



# ETHIRAJ TIMES

DECEMBER 2022 Vol: 4



## Gone Too Soon!



Dr. S. Kothai  
(1967-2022)

It's been more than two months since the saga has ended that put all our smiles to halt, but for Ethiraj College For Women and for her 'darling daughters', she is a smile that never fades. Dr. S. Kothai who was a frequent source of inspiration did her undergraduation in Ethiraj College for Women, followed by a post-graduation and M.Phil from Pachaiyappa's College in 1990. She pursued her Ph.D from the Presidency College while serving as a faculty member at Ethiraj College. She also served as the Head of the Department of Chemistry. She was an ingenious person, who excelled in research. With a Doctorate in the field of Chemistry, she became the 12th Principal and Secretary of the college on January 2019. She has been the Principal for the last three-and-half years. She also received many awards including Young Scientist Award, UGC-FIP Teacher Fellow awards etc., Our honourable Principal, passed away on September 20th.

This is a great loss to the institution, which she served with dedication. The college still cannot decipher her demise. We miss her absence incredibly. We are grateful to her for the untiring service she has rendered to us. We pray for a peaceful rest to her pure soul.

## International Conference on Indian Contribution to Mathematics

The two day International Conference on Indian Contribution to Mathematics: Ancient and Modern was conducted by Department of Mathematics on 13th October 2022. It was inaugurated by Dr. Indra Rajasingh, Adjunct Professor, Saveetha School of Engineering, Chennai. The Proceedings of the Conference was released. Chief guest for the valedictory was Dr. M. Pitchaimani.

## Ethiraj celebrates 75 Years of Excellence



Ethiraj College for Women celebrated the Founders day and 75th year of the College on 18th July 2022. It was the 132nd birth anniversary of our revered Founder Thiru V.L. Ethiraj. Tmt. Chandra Devi Thanikachalam, Chairperson, addressed the gathering. Thiru. V.M. Muralidharan, Former Chairman highlighted the establishment of Ethiraj College for Women for the cause of Women's education. Padma Bhushan Dr. T. Ramasami, Former Secretary, Ministry of Science and Technology, Government of India inaugurated the celebration. He also inaugurated Ethiraj centre for research, innovation and creativity (ECRIC) in commemoration of the 75th year of the college and delivered the Founder Shri V.L. Ethiraj Endowment lecture. The guest of honour of the occasion was Thiru. Madhavan Pichai, Senior Advocate, Supreme Court of India. It was a remarkable day and a great opportunity to reflect the college accomplishments and a tribute to the founder.

## Ethiraj signs MoU with SICCI

The Postgraduate and Research Department of Economics signed a Memorandum of Understanding (MoU) with the Southern India Chamber of Commerce and Industry (SICCI) on 29th August 2022

to facilitate the industry-academia collaboration. Thiru. V.M. Muralidharan, Chairman of Ethiraj College Trust and Mr. V.N. Shivashankar, Vice President of SICCI signed the MoU.



MoU signing with SICCI

## The release of International Academic Journal

The Postgraduate and Research Department of Economics and Department of Business Economics organized the Prof. Yasodha Shanmugasundaram Endowment Lecture on 28th September 2022. Thiru V.V. Natarajan, Zonal Head, Central Bank of India delivered a special lecture on the Indian Banking Scenario. He emphasized the importance of credit scores and the various services the banking sector provides for the student community. The event also marked the special release of the 12th Edition of the International Academic Journal of Applied Economics with ISSN No. of the Department. The first copy was released by the Honourable Chairman Thiru V.M. Muralidharan and presented to the distinguished speaker.



The release of International Journal of Applied Economics

## International Workshop on Optimization Techniques

The two day International Workshop on Optimization Techniques was conducted on 11-12 Aug 2022 by the Department of Mathematics and the Department of Mathematics with Computer Applications. The workshop was inaugurated by Dr. S. Kothai, Principal and Secretary. Dr. Sung Hoon Chung, Assistant Professor, Department of Systems Science and Industrial Engineering, Binghamton University was the resource person. The sessions on Optimization Techniques and Real - World Problems, Optimization Methods and Tools and Drone Truck Arc Routing Problems were held. An overview of the Binghamton University and the courses offered was presented. His lecture enhanced the interest of the participants in the topics discussed. He magnified the participants' desire to explore more about Drone Truck Combined Operations.



## Felicitation to Tmt.Chandra Devi Thanikachalam



Felicitation to Tmt.Chandra Devi Thanikachalam, Chairperson and Dr. D. Krupa Shankar, Member, Ethiraj College Trust was organised on 24th August 2022.

## Thiru V M Muralidharan takes charge as Chairman



Thiru V M Muralidharan has taken charge as the 9th Chairman of Ethiraj College Trust on 27th August 2022. He, the great grandnephew of Thiru. V. L. Ethiraj, had served as Chairman previously from 2013 to 2019.

## Fresher's day celebrated



On 17th August 2022, Fresher's day was hosted to welcome the new faces of Ethiraj College. Dr. S. Kothai, Principal addressed the students and parents followed by cultural events by the students.

## Kothari Auditorium Inaugurated



On 10th August, 2022, Mrs. Nina Kothari, Chairperson, Shyam Kothari Foundation inaugurated Sri Bhadrashyam H. Kothari Auditorium. The welcome address was rendered by Tmt.Chandra Devi Thanikachalam, Chairperson of the college followed by the inaugural address by Mrs. Nina Kothari.

## Independence day



The 76th Independence day was celebrated on 15th August 2022. The Principal, Staff and Students paid tribute to the National Flag and sweets were distributed.





## PROFESSIONAL SOCIAL MEDIA MANAGEMENT: Endowment Lecture

PG and Research Department Of Commerce (AIDED & SS) conducted an Endowment lecture on 18th August, Mr.Dinesh Gajendran, Catalyst & Executive Director, Audacious Dreams Foundation – India, addressed the students on the topic Professional Social Media Management.

He discussed the importance of social media for job recruitment and also emphasised on building a safe environment in social media for better work life balance. He also briefed about the international youth exchange program to



*Mr.Dinesh Gajendran, Catalyst & Executive Director, Audacious Dreams Foundation*

Malaysia and Singapore. The session benefitted about 1000 students.

## International Webinar-SDG Students Program

The Postgraduate and Research Department of Economics organised the SDG Students Program on 12th August 2022 in collaboration with the United Nations Sustainable Development Solutions Network along with six other colleges across the State of Tamil Nadu, commemorating International Youth Day. The speakers from various fields across countries addressed 530 students on the importance of youth's contribution towards sustainable development. The speakers for the session were Ms. Sally Mahe, Senior Consultant, United Religions Initiative, USA; Ms. Sundara Gurushev, Sustainability Coordinator at AESG, UAE Dr. Sulthan Khalifa Haroon Al Rashid, UN SDG Students Program, Regional Officer for Asia-Pacific, USA; Ms. Zahra Nadeem, Founder & CEO, Igrow Innovative Solutions LLP, India; and Ms. Neha Gupta, Co-Founder, Dimensions Magazine, University of Toronto, Canada. Dr. D B Usharani, Vice Principal (aided) felicitated the speakers for sharing their wisdom.

## Skin secrets – demystified by Medical Professionals

In commemoration of the silver jubilee year, the Department of Biochemistry held a seminar on 12th September in the Library conference Hall. Mr. Govindaswamy Rajmohan, CEO and Chief Product Officer, Cogniti Digital Solutions addressed on Compound Interest – Eighth wonder, and Dr. G. Suchithra, Chief of Dermatology, Government Royapettah Hospital, Associate professor, Department of DV, KMC Chief consultant- Dermatologist and cosmetologist SARA Skin clinic- OMR Chennai addressed on Skin secrets – demystified.



*Mr. Govindaswamy Rajmohan, CEO and Chief Product Officer, Cogniti Digital Solutions and Dr. G. Suchithra, Chief of Dermatology, Government Royapettah Hospital, Associate professor, Department of DV, KMC Chief consultant- Dermatologist and cosmetologist SARA Skin clinic- OMR*

## Teach for India's Fellowship Program by Dept of Economics

The Postgraduate and Research Department of Economics organised a session on Teach for India's Fellowship Program on 29th July 2022. The speakers for the session were Mr. Narayanan Sreekumar, Recruitment Manager at Teach For India, Ms. Archana Simon HR Manager at Teach For India, and Ms. Rakshana S, a Fellow at Teach For India. The students gained knowledge on the organisation's volunteering and internship opportunities, which primarily focused on educating the nation's young minds. Around 350 students enthusiastically participated in this session and were willing to join their fellowship program. A guest lecture by Mr. Prason S, Principal Marketing Manager at Zoho Cliq on "A Path to Perfect Resume" on 29th July 2022. The speaker provided insights into the recruiter's perspective of the candidate's resume. The gathering of 240 students benefited immensely from the hands-on approach adopted by the speaker. The Department also conducted National Webinar on 'Gateway to Financial Freedom' by Mr. Rajanikanth CS, Corporate Trainer associated with Hedge Equities on 3rd August 2022. The speaker focused on the need to diverge from the conventional investment mentalities among Indian people and find newer investment areas with better Return on Investment (ROI). The webinar benefitted around 150 students by creating an investment culture.

