



## STREET PLAY-

### YRC



The Youth Red Cross (YRC) society conducted a Street Play on Breast Cancer Awareness to commemorate the Breast Cancer Awareness Month in October 2021 in order to sensitize the students and staff on the issues of breast cancer. The Street play was performed in collaboration with the Centre for Women's Studies.

## CAREER SCAPE - WEBINAR

The Department of Microbiology conducted a Webinar on the topic 'Career Scape' on 4th October as part of Alumnae Nexus, an alumnae connect program. Dr. Sathi Mallik, Post Doctoral Associate from the Yale University, USA was the Resource Person for the same.



## ENTREPRENEURSHIP CELL



The Entrepreneurship Cell of Ethiraj College for Women initiated its first event- "IDEA CONQUEST 2021", on 6th September 2021 via Youtube live. The Chief Guest for the day Dr.B. Parameswari, Creator and Founder of Brain Carve Educare India Private Limited, emphasised on the important qualities of leadership, patience, tolerance and self-confidence. The budding entrepreneurs largely benefitted from her motivating speech when she declared, "Women are powerful people that God has created and when you see that spark of power in yourself, you can become an entrepreneur".

## ENTREPRENEUR TO LEADER

The Entrepreneurship Cell of Ethiraj College for Women organised a webinar on 'Entrepreneur to Leader' on 30th October 2021 through YouTube live. Ms.Lalitha Nandakumar, a Renowned Trainer with over 20 years of experience in the field of Skill development and Leadership was the speaker for the day and shared her insights on the hardships and struggles that one has to overcome on the path to become an entrepreneur and eventually into a leader.

## WORLD MENTAL HEALTH DAY

The Department of Psychology conducted several awareness programs and events on Suicide Prevention Day and World Mental Health Day. A Suicide Prevention Awareness video created by the students with the guidance of the staff to create awareness about the myths, red flags, coping mechanisms, support and help was uploaded on 10th October in the department Youtube & Instagram handles.

A Virtual Human Chain Activity was conducted in which hand made paper human chains were circulated to all the departments of the College on which students were encouraged to write positive messages of hope. An intra departmental activity 'The Healthy and Quality Family time' was carried out to promote family bonding, relationship with family members and healthy eating habits.



## CLEAN INDIA DRIVE



The Ethiraj College NCC company under the guidance of Associate NCC Officer Captain R. Shanthini organised a rally on 29th October 2021 to promote the Clean India drive. 52 cadets took part in the rally which started from Ethiraj College for Women and ended at Spencer Plaza creating awareness among public about the evil of single use plastic. Saplings were presented to the Traffic Police Officers as part of the drive.

## ECO TOURISM

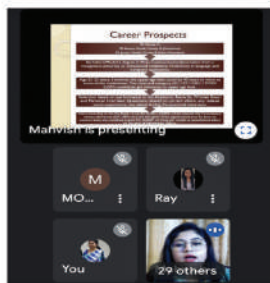
The Department of History, Tourism and Travel Management organized a One-Day National webinar on 27th September 2021, on the topic 'Eco Tourism: Unexplored Destination in India', in commemoration of the World Tourism Day.

The inaugural address was delivered by the Chief Guest Mr. D. Venkatesan, Regional Director, South, Ministry of Tourism. Mr. C.R.V Rao, Former Deputy Director General, Indiatourism, Ministry of Tourism, Chennai, addressed the gathering on the topic 'Eco Tourism Destinations in India - Not So Well Known' while Mr. Shaheed, Director, Research, Training and Advocacy, Dharthi, Karnataka, delivered his address on the topic- 'Eco tourism: Impacts on Communities in India'.

Mr. Ramnunnawia, Assistant Professor and Head, Department of Management, Mizoram Christian College, spoke about 'Eco Tourism in the North East Region'. The valedictory address was delivered by Mr. Sandeep Nanduri, I.A.S., Director of Tourism and Managing Director, Tamil Nadu Tourism Development Corporation Limited.



## Role of Government Media agencies and Career prospects



The Post Graduate Department of Journalism and Communication hosted a webinar on 'Role of Government Media Agencies and Career Prospects' on 25th September 2021. Ms. Mahvish Rahman, a field publicity officer in Regional Outreach Bureau, Ranchi, Ministry of Information and Broad casting, Government of India addressed the students on the various governmental communication and schemes like beti-bachao - beti padhao and shared some memes about the government's outreach programmes. The other areas covered were the need to bring about a change of behavior campaign for the girl child, the interface between the government and media in Press Information Bureau, the functional set up of the bureau and the career prospects.

