ठता के मानक स्तर तक पहुँचाना होगा। जो गुणवत्ता , नियमितता अनुशासन और नैतिक शिक्षा के बल पर ही हो सकता है। और हमें इन मानकों को और उच्चस्तरीय बनाना होगा। हमें अपने आप को उँचाई की ओर लेकर जाना है तो हमें अपने आप से ही प्रतियोगिता करनी है।

शालिनी डागा : आपका शिक्षण संस्थान अपनी छात्राओं को वैश्विक स्तर की गुणवत्ता प्रदान करने के लिए विश्व भर के प्रतिष्ठित संस्थानों साथ संयुक्त सत्रों का आयोजन करता रहा है। शिक्षा प्रणाली में क्या विशेष हम उन्हें (विदेशी संस्थानों को) दे सकते हैं और क्या विशेष उनसे सीख पाते हैं ?

**डॉ.ललिता बालकृष्णन :** उनसे हमें ये सीखना है कि सेल्फ स्टडी कैसे करें। वे जो असाइनमेंट्स और प्रोजेक्ट्स करते हैं उनमें विद्यार्थियों की सहभागिता ही ज्यादा होती है। वे केवल कहीं से नकल करके ही अपना प्रोजेक्ट नहीं पूरा करते हैं बल्कि वे उसे पूरा करने के लिए कड़ी मेहनत करते हैं । वे केवल गूगल करके किसी निर्णय पर नहीं पहुँचते बल्कि फील्ड वर्क और श्रम से काम पूरा करते हैं।

हमारे छात्रों से जो वे सीख सकते हैं वह है हमारे छात्रों में एनालिटिक ऐबिलिटी है और जो त्वरित बुद्धि है । वहाँ के लोग किसी बात को समझाने में हमारी अपेक्षा थोड़ी देर लगाते हैं । और वे एक समय में एक चीज पर ध्यान दे सकते हैं जबकि हमारे यहाँ के बच्चे एक ही समय में कई काम करने में सक्षम होते हैं। वहाँ के लोग भी कठिन परिश्रम करते हैं ।

वहाँ का पारिवारिक वातावरण ऐसा है कि हमें लगता है कि वे रिश्तों को महत्त्व नहीं देते ।मगर वहाँ रहते हुए मैंने देखा कि वे भी हमारी तरह नकेवल रिश्तों का आदर करते हैं बल्कि अपने से बड़ों का काफी आदर और सम्मान करते हैं। हमें किसी घर में भी रुकाया गया। हमलोग एक परिवार के साथ रुके । हां ये है कि वे एक दूसरे के मामलों में ज्यादा दखलंदाजी नहीं करते हैं। यहाँ के माता पिता ऐसे होते हैं कि उन्हें पता होना चाहिए कि उनके बच्चे कब मक्या कर रहे हैं। लेकिन वे इन मामलों में अपने बच्चों को छूट देते हैं। कहना चाहिए कि हमारे देश में माता पिता अपने बच्चों को लेकर कुछ ज्यादा ही चिंतित रहते हैं। एक दिन हमारे कॉलेज से एक बच्ची दस पंद्रह मिनट लेट हो गई तो इतनी ही देर में इतने फोन कॉल्स आ गए।

शायद यहां पर माता पिता को ही मानने की जरूरत है कि हमारे बच्चे बहादुर हैं और खुद को संभाल सकते हैं। वे आत्म विश्वासी हैं। और गलती भी करेंगे तो गलती से ही सीखना है। एक बार गिरेंगे तो ज्यादा तेज चलेंगे। यदि उसे गिरने ही नहीं दोगे तो वह चलने से भी डरेगा। उनको इतना सपेस और समय दोनों देना चाहिए। यहां के माता पिता सबकुछ पाने के लिए हडबडी में रहते हैं।

**हिना मंघानी :** उच्च शिक्षा अपने विद्यार्थियों को समाज में सुस्थापित करने का उद्देश्य लेकर चलती है ? इस उद्देश्य में अभिव्यक्ति कौशल का महत्वपूर्ण स्थान है। आज हमारे देश में , विशेषकर तमिलनाडु की उच्च शिक्षा में अभिव्यक्ति कौशल के विकास को लेकर क्या प्रयास किए जा रहे हैं ?

