



ETHIRAJ TIMES

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Dept. of Economics celebrates Diamond Jubilee



The Postgraduate and Research Department of Economics celebrated its 75th anniversary on 5 October. It was a momentous occasion as Dr. Yasodha Shanmugasundaram's Endowment Lecture was delivered by the Chief Guest Dr. J. Jeyaranjan, Vice Chairman, State Planning Commission, Tamil Nadu. He discussed government policies and initiatives like the breakfast scheme and noon meal scheme, and also emphasized the need for increased participation of women in various spheres. Dr. J. Jeyaranjan provided deep insights into the historical, political, and socio-economic evolution of Tamil Nadu and India. Dr. Jeyaranjan's insights served as a valuable resource for the attendees, enriching their understanding of India's complex socio-economic landscape. The event was graced by the presence of Dr. Yasodha Shanmugasundaram, Former Principal & Secretary, Ethiraj College for Women and Vice Chancellor, Mother Teresa Women's University, Kodaikanal. The event featured the launching of three significant publications: a book on "75 Glorious Years of Excellence", the International Journal of Commerce and Management and the International Academic Journal of Applied Economics. The celebrations continued with the commendation of Dr. J. Jeyaranjan, Dr. Yasodha Shanmugasundaram, the former Heads of the Departments, retired and current faculty members. Thiru V.M. Muralidharan (Chairman), Dr. S. Uma Gowrie (Principal & Secretary), Dr. A. S. Saranya (Vice Principal) Dr. M. Jeyanthi (Vice Principal, SS) graced the occasion.

Ethiraj celebrates Aarambh and Maithri



The Ethiraj College for Women conducted its annual Inter-Departmental cultural, Aarambh and Maithri 2023-24 on 13-15 September. The theme was SAMUDRA-Tides of Power, Waves of Resilience. Mr. Joe Mallori (Actor) was the Chief Guest and Stunt Shiva (Stunt Master) was the Guest of honour. Thiru V.M. Muralidharan (Chairman), Dr. S.Uma Gowrie (Principal & Secretary), Dr. A.S. Saranya (Vice Principal) Dr. M. Jeyanthi (Vice Principal, SS), Dean of Students (Aided & SS), Union Convenor, Union Advisories and the Student Union Members graced the occasion. Aarambh was

exclusively for the first years to showcase their talent. The walk-ins for Aarambh & Maithri were Mr Arivu, Singer and Rapper, Mr Shakthi from Cook with Comali, VJ. Shasank, singer, Mr. Erode Mahesh, Stand-up comedian and motivational speaker, Mr Ayali Madan, Actor and Director, Ms Sheela Rajkumar, Actress, Mr KPY Naveen, Actor, Vijay TV, Mr Lenin Bharathi, Director, Mr Soundarajan, actor, Mr Rajaram, Youtuber. Mr Gautham, Actor in the film 96, Ms. Jennifer, Youtuber and Entrepreneur and Ms. Charumathi, Instagram Influencer. The Chief Guest for

the Valedictory was Mr. Santhosh (Ponniyin Selvan Actor). The Department of B.Com Accounting and Finance (SS) won the overall trophy of Aarambh and the Runner-up was the Department of Bachelor in Bank Management (SS). The overall winner of Maithri was B.Com General (SS) and Runner-up was Bachelor in Bank Management (SS). The Title of Miss Aarambh was won by Ms. Srikrithi.S (BBM). The Title of Miss Maithri was won by Ms. Divya Dharshini (B.Com). The Title of Ms Gaanapriya and Ms Natyanjali was given to Dharshini.G (B.Com) and Smrithi. R. (B.Com), respectively.

G20 Events 2023



It was a proud moment for Ethiraj College for Women as Thiru.V.M.Muralidharan, Chairman of Ethiraj College trust and Dr. S.Uma Gowrie & Secretary, Ethiraj College for Women were honoured by Dr.Tamilisai Soundararajan, Hon'ble Governor of Telangana & Lt Governor, Puducherry, at the G20 Presidency 2023 organised by Akashvani, All India Radio for their contributions to the G20. The students of our college participated in various cultural events and won prizes.

LE FRANCAIS EN INDE



The Department of French conducted a National Conference on "LE FRANCAIS EN INDE"

in collaboration with the Indian Association of Teachers of French (South Zone), on 23 September. Mrs. Lise Talbot Barre, Consulate General of France in Pondicherry & Chennai, inaugurated and delivered the keynote address. Mr Thomas Chaumont, Attaché for Cooperation in French Language was the special guest.

Paradigm '23



The Department of MBA conducted its National Level Management Conference 'Paradigm 2023' on 9 October. Thiru Anbil Mahesh Poyyamozhi, Hon'ble Minister for School Education, was the Chief Guest. He urged the students to be digitally empowered and be the much needed transformation agents in society Mr. A. Rajarajan, Chandrayaan 3 Launch Authorisation Chief and Director, Satish Dhawan Space Centre - SDSC, SHAR delivered the keynote address. He was honoured for the successful launch of Chandrayaan-3.



Teachers day celebration



The Teacher's Day celebration was a remarkable and heartwarming event, filled with gratitude and appreciation for our dedicated educators. Ms. M.U. Kaviya Shivashangari, Joint General Secretary welcomed the gathering. Dr. S. Uma Gowrie, & Secretary, Ethiraj College for Women felicitated Dr. M. Sekar, Financial Trustee, acknowledging his invaluable contributions to the institution. Dr. M. Sekar shared his thoughts and expressed his gratitude towards the teaching staff for their dedication and hard work. Dr. M. Sekar honored and appreciated the teachers by presenting them with mementos. Various cultural activities were performed by the students. Ms. Nikitha R., Vice President, delivered a speech, highlighting the importance of teachers and their impact on students' lives. The Aakarshana team captivated the audience with a mesmerizing Eastern dance performance. Pitch Please Team entertained

Western music performance. Ms. Shalini GR, President, delivered a moving speech, paying tribute to teachers and their unwavering dedication. The ET Crew Team showcased their incredible talent with an energetic Western dance performance. The Dhvani Team left the audience in awe with their soulful light music performance. The Folk Dance team that had represented our college at the G20 event delighted everyone with a vibrant folk dance performance. Hampers consisting of fridge magnets, bookmarks, thank-you cards, and gift vouchers were distributed to our beloved teachers. Teachers were also presented with saplings as a token of love, symbolizing growth and nurturing, mirroring the essential role they play in students' lives. The Teacher's Day celebration was a grand success, filled with heartfelt moments, performances, and acknowledgments, showcasing our deep respect and admiration for our remarkable educators.

Ecolades '23



As part of the annual association ECOLADES'23, the Postgraduate and Research Department of Economics and Department of Business Economics organized various Intercollegiate events on the theme EDHAS-Prosperity meets Purpose on 1 September. The offstage events include Essay Writing, Treasure Hunt, Newspeddler, Word play and Case-a-way. Dr. R.K. Maya, Controller of Examinations, Mr. Gopi Krishna, Dr. G. Neelavathy, Assistant Professor, Department of Economics, Dr. M. Ramya Maheswari, Associate Professor and Head, Department of Psychology were the judges. Students from various colleges across Chennai participated in the event. The onstage events were conducted on 5-6 October. The event Scholar's Stance - Debate boasted the participation of 14 highly competitive teams.

The distinguished panel of judges for the preliminary Group Discussion were Dr. Veena Murali and Dr. T. Sudeshana, faculties, Department of Commerce. The judges were Dr. V. Shanthi, Head, Department of Commerce and Dr. T. Usha Priya, Head, Department of Bank Management. 20 teams actively participated in the quiz competition. Six teams were selected for the finals and Mr. Praveen Jayarajan, Founder, Multiverse Quizzing, was the quiz master. The event Kaizen - Policy Making event took place in the Library Conference Hall. Ms. Shobia Shadbar, Research Associate at the Abdul Latif Jameel Poverty Action Lab (J-PAL) in South Asia, judged the event. The Stressors showdown - Stress interview was conducted in the Main Auditorium with 13 participants. Mr. Pragadeeshwaran, a renowned dancer and actor, judged the event.