## ETHIRAJ - INTEGRATED STOCK MARKET CHALLENGE

The Ethiraj Crystal Gazers Club conducted its first edition of a virtual stock market challenge STOCKATHON '21 in August 2021 for the UG and PG students of the College. The event commenced with a webinar on 'The Power of Investing' for the students conducted in collaboration with Integrated Enterprises, the sponsor for the Stock Market Challenge. The competition commenced on 2nd September 2021 and ended on 13th October 2021 using the portal offered by Dalal Street Investment Journal. The challenge aimed to enable students to experience the actual stock market through a simulated environment and more than 60 teams registered for the same out of which 20 teams have been selected to participate in the final challenge.

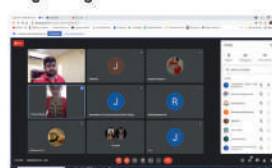


## DID YOU KNOW?

Shri.V.L. Ethiraj, was perhaps the first celebrity to drive a dogcart ( a light horse-drawn vehicle ) himself, holding the reins from his residence in Triplicane to the Presidency College and back. An object of curiosity in Madras city, the cart and its tall and slim well dressed student-rider was the centre of attraction among the local public. Obviously, 'The Ethiraj charisma' was already taking roots and sprouting!

## Nuances of editing in Media Industry

A webinar was hosted by the Post Graduate Department of Journalism and Communication on the title 'Nuances of editing in Media Industry' on 29th October 2021. The guest speaker Mr. Rajbarath, Creative Director of RCUBE Media-works, shared pictures and videos of his works and others' works and drew a comparison between the editing methods followed initially and the contemporary methods. Online video editing and techniques, its variations and nuances were discussed followed by an interactive session with the students. The webinar came to an end with the speaker sharing some tips and tricks about offline and NLE editing through videos.



## ACADEMIC COUNCIL MEETING

The 23rd Academic Council meeting of the college was organised in online mode on 21st October 2021 at 11.00 am.

The meeting was attended by the Chairperson of the college Tmt. Chandra Devi Thanikachalam, Principal-in-Charge, Dr D.B. Usha Rani, University Nominees to the Academic Council, Dr. J Khaja Sheriff, Professor, Department of Management Studies, University of Madras, Dr. K Ravichandran, Professor and Director, Institute of Distance and Online Education, University of Madras and Dr. Lalitha Balakrishnan, Principal, MOP Vaishnav College for Women. The nominees of the Governing Body representing Industry, Dr. A.V. Sivaramaprasad, Advisor (Strategy) The KCP Limited and Mr. G.R. Hari, a Chartered Accountant also attended the meeting.

The Vice Principal (Self-Supporting), Dr. T. Usha Priya, the Academic Council Secretary, Dr. V. Manimozhi, the Controller of Examinations Dr R K Maya, all Heads of Departments (Aided and Self-Supporting) and Senior Faculty Representing Languages, Arts and Science streams along with Student Invitees of each Department were also present.

The Principal-in-charge Dr D.B. Usha Rani briefed the gathering about the revision of the syllabi which was undertaken and the need to conduct BOS, and Academic Council Meetings every semester from now on. The Controller of Examinations presented the resolutions of the changes adopted to the examination and evaluation pattern of all programmes of study during the pandemic and also the resolutions relating to extra curricular activities during the said period. The external members provided valuable inputs for refining the syllabus and for the growth of the institution during the session.

## ACADEMIC AUDIT 2021

The Internal Quality Assurance Cell (IQAC) of the college organised an Academic Audit for the period 2017 - 2021 on 27th October 2021. The Principal-in-charge, Dr D.B. Usharani, Associate Professor and Head, Department of Economics, briefed the experts team on the functioning of the college. 96 external auditors, forming a three member team of a Chair person and two subject experts visited 32 departments who after the verification of documents, interaction with faculty and students and inspection of infrastructure presented a consolidated report for each department. Based on their observations, the external auditors have offered suggestions and recommendations for the enhancement of the activities of respective departments.

## Continuation of Affiliation

M.A. Human Resource Management and M.Sc. Applied Psychology were introduced from the Academic year 2020-2021 and the inspection for continuation of Affiliation for the II Year of the courses were completed successfully in October, 2021.