## Annual Association meet NUMERA 2K22 of the Department of Mathematics (Aided & SS)

Department of Mathematics (Aided & SS) organised the Annual Association meet "NUMERA 2K22" on 19- 20th September. Several events were conducted Inter- class quiz was conducted by Dr. S. P. Vijayalakshmi, Assistant Professor, Department of Mathematics, DG Vaishnav, Arumbakkam. It was followed by various Inter- departmental events which included Exetazo (Quiz), Paper Chasers (Treasure hunt), Num- C (Dumb Charades), Art Buzz (T-shirt Designing), Math Bingo (Potpourri), Mind in Metric (Adzap) and Comic Mania (Comic strip), Do a Doodle (Doodling) were submission events. Dr. Madhavan Mukund, Director, Chennai Mathematical Institute, Siruseri, Chennai, was the chief guest of the Intercollegiate events. He gave us an insight into Data Science and its applications.

It was also a moment to cherish as it was the launch of our very first edition of the Newsletter of the Department of Mathematics, GANITH. The Intercollegiate events included Ashes of Talent (Talent show), Mathlete (Quiz), Razzmatazzing (Adzap), Find X (Treasure hunt), Pi^ed Paper (Paper Presentation), Tricko (T-shirt Designing), Dope Buzz (Data Hunt), and Meditado (Mandala Art), Memetason (Meme Creation) were the submission events. The Overall Trophy was won by Stella Maris College, Chennai. Around 500 students from various colleges participated. The reputable Thiru.V.L. Ethiraj Centenary Rolling Cup was bagged by Ms. Bagya Shree.G, Deepthy. L and Shruthi. B, a team from IIIrd B. Sc Mathematics (Aided).



## National Seminar on 'Design Thinking in Marketing'



*Director and Creative Head of Gurucool Fun, Ms. Radha Narayanan*

The Department of Bank Management organised a National Seminar on 'Design Thinking in Marketing' on 13th September. The session was conducted by the Director and Creative Head of Gurucool Fun, Ms. Radha Narayanan. The resource person highlighted the need for innovation, illustrating various real-life examples such as Mitthi Cool and Popy Umbrellas. It was a very engaging and interactive session with active participation of around 150 students making the event a massive hit.

## ONE DAY SEMINAR ON "MATH TECH"

The Department of Mathematics with Computer Applications(SS) has conducted a Seminar titled Relation Between Algebra, Analysis and Number Theory on 26th September with Dr. D.J.Prabhakaran, Associate Professor, Department of Mathematics, MIT Campus, Anna University, Chennai as the Resource Person. He explained the concept of Number Theory and its applications in real life. He also emphasised the impor

tance of Algebra and Analysis in the field of research and encouraged the students to do research in this field.





## Street Play

Department of Microbiology conducted a Street play for creating awareness on “Indiscriminate use of antibiotics and their Effects” on the occasion of International Microorganism Day. The street play was conducted at OAT, Campus I and Campus II from 1.30 to 2.15 pm. The participants of the street play portrayed the perils of indiscriminate antibiotic use and gave appropriate suggestions for better health management.

## Cyber Security in Financial Services

A Seminar was conducted by the Department of Accounting and Finance (SS) on 12th October. The speaker for the seminar was Mr. V S Sivaprakash, Head – Internal Audit & Vigilance, Equitas Small Finance Bank. The seminar enlightened the students to use the internet in the right way to protect themselves from cyber frauds.

## National Nutrition week celebrations

Department of Nutrition FSM & Dietetics and Clinical Nutrition & Dietetics organised online Intercollegiate competitions on the theme: Celebrate a world of Flavours and Mann Vaasanai from 1– 7 September, 2022 Nutrition week

## Awareness on Tally Prime Internship Program

The Department of Bank Management organised “Awareness on Tally Prime Internship Program” for students in collaboration with RPS Academy and Ministry of Electronics & Information Technology on 3rd August 2022. The resource person of the event was Mr.N.Sivaraman, Manager - Client Relations in RPS Academy who Oriented on Tally Prime C, C++, Java, Python of real software. Around 140 students benefited from this Programme.

## Verbal Ability and Technique with Higher Education Importance

The Department of Mathematics with Computer Applications (SS) has conducted a Seminar titled Verbal Ability and Technique with Higher Education Importance on 27 September 2022 with Mr.Rajesh Chandrasekar, Academic Manager and Marketing Support T.I.M.E, Chennai as the Resource Person. He accentuated the importance of verbal skills with various concrete examples. The seminar focused on communication skills and personality development and also explained various techniques pertaining to higher education.

## Singara Chennaiyil Unavu Thiruvizha

Department of Nutrition FSM & Dietetics and Clinical Nutrition & Dietetics organised Singara Chennaiyil Unavu Thiruvizha 2022 to create awareness among the public on the importance of Food and Nutrition from 12 – 14th August, 2022.

They gave nutrition education to the public on the topics like Food safety, Food hygiene, importance of fruits and vegetables, Anaemia, Obesity, non-communicable diseases, Traditional rice varieties through various teaching aids like flash cards, posters, charts, models, etc.,

Students also displayed nutritious recipes for school going children, Adolescents, Adult-Women and old age like healthy packed lunch, Multi-millet chapathi with moringa leaves, Jamun and yoghurt smoothie, Ragi pancake etc.

Out of 55 students from the department of Nutrition participated in the “Millet based liquid recipe contest” conducted by Triumph World Record, Nishali.A.M from III B.Sc. Clinical Nutrition and Dietetics and Tamilselvi.S and Divya.G from II B.Sc. Nutrition, FSM and Dietetics won the prize and gift hampers.

## Awareness workshop on Prevention and Management of Anaemia



Awareness workshop was organised by Department of Nutrition for St. Joseph's Girls higher Secondary School (govt /aided), Choolai on 18th October, 2022. Nutrition education, puppet show, demonstration of nutritious low cost recipes, distribution of healthy snacks and pamphlets were part of the workshop.

## Seminar on Cinematography

Department of Visual Communication conducted workshop on cinematography which was graced by Prof. Mathiazhagan on 26 Aug.

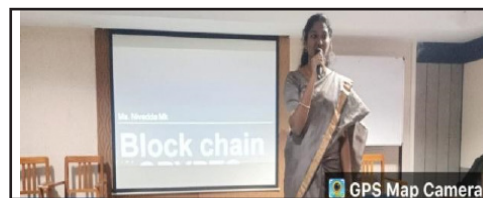
Students got to know the insights about the camera handling, camera placement, lighting technique and a lot more insights about the operation. Students were let to handle the shoot and bring up their works. This session has significantly improved students' work. The session was finished up by a question-and-answer session which helped to clear their queries.



Singara Chennaiyil Unavu Thiruvizha

## National Seminar on Block Chain Cryptocurrency

The Department of Bank Management organised a National Seminar on Block Chain Cryptocurrency on 28th September 2022. The Resource person, Ms. Nivedha M K, Assistant Professor, Department of Corporate Secretaryship, Loyola College, Chennai, elaborated on the idea of using block chain technology as a platform for trading cryptocurrencies. Around 200 students participated and benefited from this event



Ms. Nivedha M K, addressing the gathering.

## Let's learn outside!

The Department of Visual Communication took an initiative to organise a trip for enhancing the student's photography skills. The trip to Arignar Anna Zoological Park, also known as the Vandalur Zoo took place on 31st October where all the first years of Viscom dept did their first outdoor photography workshop.



Ist B.Sc VisCom students on a trip to Vandalur Zoo

## Importance of Water Conservation and the Role of Youth

The Postgraduate & Research Department of Economics and Department of Business Economics conducted Endowment lecture which was graced by Prof. Tmt. K. Vasanthi Devi with a gathering of 750 students on 29th August 2022. The esteemed speaker Mr. Arun Krishnamurthy, Founder of the Environmentalist Foundation of India enlightened the students on the Importance of Water Conservation and the Role of Youth.” The speaker highlighted the impact of urbanisation on water bodies and the need for water conservation. He also inspired the students to contribute to the environment's betterment proactively.



Prof. Tmt. K. Vasanthi Devi & Mr. Arun Krishnamurthy, Founder of the Environmentalist Foundation of India



## Teachers' Day Celebration



Love and respect towards teachers was exhibited by students of Department of Commerce through uniform dress code of red colour on Sept 5th 2022, Teachers day along with personal hand made greeting cards and letters showing the gratitude. Videos were compiled by students with photos of teachers and were projected in classrooms felicitating them for the love and knowledge they share.

## Seminar on Sound engineering

The department of Visual Communication conducted seminar on sound engineering on 28 Oct. The guest lecturer Mr. Saravanan Ramachandran, a national award winning sound engineer from Timbeworks, elaborated on SOUND and its nuances from the basics to build up interest and explained the aspects, terminologies of Sound. He gave the space for the students

to raise questions and share their thoughts too. He shared the crux of his 20+ years of work experience via Kollywood and spoke about his upcoming film Yaathisai's work that included recording and re-recording of various diegetic, non-diegetic, BGM, scorings. The session left a strong impact among the students.

## The National Seminar on IPR Overview and its Importance in Educational Institutions

The Department of Bank Management organised "The National Seminar on IPR Overview and its Importance in Educational Institutions" on 28th September 2022 was an attempt to educate students about IPR and to give them the necessary advice for developing and patenting their ideas. The resource person was Ms. Divya Sridharan, an Independent Consultant in IPR Services and a Registered Patent Agent.

