



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

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

**Chennai - 600 034**



**Report on Activities and Achievements**

# **32<sup>nd</sup> College Day**

## **2023 - 2024**

**March 15, 2024**



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## **ANNUAL REPORT**

***32<sup>nd</sup> College Day***  
***2023 – 2024***

***“The sum of wisdom is that time is never lost  
that is devoted to work.”***

**– Ralph Waldo Emerson**

Development is never an overnight transformation. It is the cumulative effect of steady effort – a relentless focus on the journey of incremental improvement.

***M.O.P. Vaishnav College for Women this year received validation of this intense quality focus when the institution progressed in the listings of the National Institutional Ranking Framework from the 151-200 rank band to the 101-150 band.***

The evidence is clear: concerted effort in the right direction bears fruit.

M.O.P. Vaishnav brings the same belief to bear in its social responsibility efforts, because the goal it has set for itself is not a small one.

In the 32 years of its existence, the institution has not only evolved tremendously as a premier higher education institution dedicated to the empowerment of women through education, but has also become a guiding light for all students, shaping them into socially conscious and responsible global citizens who actively give back to the community of which they are part. For the last two years, the College has set out to give back by supporting the United Nations’ Sustainable Development Goals. In cognizance of the fact that achieving the SDGs is not an end but a continuous process, M.O.P. continued to observe the year of Vikas through 2023-24 as well, and continues to strive for the betterment of all society.

# ***YEAR OF VIKAS***

***2023-24***

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



***Celebrating 32 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 All-round Excellence***

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### **Batch of 2023-26**

A fresh batch of students is a breath of fresh air for the entire M.O.P. community, and the College goes all out to help freshers feel at home and their talents, recognized. These events greeted the batch of 2023-26 in their first months on campus:

- Swagatham – Freshers’ Induction Programme – July 5<sup>th</sup> & 6<sup>th</sup> 2023
- Freshers’ Day – July 15<sup>th</sup> 2023
- Fresher’s Sports Day – 22<sup>nd</sup> August 2023
- Abhilasha – Freshers’ Talent Hunt – September 2<sup>nd</sup> 2023

### **Board of Studies and Academic Council**

M.O.P. has always believed that academia does not belong in ivory towers but works best when it is responsive to market demands. The Boards of Studies and Academic Council, comprising topnotch academicians and industry professionals, ensure that the curriculum is always aligned to industry needs, and anticipates tomorrow’s developments. The Academic Council convened twice this year, and the various programmes held their respective Boards of Studies meetings:

- 28<sup>th</sup> Meeting of the Academic Council - 31<sup>st</sup> August 2023
- 29<sup>th</sup> Meeting of the Academic Council - 29<sup>th</sup> January 2024
- 17 Board of Studies Meetings conducted during June 2023 and January 2024

### **Value Additions**

Soft skills and additional skills are an essential part of the holistic development of an individual. The College therefore regularly offers a host of electives for soft skills and other

market-oriented skills.

### **Skill-based electives for undergraduate programmes**

Communication Skills

Presentation Skills

Personal Effectiveness Programme

Life Skills

### **Skill-based electives for postgraduate programmes**

Research and Presentation Skills

Counselling for Personal Effectiveness

Leadership and General Management Skills

Career Management Skills

### **Value-add courses**

Value-add courses are meant to augment one's major and provide an edge in the marketplace.

Around 16 value-add courses were offered in 2023-24.

### **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. 21 capacity enhancement programmes were on offer in 2022-23.

### **Finishing School Module**

III year students are launched into the world with a final few ideas on handling life in the real world. This year, the Finishing School module went onto M.O.P.'s e-learning video channel, M.O.P. Classroom, enabling busy final-year students to absorb the content at their own pace. The topics addressed were:

- Health and Well Being
- Work Life Balance
- Developing Emotional Quotient
- Gender Violence

### **Diploma and certificate programmes**

With the list of programme offerings constantly being rejigged for best on-field value, the following programmes were offered in 2023-24, and taken up by 70 students:

*Diploma Programmes:*

- Computer Applications
- Innovative Food Product Development
- Fashion Designing
- Accounting & Taxation

*Certificate Programmes:*

- General Aptitude and Awareness
- German 'A' Level

**Preparedness Training**

50 students were trained and certified in Cardio-Pulmonary Resuscitation (CPR) & first aid training under the Volunteer in Case of Emergency (VoICE) programme.