**डॉ.ललिता बालकृष्णन :** मेरे ख्याल में अभिव्यक्ति कौशल का संबंध शब्द सामर्थ्य और भाषाओं पर पकड़ से अधिक युवाओं के आत्मविश्वास पर निर्भर करता है। हमें युवाओं में वह विश्वास पैदा करना होगा। इसीलिए हम पाठ्यक्रमों के साथ साथ पाठ्यक्रम सहगामी अभिक्रियाओं पर आजकल बहुत जोर दे रहे हैं। उच्च शिक्षा में विशेषकर तमिलनाडु की उच्च शिक्षा में अभिव्यक्ति कौशल के विकास के लिए काफी प्रयास किए जा रहे हैं। क्योंकि कुछ लोगों को लगता है कि भाषा और अभिव्यक्ति की कठिनाइयों के कारण वे बहुत होशियार होकर भी कभी कभी वह मुकाम हासिल नहीं कर पाते हैं जिसके वे हकदार हैं। यूनिवर्सिटी ऑफ मद्रास में अभिव्यक्ति कौशल और प्रस्तुतिकरण कौशल पर कोर्सेज अनिवार्य किए हैं। लेकिन अनिवार्य करना एक बात है , हमें यह देखना है कि व्यावहारिक रूप में यह कितना सफल हो पाता है। मौखिक परीक्षा के लिए भी लिखित परीक्षा ली जा रही हो तो फिर स्थिति निराश करनेवाली होती है। पढ़ाने का माध्यम तो अधिकांशतः अंग्रेजी है। उस समय हम कहीं न कहीं दूर दराज के विद्यार्थियों की कठिनाइयों की अनदेखी कर जाते हैं। मैं कहती हूं पड़ाई का माध्यम अंग्रेजी भी हो सकता है लेकिन जब वे बाहर जाएं तो उन्हें अपनी मातृभाषा में भी बात करने या कुछ भी प्रकट करने का मौका देना चाहिए। मुझे हिंदी पसंद है तो मैं हिंदी में बात कर सकती हूं। इसमें क्या है ? मगर भाषा को लेकर किसी प्रकार की हीनता या उच्चता का भाव न आ पाए यह देखने की हमें सख्त जरूरत है— चाहे वह देश का कोई कोना हो। एक तरह का अहंकार नहीं होना चाहिए। भाषाएं थोपने की बजाय छात्रों की रुचि पर छोड़ना चाहिए।

**शालिनी डागा :** हाल ही में संसद में संयुक्त राष्ट्रसंघ में हिंदी को देश की भाषा के रूप में मान्यता दिलाने को लेकर काफी बहस हुई है। आप इसे कैसे देखती हैं।

**डॉ.ललिता बालकृष्णन :** मुझे तो हिंदी भाषा से उतना ही लगाव है जितना अपनी मातृभाषा तमिल से है। मगर आजादी की लड़ाई से लेकर अबतक हिंदी को ही राष्ट्रभाषा के दावेदार के रूप में प्रस्तुत किया जाता रहा है। अगर एक राष्ट्रभाषा तय हो जाती है तो मुझे लगता है कि यह न केवल देश के हित में होगा , बल्कि अधिकांश लोगों को इससे खुशी भी होगी। गिने चुने प्रदेश ही ऐसे होंगे जिन्हें इस पर ऐतराज होगा।



**शालिनी डागा :** देश की राजनीति में आप छात्राओं की क्या भूमिका और भविष्य देखती हैं ?

**डॉ.ललिता बालकृष्णन :** हमें समझना चाहिए कि देश का भविष्य आज के छात्रों के हाथ में ही है और आप वर्तमान राजनीतिक परिदृश्य में देखें तो पाएंगे कि हमारे देश की राजनीति कई कई समस्याओं से वे जूझ रहे हैं। ऐसा बार बार होना अच्छा नहीं है। दस पंद्रह साल और भी अगर ऐसी ही स्थिति बनी रही तो यह देश के लिए काफी हानिकारक स्थिति होगी। हमें देखना होगा कि इन राजनीतिक उथल पुथल और अस्थिरता से युवाओं के प्रति किसी प्रकार का अन्याय नहीं होना चाहिए। जैसे शिक्षण संस्थानों में संयुक्त राष्ट्रसंघ का प्रतिमानक है इसी तरह हमें चाहिए कि भारत की राजनीतिक परिस्थितियों को समझने के लिए शिक्षण संस्थानों में संसदों और विधानसभाओं का , विधान परिषदों की प्रतिमानक सभा बनाकर छात्रों को राजनीतिक परिस्थितियों का सामना करने , उन्हें समझाने के लिए प्रशिक्षित किया जाना चाहिए। लिए हमें एक मानक संसद मानक विधानसभाओं का निर्माण करना होगा। हम हमेशा वैश्विक समस्याओं की तो चिंता करते हैं और छात्रों को उनके प्रति जागरूक करते हैं मगर हम भूल जाते हैं कि हमारे देश की परिस्थितियां अलग हैं , यहां की समस्याएं अलग किस्म की हैं। छात्रों को उन्हें समझने की जरूरत पहले है। मेरे विचार में वैश्विक समस्याओं से पहले हमें देश और उससे भी पहले क्षेत्रीय मामलों को समझने की जरूरत है , उनको सुलझाने के प्रति जागरूक होना है।