## Interclass Exhibition

The Department of Mathematics (SS) conducted Interclass Exhibition on 27th September 2022. Dr. R. Mallika, Associate Professor and Head, Department of Tamil and Dr. Pramila, Librarian inaugurated the exhibition. The judges of the event were Dr. S. Sudha Parimala, Associate Professor, Department of Chemistry (Aided) and Dr. P. Muthu Meenakshi, Assistant Professor and Head, Department of Nutrition, Food service management and Dietetics. The "Rolling Trophy" was won by Sree Rithika. J, Hemabharathy. S and Snega. V, a team from I M.Sc Mathematics (SS). The second place was won by Thanu Dharshini. T. T, Monigaa Sri. N and Madhumitha of I M.Sc Mathematics (SS). The third place was won by Farhana. A, Lekha Sreemathy. R. R and Monica. S of I B. Sc Mathematics (Aided).

## 75th year Jubilee Celebration: Recipe Contest

Commemorating the 75th Jubilee celebration of our college, the Department of Nutrition FSM & Dietetics and Clinical Nutrition & Dietetics organised a recipe contest. From 50 entries, ten best recipes were selected



## Seminar on UX Designing



Mr.Kingsley, UXMint

A seminar was organised on 21st Nov, 2022 by the Department of Visual Communication where Mr. Kingsley of UX Mint discussed on the topic "Is design just a make-over or solution finder? The seminar was helpful for many budding designers and opened doors for UX/UI designing. The event concluded with an interactive session with him.

## International Seminar on Entrepreneurial Opportunities

The Department of Bank Management organised a one-day International Seminar on Entrepreneurial Opportunities on 26th August. The resource person was Dr. K. Senthil Kumar, Associate Professor, Department of Business and Economics, Adigart University, Ethiopia. The speaker highlighted the important factors contributing towards the successful entrepreneur and the entrepreneurial qualities and opportunities to be tapped to be successful in business and in personal life with lucid case studies of famous entrepreneurs.

## Jaya TV Field Visit

On 28th September 2022, an initiative to give the best of experience to the young students, the department of Visual Communication visited Jaya TV so that the students could connect well with their subjects with visual learning from the onset activities while making a TV show. The celebrity guest was none other than the Agila Ulaga Superstar Mirchi Siva. The students got practical knowledge about the process that takes place during the production and postproduction.



A click on the set of Anbe Siva, Vijayadashmi special show at Jaya TV studio

## World Ozone Day - VIDHAI PANDHU



In commemoration of World Ozone Day on September 16, 2022, The Department of Bank Management along with YUVA Club of Ethiraj organised a seed distribution drive titled VIDHAI PANDHU. This event emphasised the importance of protecting the ozone layer. Around 500 seed balls were distributed to Faculty, Students and Non-Teaching staff across the college.

A poster making competition, OZONOSPHERE on the theme 'Ozone Or No Zone'. Was also conducted. 42 students from various departments in the college participated in the competition.

## Interactive Session with Director, La.Rajkumar

On the occasion of Children's day 14th Nov, 2022, a screening & Interaction session about 'Pettai Kaali' web series, directed by La. Rajkumar and produced by Grass Root Film Company was organised by the department. The series which made its release for Deepavali '22 on the OTT platform AHA was full of cultural values and had fantastic filming skills involved. After the screening, an one-on-one session with the Director was held. All three years of Viscom students jotted questions regarding the web series as well as their doubts about filming and various other elements. They analysed the movie through semiotic contextual aspects. The director expressed his happiness in answering the in-depth demanding questions that made him nostalgic remembering the onset memories.





## International Youth Day



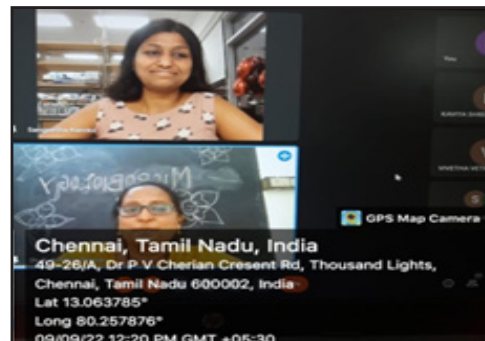
To celebrate International Youth Day, students of the Postgraduate and Research Department of Economics and Department of Business Economics conducted events on the theme "Creating a World for All Ages" to amplify the message that action is needed across all generations to achieve the Sustainable Development Goals (SDGs) on 12th August 2022. Dr. D.B. Usharani, Vice Principal (aided) and Dr. T. Usha Priya, Vice Principal (SS), enlightened the young minds on Girl Power.

## Laboratory Inauguration and International Webinar

As a mark to begin the 25th year celebrations of the Department of Microbiology, UG laboratory (after renovation) was inaugurated by Dr. T. Usha Priya, Vice Principal (SS) on 9th September 2022. It was followed by an International Webinar on the topic 'Can't you see well? This squirrel could help you!' by our alumna Dr Sangeetha Kandoi, Postdoctoral Research Scholar, Lamba Lab, Department of Ophthalmology, Eli and Edythe Broad



Center of Regeneration, Medicine & Stem Cell Research, University of California, San Francisco. The speaker explained how the retinal cone cell (macula) degeneration is associated with age related blindness. She also explained that the 13 – LGS squirrel's retinal cone cells can be used as a model to study macular degeneration and therapy. She concluded that 13-LGS squirrel can be a clinically relevant animal model for validating cell replacement therapy.



## World Ozone Day

World Ozone day is celebrated every year on 16th September to highlight the importance of it. The Department of Geography conducted a Guest Lecture on 16th September commemorating World Ozone day. The lecture was delivered by Dr. M. Priyadharshini, Assistant Professor, Stella Maris College, Chennai on the topic "35 years of Ozone Protection : An Investment in our Planet's future". The Department also conducted Logo designing and Slogan writing competitions for Ozone Day.

## International Day of Charity

The Department of Bank Management initiated a Donation drive in association with Retain Smilez to commemorate the International Day of Charity on 5th September 2022 for which, Stationeries and old clothes were collected from students from 30th August to 12th September, 2022. Distributed the stationeries to the children of Neesakaram - Seeds an Orphanage at Nungambakkam, Chennai.



## World Heart Day Celebrated

The department of Bio Chemistry organised an awareness programme on account of the "World Heart Day" on 29th September 2022. Mrs. Kanchana addressed on the topic Yoga & health, Yoga Instructor, Hyderabad. A competition on 'Kardia' was also held on 29 Sep 2022.

Demonstration of Yoga and CPR was also done by the students after the session at the variety stage. The charts and placards prepared by the students were displayed. The department also observed the World Sight day on 13th October 2022 and an international webinar on

"Therapeutic Inventions was addressed by Dr. Ananadalakshmi Venkatraman, Industry Affairs lead, Agency for was addressed by Dr. Ananadalakshmi Venkatraman, Industry Affairs lead, Agency for Science, Technology and Research (A\* STAR), Singapore.

## World Breastfeeding Week Celebration



Department of Nutrition FSM & Dietetics and Clinical Nutrition & Dietetics organised a guest lecture by Dr. Srinivasan, Registrar, Institute of Child Health on the topic "Step up for breastfeeding – educate and support" for World breastfeeding week celebration on 4th August in collaboration with Institute of Child Health, Egmore.

## World Environmental Health Day

The Postgraduate and Research Department of Economics conducted interdepartmental competitions on the theme "Strengthening Environmental Health Systems for the implementation of the Sustainable Development Goals" commemorating World Environmental Health Day on 26th September 2022. These included Street Play, Logo Designing, Wealth from Waste, Mehendi, and Quiz.

## Inter-class Competitions: World Food Day

The Youth Economic Society, an Extension activity of Department of Business Economics conducted the following interclass competitions on 14th October 2022 to commemorate World Food Day

- Connexion
- Cooking without Fire
- Poster Making
- Photography

## Workshop-International Youth Exchange Program

In collaboration with Audacious Dreams Foundation, the Postgraduate and Research Department of Economics and Department of Business Economics conducted International Youth Exchange Programme on 25th August 2022. The speaker Mr. Dinesh Gajendran, Executive Director of Audacious Dreams Foundation addressed the gathering of 250 students. The speaker helped the students gain exposure to parliamentary-level delegations and other international conferences held in various countries like Malaysia and Singapore.

## World Pneumonia Day

The Department of Bio Chemistry organized an awareness program regarding pneumonia on "World Pneumonia Day" 15.11.2022. A street play titled "The last Leaf", depicting the signs and symptoms of pneumonia was enacted by the students.

## International Coastal Clean-up day

The students of YUVA Club of Ethiraj took part in the coastal clean-up drive on 17th September 2022. The event was initiated by YI Chennai along with the Ministry of Earth Sciences on the occasion of International Coastal Clean-up day. The Clean-up took place in Marina Beach. Yuvas of the College actively participated in it. The event instilled a sense of responsibility and accountability of one's action.

## Campus Social Responsibility

As part of the campus social responsibility, Department of commerce (Aided) organised "illumine". In International youth day & independence day celebration were held on the theme 'Future India is in the hands of us youngsters'. India map drawing with tricolour hand print by all students of the department was held on August 12th, 2022.



A large community outreach programme of CSR for the year was in association with "Swachh Sagar Surakshit Sagar" an arrangement by the Ministry of Earth Science, Government of India; NIOT; Ministry Of Science and Technology, Government of India was conducted on Sept 17th 2022 where the students were involved in coastal clean up activities.

International Women's Equality Day was celebrated by conducting poster making competition and Connexions on 25-26 August.



## World Humanitarian Day

The Department of Bank Management organised an interdepartmental Exhibition cum Competition of Photography, Doodling & Poster making in commemoration of World Humanitarian Day on 18 Aug 2022. Ms Sethulaksmi, CEO of Career GPS India & Managing Director of Sethu Foundation inaugurated the event.