Patent Awarded



Late Dr. S. Kothai secured a patent on 3 November from the Patent Office of Government of India for an invention entitled 'Copolyester and Synthesis Thereof' for the term of 20 years from the date of issue.

Numera 2k23



Several competitions were conducted in connection with the Annual Association meet "NUMERA 2K23" of the Department of Mathematics (Aided & SS) for the academic year 2023-2024 which started off with the Inter-class Quiz on 18 August. Ms. Iswarya Thiyagarajan, Assistant Professor, Department of Mathematics, Vels Institute of Science, Technology and Advanced Studies graced the event as the Quiz Master. The Ramanujam Centenary Rolling Cup was bagged by Monika Sree V, Mageshwari G and Sakthi S, a team from III B. Sc Mathematics (Aided). The second place was won by Devaki S, Sharmilee Dhanasekaran and Meera Arunthaiyar Elayaperumal, a team from II B.Sc. Mathematics (SS) and the third prize was won by Dharshini S, Gayathri M and Bhuvaneshree M, a team from III B. Sc Mathematics (Aided). The Inter Class Quiz was followed by various Inter-departmental events like Gganbu (Shipwreck), Stick to your team (Adzap), Keep your Eyes Open (Quiz), Hopscotch (Data hunt), Child's Play (Dumb Charades), Prepare Your Armor (T-shirt Designing), Lucky Sketch (Poster Making) and Ddakji (Doodling). On 31 August 2023, NUMERA 2K23 started off with Dr. Kalyani Desikan, Professor in Mathematics, School of Advanced Sciences, Vellore Institute of Technology, Chennai, as the Guest of Honour of the Inauguration ceremony, who gave an insight into Data Science and Artificial Intelligence. She also enlightened the students about higher

education and career opportunities in Mathematics. The Intercollegiate events conducted were Tune with your Team (Math Tune), Keep your Eyes Open (Quiz), Stick to your Team (Adzap), Gganbu (Shipwreck), Child's Play (Potpourri), Hopscotch (Treasure hunt), Who is the Front Man (Paper Presentation) Red light Green light (Math Relay), Empire of Dark (Murder Mystery), Make your Mask Man (Face painting) and Ddakji (Mandala Art), Player 456 (Meme Creation), Lucky Sketch (Poster Making) and Young Hee (Photography). The Overall Trophy was won by the Department of Mathematics (Shift I), Madras Christian College, Chennai. Around 552 students from various colleges participated. On 1 September, the Interclass Exhibition was inaugurated by Dr.M. Jeyanthi, Vice Principal (SS). The judges of the event were Mrs. Bavani Pazhani, Assistant Professor, Department of Nutrition, Food Service Management and Dietetics (Aided) and Dr. B. Uma, Assistant Professor, Department of Physics (Aided). Thiru V. L. Ethiraj Centenary Rolling Cup was won by Gomathi A, Nandhini C and Anusooya Mary J, a team from II M.Sc. Mathematics (SS). The second place was won by Badhmalochni D, Sneha S and Rajapriya M of I M.Sc. Mathematics (SS). The third place was shared by two teams Viveka Varshini Devi M, Swetha M, and Varshini S of III B. Sc Mathematics (Aided) and Harini N, Priyadarshini M and Kavitha S of I.M. Sc Mathematics (SS).

ANNUAL ASSOCIATIONS

Financia '23



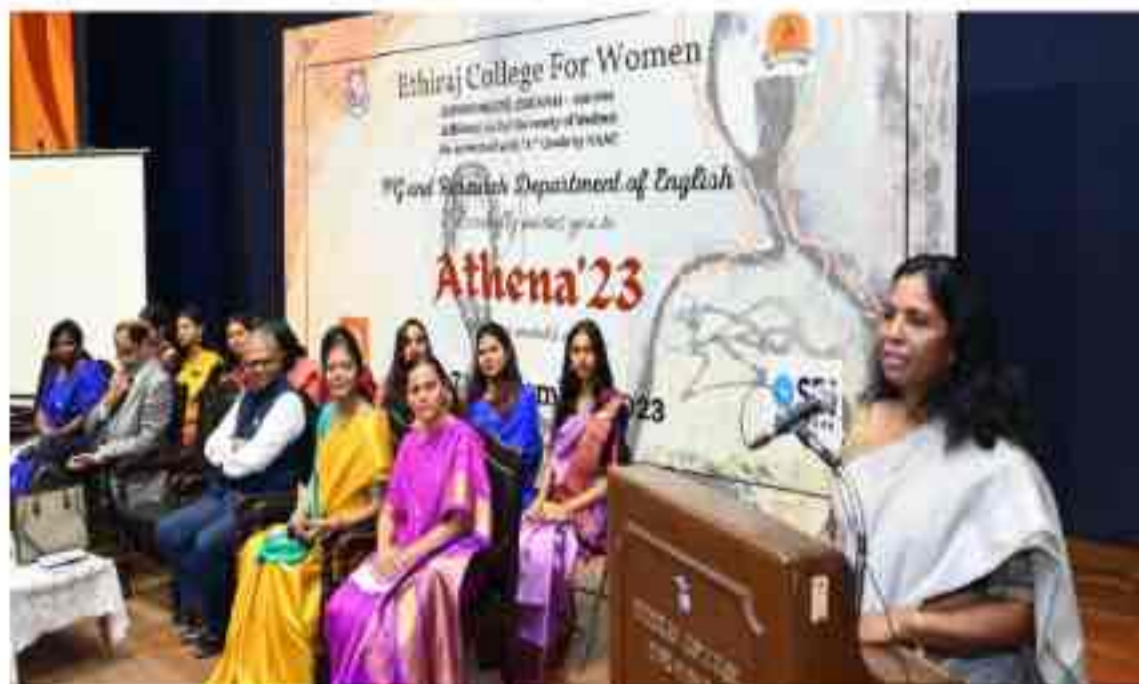
The Department of B. Com Accounting and Finance conducted its Annual Association Meet, FINANCIA'23 on 27 September on the theme of "Fortune's Masquerade - Unveiling Investment Secrets", inviting CA. Subhashini Ganapathy, the Founding Partner of Subashini & Associates LLP as the esteemed Chief Guest. The Department released 2nd Edition of its Annual Magazine and various Interdepartmental, Intradepartmental, and Intercollegiate competitions were held, and the prizes were distributed.

Nutrifest '23



Embracing the theme 'Women and Wellness,' the Department of Nutrition, FSM and Dietetics, and the Department of Clinical Nutrition and Dietetics, embarked on a journey by commemorating National Nutrition Week and celebrating the Annual Association Nutrifest 2023. From 1-5 September, various inter-collegiate competitions like Threads n Beads, Flowers n Braids, Colours on Mud, W&W Quiz, and Fun N Fit Race were conducted to foster intellectual agility and camaraderie within the departments and with other city colleges, proving that wellness can be a delightful playground for both creativity and learning. The Department Alumina were invited as judges for the competitions. On September 8th, the association day unfolded like a tapestry woven with knowledge and inspiration. Dr. Deepa Thangamani, a renowned gynecologist addressed on the topic 'Woman and Wellness'. Dr. Deepa Thangamani emphasized the need for mindful eating and explained the link between female well-being and their nutritional choices.

