



# ETHIRAJ TIMES

MARCH 2023 Vol: 5



## Realm of Money

The Department of B.Com Accounting and Finance organized an International Conference on the theme 'Rediscovering the Realm of Money' on 30 January. The chief guests were Dr. N. R. Bhanumurthy, Vice-Chancellor, Dr. B. R. Ambedkar School of Economics, Mr. Arjun Vijay, Co-founder & COO, Giottus Crypto Currency Exchange, Ms. CA Revathi Raghunathan, Regional Council Member of SIRC of the ICAI. It was followed by three technical sessions and around 500 students attended the conference.

## International Conference-NextGen Innovation



The Department of B.Com Bank Management organized its 11th International Conference, 'NextGen Innovation – Engage, Embrace and Adapt in the Era of Digital Transformation' in association with the Hindustan Chamber of Commerce, the Confederation of Indian Industry and Young Indians on 24-25 January. Mr. Cecil Sunder, Director – Data & AI Solutions and Strategy (US Manufacturing), Microsoft Corporation delivered the inaugural address and CA Dr. A. Gopal Krishna Raju, Partner, M/s K. Gopal Rao & Co, Chartered Accountants gave the keynote address. Paper presentation was conducted in four tracks and the best paper for each track was selected and awarded.

## International Webinar



The Department of Mathematics with Computer Applications (SS) conducted an International Webinar titled 'Networking and Telecommunications' on 18 January with Ms. Archana Govindarajulu, Network Engineer, Efiniti Telecommunications Pvt. Ltd, New South Wales, Sydney, Australia as the Resource Person. She emphasized the importance of the various types of telecommunication systems and the future of the telecom industry in the IT field. She also highlighted the advantages of pursuing Mathematics with Computer Applications.

## Ethiraj Marks Excellence in Higher Education



The Peer Team of NAAC Cycle IV

In the journey towards striving and seeking for excellence, Ethiraj College for Women got reaccredited with A+ by National Assessment and Accreditation Council (NAAC) in Cycle IV. The NAAC Peer Team, headed by Dr. Pratibha Goyal, Chairperson and Vice Chancellor of Ram Manohar Lohia Avadh

University Ayodhya, with Dr. Telagam Chetty Tripura Sundari, Member Coordinator, Professor, Sri Padmavati Mahila Visvavidyalayam, Andhra Pradesh and Dr. Shivaprakash Hiremath, Member, Principal, PCJabin Science College, Karnataka assessed the college on various criteria. The Peer Team's critical analysis of stren-

gths and weaknesses of the college occurred on 22 and 23 February. The team visited the campus and evaluated the activities of the College. In the Exit Meeting, the Chairperson congratulated the College for its team work and wished the college all strength to continue playing a bigger role in imparting quality education.

## International Conference On Multidisciplinary Research And Innovation



Thiru. T. Mano Thagaraj, Hon'ble Minister for Information Technology and Digital Services, TN

In commemoration of 75th Jubilee Year Celebrations of the Department of Economics and English, an International Conference on Multidisciplinary Research and Innovation was organized by the Department of Economics, English, History and TTM, B.Com Bank Management and Business Economics along with ESN publication and Valimai Thamizhachi on 19 and 20 January at Ethiraj College for Women and from 23 to 25 January in Dubai, UAE. The chief guest Thiru. T. Mano Thagaraj, Hon'ble Minister for Information Technology

and Digital Services, Government of Tamil Nadu delivered the inaugural address. He highlighted the various initiatives taken by the Government towards industrial development and digitalisation of the economy, the role of digital technology and services in the socio-economic development of Tamil Nadu, and the government's efforts to ensure that the benefits of digital technology and services are accessible to all citizens. Thiru V.N. Shiva Shankar, Vice President, SICCI delivered the keynote address on the harnessing innovation

and technology. The profile of the Departments was released by the Hon'ble Minister for Information Technology and Digital Services, Government of Tamil Nadu. The profile captured the magnificent milestones and outstanding achievements of the Departments. The welcome address was given by Dr. D.B. Usharani, Principal i/c, followed by the presidential address by Thiru V M Muralidharan Chairman, Ethiraj College Trust. Vote of thanks was proposed by Dr.T. Ushapriya, Vice Principal (SS).