**MoUs Signed**

The College is constantly seeking linkages that can produce opportunities for students in various seeks. To this end, a number of MoUs were signed this year:

**ACADEMIC INSTITUTIONS**

- James Cook University, Singapore
- Miranda College, New Delhi
- ANNIE (Asian Network of News & Information Educators)
- upGrad Connect
- Think Monk Edutech Private Limited
- Veranda Learning Solutions Limited

**INDUSTRY ASSOCIATIONS**

- Surana and Surana International Attorneys
- Advertising Club Madras
- PM Shri Kendriya Vidyalaya
- Indian Academy of Professional Supervisors

- Firstmr Business Analytics Pvt Ltd
- Wasted 360 Solutions
- Maaya Analytics Pvt Ltd

### **28<sup>th</sup> Graduation Day**

The 2019 – 2022 undergraduate batch, and the 2020 – 2022 postgraduate batch received their degrees at the 28<sup>th</sup> Graduation Day held on Feb. 19, 2024, with Dr. Bijayalaxmi Nanda, Principal, Miranda House, University of Delhi, officiating as chief guest.

- 1330 graduates received their degrees.
  - 23 graduates secured I Class with Exemplary grade
  - 728 graduates secured I Class with Distinction
  - 506 graduates secured I Class
- 16 programmes secured 100% pass.
- 7 programmes secured above 95% pass.

### **Results of the Classes of 2023**

<b>U.G. BATCH OF 2020 - 2023</b>	
<b>PROGRAMME</b>	<b>PASS PERCENTAGE</b>
<b>B.COM A &amp; F</b>	100
<b>B.COM CS</b>	96
<b>B.COM MM</b>	97
<b>B.COM HONS</b>	100
<b>BBA</b>	99
<b>B.SC. CS</b>	98
<b>BCA</b>	100
<b>B.SC. MATHS</b>	98
<b>B.SC. VIS COM</b>	100
<b>BSC. EM</b>	100

<b>BA JOURNALISM</b>	93
<b>BSC. FSM</b>	93
<b>BA SOCIOLOGY</b>	97
<b>BSC. PSYCHOLOGY</b>	98
<b>BA ECONOMICS</b>	100
<b>P.G. BATCH OF 2021 - 2023</b>	
<b>PROGRAMMME</b>	<b>PASS PERCENTAGE</b>
<b>M.SC (IT)</b>	96
<b>M.A (COMM)</b>	100
<b>M.A (MM)</b>	100
<b>M.B.A</b>	100
<b>M.SC (FTM)</b>	97
<b>M.COM</b>	98
<b>M.A (HRM)</b>	100
<b>M.A (PP)</b>	63

### **Ph.D.s Completed**

Two research scholars attached to the Research Department of Communication and Media Studies received their Ph.D. degrees:

- **Dr. G Vasanth, with a thesis titled:** ‘Influence of Digital Media on Family Communication – A study on Adolescents being Digital Natives.’
- **Dr. Deepa Mahesh, with a thesis titled:** ‘Health Information Seeking Behaviour (HISB) among Adults during COVID-19 outbreak.’

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## ***Prominent Activities of Academic Programmes***

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Some notable activities conducted by each Department are listed below:

### **Department of Management Studies**

- **MBA**

- Bustle – National-level Corporate Quiz – October 27<sup>th</sup> 2023
- 2<sup>nd</sup> International Conference – Resilience to Reinvention – January 4<sup>th</sup> and 5<sup>th</sup> 2024
- Zest – Inter-collegiate management fest – January 20<sup>th</sup> 2024
- 5 certification courses offered:
  - Financial Education for Young Citizens
  - Six Sigma Certification
  - Digital Marketing
  - Research Methodology
  - Mergers And Acquisitions

- **M.A. HRM**

- Spectra – Human Resources Conclave - October 7<sup>th</sup> 2023
  - Hosted 75 industry delegates

- **BBA**

- National-level paper presentation competition – Augmented Reality: The Biggest Technological Revolution – February 15<sup>th</sup> 2024
- Offered a certificate course: Personal Investment Planning and Trading Fundamentals

### **Department of Commerce**

- Comercio – Intercollegiate Commerce Fest – September 16<sup>th</sup> 2023
- 11<sup>th</sup> edition of Annual Workshop Series – National-level series on Cognitive Augmentation – 30<sup>th</sup> September 2023
- Student seminar on Data Analytics – October 19<sup>th</sup> 2023
- 2 certificate courses offered – Forensic audit and Financial modeling