## Maathi Yosi-Design Thinking Workshop

The Department of Bank Management along with YUVA Club of Ethiraj organised MAATHI YOSI-Design thinking workshop on 28th September. The event was artfully conducted by YI Chennai Members Mr.Vimal, Mr.Venkat and Mr.Srinivasan and 53 students from various departments actively participated and performed several collaborative exercises to develop their creative thinking, problem solving skills and enhance their employability skills.

## Zeal Awards Internship

Twenty students from the Department of Visual communication underwent a month-long event management internship program as part of the Zeal Award show. The show was run by Password Pvt.Limited, Maduravoyal a social media-based organisation to provide the freshers to gain experience of event management skills like team leading, coordinating, and organising. The show was held on 5th August 2022 at Lady Andal Auditorium, Chetpet. In presence of Chief guests, Music Director and Actor G.V. Prakash, Comedian Sathish virtual appearance of education minister Anbil Mahesh Poyyamozhi and many more

## Ecolades'22

As part of the annual association of the Postgraduate and Research Department of Economics and Department of Business Economics, Ecolades'22 conducted various on-stage and off-stage events with the theme "Kerdos-Gain a Competitive Advantage." Students from various city colleges actively participated in the event. On 28th September 2022, the events held were On the Fence (Debate), Con-Fluence (Stress Interview), Brushfluent (Face Painting), and Meme-nomics (Meme Creation). On 29th September 2022, Master Mind (Quiz), Strokes of Hue (Poster Making), Pixel Perfect (Photography), and the final round of Junior Cabinet Council (Policy Making + Shipwreck) were conducted. Offline competitions like Policy Making, Future Professor, Essay Writing and Word Play was conducted for the students, on 19th September 2022.



## Career Guidance and Awareness

Postgraduate and Research Department of Economics & Department of Business Economics organised Career Guidance and Awareness programme was conducted by 2 IIM institutes, on July 22nd, 2022. Another Career guidance was conducted by T.I.M.E. Institute on 23 July 2022. An Online Webinar conducted by Shine Projects on Stock Markets on 4 August 2022. An International Youth Exchange Programme was conducted by Audacious Dreams Foundation on 25 August 2022.

An eye-opening career guidance session by Mrs. Durga, Risaya Global's marketing representative was conducted by the Department of Visual Communication on 7 September 2022. The students were educated on the sea of possibilities and opportunities that can be pursued after the students finish their graduation. She also introduced the students to the field of Sound Engineering. She spoke about how important it is to plan our future and work towards it.

## Educational Movie Screening

The Department of Bank Management screened educational films on 06th, 07th & 09th September 2022. The movie "Mission Mangal" was screened to 489 students and 13 Staff Members. This film is based on the true story of India's finest scientists at the Indian Space Research Organization who contributed to India's first interplanetary expedition Mars Orbiter Mission.

## Instaminds

The students of the Department of Bank Management participated in the design thinking workshop "INSTAMINDS 2022", on 14th October organised by Yi Chennai in collaboration with Jeppiaar University.

## Panel discussion



The Department of Bank Management organized a Panel discussion on 06th September titled "Should Sex Education be a part of Education in Schools and Colleges?".

## Vairam-TheGlorious75

A competition titled 'Vairam-TheGlorious75' was held by PG and Research Department of Commerce (aided&SS) on 12th August 2022. 75 participants presented themselves in Traditional Indian Attire depicting the diverse states in the country, to commemorate 75 years of independence which was judged by Dr.S.Malini, Associate Professor, Department of Economics (Aided), Dr.T.Punithavathy, Associate Professor, Department of English (Aided), Ms. Nithya, Head & Assistant Professor, Department of Human Rights & Duties Education.

## Gift a Book Drive

The Postgraduate & Research Department of Economics conducted Gift a Book Drive to commemorate World Literacy Day on 9th September 2022 to inculcate reading habits among students. More than 300 Books were donated by students and the faculty of the department.

## Onam Celebrations 2022

The department of Visual Communication celebrated Onam by wearing traditional sarees, all the students flew like butterflies here and there clicking pictures and lifting the spirits of Indian festivity.

The Department of Commerce conducted an Inter-departmental Thiruvathirakkali Dance competition titled "Aathira" on 13th Sept 2022 where participants wore the traditional Kerala Saree and danced in groups to traditional Malayalam songs which

Around 188 students participated from various disciplines. The moderator was Ms. V R Shirly Grace Nirmala, Assistant Professor, Department of Human Rights & Duties Education, Ethiraj College for Women. The other panellists were Dr. K. Jayanthi Rani, Assistant Professor Department of Psychology, Ethiraj College for Women and Ms. Rochelle D'Souza Yephthomi, Manager- Psychosocial Programs, YRGCARE, Chennai.

## National Seminar on Women and Safety

The Department of Bank Management organised National Seminar on Women and Safety in the hybrid mode on 18th August to educate women to stay safe and confident in the society. The resource person was Ms. Sethulakshmi, the managing director of Sethu Foundation and the CEO of Career GPS India. Various laws and policies for the safety and welfare of the women were discussed.

## World Ozone Day - Meme Creation Competition

The Department of Bank Management along with YUVA Club of Ethiraj organised a Meme Creation Competition in observance of World Ozone Day on 16th September 2022 in online mode. The aim of the event is to create awareness on the depletion of ozone layer in a comical way.



was judged by Mrs. Geetha Loganathan, Classical Dancer. The Department of Bank Club of Ethiraj organised a Pookalam Interdepartmental Competition on 9th September 2022. Students from various departments took part in this competition and displayed their talents.

## Independence Day Celebrations

To commemorate the 75 years celebration, Postgraduate & Research Department of Economics and Department of Business Economics conducted the following Interclass Events for the students, on 16th September. Competitions on Rangoli, Poster Making, Doodling and Paper Presentation were done.

## National Seminar on Cyber Crime Awareness

The Department of Bank Management organised a "National Seminar on Cyber Crime Awareness" in the hybrid mode on 18th August to impart knowledge to the students and staff about the various issues related to cybercrime. The resource person was Mrs. C. Saranya an alumna

of Ethiraj College for Women (2006-2009 Batch), who is currently working as Sub-inspector of Police, Cyber Crime Cell and Central Crime Branch. She gave the students some tips on how to protect themselves from scams.



## Rally on Indiscriminate Use of Antibiotics and their Effects

Staff and students of Department of Microbiology celebrated International Microorganism Day on 17.09.2022. To commemorate the occasion Rally was organized to create awareness on "Indiscriminate Use of Antibiotics and their Effects". The Rally was inaugurated by Dr. D.B. Usharani, Vice Principal (aided). The participants marched from Ethiraj College for Women till Mount Road (2 Km Rally) and back to the college via Cherian Crescent road. The rally witnessed around 300 student participants from Microbiology and various departments. The participants also raised slogans on the appropriate use of antibiotics both in Tamil and English languages.



## Seminar on 'What next? A bird's Eye-View of the Potential opportunities ahead'

The Department of Microbiology organized seminar on "What Next? A bird's eye-view of the potential opportunities ahead" on 10th of November 2022 between 3.00 PM to 4.30 PM Library Conference Hall. The guest speaker Dr.Edward G. J. George, M.Phil., MBA., PhD.,Regional Business ManagerKemin AquaScience ,Tamilnadu, India delivered a lecture on the topic "What Next? A bird's eye-view of the potential opportunities ahead" and explained the route path of higher studies and various job oppourtunities in science field. Good response and feedback received from the audience. Totally 140 participants benefited from this seminar.



## KNOW YOUR ECONOMY

The Postgraduate and Research Department of Economics in collaboration with the Scientific Research Association for Economics and Finance (SRAEF) conducted the "Know Your Economy" test on 15th November, 2022. The Know Your Economy test aims to assess the students' knowledge on current affairs and basic economic concepts. Around 968 students from various departments around 968 Students actively participated in the test.

## An interactive session with the team "Sita Ramam"

The Department of Journalism and Communication organized an interactive session with "Sita Ramam" movie team on July 26th 2022. Actors Dulquer Salman, Mrunal Thakur honoured the occasion with their presence.



## Modern Poetry – An Overview

The Departments of Hindi organised one day Workshop on the Topic "Modern Poetry – An Overview" on 14-11-2022. The Resource Person of the workshop was Dr.Nazem Begum, Former Deputy Registrar, Associate Professor. in Hindi D.B.H.P Sabha Chennai She spoke on the development of modern poetry in the contemporary era of Hindi literature. More than 150 Students participated from both Aided and Self Supporting Stream.



## Seminar on video making

The Department of Journalism and Communication organized a seminar on October 10th 2022. Mr. Pragadeesh, Photographer, Videographer, Editor, and Graphic Designer showcased some of his works to the students and trained on how to shoot a video with minimal equipment's and lighting. He shared his experience through his unique style of production which he opted for different film making techniques.



## Workshop on basic Microbiology Techniques

The Department of Microbiology has organized an one day workshop on Basic Microbiology Techniques on 14th October 2022 between 10.00 AM to 2.00 PM in the Microbiology Laboratory for school students. Students from St. Mary's Matriculation Girls Higher Secondary School, Perambur has attended the Workshop. The students have been taught how to perform Gram staining and had a lecture and observation session on Capsule staining, Spore staining, Media preparation and Bio instrumentation. More than 30 students benefitted from the workshop and it ended with an interactive session. Students gave a positive feedback about the workshop.