Athena '23



ATHENA'23, the Annual Association Meet of the Post Graduate and Research Department of English took place on 7 September. Dr. P. Sivakami, Writer and Activist and Thiru. M. Sesa Sai, Honorary Consul General of the Republic of Seychelles were the Chief guests for the event. Thiru. V. M. Muralidharan, Chairman of Ethiraj College Trust, gave the Presidential Address. The Athena Discourse was delivered by Dr. P. Sivakami and her talk touched upon the status of the marginalized communities in India. Thiru. M. Sesa Sai delivered the Keynote Address and he spoke about how each of us can do our bit in conserving the environment. A skit based on one of Dr. P. Sivakami's stories was performed by the students and that marked the revelation of the theme for this year's program - "Interpreting the Subaltern". Around 400 students attended the event. Six intercollegiate competitions were conducted. More than 250 students from various colleges in and around the city participated. The competitions were judged by eminent people in the field.

Replica '23: Femthew - Feminine Power



The Department of Biochemistry conducted its annual Association event Replica 23, themed 'FEMTHEW,' feminine power and empowerment, highlighting the strength, resilience, and creativity of women on 11 October. The Chief Guest for the event was Dr. A. Gnanamani, Chief scientist & Head, Microbiology Division, CSIR- CLRI. Replicon, the association magazine highlighting the achievements of women in the field of Science & Technology over decades was released by the Chief Guest. Various Intradepartmental & Intercollegiate events pertaining to the theme were conducted.

Lantana '23-24



Department of Plant Biology and Plant Biotechnology organized Diamond Jubilee Celebrations. It started with Department Annual Association Lantana 2023-24, which was held on 3-4 October. Thiru V.M.Muralidharan, Chairman, Ethiraj College Trust gave the Presidential address and Dr.S.Uma Gowrie, Principal & Secretary offered felicitation. Dr. C. Geetha Hari Priya, Chairperson of Prashanth Hospital delivered the Diamond Jubilee Inaugural Address and Tmt. Kesar Chander Endowment lecture. Retired teachers of the Department were honoured during the inaugural. Dr.R.Vijayalakshmi, Assistant Professor, Queen Mary's College was the Quiz master for the Inter-collegiate competition. An alumna meet was conducted on 4 October, Dr. R. Meenakumari, the Director National Institute of Siddha had delivered the Valedictory address and distributed the Prizes to winners of various competitions.

Krypta'23-24



The Annual Association fest of the Department of Mathematics with Computer Applications KRYPTA'23-24 for the academic year 2023 – 2024, was held on 29 September. The fest was inaugurated by Mr. Rex Jesudas P, Senior Director, LTI, Mindtree, Chennai, followed by various Inter Collegiate events such as Math Fizz (Quiz), Math Riddles (Clue), Math Swap (Channel Surfing), Hak Tech (Adzap), and Online Events -Focus Frame (Photography) and Meme Quest (Meme Creation). In association with KRYPTA'23-24, various Inter- departmental events Tech wreck, Hidden Figures, Card captor was conducted on 7 September.

Atlantis



Ethiraj Students Union 23-24 and the Quiz Club of Ethiraj College for Women hosted their annual flagship event "Atlantis 2023–2024: Orientalism- Where Eastern History, Art, and Culture intersect" on 26 September. The introduction was delivered by Ms. Bridheshna B.V., President of Quiz Club

followed by the Welcome address by Ms. Shalini G, President of the Ethiraj Students Union. The first quiz "Tales from the Taj to the Great Wall"- a General Quiz was conducted by Mr. Praveen Jayaraj. The second quiz was the Classics to Cults- a Cinephile Quiz by Mr. Raja Ravi Shankar. The final quiz of the day was the Journey Along the Silk Route- an Open Quiz in which anybody above the age of 12 was allowed to participate. The quiz was conducted by Thiru. Nawabzada Mohammed Asif Ali. The winners were felicitated by the Quizmaster with cash prizes, trophies, and certificates.

DEPARTMENT ACTIVITIES

Hands-on Training on Basic Molecular Diagnostic Techniques



Research PG Department of Zoology organized Two Days Hands-on Training on "Basic Molecular Diagnostic Techniques (BMDT-2023) facilitated by DST-SERB-TARE was organised from 5 to 6 October with an objective to impart knowledge and expose students and scholars to the current challenges in the field of molecular technology, as a part of a Research Project entitled, "Formulation and evaluation of PLGA nanoparticle encapsulated recombinant viral nervous necrosis vaccine delivered to Asian Seabass (*Lates calcarifer*) through oral route" of the DST-SERB-TARE Research Project. Mrs. P Anandhi, Associate Professor & Head, PG & Research Department of Zoology, Ethiraj College for Women, welcomed the gathering with her warm words. Dr. Kuldeep K. Lal, Director, ICAR - Central



Institute of Brackishwater Aquaculture (CIBA), Indian Council of Agricultural Research (ICAR), (Ministry of Agriculture and Farmers Welfare) delivered his valuable Presidential Address, followed by Inaugural address delivered by Dr. M. Makesh, Principal Scientist, DST-SERB-TARE Project Mentor, Fish Culture Division, ICAR-CIBA. Students from various Colleges and Universities took active participation in this hands-on training programme and made it a grand success. Dr. T.T. Ajithkumar, Principal Scientist & Head, Fish Genetics, ICAR-National Bureau of Fish Genetic Resources, Kerala, graced the Valedictory session and distributed the certificates to the participants. The workshop was convened by Dr. M. Madhavi, Assistant Professor & Principal Investigator (DST-SERB-TARE Research Project)

Study Trip to Yercaud '23-24



Students of II M.Sc Plant Biology and Plant Biotechnology were taken for a study tour to Yercaud from 10-14 October. They visited Botanical Survey of India (BSI), Southern Regional Center on 12 October. At BSI, Dr.S.Kaliamoorthy, Scientist, addressed the students about 'Life style for environment. Students went to Horticulture Research Station and propagators demonstrated the propagation of plants by cutting methods. Students also visited Rose garden, Shevaroyan temple, Pakoda point, Gents seat, lake park and Anna park and collected plants for herbarium purpose.

Study Trip to Ooty '23-24



To study the vegetation in their natural habitat, students of III B.Sc. Plant Biology and Plant Biotechnology were taken for study trip to Ooty from 9-13 October. During the study tour, students visited different places like Ooty Botanical Garden, tea factory, Sims Park, Kateri Park, State Horticulture Farm (Burliar), Pykara

water falls, Doddapetta peak and lake. Plants described in syllabus were collected for herbarium at different places for submission during the practical exam. Students have also gained knowledge on several plants, tea processing techniques, budding and grafting techniques, landscaping and garden components.

Field Visit To Trading Academy



Department of Business Economics organised a field visit to B Square Trade Academy on 13 October to initiate students in the practical workings of trading and gain valuable insights into the share markets. The students were addressed by Mr. Arun, Founder, B Square Trade Academy.

Centre For Women's Studies



The Centre For Women's Studies in collaboration with IQAC celebrated International Girl Child Day on 11 October. Dr. S. Uma Gowrie, Principal & Secretary, delivered the felicitation address. The occasion featured a lecture titled "Friend or Foe? Making Safe Connections in a Digital World" by DSP Selvi Shri Lisha Stebila Theras, Deputy Superintendent of Police, Cyber Crime Wing, focusing on the risks associated with mobile phones and digital safety. The speaker delved into the myriad risks associated with mobile phones and digital safety, shedding light on the vulnerabilities that individuals often overlook. Emphasizing the prevalence of cyber threats, the speaker elucidated how unsuspecting individuals can fall victim to scams perpetrated through instant loan apps, raising awareness about the tactics employed by cybercriminals in this context. The speaker also shared the Helpline Number and cyber security measures with the audience. Informational pamphlets about the Rights, Schemes and Helplines for girl children were distributed to create awareness. Various Interdepartmental and Intercollegiate events were organized and Trophies were awarded to the winners. Around 200 participants benefitted from the program.