### **Department of Information Technology**

- #HASH 25 – Techvista – Silver Jubilee Celebrations – December 16<sup>th</sup> 2023
- International Conference on Communication, Computing and Information Technology – ICCCMIT (6<sup>th</sup> edition) – February 22<sup>nd</sup> and 23<sup>rd</sup> 2024
- Student Enablement Programme (in association with PayPal and ICT Academy) – November 2023 – January 2024
- Two certificate courses offered: Microsoft Data Analytics and Soft Skills

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

- One-week FDP - 'e  $\wedge$  e' – Enrich & Empower Math Skills - November 3<sup>rd</sup> – 9<sup>th</sup> 2023

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

- PR Campaign – Kalai Thiruvizha – Celebration of Traditional Art Forms – January 22<sup>nd</sup> – 29<sup>th</sup> 2024

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

- AdCon 2023 - Trends in Digital Advertising (A Two-Day Ad Symposium) - 16<sup>th</sup> & 17<sup>th</sup> August 2023
- Dil Se – Masterclass series – October 19<sup>th</sup> 2023, January 5<sup>th</sup> and 11<sup>th</sup> 2023

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

- Champions of Indian Cinema, a symposium on a towering figure of the silver screen – March 4<sup>th</sup> 2024

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

- Launch of M.O.P. MoJo – a weekly video explainer series – September 13<sup>th</sup> 2023

### **Department of Food Science**

- FOODS 2023 - Two-day International Conference on Resurgence of Millets for Food Security and Sustainability – December 14<sup>th</sup> and 15<sup>th</sup> 2023
- Launch of the BIS (Bureau of Indian Standards) Club - 5<sup>th</sup> February 2024

### **M.A. Public Policy**

- 3<sup>rd</sup> Annual National Seminar and Paper Presentation on Asia Security Dilemma – September 28<sup>th</sup> and 29<sup>th</sup> 2023
- Panel Discussion – Sustainable Development Goals: Opportunities and Challenges – February 9<sup>th</sup> 2024

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

- 5<sup>th</sup> edition of Young Economists' Summit – October 13<sup>th</sup> – 15<sup>th</sup> 2023

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

- National Symposium – Intersectionality of Youth Mental Health – October 16<sup>th</sup> 2023
- National Conference – Crisis to Connections – February 29<sup>th</sup> 2024
- Offered one certificate course: Psychosocial Rehabilitation offered in association with Schizophrenia Research Foundation (SCARF)

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

- International symposium – Vichintya: The Geopolitical Discussion – March 11<sup>th</sup> 2024
- Offered one certificate course: 'Social Entrepreneurship'

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

- English: Prashnothri – Sports Quiz – February 17<sup>th</sup> 2024
- Tamil: Dr. Kalaignar M Karunanidhi Centenary Celebrations – October 10<sup>th</sup> – 12<sup>th</sup> 2023
- Hindi: Hindi Day Celebrations – Kavi Samman – September 14<sup>th</sup> 2023
- Sanskrit: Bharatiya Bhasha Divas – December 13<sup>th</sup> 2023

<b>ACTIVITY</b>	<b>TOTAL NUMBERS</b>
Intra – Mural Club Competitions	31
Workshops on Skill Development	47
Capacity Enhancement Programs & Guest Lectures	99
Career Counselling Programs	24
Field Visits & OBT	18
Exhibitions & Fairs	7

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## ***Prominent Activities of Centres and Clubs***

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### **Innovation and Incubation Centre**

The Innovation and Incubation Centre trains students in idea generation and business plan preparation. It also handholds budding student and alumna entrepreneurs with one-to-one mentoring as they begin their entrepreneurship journey.

Several capacity building sessions were held this for the registered ‘wannapreneurs.’

- Business-on-Campus Week - October 9<sup>th</sup> to 13<sup>th</sup> 2023
- Inauguration of an Incubation Kiosk housing two campus businesses – January 3<sup>rd</sup> 2024
- Panel discussion on ‘Future of Work’ in association with SICCI - January 3<sup>rd</sup> 2024
- Venturista – B - Plan Competition – March 6<sup>th</sup> 2024
- Entrepreneurship Experience Programmes:
  - Handloom Awareness Camp in association with Co-optex - 20<sup>th</sup> July 2023
  - Khadi Mahotsav Celebration in association with Khadi and Village Industries Commission, Government of India - October 16<sup>th</sup> 2023
- M.O.P. Bazaar
  - Inauguration by Ms. Bina Sujit, Co-Founder & Editor-in-Chief, JFW magazine

The 26<sup>th</sup> edition of the annual student-run Bazaar was held on January 6<sup>th</sup> and 7<sup>th</sup>, 2024. This year, 75 stalls were put up by student entrepreneurs, alumnae, mompreneurs and beneficiaries of M.O.P. Cares, through which students ran revenue generation skills workshops for underprivileged women. The Bazaar recorded a footfall of 10,000 visitors, with a turnover of Rs. 18.27 lakh, and profit of Rs. 6.82 lakh.