## UNTOLD STORY OF MADRASAPATTINAM

The Department of History, Tourism and Travel Management organized a two-day webinar on 27th and 28th of August 2021 on the topic 'Untold Story of Madrasapattinam' in commemoration of Madras Day. Mr. S.A Raman, I.A.S, Director of Museum, Egmore delivered the inaugural address. The speakers for the first day were Dr. S. Deepika, Archaeologist and Assistant Professor, Madras Christian College and Dr. S. Vasanthi, Rtd. Deputy Superintending Archaeologist, Tamil Nadu Department of Archaeology, who discussed the 'Archaeology of the city of Madras' and the 'Inscriptions of Chennai region' respectively. The next day, Mr. N. Sundar Rajan, Curator, Education Section, Government Museum, Egmore, spoke on 'Madrasapattinam: Unknown Etymologies', followed by Mr. G. Hemanth Kumar, Vice President, Madras Coin Society, Kodambakkam, who introduced the students to the 'Coins of Madras Presidency'. The valedictory address was delivered by Dr. R. Sivanantham, Director (i/c), from Tamil Nadu Department of Archaeology.



## 'BEST TEACHER AWARD'

Dr.T.Usha Priya Vice Principal (SS), Associate Professor and Head of the Department of Bank Management was awarded the "Best Teacher Award" by Rotract Club of Chennai.





**Department of Nutrition, FSM & Dietetics and Department of Clinical Nutrition & Dietetics**

The Department of Nutrition, FSM & Dietetics and the Department of Clinical Nutrition & Dietetics in association with NSI, Chennai Chapter and IFTR celebrated the World Food Day on October 18th 2021 and notable speaker Dr. J. Sathya, Head of the Department of Paediatrics, Chengalpattu Medical College addressed the gathering on the topic 'Nutri Garden for Optimum Nutrition and Health'. She spoke at length about the massive increase in child malnutrition and anemia in pregnant women and suggested certain measures to create an awareness among young mothers on the same. The session was very informative and concluded with an interactive question answer session.



**STAFF ACHIEVEMENT**

Dr.K.Jayanthi Rani, Assistant Professor, Department of Psychology was awarded the "Carl Rogers Excellence Award" for her achievements in the field of Psychology on 15th August 2021.

**Swachhta - Pick it and bin it**

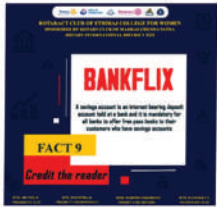


Swachhta- Pick it and bin it is an international service initiative, for which the Rotaract club of Ethiraj College for Women tied up with 7 other Rotaract clubs, Rotaract Club of Cochin East RID 3201, Rotaract Club of Atlantis Business School RID 9220, Rotaract Club of Alibaug Seashore RID 3131, Rotaract Club of Dahanukar RID3141, Rotaract Club of Salem Gugai RID 2982, Rotaract Club of Saegis Campus RID 3220 and Rotaract Club of Ignited Youth RID 3011. The project focused on environmental clean up drives and fellow Rotaractors from all over the 7 districts targeted a public place and cleaned up that place. We had visited the Marina Beach and cleaned up the area. The goal of the project was to contribute a fresh and unpolluted place to live in. The public all around the 8 RIDs benefitted from this venture.

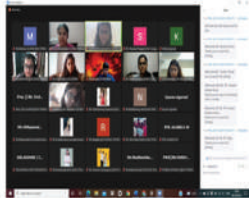
**Recruitment Process**

The Ethiraj College for Women conducted a mega recruitment process for the appointment of 70 Assistant Professors in 13 departments of the Aided stream. The college received more than 2000 applications for various disciplines and the recruitment process was spaced out for a month following all SOPs. The College takes this opportunity to thank the Government of Tamil Nadu, University of Madras, the Regional Joint Director(RJD), Directorate of Collegiate Education (DCE) and the Ethiraj College Trust Board for permitting the College to fill all the vacancies.

**Bankflix - Credit the reader**

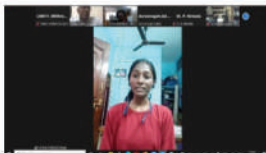


Credit the reader is a year long project launched by the Rotaract Club and they have planned to establish 365 banking facts to the community to propagate all the benefits that people can avail while they get their services in a bank. It is a good platform to exhibit the unknown or useful information about banking services on a daily basis to remind people about the importance of savings and investment. The posters about the banking facts are shared every day at 7 PM on the social media platforms like Instagram and Facebook which promotes the ideology of installing the knowledge of useful banking facts.



