

<p>Over the years, Ethiraj College has been the role model of women empowerment', said Hon'ble Chief Minister of Tamilnadu, Thiru M. K. Stalin during the inaugural of International Women's Day, celebrated on 8th March at Ethiraj College for Women. The event was graced by the presence of Hon'ble Ministers Tmt. Geetha Jeevan, Dr. K. Ponmudi, Thiru P.K. Sekar Babu, Mayor Tmt. Priya Rajan, MP Thiru Dayanidhi Maran, MLA Paranthamen and famous Tamil orator, agent in society, initiating the motivational speaker Dr Parveen</p>	<p>Sultana. Role Model women were felicitated by the Chief Minister. Ethiraj students enthralled the audience with their performances. The celebrations were captioned as 'Inaivom Uyavrom! Sigaram Thoduvom!' meaning when we come together we grow together and touch greater heights. The event affirmed the message that a woman is powerful in her own persona and when educated that multiplies manifold, Thiruand she becomes the transformation progress of community as a whole.</p>
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The sad demise of Dr. Tmt. Selvam, Physical Education Director has left the College grief-stricken. She passed away peacefully in her sleep on 13 March. Dr. Tmt. Selvam had a long career with Ethiraj College and was instrumental in shaping up many sportswomen. Sports was her passion and Ethiraj College was her love. As a mark of respect to the departed soul, 14 March was declared a holiday. A condolence meet to pay respect to her was held in the main auditorium on 15 March.

Best Wishes!



Dr. A.S. Saranya
Vice Principal
Associate Professor & Head,
Department of Commerce



Dr. M. Jeyanthi,
Vice Principal (Self Supporting)
Associate Professor & Head,
Department of B.Com (A & F)

Dean of Academics

Dr. A.S. Gayathri (Aided)
Dr. Sharmila Thambi Radhakrishnan (Self Supporting)

Dean of Students

Dr. S. Malini (Aided)
Dr. V. Jayanthi (Self Supporting)

Dean of Research

Dr. P. Padmini (Aided)
Dr. V. Malathi (Self Supporting)

Director, Centre for Women Studies

Dr. B. Shyamala (Aided)

Additional Controller of Examination

Dr. T. Mythili (Self Supporting)

Field Visit to ECO Kitchen

The Department of B Com Bank Management organised a Field Visit for the second year undergraduate students to ECO Kitchen, Injambakkam on 5 and 6 April as a part of their curriculum. The students had a great learning experience of an eco-friendly industrial kitchen facility.

Break-up Social, a nostalgic Farewell fete

The Break-up Social, farewell program was organized by the Students' Union 2023 – 2024 for the final year UG and PG students on 27th April at the Main Auditorium. The cultural programs commenced with the mesmerizing performance of Ms. Akarshana and followed by fun activities like Connexions & Flicks Fix challenges to engage the audience. Euphonious songs were sung by Dhvani team. ET Crew gave an electrifying dance performance. The cultural events were followed by the felicitation of ET Crew members and Certificate distribution for the volunteers, Club Heads and Teatro members. An Audio Visual for the outgoing students was presented. Vote of thanks was given by Ms. Prarthana B, Treasurer, Students' Union 2022- 2023. The UG and PG final year students received the badges of Excellence and Proud Ethirajian as a token of love.

Seminar on Public Relations

To involve the students in an interactive learning method, the Department of Visual Communication invited Ms. Usha Nandhini Assistant Professor from Stella Maris College for the seminar. The seminar was thought provoking and useful for the students.