## International Conference on Circular Economy



**Inaugural of International Conference on Circular Economy**

The Post Graduate and Research Department of Commerce organized a conference on Circular Economy The Frontier of Sustainability on 10 and 11 January. The International Conference was inaugurated by Mr. Nanda Kumar, Agripreneur and Green Social Media influencer. Special invitees, Mr. Veerapan Supramanian, Dato Ravi Munnusamy, and Mr. Gunasekaran, members of Parliament, Malaysia and Ms. Saraswathi. K, Secretary General of the Madras Chamber of Commerce and Industry were also present on the occasion. The resource persons were Mr. S. Sundaresan, Senior Vice President, Brakes India, Foundry Division, Sholinghur, Ms. Samhita M, Managing Director of Ela Green Building & Infrastructure Consultants, Founder Director of Ela Green School, Maraimalai Nagar, Chennai, Mr. Hamza Abdiwahab, Director, Diplomacy Talk Series, Kuala Lumpur, Malaysia, Ms. Christabel Q.A. Derby, Vice Chairperson - Inclusion & Engagement,

Commonwealth Youth Council, U.K, Dr. Gajavelli Venkateshwara, Professor and Chairperson, Centres of Excellence for Sustainability and Corporate Governance, Mr. Chinnaasamy Ganesan, Partner, CNGSN and Associates LLP, Mr. Marimuthu Yogananthan, National Awardee Eco-Warrior and Dr. Preethi Ramadoss, Proprietor/ Formulator, Manitheer Herbal Skin-care & Haircare products & Biotechnology Research Centre, Chennai. Moderator for the panel discussion was Mr. S. Venkatachalam, Advisor, MCCI Sustainable Chennai Forum with members being Dinesh Gajendran, Catalyst and Executive Director, Audacious Dreams Foundation, Ms. Esther Janci Rani, Business Development Head, Omega Ecotech Products India Pvt. Ltd., and Ms. Akshaya Ayengar, Research Associate, OKAPI Research and Advisory. The two day conference captured the essence of the topic on the broad areas of sustainable innovative business practices through recycle, reuse and remake.

## NC Global Media seminar about Blockchain and Metaverse

The Department of BCA organised a seminar on Block Chain and Metaverse conducted by NC Global Media on 3 February. Mr. Yogesh Pandit and Ms. Pratiksha led the session. Mr. Yogesh Pandit gave an overview of block chain technology and its various uses. He also explained about fungible tokens & non-fungible tokens and its various uses.

Ms. Pratiksha discussed the Metaverse and Extended reality and described augmented, virtual and mixed reality. She discussed the future scopes of the metaverse and how it is likely to change the world. The students also gained knowledge about Web 3.0. They conducted a contest which the students actively participated in and won many prizes



**Mr. Yogesh Pandit and Ms. Pratiksha, NC Global Media conducting the session**

## Seminar on Mathematics in Machine Learning

The Department of Mathematics organized a seminar on Mathematics in Machine Learning on 6 February. The resource person was Dr. B. Thilaka, Professor, Department of Applied Mathematics, Sri Venkateswara College of Engineering, Sriperumbudur, Chennai who is an Alumna of

Ethiraj College for Women. She gave an introduction on troubleshoot algorithms and to incorporate creative thinking, a deeper understanding of the mathematics behind the models that are used in daily life. Dr. B. Thilaka released the newsletter of the Department, 'GANITH' Volume I Issue II,

## National Symposium on S&T

In commemoration of the Silver Jubilee Year, the Department of Biochemistry organized a National Symposium on Science and Technology for Sustainable Development with Women Empowerment in collaboration with the Indian Science Congress Association (ISCA) Chennai Chapter on 18 January. Dr. Kasmir Raja, Convenor, ISCA, Chennai Chapter extended his support and guidance. The resource persons were Dr. Indumathi. M. Nambi, (Professor & Researcher, IIT Madras, Founder Waste Chakra, Coordinator, Carbon Zero Challenge, Chairperson, IITM Women's Forum), Dr. C. Sheela Sasi Kumar, (Managing Partner SS Clinical Research LLP, Woman entrepreneur Mentor, Consultant Head Clinical Research, IEC Member in Hospitals Chennai, Seed Fund Technical Sub-Committee member Golden Jubilee Women Biotech Park, Distinguished Adjunct Faculty, Saveetha Dental College and Hospitals, Chennai), Ms. Uma Baskaran



**The guest speaker addressing audience**

(Senior Consultant, Patent Agent, Krishna & Saurastri Associates, LLP, Mumbai, Maharashtra) Dr. Syed Sutan Biwi (Principal Scientist - Cancer Biology, KIMS Foundation and Research Centre, Secunderabad, Telangana) and Dr. Florida Tilton (Chairperson & Managing Director, Biozone Research Technologies Pvt. Ltd, Chennai). The speakers illuminated the young audience and participants with their insightful speeches. Certificates of Merit were awarded to students for their excellent performances in various categories.

