

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

(Autonomous)

(College affiliated to University of Madras & Re-accredited at "A++" Grade by NAAC)  
Chennai - 600 034.



**2018 - 2019**

**ANNUAL NUMBER XXVII**

## Highlights of the Activities and Achievements

### 27th College Day

### Principal's College Day Report

10th March 2019

**"Knowing is not enough, we must apply"**

**"Being willing is not enough, we must do"**

**– Leonardo da Vinci**

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

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

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

#### Providing Academic Excellence

- The college introduced various new courses during the academic year 2018 – 2019
  - Undergraduate Program**
    - B.A. Economics
  - Diploma Program**
    - Computer Application
    - Office Management
    - Fashion designing
  - Certificate Program**
    - GST and International Taxation
- The college organized '**Shiksha 2018**' - **Course Overview Exhibition** in September 2018 for school students to showcase the various courses available in the institution. The event was inaugurated by Prof. D. P. Singh, Chairman –University Grants Commission and witnessed more than 600 students.
- **23<sup>rd</sup> Graduation Day 2014 – 17 batch**  
Prof. S.C. Sharma, Director, National Assessment and Accreditation Council was the Chief Guest for the 23<sup>rd</sup> Graduation Day.

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

### **Developing self-reliant Individuals**

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

- Jam & Debate
  - No Fire Cooking
  - Quiz
  - Standup Comedy
- The students of School of Business organized the following **Business on Campus initiatives**
    - The Market Place – Traditional Uzhavar Sandhai
    - Learn, Earn and Grow
    - Vasantha Kalam
    - Eco market – Magic without plastic
  - The 21<sup>st</sup> edition of **M.O.P. Bazaar** was laid out in the form of streets, each having a unique name and holding a total of 102 stalls run by 320 students and 30 Alumni. The streets were:
 

○ Food Street	–	Master Chef M.O.P
○ Games street	–	M.O.P. Play Store
○ Apparels Street	–	In Vogue M.O.P
○ Gifts & Treat Street	–	M.O.P Treasure Trove

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

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

#### **Providing Career Opportunities**

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

#### **Creating Socially Responsible Citizens**

- Year of '**PAGIR – Share**' was inaugurated by Ms. Krongkanit Rakcharoen, Consul General, Royal Thai Consulate, Chennai
- Some of the activities conducted under the banner of PAGIR includes:
  - Imparting **mathematical knowledge** to under privileged students
  - **Designing & painting** walls of the Pediatric Block of Stanley Medical College
  - **Eye donation pledge**
  - **Contribution of essentials** to underprivileged school students

- Clothes
  - Books
  - Sanitary napkins
  - Stationery
- **Sharing of eco – friendly packaging products at retail stores**
- The college continued to provide breakfast for 100 underprivileged children in two schools under the banner of '**Aahaar**'.
- The college in association with **Apollo Shine** conducts regular health camps for students, teaching and non-teaching staff
- **National Service Scheme**
  - **The NSS students of the college volunteered at Suraksha – Special Camp at Thiruverkadu**
  - Contributions were made for the Kerala Floods relief
  - Some of the social campaigns conducted by the NSS unit include:
    - Drug abuse & Illicit Trafficking
    - World population day
    - Swachhta Pakwara – Awareness on plastic ban

#### **Infrastructure Improvements**

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

#### **Prominent College Activities**

- **World Yoga Day celebrations** was held on 21<sup>st</sup> June 2018 in association with University of Madras.
- **Student Cabinet Installation**
  - The Investiture Ceremony was held on 13<sup>th</sup> July, 2018. The Chief Guest, Dr. Sunder Ramaswamy, Vice Chancellor, Krea University installed the Student Cabinet and the Office bearers of various Department Clubs. The Student Cabinet is headed by the Prime Minister and has 2 Deputy Prime Ministers and 8 ministries.
- **Cultural Activities**
  - **Abhilasha**– Fresher's Cultural Fest was held on July 28<sup>th</sup> 2018.
  - **Shringar**– A Celebration of Art & Culture. This year Shringar was a tribute to Padma Vibhushan Smt. D.K. Pattammal, it was inaugurated by Dr. Nithyasree Mahadevan on November 28<sup>th</sup> 2018 and It was held between 28<sup>th</sup> and 30<sup>th</sup> November, 2018.

- **Jhankar**– Inter Departmental and Inter Collegiate Competitions was held between December 14<sup>th</sup> and 16<sup>th</sup> 2018
- **VISH** –Vaishnav Initiative for Social Help was held between September 27<sup>th</sup> and 29<sup>th</sup> 2018
- **Gandhi Quotient**- An open quiz celebrating 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi was conducted for school, college students and the general public on October 2<sup>nd</sup>, 2018
- **Yuva Sammaan Awards Ceremony**  
This year the college organized the Yuva Sammaan Awards Ceremony, to honour young women achievers in the fields of performing arts, sports and entrepreneurship. **The Award carried a citation and a cash prize of Rs. 1, 00,000/- each.**
  - **Performing Arts**  
Charumathi Raghuraman – Classical Violinist
  - **Sports**  
Dipika Pallikal Karthik – Squash Champion
  - **Entrepreneurship**  
Sruti Harihara Subramanian – Founder, Golisoda
- **Centre for Women's Studies**  
A National Symposium on Gender and Diversity was conducted with the following discussion themes
  - 'The 99 day diversity challenge' - Dr. Saundarya Rajesh, award winning social entrepreneur and the Founder & President of 'AVTAR Group'.
  - 'Women down the Ages' -Dr. Chitra Vaitheeswaran, International Consultant for Media, Development and Communication
- **The Internal Quality Assurance Cell**
  - The college has been identified by NAAC for mentoring neighbourhood non-accredited institutions under the banner of '**PARAMARSH**'
  - The IQAC of the college organized a **Mentoring workshop** on '**Good to Great**' for quality enhancement in Higher Education institutions. The workshop was inaugurated by Dr. K. Duraipandian, Controller of Examinations, AMET University.
  - **Programs for Heads of Departments**
    - Leadership excellence workshop by AVIS
    - Visioning exercise on bringing alive Brand M.O.P. at Mysuru by My Persona
  - **Workshops for teaching Staff**
    - Roles and responsibilities of teachers in moulding students
    - Yoga and fitness
    - Lesson plan preparation
    - Advance MS Excel skills
    - Success without stress and future without fear

- **Workshops for non - teaching staff**
  - Bonding as a team
  - Work place productivity
  - Happiness at the work place
- **MOM's Club workshop**
  - A workshop was conducted for the mom's of the students on topic Responsible Parenting.
- **Human Rights Campaign**
  - Mr. Robby Wells, American politician addressed the students on Global issues pertaining to Human Rights and Equality
- **Alumni Meet**
  - This year the college organised an outdoor meet at Mamalla Beach resorts – 100 alumni had participated in the event
- **Sports Accolades**
  - The college has won the prestigious **Dr. A.L. Mudhaliar Athletic Rolling Trophy and the Dr. Sivanthi Adityan Rolling Trophy** for producing maximum number of University players for 16years in a row.
  - **Shri P. Haridas Rolling Trophy** for winning maximum number of inter zonal matches for the University of Madras has been won for the past 13 years
  - **Ms. Sunaina Kuruvilla (Squash) and Ms. Varsha Gautham (Sailing)** emerged victorious and won Silver medals at the **Asian games 2018**
- **State Level Inter School Athletic Meet for Girls– January 7<sup>th</sup> & 8<sup>th</sup> 2019**
  - The overall trophy was won by VDS Jain Higher Secondary School, Tiruvannamalai
- **27<sup>th</sup> Annual Sports Day 2019 - 29<sup>th</sup> and 30<sup>th</sup> January, 2019**

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

  - Inauguration Chief Guest - Tmt. Sonal Chandra IPS, Superintendent of Police (Civil Supplies CID)
  - Valedictory Chief Guest – Mr. Sebastian Xavier, Olympian and Arjuna Awardee (Swimming)
  - Guest of Honour – Mr. Armaan Ebrahim, Car Racer
- **VASPO –Inter Collegiate Sports Meet- February 5<sup>th</sup>&6<sup>th</sup>, 2019**
  - Chief Guest – Shri. Ashok Kumar Mundhra, Secretary, Dwaraka Doss Goverdhan Doss Vaishnav College
  - Guest of Honour – Mr. Mohammed Riaz – Olympian and Arjuna Awardee & Ms. Minimol Abraham – International Volley ball Champion
  - The overall trophy was bagged by SRM institute

- **NCC**
  - **Cadet Rakshana Suresh Prabhu**, received the **All India Best Cadet Award from the Honourable Prime Minister of India**
  - Students of the NCC unit of the college emerged winners of the Inter collegiate event **"CADO FIESTA 2019"**.
  - NCC students of the college participated in the Republic day Parade held at New Delhi this year.

#### **Student Achievements**

• <b>Research Publications</b>	–	14
• <b>Paper presentations</b>	–	31
• <b>Poster presentations</b>	–	16
• <b>Seminars / Conferences</b>	–	23

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

• I prizes	– 158
• II prizes	– 151
• III prizes	– 89
<b>Overall trophies won</b>	<b>– 23</b>

#### **Department Activities & Highlights**

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

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

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

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

#### **Post Graduate Department of Commerce**

- Power talk series

#### **Under Graduate Department of Commerce**

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

**Post Graduate Department of Business Administration (MBA)**

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

**Under Graduate Department of Business Administration (BBA)**

- National level Paper presentation Competition – Green practices in business

**M.A. HRM**

- Spectra – HR Conclave
- Think Tank Expositions

**B.A. Economics**

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

**B.A Sociology**

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

**B.Sc Psychology**

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

**B.Sc Mathematics**

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

**Department of Computer Science**

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

**Department of Food Science**

- National Level Workshop - Food business initiative
- Beyond Breads

**B.A (Journalism)**

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

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

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

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

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

**M.A. (Communication)**

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

**M.A. (Media Management)**

- Checkmate – PR Campaign on PCOD
- Campaign on 'Spreading Happiness'

**Department of English**

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

**School of Languages**

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

**Department of Physical Education**

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

### Staff Research Highlights and Achievements

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

#### **Dr. Lalitha Balakrishnan - Principal**

##### **Resource Person**

- **International Conference** on Equity & Excellence in Education - CCEAM India & All India Association of Educational Research, Udaipur
- **National Seminar** on Issue & Challenges in the New Millennium – Guru Nanak College, Chennai
- **IQAC National Seminar** on Recent Trends in Quality Education and Management – A.M. Jain College
- **Times of India Seminar** on “Modernization in Education” - Addressed School Principals

##### **Publications**

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

##### **Awards**

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

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 27 years has seen challenges, growth and glory. As we look back with a sense of pride at the year that was, we reaffirm our commitment to provide quality education.

**Thankyou**

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## Highlights of the Activities and Achievements

### 28th College Day Celebrations

### Principal's Annual Report - 2019 - 2020

*"The future belongs to those who believe in the beauty of their dreams."*

*- Eleanor Roosevelt*

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.

#### Providing academic excellence

- The College was the recipient of the '**Best Higher Educational Institution**' award from the **Honourable Chief Minister of Tamil Nadu, Thiru. Edappadi K Palaniswami** for Continued Excellence in Education in January 2020
- **International Summer Internship**  
14 students from the School of Business visited the Manning School of Business at the **University of Massachusetts, Lowell – United States of America** for a course on Digital Marketing and International Business Strategy. This International Summer Course was an opportunity for the students to get global exposure.
- **Semester Abroad Program**  
Ms. Sowparnika J of B.Com MM is currently pursuing a semester abroad at the **College of Liberal Arts, University of Juniata, Pennsylvania.**
- **Diploma and Certificate programs offered by the college:**
  - Diploma Program**
    - o Office Management
    - o Fashion designing
  - Certificate Program**
    - o GST and International Taxation
    - o German A Level
- **Course Overview Exhibition**  
The college organized '**Shiksha 2019**' on 30<sup>th</sup> August 2019 for school students to give them a glimpse of the various academic courses they can pursue after school and to make better career choices. The event witnessed a footfall of more than 300 students from 14 schools in Chennai.