The Annual Sports Day was celebrated on 3rd April at Madras University Union Ground Chetpet. The special guest of honor Thiru. Nawabzada Mohammed Asif Ali Dewan to the Prince of Arcot accompanied by Begum Seema Ahmed inaugurated the event. He enthralled the students with an engaging address, coupled with an on-spot sports quiz. He firmly said 'Sportsmanship is not just about winning or losing, but about how you play the game'. The students showcased a wide array of performances ranging from athletics, yoga, gymnastics and martial arts. Talented students who have kept the Ethiraj College flag flying high, representing the College, State and the Nation, were honored. Thiru. Nawabzada Mohammed Asif Ali congratulated the Chairman Thiru V.M. Muralidharan, Principal Dr. S. Uma Gowrie, Vice-Principals Dr. D.B. Usharani and Dr. Usha Priya, Physical Director Dr. Uma Devi, staff and students, for yet another fabulous year in sports. March Past winners were felicitated with trophy.

Maperum Thamizh Kanavu organized to empower the youth



The Maperum Thamizh Kanavu program was held on 17 March at the Ethiraj College for Women in the presence of Thiru Anbil Mahesh Poyyamozhi, Hon'ble Minister for School Education and Thiru Balakrishnan R, IAS. It was conducted to spread the knowledge of Tamil legacy and culture among students. The event was unitedly organised by Tamil Virtual Academy (Tamil Inaya Kalvikkazhagam), Ethiraj College For Women and Department of Post Graduate and Higher studies. More than thousand

students from 15 colleges of Chennai participated and gained benefits. The Director of Tamil Inaya Kalvikkazhagam Dr. K.R. Gandhi addressed the gathering. The guest of honour, Thiru. Anbil Mahesh Poyyamozhi, delivered an inspirational speech to the students. Students were addressed on the topic 'Pakirthal Aram' meaning Sharing is Morality. Also Tamil culture's specific importance and Tamil language's uniqueness were intellectually put into words by Retired IAS officer Thiru. R. Balakrishnan. The event aimed to emphasize that an educated nextgen will empower the youth to be the transformation agent in society. The Department of Tamil, under the headship of Dr Aranga Mallika coordinated the event with the students who participated with great enthusiasm.

Ethiraj wishes its retiring staff a Happy Retirement !



Dr. R. Mallika



Ms. Premila Taiman

Retiring staff meeting was held on 25 April at Ethiraj College. The management appreciated the services of Dr Aranga Mallika, Associate professor and

Head of Tamil Department and Ms. Premila Taiman, Librarian. The management, staff and students acknowledged and wished them a heartfelt farewell.

Annual Sports Day Celebrated



ECW bags several trophies and shines with laurels

The students of the Department of Plant Biology and Plant Biotechnology participated in various Intercollegiate Competitions and Inter Class Competitions and won several prizes and brought laurels to the college. UG students won Overall Runners in Cosmos 2023 at Women's Christian College. The following UG students won various prizes in Zoo scope at The New College in March. Ms. Hemaprabha.S, Ms. Lokeshwari.S and Ms. Greeshma.P of II B.Sc. and Ms. Rajalakshmi. G of I B. Sc. won third prize in Adzap. Ms. Yogashree.T and Ms.

Sindhu A of II B.Sc. won second prize in Face Painting. Ms. Lokasri. J.S. and Jayashree. I of III B.Sc. won third prize in Fireless Cooking. Ms. Shreethi. R. J, Ms. Jayasurekha. S and Ms. Yogashree.v of II B.Sc. won first prize in Dumb Charades. Ms. Jalashree. C of II B.Sc. won first prize in Meme creation. Ms. Karuvaki. B and Ms. Racshana. M of II M.Sc. took part in online paper presentation and got third prize in the One Day National Conference on Retrospect of Biological Sciences at SRMIST, Ramapuram, Chennai on 3 April.