**हिना मंघानी :** आपने अपने महाविद्यालय में शैक्षणिक सत्र 2017.18 को दान विषय पर केंद्रित किया है। उसके पीछे क्या वजह थी और अपना उद्देश्य पाने में आप कहां तक सफल रहीं।

**डॉ.ललिता बालकृष्णन :** इस विचार के पीछे मेरा पहला उद्देश्य तो यही था कि हमारे युवा वर्ग को दान के आनंद का अनुभव करना सिखाया जा सके । यह एक ऐसी चीज है जिसका अनुभव प्रत्येक मनुष्य को करना चाहिए। दान को मैं मानवता का मूल समझती हूं। और विश्वास कीजिए कि जो सोचकर मैंने वर्ष 2017.18 को दान का वर्ष घोषित किया था , हमारी छात्राओं ने उससे सौ गुना ज्यादा इसे उत्सव की तरह मनाया । समयदान , भविष्य दान , कौशलदान श्रमदान आदि अनेक ऐसे यूनिक विचार लेकर वे आए कि हम दंग रह गए। मैं इस सफलता को लेकर काफी प्रसन्न हूं और इससे उत्साहित होकर हमने अगला वर्ष 2018.19 को आओ कुछ नया सीखें की तरह मनाने का विचार किया है।

**शालिनी डागा :** हम उम्मीद करते हैं कि इसी वर्ष की तरह आपका अगले वर्ष का यह विचार भी सफल होगा। हम एमओपी वैष्णव कॉलेज को इसी तरह उत्तरोत्तर प्रगति करते हुए एक सशक्त समाजनिर्माण का उपकरण बने रहने की शुभकामनाएं देते हैं।

साक्षात्कारकर्त्री— शालिनी डागा एवं

हिना मंघानी

स्नातक पत्रकारिता द्वितीय वर्ष

(वर्ष 2017-18 का सर्वोत्तम आलेख पुरस्कार प्राप्त )



## Post Graduate Department of Media Management



Event Management -  
UNIS marathon inauguration

Save the Drop -  
PR Campaign with Badava Gopi



Save the Drop -  
PR Campaign with C. Gopinath

Save the Drop -  
PR Campaign dance for water





## Post Graduate Department of Communication



(Ltor) New Indian Express Columnist Bhargav Prasad, Online Chief Sub Editor Preethi Ramamurthi from The Hindu, Prithviraj Gowtham from Chennai Memes, RJ Shruthi from 94.3 Radio during Media Sense & Sensitivity and Viral Thaker from The Social People organised by the Department of Communication.



Principal , Dr Lalitha Balakrishnan honouring the Legend Dr. Vyjayatimala Bali at the inauguration of Inspire 2018.



A panel Discussion Reflecting on the Intersections of the State, Film makers and audience, by Dr Uma Vangal, Ms Hema Rukmani, Prof K.Hariharan and Mr Vasanth S Sai during Inspire 2018, An International Conference on Film Making.



Inspire 2018 - Mr Baradwaj Rangan renowned Film Critic being interviewed by M.A.Communication students.



A panel discussion on Ethical dilemmas and Challenges in Filmmaking saw the participation of Director Vijay Jayapal, Director Balaji Mohan and Dr. Swarnamalya Ganesh (Ltor).



A series of lecture by prominent alumni was organised on the Bi decennial year celebration of the department

## Post Graduate Department of Human Resource Management



Spectra HR Conclave



Capacity Building Workshop on Contemporary Research Techniques in Social Science



Think Tank Expositions Lecture Series inaugurated by Gp. Captain Vijayakumar, Executive Director, MMA



M.A. HRM Students at the SDMIMD International Conference in Mysuru for paper presentation



Sivasakthi Kumar and Sri Diksha of I M.A. HRM won first prize in the Business Plan Inter-collegiate Management Meet Zest organized by the Post Graduate Department of Business Administration.