**WORLD ELDERS ABUSE AWARENESS DAY**

NSS of Ethiraj College joined hands with the Senior Citizens Bureau and organised a webinar on 23rd October commemorating the World Elders Abuse Awareness Day. Dr. D.B Usharani, Principal-in-charge gave the inaugural address and Dr. Ezhilarasan, MD., Pharmacology, the Chief Guest for the day enlightened the students with knowledge about the state of generic medicines in India and abroad. Mr. Nagarajan and other members of the bureau, talked about embracing oldage and ageing and also shared their life experiences, lessons and anecdotes that were intriguing and inspiring for the younger generations.



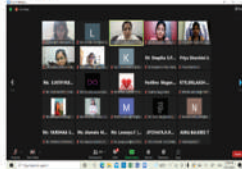
**Bagzee - On the way to carry new dreams.**



Bagzee - On the way to carry new dreams, was a community service initiative taken to provide orphanage children with school and travel bags. The project took place on 23rd October 2021 in Open door orphanage and Dazzling Stone orphanage. Various rotaractors, non-rotaractors and even family, friends & relatives donated old bags for this project. The bags so collected, in case torn, worn out without zippers where all mended further by our club and then donated to children. The main reason for conducting this project is to ensure that the children at orphanages aren't deprived from proper bags to store their clothes, books etc. This initiative was a milestone towards that, and to put old bags into use for a cause.

**Manithi - Urimayai Arinthu Uyarathil Parapom.**

Manithi - Urimayai Arinthu Uyarathil Parapom, a professional service project where we brought in 2 eminent speakers Mrs. Sumithra Chakravathi and Rtn. Vidya Alaguperumal, who imparted knowledge about the legal and general rights that can be availed by women in the society. We had two sessions, in which Mrs.Sumithra extended the details about general laws for women in household and gave us real life scenarios on how to overcome adverse situations. In the second session Rtn.Vidya shared details about prevention of sexual harassment in work place. General queries were asked by the attendees in the session which was cleared by the speakers in the Q&A session.



**Paarambaryam - Dive into Tradition**

The International service project Paarambaryam - Dive into tradition was conducted in order to bring in clubs of different traditional backgrounds, on a single platform. There were two sessions, in which the first session was about the exclusive festivals celebrated by each state. We shared details about the festival of bravery and bull - Jallikattu. We also got to know more about Bonalu, Uttarayan and Gudi Padwa.

The second session was all about the traditional attire of each state. The board members dressed up in their traditional attire clicked pictures of themselves which was presented and explained in detail. The project was conducted in order to promote unifying cultural diversity by bringing in people from different cultural backgrounds together.

**Medi Camp - A step towards care house**

A free medical camp was organized on 19th September 2021 at the Sindh Medical Relief Center, Kilpauk from 9 am to 3 pm. The medical camp was jointly organized by Sindh Medical Relief, Rotary Club of Madras Chennai Patna and Rotaract Club of Ethiraj College for Women. The medical camp offered medical treatments such as general medical checkup, eye checkup and ENT checkup. Rtn. Debbie Avilaa Westcott, Regional Secretary RID 3232 graciously inaugurated the medical camp. The medical camp benefitted 99 individuals. Eye screening facility was offered by Radhatri Nethralaya and general checkup was offered by DRJ hospital.



**Suraksha - A little care makes accident rare**

'Suraksha - A little care makes accident rare' is a community service project where awareness about Rule 106 Central Motor Vehicles Act was instilled in motorists. As per the law the headlight's bulls-eye in a vehicle needs to be blocked with a sticker to avoid rear view and blinding effect for vehicles from the other side.



On Day 1, the students highlighted the road safety rules and Rule 106 through banners in Luz Traffic signal, and stuck the bulls eye stickers to 188 cars and 150 two wheelers.

On Day 2, they visited an apartment in Mylapore and managed to cover 15 cars and 25 two wheelers and stick the bulls eye sticker. The project was also promoted in the 3rd DRC meeting and the bulls eye sticker was stuck to the vehicles that came in for the meeting. A total of 388 people were benefitted.



