



# ETHIRAJ TIMES

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## Celebrate History: Mayor



Hon'ble Mayor Ms.Priya Rajan, addressed the students on the occasion of 384<sup>th</sup> Madras Day conducted as part of Inter-Collegiate Fest 'Historica 19', by the Department of History, Travel & Tourism Management. Mrs Sujatha Shankar, Convenor, Intach and Ms Jayashree Chellaiah, General Manager, TN FibreNet, elaborated the history of Madras, covering interesting aspects of art & culture and unknown anecdotes, in their speech.

## Conserving Nature



Ethiraj College for Women celebrated World Nature Conservation Day on 28 July. A human chain, formed by more than 3000 students from the NCC, NSS, CSS and Enviro Club stood as an impactful public awareness initiative. Students also distributed seed balls to the public. Dr. S. Uma Gowrie, Principal & Secretary Dr.A.S.Saranya, Vice-Principal, Dr.M.Jeyanthi, Vice-Principal(SS), Dr.M.Sekar, Financial Trustee, Prof.S.Vittal, Member, Thiru.R.Chandrasekar, Member & Dr. Rita John, University Representative, actively participated in the event.

## Founder's Day Celebrated



Ethiraj College for Women celebrated its Founder's Day on 18 July. The day marked the 133<sup>rd</sup> birth anniversary of Thiru. V.L. Ethiraj, who devoted his life for women's education. This was also the 75th anniversary of the college. Thiru V.M. Muralidharan, Chairman, Ethiraj College Trust, welcomed the gathering and recounted the selfless contribution of the founder Thiru V.L. Ethiraj towards the cause of women's education. Thiru. M.M. Rajendran, Former Governor of Odisha, was the Chief Guest and delivered the Founder Thiru V.L. Ethiraj Endowment Lecture. The former governor spoke about the importance

of women's education in the development of a nation. He shared several anecdotes involving V.L. Ethiraj that demonstrated Ethiraj's integrity, honesty and legal acumen. He encouraged the institution to provide higher education and quality research by exploring the scope of new technologies. On the occasion, the college fraternity club consisting of retired faculty presented a cheque of Rs. 2,00,000 towards student scholarship. Former Chairperson Ms. Chandra Devi Thanikachalam, former Principals and faculties participated in the event. Dr. S. Uma Gowri, Principal & Secretary, delivered the vote of thanks.

## Students' Union Inauguration held



The Union Inaugural for the academic year 2023-24 was held on 20 July in the Main Auditorium. The Chief Guest for the event was Ms. Meenakshi Chitharanjan, Founder and Director of Kaladiksha. She is a recipient of many

prestigious awards, the Padma Shri, Kalaimamani and Nriyaa Choodamani. Thiru.V.M. Muralidharan, Chairman, Dr.S.Uma Gowrie, Principal and Secretary, Dr.A.S.Saranya, Vice-Principal, Dr.M. Jeyanthi, Vice-Principal (SS), Dr.S.Malini,

Dean of Students (Aided), Dr.V.Jayanthi, Dean of Students (SS), Ms.K.A.Deepa, Union Convener and Senior faculty members graced the occasion. III year students attended the event from various departments. Ms. Kaviya Shivashangari M.U Joint General Secretary, Students' Union, presented the Union Roadmap for the year 2023-24. The Chief Guest presented the medals to the Union Members. Ms. Shalini.G.R, President, Students' Union delivered the vote of thanks.



Ethiraj College for Women celebrated Independence Day

### Friendship Day

The Postgraduate and Research Department of Economics in association with the Youth Red Cross, Ethiraj College for Women organized a program to celebrate Friendship Day on 7 August in the OAT(Campus I). The event was graced by Dr.A.S .Saranya, Vice Principal (Aided), Dr.M.Jeyanthi, Vice Principal ( Self Supporting) , Dr. D B.Usharani, Associate Professor and Head, Postgraduate and Research Department of Economics and Dr.S.S. Pankajam, Programme Officer, Youth Red Cross. The program featured flash mob by the students of the Department of Economics, after which the non-teaching staff were presented with gifts. All the students were presented with friendship bands and toffees to mark the significance of Friendship Day. The program was a great success with over 1500 students participating in the event and joining hands to celebrate the day with their fellow students.

### Seminar on Applications in Mathematics



The Department of Mathematics with Computer Applications (SS) organized a seminar on ‘Recent Trends and Applications in Mathematics’ on 23 August with Mr. A. Ansari, Assistant Professor, Department of Mathematics, Mohammed

### Eco - Bazaar August 2023

The Post Graduate and Research Department of Economics and Department of Business Economics, along with the Youth Economic Society conducted its annual event Eco-Bazaar on 23 August. The bazaar was inaugurated by Thiru.V.M. Muralidharan, Chairman, Ethiraj College Trust and Special Invitee Ms.M. Shruthi Vandana, Founder and CEO of SHRUSETERNITY and an Alumna of Post Graduate & Research Department of Economics. The occasion was also graced by Dr. S Uma Gowrie, the Principal, Dr. S Saranya, Vice Principal, Dr. M Jayanthi, Vice Principal (SS), Dr. D B Usharani, Associate Professor & Head, PG & Research Department of Economics, and Dr. M Hima Bindu, Assistant Professor & Head, Department of Business Economics. Around 43 stalls were put up by the students of the Department of Economics and Business Economics.

### Freedom Run

Around 2000 students of Ethiraj College participated in Freedom Run dedicated to empowering women, organised jointly with I’m Safe and Gandhi World Foundation. Thiru V M Muralidharan flagged off the freedom run. Dr S Uma Gowri, Principal graced the occasion.



### Workshop on AI

The Department of Corporate Secretaryship conducted a State level workshop on Artificial Intelligence for Corporate Management on 7 August. Dr.V Sasi Rekha, Professor, Management Studies, Sri Sairam Engineering College, Chennai was the resource person who gave the inputs on the use of Artificial Intelligence in the Corporate Sector. A practical session on Python coding for students was conducted by Mr. Kaushik R, AVB Product Management, Resileo-Lab, Chennai.



