



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

**(AUTONOMOUS)**

**CHENNAI - 600 034**

**31st College Day  
March 22, 2023  
ANNUAL REPORT**



## **M.O.P. VAISHNAV COLLEGE FOR WOMEN(Autonomous)**

(Affiliated to University of Madras & Re-accredited at 'A++' Grade by NAAC)  
Chennai – 600034.

## **ANNUAL REPORT**

***31<sup>st</sup> College Day***  
***2022 – 2023***

***“The journey of a thousand miles begins with a single step.”***

— Lao Tzu

As in a human life, the third decade of an institution’s life is a time to look towards the community, to take stock of one’s place in it, and use one’s resources for the betterment of the entire ecosystem. This year, M.O.P. Vaishnav has thrown its weight behind an ambitious effort: The Sustainable Development Goals of the United Nations. 2022-23 is the ‘Year of Vikas’ at M.O.P., and we are using all the privileges with which we are blessed, to take our own baby steps towards the lofty SDGs in various ways. In the process, we develop as an institution, and the students, who implement these initiatives on the ground, grow immeasurably, in tangible and intangible ways. Inclusive growth is not just a buzzword at M.O.P. – it is the intelligent way forward.

# ***YEAR OF VIKAS***

***2022-23***

*A concerted outreach effort towards  
achieving the Sustainable Development Goals  
of the United Nations*



***Celebrating 31 years of academic excellence***

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## ***Acknowledgements***

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- *Secretary Shri Manoj Kumar Sonthalia*
- *Board of Governors*
- *Managing Committee*
- *Teaching and Non-Teaching Staff*
- *Sports Coaches*
- *Adjunct Faculty Members, Trainers and Counselors*
- *Industry Partners*
- *Parents and Other Well-wishers*
- *Students*

## **Vision**

To evolve into a university of international repute.

## **Mission**

To provide a unique learning experience that will enable the students to realize their innate potential and mould their overall personality.

*M.O.P. Vaishnav College works towards achieving this mission by pursuing the following mission goals, as the myriad activities in the pages that follow will attest:*

### **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.

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## ***Promoting Academic Excellence***

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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
- Quantitative Aptitude
- Visualizing and Copy Writing for Advertising
- Social Media and Web Analytics
- Geographical Information System (GIS)
- Business Journalism
- Health and Nutrition
- Ecology and Waste Management
- Cyber Security
- Social Etiquette
- Basic Accounting with Accounting Software
- General Awareness
- Customer Relationship Management
- Script Writing
- Women and Society in India
- 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
- Jam & Debate
- Fitness
- First Aid
- Jewellery Making
- Embroidery
- Fabric Painting
- Baking
- Bouquet Making
- Blouse Designing
- Handmade Paper Products
- Vegetable Carving
- Chaat and Chinese Cuisine
- RJ-ing
- Interior Designing
- No Fire Cooking
- 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:

| <b>UG PASS PERCENTAGE (2019 – 2022 Batch)</b> |               |
|---|---------------|
| <b>PROGRAMME</b>                              | <b>PASS %</b> |
| 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.

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

### **Patents Awarded**

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

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

| <b>Faculty Researchers</b>                      | <b>Project Title</b>   |
|---|--|
| Dr. Archana Prasad and<br>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.

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

### **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.’

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

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### **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.

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## *Providing Career Opportunities*

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### 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:



Bharat Soka Gakkai



### **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 | Neyamo 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.

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

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### **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   |

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## *Year of Vikas*

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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 soft skill 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.

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## ***Prominent College Activities***

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### **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 recognise 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.

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# ***IQAC***

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The IQAC of the College spearheads several initiatives in the effort to enhance quality in 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.

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

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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

### ***Felicitations 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.

### ***Felicitations 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.

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## ***Student Achievements***

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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 two days 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.

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

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| <b>ACTIVITY</b>                                | <b>TOTAL</b> |
|--|--------------|
| 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 media curriculum, 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 DisABLED’

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

- M.O.P. Box Speaker - Ethicality of ChatGPT 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 them ‘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
- Prashanathi – 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'

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## ***Staff Achievements***

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### **Highlights**

| <b>CRITERION</b>   | <b>TOTAL</b> |
|--|--------------|
| Staff as Resource Persons  | 43           |
| Research Publications<br>(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/<br>Refresher Programmes participated | 51           |
| Paper Presentations  | 24           |
| Best Research Paper Awards   | 4            |

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

| <b>Faculty</b>      | <b>Department</b> |
|---------------------|-------------------|
| 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 Lab at the 5<sup>th</sup> Edition Radio Festival, New Delhi

#### ***Dr. Uma Maheshwari***

Best Teacher Award from the Lions Club

*Pranams to Lord Ganesa*





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