**Nirangal**



Nirangal is a community service project where the Rotaractors had the opportunity to visit the DAV Hr.sec school, which is a primary school for autism kids. The Rotaractors painted 3 of their classrooms with eye popping colors with academic and environmental details.

**Spoken and Sealed - Tales of the Tails**



Spoken & Sealed - Tales of the tails project was conducted in order to help the visually impaired children to listen to stories with the help of our voice recordings. Numerous fun-filled games were conducted, and students were made to sing their hearts out. We had a discussion on their interests in cinema, food, sports, etc. Our board member, Public Relations Officer Rtr. Varsha sang a lovely song for the students. A speaker, pen drive and audio books created by the students were donated to the children.

**Zara - 27th Installation Ceremony**



Zara was the 27th installation ceremony of Rotaract Club of Ethiraj College for Women, which happened on 13th August 2021. The chief guest for the event was Rtn./Rtr. Seshu Sai. The Guest of Honour for the event was Rtn.Senthan Amuthan and Rtn.Vidya. The special invitees for the event were DRR Rtr. PP. Kamuel and DRRE Rtr. PP. Gowtham Raj.

The installation took place in Ethiraj College for Women's Open-air theatre. The collar exchange to Rtr. Sruthi M and the charter exchange to Rtr. Keshikka S, along with the office bearers for Rotary year 2021-2022 were installed.



**Alertathon '21**

A virtual ALERTATHON was organised to bring everyone together in the spirit of health, fitness, and saving lives. It was a virtual event conducted on 11th and 12th September 2021 to commemorate the occasion of the World First-Aid Day. This event covered several activities like running, walking and cycling and the attendees joined us by sending photos of them walking and running. They also tagged the organisers with their Instagram posts and stories.



**Mega Vaccination Camp - Safety through Syringe**

A Mega Vaccination Camp was organised in association with the Greater Chennai Corporation and District Rotaract Council 21-22 RID 3232. The club members had volunteered at Don Bosco School and Masjid - E - Fidayane - Islam Centre, Thiru Vi Ka Nagar on 12th September 2021.

The work assigned to these volunteers were data entry of vaccinated person's details, arranging the crowd in order for their turn to get vaccinated and registration of vaccinated people in Cowin website.

The number of people vaccinated in both centres were 391.





### Vigilance Awareness Week - Indian Overseas Bank

The Students' Union along with the Student Development Cell conducted an Essay writing and Drawing competition in association with IOB to observe the Vigilance Awareness week (26 - 10 - 2021 to 01 - 11 - 2021). Around 60 students participated in the essay writing and 92 students in the Drawing competition. The topic given for essay writing was 'Independence India @75 : Self Reliance with integrity' and the topics for the drawing competition were 'Independence India @75 : Self Reliance with integrity', 'Integrity' and 'Stop Corruption'.

### Webinar : Breastfeeding - The Foundation For Life

The importance of breastfeeding was promulgated among students through a webinar on the topic of 'Breastfeeding - The Foundation For Life' on 21st August 2021 by Dr.Jayashree Jayakrishnan, Lactation Consultant, Founder & Director of Happy Mom. The video of the event was premiered on our official Youtube Channel - Ethiraj Students' Union.



### RRC: FREE COVID VACCINATION CAMP



On 19th August 2021, RRC Ethiraj College for Women organized a "Free COVID Vaccination Camp" in association with YRG CARE and CURI Hospital, at Ethiraj College Campus-2 Block from 10 am to 3 pm. The camp provided first dose of Covidshield to 176 people including general public, students, staff, non-teaching staff and their family members.

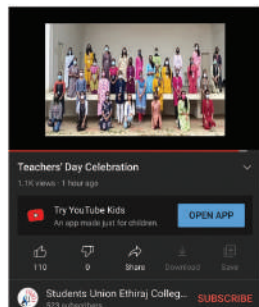


Refreshments and lunch were provided to the organisers and doctors. E-Certificates were distributed to the 20 student volunteers. The event strictly followed the COVID-19 SOP to ensure safety.



### Teachers' Day Celebration

On 5th September 2021, a video of students performing cultural activities such as dance, music and poetry was recorded and streamed on our official Youtube channel as a token of love and respect, dedicating to all teachers for Teachers' Day.