International Conference on Condensed Matter Physics and Materials ICCMPM 2023

The Department of Physics in association with Indian Science Congress Association (ISCA), Chennai Chapter conducted an International conference on 28 February and 1 March in hybrid mode. Around 215 students participated and benefited out of it. The research abstracts contributed by the academic community were released as a book of abstracts during the inaugural. The Chief Guest of the day, Padma Bhushan & Padma Shri Dr. A. Sivathanu Pillai released the book and the first copy was received by Thiru. V.M. Muralidharan, Chairman. Dr. A. Sivathanu Pillai, Distinguished Scientist, Board member, Ethiraj College Trust, Former Chief Controller R & D, DRDO, Former CEO and MD of BrahMos Aerospace addressed the gathering mentioning the future scope of materials research in various fields such as agriculture, medicine and defence. Dr. R. Venkataesan, Former Head, Radiological Environment Safety Division, IGCAR, Kalpakkam, Tamil Nadu, highlighted on the conference theme by his enlightening keynote address. Day I session had three talks

delivered by eminent speakers Dr. S.C. Vanitha Kumari, Scientist F, IGCAR, Kalpakkam, Prof. C. Rakkappan, Head, Department of Physics, Annamalai University, Chidambaram, India and an online talk by Dr. Geasin Savio, Scientist E, Defence Metallurgical Research Laboratory, DRDO, Hyderabad. Day II had online sessions by Prof. Ramamoorthy Ramesh, Vice President, Research Professor, Materials Science and Nano Engineering, Rice University, USA, Prof. Dr. Aishah Abdul Jalil, Centre of Hydrogen Energy, Institute of Future Energy, Department of Chemical and Energy Engineering, University Teknologi Malaysia, Dr. D. Paul Joseph, Associate Professor, Department of Physics, National Institute of Technology, Warangal, Dr. Sindhuja Manoharan, Faculty of Applied Energy Systems, Jeju National University, South Korea. The students from various institutions across India and abroad contributed their research work in the oral and poster sessions. Out of all the presented papers, 3 best posters and 3 best oral presentations were selected.



ECW student honored with Circle of Excellence Award

Ms. Swetha M of I B.com BM, was awarded the Circle of excellence from Women Motorcycle Club India (registered riding club) in partnership with Hero (motorcycle company) in 2022.

Guinness Record Holder

Ms. Sharmily. S of the Department of B.Com BM, won the Guinness Record for performing Bharatanatyam in Bharatanatyam on Thirukurals couplets during the largest Bharatanatyam Dance consisting of 4525 dancers.

International Youth Exchange And Study Programme

Around 25 students from the Department of Commerce, Economics and Business Economics embarked on a journey as a part of Youth Exchange and Study Programme to Singapore and Malaysia from 8 to 18 March. The students attended sessions with Indian business community, National University of Singapore, lifelong learning institute on Water Sustainability and had hands on training on Perfumery and Mixology in Singapore. In Malaysia, the Young delegates had an opportunity to visit Malaysia's Administrative Capital, Mosque and the Prime Minister's office. They had Networking breakfast with Malaysian Indian Youth Council. They also attended Women's Leadership

Forum, Bank Negara, Department of Federal Territories and International Youth Dialogue. The delegates had the rare opportunity to observe proceedings in the Selangor State Assembly and had the opportunity to interact with the ministers. They visited the Kuala Lumpur Indian Chamber of Commerce and Industry and the Tamil school. The team visited the Department of Indian Studies at The University of Malaya and Cyberjaya University. The students were also exposed to Reskills and Upskills and NGO's. Overall, the visit was informative, and the delegation gained valuable insights about Singapore and Malaysian politics, policies and Business development goals.



ECRIC Student Summer Projects

Ms. Nivithra. R of M.com (BI), II year, received a grant of Rs.5984 for Ethiraj Centre for Research Innovation and Creativity (ECRIC) Student Summer Project titled 'Impact of Repo Rate Changes during Covid - 19 on Source of Income and Ease in Availing Loans on General Public in India' under the guidance of Dr. T. Usha Priya, Associate Professor & Head, Department of B Com Bank Management. Ms. Geethapriya. C of B.Com BM, III year, received a grant of Rs.4691 for Ethiraj Centre for Research Innovation and Creativity (ECRIC) Student Summer Project titled 'A Study on the Challenges of the Entrepreneurs in the Unorganised Sector with Special Reference to Marina Beach Chennai, Tamil Nadu, India' under the guidance of Dr. N. Renuka Devi, Associate Professor, Department of B.Com Bank Management.