STAFF ACHIEVEMENTS

Dr.S.Sudhaparimala, Associate Professor, Post Graduate and Research Department of Chemistry received International Excellence Awards and was conferred a special recognition under Senior Researcher Award from DK International Research Foundation on 26 November. Dr. M. Esther Jagadeeswari secured Desathin Santhiraayan Mamani Awards - "Somnath Mamani Award" by Pasumai Vasal Foundation, Dindugal, Kalki Arakattalai, Thiruvannamalai on 5 October. Dr. P. Jayaselvi secured Thesathin oli Sudar Viruthu - Desathin Santhiraayan Mamani Awards by Pasumai Vasal Foundation, Dindugal, Kalki Arakattalai, Thiruvannamalai on 5 September. She also secured Desathin Santhiraayan Mamani Awards - Somnath Mamani Award by Pasumai Vasal Foundation, Dindugal, Kalki Arakattalai, Thiruvannamalai on 5 October

Educational Tour



The PG research and department of History, Tourism and Travel Management went on an Educational Tour at Mysore and Coorg from 08 to 11 September.

Trip for the Visually Challenged



The PG research and department of History, Tourism and Travel Management went on a Trip for the Visually Challenged at Mamallapuram on 11 October. The students experiencing a whole new world of Pallava architecture with the help of their Teachers, AGAL Foundation and fellow students

Report on International Girl Child Day Lecture

Centre For Women's Studies celebrated International Girl Child Day in collaboration with IQAC on 11 October. Ms. Bharathi.S, Student President emphasized the significance of the day. Ms. Dharshini.T, from the Centre For Women's Studies extended a warm welcome, and Dr. S. Uma Gowrie, the Principal & Secretary, delivered a felicitation address. The occasion featured a lecture titled 'Friend or Foe? Making Safe Connections in a Digital World' by Ms. Shri Lisha Stebila Theras, Deputy Superintendent of Police, Cyber Crime Wing, focusing on the risks associated with mobile phones and digital safety. The speaker delved into the myriad risks associated with mobile phones and digital safety, shedding light on the vulnerabilities that individuals often overlook. Emphasizing the prevalence of cyber threats, the speaker elucidated how unsuspecting individuals can fall victim to scams perpetrated through instant loan apps, raising awareness about the tactics employed by cybercriminals in this context. Also the speaker shared the Helpline Number and cyber security measures with the Audience. Informational pamphlets about the Rights, Schemes and Helplines for girl children were distributed to create awareness. Various Interdepartmental and Intercollegiate events were organized and Trophies were awarded to the winners. Ms. Sofiyah Banu.A, Student President (SS), expressed the vote of thanks. Around 200 participants benefited from the program.

Lecture on Growing Relevance in Significance of Corporate Communications



The Department of Corporate Secretaryship organized a guest Lecture on the topic "Growing Relevance in Significance of Corporate Communications" on 7 September. The speaker for the session Mr. V Balasubramanian, Consultant Corporate Communication, The India Cements Ltd. emphasized the need for effective corporate communications in the dynamic corporate arena.

Endowment Lecture



Department of Nutrition, FSM & Dietetics (Aided) & Clinical Nutrition & Dietetics (SS) organized Dr. Parvathi Endowment Lecture on 8 September. The insightful session by Ms. S.K. Anandhalakshmi, a Clinical Psychologist, NIPMED on the topic 'Adolescent Mental Health' equipped the students to assess themselves and to make vital changes in their daily routine. Her address insisted that holistic wellness cannot be achieved without tending to the mind alongside the body.

Tmt.K.Vasanthi Devi Endowment Lecture



The Postgraduate & Research Department of Economics conducted an Endowment lecture of Professor Tmt.K.Vasanthi Devi on the topic 'Public policy area and concern to the government of Tamil Nadu'. Dr. G. Sathish Kumar the resource person,

emphasized the importance of data and evidence in informed decision-making, drawing a distinction between data and evidence. He shared his experience in conducting research, based on secondary data for his Ph. D., highlighting how it contributed to informed decision-making. He outlined the stages of policy-making, from agenda setting to valuation, and how data and evidence play a crucial role throughout the process. He mentioned that government policies are often subject to feedback and adjustments based on performance.

Guest Lecture



The Department of Mathematics (Aided & SS) conducted a Guest Lecture on 19 October. Dr. J. Anitha, Associate Professor, Department of

Mathematics, Hindustan Institute of Technology and Science, Hindustan University, Chennai gave a lecture on Applications of Graph Theory in Real Life. She gave an overview of the wide range of applications that graph theory has and specifically delved into more details on applications that would interest the younger generations to their benefit. She also clarified various doubts of students regarding the field of graph theory.

Lecture on Disaster Mitigation



Disaster Mitigation League, Swatch Ethiraj League and Green Enviro League organised a lecture on the use of disruptive technologies in disaster mitigation with emphasis on earthquake early warning systems. Dr. Gulam Rasool Bhat, Assistant Professor at Pondicherry University (Andaman Campus), Department of Disaster Management served as the resource person. The online lecture imparted knowledge about the importance of disaster mitigation and the new advancements in technologies, especially about tsunamis and earthquakes. He also discussed the phases of disaster management – Mitigation, Preparedness, Response, and Recovery. It was an effective session, one which increased the knowledge of the attendees.

Lecture on International Financial Management

The Department of Corporate Secretaryship organised a Guest Lecture on 'International Financial Management and Its Critical Challenges' on 29 September. The lecture was delivered by an alumna Ms. Sindura Ramakrishnan, Senior Audit In-charge, Deloitte & Touche Assurance and Enterprise Risk Services Pvt. Ltd. The lecture was a complete analysis of international financial management and its possible challenges. The speaker also discussed the ways through which those challenges can be met out or minimized.

AI Tools for Career Development



The Department of Journalism and Communication organised a speech on AI tools by Mr. Lawrence Jeyakumar, Director, VTK Media Academy. He addressed the students on AI tools speech which plays a significant role in addressing real-world challenges highlighting how students can personalise learning experiences by AI powered apps on 5 September. Students learnt cutting-edge technology like AI to contribute for personal growth and intellectual development, broadening the horizons and critical thinking skills

Global Literary Agents Training Program

Miss. Sivasakthi. R, from the Postgraduate and Research Department of Economics, participated in the global literary agents training programme. In a significant move to boost Tamil literature, the Government of Tamil Nadu spearheaded the Chennai International Book Fair in January 2024. As part of this effort, a three-week training program was arranged at DPL Chennai from November 16 to December 6. Out of nearly 500 applicants, 40 were selected. This program was intended to equip participants, with essential skills for success as literary agents. It was a noteworthy opportunity that reflected the government's commitment in fostering talent in the realm of literature and books.

Yoga and Meditation Program

The IQAC of Ethiraj College for Women conducted a Yoga and Meditation Program, in collaboration with the Art of Living Foundation on 12 Oct in the Indoor Sports Complex. The two hour program was conducted for the students of Union, Association Secretaries, Joint Association Secretaries and the League heads of our college. Around 162 participants benefitted from this event. Students were trained in basic techniques of Meditation and Pranayama. The participants gave a positive feedback and were also eager to enroll in short term course on Yoga and Meditation Program.

Mental Health Awareness Programme



On the account of "World Suicidal Prevention Week, Department of Mathematics with Computer Applications along with DMHP, Chennai, conducted General Mental Health Awareness and Suicide prevention & Manam Sensitation programme on 12 September with Dr.K. Lakshmi District Psychiatrist, District Mental Health Programme, Government Peripheral Hospital, Chennai as the resource person. She gave a clear insight on the importance of mental health in today's scenario. She emphasized that stress and mental health can lead to a variety of serious health problems, including suicide in extreme situations and also emphasized that being both physically and emotionally fit is the key to success in all aspects of life.