Sathak College of Arts and Science, Chennai as the Resource Person He emphasized that Mathematics plays a key role in the development of various branches of science. He gave a clear insight on the importance of Mathematics and its applications in various field. He also highlighted the career opportunities on pursuing Mathematics with Computer Applications and motivated the students to do research in the field of mathematics.

The stalls included apparels, accessories, games, food, handmade soaps, book marks, key chains, art works, and various other products. The special invitee Mrs. M.Shruthi Vandana, motivated the students by sharing her entrepreneurial journey and how she grew away from her conventional path of becoming a singer to an entrepreneur. The stalls were ranked on the basis of Self Made Products, Promotion and Presentation Strategies adopted by the team. There was an overwhelming response from both the students as well as the faculty of other departments who visited the stalls in great numbers. The Event also provided a platform for small businesses to sponsor and put up stalls.



### Youth Exchange Programme – Malaysia And Singapore

The Postgraduate and Research Department of Economics organised a session on Youth Exchange Programme – Malaysia on 10 August. The Youth Exchange Programme promotes youth participation at the international level. The session was convened by Dr. Usharani, Associate Professor and Head, Postgraduate and Research Department of Economics. The speakers of the session were Mr. Danesh Basil, Youth Coordinator Royal Commonwealth Society, Asia, Mr. Dinesh Gajendran, Catalyst and Executive Director, Audacious Dreams Foundation and Ms. Janani, a fellow of the Youth Exchange Programme. Mr. Danesh Basil elaborated about the Commonwealth Society and Royal Commonwealth Society. He further spoke about how cultural exchanges benefit students to understand civic responsibility and the culture of other countries. Mr. Dinesh Gajendran made the

### Student Development, Welfare and Empowerment Seminar

The Department of Mathematics with Computer Applications (SS) organized a seminar titled ‘Tips and Tricks to Crack Competitive Examinations’ on 21 June, with Mr.S. Bhaskaran, Qvant/DICR Faculty, 2IIM Chennai as the Resource Person. The aim of the seminar was to give a brief overview of the importance of competitive examinations as well as to emphasise the importance of the conceptual knowledge which is useful in cracking the competitive examinations. The resource person also emphasized that with the right strategy, planning and dedication, the students can get through the competitive examinations efficiently. He listed a few educational websites and also discussed various job opportunities in both private and government sectors. He also motivated the students to take up various competitive exams. The seminar was very enlightening, motivational, informative and useful for all the students.



### Homepreneur Awards Suyasakthi Virudhugal 2023, Students Edition

The Yuva member, Ms. Shalini Yadav, second-year B.Com Bank Management (SS), participated in the preliminary round and showcased the Business Idea in ‘Homepreneur Awards Suyasakthi Virudhugal 2023, Students Edition’, organized by Sakthi Masala in support of Yi Chennai, at Hotel Savera, Mylapore, Chennai on 9 July. Students from various colleges participated in the event.



session more interesting and interactive by asking questions on the future goals of students and gave insights on the working of Youth Exchange Programme. He further detailed about the seven-day trip to Malaysia and its outcome on an individual's personality. Ms. Janani, a proud alumna of the Department of Economics, Ethiraj College for Women, and a fellow of the Youth Exchange Programme, she shared her experiences of working with the organisation and motivated everyone to participate in it. The session benefitted 165 students who got to know about various opportunities available to them at regional, national and international level.

### Seminar on Significance of Higher Education

The Department of Mathematics with Computer Applications (SS) organized a seminar titled ‘Significance of Higher Education’ for the welfare of the students on 28 July with Mr. Mark North, General Manager, T.I.M.E Chennai as the Resource person. The main objective of the seminar was to emphasize the challenges and opportunities in higher education in today’s scenario. The speaker remarked that higher education is the key to enter into their passionate profession with the necessary skills which would enable them to face global challenges in the 21st century and he also mentioned that pursuing higher education is a prerequisite for a distinctive and successful career path. The seminar was very informative for the students and helped the students to understand the importance of higher education clearly and also the options for higher education.



### Workshop on Application of GST

The Department of Corporate Secretaryship conducted a State level workshop on Application of GST with Dr. S. Uma Priyadarshini, Assistant Professor, Finance-LIBA, Chennai. She addressed the students on the practical applications of GST on 14 August.



**Fake News Verification**

The PG Department of Journalism and Communication organized a workshop on 24 July. Dr. Manash Pratim Goswami, Associate Professor, Central University of Thiruvananthapuram, Tamil Nadu, shared his valuable journey and expertise through a lecture while providing insightful demonstrations using photographs and videos, aimed at educating others on effectively utilizing various verification tools for news authentication.



**Nirangal 2.0 - Where art meets life**

Nirangal 2.0 is an art project wherein the members of Rotaract Club painted the walls of the campus to highlight the topics of community and economic concerns. Around 400 rotaractors painted the compound walls of our college on 17 - 19 August. The aim was to spread awareness about gender equality, sustainable development, education for all, self-care, cultural diversity.

**Art of Visual Story Telling**



The PG Department of Journalism and Communication organized a workshop on 8 August. Mr. Ashwin Prasath, Photojournalist featured in 'The New Indian Express' and a recipient of the PII award was the resource person. He is renowned for his humanitarian approach to photography. During his presentation, he delved into his extensive experience in the field of photojournalism within the print media sector. In a special session tailored for students, he offered invaluable insights on optimizing internships for aspiring professionals. He emphasized the importance of cultivating patience, a virtue he believes is often overlooked among young students.

**Stalls Of Hope: Empowering The Tribal Communities**

The Enactus club members visited the exhibition conducted by Rural Development Council to empower tribal communities on 5 July in Madras School of Social Work.