## Webinar on Career Guidance for life Science students

Department of Microbiology conducted a webinar on the topic "Career Guidance for life Science students" on 10.10.22. The chief guest for that day was Dr.AravindM.Deshmukh(President, Microbiology Society, India). The session was about career opportunities and higher studies in abroad for life science students. Around 226 participants in and around India were participated in this program.



## Webinar on Microbes in Monuments

The Department of Microbiology organized National Webinar on Microbes in Monuments on 6 October 2022, through the Google meet platform. The guest speaker Dr.M. Kannan Ph.D., Assistant professor, Department of Zoology, VHNSN College (Autonomous), Virudhunagar, Tamilnadu, India delivered a lecture on the topic "Microbes in Monuments" and explained the importance and effects of microorganisms and highlighted on the environmental problems and the possible remedial steps in a natural way.

## Workshop on Graphic Designing

The Department of Journalism and Communication organized a workshop on November 7th 2022. Mr. Nandhakumar Natarajan, Creative and Motion Graphics Designer. The workshop was to train students on designing software. He explained the complex techniques of graphic designing in laymen's term and short cut keys so that the students could grasp core of the subject

## Guest Lecture on Behaviour Economics

The Postgraduate and Research Department of Economics organized a Guest lecture on Behavioural Economics by Ms. Krithika Rajagopalan, Senior Training Associate, J-PAL South Asia on 22nd November 2022. The speaker provided insights into behavioural economics concepts such as Nudge Theory, Cognitive Biases, and Discounting. The gathering of 60 students benefitted immensely from the interactive session.

## Guest Lecture on gender Economics

The Postgraduate and Research Department of Economics organized a Guest lecture on Gender Economics by Mrs. Neharika Rajagopalan, Founder of Nivritti Advisory, and DeshaDhwani on 24th November 2022. The speaker gave a brief introduction to Gender Economics and highlighted the impacts of Gender discrimination in the economy. Around 30 students enthusiastically attended the seminar.

## A Talk on Cyber Security

The Department of Microbiology has organized an awareness program on Cyber Security on 12th October 2022 between 3.00 PM to 4.00 PM at Department of Microbiology. The speakers invited were Mrs. B. Pathmakumari (Inspector of Police) Mrs. A. Thilagavathi (Sub inspector of Police) , Mr. M. Chandrasekaran ( Sub inspector of Police) and Mrs. A. Kala from Tamil Nadu Police Department. One hundred students were benefited from this program. Students received awareness about different types of cybercrime and the guidelines to avoid them were discussed. Good response and a positive feedback was received from the audience. The session ended with a round of discussion. Good response and feedback received from the audience.



## Drive Against Drugs

The Government of Tamilnadu organised an Anti-Drug Awareness Program on the 11th of August, 2022 to eradicate the usage of drugs. This pledge has been recognized as a World Record event and NCC Cadets from Ethiraj along with the guidance of our Associate NCC Officer participated in the pledge.



## Orientation

As a part of the union orientation for the first-year students held on 27 August 2022, the Entrepreneurship Cell briefed and oriented the audience in the main auditorium by the Staff co-coordinators and E-leaders.

## Incubation Cell Visit -IIT Madras Research Park & Vaayusastra

The Entrepreneurship Cell organised an industrial visit to Indian Institute of Technology Madras (IIT-M) Research Park and Vaayusastra Aerospace on 15th September 2022. A total of 50 E-cell members along with the E-cell Staff Coordinators Dr. Annapoorni.M and Ms. Rajalakshmi.M actively took part in it. The visit started with a session with Mr. Jagadeesh Kanna, CEO & Founder of Vaayusastra Aerospace. He ignited the young minds by asking them to think of a problem statement and chalk out the solution for it. It was followed by the speech of Mr. Radhakrishnan, CEO of Learn Engineering Activity Program (LEAP). He enlightened the students by giving them the proper guidance for commencing a start-up. It was followed by the visit to

## World Cancer Month

The staff and students of the Department of Bank Management (SS), observed the Cancer Month by distributing around 50 stationery kit containing Colouring Book, Colour Pencil, Colour Sketch Pen and Crayons 202 were distributed to the children suffering from Cancer at the Institute of Child Health and Hospital for Children, Egmore, Chennai on 11th October.

## Free Eye Screening Camp

The Department of Bank Management organised a Free Eye Screening Camp in association with Bohra Eye Hospital and RETAIN SMILEZ (NGO), on 27th September 2022 for the students, teachers and non-teaching staff of our college. Around 500 were the beneficiaries through this camp. The department received "Excellence Award" from Retain Smilez (NGO) for the ongoing committed and dedicated services to the community through Extension Activities (2022-23).

## YI Installation Ceremony Inzio – To New Beginnings

The Department of Bank Management along with YUVA Club of Ethiraj held Installation Ceremony of YUVA Board Members – 2022 called Inzio – To New Beginnings on 7 September. 23 board members were inducted during the ceremony. The event was graced by Mr. Nitin Bothra, Chair, YI and Mr. Varan Mittal, Chair (YI – Chennai Chapter). The Resource persons stressed upon the fact that Learning is beyond education.

## State Level Women Empowerment Conference, Workshop & Exhibition

Entrepreneurship Cell took part in the State Level Women Empowerment Conference, Workshop & Exhibition conducted by Women Entrepreneurs Welfare Association of Tamil Nadu (WEWA). 50 E-Cell student members under the guidance of Dr. Annapoorni.M and Ms. Rajalakshmi.M, faculty coordinators attended the event at CEG campus, Vivekananda Auditorium, Anna University held on 10 September 2022.

## Idea Conquest 2022

The Entrepreneurship Cell initiated its first event 'IDEA CONQUEST 2022', on 17th August 2022 the club inaugural programme amidst much anticipation and joy which was held at Mini Auditorium, the Chief Guest for the day was Mr. Jagadeesh Kanna, an Aeronautical Engineer and Theatre Actor and CEO of Ed-Tech start-up "Vaayusastra Aerospace". A PPT presentation was presented about the history of E-Cell right from the year of its inception and the events conducted which was oriented and briefed to the audience. Mr. Jagadeesh Kanna took up the part of distributing the badges to the incoming E-Cell core committee members for the year 2022-23. The most awaited part of the event came up with a dynamic and alluring speech lent by the respected Chief Guest, Mr. Jagadeesh Kanna who enlightened minds with his valuable words.



## A visit to the Orphanage and Old Age Home

The staff and students of The Department of Bank Management visited the orphanage and old age home on 10 Oct 2022. The department donated stationeries and clothes to the underprivileged children and senior citizens at home in Mogappair named Kalaiselvi Karunalaya.

## Ethpreneurs Mart- The Merch Of Ethiraj

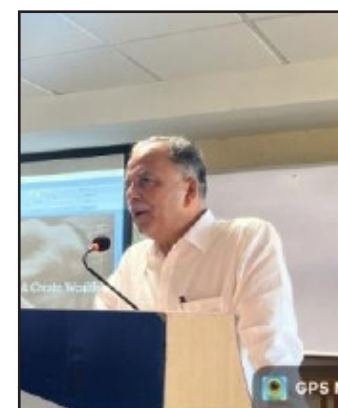
Ethpreneurs mart is the latest initiative of the Entrepreneurship Cell, launched on 25 July 2022 where we inspire young minds to set up their own start-ups. Stalls are put up in the main campus near the Aavin Parlour for the budding entrepreneurs every Monday to sell their self-made products and eatables. The brand has completed 7 successful weeks with more than 40 student entrepreneurs establishing their businesses.



## Chess Olympiad Inauguration

The 44th Chess Olympiad organised a torch-bearing ceremony on the 27th of July 2022 at Presidency College, Chennai. Ethiraj NCC Cadets participated in the torch-bearing ceremony by cycling with the Olympic torch in their hands for 2 kms. The opening ceremony was held on the 28th of August 2022 at Nehru Stadium in the presence of Honourable Prime Minister Mr. Narendra Modi and The Chief Minister of Tamilnadu, Thiru. M.K. Stalin.

## "Personal Finance Management for Big Thinking Teens"



The Youth Economic Society – an extension activity of the Department of Business Economics organised a Guest lecture on "Personal Finance Management for Big Thinking Teens" by Mr. A K Narayan, Founder A K Narayan Associates & Former President IFA Galaxy, on 12th October 2022.

## Bharatiya Yuva Shakthi Trust - Mentoring Session

The core committee members of E-Cell along with the faculty coordinators Dr. A.S. Gayathri, Dr. Annapoorni.M, Dr. T. Sudeshna, Ms. Rajalakshmi.M, Ms. Sushma Catherine attended a mentoring session organised by The Bharatiya Yuva Shakthi titled "Celebrating Mentoring & Nurturing Grampreneurs in the Digital Era" on 14th Sept 2022 at CV Raman Auditorium, Alagappa College of Technology. The session enlightened the audience with motivational success stories by the entrepreneurs mentored and guided by BYST.



## YOU ARE NOT ALONE – Interactive Session on Suicide Prevention Awareness

On 30th September 2022, the Red Ribbon Club of Ethiraj held an interactive session on the topic "Suicide Prevention Awareness" titled 'You are not Alone' at the Mini Auditorium. The two days preceding the event, a booth was set up in the Biometric Place where students had anonymously written down their suicidal thoughts, fears, traumas and confessions. The student counsellors of Ethiraj, Ms. Vanitha Raj and Ms. R Soundaryaa, were invited as the resource persons for the day where they gave solutions for the problems which were intimated via chits previously and encouraged them to step up and ask for help.