Awareness Camp on Single Finger Acupuncture, Magnet and Grain Therapy



The Department of Biochemistry and Centre for Women's Studies conducted an awareness camp on Single Finger Acupuncture, Magnet and Grain Therapy on 26 September which saw the participation of 77 students and 6 faculty members. The awareness camp was held in association with Single Finger Acupuncture, Magnet, Grain Therapy Institute with Dr R Rangarajan, the founder of the institute and Dr R Mahadevan as the guest speakers. The guest speakers demonstrated and explained the basis of single finger acupuncture, magnet and grain therapy treatment. The session was extremely interesting and informative and sparked an interest among students to learn more about different treatment methods beyond the purview of their syllabus.

Workshop on Financial Literacy



The Department of B.Com Accounting and Finance conducted a workshop on the topic From Budgets to Investments: Unlocking Financial Literacy. The resource person for the first session was Ms.Sundari Jagadisan, an Ex-banker and personal finance advisor, who addressed the participants on various types of budgets, assets and liabilities, surplus and deficit, difference between needs and wants and good debts and bad debts. Mr.Vijayakumar, MD, Click4mf and also an expert in investment field delivered his oration in the second session about the major economic factors like inflation, time value of money, power of compounding, delayed and gratification etc. Lastly, Mr. Sathish Kumar, founder of the YouTube channel sathishspeaks and an investment advisor, gave a thought-provoking session about investments in various platforms such as gold, real estate, mutual funds etc.

Audio Editing Workshop

The Department of Visual Communication held a workshop on audio editing techniques on 29 October. Mr. Senthil Kumar taught the students the basics of editing and sound mixing.

Lighting Workshop



The Department of Visual Communication conducted a workshop on lighting techniques on 1 October. Mr. Ferozkhan enlightened the students with his experiences in the field and made students to explore the lighting techniques practically.

Sign Language Workshop



The Department of Visual Communication conducted a Sign language workshop on 5 October with U Ravi Shankar, communication specialist, as the guide.

Research and Innovation



The Department of Psychology's Research Club held weekly meetings, exploring diverse topics for research in areas of mental health, geriatric care and environmental behavior such as washroom behaviors. Critical analysis sessions were structured to facilitate skills related to conceptualizing, devising and carrying out effective research. Research papers on Gender Differences in the Perception of Dark Humour Transformation and Who Adopts Queer and Pansexual Sexual Identities were critically analysed and discussed.

Responsive Design in the Digital Age



The Department of Journalism And Communication organised a workshop on designing. Mr. E. Muruganandam, Assistant Professor, Department of Visual Communication, St. Thomas College of Arts and Science, trained the students to explore their creativity with design challenges and gaining practical skills in image editing on 6 October. Students had a collaborative ideation session that resulted in several promising design concepts.

International Charity Day



On account of International Charity Day, the Department of B Com Bank Management organized a Donation Drive on 5 September to Children's Home of Hope Orphanage. Items such as clothing, groceries, stationery, and health care products were collected from students and teachers and the same were donated to Children's Home Orphanage. Around 90 children benefited through this donation drive.

Suicide Prevention Day



Suicide Prevention Day was observed by the Department of Psychology on 11 September where the students of the department actively participated in a mime dedicated to the cause, along with a 'Wall of Hope' that was created and adorned with positive notes of encouragement. World Elders Day activity was organized by the Department of Psychology on 16 September that had a talk session addressed by Dr. Gouthamadas on the topic 'Teen to Adult: From Panto Fire' followed by the screening of a documentary 'Embracing Aging' with regards to Elders Day.

Alumni Participation



The Department of Corporate Secretaryship conducted a State Level Seminar on the Topic "IFRS-15, Revenue Recognition" that was held on 26 September. The

IQAC Activity

The college IQAC Team, Dr. R. Prabha (IQAC Coordinator), Dr. Linnett Naveena, Dr. T.S.R. Vijaya Janani, Dr. S. Sudha, Dr. Sunitha, Dr. Saranya and Mrs. Anupama attended the National Level Workshop on Transformation Through NAAC Accreditation Process on 30-31 October.

Mental Health Awareness



The Student Activity Club "Quantum Quarks" of Post Graduate and Research Department of Chemistry organized a session on Mental Health Awareness on 30 October with Mrs. Ashisha Benjamin, Senior Student Counsellor, Murugappa Polytechnic College, Chennai and Mahindra world school, Chengalpattu as their speaker for the day where around 110 students participated in it.

Career Counselling



The Department of Psychology hosted a guest lecture on the subject "Exploring a career in Psychology after University" on 25 September which was presented by Sanah Thakur, Head of the Department of Sociology and Psychology at one of the British International Schools. During the afternoon session, an alumna of the department Ms. Aksheeya Akilan, founder of Hibiscus Foundation, conducted a Group discussion focusing on mental health and well being. The Students Union in association with Bharadwaj Institute conducted a career counselling session related to CA/CWA/CS exams for the students of Ethiraj College on 12 October in the Mini Auditorium. 150 students attended the session

speaker for the Seminar was an alumna Ms. Ramapriya Kathiresan, Audit in Charge - Deloitte USI and Member of ACCA. She introduced the concept of IFRS-15 and explained that Revenue from Contracts with Customers was introduced by the International Accounting Standards Board to provide one comprehensive revenue recognition model for all contracts with customers to improve comparability within industries, across industries, and across capital market to the audience.

Girl child day

The Department of Commerce organized an Essay writing competition on the topic "Girls as Agents of change: Their Role in Sustainable Development", celebrating the International Girl Child Day. Around fifteen entries were received and the best three essays were awarded with certificates and trophy.

EXTENSION ACTIVITIES

Practical Training Session for School Students



The Department of Physics in collaboration with the National Service Scheme (NSS) and Community Service Scheme (CSS) Clubs conducted practical training sessions from 3 to 10 October. As a part of the extension activity, the Department conducts extension activity for school students periodically to foster interest in basic sciences and to motivate them to pursue higher studies in Physics. The extension activity was hosted at the premises of Dr. Ambedkar Government Higher Secondary School, with the faculty coordinators and student volunteers from the Department visiting the school and addressing the students from standards IX to XI. Printed manuals were provided to all students. The faculty coordinators, Dr. M. Amudha and Dr. Elamuru Porchelvi, along with the student volunteers of the NSS and CSS Club from the Department of Physics and the College guided the students on the fundamentals of Physics Practicals. The school students enjoyed learning the experiments with much involvement and enthusiasm. On 10 October Dr. Ambedkar Government Higher Secondary School visited the "Space Expo" organized by the Astronomy Club of Ethiraj College (ACEC). Refreshments and lunch were provided to the students at the valedictory of the extension activity.

Design Thinking -A Problem Solving Competition



On account of World Entrepreneurs Day, the YUVA Club of Entrepreneurship and Innovation Vertical, Department of B.Com Bank Management, organised a Design Thinking - A Problem Solving Competition on 30 August. The resource person for the event was Mr. Lokesh Chandrasekar, Managing Director & COO of Right Sourcing Solutions. In this competition, 14 students from various departments participated and were given a business problem to tackle as entrepreneurs by coming up with workable solutions.

Two Days Workshop on Business Model Canvas



On account of World Entrepreneurs Day, the YUVA Club of Entrepreneurship and Innovation Vertical, Department of B.Com Bank Management, organised a Two Days Workshop on Business Model Canvas held on 31 August and 1 September. The resource person for the event was Dr. Uthira D. Controller of Examinations, Former Vice-Principal, Associate Professor, and Head, PG Department of Commerce. Around 60 students participated and were enlightened on various aspects and dynamics of business. The students learned how to effectively use the Mind Mapping technique for generating business ideas and how to use the Business Model Canvas to visualize the Business Plan. On the second day of the workshop, the students presented their Business Plan using the BMC model.