Aishwarya Budhrani, Zainab Kachwalla and Ektha of II M.A. HRM won 1<sup>st</sup> prize in Clique and 2<sup>nd</sup> prize in 'Crime Scene Investigation' in the Inter-collegiate Management Meet organized by LIBA



## Post Graduate Department of Commerce



Industrial Visit to Hatsun Agro Products, Karapakkam



A course overview exhibition throwing light on various subjects offered as part of the M.Com curriculum



Students showcasing their debating skills at the Intra Mural Activities of Synergize'17



A fun-filled Outbound Training Programme at VGP Golden Beach Resort



An interactive session on the Role of Youth in Nation Building by Mr.M.Sathyakumar, CEO & Founder, Tycoon- Advisors



A session on Data Science for Business Decision by Mr. Kaushik Tiwari, Vice President, Marketing, Bharat Matrimony

## Department of Electronic Media



Mr. Karthik Kumar, Evam Theatre  
addressing the students on theatrical skills



Mr. Erode Mahesh, Video Jockey, Star Vijay Television  
addressing the students on Television anchoring



Mr. Jaykumar Srinivas demonstrating  
the nuances of set designing



The Executive Board for MOP MUN'18



SSN College of Engineering receiving the Best  
Delegation Award from Ms Meenakshi N, Head of  
Department, Department of Electronic Media, at the  
MOP MUN'18



Students performing for the judges at the Intramural  
Competition conducted by the Montage Club



## Department of Visual Communication



Prof. K. Hariharan, Ashoka University, shares his insights on Mise en Scene



Workshop on Art Direction by Ms. Aruna Rakhee, Film Production Designer



Guest Lecture by Dr. Uma Vangal, independent Documentary film maker, on Script Writing Techniques in Production



A workshop on illustration techniques in painting by Ms. Larissa Bertonasco, German artist and author



Students trying Block Printing during a field visit to Weaver's Society, Chennai



Students capture the scenic beauty through their lens on a photography field trip to Goa

## Department of Journalism



Mr. Hasif Khan, Cartoonist, at News Sense 2017, an intercollegiate event organised by the department of Journalism



The intercollegiate quiz finals in progress at News Sense 2017



Panel discussion being moderated by Mr. Jude Sannith of CNBC TV 18 at News Sense 2017



Mr. R.K. Radhakrishnan of Frontline magazine felicitates the winner of the Box Speaker event at News Sense 2017



Dr. Stef Pukallus, professor from the University of Sheffield, U.K., addresses students on Weaponisation and Victimisation of the News Media



The finals of the intramural quiz competition on current affairs in progress



## Post Graduate Department of Business Administration



Actor Rahman, with winners of Zest 2018 -  
The Inter- Collegiate Management Fest



In picture are first-year MBA students, Sanjana Upilli, Rushda Rahman and Lavanya S., who won first place in Business Plan competition at Jansons school of business (a national level competition) and a cash prize of rupees 50,000.



Sessions with various authors to give students in depth insight about the books as well as the art of writing.



Union budget panel discussion in progress



Management Lecture Series

## Under Graduate Department of Business Administration



Dr. Lalitha Balakrishnan, Principal addressing the gathering at the Inauguration of Ignite 2017 - National Entrepreneurship Summit.



Panel Discussion on Entrepreneurship: Lineage or New Age – Ignite 2017



One day business on campus Be Leaf (Leaf Based Products) practice school in Entrepreneurship



Exhibition of models on Retail Formats



Madras Christian College students receiving the Overall Trophy, Intercollegiate Co-Curricular Activities 2017-2018



Annual Paper Presentation competition on New Age Entrepreneurship – winners Mount Carmel College, Bengaluru.



## Department of Commerce ( Accounting & Finance)



Winners of the overall Busibee trophy -  
III B.COM (A&F) Shift-1



Miss.Busibee 2017 was awarded to  
Ms.Sanjana Sharoff, III B.Com (A&F)Shift-1



Vaishnavi P, II B.Com Shift II B won  
Miss Luminescence 2017



Sanjana Sharoff, Nirali shah, Laachi, Amrita Iyengar  
and Shweta S.H won a cash prize of Rs.10000 in  
Maverick Minds@2030 organized by Ignite Potential,  
Potential genesis, HR Services LLP



The Income Tax Exhibition being inaugurated by the  
Principal, Dr.Lalitha Balakrishnan



One day Business on Campus - FUN FAIR

## Department of Commerce - Common Activities



Balancing Act being judged by  
Mr. Ramkumar at Commercio 2018



Miss Commercio won by  
Ms. Nachammai of II B.Com CS



Overall Commercio 2018 won by B.Com CS



Overall Commercio 2018 won by Loyola College Shift II.