### **Office of International Relations**

The Office of International Relations 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. Towards this end, the College has inked several MoUs with educational institutions and facilitating agencies.

The Office of International Relations organized four immersion programmes in 2023-2024:

COUNTRY	PARTNERING INSTITUTIONS	STUDENTS	TIMELINE
Australia	University of Western Australia Curtin University Murdoch University Edith Cowan University	8	September 2023
Singapore	James Cook University	18	November 2023
Malaysia	Audacious Dreams Sunway University & University of Malaya	15	January 2024
Dubai	Middlesex University	22	February 2024

Participating students often manage to parlay the experience into further opportunities. Following the immersion programme at the University of Western Australia, Jhanvi Mohan of III B. Com Marketing Management and Srividhya Ramesh of III B.Com Accounting and Finance, Shift 2, signed up for, and completed, a two-week micro-credit course, Introduction to Business Management, at the University of Western Australia.

### **Information Resource Centre - Author Speak Series**

The M.O.P. Library acts as a knowledge hub, not just procuring reading material, but also facilitating knowledge-sharing. Fiction and non-fiction book authors are invited to address students on their writing process as well as their work, in the Author Speak Series. This helps students appreciate intellectual enterprises, besides learning a few new things about the subject. This series, presented in association with the New Indian Express, included addresses by:

- Dr. Dimple Jangda, celebrity Ayurvedic health coach, author of ‘Heal Your Gut, Mind and Emotions’ – October 27<sup>th</sup> 2023
- Dr. Chitra Madhavan, historian and writer, author of ‘Echoes in Stone – A Historian’s Guide to the Temples of South India’ – September 8<sup>th</sup> 2023
- Shri Shreekumar Varma, author, poet and playwright – October 9<sup>th</sup> 2023
- Dr. Aditya Balasubramanian, historian and author of ‘Toward a Free Economy’ - January 3<sup>rd</sup> 2024

### **Centre for Women's Studies**

As an institution for women's higher education, M.O.P. Vaishnav is conscious of its duty to help empower women on-and off-campus. The Centre for Women's Studies put together several programmes to move society towards exactly this ideal of large-scale equity. Some events held in 2023 – 2024 were:

- Women's Day Celebration, with the theme, 'Nari Shakti - Empowering Women for a Progressive Nation,' held on March 7th 2024.
- Empower Her – Bridging the Gap, a panel discussion, held on March 7th 2024.

### **Centre for Sports and NCC**

The well-known sports programme at M.O.P. is going from strength to strength. Besides enabling M.O.P.'s sports stars to sweep up major awards at various tournaments, the Centre for Sports and NCC also organized a few significant events.

- International Yoga Day – June 22<sup>nd</sup>, 2023
- VASPO, a national-level sports tournament organized for other colleges – February 13<sup>th</sup> and 14<sup>th</sup>, 2024
- 32<sup>nd</sup> Annual Sports Day – February 22<sup>nd</sup> and 23<sup>rd</sup>, 2024
- Felicitation of M.O.P.'s sports stars – March 7<sup>th</sup>, 2024
- M.O.P.ians who did the College and country proud at the Hangzhou Asian Games held in 2023 were felicitated on January 29<sup>th</sup> 2024.
  - Ms. Vaishali R, silver medalist at the Asian Games was awarded Rs. 1 lakh.
  - Ms. Sruthy, basketball player, who was part of the Indian team at the Asian Games, was awarded Rs. 25,000.
- Ms. Vaishali R. (II M.A. HRM), who received the prestigious Arjuna Award in January 2024 was felicitated at the College on January 29<sup>th</sup>.
- M.O.P. Sports has dominated the field in several tournaments for nearly two decades:
  - Won the Shri. P. Haridas Rolling Trophy for the 17th consecutive year.
  - Won the Padmashri Dr. Sivanthi Adityan Rolling Trophy for the 20th consecutive year.