### ECRIC - STUDENTS' SUMMER PROJECTS

Under the aegis of Ethiraj Centre for Research, Innovation and Creativity, Student's Summer Projects were completed for the year 2021-2022 by the Departments of Mathematics, Physics, Plant Biology and Plant Biotechnology and Economics students [UG (4) and PG (1)] from the Aided stream. 2 UG and 3 PG projects from the Departments of Biochemistry, Mathematics, Physics and Plant Biology and Plant Biotechnology were completed as part of the Students' Summer Projects from the Self Supporting stream.

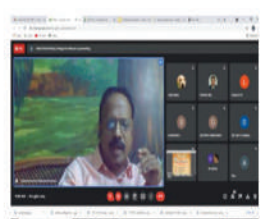
### RRC: VISIT TO AN ORPHANAGE



The members of Red Ribbon Club of Ethiraj College for Women spent an evening with 41 children at Rainbow Homes, Chetpet on 23RD October, 2021.

Fun activities like arts and crafts, dance and singing events were arranged to engage with the children.

Children were gifted with stationery like papers, crayons, pencils and snacks were provided by the club as well.



### Union Activities

#### Vigilance Awareness Week - BHEL

Bharat Heavy Electricals Limited (BHEL) conducted an English Elocution and Essay Writing competition in association with the Student Development Cell along with the Students' Union on 8th October 2021 to observe the Vigilance Awareness week. The topic for the Elocution competition and Essay Writing competition was 'Independence India @75: Self Reliance with Integrity'. Around 56 students participated in Essay writing and 11 students in the Elocution competition.

### WEBINAR ON GENDER EQUALITY

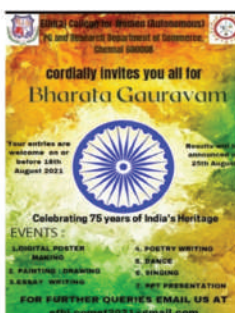
A Webinar on 'Gender Equality and Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 - an Analysis' was organized for the Final Year BBA & M.A.HRM students to enhance their legal awareness and to prepare them to face challenges at their workplace.



### REPORT ON EVENTS CONDUCTED

#### Bharata Gauravam

To commemorate the 75 years of independence, the PG and Research Department of Commerce organised Bharata Gauravam, an online national event. Colleges from all over India participated in the event. Various competitions like Dancing, Poetry, Digital poster making, PPT Presentation, Painting/Drawing, Essay writing and Singing were held. E-certificates were provided to 329 participants and winner certificates to 21 participants.



### தேசியக் கருத்தரங்கம்

26.10.2021 அன்று வ.உ.சிதம்பரனாரின் 150ஆவது நினைவு நாளை முன்னிட்டு "வ.உ.சிதம்பரனாரின் இலக்கியப் பணிக்கு" என்னும் பொருள்மையிலான இயங்கலை தேசியக் கருத்தரங்கம் நடைபெற்றது. அதில் சிறப்பு விருந்தினராக முனைவர். டா. மணிவண்ணன், மேனாள் துணைத்தலைவர், ஆங்கிலத் துறை, வ.உ.சிதம்பரம் கல்லூரி, தூத்துக்குடி, அவர்கள் கலந்துகொண்டு சிறப்புரையாற்றினர்.

### Youth Awakening Day

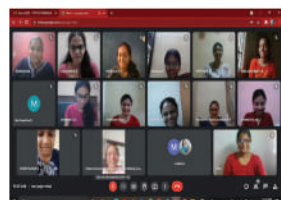
The Students' Union along with Student Development Cell conducted an Essay Writing and Elocution competition on 12th October 2021 commemorating Dr APJ Abdul Kalam's birth anniversary as "Youth Awakening Day" as per the directives of Dr D.Karthikeyan I.A.S., Principal Secretary to Government, Higher Education Department. Topics for the Essay Writing and Elocution competitions were "Dream while you are awake" and "A citizen's role in making India a Superpower" respectively.

### ATHENA '21

The Annual Essay and Oratorical Competition to commemorate the birth anniversary of our revered founder Shri V.L. Ethiraj was conducted on 21st and 22nd October 2021 respectively by the Post Graduate and Research Department of English. The Department's Literary Association 'Athena' was inaugurated on 28th October 2021 and the inaugural address was delivered by the Sahitya Akademi Award winning poet Arundhati Subramaniam. The interdepartmental literary quiz was conducted on 28th October 2021. The intercollegiate events were conducted on 29th October 2021 and witnessed enthusiastic participation from students from several colleges in and around the city with Patrician College of Arts and Science winning the overall prize.