- ***Certificate Courses completed by Students***
  - o Forensic Audit
  - o Basics of Financial Modelling
  - o Yoga for trainers – Government of India
  - o Language and Mind – Through Swayam – NPTEL Platform
  - o Effective Writing – Through Swayam – NPTEL Platform
  - o Foundation Program in Specific Learning Disability – Madras Dyslexia Association
  - o Body Language – A key to Professional Success – IIT-Roorkee through Swayam – NPTEL Platform
  - o Innovation Business Models & Entrepreneurship – IIT-Roorkee through Swayam – NPTEL Platform
  - o Dairy Technology & Food Processing Nano Technology in Agriculture – Through Swayam – NPTEL Platform
  - o Dairy Technology & Food Processing – Through Swayam – NPTEL Platform
  - o Children's Human Rights - An Interdisciplinary Introduction – University of Geneva through Coursera
  - o How to become a professional trainer – MSME Technology Development Centre
  - o Digital Marketing – MSME Institute
- ***Examination Results of the 2016 – 19 UG batch & 2017 – 19 PG batch***
  - o **1204 graduates**
  - o 20 graduates - I Class with Exemplary
  - o 449 graduates - I Class with Distinction
  - o 650 graduates - I Class

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

- ***M.O.P. Incubation Centre*** has been set up to enable students to convert their business ideas into a viable business. 11 students with 8 business proposals have registered with the Incubation Centre.
- The 22<sup>nd</sup> edition of ***M.O.P. Bazaar*** was laid out in the form of streets, each having a unique name and holding a total of 70 stalls run by 300 students and 30 Alumni. The streets were:
 

o Food Street	– Flavours of the World
o Games street	– Gamescape
o Garments & accessories Street	– Fashion Alley
o Gifts & Others Street	– Trinket Street

M.O.P. bazaar was inaugurated by Ms. Nina B Kothari, Chairperson of Kothari Sugars & Chemicals Ltd. Besides the usual sales there were competitions, magic shows, stand up comedy shows and lucky dips to enliven the proceedings. ***The two-day event recorded a footfall of 9500 people with a turnover of Rs.13,56,656 and a profit of Rs.4,84,518/-***

- The students of School of Business organized the following ***Business on Campus initiatives***
  - o B.Com (MM) - The Market Place – Green Entrepreneurship
  - o B.Com (A&F - Shift 1) –In Gratitude, We Thrive
  - o BBA (Shift 1) - Discover India
  - o BBA (Shift 2) - Beach Inn – Buy the Shore

- *Akriti*, a mock company run by the students of B.Com (CS) celebrated its 13<sup>th</sup> anniversary and declared 100% dividend to its shareholders for the 13<sup>th</sup> time. The core team actively organises summer camps and undertakes event management for several corporate events.
- The college offered 17 **Inter-Disciplinary Certificate Programs** in the odd semester.
  - o Business English Certification (BEC)
  - o Innovation & Entrepreneurship
  - o Quantitative Aptitude
  - o Visualizing and Copy writing for Advertising
  - o Social Media and Web Analytics
  - o Geographical Information System (GIS)
  - o Business Journalism
  - o Interior Design
  - o Health and Nutrition
  - o Ecology and Waste Management
  - o Cyber Security
  - o Mobile App development
  - o Culinary Arts
  - o Autobiography / Biography
  - o Basic Accounting with Accounting Software
  - o Body Language : Key to Professional Success
  - o General Awareness
- Under the banner *Manoranjan* the following activities were offered in the even semester.
  - o Yoga
  - o Chaat and Chinese Cuisine
  - o Blouse Designing
  - o Jewelry Making
  - o Fabric Painting
  - o Art – Pencil Sketching
  - o Baking
  - o Dance – Folk
  - o Handmade Paper Products
  - o Jam & Debate
  - o No Fire Cooking
  - o Photography
  - o Mehendi
  - o Cosmetic Formulation
  - o Soups and Salads
  - o Hairstyling and Makeup

#### **Providing Career Opportunities**

- The **Placement Cell** of the college successfully placed 193 students this academic year. The highest salary offered was Rs. 6 Lakhs to Under Graduate students and Rs.7.5 Lakhs for post Graduate Students.

- An *MOU* was entered with *Ananya Learning & Research Centre* – Special School of Madras Dyslexia Association to offer placement & internship assistance.

### **Creating Socially Responsible Citizens**

- **‘Thozil Seiyallam Thozhi’** initiative was launched by the college this year. The inauguration was held on 13<sup>th</sup> July 2019 at S.K.D.J. Higher Secondary School, Thiruverkadu. Under this banner 15 villages were identified and various livelihood skills were imparted and awareness campaigns were conducted for women and school students.

Some of the *livelihood skills* offered under the banner of ‘Thozil Seiyallam Thozhi’ include:

- o Agarbathi making
- o Pot & Diya painting
- o Quilling & Tassel Jewelry making
- o Candle making
- o Glass painting
- o Greeting card & Envelope making
- o Jute bag making
- o Jewelry making
- o Blouse designing
- o Aari work, Embroidery, Patch work & Block Printing
- o Crafts & Stationary making
- o Book binding
- o Key chains
- o Hair Style & makeup
- o Chaat, sandwich & Beverage making
- o Mehendi designing
- o Organic soap making
- o Drawing, sketching & painting
- o Typography
- o Chalk carving
- o Making eco – friendly sanitary napkins

### **Awareness campaigns**

- o Imparting Life Skills and assessment as proposed by WHO
  - Self - Awareness
  - Empathy
  - Coping with stress and emotions
  - Effective communication skills
  - Interpersonal skills
  - Problem solving
  - Critical thinking
  - Decision – Making
  - Creative thinking

- o Swachh Bharat – Clean India campaign
  - o Waste segregation
  - o Women health and hygiene
  - o Self defense
  - o Clean habits
  - o Good touch & Bad Touch
  - o Cyber threats
  - o Do's & Don'ts of Mobile phone usage
  - o Career counselling
  - o Yoga demonstration
  - o Working with MS Office tools
  - o Public speaking
  - o Body language & Communication
  - o Safe use of Social Media
  - o Emotional Wellness
- The college continued to provide breakfast for 100 underprivileged children in two schools under the banner of '*Aahaar*'.
  - The college in association with *Apollo Shine* conducts regular health camps for students, teaching and non-teaching staff
  - ***National Service Scheme***
    - o The **NSS Special Camp** was organised at Thiruverkadu between 18<sup>th</sup> and 24<sup>th</sup> December. 150 students volunteered for the special camp. The activities of the Special camp included:
      - Awareness campaign on health & hygiene
      - Prevention of dengue
      - Training in self-defense & first aid
      - Personality Development
    - o Volunteering services & contributions of the NSS unit include:
      - Swachh Bharath Pakwara programme in Schools
      - Seed Ball Making Campaign at D G Vaishnav College
      - Wall painting at Lady Willingdon School
      - Medical camp & Blood donation camp at M.O.P. Vaishnav College
      - Nutrition awareness programme for students at Noombul Village
      - Sports meet conducted by Tamilnadu Volleyball Association for the Blind (through Right Turn Organization) at CSI School for Deaf
      - Anti – Plastic walk at Marina Beach.

### **Prominent College Activities**

- ***Student Cabinet Installation***

The Investiture Ceremony was held on 12<sup>th</sup> July, 2019. The Chief Guest, Mr. Kiruba Shankar – Author, Public Speaker & CEO of Business Blogging installed the Student Cabinet and the Office bearers of various Department Clubs. The Student Cabinet is headed by the Prime Minister and has 2 Deputy Prime Ministers and 8 ministries.

- **Panel Discussion on the 'National Education Policy'** was held on 8<sup>th</sup> August 2019. The panellist were:
  - o Dr. Lalitha Balakrishnan – Principal, M.O.P.Vaishnav College for Women
  - o Dr. Vasudha Kamat – Member, NPE 2019
  - o Mr. K N Ramaswamy – Director, Bharatiya Vidya Bhavan
  - o Dr. S Venkataraman – Senior Consultant, UNESCO Education Wing
  - o Mr. Gopi Koteeswaran – CEO, Latent View Analytics
  - o Mr. Josh Foulger – MD, Foxconn International
  - o Dr. Thangam Meganathan – Chairperson, Rajalakshmi Institutions
  
- **National level Education Administrators Conclave** on the theme '**Indian Institutions in the Global Top 200 – The way forward**' was organised on 23<sup>rd</sup> January 2020. The event was inaugurated by Prof. H Devaraj – Former Vice Chairman, UGC and the Guest of Honour was Thiru. Mangat Ram Sharma IAS – Principal Secretary, Higher Education Department, Government of Tamil Nadu.
 

The other speakers and resource persons were:

  - o Dr. P Duraiswamy – Vice Chancellor, University of Madras
  - o Dr. R Nandagopal – Director, Xavier Institute of Management & Entrepreneurship, Kochi
  - o Prof. S P Thyagarajan – Professor of Eminence & Dean (Research), Sri Ramachandra Institute of Higher Education & Research
  - o Dr. Rajendra D Shinde –Principal, St. Xaviers College, Mumbai
  - o Rev. Dr. A Thomas S J – Principal, Loyola College, Chennai
  - o Dr. Swati Pal – Principal, Janaki Devi Memorial College, New Delhi
  - o Dr. Hanifa Ghosh –Principal, Chevalier T. Thomas Elizabeth College, Chennai
  - o Dr. Lalitha Balakrishnan – Principal, M.O.P.Vaishnav College for Women, Chennai
  
- **Seeds of Hope Exhibition**

The college organised a two day exhibition on the theme – '**Visions of sustainability, steps towards change**' in collaboration with Bharat Soka Gakkai – Subsidiary of Soka Gakkai International. A total of 16 schools visited the exhibition. The event saw a footfall of 4675.
  
- **The Internal Quality Assurance Cell**
  - o The college has been identified by NAAC for mentoring NAAC non-accredited institutions in Chennai under the banner of **Paramarsh**. The College has been granted Rs.30 Lakhs for this scheme.
  - o The IQAC of the college organized a one day seminar on '**Intellectual Property Rights**'. The event hosted more than 160 participants from 15 participating institutions from the city of Chennai.
  - o **Workshops for teaching staff**
    - Software Package for Social Science (SPSS)
    - Advanced MS Excel
    - Investment Planning
    - How to write Research Papers – 2 day workshop
    - Brand Building

- o **Workshops for non – teaching staff**
  - Inter personal Skills at the workplace
- o **MOM's Club workshop**
  - Inculcating responsibility and values in your teenage daughters
- **Centre for Women's Studies**
  - o A guest lecture was organized on the topic '**The role of Temple Tanks in Chennai's Water management**'
  - o **Shakthi Quotient**  
An inter collegiate quiz organised on the theme '**The Her in Hero – Achievements of Indian Women through the ages**' as part of Womens' Day Celebrations
- **Cultural Activities**
  - o **World Music Day** was held on 21st June 2019 with a scintillating performance by Kalaimamani Mr. Rajhesh Vaidhya.
  - o **Abhilasha** – Fresher's Cultural Fest was held on July 27<sup>th</sup> 2019. The overall trophy was won by B.Com (A&F) Shift 1.
  - o **Ganesh Vandhan & Nand Mahotsav** – A two day music and dance competition was organised on 28<sup>th</sup> & 29<sup>th</sup> August 2019 for school students in Chennai.
  - o **VISH** –Vaishnav Initiative for Social Help was held between September 26<sup>th</sup> and 28<sup>th</sup> 2019
  - o **Shringar** – A 3 day fest celebrating Art & Culture was inaugurated by Smt. Nisha Rajagopalan. Music and dance performances by alumni of the college were staged. It was held between 27<sup>th</sup> and 29<sup>th</sup> November, 2019.
  - o **Jhankar** – Inter Departmental and Inter Collegiate Competitions was held between December 20<sup>th</sup> and 22<sup>nd</sup> 2019. The overall trophy for Inter Departmental competition was bagged by B.Sc Electronic Media and the Inter Collegiate trophy was bagged by D.G. Vaishnav College.
- **Yuva Sammaan Awards Ceremony**  
The 3<sup>rd</sup> edition of Yuva Sammaan Awards Ceremony was organised to honour young women achievers in the fields of performing arts, sports and entrepreneurship. **The Chief Guest for the Awards Ceremony was Padma Bhushan A R Rahman. The Award carried a citation and a cash prize of Rs. 1,00,000/- each.**
  - o **Performing Arts**  
Ms. Saindhavi – Carnatic and Playback Singer
  - o **Sports**  
Ms. Shamini K – International Table Tennis Champion
  - o **Entrepreneurship**  
Ms. Aishwarya Manivannan – Proprietor, Maisha Studio & Silambam Champion
- **Bharat Quotient**  
An open quiz organised on the 151<sup>st</sup> Birth Anniversary of Mahatma Gandhi was conducted for school, college students and the general public on October 2<sup>nd</sup>, 2019. A total of 110 teams participated in the quiz.