## National Conference on Integrative Approach for Conservation of Life Systems



**Thiru.V.M. Muralidharan, Chairman along with Dr. C. Soundararajan, Director, Institute of Animal Health Studies, TANUVAS**

The Department of Microbiology conducted a National conference on 'Integrative Approach for Conservation of Life Systems, IACLS 2023' on 5 and 6 January. The conference witnessed the presence of esteemed dignitaries – Thiru.V.M. Muralidharan, Chairman of Ethiraj College Trust, Dr.D.B. Usharani, Principal i/c, Dr.Deshmukh, President of the Microbiologists Society, India, Dr. Shanmugam, National Joint Secretary of MBSI, and many other guests from across city colleges. The chief guest of the day was Dr. C. Soundararajan, Director, Institute of Animal Health Studies, TANUVAS, who shared his views on the need for conservation and enlightened the audience

about the facilities extended by the University to students to pursue research and develop products. Dr. Shanmugam, National Joint Secretary MBSI, Dr. Deshmukh, President of MBSI gave the special address and emphasized the need for conservation and the use of chemical free cultivation of crops. Dr. Prashant Wakte, Professor, DSM College, Parbhani, Maharashtra enlightened the audience on therapeutics by probiotic microorganisms and explained how probiotics can efficiently alter our metabolism and increase the quality of life. The Conference provided a blueprint for sustainable use of resources which could prevent imbalance of ecosystems around.

## National Webinar on Atom by Atom Engineering in Cluster Science

The Department of Physics conducted a National Webinar on 'Atom by Atom' Engineering in Cluster Science on 6 February. The resource person was Dr. Prabhu Pandurangan, Assistant Professor, Department of Physical Chemistry, University Of Madras,

Guindy Campus. He spoke on the field of Atom by Atom Engineering in Cluster Science. He explained the topics of various methods of synthesis of gold and other metal nanoparticles for the application of supercapacitor, sensor and catalytic degradation.

## Endowment Lecture on Emerging and Re-emerging Infections



Dr. Kowsalya Moorthy addressing the students

The Department of Microbiology organized an endowment lecture instituted by Dr. Kowsalya Moorthy and M.N. Moorthy, on 'Emerging and Re-emerging Infections' on 4 February in the Library Conference Hall, Ethiraj College for Women. Dr. V. Gayathri, Associate Professor, Department of Microbiology welcomed and introduced the chief guest Dr. Priyadarshini Shanmugam, M.D., Ph.D., Professor and Head, Microbiology, Chettinad

Hospital and Research Institute, Chennai delivered a lecture on Emerging and Re-emerging Infections. She spoke on various factors associated with the emergence and reemergence of infections strategies adopted for prompt diagnosis and the measures taken to contain the spread during the epidemics. The event was attended by students from Departments of Microbiology, Biochemistry, Nutrition and Dietetics. Dr. C.Ganga Baheerathi proposed the vote of thanks.

## FINANCIA 23

The Department of Accounting and Finance conducted its Annual Association fest 'Financia'23 on 31 January. The Chief guest was CA P.R. Aruloli, President, International Mediation Organisation. The department magazine FINANCIA

was released by the chief guest on the theme Rever. Various inter-collegiate and inter-departmental events like Voice on air, The Crown, Chennai 600028. Showbiz, 60 Seconds to fame, Bizz-Buzz, Poster making and De-stress were conducted.



The release of magazine FINANCIA by the chief guest CA P.R. Aruloli

## Sports Achivements



Dhanalakshmi.K and Akshaya R of I B.Sc chemistry won Champion Cup in Kho-Kho at Zonal level.



Jayasudha T of I B.Sc Chemistry won first place in Badminton at Zonal level

## Workshop on Python



The Workshop on Python was organized by the Department of Mathematics on 6 February. The session was led by G. Mohan Shanker, Project Engineer, Pantech solution. He gave the introduction to Python, its features and applications. Mr.Babu of Pantech solutions explained about the OOPS concepts.