Annual workshop adding More Grey to Grey Matter



Workshop on Farm to food make food safe



## Department of Commerce (Marketing Management)



Students explaining the courses offered by the department as part of Course Overview Exhibition.



The overall winners of Economics Quiz 2017-18 Mr. Sree Ganesh Balaji.S and Mr.Guru Nicketan.S from D.G. Vaishnav College receiving the trophy from the Principal, Dr. Lalitha Balakrishnan



The release of department journal 'Publicite' by the Principal, Dr.Lalitha Balakrishnan at Kotlerz Klan 2017 – 18.



Mr.S.L.Narayanan, CFO, Sun Group, delivering the key note address during the inauguration session of Marketing Conclave 1.0.



Students having a look at the stalls put up by I B.Com Marketing Management as part of Marketing Express.



Dr. Lalitha Balakrishnan, Principal Interacting with students during the GST Express.

## Department of Commerce (Corporate Secretaryship)



Students at the Corpo Walk.



Students interacting during the event Adzap



New Product Development -  
The creativity is joining hands with intelligence.



Principal, Dr. Lalitha Balakrishnan,  
inaugurating The Women's Galleria.



Tax chat through games.



Mr.R.Prakash, Company Secretary addressing  
the students on overviews of companies Act



## Department of Commerce (Honours)



III B.Com Honours went on a field visit to Hyundai Motors.



II B.Com Honours went on a field visit to Coco-Cola.



Guest lecture for II B.Com Honours by Ms. Swapna, Chartered Accountant.



Overall trophy for club events of B.Com Honours - Espirit was won by III B.Com Honours.



Best Manager award presented by the Vice Principal at Commercio Inter-Collegiate conducted by the Department of Commerce.

## Department of Computer Science



Dr. Kumara Sathiyar, former Professor, Dept. of Physics, Madras Christian College, Chennai, conducting Digital Fundamental Workshop



Mr. Srikanth Nagaprasad & Mr. Rajasekar Ayyanar, Sysglob Sol Pvt. Ltd., Chennai, delivering a Guest lecture on Geographical Information System



Dr. Harikrishna Maram, Chairman and Founder CEO, Career Education-IBM, Bangalore, delivering a guest lecture on Business Data Analytics and Digital India



Mr. Suresh, Professor, IT Department, St. Joseph Engineering College, Chennai, conducting a workshop on Usage of R-Tool for post graduate Students.



Dr. B. Lavanya, Asst. Professor, Department of Computer Science, University of Madras conducting FDP on Research documentation using Latex and Data analytics using R tool



Dr. K. Rama Subramaniam, Chairman, CoEDF, Chennai, conducting a workshop on Cyber Crimes and Digital Forensics



## Department of Mathematics



Mr. B. Panchapakesan, Former CRO, BSNL addressing students on Fascinating Numbers during the Workshop on 'Intelligence Squared'



. International Workshop on Statistical Analysis Using R by Dr. Nalini Ravishanker  
Professor, Department of Statistics, University of Connecticut, USA



Dr. Lalitha Balakrishnan, Principal, M.O.P.V.C. delivering the inaugural address at the National Seminar on Regression Analysis



Dr. Martin L William lectures on Multiple Regression Analysis in research



. Dr. Sudheesh K Kattumannil, Assistant Professor, Indian Statistical Institute delivering a lecture on alternative multiple regression models



Students participating in Intramurals Competitions

## Department of Food Science Management



Guest Lecture by Mr. Nitin Chordia, Certified International Chocolate Taster, Proprietor, Bean to Bar on Organic Chocolates



World breastfeeding week - Dr. Srinivas, Registrar, ICH & HC, Egmore, Chennai delivered a lecture on Sustaining Breast Feeding Together.



One day Industrial visit to Satish Dhawan Space Centre (SDSR), Indian Space Research Organisation (ISRO), Sriharikota to get insights on Space Food Technology.



II M.Sc., FTM Student, Pooja Mohan, at UGC sponsored International Conference on Innovations and Challenges in Food Processing Sector, organised by B.Voc Food Processing Technology Department, at St. Teresa's College, Ernakulam. She also received Best poster award for her research work.



Undergraduate Students with Dr. Tamizhisai, BJP Head, Tamilnadu, at DIWWAAS event.