### Teachers' day programme



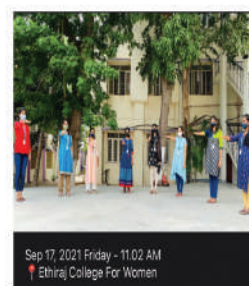
On behalf of all the students of the Department of Commerce, the COMET team organised an online event to honour the teachers on their special day. Students recited a poem and short stories to convey their gratitude towards teachers. A set of games like quizzes and connections were conducted along with a video presentation dedicated by the students.

### ACT OF VALOUR



The Management rewarded the Firefighters Mr. Madhankumar and Mr. Ravi with a cash prize of Rs. 2000/- each for putting off the fire in the Maths Department lab.

### Social Justice Day - Pledge



As per the directives issued by the University of Madras per se the 'Higher Education Department - 110' Announcement made by the Honorable Chief Minister, the Ethiraj Students' Union, took the Social Justice Day pledge on the Birth Anniversary of Social Reformer 'Periyar' E.V. Ramasamy under the guidance of the Deans of students - Dr. T. Punithavathy and Dr. Anusha Balasingh.

### Sports Achievement 2021 - 2022

Yashini.S of I year B.A. History won the GOLD MEDAL in the 12th National Silambam Championship representing Tamil Nadu.

C.Sushanthika of I year B.A. Economics has been selected to represent BCCI Women's Under-19 Challengers Trophy played at Jaipur from 02nd November 2021.

Abhisheka Shannon of I year B.A. English represented India in the HCL SRFI INDIAN TOUR - NOIDA 2021, the Professional Squash Association Tournament on 05th September 2021.

The Ethiraj College Basket Ball Team qualified for Inter - Zone Senior State Basket Ball Championship - Chennai - Zone.

C.Shushanthika - I year B.A. Economics, S.Swathi - I year BCA, N.S.Subaharini - I year B.Com, R.Aisha Bee - I year B.Sc N & D and L.Nishanthini - I year B.A. Economics represented Tamil Nadu State Women Under - 19 Cricket Team 2021 - 2022.

C.Shushanthika - I year B.A. Economics and R.Aisha Bee - I year B.Sc N & D represented Tamil Nadu State Women's Senior Cricket Team 2021 - 2022.

The Ethiraj College Basket Ball Team qualified for Inter - Zone Senior State Basket Ball Championship - Chennai - Zone.

### DID YOU KNOW ?

#### College Emblem

The Ladder is meant to spur students to the heights of noble Venture and Success.

The Ship symbolizes the ship of adventure to carry one on an exciting journey into the land of Wisdom and Knowledge.

The Globe is the emblem of discover, which promises a vision of Beauty, Truth and Loyalty to those who seek.

The Sword stands for resistance to all that is low, vile and evil and it will never yield except to the Highest and the Best.



## MoU with Binghampton University

The Chairperson, Mrs. Chandra Devi Thanikachalam along with other members of the trust board of the Ethiraj College for Women had a virtual meet via Zoom platform with representatives from Binghampton University, USA on 23rd October 2021 to discuss the enhancement of collaborative activities with respect to the MoU signed with the University in the year 2019.

Due to the pandemic, the MoU between the college and the Binghampton University has not been utilized completely and the Chairperson expressed hope that more collaborative programs on academics and research will be initiated by the College for the welfare of the student community in forthcoming years. Students and faculty members are encouraged to interact with the University professors in order to expand their global competency.

The Principal-in-charge, Dr.D.B. Usha Rani, said that the MoU with Binghampton University should be utilized for offering online courses and programs to our students with approval from the University of Madras. She also mentioned about the formation of a Consortium to have online academic programs and expressed her views on the generation of cluster college system which would enable the students to learn more.

The Financial Trustee of the college, Mr.Sridharan remarked that the teachers can utilize the knowledge of the subject experts for teaching and learning and shared his views that the MoU could be extremely helpful in carrying out collaborative research work.

Professor Murugan, the University representative lauded Ethiraj College for its 73 years of immense service in the empowerment of women and suggested that the University offers more academic programs for both basic sciences like Chemistry, Physics and Mathematics and Life sciences, reiterating the University rules on student exchange programs.

Dr. T.Usha Priya, Vice Principal (SS), suggested the offering of more online certificate courses for the benefit of the students.