- **Alumni Meet**

This year the college organised an outdoor meet at Mamalla Beach resorts – 100 alumni had participated in the event.

### **M.O.P Sports - Department of Physical Education**

- **Sports Accolades**

- o The college has won a total of **90 sports tournaments** and **30 medals in athletics** for the year 2019-2020
- o The college has won the prestigious **Dr. A.L. Mudhaliar Athletic Rolling Trophy and the Dr.Sivanthi Adityan Rolling Trophy** for producing maximum number of University players for 17 years in a row.
- o **Shri P. Haridas Rolling Trophy** for winning maximum number of inter zonal matches for the University of Madras has been won for the past 14<sup>th</sup> year in succession.
- o The college bagged the winner's trophy of the **Reliance National Level Athletic Meet** held at Mumbai for the second consecutive year.
- o **Ms. Srividya & Ms. Satya** represented India and won the 13<sup>th</sup> South Asian Basketball Championship held at Kathmandu, Nepal.

- **International Yoga Day celebrations – 21<sup>st</sup> June 2019.**

More than 1000 students had participated and demonstrated a coordinated yoga routines under the guidance of a yoga instructor at the University Union Grounds

- **Freshers' Sports Meet – 12<sup>th</sup> and 13<sup>th</sup> July 2019**

The inter – departmental tournament was a two day event for the first year students of the college. The overall trophy was won by B.Com (A&F) Shift 1

- **State Level Inter School Athletic Meet for Girls– January 20<sup>th</sup> & 21<sup>st</sup> 2020**

- o Inauguration Chief Guest – Dr. Ganesan, Principal – D G Vaishnav College
- o Valedictory Chief Guest – Dr. I V Manivannan Ph.D., IAS (Retd)
- o Guest of Honour – Srimathi K Saramma, Arjuna awardee & Sports officer – Southern Railways
- o The overall trophy was won by VDS Jain Higher Secondary School, Tiruvannamalai

- **28<sup>th</sup> Annual Sports Day – 5<sup>th</sup> and 6<sup>th</sup> February, 2020**

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

- o Inauguration Chief Guest –Ms. Priya Ravichandran, Joint Director – Fire & Rescue Services, Tamil Nadu
- o Valedictory Chief Guest – Mr. P W C Davidar IAS, Retd Additional Chief Secretary – Government of Tamil Nadu (Public Policy & Business Strategist)
- o Guest of Honour – Rameshbabu Praggnanandhaa, Indian Chess Player
- o The Overall trophy was won by B.Com (A&F) Shift 1

- **VASPO –Inter Collegiate Sports Meet- February 11<sup>th</sup> & 12<sup>th</sup>, 2020**
  - o 42 colleges participated
  - o Chief Guest –Mr. V V R Raj Satyen, President – Tamil Nadu Basketball Association
  - o Guest of Honour – Mr. Agnishwar Jayaprakash, International Swimmer & Director – Agni Group
  - o The overall trophy was bagged by SRM institute
- **NCC**
  - o Students of the NCC unit of the college emerged winners of the Inter collegiate events “**CADO FIESTA 2020**” organised by Tamil Nadu Dr. Ambedkar Law University & “**CADO FEST 2020**” organised by D.G.Vaishnav College.
  - o Contribution by the NCC unit of the college include:
    - Blood donation camp at M.O.P.Vaishnav College
    - Hair donation drive at Lakme Salons across Chennai
    - Temple cleaning drive at Thiruvannamiyur
    - Park cleaning at Panagal Park
    - Traffic regulation at T Nagar Bus stand junction
    - Library cleaning at Madras Literary Society
    - pencil seed distribution at Corporation Girls Higher Secondary School
  - o Awareness campaigns conducted by the NCC unit
    - Anti – plastic drive at Pondy Bazaar
    - Breast cancer awareness campaign at M.O.P.Vaishnav College
    - Helmet awareness at T Nagar Bus stand junction
    - Tree plantation drive at Madras Pinjarapole
    - Food adulteration and Mobile addiction campaigns at A.J.S. Nidhi Higher Secondary School.

### **Ministry Activities**

The eight ministries conducted the following activities

- Freshers Day
- Ethnic Day
- Student Cabinet Parliamentary Session
- Open Mic
- M.O.P. Book shelf
- Scrabble League
- Eye Donation Campaign
- Awareness campaign – ‘Stop Rubella to fight birth defects’
- Workshop on ‘Lifestyle Diseases & Homeopathy’
- Giggle – Initiative to spread positivity
- Save the Earth Campaign
- Entrepreneurship Day Celebrations
- Self Defence workshop
- First Aid Workshop
- Poster Designing Competition
- 24 Frames – Video making Competition

### **Student Achievements**

- **Accolades in Professional Courses**
  - o S Srividya of I B.Com (Honours) secured AIR 48 in CA Foundation Exam
- **Research Publications** – 4 in UGC CARE listed Journals
- **Paper & Poster presentations** – 53
- **Seminars / Conferences** – 28

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

- I prizes – 162
- II prizes – 160
- III prizes – 9

### ***24 Overall Trophies were won***

### **Department Activities & Highlights**

- o Guest Lectures – 175
- o Workshops – 69
- o FDP – 3
- o Field visits & OBT – 20
- o Exhibitions – 7
- o Inter-Collegiate competitions – 15

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

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

- o The future is here – National Summit on Business Platforms for the future
- o The digitally transformed workforce – C - Suite Panel
- o Man & Machines - Upskilling for the future – Annual Workshop series (Inter – Collegiate & Inter – Departmental)
- o Power Talk series
- o Markathon
- o Engage – Lecture & Workshop series
- o Commercio – Intercollegiate activities
- o Consumer Club activities

### ***Post Graduate Department of Business Administration (MBA)***

- o BUSTLE – National level Corporate Quiz
- o Breakfast with CEO series
- o Rendezvous with Writers
- o Management Education Programme – Past, Present & Future of Management Education
- o Union Budget panel discussion
- o Industry Lecture Series
- o Zest – Inter Collegiate Management fest

### ***Under Graduate Department of Business Administration (BBA)***

- o Ignite – One week Faculty Development program on the theme – ‘Creating & Sustaining Entrepreneurship Culture’

- o National level Paper presentation Competition – ‘The Future of Work: Redefining the three dimensions of work, workforce and workplace for the digital age’
- o Inter collegiate Competitions

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

- o Spectra – National Conference on ‘Building a positive organization: Employee Well Being, Happiness, Corporate Social Responsibility for Sustainable Development’
- o Seminar on ‘Future readiness of HR : Agility, Multigenerational workforce and Gig economy’
- o Think Tank Expositions

#### ***B.A. Economics***

- o Young Economist Summit (YES 2020) – MSME’s in India : The big impact of small businesses
- o EQ – Inter School Economics Quiz
- o Arth – Inter Collegiate Competition

#### ***B.A Sociology***

- o Seminar – Social Entrepreneurship: Breaking Myths

#### ***B.Sc Psychology***

- o World Suicide Prevention Day Activities
- o Panel discussion – Emerging Development Issue – Integrating Mental Health into sustainable development goals and beyond
- o One Day conference on Psychology of Well – Being
- o Workshop series – Commemorate the World Heart Day
- o Psy Bonanza – Inter collegiate competitions

#### ***B.Sc Mathematics***

- o FDP – Curriculum Design & Development
- o Lattice 19 –Inter Collegiate fest

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

- o International Programmers’ Day
- o Web –A – Thon
- o Computer Fair
- o IoT Ideation - Smart Connected Devices
- o FDP – Blockchain Technologies and its research areas
- o OLAP – Inter Collegiate Activities

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

- o Foods 2019 – ITAF: International Conference on Innovations & Technological Advances in Food
- o Essence 2020 - Inter Collegiate Activities
- o Beyond Breads

### ***B.A Journalism***

- o Media Conclave – Two day conclave on ‘Responsible Journalism’ was organised on September 6<sup>th</sup> & 7<sup>th</sup> 2019. The conclave was inaugurated by Justice C K Prasad, Chairman – Press Council of India and the Valedictory session was presided over by Mr. Prabhu Chawla, Editorial Director of the New Indian Express Group.
- o News Sense – Intercollegiate competitions
- o MOP Box Speaker – Inter departmental & Inter Collegiate
- o Current Affairs Quiz– Inter departmental & Inter Collegiate
- o MOP Newsletter

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

- o AdCon 2019 – Its all about ads – A two day Ad symposium
- o Light in your life – A conversation with the Doyens - Panel Discussion on Photography
- o Dil Se – The Master Class Series
- o Alumni & Peer workshop sessions

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

- o MOP MUN - Model United Nations

### ***M.A (Communication)***

- o #ENDVIOLENCE – PR Campaign Series in association with UNICEF  
**The Core campaign activities included**
  - Mini Marathon
  - Self Defense classes
  - Movie screening
  - Street Plays
  - Poster making competition

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

- o Take Diversion – Exploring New Paths – PR campaign
- o Bare Prints – An event on low impact lifestyle

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

- o Freshers Oratorical Competition
- o Madras Week Celebrations
- o World Cup – Inter Collegiate quiz
- o Prashnothri – Inter collegiate quiz
- o Folktales on strong, clever girls and women – Story Telling Session
- o Humour Club Activities

### ***School of Languages***

- o Vaanavil Raviyin Padaiuppulagam – National Level Tamil seminar
- o Bharathi Ula – Tamil Symposium
- o Paintamizh Mandram – Tamil Intercollegiate activities
- o National Level Poet’s Meet – Hindi Day Celebrations

- o Rangayatan – Hindi Intercollegiate activities
- o Sanskrit Day Celebrations
- o Sumeru – Sanskrit Intercollegiate activities
- o Espoir – French Intercollegiate activities

#### ***Department of Library Sciences***

- o Research Scape – National symposium on ‘Reimagining Academic Research in an Evolving Technological Environment’
- o Student Library Visit to the American Center, Chennai

#### **Staff research highlights and achievements**

- o Staff as Resource Persons – 30
- o Research publications – 66
- o Paper presentations – 47
- o Seminars & conferences attended – 36
- o Workshops/ Refresher programs / FDPs attended – 23

#### **Award of Guideship**

- o Dr. Uthira D – Commerce
- o Dr. Srividya Prathiba C S – Commerce
- o Dr. Nirupama E – Commerce
- o Dr. Nisha U – Commerce

#### **Staff Additional Qualification**

- **Ph. D**
  - o Dr. Krishnaveni S – Mathematics
  - o Dr. Jamuna Chezian – Mathematics
  - o Dr. Sunitha Rani T – Computer Science
  - o Dr. Deepika Krishnan P K – Sociology
  - o Dr. Pavithra M Davey – Commerce
  - o Dr. Akila Bharat – English
  - o Dr. Sahana B – English
  - o Dr. Amutha A – Physical Education
- **NPTEL courses through SWAYAM platform**
  - o Dr. Archana Prasad, Ms. Sangeetha Manoj and Ms. Aditi A Samant – Body Language – Key to professional Success
  - o Ms. Kiran Varma & Ms. Sruthi Kesh – ARPIT (Annual Refresher Programme in Teaching) in Economics
  - o Ms. Rachel K J – Innovation in Entrepreneurship
  - o Ms. Vaishnavi CSD & Ms. Nandhini – Research Ethics
  - o – Financial Institutions & Markets

- **Certificate Course**
  - o Ms. Kiran Varma – ‘Decision Theory’ offered by Madras Institute of Development Studies

#### **Staff Awards**

##### ***Dr. Uthira D***

- o Best Teacher Award –Lions Club

##### ***Dr. Sudha Trivedi***

- o Premchand Smriti Samman – Samekit Bharatiya Sahitya Sansthan

##### ***Dr. R Rajeshwari***

- o Bharathi Chellammal Award – Tamizh Kalai Illakya Arakattalai
- o Thamizh Thendral Maamani – Siva Neya Peravai

#### **Dr. Lalitha Balakrishnan - Principal**

- **Nomination**

#### **University of Madras**

- o Member – Syndicate, University of Madras – Governor’s Nominee
- o University Nominee – Academic Council, Loyola College

#### **University Grants Commission**

- o Expert - Advisory Committee under the scheme “Colleges with Potential for Excellence”
- o Member - Expert Committee for Grant of extension of autonomous status
- o Member - Expert Committee for Grant of fresh Autonomous status

- **Awards**

- o ‘Rani Velu Nachiyar Award’ - Exemplary contribution towards higher education – AMET University
- o ‘Vaishnav Gaurav Samman’ – Best Poet in Hindi – Hindi Poet’s Meet

- **Invited Speaker & Resource Person**

- o National Seminar – ‘Replenishing Higher Education: Emerging Challenges and Prospects in NAAC’, Little Flower College, Guruvayoor
- o Srishti Bazaar 2020 – Sri Sankara Arts and Science College, Kanchipuram.