## ECRIC

The first patent to Ethiraj college has been awarded to Department of Clinical Nutrition and Dietetics for their invention 'A fortified eggless cake premix composition and a process for preparation thereof'. Another four applications to get patent have been filed and published. Carbon based Smart Nanomaterial by Dr. Sudhaharimala and R. Usha, Department of Chemistry, Coconut sprout (Haustorium) - as Phytomedicine by Dr. S. Uma Gowrie and S. Abiraamivali, Department of Plant Biology and Plant Biotechnology, Micro Greens methods and product thereof by Department of Commerce, Plant based

powder mix by Department of Nutrition and Dietetics are the new patent applications. Three Students, one Student from the Department of Physics (SS) and two Students from the Department of Plant Biology and Plant Biotechnology (SS) have received a sum of Rs.21,000 for M.Sc projects funded by TNSCST. Department of Commerce received a major project with a sum of Rs.7,00,000/- funded by ICSSR and Department of Commerce received a sum of Rs.10,000/- by TANSCHER for organizing workshops. Intellectual Property Rights policy and Consultancy policy of the College has been updated.

## Ramanujan Day 2023

The Department of Mathematics celebrated Ramanujan Day on 9 January. An interesting and thought-provoking speech was given to the students by the speaker of the day Dr.Arun Janarthanan, Silicon Architecture, Qualcomm India (Previously Intel), Chennai. Various Inter class events like Connections, Dumb charades, Math tune, and Potpourri were organized by the PG final-year students of the Mathematics Department.



Dr.Arun Janarthanan

## Association - Microfest

The Department of Microbiology conducted 'Microfest', an annual association intercollegiate event on 21 January. The program commenced with the welcome address delivered by Dr. K Krishna Prema, Associate Professor and Head, Department of Microbiology. Dr.N. Mathivanan, Director, Centre for Advanced studies in Botany, University of Madras, Chennai delivered the inaugural address and

released the official journal MICRON 22-23. Off-stage events Photography, Reel making, Meme making and doodling were conducted. On stage events like Trine Throne, Heads up, Mask art and Spell bee were also conducted. More than 100 participants from different Colleges actively took part in the various competitions and the overall trophy was bagged by D.G. Vaishnav College.



The release of MICRON by Dr.N. Mathivanan, University of Madras

## Quanta 2022

The Annual Association of the Department of Chemistry 'Quanta 2022' was held on 27 February. The Chief Guest was Dr. K. J. Sreeram, Director, CSIR-Centre for Leather Research India. He highlighted the link between sustainable chemistry and green chemistry and how effectively polymers can be used as wonder materials, and pointed a way forward in innovative material production. The Department e-magazine Aurum 2022 was released during this occasion. Various intercollegiate

events like Quiz, JAM, Poster making, Chemtunes and surprise events were conducted on the day. Dr. M. Jacob, Assistant Professor, Loyola College, Chennai was the quiz-master for conducting intercollegiate quiz for Eva Matthews Rolling Shield. The students from Guru Nanak College won the first prize in the quiz. Dr. R. Vijayalakshmi, Professor and Head, Department of Preventive Oncology, Cancer Institute WIA, Chennai gave the valedictory address and distributed the prizes.

## Ethiraj College celebrates Pongal highlighting the Tamil Folk Culture



The PG & Research Department of History, Tourism and Travel Management organized the Pongal Celebration in our college on 13 January. The students came in traditional attire. As part of the

celebration competitions like Kambi Kolam, Tug of war, Pot Decorations & Kummi Paatu were conducted for Teaching Staff, Non-teaching staff and students. The college came together to celebrate the auspicious occasion.

## Photography Exhibition

The Department of Visual Communication initiated an educational visit to the Photography Exhibition called 'Kaalathal Karaiyadha Kaatchigal' which was curated by the T.N. Press Photographers Association on 10 February at Lalit Kala Akademi, Chennai. The inaugural of the Exhibition was done by the Honorable Chief Minister of Tamil Nadu, Thiru MK Stalin. It displayed the rare photographs of political leaders during their historic moments, several impactful

photographs of disasters, and aesthetic captures of nature that held the attention of the students of II B. Sc VisCom and gave them an opportunity to appreciate the varied compositions, lighting techniques and triggered their minds to analyze the inherent visual symbols and concepts.