## Puneet Sagar Abhiyan



The main objective of Puneet Sagar Abhiyan is to clean the seashore and water bodies. The event was inaugurated by Mr. Karu Nagaran (Vice president of Tamil Nadu- BJP) on 13th August 2022 at Elliot's beach, Besant Nagar. NCC Cadets from Ethiraj College for Women participated in the program as participants and volunteers.

## Independence Day

Ethiraj's NCC Company celebrated the 75th Independence Day in Ethiraj College for Women on 15th August 2022 and participated in 'Har Ghar Tiranga', a campaign to encourage people to bring the Tiranga home and to hoist it to mark the 75th year of India's independence.

## Kalaigarn Memorial International Marathon 2022

Kalaigarn Memorial International Marathon 2022 3rd edition was held on the 7th of August 2022. NCC Cadets along with Major R Shanthini, Associate NCC Officer actively participated in the 5 km Marathon. Athletes from 18 States of India and various countries participated in the Marathon.

## Chess Olympiad Felicitation

The 44th FIDE Chess Olympiad Felicitation witnessed players from across the globe representing 187 countries competing on 700 boards on 9th August 2022. The winners of the 44th Chess Olympiad from various countries were awarded gold, silver, and bronze medals. NCC Cadets from Ethiraj College for Women were given the opportunity to witness the event.

## DEBATE (Battleship)

The Debate Battleship was conducted by Entrepreneurship Cell on 16th August 2022 which was judged by Mr. Gurumurthy, a stand-up comedian who has been performing the art for more than five years now. He has also written content for sites like Realsport, Awesome Machi, and has worked at DT Next, a popular newspaper in Tamil Nadu.

## EACH ONE, TEACH ONE, REACH ONE.

In commemoration of Teacher's Day on 5th September 2022, NCC Cadets of Ethiraj College organised an Awareness Lecture on Personal Hygiene, Menstruation, and Yoga at Presidency Girls Higher Secondary School.

## SAREX -2022

The 10th National Maritime Search and Rescue Exercise SAREX-22 was carried out by the Indian Coast Guard (ICG) in Chennai on August 28th, 2022. The chief of the Indian Coast Guard, DG VS Pathania, PTM, TM reviewed the exercise along with 24 foreign observers from 16 friendly foreign countries. Maj. R. Shanthini, Associate NCC officer, Ethiraj NCC Company and NCC Cadets of Ethiraj College for Women - SUO Kavya P R, CUO Kalyani K, CUO Logitha L witnessed the rescue operation.



## Inaugural Ceremony

On 29th August 2022, the Red Ribbon Club of Ethiraj hosted the Inaugural Ceremony at the Main Auditorium. The new board members were felicitated followed by the prize distribution for the winners of Art Buzz, held a week before. The speaker for the session, Dr. Kalaivani, educated the students on the importance and awareness of HIV/AIDS. The event concluded with a musical cum motivational session by singer, Mr. Isaac Joe.

## CM's Rally

The Tamil Nadu Ambedkar Law University, Chennai organised a Chief Minister's Rally celebrating its 25 years of excellence on 20th September 2022. Honourable Chief Minister Mr. M K Stalin graced the occasion. NCC cadets of Ethiraj College for Women were given the opportunity to witness the event.

## Nasha Mukta Bharat Abhiyaan

The Ministry of Social Justice & Empowerment organised a 6-day NashaMukt Bharat Summit to commemorate the International Day Against Drug Abuse and Illicit Trafficking. The event was organised by Madras Group 'A', 1(TN) BN NCC on 12th August 2022 in DG Vaishnav College. NCC Cadets from the Ethiraj College for Women participated in the NashaMukti Bharat summit and took an oath against drug abuse.

## Bonyuu 22

Red Ribbon Club of Ethiraj organised a seminar and three online and one offline competition on account of World Breastfeeding Week called "Bonyuu 22" on 1 August 2022 at the Mini Auditorium. The resource person for the day was Dr. Shobana Rajendran, Paediatrician who shed knowledge on the same.

## PHOTOGRAPHY EVENT

On Celebration of 75 years of Independence, an online photography contest was conducted on the 14th of August 2022 by ETHIRAJ NCC COMPANY. Cadets from various colleges and students from our college participated and winners were awarded the Certificate of Merit.



## FOOD FESTIVAL 2022

The Tamil Nadu Food Safety Department in association with Eat Right India organised a three-day Food Festival at the Island Grounds in Chennai on the 12th and 13th of August 2022 along with Eat Right India Walkathon on 14th August 2022. NCC Cadets from Ethiraj College for Women participated as volunteers.

## PINK PALM EVENT

NCC Cadets from Ethiraj College for Women participated in the event "INDIA TURNS PINK" on 13th October, 2022 organised by the Airports Authority of India and Kalyanmayee jointly with India's largest women's wellness organisation commemorating Breast Cancer Awareness week. NCC Cadets along with the support of Major. R. Shanthini, Associate NCC Officer printed their palms on a board full of pink paint to spread awareness about Breast Cancer.



## CHAITRA

NCC cadets of Ethiraj College launched an initiative called "CHAITRA – United, a better community" under the guidance of our Associate NCC Officer Maj. Dr. R Shanthini on 15th November 2022. The main purpose of this initiative is to conduct various social service activities to uplift the society and help people in need. The Honourable Chief Guest Col. Jarnail Singh, Group Commander, Madras Group 'A' ennobled the event by launching the banner and logo of the initiative. Debate and Creative writing were conducted as intercollegiate competitions to embark the ceremony. Lt. Col. Samuel J Premkumar, Commanding Officer, 1 (TN) R&V Sqn felicitated the winners in the valedictory ceremony.

## Interclass Debate

The Youth Economic Society, an extension activity of the Department of Business Economics conducted the Interclass Debate Competition on 17th September 2022.

## ART BUZZ 22

On August 22nd, The Red Ribbon Club of Ethiraj conducted art buzz, a one of its kind art expo. Competitions such as mask painting, logo and tagline designing, and wealth out of waste were conducted on the topic "Awareness on HIV/AIDS". On the next day (i.e.) August 23rd, the members of the club from various departments were asked to cast their votes to decide the winners of the event.

## Interclass Quiz Competition

The Youth Economic Society, an extension activity of the Department of Business Economics conducted Interclass Quiz Competition on the topic Economic Planning in India on 2nd August 2022.

## Sha'wa community service

Sha'wa community service project which focused on collecting books for setting up a library in a government school. This was held in the campus on 18th Nov, 2022. Around 750 school-books and story books were collected.

## Placement Cell

The placement cell conducted drives with Deloitte Tax, Deloitte USI IT and Barclays. Around 786 Candidates participated, and 24 candidates got the final selection.



## MEDICAL CAMP

Rotaract Club along with Group-3 Thor Club, conducted a medical camp on 18th Nov, 2022 for the students and faculties. Medical camp comprised an eye screening, a general health check-up and blood pressure and diabetes check. 333 beneficiaries were achieved which represents Group 3.

## POLIO DRIVE

Rotaract Club along with District Rotaract Council RID 3232 created a Polio awareness among the public by performing a flash mob in the Central Metro Station on 29 September 2022. 8 Rotaractors joined as a team and performed dance and grabbed the attention of the public.

## BLINDFOLDED CONVERSATION 4.0

Rotaract Club of Ethiraj College for Women initiated its distinctive signature project, Blindfolded Conversations 4.0 on 28th August 2022 (Sunday) in the Anna Nagar Tower Park where Rotaractors from other clubs as well as Rotaract club of Ethiraj College for Women interacted with each other without disclosing their identities. The participants were given refreshments and small bottle art gifts as a token of appreciation. Refreshments were also given to the caretakers/attendants of the park.



## PRATYASHA

To bring awareness about the teenage suicide, a street play was presented in the campus by seven members of Rotaract Club on 29th Sept 2022 at the OAT. Keeping the previous suicide victims in mind, the members enacted different scenarios where a student fails in exam, a girl gets abused, society failing to support lesbians, a girl's heart break because of boys and faces acid attack etc and showing the solutions for them by supporting and giving hope for them saying "Suicide is not a solution for A problem"

## NEXUS 2.0 -VaangaPazhagalam

The Red Ribbon Club of Ethiraj conducted "Nexus 2.0 – Vaanga Pazhagalam" on 14th October, 2022, at the Yoga Room for the 1st year RRC members to promote communication, expression of thoughts, connections and friendships among the freshmen. Students bonded on the topics; Music and Movies, Books and Fandom, Series and Food and exchanged their contacts to remain in touch with their newly made friends from various departments.

## LIFE SAVER – BLOOD DONATION CAMP

Rotaract Club conducted a blood donation drive by joining hands with Rotary Club of Central Madras on 18th October 2022. Around 200 people who attended this camp by enrolling themselves and taking up respective eligibility tests. A total of 84 units of blood was collected.

## VIRAGO

The Rotaract club of Ethiraj for women conducted an online webinar to increase the awareness of self-defence on 11-12-2022. Ms. Marieen Vijay, founder of iron lady self-defence for women talked about self-defence. The green Rotaractors learnt about the different kinds of violence that may be faced by girls or by women

## ALPHA – ORIENTATION

The Rotaract club conducted the Orientation program Alpha - Make a fresh start for the new members of Rotaract club on 22nd Nov, 2022. The objective of this event is to introduce the whole concept and ideology of the Rotaract, how it functions, and the roles and responsibilities of being a Rotaractor.