***M.O.P.’s journey of redefining women’s education for more than 28 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 to women.***

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

**(Autonomous)**

**(College affiliated to University of Madras & Re-accredited at "A++" Grade by NAAC)  
Chennai - 600 034.**

**M.O.P.V.C**



**STN248**

## **2020 - 2021**

## **ANNUAL NUMBER XXIX**

## **EDITORIAL**

### **From the Principal's Desk**

This has been a special year (2020 – 2021). Most classes happened online. Yet the college ensured that all activities were conducted.

I am happy to share that the college serves as a mentor agency under the Paramarsh programme of the University Grants Commission, under which M.O.P. mentors higher education institutions in the vicinity to help them meet their NAAC accreditation goals.

As an example, the college serves as a mentor agency under the Paramarsh programme of the University Grants Commission, under which M.O.P. mentors higher education institutions in the vicinity to help them meet their NAAC accreditation goals.

In the same spirit, the Internal Quality Assurance Cell of M.O.P. Vaishnav organises periodic stock-taking and capacity-building seminars that bring together academics from various institutions. The sudden shift in priorities and delivery modes experienced by the education sector over the past year made such a stock-taking exercise all the more imperative.

The IQAC organised an eight-day national-level faculty development programme, aptly titled 'A Teacher's Toolkit.' The overwhelming response from around 150 academics who registered to attend the programme, as well as the quick acceptance by 14 eminent resource-persons from top echelons of higher education in India and abroad, are testament to the fact that the motivations and concerns that drove us to organise this programme are also top-of-mind for many in the teaching fraternity.

The programme left participants enriched and refreshed, offering ideas at a conceptual and philosophical level, as well as practical tips and app recommendations to leverage the virtual mode of classes.

The education sector, like many others, seems to be going through a sea change. M.O.P. is happy to have facilitated this knowledge-sharing, which I hope has left us a little better equipped to handle the changes.



# M.O.P. VAISHNAV COLLEGE FOR WOMEN

(AUTONOMOUS)

(College affiliated to University of Madras & Re-accredited at "A++" Grade by NAAC)  
Chennai - 600 034

M.O.P.V.C



STN591



Celebrating 30 years of academic excellence

**2021 - 2022**

**Annual Number - XXX**

## **HIGHLIGHTS OF THE ACTIVITIES AND ACHIEVEMENTS**

**2021-2022**

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

**"Man cannot discover new oceans unless he has the courage  
to lose sight of the shore." — Andre Gide**

#### **YEAR OF KHOJ**

**Celebrating the spirit of inquiry, exploration and research**

#### **Tricennial Year Celebrations**

**Celebrating 30 years of academic excellence**

Good Evening. Distinguished Chief Guest Prof. Dr. S. Gowri, Vice Chancellor, University of Madras, Secretary Shri Manoj Kumar Sonthalia, Management Committee Members, Board of Governors, invitees, parents and dear students. It gives me immense pleasure to present to you the highlights of the activities and achievements of the college during the academic year 2021-2022.

In 30 short years, M.O.P. Vaishnav College for Women has blazed a trail in women's education and crossed milestones beyond the dreams of our founders. As we step into our 30s, we pause, look back, and reflect, but our energies are all trained on the road ahead. The world is changing at a blistering pace, and there is little time to rest on our aurels. Appropriately, we are calling this year M.O.P.'s Year of Khoj, or exploration. Towards new horizons!

The Vision of the College is "To provide a unique learning experience which will enable the students to realize their innate potential and mould their overall personality"

The Mission Goals are

- Providing Academic Excellence
- Developing Self-reliant Individuals
- Providing Career Opportunities
- And Creating Socially Responsible Citizens

M.O.P Vaishnav is also gearing up to welcome the Peer Team for the 4th Cycle of NAAC

## Promoting Academic Excellence

M.O.P. has always believed that academia does not belong in ivory towers, but works best when it is responsive to market demands, as the following course offerings will illustrate.

### Introduction of new programme

With data professionals playing a pivotal role in business decisions, the need for highly skilled and qualified data scientists has shot up manifold. Recognising this, M.O.P. Vaishnav College for Women introduced an **undergraduate programme in Data Science** in the academic year 2021-22.

### Diploma and certificate programmes

With the list of programme offerings constantly being rejigged for best on-field value, the following programmes were offered in 2021-22:

- Computer Applications
- Digital Marketing (in association with Digital Marketing training institute Digital Scholar)

### Skill-based elective courses

Soft skills are an essential part of the holistic development of an individual. The College therefore regularly offers a host of skill-based electives for all students.

- **I year undergraduate programmes**

Communication Skills

Presentation Skills

- **II year undergraduate programmes**

Personal Effectiveness Programme

Life Skills

- **I year postgraduate programmes**

Research and Presentation Skills

Counseling for Personal Effectiveness

- **II year postgraduate programmes**

Leadership and General Management Skills

Career Management Skills

### **Value-added courses**

The college offered 22 Value Added courses to give an opportunity for students to earn extra credits. Innovative and exciting courses like Business Data Analysis, Mobile App Development, Geographical Information System and Business Journalism

### **M.O.P. Kaushal Kendra**

With the objective of enhancing the quality of life and competitiveness to match global standards, M.O.P Kaushal Kendra offers various non-evaluative skill programmes. 17 capacity enhancement programmes were on offer in 2021-22.

### **Launch of M.O.P. Classroom**

As we continue to explore digital tools to enhance teaching and learning, On August 19, 2021 the college launched The M.O.P. Classroom, an exclusive YouTube channel featuring video tutorials recorded by our faculty.

### **MOOCs completed by students**

Students have always been encouraged to expand their learning by taking up Massive Open Online Courses. Time and opportunity coming together, students enrolled for MOOCs in a big way, completing 144 courses in 2021-22.

### **Results – Batch of 2021**

In the 2018 – 2021 under graduate batch, 11 programmes have secured 100% pass and 4 programmes secured above 97% pass

And the 2019 – 21 post graduate batch, all the programs secured 100% pass

### **Research highlights**

Research is encoded in our institutional values. A spirit of curiosity and innovation drives us forwards, and is the moving spirit behind our progress, both academic and otherwise. The Research Advisory Committee set up for this purpose has created a conducive atmosphere by supplying essential high-quality inputs to faculty and students for the performance of effective research.

### Research memberships and fellowships acquired

Name of awarding entity	Name of faculty member
South Asian Institute for Advanced Research and Development (SAIARD)	Dr LalithaBalakrishnan
Indian Economic Association	Dr LalithaBalakrishnan
South Asian Institute for Advanced Research and Development (SAIARD)	Dr D Uthira
South Asian Institute for Advanced Research and Development (SAIARD)	Dr Archna Prasad
International Science Community Association	Dr PriyaIyer
Scientific Society of Advanced Research and Social Change(SSARSC)	Dr Jaishree
Indian Economic Association	Ms. Kiran Verma
Indian Academic Researchers Association(IARA)	Dr A Muthulakshmi

### Patents Awarded

Taking research a significant step further, the Department of Information Technology was awarded four patents in a single academic year.

Name of inventor	Patent title
Dr. R Anusha Dr.BrindaRamanujam Dr.Sunitha Rani T Ms. Gavoury	The Controlling of Machine Tools System by Using MachineLearning Techniques
Ms. AAngayarkanni Ms. C S Padmasini Dr. A Muthu Lakshmi	The System and Method for Health Workflow Training by Using Deep Learning Networks

Dr. K B PriyaIyer  
Dr.SakthiKumaresh  
Ms. V Sindhu  
Ms. J Jayanthi  
Ms. Annu

A Wearable Smart Device and a Process for  
Monitoring OnlineExaminations

Dr.LalithaBalakrishnan  
Dr.Sunitha Rani T  
Dr.ThangamMeganathan  
Mr. Madhavan T

Electric Soldering Rod Cleaner

### **Department Journal**

Each programme brings out a journal on a theme chosen by the programme every year. This year the college has brought out 26 student journal and 1 staff journal – Syndicate, to kindle the research fervor and creativity in students.

### **Consultancy**

The College undertook a short film consultancy project headed by Dr. S. Jaishree in association with the Vigilance Department of the United India Insurance Company Ltd., on the occasion of the 75<sup>th</sup> year of India's independence, with the theme 'Self-reliance with Integrity.' Faculty members have also served as consultants to several reputed organisations such as the Madras Chamber of Commerce, SMART NGO, United India Insurance and the M S Swaminathan Research Foundation

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

The College seeks to inculcate in students more than academic proficiency – it seeks to nurture self-reliance and social responsibility.

### **M.O.P. Swabhimaan– Entrepreneurship Development**

The thrust on entrepreneurship is a natural outcome of the 'Panchsheel' or 5-'I' principle that guides all student programmes at M.O.P. Vaishnav. The process can best be described through the following five actions:

- Impact – Pedagogy (through faculty, guest lectures and other academic and non-academic exposure) creates an impact on the student.
- Imagine – This kindles the student's imagination and she develops a problem-solving mindset.
- Ideate – Her creativity is stimulated, and, often through brainstorming with faculty guides and peers, ideas are generated.

- Imbibe – Lessons from practitioners and gurus are imbibed, and the student is motivated to strike her own path.
- Inspire – In turn, she inspires her peers and others to similarly craft their destiny.

### **M.O.P. Incubation Centre**

The Incubation Centre, launched in 2019, trains students in idea generation and business plan preparation. The Incubation Centre handholds budding student and alumna entrepreneurs with one-to-one mentoring as they begin their entrepreneurship journey. Around 50 budding entrepreneurs are registered with the Incubation Centre.

### **M.O.P. e-Bazaar**

The 24<sup>th</sup> edition of the annual student-run Bazaar was held in a combination of offline and online mode from March 11 – 16, 2022 for the second consecutive year on Facebook. This year, 48 virtual stalls were held by 70 talented entrepreneurs selling a variety of products ranging from accessories and garments to gifts and food. The Facebook group garnered a member count of 2,100 with over 4,290 likes and 652 comments across 200+ posts. 24 stalls (6 stalls per day) also operated on campus from 9 a.m. to 5 p.m. on all weekdays exclusively for staff and students of the college.

### **Akriti**

Akriti, the joint stock company operated by the students of B.Com Corporate Secretaryship continues to flourish, providing on-the-ground training to the student executives of the company. Akriti successfully operated an offline stall at the M.O.P. e-Bazaar, marketing products from an organic personal care brand. The company also modeled perfect corporate citizenship and fulfilled its corporate social responsibility by contributing 5% of the profits towards corporate social responsibility.

## **Providing Career Opportunities**

### **Memoranda of Understanding**

The IQAC of the College has been successful in establishing memoranda of understanding with universities abroad to enable students to experience global work culture and pick up soft skills that meet international standards. The IQAC also works with companies in India and abroad to help students acquire internship experiences that enhance employability and inspire entrepreneurship. Towards this end, the College has inked 34 MOUs with educational institutions and corporate houses.

### **Placement Cell**

This year, 264 students secured full-time placement through the Placement Cell of the College, while 22 students secured internships with firms such as Goldman Sachs and Ernst & Young Services Pvt. Ltd.

## **Creating Socially Responsible Citizens**

### **Green Campus Initiative**

Walking the talk, M.O.P. Vaishnav has taken a number of steps towards the greening of the campus.

Overcoming the space limitations, a number of shrubs and small trees have been planted in the available cultivable area, and a verdant vertical garden greets all those who enter through the gates. The vertical gardens were inaugurated by Prof. Dr. N. Mathivanan Registrar In-Charge, University of Madras.