## World AIDS Day 2022

Red Ribbon Club of Ethiraj in association with YRG Care, Chennai and MAC Cosmetics organized a rally commemorating World AIDS Day on 1 December, 2022. The rally was flagged off by Mr. T. N. Hariharan IAS, Project Director/ Member Secretary, TANSACS at Rajarathinam Stadium, Egmore to create awareness about HIV/AIDS among the general public. The rally was followed by the felicitation of the winners of the inter-collegiate event, Light it Up, a



Short Film Contest followed by the screening of Lovesick- an award-winning documentary on HIV by YRG CARE in the college auditorium. A candle light pledge was taken by the members of the club to extend solidarity for people living with HIV

## Workshop on Youth Empowerment

NSS volunteers participated in the one day workshop conducted by Guru Nanak College - NSS on 12th January titled 'Workshop on Youth Empowerment'. The Speakers of the day were Mr. R. Sathishraj, Dr. Manikandan MBBS, Mr. S. U. Mohamed Rizwan and the Chief Guest, was Mr. A. Karunakaran. Our volunteers felt that the workshop was highly useful for their empowerment.

## Maaberum Tamil Kanavu

NSS volunteers took part in the 'Maaberum Tamil Kanavu' event which was held at Stella Maris College on 17 February. Mrs. Kanimozhi, MLA was the chief guest of the event and addressed the gathering and enlightened the girls about the various scholarships and highlighted the importance of developing passion towards Tamil language and emphasized on Tamil Tradition and Culture.

## Puzzle Solving Game

The Financial Literacy Club organized a puzzle solving competition on 1 February named The 5 Point Solution. The competition was hosted by Ms. Samyuktha R Raman, an avid quiz master. A total of 102 participants in teams of 2 participated. The top 3 teams were declared as winners.



## OutReach Program

The Department of Mathematics with Computer Applications (SS) organized an OutReach Programme on 4 February by visiting Tansowa orphanage, Arumbakkam.



## The Flagship Event: Stockathon

The Financial Literacy Club scheduled an Inter-Collegiate Level flagship event 'Stockathon' on 27 January. 34 teams with three members in each, participated in the event out of which 21 teams qualified for the trading round. The final round was conducted on 7 February. The winners were awarded with cash prizes. The chief guest was Dr. Soma Valliappan, Menmai Management Consultancy Firm. Mr.

A R Kumar, Joint Editor at Nanayam Vikatan, served as the special guest. The panel of judges for the final round included Mr. Sukumar. N, Equity Research Analyst, Integrated Enterprises- sponsor of FLC, Ms. Nalinakanthi V, Principal Research Analyst, The Hindu Business Line and Mr. Senthil Kumar A S, Head - Fund Management Strategy, Sincere Syndication and Corporate services LLP.



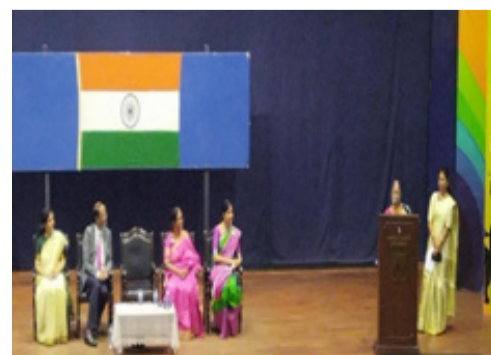
## Pongal Celebrations

The students of Department of Visual Communication celebrated Pongal by organizing a cultural event on 13 January. The students showcased their talents in Tamil oratorical and Poetry Recitation about the Tamil culture and traditions. Students created Rangolis and also walked the Ramp to display their attire. Dance performances of Bharatnatyam, Folk dance and Tarangam from Kuchipudi were much appreciated events of the day.



## Republic Day Celebrations

On 26 January, the College gathered for the 74th Republic Day Celebrations. Dr. Yasodha Shanmugasundaram Former Vice-Chancellor Mother Teresa Women's University, Former Principal & Secretary Ethiraj College for Women & President, Women's Voluntary Service of Tamil Nadu hoisted the National Flag and delivered the Republic Day Address. Patriotic songs were sung by the students. Welcome address was delivered by Dr. D. B. Usharani, Principal i/c & Secretary i/c and Presidential address by Thiru. V. M. Muralidharan Chairman Ethiraj College Trust. Dr. S. Kavitha, Staff Secretary proposed the vote of thanks. NSS volunteers actively took part in the celebrations.