## SURAKSHA 2.0 PHASE 1

SURAKSHA 2.0 was held on 8th Nov, 2022 at the Parking Space of the College to bring out an effective change in road safety. As millions of people lose their lives due to minor traffic negligence, Rotaract club took an initiative to bring out an action which will create a big impact on the roads. According to motor vehicle law (106) every motor vehicle should have a black sticker or black painting stuck in the middle of the head light. So, they stuck deflection stickers on the head light of the vehicles, which will cover up the bulb and will not scatter harsh light to the opposite vehicle. This small act brings out a huge change.

## PASSING OUT PARADE

NCC cadets of Ethiraj College for Women along with our Associate NCC Officer Maj. Dr. R Shanthini witnessed the Passing out Parade of the soldiers in the Officers' Training Academy, Chennai on 25th October 2022.

## 'Role of Self in Positive Relations with Others'



The Department of Accounting and Finance (SS) conducted a workshop on 'Role of Self in Positive Relations with Others' was held on 29th September 2022. Dr. Jayanthi Rani, Assistant Professor, Department of Psychology, Ethiraj College for Women led the session. The workshop highlighted the importance of mental health and during the workshop various activities were conducted for students to make them develop positive relationships with others.

## KNOW AIDS FOR NO AIDS



On October 1st, the Red Ribbon Club of Ethiraj conducted its first outreach program of this academic year at Edward Elliot's Beach in Besant Nagar. The volunteers performed a flash mob followed by a mime performance by the RRC members to spread awareness on HIV/AIDS. Ms.

Sai Santhini.B, Executive Manager, and Ms. Thrisha.H, Joint Secretary of the Red Ribbon Club, addressed the crowd on how AIDS and HIV affects the victims. A Red Ribbon badge was distributed to the public, who were the audience of the event.

## MERAKI – INSTALLATION

Meraki was the 28th installation ceremony of Rotaract Club of Ethiraj College for Women, which happened on 7th September 2022. The chief guest for the event was Rtn. Kathrivel Ganapathiappan. The Guest of Honour for the event was Rtn. Vidya Alaguperumal. The special invitees for the event were DRR Rtr. PP. Gowtham Raj.

## Woman's Equality Day

On the eve of Women's Equality Day observed on 26th August 2022, Department of Commerce conducted both at Inter-class and Inter-department, a Comic Strip competition, dedicated to every woman. The theme was Samathuvam, which symbolises those who have fought for equal position in this society and to all who are continuing the battle for equality in society. The competition was judged by Dr. R.K.Maya, Controller of Examinations and Associate Professor, Department of History, tourism & Travel Management and Ms. Shirly Grace Nirmala.V.R, Assistant Professor, Department of Human Rights & Duties Education. The competition was indeed, informative and thought provoking for both the students as well as the teachers.



## SMITI – WORLD SMILE DAY

On October 7, 2022, the Red Ribbon Club of Ethiraj conducted "SMITI" on account of World Smile Day near the Ethiraj Statue. The core members promoted the importance of happiness and little joy in our day-to-day lives with "hugs, fist bumps, heart fingers, foot shakes, high fives, and anger hugs" for interested students according to their comfort level. A "laugh it out loud" corner was set which included various jokes to give their day a fresh start.



## World Literacy Day

As a part of Teachers Day Celebrations, the Department of Bank Management organised an Interdepartmental Book Review Competition on 8 Sep 2022. There were 11 participants from different departments. Ms.Srinidhi P, I B com Corporate Secretaryship (SS), won then first prize. The runner up was Ms.Aparna V, I B.A Business Economics (SS).





## DRISHYA

“Drishya”, the annual event of Post Graduate Department of Journalism and Communication was conducted on May 11th. The program was inaugurated by Actor Abhinay Vaadi and Imman Annachi along with the head of the department and the association secretary. Various competitions like, adzap, 60 seconds to fame, adaptune, channel surfing and block and tackle were held and students from various colleges participated.

Rap singer Iykki berry, dance choreographer Amir, actor and comedian Amudhavanan, news reader Ranjith, actor and model Abhinash Ganapathy were the walkin guests of the event.

Director Nelson Venkatesan showed his presence during valedictory, and gave his insights about direction and cinematography and also answered student's questions. He handed over the trophies to the winners. The overall trophy was won by DG Vaishnav college.



## INTER CLASS ENGLISH DRAMATICS

The annual English Inter year Dramatics was held on 1st June 2022. The theme of the event was ‘Satire’, and four teams from both the aided and self-supporting streams competed for the rolling trophy. It was a delight to watch the students display their theatrical skills. Mr. Sriram Jeevan of ‘Theatrekarana’ judged the event and gave relevant comments to the students to improve their acting capacity. UG students of Aided stream won the trophy.



## ENDOWMENT LECTURE

Dr. K Nirmala Prasad Endowment Lecture was conducted in offline mode on 31st March 2022. The Resource Person CASaradha Hariharan addressed the students on the topic “Union Budget’22 – At a Glance”. 162 students benefited out of it.

## SMILE CAMPAIGN

The Department of Bank Management along with Young Indians (CII- YI) organized ‘Smile Campaign’ from 7th April to 15th April to spread good cheer and happiness around. As a part of this initiative students took photographs of people smiling using Instaboard.



## ENDOWMENT LECTURE

The Association of the Department of English conducted the Sita Udupa Endowment lecture on 2nd June 2022. Ms. Janaka Pushpanathan, Director, British Council, South India and an Alumna of the college delivered the lecture. Her erudite and interactive talk focused on the inextricable connection between language and environment. Attended by about 100 participants, the speech strongly drove home the message on the preservation of environment and the role of young students towards this goal. She also released the English department's annual magazine Scrambler 2022.



## KAGIDHAM

The Department of Bank Management along with Young Indians (YI) organized a project named Kagidham (Book Box), on March 28th 2022, a small contribution to our mother nature where the unused sheets of books were collected from the students which will be transformed into new booklets and in turn will be distributed to the underprivileged children.



## E-SALVAGE

The Department of Bank Management along with Young Indians (CII - YI) organized a project named e- Salvage on April 27th where the e wastes were collected from the students for recycling.



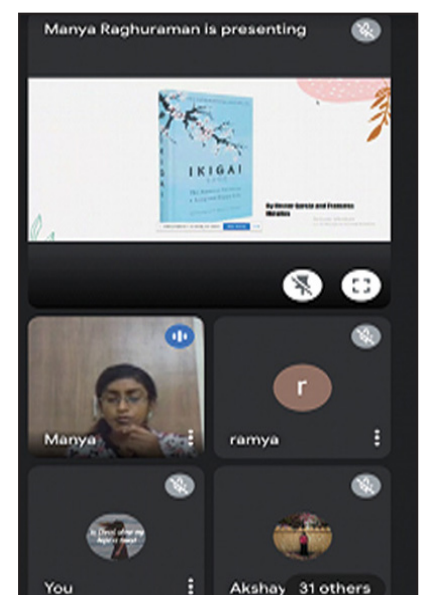
## STRIDE

During this academic year, the Department has come up with an innovative initiative – STRIDE – a hands-on experience zone for students to enhance their academic and personal skills. The first session was conducted on 21st April, 2022 and the sessions are being continued progressively every Thursday.

Staff members of the department are involved in need assessment and act as experts to deliver training. The topics covered are Changing Bad habits, Oral Presentation Skills, and Interviewing skills.



## IKIGAI



The Department has also come up with interesting initiative of doing an online monthly book review from the month of May, 2022. The first book was presented by Ms. Manyeswari Gayathri. The book that was reviewed was Ikigai – the Japanese secret to long and happy life.

## SPSS WORKSHOP

The Post Graduate and Research Department of Economics organised a workshop on SPSS on 5th May 2022 with Dr.S.Kavinmary, Assistant Professor, Post Graduate Department of Human Resource Management M.O.P Vaishnav College for Women, as Resource Person. The workshop gave hands on experience to the students in Analysing and Interpreting the Data.



## FIELD TRIP – VALUE ADDITION TRAINING

A field trip was organised for the final year UG students as part of their curriculum to Krishi Vigyan Kendra (KVK), Tiruvallur on 11.04.2022 to undergo “Fruits and Vegetables Preservation” value addition training where the making of jams, jellies, squashes and pickles were demonstrated. Nutrigarden maintained by KVK was also visited.



### Dr.V. Parvathi ENDOWMENT LECTURE



Dr.V. Parvathi Endowment Lecture was organised on 21.04.2022 on the topic “She Health Matters” at Steve Jobs Hall, Library Block, Ethiraj College for Women, Chennai. The guest speaker of the day was Dr. Cynthia Alexander, Obstetrician & Gynecologist, Chennai, who gave an enthralling address on adolescent health issues and importance of pre-marital counselling.

## FoSTaC TRAINING FOR STUDENTS



The Department in association with NAF (National Agro Foundation), an empanelled training partner of FSSAI, offered FoSTaC (Food Safety Training and Certification), Food safety supervisor (FSS) training course on basic manufacturing for the III year students. A written evaluation test was conducted at the end of the session and based on their performance, certificate was issued from FoSTaC FSSAI to the students.

## TAMIL NADU LEGISLATIVE ASSEMBLY VISIT



Department of History, Tourism and Travel Management had taken 300 students to Tamil Nadu Legislative Assembly to witness the functioning of the Assembly on 27th and 28th April 2022. On the Same day the Students visited the Fort Museum and Archaeological Survey of India Library and St. Mary's Church which is located in the same campus.