**Industrial Visits**

The PG Department of Journalism and Communication took the students on several industrial visits and participated in the US Consulate Panel Discussion on 'The Role of Independent Media in Democracy' at the US consulate library. A programme was conducted in IIT Research Park in Taramani to expose the students to entrepreneurship to develop a start up company of their own through the guidance of experts with successful start up companies as examples like Neomotion, Yali mobility, Dexyroware devices that aid the physically disabled people in the society on 26 July. The Urban film festival was held at Alliance Française of Madras, Nungambakkam on 27 July. The AVM endowment program at Avichi College of Arts and Science screened the movie "PorTozhil" followed by discussion with the director Mr. Vignesh Raja and the



producer Mukesh R Mehta and Film editor Mr. Nagooran about Editing skills and tactics used in films on 27 - 28 July. The Hindu organised an exhibition showcasing the historical archives of India at the Head Office in Kasturi Building on 31 August. Chennai International film festival at Devi Karumaari Theatre was inaugurated by Tamil Nadu Chief Minister, M.K. Stalin on 01 September and the students participated in the event.

**Celebrating World Breastfeeding Week**

The Department of Nutrition, FSM and Dietetics and Department of Clinical Nutrition and Dietetics in association with Nutrition Society of India, Chennai Chapter commemorated the World Breastfeeding Week by conducting various competitions such as Doodling, Newspaper Collage, Slogan writing and Poem Writing. Students from the Department of Nutrition, FSM and Dietetics presented a street play on the importance of breastfeeding on 5 August and students from the department of Clinical Nutrition and Dietetics enacted a street play on 7 August stressing on the benefits of breastfeeding and the challenges faced by the mothers. On 8 August,



Dr. Anjalakshi Chandrasekar, Emeritus Professor, Anna Medical College, Rtd Professor, OBG, Madras Medical College, Chennai gave a talk on the topic 'Nature to Nurture' highlighting the physiological aspects and significance of breastfeeding for the student community. Ms. Rekha Sudarsan, Psychologist and Lactation Consultant discussed the need to address the mental issues of the new mothers. She gave a talk on the topic "Breastfeeding - Mind matters". She also emphasized on proper nutrition and exercise for young adults

**Adolescent Women and Wellness**

The Postgraduate and Research Department of Economics and Department of Business Economics in association with Centre for Women's Studies conducted a seminar on Adolescent Women and Wellness on 8 August in the Main Auditorium. Dr. Shanthi. A.R, renowned Gynecologist and Obstetrician, Secretary Doctors Association for Social Equality, addressed the gathering on various issues faced by girls in their

adolescence including menstruation. Dr. S. Uma Gowrie, Principal, Ethiraj College for Women, delivered the felicitation address, following which the Chief Guest's Profile was presented. Afterwards, the badges were distributed to the Association Secretaries of Postgraduate and Research Department of Economics and Business Economics along with the Office Bearers of Youth Economic Society.

**Yi Talks**

The Yuva Member and a student of Department of B.Com Bank Management, Ms. Harini Paarvati S. M., attended 'Yi Talks' organized by CII-Yi, Chennai Chapter on 7 July. The guest was Mr. Ramji Srinivasan, former Head Strength and Conditioning Coach of the Indian National cricket team. Around 40 students from various colleges participated.



**Kargil Vijay Diwas**

On the occasion of Kargil Vijay Diwas, the Department of Economics in association with the National Cadet Corps conducted a program to pay tribute to the Martyred Soldiers on 26 July in the Sports complex. The event was convened by Dr. S. Uma Gowrie, Principal, Dr.A.S. Saranya and Dr.M.Jeyanthi, Vice Principal of both aided and self-supporting and Dr.D.B.Usharani, Associate Professor and Head, Department of Economics. Following which two events were conducted: -  
1. Vocal Rendition - Patriotic Songs.  
2. Reminiscence: Run Through of The Kargil War - Oratory Event.  
Both the events were organised and performed by the students of the Department of Economics and NCC.

**Research Insight Workshop**



The PG and Research Department of Commerce organized a two-day TANSCHES sponsored workshop on Research Insights on 27 -28 July. The Resource Persons were Dr. R. Ramanan, Joint Director of Collegiate Education, Chennai Region, Chennai and Dr. M. Ramakrishnan, Associate Professor, Department of Mathematics, Ramakrishna Mission, Vivekananda College, Chennai. The inaugural session of the workshop commenced in the august presence of Thiru. V. M. Muralidharan, Chairman, Ethiraj College Trust, Dr. S. Uma Gowrie, Principal & Secretary, Ethiraj College for Women, Dr. A. S. Saranya, Vice-Principal & Head Department of Commerce(Aided), Dr. Geetha Krishnan, Head, Department of Commerce (SS), and the Resource Persons. The workshop provided hands on training in SPSS and AMOS. The beneficiaries of the two day workshop include 112 participants comprising of Research Scholars & Faculty from various city colleges.

**Commemoration of Dr. A.P.J. Abdul Kalam**



On 27 July, the Postgraduate and Research Department of Economics came together to honor the memory of Dr. A.P.J. Abdul Kalam. A candle-lighting ceremony was done in which students and instructors from the Department of Economics lighted the candles.

## Samathuva Sandror Virudhu



Dr. V Shanthi, The Head of Department of Corporate Secretaryship secured the ‘Samathuva Sandror Virudhu’ presented by Thiru Thol. Thirumavalavan, Member of Parliament, Lok Sabha and Honourable Minister Thiru. M R K Panneerselvam, Minister for Agriculture & Farmer’s Welfare, Government of Tamil Nadu at the 100th Birthday Celebrations of Thiru. Elayaperumal on 3 July.