## Post Budget Analysis



The Department of B Com Bank Management in association with the Hindustan Chamber of Commerce organised a programme titled 'Post Budget Analysis' on 4 February.

## Social Work Campaign

The students of the Department of Visual Communication visited Vasantham- school for special children in Mogappair and spent some time with the children there on 21 February. Money was contributed to provide nutritious mid-day meals. They also distributed stationeries and chocolates.



## Margazhi Utsav'23

The Fine Arts Club conducted the annual event Ethirajil Thiruvaiyaru'23 in association with SPIC MACAY and also celebrated India's composite ceremony & Felicitation Ceremony of Padmashri Dr. Kiran Seth, Founder, SPIC MACAY in the presence of Prof. Dr. S. Gowri Vice Chancellor, University of Madras, Thiru. V. M. Muralidharan, Chairman, Ethiraj College Trust, Dr. D. B. Usharani, Principal i/c & Secretary i/n, Dr. T. Ushapriya, Vice Principal (SS) on 23 January. Mr. Shashank Subramanyam & Bharatanatyam exponents Ms. Chitra Visweswaran, Ms. Jayashree Kannan Chairperson TN Chapter, SPIC MACAY also graced the occasion.

## State World Aids Day Program (TANSACS)

The members of the Red Ribbon Club of Ethiraj visited TANSACS on account of World AIDS Day on 1 December, 2022. A video on the importance of awareness about HIV was screened followed by the felicitation of medical workers and NGOs who were working for the betterment of the people living with AIDS as best functionary from each district and also gave awards to school and

college students for taking part in the competitions conducted on the same.



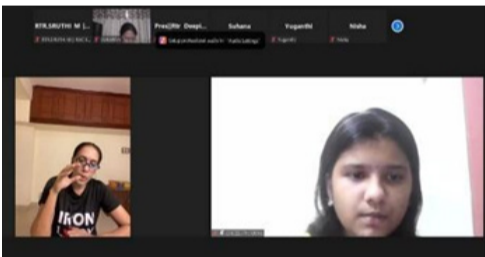
## Hair Donation

The Post Graduate and Research Department of Commerce organized an Extension Activity of Hair Donation Camp at A.M Jain College, Meenambakkam on 22 February. The students donated hair to make wigs for cancer patients. Through this project the students understood the importance of helping people in need.



## Virago

The Rotaract club conducted a webinar to increase the awareness on self defence on 11 December 2022 via zoom. Ms. Marieen Vijay, founder of Iron Lady Self Defence for Women educated the Rotaractors about self defence. The green Rotaractors learnt about the different kinds of violence that may be faced by girls or by women in any place. This event captivated the participants in all respects and ended on a positive note.



## Awareness Program on Air Pollution and Climate Change

The Post Graduate and Research Department of Commerce organized an Extension Activity on Air Pollution and Climate Change at The Residency tower, T. Nagar, Chennai on 31 January. The students participated in a National Conference on air pollution and climate change conducted by Citizen Consumer & Civic Action Group (CAG). The importance of protecting the environment was highlighted.



## Ethipreneurs Mart

The Entrepreneurship Cell has launched Ethipreneurs Mart, wherein students set up stalls in the campus every Monday which helps the budding entrepreneurs to sell their self-made products. Through this initiative over 31 student entrepreneurs have been benefited in the past three months.



## National Girl Child Day

The National level E-quiz was conducted by the Citizen Consumer Club on 30 January to commemorate National Girl Child Day. This initiative was taken to spread awareness about the need for celebrating the girls and women of India. It saw a significant number of students from various colleges participating in the e-quiz via Google forms, and the total number of responses came up to 273. The questions were about the history of celebrating the National Girl Child Day and the struggles of girls and women in India. The E-certificates were awarded to those who scored 60% and above in the quiz.

## Aavin Stall



The Entrepreneurship Cell joined hands with the Tamil Nadu Co-operative Milk Producers Federation Limited for the event of Aavin Day celebration on 2 February. The Stalls were organised by the members of TCMPF Ltd in the college campus at the annexe block in addition to the 5 degrees Aavin Stall run by the student entrepreneurs of the college. The students and the staffs enjoyed and purchased a wide range of Aavin products.