II M.Sc FTM Students on an industrial visit to McDonald's My Café.



## Department of Sociology



Ms. Marie Banu, Director CSIM, P.N. Subramanian, Managing Trustee, MSDS with Shri.Vasudevan P.N, MD and CEO Equitas Small Finance Bank, Smt. Latha Rajan, Co-Founder Ma Foi Strategic Consultants Pvt. Ltd. at CSIM Convocation and Book Release.



Dr. R. Indira, President-Indian Sociological Society at the Inauguration of 'NAGARI' – Conference on Contemporary Urban Themes.



Mr. G. Sundar Rajan, Volunteer in Poovulagin Nanbargal and Mr. Siddharth Chandrasekar, Content Coordinator, Imagin8ors Pvt Ltd. addressed the students at the NAGARI conference.

Mrs. Girija Kumar Babu, Member of Juvenile Justice Board, Chennai along with Ms. Vidya Shankar, Founder and Chairperson of Relief Foundation addressing the students at the Symposium on Juvenile Justice in India – Crisis to Cure.



People's Club Valedictory Function.

## Department of Psychology



Workshop on Subconscious Mind and Hypnosis  
by Mr. Muthiah Ramanathan,  
Director -M/s. Mind Dynamics Centre, Chennai



Guest Lecture on Adolescent Mental Health and  
Disorders by Dr. R.Venkateshwaran ,  
Child and Adolescent Psychiatrist, Kanchi Kamakoti  
Child Trust Hospital, Chennai



Intra Mural Doodle Art Winners



Workshop on Psycho Oncology by Dr. V. Surendran,  
Psycho-Oncologist Dr. Prasanth Ganesan, Medical  
Oncologist, Dr. E. Vidhubala, Psycho-Oncologist,  
Cancer Institute, Chennai



Workshop on Relationship Management conducted by  
Dr. Sangeetha Makesh, Counselling Psychologist,  
Director-Psycafe, Chennai



Guest Lecture on Psychological Issues and Challenges  
Faced by Children with Diabetes Mellitus conducted  
by Dr. Vijay Viswanathan, Head and Chief  
Diabetologist, M. V. Hospital for Diabetes, Chennai



## Department of English



Poetry reading session with Padmashri Jayanta Mahapatra, Physicist, Poet and Mr. Ramu Ramanathan, renowned ,theatre Person



Translated Word-Poetry Reading session with Perumal Murugan, Author, Poet



Illustrations in Poetry with Sampurna Chattarji & Karthika Nair, poets.



Danceversation on Water Conservation through Devarattam by a group of Heritage enthusiasts as a part of Madras Week celebration .



Informal play session of life size board games part of Madras Week celebration.



Talk on Unknown Facts about Madras by Mr. Venkatesh Ramakrishnan, bilingual author as part of Madras Week celebration.

## Department of Languages



Winners of Intercollegiate Competition Rangayatan receiving the overall trophy from the Chief Guest, Shri. DN Singh, Deputy, General Manager, Southern Railways, Chennai.



Hon. Banvarilal Purohit, Governor of Tamilnadu, with the students of M.O.P, who presented cultural program on the Launch of Beti Bachao Beti Padhao scheme in Tamilnadu at RajBhavan, organized by the Ministry of Information and Broadcasting.



Dr. C. Annapurna, Head, Department of Hindi, University of Madras, awarding certificates to the students during Women's Day celebration.



National Hindi Conference - (L to R) Sri Ishwar Chandra Jha, General Seceretary, Tamil nadu Hindi Sahithya Academy, Dr. Ram Mohan Pathak, Dean, Institute of Journalism, Mahatma Gandhi Kashi Vidhya Peeth, Varanasi, Dr. Chitthi Annapurna, Head, Department of Hindi, University of Madras, Dr. Swathi Paliwal, Head, Department of Hindi, Guru Nanak College, Chennai.



Mr. Olivannan, Writer and Mr. Navin Victor, Actor during tamil Intra Mural activities.



Honourable Minister-Mr. Ma Foi K. Pandiarajan (Minister of Tamil, Art & Culture, Archaeology & Museums) during the inauguration of the conference Zhagarathai Serpom.



## Department of Languages



Ms.Latha Pandiarajan, Founder of Ma Foi Foundation,  
Mr.A.Raja, Professor and Head IITS  
Mr. Andrews, Vijay TV anchor and  
Mr. B. Baskaran, Income and Tax officer at various  
sessions during the Tamil  
conference Zhagarathai Serpom.