Alumnae Connect'23: Our Pride, Your Inspiration

The Department of Commerce conducted two talks as part of Alumnae Connect. Alumnae Connect is a platform to connect with distinguished alumnae from diverse fields to share their success stories and motivate the students for their future endeavours. This time, Ms. Dhikshitha Suresh, Founder-Bespoke Dhisya, who is an Alumna of B.Com (Self-supporting) during 2015-2018 shared her inspiring success story and emphasized on how the college played a role in her growth. She also shared valuable tips to increase social media customer engagement. Dr. Anbu Arumugam, Senior Assistant Professor and Head, Dept of Public Administration, Government Arts College for Men, Nandanam, who is an alumna of B.Com (Aided) during 1998-2001 shared her vast knowledge of public administration strategies and reminisced her journey with the college making everyone listen in awe of her diverse interests.

Research Day Celebrated



Ethiraj Centre for Research Innovation and Creativity (ECRIC) in collaboration with AK Mysamy & Associates LLP celebrated Research day on 25th April 2023 at Sri Bhadra Shyam H.Kothari Auditorium, New Sports Building. Dr.S. Uma Gowrie Principal & Secretary facilitated the

event. The book 'Catalyst 2022-2023' combining research articles by the students and staff of the college was released followed by a workshop on 'Intellectual Property for Women Start-Ups'. Ms. Savithri Suresh Babu, Senior Associate AK Mysamy & Associate LLP served as the resource person. Ms. Subathra Mysamy, Chief guest and Partner A.K. Mysamy & Associates LLP honoured the Ph.D guides and Ph.D scholars who won the best paper awards. Dr. Ezhilarasi Hilda Stanley, Dean of Research (SS), Associate Professor & Head, PG and Research Department of Mathematics delivered vote of thanks.

Radio Production Seminar



The Department of Visual Communication arranged for a Radio script writing workshop on 16 March. RJ Kay Kay from Hello FM conducted the seminar in a fun and interactive way for II VisCom students.

Faculty Development Programme

Dr. M Ramya Maheshwari, Ms. Radhikaa. K and Ms. Lavanya G, Assistant Professors of the Department of Psychology attended a faculty development programme on Developing and Repurposing OER and created interactive content through H5P as a part of OE week held on 13 - 17 March 2023. A total of 11 OER's was created among which 1 was specifically appreciated in an International Platform

Trust Board Annual Meet

The Ethiraj College Trust Board annual get together was hosted on 26 April by Chairman Thiru V.M Muralidharan and members of the Ethiraj College Trust.

Entry into GSM Season 7 Finale Competition

The students of the Department of II B.Com B (SS) Ms. Rakshambika V, Ms. Smrithi S, Ms. Priyanka A R and Ms. Harsha G were selected for the Graduate School Maverick (GSM) Season 7 Finale Competition conducted on 28 April at Deloitte University-Leadership Centre in India, Hyderabad.



Team Zenith: Ms. Rakshambika V, Ms. Priyanka A R, Ms. Smrithi R, Ms. Harsha G (From left to right)

Awards

Dr. T. Usha Priya received the Thagaimai Penn Award from Rangaswamy Charitable Trust and Penmai Valaithalam on 15 March. Dr. V. Jayanthi received Decade of Inspiration award from the District Rotaract Council.