## Seminar on Weight Loss Diets



NSS unit organized a seminar session on February 28, about 'Weight Loss Diets - How it's affecting the nutrition of the youngsters'. The speaker N. Vijayashree, M.Sc, M.Phil, Rd, Head & Chief Dietician, MGM Healthcare, Chennai addressed the gathering and emphasized on the Weight Loss Diets.

## Sunfest

Rotaract club conducted Sun Fest (Pongal celebration) on 13 January. The project was conducted to celebrate the festival of Pongal along with the board members.



## Skill Development Courses By NCVTE Under MHRD 2022-23

The Entrepreneurship Cell, in association with the National Center for Vocational and Technical Education, under the Ministry of Human Resource and Development organised various certified skill development courses in December 2022, January and February 2023 which included Tally, GST, Beautician, Baking, Fashion Designing, Communication skills development and Supply chain management for the benefit of the students. 455 students from various departments have participated and benefited from the above courses.

## Aavin Day Celebration

The Entrepreneurship Cell in association with Tamil Nadu Co-operative Milk Producers' Federation Limited (TCMPF Ltd.) - AAVIN conducted the following competitions to celebrate AAVIN DAY in the month of February. The theme for the competition was Promotion of Aavin products. Ms. B. Vanitha, Deputy General Manager (Aavin) and Ms. Suriya Manoharan, Assistant General Manager (Aavin) were the judges for the Short Video Contest and Poster presentation competitions. Students from various departments actively participated and won prizes.



## Essay Writing

The Financial Literacy club conducted an essay writing competition- Shakespeare Meets Finance on 21 January. The contest had a total of 18 participants from various departments. The topics included Bit coin vs. Crypto currency, How do you think you can promote financial literacy among youths? and Innovative means of earning money. The judge for the competition was Dr. V. C. Santhilakshmi, Dean, Dr. M.G.R Janaki College of Arts and Science for Women.



## Union Budget Screening - Live

The Financial Literacy club live streamed the Union Budget 2023 under the event title Cash and Coins on 1 February. More than 130 students witnessed the live budget screening. A post budgetary report session elaborating the crux of union budget 2023 was delivered to the students to gain more insights about the key points.

## YUVA Pathfinder



CII- Yi Chennai Chapter organised YUVA Pathfinder, a platform to discuss the upcoming project ideas for the year on 11 February at Deccan Hotels, Royapettah. The Students from the Department of B Com Bank Management participated representing YUVA Club and also were rewarded with a gift for having thought of impactful project ideas.

## Self Defense Workshop

An awareness class on self-defense was conducted by Ms. Deepika, I B. Sc Vis Com student and a national level Karate winner, for her peer mates on 9 January. The students actively participated in demonstration of defensive attacks, techniques and tactics to protect themselves during attack and tough circumstances.



## Joy Of Giving

Joy of Giving was organised as a part of Pongal Celebrations by the Department of Corporate Secretaryship. Provisions were distributed to the supporting staff.



## National Webinar on Awareness on Consumerism

The Citizen Consumer Club of Ethiraj College for Women hosted a National Webinar on the theme 'Awareness on Consumerism', on 28 January. The National Webinar was held to raise awareness among students on consumer's rights, powers and duties. Mr. C.M. Jayaraman, the Founder and President of Citizen Voice, Coimbatore, who completed his graduation in Public Administration was the session's resource person. He had received the SBI Golden Jubilee Award for his Social Work. Around 300 students attended the the resource person provided a

brief overview of the legal provisions of the Food Safety and Standards Act. He spoke about the rights and duties of a consumer in sectors like food, medicine, cosmetics and gold hallmark. Furthermore, students were taught how to file complaints about defective products, unfair trade practices, misleading advertisements, and the penalties for offences. He concluded his speech by providing the National Consumer Helpline number and having an interactive Question and Answer session with the students. Students who attended the webinar received E-certificates.

## Orientation Program



NSS unit organized an Orientation program at the mini auditorium on 3 February. Prof. Dr. Joel, MSW, PhD, Head-Projects, SEESHA, Former Principal of Christ College, Mysore was the speaker of the event. The speaker motivated the students on the importance of NSS in rendering service to the society and highlighted that NSS is the best platform to reach the target community to provide service. The speaker emphasized that everyone must cultivate the habit of doing voluntary service.