## GUEST LECTURE ON INTERNATIONAL CONVENTIONS ON HUMAN RIGHTS



“Human Rights belong to each and everyone of us equally” Advocate Adhilashmi Logamurthy of High court delivered a lecture on International Convention on Human rights. She expounded on Human rights: the definition, its characteristics, various laws and its kinds and mentioned about a few international laws. A special mention was made on UDHR – Universal Declaration of Human Rights and its interconnection with Indian laws. She enlighten the students more on how to learn the subject ‘Human Rights’ rather than the subject.

## COMMEMORATING WORLD HERITAGE DAY



Department of History, Tourism and Travel Management of Ethiraj College for Women organised a guest lecture on the topic, “Monuments - our Glorious past”, commemorating World Heritage Day on 19th April 2022.

Professor S. Rajavelu of Alagappa University, Karaikudi, the Chief Guest of the day, gave a lecture on exploring the heritage sites of Tamil Nadu: Mamallapuram and Thanjavur. Intra-departmental competitions were conducted among the students with the topic, “NAMATHU PAARAMBARIYAM, NAMATHU PERUMAI” to create awareness on our prestigious heritage.

## INTERNATIONAL CONFERENCE ON “Business Renaissance – The Era of Digital Cure”



Dr.Xiaoxian Zhu, Principal Lecturer, Teeside University International Business School, UK; Prof.Sridhar Narayanan, Founder, G.A.M.E, Secretary – NHRD (Chennai Chapter); Ms.Alicia R.Damley, Board Member/Investment, Finance and Audit Professional, Canada; Dr.C.S.Sharma, Professor, Shri Ram College for Commerce, New Delhi; and Dr.Stephen ARO-GORDON, Assistant Professor, Muscat College, Oman.

The event was inaugurated by Dr.Neeraj Mittal, Principal Secretary to Government, Information Technology Department, Government of Tamil Nadu. The two-day conference captured the essence of the topic through the broad areas of Finance, Marketing, Human Resource, Innovation and Entrepreneurship handled by distinguished speakers.



## ACHIVEMENTS



On April 9th 2022, Department of PG Journalism and Communication Head of the Department Ms. U.N. Mahalakshmi received an award called “ EZHUDHU KOOL VIRUDHU”.

Samyuktha M (I B.Sc Psychology) participated and Won the Runner up Trophy at Tamilnadu State level inter collegiate Rugby 7's championship Men and Woman held at Jeppiar College of Arts and Science on 6th April 2022.

Samyuktha M (I B.Sc Psychology) participated at Tamilnadu State Inter district Rugby 7's championship Boys and Girls 2022-2023.



Samyuktha M (I B.Sc Psychology) officiated as a Referee in the Tamilnadu State Inter district Rugby 7's championship Boys and Girls 2022-2023.

The 9th batch of Dyslexia Course that trains students as remedial teachers for children with Dyslexia was completed on June 1st 2022.



On April 6th 2022, Anitha C and Bhargavi V secured Second Position in Tamil Nadu State Level Rugby Collegiate Championship.

On April 8th 2022, Krithika Sri T secured Second Position in the Tamil Nadu Physical and Sports University Football Tournament.

On April 15th to 17th 2022, Sandhya N, Third year student and Team secured Third Position in 6th Senior State Fist ball Championship for Men and Women 2022-23.



## ETHI-SHAKTHI SWACHH ETHIRAJ LEAGUE



Social Works League and Swachh Ethiraj League of Ethiraj College organized a Workshop on "Cardiopulmonary Resuscitation -Restart a Heart" on 26 th April 2022 in the Mini Auditorium. Dr. Vidya Saketharaman, Consultant Emergency Medicine, Kauvery Hospital, Chennai and her team conducted this workshop to enable the students to handle medical emergencies. The workshop focused on the First Aid to be given during choking, unconsciousness, heart attack, nose bleeds and poisoning. She pointed out that heart attack and stroke account for the majority of deaths among adults, many of which can be prevented by initiating CPR on time and the students were given hands on practice of CPR to handle such medical situations and the rescue measure for the victims of cardiac arrest, using mannequins. More than 150 league members participated in this programme and were greatly benefited.

### Nirangal – Shades of Wonder Phase II

Nirangal is a community service project where the club raised sponsorship to paint the walls opposite to the annex block on 25 th April 2022. The aim of this project was to paint the wall with images that spread awareness on saving the environment, avoiding ocean pollution and so on. The walls have an impact on all the students along with the general public passing through the road.



### Prakriti – Redefining Realness

Prakriti – Redefining Realness was a project on Women Entrepreneurial Development and green environment. The project took place on 2 nd May 2022 in the college main auditorium. Eminent speakers were brought in to talk about the environmental entrepreneurial development. In addition, Trash to Art Competition was organized with 26 participants. The project had Rtn. Sessa Sai, Mrs. Padma Priya, PDRR Rtn. Solomon Victor and PDRR Rtn. Subhadra as speakers for the sessions.



### CADO FEST

CADO FEST was conducted by DGV College on 18 th , 19 th and 20 th of April. Various competitions were held on all the three days. Cadets from Ethiraj NCC company took part in all the events and won the overall Banner of the 40 th CADO FEST. The events are as follows:

- 1 st place in Individual Drill
- 1 st and 2 nd place in Best Cadet
- 1 st place in Maitrayi
- 1 st and 2 nd place in Quiz
- 3 rd place in Debate
- 2 nd place in GK and GSK.

## RYLA – CRPF CAMP

Rotary Youth Leadership Awards was given out for the benefit of students on women empowerment and to experience a day in jawan's life. It was camp set out at CRPF Avadi on 30 th April 2022 and 1 st May 2022 with 73 student participants. The session had varied speakers such as Ms. Mahalakshmi, Mrs. Usha, Ms. Preethi, Mr. Neelakandan who emphasized on entrepreneurial development, goal setting, yoga and first aid practice. Sowmiya S from M.Com Banking and Insurance Management 1st year was awarded as the Best Rylarian in RYLA at the CRPFCamp.



## MAATRAM'22-UKIYO

The Red Ribbon Club of Ethiraj College for Women hosted its biggest annual intercollegiate event "MAATRAM'22" -'Ukiyo' on April 12, 2022 with 8 offline competitions in the Main Auditorium and LCH. The club also held Instagram Reels Challenge with Sculpt Dental Studio titled '#Smileforachange'. The chief guests for the inaugural and valedictory were Dr. Amudha Hari and The Twins- Mr. Arun and Mr. Aravind, respectively. The walk-in celebrities for the occasion Actor Satish Kumar, Singer Visagh, Ms. Sakshi Agarwal and Ms. Akshara Reddy helped in spreading awareness on HIV/AIDS.

The overall trophy was backed up by Stella Maris College, Chennai. The live-streamed event witnessed participation of around 250 the students from various colleges in Chennai and over 1500 student audience.

## ENVIRO CLUB

"The environment is where we all meet, where we all have a mutual interest; it is the one thing all of us share" -Lady Bird Johnson. True to these words, the Enviro Club of Ethiraj College for Women is keen in inculcating interest and prompting young minds to act for the protection and conservation of Environment which is the only thing which we all share mutually.

To emphasize the importance of efficient waste management a Webinar was conducted on the topic "Garbage and Trashnomics" in association with World Wild Fund for Nature (WWF) on 30.4.2022. Mr. Mathew Jose, CEO of Paperman, a pioneer in managing waste was invited as the resource person and the students were greatly benefitted. A total of 110 students participated in the webinar.

Enviro Club organized a Workshop on Vermicomposting technology for Waste Management" for the benefit of the supporting staff of the college on 16.5.2022. Mr. Indrakumar, Senator and President Home Exnora was the resource person and he highlighted on zero waste management and its significance. The workshop was an eye-opener for the participants and led to an understanding of the methodology of using earthworms for composting process.

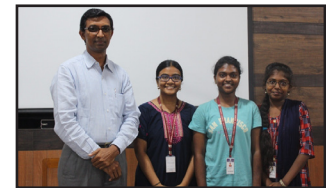
Our Enviro Club student representatives participated in the ECHO summit organized by World Wide Fund for Nature (WWF) and represented our college. Living stationeries like pen, pencil and book marks were made by the students and put for sale as part of the ECHO program.

## Cycle Rally



A cycle rally was conducted by the Ethiraj NCC Company on 3rd June 2022. The rally started from Ethiraj College through Crescent Road escorted by police and covered a distance of 2kms. Cadets from JBAS, Bharathi Womens College and Quaid-E-Milath College participated in the event. The rally was conducted under the guidance of Maj.R. Shanthini and Associate NCC officers of BWC Lt. Premakumari and JBAS C/T. Faiza Banu also participated.

## Financial Literacy Club - Report on Stockathon 2.0



The second Ethiraj-Integrated Stock Market Challenge dubbed as Stockathon 2.0 was conducted by the Financial Literacy Club between May 23 rd to June 3 rd , 2022. 47 teams registered, who were given ₹10 Lakh as virtual money in the app which they used to trade for 10 trading days. The top 10 teams based on portfolio value moved to the final round of Stockathon 2.0. The final round was a Question-And-Answer session by the panel of Judges comprised of: Mrs. Nalinakanthi V, Associate Analyst, Business Line; Mr. Yaseen Sahar, Channel Head, SBI Mutual Fund and Mr. Sukumar N, Equity Research Analyst, Integrated Enterprises (India) Pvt Ltd. Mr. K T Vinod Kumar, President and Whole-Time Director of Integrated Enterprises attended the event as the Chief Guest. The event was also attended by Thiru. S. Sridharan, Financial Trustee, Ethiraj College Trust.

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