Doordarshan Kendra Chennai Office Industrial Visit



On 11 April, the staff and students of the Department of Visual Communication visited the Doordarshan Kendra as part of Industry visit. The students were taken around the Studios, Newsroom, Audio Console room, Editing Studio, Production room where they observed the various devices, its usage. They also learnt about the process that takes place during the pre-production, production, and postproduction of a media organization. The students interestingly came up with doubts that were discussed. The students also received a practical understanding about the equipments and techniques and correlated it with the Television Production classes the concepts like lighting set up, camera technique for TV, editing, chroma keying and camera movements. The students also got to witness the recording of a live news telecasting. The educational visit ended with an interactive meeting with the Director (News) Doordarshan Mr. Gurubabu Balaraman who encouraged and guided the young media students.

Hands on Training on Karyo Typing

Three staff members Mrs. P. Anandhi, Dr. Leelavathi and Dr. P. Valentina Claudet along with 18 students of I M.Sc. Zoology visited ALM -IBMS Tharamani campus on 13-14 March to learn the technique on Karyotyping which is in the curriculum. Dr. Vaishnavi, Research Associate, explained the detailed protocol on the preparation of the metaphase plate, its arrangement and the how to identify the different types of syndromes. This technique was very useful for their genetics practical and in future would help them to pursue higher studies in the same field.



Industrial Visit to Poultry Research Station

On 29 March, 101 students and 4 faculty members from the Postgraduate and Research Department of Zoology visited the Poultry Research Station (PRS), Madhavaram, TANUVAS, and Institute of Food and Dairy Technology, TANUVAS, Koduvalli. Dr. Vasanthi, an Assistant Professor, gave the students a presentation at the chicken Research Station (PRS) on the various breeds and varieties of chicken found in India and She also highlighted about their economic significance.



Workshop on Sound Mixing



The Department of Visual Communication invited Mr. Thiyaagu Rajan, Radio Jockey, Audio Engineer, programming supporter at Hello Fm 106.4 Chennai to conduct a seminar on Sound Mixing using Sony Vegas pro software. He educated the students about the various audio editing techniques and how to mix various audio files with good quality. He made the students voice record and edited a promotional advertisement on the spot to make them experience practically. He played his work files for the keen listening of the students to differentiate between the high and low pitches, breath variations etc. The session turned out very useful for the students.

Pallikarnai Marshland - Nature Walk

As a part of the environmental biology, 92 students along with 4 faculty members from the Postgraduate and Research Department of Zoology visited the Pallikarnai Eco park on 25 January. The event was organized in collaboration with Tamilnadu Forest Department and Suzhalarivom (NGO). Pallikarnai wetland is a freshwater marsh in the city of Chennai, India. The main objective of this visit is to know and understand the different species of insects, plants and birds in their natural environment. The walk was guided by 3 experts and 5 activists.



Social Awareness Programme on Cancer Prevention

The Postgraduate and Research Department of Zoology as a part of its extension activity joined with the Penn Nalam Hospital, Nerukundram, Chennai-107 to organize a Social Awareness Programme on Cancer Prevention and Treatment and also sensitized the gathering and school students about child abuse through a skit on Good Touch and Bad Touch practices at Bose Einstein Ariviyal Mantram, Panchayat Middle School, Manjankaranai, Ellapuram Block, Thiruvallur District on 27 January.



SRISHTI 2023

Srishti'23 the annual intercollegiate cultural fest was held on 29-30 of March. The theme for this year was Vamos- Step Up and Take Charge. The Chief Guest for the inaugural were Uma Riyaz Khan, Thiru Riyaz Khan and Thiru G Marimuthu. The two days fest was filled with fun and frolic with

competitions in several genres such as dance, music and variety. The overall championship was won by Dwaraka Doss Goverdhan Doss Vaishnav College. Championship for Individual Events - Loyala College Tussle For Title Winner- Andre Simon, SRM Ramapuram.



Student Awareness Programme

The Department of Mathematics with Computer Applications (SS) conducted an awareness programme on Women Health and Lifestyle on 7 March, with Dr. R. Raja, Founder and President of Royal Healthcare and Charitable Trust, Director of Royal Multicare was the Resource Person. He emphasized the importance of women's health in leading a healthy life style.