World Food Day



On account of World Food Day, the YUVA Club and the Department of B Com Bank Management organized

a Donation Drive "AARAM" on 16 October to the "Sevasamajam Guild of Service". Items such as rice and provisions were collected from students and teachers and the same were donated to the Sevasamajam Guild of Service. Around 34 benefited through this donation drive.

Swatch Ethiraj League



A massive Cleaning Drive "Building Togetherness Through Cleanliness" was organized by Swatch Ethiraj, Green Enviro, Campus Innovation Leagues of Ethiraj Sakthi, Enviro Club, CSS, NCC and NSS in association with IQAC from 3 -9 October. Students from both Aided and Self supporting streams enthusiastically participated in the cleaning drive. Students were divided into groups and were allocated places inside the campus for cleaning. Non - degradable waste and degradable waste were collected separately and disposed. Students were able to understand the importance of keeping our surroundings neat and tidy. It created awareness among the students about effective waste management and environmental stewardship.

Leprosy Day Awareness



The NSS and CSS club of Ethiraj College for Women jointly organized Sparsh '23 to create awareness on Leprosy on 25 September. The respected speakers Mr. Balasundaram, District Health Educator and Mr. Joseph R, Zonal health supervisor gave their Valuable speech on Leprosy Awareness. The event was also graced by Mr. Jagadish and Dr. Shridhar, Health inspector and a team of doctors, Dr. P.Hemalatha, Dr. Gunashekar, Dr. Ahmed Paizal, and Dr. Dhayanidhi. The programme was a successful one with more than 200 audiences who participated actively. The programme officers of NSS, Dr. Anjalai.K, Dr. Revathi.D and Mrs. Rajkala. A and programme officers of CSS, Dr. Srividya, Ms. Maureen and Ms. Narmadha and the office bearers of CSS and NSS organized the event. The students took off good knowledge on Leprosy and safety measures to prevent the spreading of leprosy.

Jil Jung Juk



Red Ribbon Club of Ethiraj College for Women organized "Jil Jung Juk - A Rollercoaster of Comedy and Chaos" exclusively for the first-year students on 27 September 27. Around 29 students participated in the event which was held in the Yoga Room. The primary purpose of the event was to interact with the new club members and help them develop a sense of camaraderie with their peers. The event consisted of five creative games, which the first-years found enjoyable and engaging. The games were also designed to be fun and engaging, and the first-years seemed to enjoy them. The event was a success, and the first-years left with a positive impression.

Workshop on Data Mining and Analytics



The YUVA Club along with the Department of B Com Bank Management conducted an International Capacity Building Workshop on Data Mining and Analytics on 18 October. The resource person for the session was Dr. Yoon Sang Won, Professor, Systems Science and Industrial Engineering, Thomas,

J.Watson College of Engineering and Applied Science, State University of New York at Binghamton. 54 students from various departments participated in this workshop and gained a general understanding of Big Data and Data Analytics and developing an understanding of tools in use in Big Data Management.

Space Expo Report



In commemoration of World Space week, the Astronomy Club of Ethiraj College organized Model Making Competition (Space Expo) on 5 October. To nurture space science and bring out the talents has been the prime motive of the competition. The models were displayed in the electronics lab of the physics department for the members of the club as well as students from other department

and school students. Around 100 students visited the exhibition. The models were assessed by Dr. Anusha Balasingh, Head, Department of Biochemistry, Ethiraj College for Women. The judge and the organizers were very elated with the demonstrations of the models and it was very well received by the students. The 1st place was bagged by Mr Mohammed Ali, Mr. Mohammed Farhan and Mr. Shajath of The New College, Chennai. Ms. Rakshitha, Ms. Anisha Farheen bagged 2nd place & Ms. Sri Ranjini and Ms. Krithika Ms. M, Asmath Fathima & Ms. Devayanifrom Ethiraj College were adjudged with the third place.

Touch Caress



The CSR Club of Department of Commerce organized an awareness programme on 'Good Touch and Bad Touch' for the school students of Rao Bahadur Calavala Cunnan Chetty Middle School, Chintadripet on 6 October. Around 10 volunteers participated in the event. Nearly 30 students were benefitted.

International Girl Child Day



The CSR Club of the Department of Commerce organized an event on 11 October to celebrate International Girl Child Day and to raise awareness among the young girls in Rao Bahadur Calavala Cunnan Chetty Middle School, Chintadripet. Around five students volunteered. The event benefitted more than 20 students.

National Postal Day



The Ethiraj Students Union along

with the Postal Department organised a camp to apply for Aadhar Card, Passport, PAN and NPS on 5-8 September. Around 300 students benefited through this camp. The CSR Club of Department of Commerce organized an event to celebrate National Postal Day on 10 October to encourage the students of our college to use postal services and distributed postal cards to the staff of the Post Office, Egmore.

Blockbuster Battle Broadcast Browsing-Channel Surfing



The Entrepreneurship Cell conducted a channel surfing competition "BROADCAST BROWSING" on 17 October. It was an Interdepartmental event where students from various departments showcased their talent. It had both group and individual competitions. The judge for the event was Mr.Sharan Sridhar. The winners of the event were selected based on their creativity, quick response, engagement with the audience and the audience reaction to the performance.

Logo My Way and Posterolic



Entrepreneurship Cell conducted "LOGO MY WAY" and "POSTEROLIC" on 17 October which were conducted both online and offline where the students submitted their work and presented their viewpoints. The judge for the event was Mr.Tharunesh Elangovan. The participants were judged based on their creativity, originality, relevance to the theme and how well the image communicated to its intent message.

Cinemaniania - Cinemaquiz



Entrepreneurship Cell conducted Cinema Quiz 'CINEMANIA' a team event with 2 members on 17 October. The Quiz Master for the event was Mr. Raja Ravi Shankar. There were a total of 8 teams participated.

Wall Magazine Competition

The students of Arts Club participated in the Wall Magazine Competition organised by the Chief Electoral Office and Electoral Literary Club on the topic 'Importance of Voting' on 10 October. 44 students from the College Arts Club participated and their art works have been submitted to the authorities concerned.

Beyond the Eyes- Green Screen



Entrepreneurship Cell conducted the Green Screen competition "BEYOND THE EYES" on 17 October. It was an individual event. The judges for the event were Mr. Pragadeeswaran S, Mr. Gowtham Raj and Mr. Ganesh Ram. There were 2 rounds; in the 1st round, 4 participants were selected and each of them were given 2 videos to find the movie and scene displayed to them. The winners of the event were selected based on their creativity to give clues to the judge without saying the exact name of the movie and the scene.

Helping Hands



The CSR Club of Department of Commerce organized an event on 29 September to help the needy people in Kalaiselvi Karunalaya Social Welfare Society, Mogappair West. Essential products like Oil, Diapers, Sugar, Dettol, Bathroom Cleaner and many more were collected from students. Nearly 25 students participated and contributed to the event. This activity benefitted 50 people.

Old Age Home visit



As a part of Extension activity, our Department students visited Old Age Home -Annai Anbalayaa Trust on 25th October aimed at visiting an old age home to connect with elderly residents, provide companionship, and offer support. The initiative sought to foster empathy, understanding, and social responsibility among the student community while addressing the emotional needs of the elderly population. Through compassionate interactions and genuine companionship, students not only enriched the lives of the elderly residents but also deepened their own understanding of the value of compassion and social responsibility.