Guest Lecture - Mr.T.Rajendran, President of Malaysian  
Tamil Writers Association &  
Mr.Mannar Mannan, Tamil Professor, Malay University  
Mr.K.Mukundan, General Secretary, Delhi Tamil Sangam



Smt.Sumithra Vasudev sharing her thoughts on  
Sanskrita and Sangita



Students in rapt attention during a talk  
by Dr Narasimhan on Vyakarana



Mme. Adeline G Albert, Head Department of  
French, Ethiraj College, addressing the students  
during the Facettes club inauguration.



Students participating in French intra murals.

## Department of National Service Scheme



Ms. Sarah Karunakaran, Coordinator - NSS Empanelled Training Institution, addressing the community at the camp.



Mr. Gangadharan, Health Educator, PHC, Fellow of WHO, addressing the community.



Volunteers engaged in cleaning the roof of a temple at the camp area.



Health camp in progress.



NSS volunteers decorated a primary school at Dhobikhana, Chetpet.



Community children watch a street play during the special camp.



# Entrepreneurship Development Cell



Winners of the Best Student Entrepreneur award at M.O.P. Bazaar 2017



Smt. Srikanta Jhaver at the Inauguration of M.O.P. Bazaar 2017



Ms. Vaishali Neotia, CEO & Co-Founder, Merxius delivering inaugural address at Ignite 2017



Mr. Kiruba Shankar, CEO, Business Blogging – Chief Guest Valedictory 2017



Ms. Lauren Lovlace, Consul for Public Diplomacy & Public Affairs, U.S. Consulate General making introductory remarks at a Complimentary event to GES 2017 hosted at College.



Fireside Chat with six Women Entrepreneurs hosted by M.O.P. Vaishnav College for Women & U.S. Consulate



Ms. Vandana Ramanadhan, CEO, WSquare & Alumni Entrepreneur at the inauguration of Startup Pitch Fest



Presentation of Business Idea at Startup Pitch Fest to a panel of eminent Judges



# Department of Physical Education



International veteran Tennis Player Shri. Ramesh Krishnan and International Cricket player Mr. Washington Sundar during the inauguration of VASPO 2018



Mr. R.K. Aadhav Arjuna, General Secretary, Tamilnadu Basketball Association and Ms. Anith Pauldurai, Basketball Player during VASPO 2018 Valedictory



Mr. R.K. Aadhav Arjuna, General Secretary, Tamilnadu Basketball Association and Ms. Anith Pauldurai, Basketball Player with overall winners of VASPO 2018



Chief Guest Mr. J Nadarajan, International Volleyball Player and Guest of Honour Monika Reddy, Indian Athlete distributing prizes at 26th Annual Sports day.



M.O.P Vaishnav the proud winners of A. L. Mudhaliar Meet



Declaration of the Sports Day open by the Chief Guest Mr. Santosh Kumar, Deputy Inspector General of Police, Joint Commissioner of Police, Law and Order, West Zone- Greater Chennai



Basketball Team



Squash Team



## National Cadet Corps



Cadet Dhaya T K representing TN, P, A&N in New Delhi



Cadet Revathy R and Cadet Hamritaa M representing TN, P, A&N, in New Delhi



Cadet Ashritha Jain M representing TN, P, A&N in SNIC - Port Blair



Cadet Roshni S K representing TN, P, A&N in SNIC - Dimapur



Cadet Roshni.S.K and Ashritha Jain.M at the Madras Republic Day Camp 2018



CADO SEA BREEZE Overall Runner Up, conducted by Presidency College



Cado-Fiesta Overall Winner, conducted by Tamil nadu Dr. Ambedkar Law University



NCC DAY 27<sup>th</sup> February, 2018



## M.O.P. CRS



M.O.P. CRS in association with Samridhi Foundation conducted Solid Waste Management Campaign to educate the public on waste segregation.



Tuberculosis Awareness Campaign'17 conducted through Villu Paattu in the slums near Kilpauk to spread awareness to the lesser privileged.

### Community Personalities Interviewed by CRS Students RJs



Mr. Mathew Jose  
(CEO of Paper Man)



Ms. Vani Pradeep  
(Writer & Poet)



Ms. Sruthi  
(Entrepreneur)

Ms. Nandhini  
(104-Govt. Service)



Cleanliness Campaign 17 conducted at Gopalapuram Govt. School to spread basic knowledge about cleanliness to school students.



M.O.P. CRS in association with Lions Club conducted the 2017-Health Camp at the Mattankuppam Slum, Triplicane, in order to help the lesser privileged community people. Nearly 100 people participated & gave a positive feedback about this health camp.