Annual Essay Competition

The Department of English organized the Annual Essay competition on "A Comparative Study of Eastern and Western Philosophy" on 12 April. All the final year UG students of the Department of English participated in it. Harini of III B.A. English won the first place.

Study Tour

The Department of Plant Biology and Plant Biotechnology organized study tours to explore the knowledge outside the classrooms. The II M.Sc. students were taken to Pudukcherry for studying the different types of vegetation on 28 March while the III B.Sc. students were taken to study scrub jungle vegetation and Biodiversity to Vandalur and Vedandhangal on 01 April.



Drishya'23

Drishya, the annual association of the Post Graduate Department of Journalism and Communication was conducted on 12 April. The programme was inaugurated by Mr. B. Jagatheeswaran, Producer and Anchor of Sun News Network. An awareness campaign on special children was held following a performance by an autistic person. Drishya'23 Magazine was released followed by an interactive session with Senior Lead Anchor from Behindwoods, Mr. S. Avudaiappan. Online competitions were held, and the students from various colleges participated. The chief guest felicitated the winners of the online competitions and gave away the prizes.



Ed-Bazaar



The Department of B Com Bank Management organized its 17th ED-BAZAAR on 7 March in Campus II. The Bazaar was inaugurated by Mrs. Kalpana Muralidharan, alumnae of Ethiraj College for Women. The chief guest for the event was Mrs. Priyadharshini. I, CEO of Wastewinn Foundation, Chennai. The bazaar had 99 stalls with a registered participation of 400 students and 5 faculty members. The Bazaar hosted stalls for self-made, trading products, services and food stalls. The bazaar encouraged participation of children from spastic societies, HIV Positive women, women from other city colleges and Self Help Group women who were the beneficiaries of skill development training provided by the students. The most innovative and efficient teams were awarded and felicitated with Cash prizes.

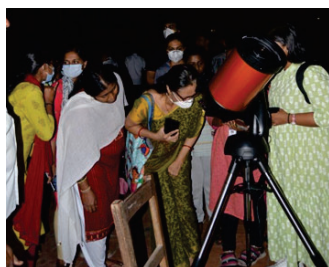
Stride

The Department of Psychology periodically conducts an extension activity named Stride that grooms the personal and professional skills of students. This was held on 28 March on the topic SPSS: A CRASH COURSE facilitated by Ms. Helina Susan Shaji, Assistant Professor, Department of Psychology.

Poem Writing Competition

ACEC organized a Poem Writing Competition in commemoration of Earth's Day in the third week of April to bring out the writing skills in them. The event was judged by Dr. V.Anusha, Head, Department of Sanskrit. Three entries out of fourteen were selected for the prizes.

Star Party 2023



The Astronomy Club of Ethiraj College conducted STAR PARTY hosted by ACEC in association with TNSTC, TASS, VIPNET on 09 January. Thiru. V.M.Muralidharan, Chairman, Ethiraj College Trust and Dr. D. B. Usharani, Principal i/c & Secretary i/c, Ethiraj College for Women graced the occasion. Around 202 participants from school, colleges and public attended the event and observed the planets Mars and Jupiter.

"A Math Walk through" Webinar

In commemoration of International Mathematics Day, the Department of Mathematics with Computer Applications (SS) organized a webinar titled "A Math Walk through R Programming Garden" which was conducted on 21 March. Dr. S. Sriram Head and Associate Professor, Department of Mathematics, Patrician College of Arts and Science, was the Resource Person and he gave a deep insight into the applications of R-Programming tools in matrices with suitable examples.

Moon Festival 2023



Moon Festival was attended by 170 participants from in and around Chennai on 28 February. The participants were able to observe the moon and Jupiter along with its four natural satellites using Celestron NexStar 8SE telescope of the Club. Mr. Vijayan, expert and a member of Tamil Nadu Astronomy and Science Society (TASS) attended the programme and appreciated the Club for being quite vibrant in the application of the Telescope.