## Webinar on Breaking the Myths of Investment



A Webinar was conducted on 14 July on the topic ‘Breaking the Myths of Investments’. The speaker of the day Ms. Arti Modi, BSE Financial Modelling Trainer elaborated on various concepts of investments and advised the students about the best ways to make investments. She briefly explained the different

types of markets, how to buy the shares and the issues of shares. Further, she presented about SEBI and its key mandates - recent investor protection methods and different types of accounts. Ms. Arti Modi thoroughly explained the basic rules of investing, how to find the information, the risks of investing and rights of shareholders.

## Student Achievements



Chennai organised by Chennai District Athletic Association, 14-15 August Ms. Samyuktha M. (III B.Sc. Psychology) has been placed in the 10th position at the National Level for the Senior National Rugby Sevens Championships 2023 for Senior Men and Women. Ms. Lakshmi Priyanka (II B.Sc. Psychology) was featured in the Prensa Libre, a Guatemalan newspaper, for her efforts in providing conditioning classes for a Guatemalan Badminton player. She was also awarded and appreciated for her work in strength and conditioning of Badminton players, by the Tamil Nadu Badminton Association. Ms. Manasa G. S. (I B.Sc. Psychology) won the second place in the State Level Intercollegiate match in Volleyball. K. Anbumozhi from I.B.Sc Chemistry, Department of Chemistry, won “First prize in Tamil elocution competition” conducted by Ethiraj college, 133rd Founders day celebration was held on 18 July at Ethiraj College campus

The students of Ethiraj College for Women have also won laurels in the arena of sports and arts. Ms. Dhesikha V, I B.Com CS, Department of Corporate Secretaryship, won the Second Place in CM Trophy – State Level Athletic Championship for School Level and won a Cash Prize of Rs.75,000, 15th and 16th July. She also won the I place in Medley relay, I place in 100 meters relay and I place in 200 meters relay in 53rd Chennai District Junior Athletic Championships representing SDAT,

main auditorium. She has also secured the first place in the State Level Open Tournament in Volleyball. Ms. G. Rithanya (I M.Sc. Applied Psychology) was the quarterfinalist for the Badminton Senior State Ranking Tournament. Ms. K. Yugadhi Shree (I M.Sc. Applied Psychology) secured the third place in the Tamil Nadu Chief Minister’s Trophy for Athletics. With respect to Extra-Curricular achievements, the students have won various inter and intra-collegiate competitions. Ms. Jwalini (III B.Sc. Psychology) has secured the second place in Street Play at CTTE College. Ms. Vani Parvathy Sambhubhat (II B.Sc. Psychology) along with Ms. Rajalakshmi Varadarajan (II B.Sc. Psychology) has won the second prize in Debate, conducted by the Entrepreneurship Cell of the college. Ms. Rajalakshmi Varadarajan (II B.Sc. Psychology) has also won the third prize in Debate conducted by the Department of Bank Management.

Ms. Harini R, II B. Com CS, Department of Corporate Secretaryship, was awarded a special title ‘NrithyaMedhini’ in the arena of Classical dance by Raaba Book of World Records on 30 July.



## Seminars by Department of BCA



The Department of BCA conducted Higher Career Guidance Programme on 26 June. Mrs. Deepa Sankaranarayanan, Center Director, Career Launcher, Alwarpet served as the resource person. The seminar explored the impact of Masters of Business Administration (MBA) programs on individuals and organisations. They also conducted Career guidance programme on 17 July. C.Sayed Saleem, Assistant General Manager of MANIA Education served as the resource person and TANCET preparation and MBA programmes on 19 July. Mr. Baskar, PGDM (IIM Calcutta), CEO, Ascent Education served as the resource person. The Department

of BCA conducted seminar on Higher Studies Opportunities in Abroad on 4 August. Mr. Abdul Navas from KC Overseas Osprey Academy served as the resource person. Another seminar on Higher Studies Opportunities in Abroad was on 4 August. Mr. Abdul Navas from KC Overseas Osprey Academy served as the resource person. A seminar on ‘Preparation for entrance examinations’ was held on 13 July. Ms. Thilagavathi BA LLB served as the resource person. The Department of BCA also conducted seminar on Health Awareness on PCOS/PCOD on 29 July. Ms. Akila, Entrepreneur Trainer, Health Coach, Traveler served as resource person.

### Study abroad seminar by Osprey Academy



The Department of BCom Bank Management in collaboration with Osprey Academy conducted a seminar titled ‘Higher Education and Career Opportunities Abroad’ on 26 June. The resource person for the session was Mr. Abdul Navas, Senior Manager of Osprey Academy, who highlighted the various opportunities for pursuing Higher Education, Career and Research to the final year UG students.

### Career Launcher Career Counselling and Guidance

The Department of B Com Bank Management in association with Career Launcher organised a session on Career Counselling and Guidance on 4 July. They gave various insights on higher education options and career prospects to the students. Around 291 students benefited out of this session.

### Onam Celebration

With the girls of Ethiraj College gracing the occasion in white sarees and traditionals, the Onam Celebration took place with great enthusiasm and joy, on 24 August. Starting from selfies to Instagram reels, the day was filled with fun with each department celebrating it in their own way.

### Skill Development Program

The Department of BBA of Ethiraj College for Women organized a skill development program in Ice cream and Chocolate Making on 27 July. It was conducted and hosted by Tamil Nadu Agricultural University, Guindy. The students were taught and trained by Ms. Malarvizhi, a Home Baker. Students learnt about the different kinds of ice creams and chocolates. They learnt the do’s and don’ts while making chocolates and ice creams. Students even got a hands-on experience while helping Ms. Malarvizhi during the process of making chocolates and ice creams. They learnt the ethics required if we wanted to make our passion for confectionary making into a profession. Overall, this was an interesting, knowledge enriching and fun filled experience for the students.