Dr.Gomathy, Head of the Department of MBA, suggested a dual degree program for post graduates and insisted on collaboration with B Universities for setting up Global Skill and Leadership Development cell for our global outlook chapter activity.

Ms.Anitha Josephine, Head of the Department of MCA, insisted on focusing on subjects like Machine Learning, Artificial Intelligence and Data Science since they form a part of their syllabi.

## Infrastructural support by the College Trust

The Management of the Ethiraj College for Women has always been a pillar of support for the College and have proved it yet another time by sanctioning the procurement of 128 laptops for staff members and 60 new workstations for students to cope up with the online teaching methodology.

The College is grateful to the Chairperson, Mrs.Chandra Devi Thanikachalam, the Financial Trustee Mr.Sridharan, for their generous gesture and all the technicians and the team for their prompt service.

### DID YOU KNOW ?

Thiru.V.L.Ethiraj was the first Indian to be appointed the Public Prosecutor by the British Raj. Though law was his absorbing interest, he was also a keen sportsman, and a motorist. Ethiraj was a devotee of Classical Carnatic Music and was an ardent admirer of the then famous musicians.

Horticulture was his special hobby and his home garden was awarded the first prize a number of times, in the annual garden competitions conducted by the Madras Agri-Horticultural Society.

## A Trip down Memory Lane

### Madras miscellany: An archival commemoration

Article courtesy: The Hindu dated 29 March 2016

....Concerned about the state of Indian Women, whom he (Shri. V.L. Ethiraj) thought were "depressed, oppressed, and suppressed", he felt that priority should be given to improving their lot.

A good friend, Statham, Director of Public Instruction, suggested that if helping women is what Ethiraj wanted to do he should start a women's college. So was born an idea in 1944 and on July 2, 1948 it materialised as the Ethiraj College for Women, starting with 96 girls in premises leased from Hobart School, Royapettah. Ethiraj had donated Rs.5 lakh to start the institution. Subur Parthasarathi, acting Principal and Professor of English, Queen Mary's College, was permitted by government to join as the first Principal.

When the Government sanctioned on 99-year lease the land where the College now is, 31/2 acres on which then stood a palatial building housing the Public Service Commission, the College moved in there in July 1951.

To this Ethiraj added 51/2 acres of his property, valued at Rs.5 lakh, which abutted the Government grant. On his death in 1960, his will placed much of the proceeds of his estate with the official trustee of the High Court (about Rs.10 lakh) to the earmarked for grant of scholarships to the needy.

## INAUGURATION OF THE CITIZEN CONSUMER CLUB-2021

On 12th October 2021, the Citizen Consumer Club of Ethiraj College for Women organized the inauguration of the club for the academic year 2021-22.

The Chief Guest for this virtual event was Mr. Nehemiah, Assistant Commissioner, Department of Civil Supplies and Consumer Protection and the Guest of Honour was Dr. J. Vijayatilagam, Former Assistant Commissioner, Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu.

### DID YOU KNOW ?

Four Phases :

1. Initiation and Grounding - 1948-1960 (12 years)
2. Many Splendoured Development - 1960- 1984 (24 years)
3. Expanding Boundaries - 1984-1999 (15 years)
4. Autonomy and After - 1999-2013 (14 years)

Of these, the first phase was directly under the able guidance of the Founder, and the meticulous budgeting, planning and grooming in these years have prepared the College to enter the National Higher Education scenario to gain the Autonomous status.

## STUDENT ACHIEVEMENT

Ms. Sandhya. N, III B.Com Bank Management, bagged the first position in the 5th Senior National Fist Ball Championship representing Tamil Nadu in senior category.



## ETHIRAJ TIMES

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COMMUNICATION

Ms. U.N. Mahalakshmi  
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**EDITOR**  
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Department of English

**STUDENT DESIGNERS**  
IMA J & C

B.E. Supriyaraaj  
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## REMINISCENCES



Shri.V.L.Ethiraj delivers the Welcome address at the inaugural function of the College.



Shri.V.L.Ethiraj greets the famed singer Tmt.M.S.Subbulakshmi, on her arrival for the inaugural function of the College.



Shri.V.L.Ethiraj greets the celebrities who were present at the inaugural function for the formal opening ceremony.



A view of the College - The Science Block, in the early years.



The Inaugural function of the Fine Arts activities of the College.