- Won the Dr. Sir A. Lakshmanaswamy Mudaliar Women's Championship for the 19th consecutive year.

### **NCC**

Cadets of the National Cadet Corps Unit of M.O.P. Vaishnav made their mark various ways in 2023 – 2024.

- They celebrated Independence Day with jawans of the Indian armed forces – August 14<sup>th</sup> 2023.
- Cadet Under Officer Sathyashree RB represented Tamilnadu, Puducherry and Andaman and Nicobar directorate at the Youth Exchange program, Vietnam from August 21<sup>st</sup> to 29<sup>th</sup> 2023.
- Cadet Senior Under Officer Samyuktha PR attended the Youth Exchange Programme at Bhutan in December 2023.
- Lance Corporal Saranya S attended the Thal Sainik Camp in Delhi in September 2023.
- Corporal Tarika Harshini S attended the Special National Integration Camp at the Andaman & Nicobar Islands in November 2023.

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

The democratically-elected M.O.P. Sansad (Student Cabinet), is an ideal training ground for future leaders and model citizens.

This year, the student leaders were given training in a 20-hour module, 'The Young Leaders' Programme,' conducted in association with the training organization Leverage.

They were then inducted into office at an Investiture Ceremony held on July 19, 2023, presided over by Dr. R. Rangarajan, Dean – College Development Council and Head, Department of Commerce, University of Madras.

Members of the Sansad participated in two parliamentary sessions on August 5<sup>th</sup> 2023 and January 12<sup>th</sup> 2024, in which questions pertaining to the student community were debated upon.

The M.O.P. Sansad organized a number of events throughout the year:

- Onam Celebrations – August 24<sup>th</sup> 2023
- Ganesh Vandhan and Nand Mahotsav - September 7<sup>th</sup> 2023
- VISH - October 6<sup>th</sup> and 7<sup>th</sup> 2023
- Open Mic 3.0 - December 2023 - January 2024
- Shringar - January 10<sup>th</sup> – 12<sup>th</sup> 2024
- Pongal Celebrations - January 12<sup>th</sup> 2024
- Jhankar – Inter-collegiate and Inter-departmental fest – February 2<sup>nd</sup> to 4<sup>th</sup> 2024
- Ethnic Day – March 8<sup>th</sup> 2024

### **Shringar**

Shringar, a celebration of art and culture, features performances by alumni performers who have proved their mettle in their chosen pursuit. This year's decennial edition was held from January 10<sup>th</sup> – 12<sup>th</sup> 2024.

### **Vigilance Awareness Week**

The Vigilance Awareness Week was observed from October 16<sup>th</sup> – 20<sup>th</sup> 2023 with a street play to spread awareness, participation in a short film competition organized by the Income Tax Department, and a pledge taken by all students and staff.

### **Yuva Sammaan Awards Ceremony**

The sixth 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 – held on February 1<sup>st</sup> 2024 saw the awards go to classical dancer Ms. Saathvikaa Shankar; international athlete and Olympian Ms. Subha V.; and co-founder and CTO of the ceramic manufacturing company Ceratattva Innotech Pvt. Ltd.

A special award also went to Ms. Kaviya Kalanithi Maran, Head – Sunrisers Hyderabad and Executive Director – Sun TV Network.

### **Placement Cell**

This year, 62 companies visited the campus for placements, and 152 students secured full-time placement through the Placement Cell of the College. Besides the Placement Cell organised upskilling events for the benefit of the students registered for placement:

- One-Day career counselling workshop on ‘Public Relations & Corporate Communications’ by Global Alliance - September 19<sup>th</sup> 2023
- Corporate Connect, an industry-institution networking event - March 1<sup>st</sup> 2024
- Around 18 pre-placement talks and two workshops were organized to get the students placement-ready.

### **Student Support for Competitive Exams**

- Inauguration of Aspirant Corner for the benefit of aspirants for competitive examinations – September 8th 2023
- In a bid to have a pipeline of qualified teachers, the College has started a teaching assistantship programme, whereby teacher-aspirants render teaching assistance while also receiving free coaching for teaching qualification examinations.

### **Punarmilan**

Punarmilan, as the M.O.P. alumni meet is known, is an opportunity for the institution to cherish, appreciate and connect with the alumni. Several alumni attended this year’s events, and many volunteered their services to their alma mater for the benefit of the student community.