The Department of BBA & MA HRM organized its 21st annual association IDARA on 21-22 of August. The theme for the year was Prism of Possibilities – Innovate, Integrate and Inspire. The chief guest of the event Ms. Kavitha Rajendran addressed the students about various opportunities provided by the business



### I’m Safe - Freedom Run

Around 750 students from various clubs of Ethiraj college participated in the ‘Freedom Run Marathon’ hosted by I’m Safe’ Women’s Safety app and Gandhi World Foundation on 13 August in Chennai. The Island Grounds marked the start and finish of the 5km run, emphasizing women’s empowerment and safety. Top finishers received cash prizes, showcasing unity and determination for a safer society. The event, symbolizing success, involved enthusiastic participation and Red Ribbon Club’s support.



### Seminar on Artificial Intelligence



The Department of Mathematics with Computer Applications (SS) organized a seminar on ‘Artificial Intelligence –The Next Future’, on 23 August with Mr.U.Md Waseem Bari, Assistant Professor, Department of

### Idara 2023

world. Later, the students were presented with mementos by the department for their achievements. Day 1 consisted of various onstage events such as Stress Interview, Adzap and the title event Mr. /Ms. Idara along with various offstage events such as Shark Tank (business plan), Business Quiz and Best Manager.

The online events such as Poster Making and Ballyhoo (Advertisement Making) were conducted earlier. Day 2 was an inter class event where the students and alumnae of the department participated in various Onstage events such as Best Manager, Adzap and Potpourri and Shipwreck. Various Offstage events such as Treasure Hunt, Poster Making and Photography were conducted earlier. At the end of the event all the committee members were recognized for their contribution for making Idara a successful event.



### 384<sup>th</sup> Madras Day Celebrated



On the occasion of the 384th Chennai Day, the YUVA Club of Special Project Vertical, Department of B.Com Bank Management, organised a Photography and Reels Contest on the theme ‘What Makes Chennai-Chennai’ on 22 August. Around 60 students from various departments participated. As part of the celebration, the Light Music and Theatro team of B.Com. Bank Management made a performance and created awareness of the distinctiveness of historical places in Chennai.

### Parents, Alumni And Stakeholders Participation

Department of Mathematics conducted alumni talk with Ms.S. Subalakshmi and Ms. K. Thuviksha (Batch 2020-2023) on the scope of Mathematics. They gave their ideas to prepare for competitive exams, entrance exams, placements and interviews. They gave more information about extra-curricular activities, extension clubs and NUMERA, an association activity, and also about summer project and value added courses and motivated their juniors. The Department of Mathematics (SS) has conducted an alumna meet on 28 July. Ms. Keerthana R discussed with the students, about Data Science and its applications, Internship programs offered by various institutions, clarified doubts of our first year students.

### Overview of Financial Markets - Series 2

The Department of Accounting and Finance (SS) in collaboration with Bombay Stock Exchange Brokers Forum, a Student Development Programme on “Overview of Financial Markets Series 2” was conducted for one week from 7-11 August. The resource person was Dr. V. Aditya Srinivas, Chief Operating Officer and Chief Economist at the Bombay Stock Exchange Brokers Forum. This session provided the participants with a comprehensive understanding of how to invest in these challenging times, Portfolio management, Asset allocation, Financial planning, etc. An online quiz was also conducted to assess the level of participant’s knowledge and certificates were provided to those who attended the quiz. On the whole, the students benefited from all the sessions and learned the valuable information about financial planning and wealth creation.

Computer Science, The New College, Chennai as the Resource Person. He emphasized that Artificial Intelligence is a branch of Computer Science that aims to create intelligent machines and it has become an essential part of technology. He also mentioned that it is important to understand that Artificial Intelligence is not just one algorithm, instead, it is an entire machine learning system that can solve problems and suggest outcomes. The seminar helped the students to understand and analyze the concept of Artificial Intelligence and its applications in real life.

### Banco 2023

The Department of B Com Bank Management organized its 30th Association Meet Banco 2023. Several Inter-department events like Shipwreck, Debate and Business plan and Inter-Class events like Fiction Quiz, Minute to Win It and Field XO were conducted on 22 August. Students from various departments actively participated and won prizes.



### Homepreneur Awards 2023

21 students of the Yuva Club attended the Homepreneur Awards 2023, organized by Sakthi Masala at Lady Andal Auditorium, Chetpet, Chennai, on 20 August. The Yuva members witnessed the felicitation of successful women entrepreneurs doing home-based businesses. This platform was an inspiration for young minds towards entrepreneurship.



### Investiture Ceremony

The Investiture Ceremony of Financial Literacy Club for the academic year 2023-24 took place on 7 August in the mini auditorium. This distinguished event encompassed the formal investiture of the 3rd board members of the Financial Literacy Club, marked by their oath-taking and the presentation of badges. The ceremony involved 120 enthusiastic FLC members, 9 board members, along with faculty coordinators, Ms. Mahashree, and Ms. Bhuvanaeshvari. Esteemed guests, Chief Guest Mr. Gururajan, Guest of Honor Mr. Kumar from Nanayam Vikatan, and Special Guest Mrs. Mangala Padhmanaban from Integrated Enterprises India Pvt Limited, graced

the occasion. Noteworthy addresses were delivered by Mr. Gururajan and Mr. Kumar, who shed light on financial matters, underlining the club's significance. This ceremony marked the beginning of a new chapter in fostering financial literacy and empowerment among the students.



### Yaathisai Screening

The movie Yaathisai was screened by the Department of Visual Communication on 4 August at Library Conference Hall. It is a period film revolving around a tribal clan, Chera emperors and Pandya emperors. This film used around 2000 Lost and unconventional Tamizh words. Students from various departments also actively participated in the

the movie. Post screening, the cast and crew were welcomed and an interactive session was held with them. The cast and crew included Mr. Dharani Rajendran, Director, Mr. Seyon, Miss. Rajalakshmi and Mr. Samar, the main cast, Mr. Mahendran, editor, Mr. Katamuthu, cinematographer, who explained the process involved in the making of the film.