### **NSS**

The National Service Scheme (NSS) unit of the College undertook a **special camp dubbed 'Munnetra Padhayil' at Thiruverkadu** from March 19 – 25, 2022. Besides community engagement activities, volunteers conducted surveys on a number of government schemes the Nagrik Kartavya Palan scheme, Make in India, Sukanya Smrithi Yojana and Atal pension Yojana to generate data on reach, and later used innovative techniques such as street plays to spread awareness on beneficial schemes.

NSS volunteers have also organised and participated in activities in observance of Swachhata Shapath (Pledge of Cleanliness, Swachh Pakhwad & Sapling Plantation), Fit India Movement, World Students Day, World Food Day, Rashtriya Ekta Din and National Voters Day.

### **NCC**

The National Cadet Corps Unit of M.O.P. Vaishnav won the overall championship banner in the 12th Cado Fiesta 2022 inter-collegiate NCC Competitions conducted by the Tamil Nadu Dr.Ambedkar Law University between March 18 and 20, 2022.

Tamil Nadu Governor Sri. R.N. Ravi gave away the prizes including the overall banner to the cadets.

M.O.P. NCC also won the runner-up trophy at the Peace and Harmony Week competitions held by 1 TN (GIRLS) BN unit from March 14 – 18, 2022.

### **Extension Activities**

The Youth Red Cross, Rotaract Club, and other service clubs of the College conducted various extension activities, including blood donation drives, COVID-19 awareness campaigns, and vaccination drives for students and staff.

### **M.O.P. CRS @ 107.8**

The Community Radio Station of the College undertook a funded project with an outlay of Rs. 40,000, coordinated by Dr. S. Anurekha and Ms. Mahalakshmi, for training and programming, under the auspices of a Government of India initiative to stop forwarding fake news titled 'Factshala—a news and information literacy initiative.'

The CRS also went on air with several awareness campaigns on topics such as:

- Voting Rights
- Ethical Voting
- Using Electronic Voting Machines and VVPAT
- Safety Measures to be Taken During Voting
- COVID Awareness Campaign

### **Aahar**

M.O.P. continues its long-standing nutritional programme, Aahar, wherein the College sponsors a nutritious breakfast for 200 underprivileged school children at M.O.P. Primary School and Kottur Government School.

## **Prominent College Activities**

### **M.O.P. Sansad**

The democratically-elected M.O.P. Sansad (Student Cabinet), headed by a Student Prime Minister and supported by two Deputy Prime Ministers, is an amalgamation of eight ministries, and is an ideal training ground for future leaders and model citizens. This year's M.O.P. Sansad assumed office in an investiture ceremony held on July 13, 2021.

### **Sustainability and Development: UN Day Celebrations**

The Student Cabinet organised the UN Day inter-collegiate and inter-departmental events on Oct. 18 and 19, 2021 in the virtual mode. These events were based on the UN Agenda of Sustainable Development, adopted in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. Competitions such as photography, quiz, RJ Hunt were held, and students from colleges across the country took part. The valedictory function, held on Oct. 25, was presided over by H.E Ambassador T.S. Tirumurti, the permanent representative of India in the UN.

### **Punarmilan 2021: Alumnae Meet**

Punarmilan, as the M.O.P. alumnae meet is known, is a yearly event conducted to cherish, appreciate and connect with the alumnae. The latest edition of Punarmilan was conducted in the virtual mode, losing none of the usual warmth and fun. Several alumnae volunteered their services to their alma mater for the benefit of the student community.

### **YuvaSammaan Awards Ceremony**

The fourth edition of M.O.P. Yuva Sammaan Awards was held on August 19, 2021 at the college premises in the presence of Thiru. Udhayanidhi Stalin, MLA.

As part of the tricennial celebrations, the College instituted a one-time special award for excellence in Tamil Literature (Illakiya Chudar), adding to the existing three categories. The awardees of M.O.P Yuva Sammaan 2021 were

- Carnatic vocalist - Sivasri Skandaprasad
- Entrepreneur - Gayathri B M
- Sports - Sai Samhitha (National tennis player)
- Illayika Chudar - Ganga Devi P.

### **Prize Distribution Ceremony for Rank-holders**

The academic achievements of the students of the 2017-2020 undergraduate batch and 2018-2020 postgraduate batch were recognised at a ceremony held on Feb. 26, 2022 at the College. The rank holders from various programmes were felicitated at the event by Secretary Sri Manoj Kumar Sonthalia, Chairman of the Board of Governors Dr.M.D Srinivas and Principal Dr.Lalitha Balakrishnan.

### **25<sup>th</sup> Meeting of the Academic Council**

The Academic Council met on March 3, 2022 to ratify the resolutions passed by the Boards of Studies. The following eminent academicians and industry experts were in attendance:

- Dr. S. Elumalai, Professor & Head, Department of Biotechnology, University of Madras, Chennai
- Dr. T. Lavanya, Professor & Head, Department of Psychology, University of Madras, Chennai
- Dr. V. Bhuvaramurthy, Professor & Head, Department of Medical Biochemistry, University of Madras, Chennai
- Mr S. Sundar Raman, FCA, DISA, Partner, Corporate Compliance & FEMA Advisory - G. Sekar Associates, Chartered Accountants, Registered Valuer, Securities & Financial Assets, Chennai
- Mr. Kapil Viswanathan, Chairman – Executive Committee, Krea University
- Ms. Nitya Vasudevan, Chola mandalam Investment and Finance Company Limited

### **IQAC – Faculty Training Centre**

The IQAC of the College spearheads many quality improvement initiatives, including workshops and seminars for capacity building among teaching and non-teaching staff, and sharing of best practices among colleges.

### **Paramarsh**

M.O.P. has been recognised as a mentor institution under the UGC Paramarsh scheme, helping select colleges in the vicinity make progress towards their institutional goals. As part of Paramarsh, the IQAC organised a one-day virtual personality development programme for six mentee institutions.

### **Workshops for teaching staff**

- Gearing up for NAAC – criterion-wise sessions
- Personality Development
- Awareness Program on Emergency Control

### **Workshops for non-teaching staff**

- Tally
- MS Access
- Advanced MS Excel
- Importance of Observing COVID-19 Protocols
- COVID-19 Prevention Practices

### **VISHNIC**

The activities for the year are envisaged during the annual outbound training programme for faculty members - 'Vishnic'. This year, Vishnic saw faculty members congregate on April 4 for a day of fun, games and brainstorming in the salubrious environs of a resort away from the bustle of the city.

### **M.O.P. Sports**

The well-known sports programme at M.O.P. is going from strength to strength. The year's highlights:

- 6 international players
- 68 national players
- 80 all-India inter-university players
- 70 tournaments won
- 51 medals won in athletics

### **Felicitation of Padma Shri . Anitha Pauldurai**

M.O.P. Vaishnav College for Women was proud to welcome back into its portals on March 7, 2022 an alumna, national basketball player Ms. Anitha Pauldurai, who returned to the campus

with the prestigious title Padma Shri, conferred upon her by the Government of India. The College felicitated Padma Shri . Anitha with a citation and a cash prize of Rs. 50,000.

#### **71<sup>st</sup> Senior National Basketball Championships**

The team that will represent Tamil Nadu state at the national basketball championships will be led by an M.O.P. sportswoman, J. Ishwarya. Six M.O.P. players will be part of the state team. In recognition of their achievements, Chief Minister Thiru M.K.Stalin honoured the players with Rs. 1 lakh each.

#### **Historic Win at World Team Chess Championship**

Vaishali of M.O.P. was part of the Indian team that won silver in the Women World Team Chess championship. She received Rs.20 lakhs for FIDE Online Olympiad 2020 from Chief Minister, Thiru . M.K. Stalin.

#### **30<sup>th</sup> Annual Sports Day**

The 30<sup>th</sup> annual Sports Day of the College was held on April 19, 2022. In a unique Sports Day celebration, all the College sportswomen were invited and felicitated in the presence of chief guest Dr. R. Anandakumar, IAS, Member Secretary of the Sports Development Authority of Tamil Nadu, and guest of honour Ms. Srividhya Venkatraman, International basketball player and South Asian Games gold medalist.

### **Student Achievements**

M.O.P. students continued their meritorious journey this academic year, raking in prizes at the inter-collegiate level. They won:

- 69 first prizes
- 43 second prizes
- 42 third prizes

Other notable student achievements include:

- 12 research publications
- 79 paper presentations
- 86 seminars / workshops attended

### Department Highlights and Activities

Activity	Total
Co-curricular activities	22
Workshops on Skill Development	42
Guest Lectures	72
Career Counselling Programs	32
Field Visits	17
Exhibitions	5

Some notable activities conducted by each Department are listed below:

#### **Department of Commerce**

##### **PG and UG Programmes of Commerce** hosted

- Entrepreneurship and Innovation Boot Camp for around 200 budding entrepreneurs
- A Two Day Digital Marketing Boot Camp for Skill development
- The Annual Workshop Series with 12 parallel workshops on themes such as Design Thinking, Vlogger Marketing and Social Media Analytics
- One Day Capacity Building Program on Employability Skills and the Engage Lecture & Workshop Series for all undergraduate commerce students
- Trade Zone the Student GST Council was also organised.

#### **Department of Management Studies**

- **MBA**
  - 15<sup>th</sup> Edition of Bustle – Corporate Quiz
  - International Conclave - Gateways and Opportunities for MBA Professionals
  - National Level Project Competition
  - Management Development Program
  - Entrepreneurship Development Series
  - Union Budget 2022- Panel Discussion

- Five-Day Certification Workshop on Secondary Markets
- Certification course – Leadership Foundations of Management Studies

- **M.A. HRM**

The MA HRM program initiated the special lecture series to bridge the industry-academia gap with topics such as:

- Sustainable Development Goals
- Creativity and Innovation
- Marketing Metamorphosis

- **BBA**

National-level paper presentation competition – ‘The Decade of the Startup: Entrepreneurship in a Time of Crisis’

### **Department of Communication and Media Studies**

- **M.A. Communication**

PR Campaign – The Great Indian OTT

- **M.A. Media Management**

PR Campaign – We Are DisABLEd

- **B.A. Journalism**

- # Say No To Fake News campaign
- Alumni Interaction Sessions
- Lecture series in Journalism and Mass Communication
- M.O.P. Box Speaker
- M.O.P. Newsletter

- **B.Sc. Visual Communication**

- Labyrinth 2021 - TikTok Talent Show
- Peer Workshop Series
- Dil Se – Master Class series
- Alumni Networking session

- **B.Sc. Electronic Media**
  - IMPULSE, Kadhaigal - a story
  - RJ Hunt
  - Special Lecture on New Age Digital Media

#### **Department of Information Technology**

- **PG and UG Programmes of Information Technology**
- Organized the 5th International Conference on Communication, Computing & Information Technology. The event hosted 430 industry delegates, researchers and senior academicians. Dr. Paul Katuse, Associate Professor , University city of Sharjah delivered the Inaugural Address
- The department also hosted a 5 days National Level Virtual Capacity Building Programme on Python for Data Science
- International Programmers Day
- Webinar on Intellectual Property Rights was hosted in collaboration with the IQAC of the college.

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

- **M.Sc. FTM and B.Sc. FSM**
  - Launched 'Swasthya' - Curated playlist of videos on nutrition, microbiology, food chemistry, and health.
  - FOODS 2022- Two-day National Conference on Sustainable Development Goals towards Zero Hunger and Good Health.
  - Nutrition Month Celebrations
  - World Food Day - Food Wastage and Hunger
  - Webinar - Malnutrition and Anaemia
  - Webinar – National Milk Day
  - Webinar – Celebrating International year of Fruits and Vegetables: Towards Sustainable Production and Consumption
  - Stay Connected – Alumni Interaction Series

#### **Department of Social Sciences**

- **B.A. Sociology**
  - Seminar - Aspire for Limitless

- Annual Manorama Student Paper Presentation Competition - 'Impact of COVID-19 on women'.
- **B.Sc. Psychology**
  - World Humanitarian Day
  - World Suicide Prevention Day - "WAIT"
  - World Mental Health Day
  - World Health Day - "Health Check – Invest in your health"
  - Self-Awareness Webinar – Finding the 'I' in chaos
  - Webinar - Narrative Counselling - Feel good group
  - Webinar - Role of Psychologist in Palliative Care

#### **Department of Economics and Public Policy**

- **M.A. Public Policy**
  - One-day Online Webinar - India-South Asia: A Retrospection
  - National Seminar and Paper Presentation on Governance
  - International Women's Day Panel Discussion – From Empowered to Empowering
- **B.A. Economics**
  - Arth

#### **Department of Mathematics**

- **B.Sc Mathematics**
  - Special Lecture Series
    - Proof Techniques
    - Calculus and its Applications

#### **Foundation Courses - English and Languages**

The foundation courses of English, Tamil, Hindi, Sanskrit and French conducted several inter departmental and inter collegiate activities

- **English**
  - Olympic Quiz , Shakthi Quotient Quiz and Prashanothri
- **Tamil**
  - Poetry Competition – Varnam
  - International Womens Day Webinar
- **French**
  - International Webinar - More & beyond
- **Hindi** – Manjari club activities .
- **Sanskrit** - Sanskrit Day Celebrations.