Youth Empowerment



The cadets of Ethiraj NCC organised an event under Jeeva Sparsam on 12th October in SRI SSM ETPS Matriculation School, Ennore from 1000 hours to 1300 hours. The theme of the event was Youth Empowerment. The primary goal of the event was to inculcate essential life skills in young minds. The session started with a fun game which helped the students realise the surrounding distractions and the cadets explained the necessity to be alert especially during stressful time. The topic of "Self-Esteem" was really heartfelt as many students came out and expressed their true emotions and learned to value themselves high. The students realised that confidence and genuine efforts are very important to face any kind of situation. A fun interactive session was held to make the students understand their true self to which the school students actively participated. Cadets from other colleges were present for the event. This event was also streamed live in the Instagram page ethiraj ncc. The students were able to form a mutual understanding with others and understood the need of these important values in life especially to believe in themselves.

World Animal Welfare Day Celebration



The CSR Club of Department of Commerce organized an event to celebrate World Animal Welfare Day on 4 October at the Goshala in Ayanavaram and feeding Stray Animals in the local area. 10 students participated in the event

Outreach Program



The Department students organized another outreach program in St. Anne's Middle School, Pudupet, Chennai on 27 October which aimed at middle school students focusing on activity-based learning to enhance basic Mathematics and English Communication Skills. The initiative aimed to make learning more interactive, engaging, and accessible to students at the middle school level.

Investors Week



The Financial Literacy Club celebrated Investors week with various programs. It began with Palette Wars, a poster-making competition, on 3 October. The event drew around 30 participants, who were challenged with crafting posters under the theme 'Road to Financial Freedom' while incorporating the overarching theme of 'Dinero'. Through their unique posters, the participants demonstrated a remarkable blend of creativity and talent, and their dedicated efforts were evident in the thought-provoking and imaginative posters they crafted. The winners of this event were, Ramya S of II B.Com (CS) securing 1st place, Aarthi M of II B.Com (A&F) securing 2nd place and Kirthika A of II B.Com (A&F) securing 3rd place. On 4 October, an essay writing competition was conducted with around 20 students participating in it. The on-the-spot themes were 'Risk versus Reward a journey of wealth creation' and 'Road to financial freedom.' The students' creativity and writing prowess was on full display, turning this event into an excellent platform for them to not only exhibit their skills but also engage in friendly competition

with their peers. Prachi Jain of B.Com (General), Sanjana Nair of B.Com (A and F), and Pragati Singh of B.Com (General) secured first, second and third places respectively. As a potent medium for conveying messages, street plays can resonate strongly with audiences. During the Investors Week, the third event unfolded was a street play. Themed around 'Financial Literacy,' The students of B.Com Accounting and Finance and Bachelors of Business Administration delivered an exceptionally impressive performance that not only captivated the audience but also effectively achieved the objective of spreading enlightenment. A Faculty Development Program on 'Smart Money Moves', a session specifically designed for faculty members focusing on financial planning and investments was held in the month of October as part of the concluding feature of the Investors Week. 30 faculty members from Ethiraj College and other institutions participated in this session. This initiative marked a significant contribution to the financial knowledge and well-being of the participants.

Rhapsody



The Arts Club and the Film Appreciation and Photography Club in association with the Ethiraj Students Union 2023-24 conducted its Annual Intercollegiate Event Rhapsody'23 on 26 October. Various

competitions were conducted and students from various City Colleges participated. The event also witnessed a handful of celebrity walk-ins. DG Vaishnav College won the overall trophy. SRM University was the runner up.

Book Donation Drive



On account of World Literacy Day, Rotaract Club of Ethiraj College for Women conducted a book donation drive from 5 to 12 September. The primary cause of the project was to promote education, enhance literacy and support those who need educational resources. We collected 1120 books of different subjects and genres to set up library in government schools and colleges. A total of 390 students contributed books and received certificate of appreciation.

Art Expo'23 and Seminar – World Suicide Prevention Day



In commemoration of World Suicide Prevention Day on 9 September 9, the Red Ribbon Club of Ethiraj College for Women organized an event titled 'Creating Hope through'. The day commenced with a poster-making competition, where participants submitted their creative posters of suicide prevention. Simultaneously, four talented teams engaged in an on-the-spot artwork creation session. The Annexe Block OAT was transformed into a gallery, showcasing vibrant suicide prevention-themed posters. A seminar on Suicide Prevention, led by Ms. S. K. Anandhalakshmi, Clinical Psychologist as the resource person, captivated an audience of 160 individuals in the Mini Auditorium. The event concluded with the recognition of the Art Expo and poster-making competition winners, with Ms. S. K. Anandhalakshmi bestowing medals and certificates upon the deserving participants. Ms. R. Rajarajeshwari, Faculty coordinator expressed vote of thanks.

Infrastructure and Technology

In Room No. 46, a sophisticated audio-visual system comprising speakers and a projector has been successfully installed, enhancing the technological capabilities of the space. Concurrently, in Room No. 45, a computer system has been installed, contributing to an improved and efficient environment for various activities.

Personality Development programme



The Centre For Women's Studies, in collaboration with YuvaShakthi, organized a transformative Personality Development and Insightful Awareness programme at Presidency Girls Higher Secondary School in Egmore on 27 November. The focal point of the event was the 'Insightful Awareness' segment, meticulously curated by the Centre For Women's Studies, Ethiraj College for Women. This included a poignant Music Fusion depicting women's life struggles and triumphs, a thought-provoking Street Play showcasing women's rights and available schemes, and an expressive Dance portraying the challenges and successes of women. The "SelfIE", Personality Development Session, led by Mrs. N. Rathi Chithra, a member of Yuva Shakthi, further enriched the awareness among the attendees. The program also witnessed a felicitation address by Mrs. C. Vijayalakshmi, Former Headmistress of Presidency Hr. Sec. School. The book 'Penmai Velga' was thoughtfully gifted to the student performers by Yuva Shakthi. Around 200 higher secondary school students benefited from the program.

World Breast Cancer Day

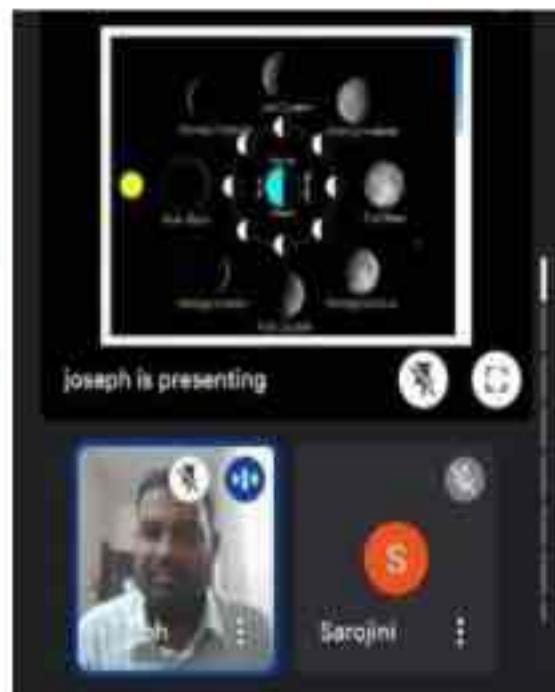


On account of World Breast Cancer Awareness Month, the YUVA Club of Health Vertical, Department of B. Com Bank Management, Ethiraj College for Women, Chennai, organized an enlightening Talk on "What every woman needs to know about Breast Cancer" on 27 October. The resource person was Dr. Raja Shanmuga Krishnan, Consultant Plastic & Aesthetic Surgeon, Ganga Hospital, Chennai. Around 200 students were part of this awareness program.

Oratorical Competitions

Ten students of NSS club participated as audience in the oratorical competition conducted by Tamil Nadu Police Museum as part of their second anniversary celebration on 14 September. The Students acquired knowledge about the topics - Space, the mindsets of teenagers and the economical conditions of the Nation.