### Inaugural Event

The Red Ribbon Club conducted an inaugural ceremony for the academic year 2023-24 on 14 August. The event featured a lamp lighting ceremony, an audio-visual presentation of RRC's achievements, and an engaging ramp walk focusing on HIV/AIDS awareness. Guest speakers covered HIV/AIDS prevention and Thalassaemia awareness, with a personal story shared by a Thalassaemia patient.

### Friendship Day Celebrations

The Students' Union celebrated Friendship Day on 7 August in the College. The College Teams, Dhvani and ET Crew performed for the students. Songs were played for the students followed by which friendship bands were distributed to the students to mark the tradition.



### Harmony of Giving

The Red Ribbon Club organised a donation drive, 'Harmony of Giving', where bathing soaps, detergents, toothbrushes and toothpastes, biscuits, oil and other such essential commodities were donated to the senior citizens in Mercy Home, Kilpauk on 15 July. The members actively participated in the drive, and donated hundreds of these goods on the 13-14 of July. The core committee members and volunteers of the club also interacted with the elders in the home.



### Poster Making Competition

On account of World Entrepreneurs Day, the YUVA Club of Entrepreneurship and Innovation Vertical, Department of B.Com Bank Management organized a Poster Making Competition on the theme 'Entrepreneurship for Self-Reliant India' on 21 August. The students showcased their talents with vibrant colours and created awareness on becoming self-reliant citizens through Entrepreneurship.



### Madras Day Celebration

The students of the Department of Visual Communication celebrated Madras Day on 22nd August by collecting vintage photographs of the historic monuments and the flourishing Tamil film industry to honor the city's rich history, culture, and heritage walks, and cultural activities that highlight the city's past, present and future.

### Cinematography workshop

The Department of Visual Communication organized a Cinematography workshop for the III year students. The guest lecturer Mr. Mathiazhagan, Director of Photography at LV Prasad College of Media Studies, Chennai conducted a theoretical recall session about the various aspects and principles of Photography and Lighting. During the afternoon session the students were split into groups and a basic three point lighting setup was demonstrated. A short scene was also filmed to challenge the technical knowledge of the students. The students had an interactive session with him which enabled them to understand the practical perspective of Video Production.

### Enactus Club Inauguration 2023: Igniting Inspiration

The Enactus club's Inauguration was held on 8 Aug. Distinguished Chief Guests, Mr. Vijay Kapoor, MD of Derbymen, and Dr. Anitha, BDS MHA FFA prp (UK), graced the occasion. Mr. Kapoor's speech was a highlight, as he delved into the power of passion, women's empowerment, and entrepreneurship. His personal anecdotes added a relatable touch, resonating with the audience's aspirations and entrepreneurship, while Dr. Anitha's insights added depth to the event, as she eloquently addressed topics such as nutrition, women's empowerment, and diverse career paths. Her emphasis on the intersection of education, interest, and career choices was particularly impactful. Dr. Shanti's presentation bridged academia with practical application, reflecting the event's real-world significance. The ceremony reached its pinnacle with badge presentations to the 2023-24 office bearers, acknowledging their pivotal roles in driving the club's mission.

### Eve of Chennai Day Flashmob

The Students of Yuva Club, Department of BCom Bank Management (SS) conducted an Instant Gathering on the eve of Chennai Day, held on 28 July at the Basketball Ground in Campus II, and created awareness on Chennai Day.



### Independence Day Celebration

The CSR Club celebrated the 77th Independence Day to mark 76 years of freedom, with Thodiarpetslum children at Tondiarpet Park on 13 August.



## World International Justice Day

In commemoration of World International Justice Day, the students of the Postgraduate and Research Department of Economics and Business Economics conducted an intra-departmental submission event from 15- 20 July. The students were provided with an opportunity to harness their economic knowledge and put it to use by implying it in the events conducted. Around 80 students benefited.

## Varumun Kappom Street Play

The Red Ribbon Club of Ethiraj College for Women took the initiative to organize a street play at RBANC Higher Secondary School, a government-aided school in Pudupet. The play was organized on 28 July with the objective of raising awareness on HIV/AIDS. The 13 core committee members of RRC led the event, while 8 other talented RRC members performed in the play. Following the play, Shaliha Rizwana N, the documentation manager of RRC 2023-2024, delivered a speech where she further shed light on the issue of HIV/AIDS. The event concluded with the Principal of RBANC School, Mrs. Helen, proposes a vote of thanks to the members of RRC.



The core committee members and street play performers of the Red Ribbon Club along with the staff and students of RBANC Higher Secondary School

## Alumni Participation



The Department of Corporate Secretaryship organized two sessions with their alumni. A talk on 'Corporate Skills' by Ms. Keerthana Devabalan (Alumna), Soft Skill Trainer, Kings Learning Institute, sensitized the students on the skills required for corporate jobs on 7 July. Another lecture on Artificial Intelligence & Future Scope was delivered by Ms. Pavithra Raman (Alumna), Senior Manager/ Enterprise Architect, Cognizant created an awareness on Integration of Artificial Intelligence on all walks of life on 18 July.

## Panel Discussion on Youth and Future of India

On account of International Youth Day, the Department of B Com Bank Management organized a Panel Discussion on 11 August titled 'Youth and Future of India: Opportunities and Challenges'. 8 students participated in the discussion and the moderator was Ms. Kyathi Thaker, Senior Auditor, Deloitte USI, Chennai. The discussion threw light on the various opportunities and upcoming threat that the youth will encounter in future.