The Alumni Association organized two events to bring together alumni and plan events and activities:

- Alumni Core Group Meet – November 24<sup>th</sup> 2023
- Alumni Meet – February 18<sup>th</sup> 2024

### **Year of Vikas**

- Donation of Computers & School Stationery – Assumption School, Nungambakkam
- 2 Day Dry waste collection drive on campus – 100 Kgs waste collected for recycling – Wasted 360
- Imparting Life Skills for less privileged - The MAP Learning Centre
- Beach clean-up - World Clean Up Day

- Book donation drive - Assumption School
- Imparting Economics Knowledge and Career Opportunities in 40 Chennai Schools
- Skill development Program for IX & XII students - Sri Saraswathi Vidhya Mandir Matric School
- Skill training in Digital and Financial literacy - Kadirvedu Govt. High School

### **NSS**

The National Service Scheme (NSS) unit of the College undertook a seven-day residential camp at Kovilambakkam from February 13<sup>th</sup> to 20<sup>th</sup> 2024. The volunteers facilitated and led life skill workshops, and also organized tree care awareness drives, beach clean-up drives, eye donation drives and blood donation camps.

The NSS drew from National Missions for their outreach activities:

- Swachh Bharat
- Fit India Campaign
- Start Up India
- Clean Village Campaign
- Solid Waste Management System
- Ayushman Bharat
- Menstrual Hygiene
- Action Against Drugs
- Cyber Crime Prevention against Women & Children

### **Institutional Mentorship Programme**

Institutional mentorship programmes were carried out to support mentee institutions in various ways.

- Theivannai Ammal College for Women, Villupuram – August 19<sup>th</sup> 2023

- Jayagovind Harigopal Agarwal Agarsen College, Madhavaram – September 27<sup>th</sup> 2023

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

The Community Radio Station of the College, M.O.P. CRS 107.8 FM, continued to serve the neighbouring communities in various ways. Several consultancy projects are carried out for prominent organisations:

- Climate Literacy Campaign in Collaboration with SMART
- Poovulagin Nanbargal - Conference on women and climate change
- UNESCO CEMCA SDG Fellowship - Training and mentorship Programme for a duration of 120 days, with a fellowship of Rs 30,000.

### **Social Consciousness**

- Value Education lecture series - October 12<sup>th</sup> to 19<sup>th</sup> 2023 - In association with Disha Bharat
- EVS lecture series - February 6<sup>th</sup> to 8<sup>th</sup> 2024 - 20 Lectures organised
- 6 Eco-Trails organized - February 19<sup>th</sup> 2024
- M.O.P. students use an app, the SDG app, to track their sustainable development practices.

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# *Faculty Enrichment*

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## **Faculty Development Programme – Teaching Staff**

- Quality in Research Practice – 13<sup>th</sup> June 2023
- ChatGPT – Educational Insights – 15<sup>th</sup> June 2023
- The Menopause Conversations – 20<sup>th</sup> June 2023
- E-Content Proposal Writing and Content Preparation – 29<sup>th</sup> June 2023
- Storytelling for Leaders – 26<sup>th</sup> August 2023
- Cancer Awareness for Women - 28<sup>th</sup> October 2023
- Rock your Profile – Personal Branding for Teachers on LinkedIn - 24<sup>th</sup> November 2023
- Fit Voice - A Journey Towards Voice Wellness – 20<sup>th</sup> January 2024
- Training Program to crack JRF / NET / SET Paper I – 18<sup>th</sup> to 27<sup>th</sup> January 2024

## **Programmes for non-teaching staff included:**

- Health and Wellness – July 15<sup>th</sup> 2023

## **Programme for parents:**

The MOMs Club organised a workshop for parents titled ‘Parenting your teenage daughter’ on July 15<sup>th</sup> 2023.

## **Research Open Circle**

This year, a Research Open Circle was established to enable a scholarly and free sharing of research ideas by research scholars and other faculty members, on a monthly basis.

The Research Open Circle was inaugurated by Prof. Dr. M. Thenmozhi, Head, Department of Management Studies, Indian Institute of Technology, Madras. She addressed the audience on the topic, ‘Research – A Gamechanger for a Teacher.’