## Internal Quality Assurance Cell



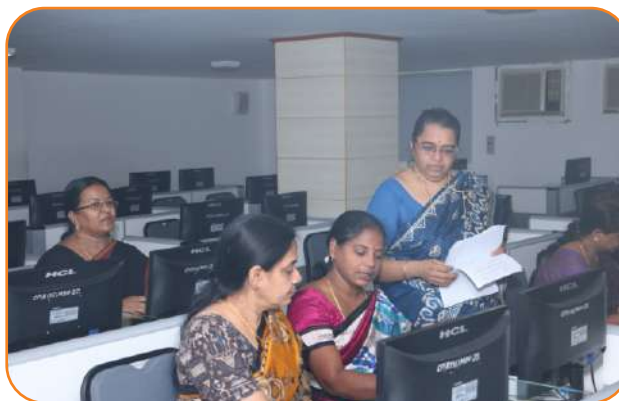
Mr.K.K.Sekar, Head – Indirect Taxes, Ashok Leyland Ltd & Co- Chairman, MCCI GST Committee, addressing the faculty during the workshop on GST



Dr. Dharini Krishnan, Premier Consulting Dietician, addressing the faculty during the workshop on 'Women and Health'



Mr. Bhanu Kumar, Education Consultant & Director, Winvinaya Info System, addressing the faculty during the workshop on Data Analytics



Ms. Sarala, Trainer, M/s Bharath Infotech, interacting with the staff during the workshop



Dr.P.Duraisamy, Vice-Chancellor, University of Madras during the inauguration of IQAC National Seminar on the 'Role of Autonomy and Quality Assurance in Higher Education'.



Dr. Vaidhyasubramaniam, Dean, Planning and Development, SASTRA Deemed University during the IQAC National seminar



## Student Cabinet



Student Cabinet Investiture 2017



Winners of Abhilasha –  
B.Com Marketing Management



Chief guest Mr. Gautham Vasudev Menon,  
Film Director at Jhankar 2017



Overall Winners of Jhankar 2017 –  
B.Sc Electronic Media



Dandiya Night –VISH

## Student Cabinet



Chief Guest – Ms. Mahathi, Carnatic musician and playback singer at Ganesh Vandan and Nanda Mahotsav



Shringar 2017



Dr. N.Sivagnanam, former Professor and Head of the department of Geography at University of Madras giving the Inaugural Address at the Symposium on Climate Change.



Panel Discussion in session at the Symposium on Climate Change.

## Training Calendar - 2017-2018

2017- 2018	Proposed Programme	
	First Fortnight	Second Fortnight
June 2017	Awareness Programme for Non-Teaching Staff on “Contingency Response”	
July 2017	Professional development programme on “Transforming teachers into knowledge-creators”	
		Training Programmes for Non-Teaching Staff on “Telephone Etiquette” and “Tally”.
August 2017	Professional development programme on “Teaching and Training Methodology”	
		Training Programme for Non-Teaching Staff on “English Communication”
November 2017		Professional development programme on “Goods and Service Tax”, “Data Analytics”, “Women and Wellness”
		Training Programme for Non-Teaching Staff on “Advanced tools in Excel”
December 2017		Training Programme for Non-Teaching Staff on “Working with MS Access”
		Outdoor Interaction Programme for both Teaching and Non-Teaching Staff - “VISHNIC”
January 2018		Training Programme for Non-Teaching Staff on “MS Word”
February 2018	Faculty Development Programme on “Research Documentation using LaTeX and Data Analytics using R”	
		Awareness Programme for both Teaching and Non-Teaching Staff on “Fire Control Mechanisms”
March 2018	Faculty Development Programme on “Cyber Crimes and Digital	

	Forensics”	
	Faculty Development Programme on “Advancements in Teaching Methodologies”	
		Awareness Programme for Faculty on “Acupressure”



**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
**CHENNAI – 600 034**

**Annexure to Annual Report 2017 – 2018**





**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
**CHENNAI – 600 034**

**Faculty Development Programmes 2017 – 2018**

<b>Type of Programme</b>	<b>No. of Teachers attended</b>
Workshop/ Training Programme	2
Total No. of faculty participation	<b>2</b>



**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	Management Studies	Ms. Ramya Raman	WORKSHOP	Workshop on Business groups and governance in emerging markets
2		Ms. S. Kavın Mary	WORKSHOP	Workshop on Business groups and governance in emerging markets