## Inara-29th Installation Ceremony Conducted

Inara, the 29th Installation ceremony of Rotaract Club was conducted on 14 August in the main auditorium. The chief guest for the event was DRR Rtr. PP. Essaki Sekar and DRS Rtr. PP. Niranjanaa. The special invitees for the event were IPDRR Rtr. PP. Gowtham Raj, Rtr. Keshikka DRS 22-23, PDRR Rtr. PP. Anburasu and GRR Rtr. IPP. Naveen Kumar. The collar exchange to Rtr. Roshini V and the charter exchange to Rtr. Reethi A, along with the office bearers for the Rotary year 2023-24 were installed. All 23 board officials took oath and were awarded with badges and appointment letters by the dignitaries of the occasion

## Blood Donation Drive

Rotaract Club and Red Ribbon Club in collaboration with YRG Care and Thalassemia Chennai Chapter conducted a Blood Donation Drive in the campus on 19 August 2023. The blood donation drive was mainly conducted for children who are affected by Thalassemia – an inherited blood disorder. 99 rotaractors came forward for blood donation out of which 88 students were eligible and donated their blood. Refreshments and certificates were provided to the blood donors.

## Career Guidance

The Department of Corporate Secretaryship organized seminar on Career Options after Graduation on 12 July. Mr. Syed Salim, Manya Education, Chennai addressed the students on topic. The Department of Corporate Secretaryship also organized seminar on Career Development Prospects on 13 July. Mr. P Sarnath, Member, ACCA, Dip IFRS, addressed the students. Mr. Mr. Arvind, T.I.M.E Institute, guided the students on various prospects of MBA Programme on 17th July, 2023

## Seminar on Entrepreneurship as an alternate career option

On account of World Entrepreneurs Day, the YUVA Club of Entrepreneurship and Innovation Vertical, Department of B.Com Bank Management, organised a seminar on 'Entrepreneurship as an Alternative Career Option' held on 24 August. The resource person for the event was Mr. Pingnagan Pranavam, Founder of Digital Manufacturing Platform. The speaker highlighted the factors and myths about taking Entrepreneurship as a Career option and provided insight into various Government schemes and funds

exclusively for Women entrepreneurs. Around 200 students across the discipline benefitted from the session. The session was both interactive and informative to the students.



## Aarambh and Maithri Theme Reveal

The theme for Aarambh and Maithri 2023 SAMUDRA - Tides of Power, Waves of Resilience, was revealed on 16 August. A banner was unveiled in the Campus I OAT for Aided by Thiru.V.M.Muralidharan, Chairman and Dr.S. Uma Gowrie (Principal and Secretary) followed by a flash mob by Akarshna and ET crew. The same banner was unveiled in the Campus II OAT for Self Supporting stream in the presence of Dr.V. Shanthi, Head, Department of Corporate Secretaryship and Dr. A. S.Gayathri (Dean of Academics). Dr. S. Malini (Dean of Students, Aided) and Dr. V. Jayanthi (Dean of Students, Self-Supporting) were also present for the celebrations.

## World humanitarian day celebration

The CSR Club organized a heartwarming Humanitarian Day Celebration on 19 August. This event aimed to recognize and appreciate the invaluable contributions of individuals who selflessly serve our society. The Department of Psychology has brainstormed on strategies to create a more inclusive environment in the wake of the recent communal violence in Nanguneri, and has submitted the same to the management. The Department periodically conducts an extension activity called 'Stride' that grooms personal and professional skills. This was held on 27 July on the topic APA (American Psychology Association) 101, which emphasizes citation and referencing work for research projects and reports. This was facilitated by Ms. Shruthi Kothari, Assistant Professor, Department of Psychology.

## Team Selections

The College Teams under the Students' Union are Dhvani (light music), Pitch Please (western music), Akarshana (eastern dance) and ET-CREW (eastern dance). The members for the college teams for the upcoming year were selected through auditions moderated by external judges. We had a total of 546 registrations, 186 for Dhvani, 77 for Pitch Please, 183 for Akarshana and 100 for ET-CREW.

## Urban Climate Film Festival

The National Institute of Urban Affairs (NIUA), an autonomous body under the Ministry of Housing & Urban Affairs and the technical secretariat of the U20 (urban engagement track of G20), organized the Urban Climate Film Festival under the CITIIS program. The Head of the Department of Visual Communication Ms. Shridevi and Professor Ms. Shobana from Department of Human Rights accompanied students to attend the Urban Climate Film Festival which was conducted from 27th to 29th July 2023 at Alliance Francaise of Madras in Chennai. The festival showcased the impacts of climate change on life in cities and contributed to the discourse on climate-centric urban development. Around 150 films from 20 countries were curated to screen the most impactful films, the students appreciated the core research, filming techniques equipped phenomenally in the documentaries. The screening sessions educated them about various unconscious ways we are responsible for triggering climate change. After the screening the students gave their feedback through an interview to the NIUA.

## Beach Cleaning

The Ethiraj Students' Union 2023-24 participated in the Beach Cleaning initiative conducted by the National Cadet Corps at Marina Beach on 01 July from 6 am to 9 am.

## Photography Exhibition

To celebrate the World photography day on 19 August, the students of the Department of Visual Communication made photo booths and displayed the photographs taken by the students in front of the visual arts lab corridor. The photo booths were made by the students and it was open to all to take photographs of themselves. Over 300 visitors came to see the photo booths and took pictures and enjoyed their day.



### Club Heads Selections

The Club Heads Selection was held There are 8 Union Clubs namely Arts Club, Quiz Club, Debate Club, Literary Club, Fine Arts Club, Film Appreciation & Photography Club, English Teatro and Tamil Teatro under the union. The Candidates were selected for the posts of President, Vice-President and Secretary of each Club. Third year students were eligible for the posts of President and Vice-President. Second year students were eligible for the post of Secretary. All applicants were expected to bring their Application Form, NOC form, Undertaking form, Resume and Credentials related to the field. A total of 295 applications were received out of which 78 applications were for the post of President, 95 for the post of Vice-President and 122 for the post of Secretary.