### Infrastructure Upgradation

M.O.P. Vaishnav College for Women constantly ensures that infrastructure conforms to the highest standards of quality, durability and aesthetics. State-of-the-art infrastructure, classrooms, laboratories, learning centres, halls and auditoria, all equipped with advanced ICT facilities, offer conducive environments for theoretical and practical learning processes.

The following upgradations were made in the past year:

- Creativity and visualisation lab
- Naalandha – e-content creation lab
- Super smart classrooms – with interactive touch panel boards
- Vertical gardens
- Herbarium
- Sensor-enabled light and fan

## Staff Achievements

### Highlights

CRITERION	TOTAL
Staff as Resource Persons	52
Research publications (UGC Care Journals, SCOPUS & Web of Science)	82
Book Chapter Publication/ Conference Proceedings	15
Webinars / Workshops/ Refresher programs participated	146
Online Certificate Courses Completed	68
Professional Development Programs / FDPs participated	119
Paper Presentations	71

### Staff who acquired additional qualification

#### Ph.D. Degree

- Dr. Devika Rani L
- Dr. KamatchiPreethi V
- Dr. Hemalatha J
- Dr. V Sudha
- Dr. Uma Maheswari A
- Dr. G Padma Priya
- Dr. Lavanya S
- Dr. Ramya Raman

### Staff awards and nominations

#### **Dr. LalithaBalakrishnan**

- Vocational Excellence Award 2021 - Celebrating Women of Excellence in recognition of exemplary accomplishments in the field of Education from Rotary Club of Chennai
- Great Lakes Wonder - Woman Award for Invaluable contribution to Women's Education and Entrepreneurship
- Nominated by the Hon'ble Governor- Chancellor as Member, Planning Board of Thiruvalluvar University, Vellore – 3 Year period
- Chief Guest – International Women's Day – Satish Dhawan Space Centre, Sriharikota
- Expert Committee Member for University Grants Commission - Grant of Extension of Autonomy to Colleges

#### **Dr. M Asha Banu**

Best Faculty Award from IBAE (International Business and Academic Excellence Awards)

#### **Dr. R Preetha**

Best Teacher Award from Lions Club, Sterling Avenue in October 2021

#### **Ms.Ghayathri Swetha Kumari R A**

Best Teacher Award 2021 for Higher Education by Redpond Educational and Psychological Research Centre, Madurai

and

Smt Kamala Sharma Award of Academic Excellence for outstanding teaching with engaging pedagogies - Lexicon Group of Institutes

#### **Ms.Rachel K J**

Emerging Researcher Award - Inspira Research Association, Jaipur in Collaboration with Maniben Nanavati Women's College Mumbai

### **Institutional Recognition**

M.O.P. Vaishnav College was ranked number 53 across India in the Green Institutional rankings 2022 in pursuit of excellence towards practicing sustainable education.

M.O.P's journey in redefining women's education for 30 years now has seen challenges, growth, achievements and accolades. I acknowledge with gratitude the contribution of all who have made M.O.P what it is today.

I thank you all.

It is my bounden duty to express my sincere thanks to, Secretary - Shri Manoj Kumar Sonthalia.

I also thank the,

- Board of governors & managing committee members
- Vice Principal – Dr. D Uthira
- Controller of examinations – Dr. Sumangala Devi
- Deans – Dr. Archana Prasad and Dr. Sindhu K
- Additional Controller of Examinations – Dr. K B Priya Iyer
- Staff Council Secretary Ms. Ghayathri Swetha Kumari & Staff Secretary – Ms. Aditi Samant
- Heads of Programs
- Administrative Head - Ms. Priya Krishna & Her team
- Teaching & Non teaching staff
- Physical Director – Dr. Amutha Suman Kumar
- Sports Coaches
- Adjunct faculties, Trainers and Counselors
- Press
- Parents & Well wishers
- Website Development Team – Echovme
- Stage Management Team – Elements 5
- My Student Sansad

And M.O.P. Ganesha for his bountiful blessings.

If there's anything the past 30 years have taught us as an institution, it is this: status quo is stagnation; to explore is to grow. In research, as well as in teaching-learning and evaluation, better methodologies wait to be discovered, nifty new tools wait to be tapped, and bodies of knowledge wait to be uncovered. In this Year of Khoj and beyond, M.O.P. is raring to embark on new journeys of exploration towards quality education for women.

Thank You



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

**(AUTONOMOUS)**

(College Affiliated to University of Madras & Re-accredited at "A++" Grade by NAAC)

Chennai - 600 034

**M.O.P.V.C**



**STN589**

**2022 - 2023**

**Annual Number - XXXI**

## HIGHLIGHTS OF THE ACTIVITIES AND ACHIEVEMENTS

2022-2023

### Principal's College Day Report

*"The journey of a thousand miles begins with a single step."--Lao Tzu*

Good Evening. Respected Chief Guest Professor, Dr. V. Kamakoti, Director IIT Madras, Secretary Shri Manoj Kumar Sonthalia, invitees, parents and dear students. It gives me immense pleasure to present to you the highlights of the activities and achievements of the college during the academic year 2022- 23.

This is a proud moment. I am happy to announce that, the college has been awarded "A++" grade in the 4th cycle of NAAC Reaccreditation. It has been a hatrick for the college as it has been awarded A++ the highest for three consecutive accreditation cycle.

This year, M.O.P. Vaishnav pursued behind an ambitious effort: The Sustainable Development Goals of the United Nations. The Year 2022-23 was declared as the 'Year of Vikas', through which a concerted outreach effort towards achieving the Sustainable Development Goals of the United Nations were realized in various ways.

#### **Mission goals**

- To promote academic excellence by providing a conducive ambience and infrastructure.
- To develop self-reliant individuals by involving them in academic projects.
- To provide career opportunities by equipping them with the skill and knowledge required for the industry.
- To create socially responsible citizens by encouraging them to take part in the extended activities of the college.

M.O.P. Vaishnav College works towards achieving these mission goals by pursuing myriad activities throughout the year.

### **Promoting Academic Excellence**

M.O.P. has always believed that academia does not belong in ivory towers, but works best when it is responsive to market demands, as the following course offerings will illustrate.

#### **Introduction of new programme**

The field of banking, accounting, taxation and auditing is in need of quality professionals with impeccable fundamental knowledge. Recognising this, M.O.P. Vaishnav College for Women introduced the *undergraduate programme B. Com Finance and Taxation* in the academic year 2022-23.

#### **Diploma and certificate programmes**

With the list of programme offerings constantly being rejigged for best on-field value, the following programmes were offered in 2022-23:

##### *Diploma Programmes:*

- Computer Applications
- Fashion Design

##### *Certificate Programme:*

- GST and International Taxation

#### **Skill-based Elective courses**

Soft skills are an essential part of the holistic development of an individual. The College therefore regularly offers a host of skill-based electives for all students.

- **I year undergraduate programmes**

Communication \ Skills

Presentation Skills

- **II year undergraduate programmes**

Personal Effectiveness Programme

Life Skills

- **I year postgraduate programmes**

Research and Presentation Skills

Counselling for Personal Effectiveness

- **II year postgraduate programmes**

Leadership and General Management Skills

Career Management Skills

- **III year undergraduate programmes**

*Finishing School*

- Changing the ME residing in ME
- Emotional Quotient, Marriage & Relationship – Work-life balance
- Self-Preservation (Dealing with Sexual Harassment)

**Value - Added Courses**

The following 16 value-added courses were offered in 2022-23.

- |  |   |
|--|---|
| • Innovation and Entrepreneurship Management   | • Cyber Security                            |
| • Quantitative Aptitude                        | • Social Etiquette                          |
| • Visualizing and Copy Writing for Advertising | • Basic Accounting with Accounting Software |
| • Social Media and Web Analytics               | • General Awareness                         |
| • Geographical Information System (GIS)        | • Customer Relationship Management          |
| • Business Journalism                          | • Script Writing                            |
| • Health and Nutrition                         | • Women and Society in India                |
| • Ecology and Waste Management                 | • Online Trading                            |

### **M.O.P. Kaushal Kendra**

With the objective of enhancing the quality of life and competitiveness to match global standards, M.O.P Kaushal Kendra offers various non-evaluative skill programmes. 17 capacity enhancement programmes were on offer in 2022-23.

- |                           |                             |
|---------------------------|-----------------------------|
| • Public Speaking         | • Bouquet Making            |
| • Jam & Debate            | • Blouse Designing          |
| • Fitness                 | • Blouse Designing          |
| • First Aid               | • Vegetable Carving         |
| • Jewellery Making        | • Chaat and Chinese Cuisine |
| • Embroidery              | • RJ-ing                    |
| • Fabric Painting         | • Interior Designing        |
| • Baking                  | • No Fire Cooking           |
| • Handmade Paper Products | • Story telling             |

### **MOOCs completed by students**

Students have always been encouraged to expand their learning by taking up Massive Open Online Courses. Students enrolled for several learning enhancement programmes in 2022-23, completing 159 MOOCs and 44 short-term certificate courses. The following are some of the courses:

- |   |                     |
|---|---------------------|
| Digital Marketing                           | Google Analytics    |
| Food Hygiene and Safety                     | Canvas              |
| Content Writing                             | Financial Analysis  |
| Machine Learning                            | Android Development |
| Business Process Automation                 | Cloud Computing     |
| Adobe Illustrator                           | Investment Banking  |
| Data Analytics and Text Mining using Python | Consumer Psychology |
| Innovation, Business Models and             |                     |
| Entrepreneurship                            |                     |

### Results – Batch of 2022

The 2022 graduate batch recorded the following results:

UG PASS PERCENTAGE (2019 – 2022 Batch)	
PROGRAMME	PASS %
B.COM (A &F)	100
B.COM (CS)	100
B.COM (MM)	99
B.COM(HONS)	100
BBA	99
B.Sc. CS	100
B.Sc. FSM	98
B.Sc. MATHS	97
B.Sc. E.M	100
B.Sc.VISCOM	100
B.Sc. PSYCHOLOGY	100
BCA	98
B.A. SOCIOLOGY	95
B.A. JOURNALISM	100
B.A. ECONOMICS	98

All postgraduate programmes recorded 100% pass for the 2020-22 batch.

### Research highlights

Research is encoded in our institutional values. A spirit of curiosity and innovation drives us forwards, and is the moving spirit behind our progress, both academic and otherwise. The Research Advisory Committee set up for this purpose has created a conducive atmosphere by supplying essential high-quality inputs to faculty and students for the performance of effective research.

### Consultancy

The College pressed its infrastructure and intellectual resources into service in aid of several projects for various prestigious sponsoring agencies.

Consultancy Project	Sponsoring Agency
Climate Literacy Campaign Rs. 22,000 per month (10 months)	SMART (A women's development and empowerment NGO)
Ariviyal Palagai (Rs. 1,04,000/-)	Vigyan Prasar (Government of India agency for the popularization of science)
UNICEF – CRA – CAN Project (Rs. 1,86,000/-)	United Nations Children's Fund (UNICEF)

### Patents Awarded

M.O.P. continued to acquire several patents for their research findings in 2022-23.

Name of Inventor	Patent Title
Dr. Priya Iyer	'High Efficient Malware Detection Circuit for Banking Apps in Time Series Metadata using QEMU.' Patent Number: 202241067835 A
Dr. Priya Iyer	'Artificial Intelligence Based Wardrobe with Augmented Reality Mirror' Patent Number: 202341007156
Dr. Simmi Jain Dr. Sini Jadeesh Ms. Haripriya A Ms. Lakshmi Priya K	Dry kale leaf powder as a natural preservative in pickle Patent Number: 202241028019

### Sponsored Research Projects

Select projects received a grant of Rs. 12,500 each from the funding agency D Rangaswamy Academy for Fiscal Research.