## Suraksha 2.0 Phase 2

The Rotaract club conducted Suraksha Phase 2 on 3 December 2022. Suraksha 2.0 involved the act of sticking Deflection Stickers on the motor vehicle's headlight to prevent road accidents due to overpowering headlights that blind the opposite driver. This roadsafety measure is taken as per the Central Motor Vehicles Rule 106. This year Suraksha 2.0 (phase II) was executed in the Anna Salai signal from 11:00 a.m. to 1:00 p.m. The Project was entirely assisted by the Anna Salai traffic police team. Around 500 people benefited out of the event.



## Marathal Thagumo

NSS volunteers participated in the Marathal Thagumo event conducted at Anna University on 7 January. It was the 6th Edition of Inter Collegiate Elocution Competition Finale. The event was organized to pay our tribute to the Indian Armed Forces.

## National Youth Day

On account of National Youth Day on January 20, NSS unit conducted three competitions- Elocution in Tamil and English, Debate and Poster Making on the topic 'The contribution of Youth towards Nation's development', 'Youth contribute to Nation's Development - For and Against' and 'Faces of India' respectively.



## Participating in Government Exhibition



The Government of Tamil Nadu conducted an exhibition from 4 to 8 January at Theevu Thidal. NSS Volunteers participated by displaying and explaining the models on the various schemes of Tamil Nadu. The models reached many people and they were enlightened about the beneficial schemes such as 'Makkalai Thedi Maruththuvam' and 'Innuyir Kappom Thittam', etc.

## Workshop on Youth Empowerment

NSS volunteers participated in the one day workshop conducted by Guru Nanak College - NSS on 12th January titled 'Workshop on Youth Empowerment'. The Speakers of the day were Mr. R. Sathishraj, Dr. Manikandan MBBS, Mr. S. U. Mohamed Rizwan and the Chief Guest, Mr. A. Karunakaran. Our volunteers felt that the workshop was highly useful for their empowerment.

## Swachh Bharat Abhiyan

As a part of Swachh Bharat Abhiyan Mission 'The Swachhta Pledge Taking Ceremony' was organized by the Ethiraj College Students Union along with EthShakthi - Swachh Ethiraj League on 9 January 2023, in the Main Auditorium. The event was graced by Ms G. Kalai Vani, ITS, Head of Tamil Nadu Licensed Service Areas, Department of Telecommunications, Government of India. Ms Harivarshini K, General Secretary, Students Union 2022-23 welcomed

the gathering. The Chief Guest emphasized the importance of cleanliness around and rendered the Swachh Pledge and the same was repeated by the audience. Vote of Thanks was proposed by Harshini S, Vice President, Students' Union 2022-23.



## Skill development training

Skill development training in association with Retain Smilez, NGO, on bottle art, scented candles, glass painting, cardboard photo frame and wall hangings were offered by the students of the Department of B Com Bank Management to empower 12 SHG women at Avadi on 28 February.



## Fundraiser on World Cancer Day

NSS Unit organised a Fundraiser, on account of World Cancer Day on January 23 to support the children who are counting their days due to cancer. The volunteers collected a minimum of Rs. 2 from all the students, teaching and non teaching staff, to provide the cancer children with the nutritious foods, which they are highly in need of.



## Volunteering for Mannum Marabum

NSS volunteers did the volunteering work for the event Mannum Marabum from 27 to 29 January at the college premises. It was a traditional event which brought out the traditional practices, dances, artifacts, handlooms, games and others in one ground.

## Leprosy Awareness Program



NSS unit organized a Leprosy Awareness program on 8 February, for the NSS volunteers in collaboration with the Department of Health, Government of Tamilnadu. The speaker, Mr. Ram Suresh, Health Inspector, NMS, O/O DPH, Chennai, addressed the gathering and shared about the symptoms and medication of Leprosy. The speaker ensured that Leprosy is a curable disease and assured that Leprosy will be fully eradicated from India before 2030 and he also requested the volunteers to spread the awareness on Leprosy.

## Participating in Samathuva Pongal

NSS volunteers participated in the 'Samathuva Pongal' conducted by Awareness India Movement - Youth Social Service Organization at Anna Park, Kodambakkam on 8th January and did the volunteering work as volunteers.

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