Guest Lectures

The Department of Commerce organized a series of guest lectures to the students on several topics. Ms. Sowmya Srinivasan, Finance Specialist, Synamedia India Pvt Ltd, delivered a guest lecture on Financial reporting and Indian Accounting Standards on 16 March to the second year Postgraduate students. She also delivered a guest lecture on Transfer Pricing on 25 March for the first year Postgraduate students. Ms. CA Janaani, Practising Chartered Accountant and Freelance Trainer for CA students and Bankers, delivered a guest lecture on International Taxation and Black Money Law on 6 April to the second PG students of the Aided and Self Supporting Streams. Ms. Malini Saravanan, HR, L&T delivered a guest lecture on Stress and Burnout on 15 April to the third year UG students. On 19 April, Mr. Mannan, Investment Analyst and Advisor delivered a guest lecture on Risk vs. Volatility and Mental models from Behaviour Finance perspective for the final year post graduate students. Mr. John Prakash, Co-Founding Director of Business School of Logistics and Shipping delivered a guest lecture to the second year Post graduate students on Logistics business and employment opportunities in India and abroad on 20 April.

World Sea Grass Day

In commemoration of the World Sea Grass Day, the Department of Plant Biology and Plant Biotechnology conducted a Creative Writing Competition on Sea Grass for both Undergraduate and Postgraduate students to showcase their knowledge on sea grass on 1 March.

ZERO SHADOW DAY ACTIVITY



Zero Shadow Day activity on 24 April by ACEC was witnessed by 60 student participants. The activity was boosted by their astronomical thirst and was initiated by Dr. A.V. Jhone Verjhula, Head, Department of Physics and faculty coordinators.

Annual Inter Class Dramatics

The Department of English organized the annual inter class Dramatics on 9 March. The competition which saw the participation of students from both UG and PG English courses from Aided and Self Supporting streams was judged by Dr. Premila Thaiman, Librarian of our college. It was evident from the performance of the students that they had put in their best efforts and were involved in the characters that they had chosen to portray on stage. A diverse range of plays had been chosen by them like Hayavadhana, A Midsummer Night's Dream and The Mouse Trap. The II B.A. English and English Literature and Communication students from Self Supporting stream won the Trophy for their interesting performance on stage.

'India Reads'- A Talk by Professor K. Elango



In order to promote and enhance excellence in education, the Department of English organized talks by experts in the field. Prof. K. Elango, National Secretary, ELTAI, Former Professor & Head, Department of English, Anna University, Chennai addressed the students on the importance of reading on 16 March. He also threw light on 'India Reads' movement. Prof. K. Ganesh, Former Head, Department of English, Madras Christian College, addressed the PG students on the topic 'Shakespeare Studies' on 16 March. He spoke on the diverse perspectives on Shakespeare's oeuvre.

MAATRAM'23 -Aaral Unleash Your Inner Fire

The Red Ribbon Club of Ethiraj College for Women hosted its biggest annual intercollegiate event 'Maatram'23' - 'Aaral' on 18 March with 7 offline competitions in the Main Auditorium, Mini Auditorium and LCH. The chief guest for the inaugural was Dr. Mahalingam Periasamy, Founder and Director of the Nakshatra Group of STD & HIV Clinics, who also launched the club's first ever magazine 'Catalyst'. The walk-in celebrities for the occasion, Actor Gautham Karthik, Singers Sai Vignesh, Vikram Sai Prasad, Anand Aravindakshan and Aravind Karneeswaran, Actors Rio Raj and Aegan, Singer and Actress Soundarya BalaNandakumar and, Dancer Sabarish Ramachandran helped in spreading awareness on HIV/AIDS. The overall trophy was bagged by DG Vaishnav College, Chennai. The event witnessed participation of around 250 students from various colleges in Chennai and over 1500 student audience.