Faculty Researchers	Project Title
Dr. Archana Prasad and Dr. M. Vijayalaksmi M	A study on wannapreneurial traits and factors affecting adoption of entrepreneurship among women in the city of Chennai
Dr. Nisha U	Exploratory study on the adoption of Green Information Technology (GIT) strategies as a form of Corporate Social Responsibility: Evidences from Indian Companies

### Seed Money Projects

Among a number of measures carried out by M.O.P. to enhance the research culture in the college, the seed money grant scheme, through which select projects are backed by seed money from the College fund, has seen positive outcomes.

Faculty Researchers	Project Title
Ms. SR Priya and Dr. Subhangi Sahoo	Product Development using Hemp Seed Flour and its Characterisation
Dr. Sakthi Kumaresh and Ms. V Sindhu	Automated Residential Electrical Energy Monitoring using IoT
Ms. Gayathri Swetha Kumari and Dr. Deepika Krishnan PK	Community Engagement as a predictor of Social Well being

## **Research Day**

Seeking to keep research top-of-mind for faculty members, and with a view towards capacity-building, the Research Advisory Committee organised a guest lecture in observance of Research Day on August 23, 2022. Dr. S. Venkataraman, international educational consultant, UNESCO, addressed the audience on the topic 'Linking research and policy that is relevant at all levels.'

## **Developing Self-reliant Individuals**

### **M.O.P. Swabhimaan – Entrepreneurship Development**

The College seeks to inculcate in students more than academic proficiency – it seeks to nurture self-reliance and social responsibility, hallmarks of true empowerment. This ideal remains the lodestar that the College continues to work towards, most notably with the entrepreneurship development programme, M.O.P. Swabhimaan. The thrust on entrepreneurship is a natural outcome of the *Panchsheel or 5-I principle* that guides all student programmes at M.O.P. Vaishnav. The process can best be described through the following five actions:

- Impact – Pedagogy (through faculty, guest lectures and other academic and non-academic exposure) creates an impact on the student.
- Imagine – This kindles the student's imagination and she develops a problem-solving mindset.
- Ideate – Her creativity is stimulated, and, often through brainstorming with faculty guides and peers, ideas are generated.
- Imbibe – Lessons from practitioners and gurus are imbibed, and the student is motivated to strike her own path.
- Inspire – In turn, she inspires her peers and others to similarly craft their destiny.

### **M.O.P. Incubation Centre**

The Incubation Centre, launched in 2019, trains students in idea generation and business plan preparation. The Centre handholds budding student and alumna entrepreneurs with one-to-one mentoring as they begin their entrepreneurship journey. Around 75 budding entrepreneurs are registered with the Incubation Centre.

A number of capacity building sessions were held for the registered 'wannapreneurs,' including a 'CEO Talk' on 'Business Adaptation in the New Normal,' besides workshops on Technovation, Design Thinking and B-Plan Writing.

#### **M.O.P. Bazaar**

The silver jubilee edition of the annual student-run Bazaar was held on January 28<sup>th</sup> and 29<sup>th</sup>, 2023. This year, 75 stalls were put up by 168 student entrepreneurs, 32 alumnae, 33 mompreneurs and three beneficiaries of M.O.P. Cares, through which students ran revenue generation skills workshops for underprivileged women. The Bazaar recorded a footfall of 9,000 with a turnover of Rs. 20.97 lakh.

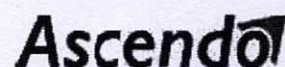
#### **Akriti**

Akriti, the joint stock company operated by the students of B. Com Corporate Secretaryship, continues to flourish, providing on-the-ground training to the student executives of the company. Akriti successfully runs Impressionz, a campus stationery stall, and operates a stall at the M.O.P. Bazaar, donating 5 percent of profits generated every year towards community service projects. Akriti executives also conduct workshops for budding entrepreneurs, helping nurture the entrepreneurial ecosystem.

## Providing Career Opportunities

### Memoranda of Understanding

The College has been successful in establishing memoranda of understanding with universities abroad to enable students to experience global work culture and pick up soft skills that meet international standards. The College also works with companies in India and abroad to help students acquire internship experiences that enhance employability and inspire entrepreneurship. Towards this end, the College has inked 17 MoUs with educational institutions and corporate houses – a few of the collaboration partners are indicated below:



### Placement Cell

The current year's activities were kickstarted through Corporate Connect – M.O.P.'s industry-institute effort – inaugurated by Mr. Ramkumar Shankar, Managing Director of Chemplast Sanmar Ltd.

148 students secured full-time placement through the Placement Cell, with annual pay packages of up to Rs. 12 lakh.

Some of the firms that visited campus for recruitment in 2022-23:

McKinsey & Company	Deloitte
Accenture	Ernst & Young LLP
BNP Paribas	BNY Mellon
Caterpillar	DAV Group of Schools
Frutta Corporate Snacking	Goldman Sachs
HDFC Bank Ltd	HPE
Indium Software	EchoVMe
Intellect Design	KPMG
Mad Street Den Technologies Pvt Ltd	Neeyamo Enterprise Solutions
PKF Sridhar & Santhanam LLP	PWC
Verizon	Nest School
TCS	Infosys
Spark	Social Beat
Bhoomi Foundation	Options Media
Pick Your Trail	Congruent Solutions

### **Office of International Relations**

The Office of International Relations liaises with international institutions and organisations to facilitate internships and short study programmes for the students of M.O.P. Vaishnav.

2022-23 saw students undergo curated immersion programmes that delivered international exposure as well as networking opportunities.

#### **International programmes organized in 2022-23:**

- **Youth Exchange and Immersion Programs**

- One-week International Youth Exchange Programme (Malaysia – Singapore –India)
- Two-week International Immersion Programme at James Cook University, Singapore
- Educational Tour to the Higher Colleges of Technology, Abu Dhabi Women's Campus

- **International webinars organised**

- Current trends of the global employment market
- Indo-U.S. higher education and careers summit - courses and careers in business and finance in the U.S.
- Global best practices and opportunities in Psychology
- Higher education and scholarship abroad – preparation and profile building

### **Creating Socially Responsible Citizens**

#### **M.O.P. SDG Club**

Making the effort towards the U.N. Sustainable Development Goals a way of life, M.O.P. Vaishnav recently saw the launch of the campus SDG Club, in association with Bharat Soka Gakkai.

The occasion also saw the launch of the SDG Power App in association with the Centre for Social Initiative and Management (CSIM), with **Dr. Girija Vaidyanathan**, former Chief Secretary, Government of Tamil Nadu, presiding.

## NSS

The National Service Scheme (NSS) unit of the College undertook a seven-day residential camp dubbed *Gram Vikas* at *Gudalur*. The volunteers facilitated and led life skill workshops, and HIV and AIDS awareness campaigns. They also organized tree care awareness drives, beach clean-up drives and blood donation camps.

Besides, NSS also took the lead in observing national pledge-taking ceremonies, National Unity Day, Vigilance Awareness Week and National Environment Day.

## NCC

The National Cadet Corps Unit of M.O.P. Vaishnav participated in the Republic Day Camp, the National Integration Camp and Peace and Harmony Week. Besides, the cadets also helped organise an e-waste collection drive, and awareness campaigns on PCOS and menstrual hygiene, the anti-plastic waste campaign Manja Pai, and a climate change awareness campaign, Greeny Earth.

## M.O.P. CRS @ 107.8

The Community Radio Station of the College launched an app this year, officially inaugurated by Dr. S.Gowri, Vice Chancellor of the University of Madras. With this, the radius of impact of the service efforts of M.O.P. CRS is expected to grow multifold.

Activities of M.O.P. CRS	
Public Service Announcements	113
Community Interviews	61
Outreach Vox Pops	49
RJ Talks	41
Panel Discussions	26
Major Outreach Campaigns	4
Event promotional activities	8

## **Year of Vikas**

The Year of Vikas activities (through which M.O.P. contributed its mite to the U.N. effort towards achieving the Sustainable Development Goals) of select Programmes are documented below.

### **B.Com. Accounting And Finance Shift I**

Students visited Rainbow Homes, Kosapet, Chennai and Chennapuri Annadana Samajam Orphanages, where they engaged with girls in the age-group 6 – 10 years, leading activities such as origami-making, Zumba and storytelling. Useful life skills such as cleanliness and hygiene, basic communication, fun with maths, and good manners and habit, were also discussed and imparted.

### **B.Com. Marketing Management**

In association with M.O.P.'s MoU partner, NGO Wasted 360 Solutions, more than 30 students participated in various community outreach programmes, including the distribution of recycled tablet computers to children of M.O.P. Primary School (in association with Byju's), and initiatives for dry waste collection and recycling.

### **B.Com. Corporate Secretaryship**

Students planned and carried out various engagement activities with the children of the Swastha Centre for Special Education and Rehabilitation, a Coorg-based organization run by the social service wing of Tata Coffee.

### **B.B.A.**

The B.B.A. programmes, in association with MOBIS India Foundation, conducted daylong entrepreneurial development workshops for community upliftment at Valarpuram, Mannur and Nemili Villages, Kanchipuram District, on Feb. 25, 2023.

125 students conducted nine entrepreneurial skill training workshops, imparting skills such as cooking without fire, creating useful items out of waste, and cosmetology. Besides, one-hour modules on nutrition and health, personal hygiene, and financial literacy were held.

### **B.Sc. Psychology**

Students hosted a community outreach programme for youth on Oct. 30, 2022, in association with the NGO Pudiyador at Vettiver Collective, Besant Nagar, Chennai. Students imparted softskill training to the youth of the Urur community on topics such as effective communication, leadership, team skills, problem-solving and interview skills.

**B.Sc. Mathematics**

The Mathematics Programme organised a workshop on “GeoGebra” and a programme for school children, ‘ $2\infty$  and Beyond,’ on Oct. 17, 2022.

Students also visited the Chennai Girls’ Higher Secondary School, Perambur on Feb. 18, 2023, and conducted team-based activities to stimulate intellectual curiosity.

**B.Sc. Visual Communication**

In a community outreach activity organized in association with the Inner Wheel District 323, students were involved in the creative designing and painting of interactive play spaces for primary and middle school children of government schools in Chennai.

**B.A. Journalism**

Students produced radio programmes in collaboration with MOP CRS 107.8 MHz for UNICEF-CRA Program 2022 titled ‘Pledge for Good Health.’ This was a six-month community radio programme to educate listeners about COVID-19 vaccination, nutrition and breastfeeding.

**B.C.A.**

Students visited the Mary Clubwala Jadhav Girls Hr. Sec. School and imparted basic computer skills, communication skills and presentation skills to selected students of classes 6, 7 and 8. They also conducted fun activities like Pictionary and jewellery-making.

**B.Sc. Data Science**

Students imparted digital skills such as presentation skills and cybersecurity to nearly 200 school children at the Chennai Middle School, Arumbakkam, Chennai, from March 7 – 13, 2023. They also led sessions on yoga, dance and drama.

## **Prominent College Activities**

### **M.O.P. Sansad**

The democratically-elected M.O.P. Sansad (Student Cabinet), headed by a Student Prime Minister and supported by two Deputy Prime Ministers, is an amalgamation of eight ministries, and is an ideal training ground for future leaders and model citizens.

### **Punarmilan 2022: Alumnae Meet**

Punarmilan, as the M.O.P. alumnae meet is known, is a yearly event conducted to cherish, appreciate and connect with the alumnae. The latest edition of Punarmilan was a fun-filled day at the Ocean Spray Resort, Puducherry. Several alumnae volunteered their services to their alma mater for the benefit of the student community.

### **Yuva Sammaan Awards Ceremony**

The fifth edition of M.O.P. Yuva Sammaan Awards – M.O.P.'s contribution to recognize and support young women achievers in performing arts, entrepreneurship and sports – saw the awards go to classical dancer Ms. T.M. Sridevi, international volleyball player Ms. Minimol Abraham, and entrepreneur Ms. Barkha Malpani, founder of the food service brand Thank God It's Homemade. The awards were given away by Carnatic music doyenne **Smt. Sudha Raghunathan**.

### **Graduation Day**

The undergraduate batch of students of 2018-2021 and the postgraduate batch of 2019-2021 received their degrees at the 27<sup>th</sup> Graduation Day of the College held on Oct. 7, 2022, and presided over by **Prof. Santishree Dhulipudi Pandit**, Vice-Chancellor, Jawaharlal Nehru University, New Delhi.