### August- Induction Programme

On July 24, the YUVA Club, Department of B Com Bank Management (SS), organised the 'August' Induction Programme and inducted the new board members for the academic year 2023-24. The speakers for the event, Mr. Srivas, co-chair of the Yi Chennai Chapter, Mr. Varan Mittal Yuva, chair of the Yi Chennai Chapter, and Mr. Jaishah Yuva, co-chair of the Yi Chennai Chapter, addressed the vibrant students and highlighted opportunities that can explore as part of Yuva Club, which is the student wing of Young Indian Yi.

### Tribute to

### Dr. A.P.J. Abdul Kalam

The Students' Union 2023-24 in association with the National Cadet Corps, Ethiraj College for Women, paid tribute to the Former President and The Missile Man of India, Dr. A.P.J. Abdul Kalam, on 27 July. Dr. A.P.J. Abdul Kalam's journey of excellence and contributions were highlighted by the students as they remembered and honored the life of the People's President. The College observed a candlelit procession to pay homage. An audiovisual presentation was dedicated to reminisce about the life of our beloved leader.

### Youth Summit on Sustainable Development Goals

The Youth Summit on Sustainable Development Goals (SDGs) Program, organized jointly by the CSR Club of Department of Commerce and the Hibiscus Foundation, proved to be an insightful and impactful event held on 19 July. The summit aimed to enlighten the youth about the significance of sustainable development and inspire them to actively engage in addressing global challenges. The speakers were Ms. Gayathri Arvind, Ms. Nivedhitha Mukesh and Mr. Kripesh Ram. They are prominent

### Club Members Selection

The selections for the 8 Union Clubs happened on 26-28 July. It was led by the respective Club heads with the guidance of the Union Members.

### Scrabble

An enlightening seminar, followed by a tournament about the Scrabble Board game were held on 17 and 18 August. The seminar on 17th was conducted to prepare the students for the Alfred Butts Intercollegiate Scrabble Tournament which will be held on 8 and 9 September 2023. Grand Master Ranganatha Chakravarty, who presided over the event, taught the students the basics of Scrabble and encouraged them to play the game competitively. Practice games were held on 17 August for the students. On 18 August, a Scrabble Tournament was held. The students played 2 rounds of games in this tournament. Top 6 students were selected to play at the intercollegiate level for the Alfred Butts Intercollegiate Scrabble Tournament.

### Book Donation Campaign

The collaborative efforts of the CSR Club of Department of Commerce and Audacious Dreams Foundation culminated in a highly successful Book Donation Campaign. The campaign aimed to promote literacy and education by collecting books from the students of Ethiraj College for Women, resulting in a collection of 520 diverse and valuable books. The highlight of the campaign was the establishment of a well-organized library at the Guntur Subbiah Pillai, T.Nagar Girls Higher Secondary School. The library, inaugurated on the aforementioned date, was set up to create an engaging and enriching space for the 540 beneficiary students.



individuals from various fields, who shared their expertise and experiences, encouraging the attendees to become agents of change. Ms. Akshaya Akilan, the founder of the Hibiscus Foundation, commenced the summit with a comprehensive discourse on the Sustainable Development Goals. She threw light on the seventeen global goals that aim to address a wide range of social, economic, and environmental challenges, fostering a deeper understanding among the audience. The session benefitted 150 students.

### Aval Event

Red Ribbon Club conducted 'Aval' in the New Commissioner's Office in Chennai on 27 June. The event was about making Chennai a safer place for women and promoting their self-defense. 50 students from the Red Ribbon Club of Ethiraj College for Women participated in the event. It was headed by IPS Shankar Jiwal, the DGP of Tamil Nadu police, who proposed new plans and policies as a part of the 'Safe Chennai' project. This included the launch of two radio jingles.



### Freshers' Day 2023-24

The Ethiraj Students' Union (2023-24) organized the cultural program as a part of the Freshers' Day held on 22 June. The various college teams performed to entertain the Freshers. The members of the Fine Arts Club (FAC), Dhvani (College Light Music Team), Akarshana (College Eastern Dance Team), Pitch-Please (College Western Music Team), ET CREW (College Western Dance Team), and the College Silambam Team provided a visual treat to the audience. Ms. Deepthi Bhaskar, Joint Vice President, Ethiraj Students' Union anchored the whole event.

### Bhavishya

Bhavishya was conducted by the Placement Cell on 24 - 25 July for all the third year students.

### Drug Awareness Programme

The Drug Awareness Program conducted by the CSR Club of Department of Commerce on 5th July 2023 was a significant event aimed at educating individuals about the adverse effects of drug abuse and promoting better understanding of the consequences associated with it. The program featured two distinguished speakers, Mr. Venugopal and Mr. Sathya Moorthy, who shared their expertise and insights on various aspects of drug abuse. The speakers highlighted on the effect of drugs, changing trends, psychological impact, gender equality and safety concerns. During the program, the speakers highlighted the detrimental effects of drug abuse on both physical and mental health. They specifically emphasized the correlation between drug usage and the increased risk of HIV, immunity deficiency, and other health complications. The session benefitted 85 students.



### Kalaingar Memorial

### International Marathon

Kalaingar Memorial International Marathon was held on the 6 August. The Extension Activity Clubs of NSS, YRC, RRC, Rotaract Club, along with the Union Members, the Union Advisories, and the Dean of Students (Aided) Dr. S Malini took part in the Marathon. 500 students registered for the Marathon. The starting point of the marathon was from Kalaingar Memorial, Marina Beach and the finishing point was Island Grounds. The participants were awarded a medal and saplings for their active participation. Refreshment was provided for all the participants. The event was concluded with a group photo.



### ARR Battle of Bands

On 6 August, Ethiraj College for Women hosted 15 bands from various colleges across Chennai as they participated in the event judged by members of AR Rahman's troop. The Ethiraj Students' Union and the National Cadet Corps (NCC) coordinated the event. Dr. S. Malini, Dean of Students (Aided), Dr. V. Jayanthi Dean of Students (Self Supporting), Ms. K. A. Deepa, Union Convenor and Union Members were present throughout the event.

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