Other knowledge-sharing sessions included:

- A Research Day address by Dr. Sabumon P C, Dean, Academic Research, VIT Chennai – August 23<sup>rd</sup> 2023
- Research Metrics in Academic Research & Publication Ethics by Dr. Shamprasad M. Pujar, Chief Librarian, Indira Gandhi Institute of Development Research; and

Dr. B Chinna Muthu, Assistant Professor, Department of Commerce Madras Christian College – September 16<sup>th</sup> 2023

- Funding Landscapes and Effective Proposal Writing, Dr. Richa Sharma, Deputy Director of Research, Indian Council of Social Science Research (ICSSR) – November 22<sup>nd</sup> 2023
- How to publish in Quality Journals by Ms. Rachna Sehgal, Commissioning Editor, Sage Publishing India – December 27<sup>th</sup> 2023
- Resources & Softwares For Writing Research Papers by Dr. Devi Premnath, Professor & Head, Academic Collaborations, Jansons School of Business, Coimbatore – January 27<sup>th</sup> 2024
- **Upcoming:** Dr. Lalitha Balakrishnan Endowment Lecture is to be delivered by Dr. Sudha Seshayyan, Director, Sastra University - Chennai Campus, scheduled on March 20<sup>icssr</sup> 2024.

### **Sponsored Research Project**

A team of faculty members received a grant of Rs. 11 lakh from the Indian Council of Social Science Research (ICSSR) to pursue a short-term empirical project on the subject ‘Scalability of Atal Pension Yojna Scheme among Marginalised Communities and the Rural Population of Tamil Nadu.’ The researchers are: Dr. Uthira D, Dr. Muthulakshmi A, Dr. K.B. Priya Iyer, and Ms. Ghayathri Swetha Kumari R A.

### **International Research Presentations**

Faculty members presented the results of their research work at prestigious international conferences and have also won accolades for outstanding work.

- Dr. Anuradha Prashanth and Dr. Ramya Raman won the 2<sup>nd</sup> place and a cash award of Rs. 30,000/- at the 4<sup>th</sup> International Case Study Conference held at the ICFAI Business School, Hyderabad on December 14<sup>th</sup> and 15<sup>th</sup> 2023.
- Ms. Sisira K G presented a paper at the ISA Conference, Thammasat University, Bangkok, Thailand on ‘Multi-Level Governance in Biodiversity Management: Case Study from the Western Ghats Regions of Kerala,’ from December 18<sup>th</sup> to 20<sup>th</sup>, 2023.
- Ms. Subirthana M presented a paper at the Jaffna Law Conference, University of Jaffna, Sri Lanka, on ‘The Ramayana and The Mahabharatha: Drawing parallels with the Modern Legal system - A Comparative Study,’ on January 27<sup>th</sup> and 28<sup>th</sup>, 2024.

## **Patents Published**

Dr. K R Kolammal & Dr. Ramya Raman	Role of Artificial Intelligence in the Digital Era - A Holistic Model of AI Implementation in Business'
Dr. Archna Prasad & Dr. K B Priya Iyer	'Artificial Intelligence-based Emotional Intelligence Mirror'  and  'Prediction of driver drowsiness using IOT'
Dr. Sunitha Rani T	'Solar Driven Smart Rack for Weather Responsive Apparel Drying'
Dr. Shakthi Kumaresh & Dr. M S Padmavathi	'Aqua Shield Arena Mate: Managing Sports Venues with Instant Rain Defense and Mobile App-enabled IOT Solutions for Adverse Weather Conditions'
Dr. Shakthi Kumaresh, Ms. Sindhu V & Ms. Jayanthi J	'An AI Powered Career Counselling BOT integrated with Metaverse Platform and Heptic Technology'

## **Consultancy Projects**

- Ms. Gayathri Swetha Kumari and Ms. Shwetha Murali  
Psychometric Testing – Kendriya Vidhyalaya  
Revenue Generated - Rs.90,000/ -
- Dr Archna Prasad, Ms. Ghayathri Swetha Kumari and Dr Latha D S  
Psychometric validation of an organizational tool - Maaya Analytics  
Expected Revenue - Rs. 1,20,000/-
- Her Health (Menstrual Health & Hygiene Expo) - March 4<sup>th</sup> and 5<sup>th</sup> 2024  
In collaboration with HLL Lifecare  
Revenue Generated – Rs. 5 Lakhs

<b>CRITERION</b>	<b>TOTAL</b>
Staff as Resource Persons	49
Research Publications (UGC Care Journals, SCOPUS & Web of Science)	50
Book Chapter Publication/ Conference Proceedings	32
Webinars / Workshops/ Refresher Programmes participated	111
Online Certificate Courses Completed	12
Professional Development Programmes / FDPs participated	86
Paper Presentations	69
Best Research Paper Award	12

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# ***Achievements and Accolades***