RRC Aval Awareness Programme



The members of Red Ribbon Club of Ethiraj College for Women in association with K.S. Smart Solutions, attended a self-defense awareness program on 13 March conducted to spread awareness on defense techniques under the Nirbhaya Funds project with a view to reducing crime and ensuring safety held at the Rajarathinam Stadium, Egmore.

Workshop about Advertising Agencies



Ms. Aruna Kala Krupa Content writer, Amazon conducted an insightful advertising workshop for I VisCom on 13 March.

Eco Bazaar '23



The Post Graduate and Research Department of Economics and Department of Business Economics organized Eco Bazaar '23 on 17 March. Around 55 stalls were put up by the students of Economics and Business Economics. Thiru. V.M. Muralidharan, Chairman, Ethiraj College for Women along with the dignitaries Tmt. Kalpana Muralidharan, Ms. Zoha Sanofar, Digital Content Creator and Co-Founder of Swag Tamizhan Studios and Ms. Roopa Julieana Inflight Cabin Attendant, British Airways inaugurated the Bazaar. The Bazaar provided an opportunity to young and enthusiastic entrepreneurs to showcase their unique enterprising skills.

Annual Association Fest



The Annual Association fest of the Department of Mathematics with Computer Applications, KRYPTA'23 for the academic year 2022 - 2023 was held on 28 March. The fest was inaugurated by Dr. V. Kamal Nasir, Vice Principal Administration, The New College, Chennai and Dr. S. Uma Gowrie, Principal and Secretary, Ethiraj College for Women felicitated the guest. The inaugural was followed by various Inter Collegiate events such as Brainiacs, Math Challengers, Indices and Vary-Able. In association with KRYPTA'23, Inter-departmental events such as Code Breaker, Mathmind and Bifurtrophe (Shipwreck) was conducted on 25 January.

Guest lecture by Ms. Mrithika Pradeep

The Department of Biochemistry organized a Guest lecture on Presentation Skills- Resume writing and How to face Interview by Ms. Mrithika Pradeep on 06 April for final year UG and PG students. The students felt that the talk was very useful and would prepare them well for placement.



Educational Trip To Cochin: Idukki

The PG and Research Department of Zoology organized a three day (28-30 April) educational trip to Cochin - Idukki for the students of II - PG and III - UG as part of their curriculum. In total 96 students along with three staff members and one attender of the department travelled to joined the trip.



TV show Script writing seminar



The Department of Visual Communication organized a TV show Script Writing seminar. Mr. Durai, nonfiction show script writer & Director from Vijay TV conducted the seminar for II VisCom on 6 April.

"Alert Being" Awards Ceremony

The members of Red Ribbon Club of Ethiraj College for Women volunteered to be the audience for the Alert Being Awards ceremony held at The Music Academy, Royapettah on 16 March in the presence of Thiru. Ma. Subramanian, Honourable Minister, Health and Family Welfare, and Prof Dr. S. Gowri, Vice Chancellor, University of Madras to honor the Samaritans for their noble selfless deeds for others during hard and emergency times.



Business Model Canvas Workshop



The Yuva Club of the Department of B Com Bank Management organised a Business Model Canvas Workshop on 11 April for the students of the department to enlighten them on various aspects and dynamics of business. The Resource person for the session was Mr. Vidhan Bhaiya, Chemical Engineer, CEO of Dr. Brinsley and Director for Supply Chain at C&E Ltd.

Scriptwriting Workshop



The Department of Visual Communication solicited Mr. Feroz Khan, Assistant Professor Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology to conduct a skillful Scriptwriting workshop for II VisCom students on 13 March. The students worked in teams and developed different types of scripts. They also came up with interesting and creative concepts for scripts.

Advertisement Campaign



Students of I VisCom conducted an Advertisement Campaign on 10 April.

Women's day poster making

The Department of Visual Communication celebrated International Women's Day by creating posters on 8 March. I B.Sc Viscom students made the posters that glorified Women and their high spirit.



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