- 1332 graduates received their degrees
- 30 graduates secured I Class with Exemplary Performance
- 585 graduates secured I Class with Distinction
- 629 graduates secured I Class

- 18 programmes secured 100% pass
- 4 programmes secured above 97% pass

#### **Autonomy Commission Visit**

- M.O.P. Vaishnav College was among the first self-financing colleges in the city to be granted autonomy by Madras University. The coveted autonomous status has allowed the College the freedom to judiciously modify its curriculum in accordance with market and other environmental requirements.
- The esteemed members of the Autonomy Commission constituted by Madras University visited the College on March 3, 2023. The rigorous academic and administrative review and interaction with the experienced Commission members offered the perfect opportunity for introspection and the sharing of best practices.

#### **IQAC**

The IQAC of the College spearheads several initiatives in the effort to enhance quality teaching, learning and evaluation in the wider academic ecosystem.

- **IQAC National Seminar**

The IQAC held a national seminar on Sept. 3, 2022, on the topic 'Enhancing the quality of leadership and governance in higher education', that saw the participation of 48 academic leaders from 21 educational institutions.

- **Webinars**

The IQAC also held webinars on the following topics in collaboration with Vivek College of Commerce, Mumbai:

- Research methodology workshop on ways to avoid predatory journals for publications
- Intellectual Property Rights for academic research

#### **IQAC Faculty Training Centre**

The IQAC also organised several workshops and seminars for capacity-building among the teaching and non-teaching staff of M.O.P. Vaishnav.

### **Workshops for teaching staff**

- Induction for newly joined faculty
- MOOCs and e-Content development
- Data visualisation using Tableau
- Academic case writing
- Internet etiquette for secure browsing
- Business terminology every faculty should know
- Importance of Vitamin D
- Peace education

### **Workshops for non-teaching staff**

- Teamwork
- Telephone etiquette

### **VISHNIC**

The activities for the year are envisaged during the annual outbound training programme for faculty members - *Vishnic*. This year, *Vishnic* saw faculty members congregate on December 29<sup>th</sup> for a day of fun, games and brainstorming in the salubrious environs of a resort away from the bustle of the city.

### **M.O.P. Sports**

The well-known sports programme at M.O.P. is going from strength to strength. As of 2022-23, M.O.P. Vaishnav fields the following sports stars:

- 13 international players
- 73 national players
- 79 all-India inter-university players

#### **The year's highlights:**

- 108 tournaments won
- 113 medals won in athletics

### **Felicitatation of chess champions R. Vaishali and R. Praggnanandhaa**

International Master and Woman Grandmaster R. Vaishali of M.O.P. Vaishnav was part of the Indian team that won silver in the Women World Team Chess Championship at the 44<sup>th</sup> FIDE Chess Olympiad. The College was proud to felicitate her and her brother, Grandmaster R. Praggnanandhaa at the College.

### **Felicitatation of Khelo India winners**

M.O.P. sportswomen represented the University of Madras at the Khelo India University Games, and returned with a rich haul of 16 gold, 5 silver and 3 bronze medals. In appreciation of their feat, the College Management felicitated the gold, silver and bronze medalists with Rs. 10,000, Rs. 7,000 and Rs. 5,000 each respectively.

### **VASPO**

VASPO (Vaishnav Sports), the annual two-day intercollegiate tournament for women organised by M.O.P. Vaishnav, was held on Feb. 17 and 18, 2023. The tournament this year attracted 500 participants from 27 institutions. Stella Maris College emerged the champion.

### **A.L. Mudaliar Meet**

M.O.P. Sportswomen once again proved their mettle as they helped the College clinch the title of overall champion among Madras University colleges, for the 18<sup>th</sup> time in a row. At the 54<sup>th</sup> A.L. Mudaliar Meet held in December 2022, M.O.P. athletes racked up 14 gold, 10 silver and 6 bronze medals.

### **31<sup>st</sup> Annual Sports Day**

The 31<sup>st</sup> annual Sports Day of the College was held on Feb. 20, 21 and 22, 2023. Continuing a practice established over the last few years, all the sportswomen of the College were felicitated on the occasion of the Sports Day.

### **Student Achievements**

M.O.P. students continued their meritorious journey this academic year, raking in prizes at the inter-collegiate level. They won:

- 154 first prizes
- 90 second prizes

- 99 third prizes

Other notable student achievements include:

- 12 research publications
- 10 paper presentations

#### **Highlights:**

- Anupama Ramachandran of M.O.P. won the under-21 title in the world women's snooker championships, held in Bangkok, from Feb. 28 – March 4, 2023. Just twodays prior, she had won the snooker Women's World Cup with compatriot Ameer Kamani.
- Shebani Mandhakini Bhaskar, a student of M.Sc. Information Technology, is now a cricket commentator after an illustrious playing career, in the venerable tradition of the game. Most recently, she provided commentary for 17<sup>th</sup> DY Patil T20 Cup held at the DY Patil stadium in Mumbai from Feb. 14 – 25, 2023.
- All high-achieving prize winners in sports were awarded cash prizes by the College to the tune of Rs. 3.5 lakh.

#### ***Department Highlights and Activities***

ACTIVITY	TOTAL
Intra – Mural Club Activities	26
Inter – Departmental Competitions	11
Inter – Collegiate Competitions	7
Workshops on Skill Development	48
Capacity Enhancement Programs & Guest Lectures	178
Career Counselling Programs	28
Field Visits & OBT	36
Exhibitions & Fairs	7
Business on Campus initiatives	5

Some notable activities conducted by each Department are listed below:

## **DEPARTMENT OF COMMERCE**

### **PG and UG Programmes of Commerce**

- The Changemakers – 2-day boot camp on sustainable entrepreneurship
- Techade India - 20 short-term courses
- Trade Zone – Student Round Table GST Council
- Tax Lab 2022
- Ace of Tax

## **DEPARTMENT OF MANAGEMENT STUDIES**

### **MBA**

- International Conference on the theme 'Business Analytics and Intelligence'
- BUSTLE – National-level Management Quiz
- Management Education Programme
- ZEST- Intercollegiate Management Meet
- Impact Guest Lecture Series on the theme 'Innovation & Entrepreneurship'
- Panel discussion on the Union Budget

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

- Spectra - HR Conclave 2022, on the topic 'Reinventing Talent Strategy'

### **B.B.A.**

- IGNITE 2023 - National-level biennial entrepreneurship summit
- Swabhimaan Awards – 30 Under 30: Recognition for entrepreneurs and self-employed professionals
- National-level paper presentation competition on the theme 'Booming technology: How technology is transforming the future of business'

## **DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES**

### **PG & UG Programmes of Communication & Media Studies**

- INSPIRE 2023 – International conference on the theme ‘Changing landscape of women in media – opportunities, perspectives and challenges’
- Faculty Development Programme on the theme ‘Innovation in mediacurriculum, technology and research design’

### **M.A. Communication**

- Public Relations Campaign on the theme ‘Celebrating 25 years of Women’s Empowerment’

### **M.A. Media Management**

- Public Relations Campaign on the theme ‘We Are Dis ABLEd’

### **B.A. Journalism**

- M.O.P. Box Speaker - Ethicality of Chat GPT in Art and Design
- M.O.P. News – the College newsletter produced as a practice school project
- AlumniSpeak – Networking and career insights from alumni

### **B.Sc. Visual Communication**

- Positives 2023 ‘Vantage Point’ – seven-day photography exhibition
- AdCon 2022 – Two-day advertising symposium
- Peer Workshop Series
- Dil Se – Masterclass series featuring experts from various creative fields
- Alumni networking session
- World Photography Day

### **B.Sc. Electronic Media**

- M.O.P. Model United Nations 2023, organized annually by the Electronic Media Programme
- Media Scape 2023, an annual inter-departmental set of competitions

## **DEPARTMENT OF INFORMATION TECHNOLOGY**

### **PG and UG Programmes of Information Technology**

- International Programmers Day
- International Cyber Security Day
- FDP on the theme 'Practical Quantum Computing'

## **DEPARTMENT OF FOOD SCIENCE**

### **M.Sc. FTM and B.Sc. FSM**

- Panel Discussion on the theme 'Celebrate a world of flavours'
- International Day for Awareness of Food Loss and Waste
- National Nutrition Month – Eat Right Campaign
- Milletopia – Cooking Competition
- Webinar on 'Food Architecture'

## **DEPARTMENT OF SOCIAL SCIENCES**

### **B.A. Sociology**

- International Seminar on the theme 'Women's Health and Wellbeing'
- Electoral Literacy Club campaign on the theme 'My Vote is My Right – Power of One Vote'

### **B.Sc. Psychology**

- World Humanitarian Day
- World Suicide Prevention Day activities on the theme 'Creating Hope through action'

- World Mental Health Day activities on the theme 'It's okay not to be okay'
- Special lecture on 'Reducing depression using Neuromodulation and studying its effects on sleep patterns'

## **DEPARTMENT OF ECONOMICS AND PUBLIC POLICY**

### **M.A. Public Policy and B.A. Economics**

- EQ 2022 – Inter-school Economics Quiz
- India's Foreign Policy, a lecture series
- Two-day national-level seminar on the theme 'Human Rights: Scope and Challenges in the 21st Century'
- Symposia on 'Policymaking in Tamil Nadu' and 'Women in Ste(a)m'

## **DEPARTMENT OF MATHEMATICS**

### **B.Sc. Mathematics**

- Seminar on the 'Evolution in Pure and Applied Mathematics'
- National Mathematics Day Celebrations - IQ 185, an inter-departmental quiz

### **Foundation Courses – English**

- Fundastic Madras Quiz
- Speak for India – National-level debate competition
- Prashanothi – Intercollegiate Quiz

### **Foundation Courses – Languages**

- *Tamil*
  - Seminar – Centenary Literary Forum on Anuthama
- *Hindi*
  - Hindi Day Celebrations
  - Bharatiya Bhasha Diwas

- **Sanskrit**

- Sanskrit Day Celebrations
- Gitamrutam

- **French**

- International webinar on theme 'Sharpen and deepen your skills in French

### Student Achievements

### Highlights

CRITERION	TOTAL
Staff as Resource Persons	43
Research Publications (UGC Care Journals, SCOPUS & Web of Science)	34
Book Chapter Publication / Conference Proceedings	4
Webinars / Seminars/ Workshops participated	64
Online Certificate Courses Completed	13
Professional Development Programmes / FDPs/ Refresher Programmes participated	51
Paper Presentations	24
Best Research Paper Awards	4

**Staff who acquired a Ph.D. Degree in 2022-23**

Faculty	Department
Dr. Sasikala Devi S	Commerce
Dr. Vidhya J	
Dr. Swetha M S	
Dr. Sree Akshara Mithran	
Dr. Meenakshi N	Communication & Media Studies
Dr. Karthigapooja B	
Dr. Padmasini C S	Information Technology

**STAFF AWARDS AND NOMINATIONS****Dr. Lalitha Balakrishnan Awards**

- Educator of the Month – Awarded by HER-D, an NGO engaged in women's empowerment

**Nominations**

- Indian representative – Malaysian Youth Council, Ministry of Youth and Sports, Malaysia
- Convener – Inspection Commission for University of Madras
- Opening of a self-financing arts and science college
- Grant of provisional affiliation
- Grant of continuation of provisional affiliation

**Dr. Preetha R**

Awarded 'Fake News – Fake to Fact Warrior' award by UNESCO – SMART & Civic Games Labat the 5<sup>th</sup> Edition Radio Festival, New Delhi

**Dr. Uma Maheshwari**

Best Teacher Award from the Lions Club

It is my bounden duty to express my sincere thanks to, Secretary- Shri Manoj Kumar Sonthalia. Your inspiration, guidance, motivation and support have been phenomenal. I thank you immensely for spurring us on to reaching greater heights.

I also thank the

- Board of Governors & Managing Committee
- Vice Principal- Dr. Uthira D and Controller of Examination- Dr. Radha D
- Deans
- Additional Controller of Exam
- Members of the Automation Committee
- Staff Council Secretary and Staff Secretary
- Heads of Departments
- Teaching and non teaching staff
- Adjunct Faculties, Trainers and Counselors
- Physical Directress and Sports Coordinator
- Administrative Head and her team
- Press
- Parents who have placed trust in the Institution
- And the Lord Almighty for his bountiful blessings.

Thank You.