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## **Institutional recognition**

- Award of Excellence – Tamil Nadu Top 25 Educational Institute from the education magazine Academic Insights
- Certificate of Appreciation – Precise Energy, Kudankulam NPP Region, for enthusiastic student participation in the Science Olympiad conducted by Rosatom, the Russian Nuclear State Corporation
- Certificate of Appreciation for host college of collaborative FDP – Featured in Indian Book of Records 2023
- Overall Trophy in the State-level Tamil Essay Competition for submitting 606 essays on the occasion of Swami Vivekanandha’s birthday, organised by Shri Ramakrishna Vijayam
- Excellence in Education Award - Tamil Nadu Advanced Technical Training Institute
- Awarded Performance And High Achievement Holding College of Chennai Zone - NCC Directorate Of Tamil Nadu, Puducherry, Andaman Nicobar Directorate

## **Institutional Showcase**

Presentation of the Institution’s Best Practices at National Forums

- National Summit of Institutional Leaders - University of Lucknow
- Best Stall Exhibitor Award at Gyanotsav’23 – Subbalakshmi Lakshmipathy College of Science, Madurai

## **Student Achievements**

- **Prizes won** in Inter - Collegiate Competitions
  - I Prize - 154
  - II Prize - 121
  - III Prize - 97
- Overall Trophies won – 5
- Research Publications – 31
- Paper Presentations – 13

## **Staff Awards**

### **Ms. Ghayathri Swetha Kumari**

- Academic Excellence Award, RAMFO Academic and Research Excellence Awards RARE' 2023

### **Dr. Nisha U**

- The Global Education Champions Award - The Global Education And Careers Forum

### **Ms. Sowmya R**

- Recognition Award, The Art of Living & Best Supporter Award, Queen Mary's College

### **Dr. Rajeshwari R**

- Tholkappiya Thilagam Award, Makkal TV

### **Dr. Sudha Trivedi**

- Bhagwaticharan Varma Smritti Samman

### **Ms. Sangeetha Manoj and Ms. Nisha M**

- Entrepreneurship Catalyst Award, Swadeshi Jagaran Manch

### **Ms. Vijayalakshmi Sailapathi**

- Lion Lady Award 2024, International Association of Lions Club of Mayuri & MAPAF

### **Ms. Priya Krishna**

- Best Administrative Staff Award, Redpond Educational and Psychological Research Centre

### **Lt Vivitha S**

- Best Associate NCC Officer of Chennai Zone, NCC Directorate Of Tamil Nadu, Puducherry, Andaman Nicobar Directorate

### **Dr. Archana Prasad**

- Best Teacher Award, Redpond Educational and Psychological Research Centre
- Inspiring Education Hero Award, EGN India
- Academic Excellence Award, RAMFO Academic and Research Excellence Awards RARE' 2023

### **Other Initiatives**

#### **Food Court**

- ‘Swaadisht,’ a food court offering a welcoming ambience, and hygienic and nutritious food options was launched this year.

#### **E-Resources**

- Newspapers and e-papers are delivered free-of-charge to students and faculty members.
- For students and others looking for a detailed account of campus happenings, a new knowledge-sharing platform, M.O.P. Blogs, was launched.

### **Other Initiatives**

- The Staff Council also helped frame the faculty handbook, incorporating the Vaishnav Performance Indicators (VPIs), which would be used to appraise performance.
- The Innovation and Incubation Cell launched a podcast, Vaishnav Venture Vox – September 30<sup>th</sup> 2023.

*Humanity is on the verge of a new dawn, with individual intellect and self-awareness expanding exponentially as we learn more about ourselves and our place in the intelligent cosmos. In this ever-evolving global dynamic, achieving cohesiveness and harmony amongst all societies and cultures becomes more important than ever. Equity and equality are perhaps the most basic of all rights, and yet achieving them is often the most challenging. M.O.P. Vaishnav College for Women understands the magnitude of this endeavour and has committed to helping accomplish this noblest of pursuits through its various activities. In keeping with its core value of creating young and competent professionals who are also socially responsible individuals with a strong sense of unity with their communities and with global society, the college has made giant strides in promoting social welfare mechanisms and upliftment through education. With the knowledge that this is but the beginning of an ever-evolving journey, the college marches forward with a bold vision and firm footsteps into a future of infinite potential.*

*Pranams to Lord Ganesha*





**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
(College affiliated to the University of Madras & Re-accredited at “A++” Grade by NAAC)  
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