Online Webinar – Moon A Scientific View



Commemorating the World Space Week, an online webinar 'Moon - A Scientific View' was organized by Astronomy Club on 5 October via google meet platform to inspire the students on space activities.

The session started with a welcome address by Head of the Department of Physics, Dr. A.V. JhoneVerjula. The Invited speaker Dr. C. Joseph Prabagar, Assistant professor from Central Polytechnic College, Taramani, Chennai, was introduced over by Dr S. Mahalakshmi, faculty coordinator of ACEC. The speaker explored the participants by comprehensive insight on different phases of moon, solar, lunar and earth eclipses and Chandraayan 3. Around 150 participants across the departments and colleges actively participated. At the end of the session the talk was opened to participants for discussions. Participants probed about Moon exploration. The session was concluded with vote of thanks by Dr.B.Uma.

Rabbit Effect phenomenon



As part of the Biochemistry Department's Covalent Club activities Ramiyaa Mathi of III UG presented a

Research Paper on the topic Rabbit effect which is a phenomenon wherein the actions or behaviors of one individual have a profound and unexpected impact on a larger group and system. The presenter encouraged the audience to consider how their actions could inadvertently affect others and urged them to use this knowledge for positive change.

Talk on 'Path to Success: Unveiling the Secrets of Achieving Your Dreams'



The Yuva Club of Thought Leadership Vertical, Department of B.Com Bank Management organized an enlightening Talk on "Path to Success: Unveiling the Secrets of Achieving Your Dreams" by Mr. Arun Rathod, Chief Executive Officer, Flosil Group of Companies, held on 20 September. The resource person narrated real-life examples illustrating the challenges one may encounter in their journey towards success. Around 200 students across disciplines benefitted from the session which was both insightful and informative to the students.

Aasan Awards



Rotaract Club of Ethiraj College for Women along with Rotary Club of Madras North presented an award ceremony for honouring government and government aided school teachers on 10th September at Main Auditorium. The teachers from all over Tamil Nadu were recognised for their dedication and contributions towards the field of education. The Chief Guest for the event was Mr. V. Nandakumar, IRS, Commissioner of Income Tax, Government of India and the Guest of Honour was Thiru. V.M. Muralidharan, Chairman of Ethiraj College for Women. The dignitaries presented the award and certificate to the teachers.

Vigilance Awareness Week



The CSR Club of Department of Commerce organized a Pledge event as part of Vigilance Awareness Week on 7 October at Ethiraj College

campus. The event witnessed active participation of more than 500 students. The Students Union in association with the Central Vigilance Commission organised an Essay Writing Competition on the topic 'Say No to Corruption' Commit to the Nation" in our College to spread awareness amongst the students on 12 October. A total number of 38 students participated in the competition. The essays were submitted to the authorities concerned.

Chaitra - Kill Your Problem, Not Your Life



The cadets of Ethiraj NCC organised a webinar "Kill Your Problem, Not Your Life" under "CHAITRA" on 10 September through Google meet. Chaitra is an annual social service and community development drive conducted by Ethiraj NCC. Dr. Veena, counselling psychologist, consultant homeopath and wellness consultant, was the speaker of the event. She gave awareness on suicides, showcased the statistical data of suicides, causes and its protective factors. She spoke on the importance of life. She specifically focused on students who are attempting suicides. There was an interacting session with the speaker, where we received a good response from the audience and many queries regarding suicides have been clarified by her. Dr. Veena thanked for making the webinar successful. Finally the webinar ended around 1220 hours with a feedback session. Many participants shared a positive feedback about this webinar and everyone found this useful and assured that they would spread the knowledge gained in this webinar to the outside world.

Crossword Competition

The Yuva club conducted Crossword Competition CYPHER The Word Game on 16 October covering 5-minute Economics as the main theme.

MUSRA 2.0 - Sanitary Pads Drive



The YUVA Club of Health Vertical, Department of B.Com Bank Management organized a Project MUSRA 2.0 (Sanitary Pads Drive) in the college from 13 to 19 October. The Students of YUVA Club raised awareness about menstruation hygiene and also donated sanitary pads to 34 girls of Sevasamajam Guild of Service.

Institutional Social Responsibility



Swatch Ethiraj League, Enviro Club and NCC in association with IQAC Ethiraj college organized RRR (Reduce Reuse Recycle) Event on 9 October at Sri Bhadrashyam S Kothari Auditorium Mr. Shankar.K (Managing Partner, Ecoline Clothing, Erode, Tamil Nadu) Mrs. Vijayalakshmi Sankar (Ecoline Clothing) were the Chief guests of the event. Thiru.V.M. Muralidharan, Chairman delivered the presidential address, and Dr.S.Uma Gowrie felicitated the chief guests. The sanitary workers were honored by Swacch Ethiraj League. The event fostered a sense of community and collaboration.

Ms. Divya S, Ms. Indhu S, Ms. Keerthana S and Ms. Nithiyasri S of I B.Com Corporate Secretaryship, have successfully completed the NPTEL Online Certification on the Course Public Speaking

STUDENTS' ACHIEVEMENTS

The following students presented papers on several topics at the PG & Research Department of Commerce, SRM Institute of Science and Technology, Ramapuram Campus, Chennai on 10 October.

Ms. R. Manohari presented a paper on "Assessing the influence of social media advertising on consumer brand perception".

Ms. K. Soundarya presented a paper on "Dynamic Growth of Digital out of home Marketing : leveraging consumer's Purchase Intention".

Ms. Harini R, II B.Com Corporate Secretaryship, is a recipient of the title "Nriya Kalaivani" from Sri Sakthi Dance & Music Academy for participating in Raaba Book of World Records of Maximum Number of Students performing "Guru Samparnam"

Ms.T anya Nagarajan, Ms. Sivaranjani and Ms. Nisha T of II BSc Mathematics (Aided) received Consolidated Prize in Mathematics Training and Talent Search Programme - Overture (Workshop)

Ms. T. Dharshini presented a paper on "Green Nudges, Behavioural Strategies for Promoting Low Carbon Practices in Chennai".

Ms.R.Subhashri presented a paper on "Commuters perception on Singara Chennai:One City One Card"

Ms. Sathakshy VK, IBSc Mathematics (Aided) received Consolidated Prize in Tamil History Questions Competition.

Ms.S Fathima Rizwana, Ms.Moulihaa T and Ms.A Madhumitha of II BSc Mathematics (Aided) received Consolidated Prize in Mathematics Training and Talent Search Programme

SPORTS ACHIEVEMENTS



Ms. Pavithra A, II B.Com Corporate Secretaryship, won the Second Place in Ball Badminton at the Buck Memorial Sports Festival, 2023 organized by National Council of YMCAs of India.

Kaviyanjali M, I B.Sc Mathematics (Aided) secured 2nd Place Kabaddi Open State Match (State Level) – Karur and 3rd Place in Kabaddi Open State Match (State Level) – Thanjavur.

Ms. Bharathy P, I B.Com Corporate Secretaryship, won the Bronze Medal in Kumite (Fight) at the 26th Thiruvalluvar District Karate Championship, 2023.

Ms. S S Lakshmi Priyanka, Department of Psychology emerged as the runner-up in badminton at the University B Zone in October.

K Priya Dharshini and Sri Lakshmi, III B.Sc Mathematics (Self Supporting) Secured 2nd Place in Throwball Match Conducted by YMCA Sports College – And 1st Place in Throwball Match Conducted by Saveetha College of Law.



Ms. Manasa GS, Department of Psychology secured 3rd place in the state-level Inter-Collegiate Volleyball Tournament (Sep 8-11, 2023) and clinched 1st place in the University of Madras Inter-Zone Women's Volleyball on 13 October.

Ms. Varunya, Department of Economics participated in the Buck Memorial Sports Festival (Throwball) and emerged as the runner up. She also won the 1st place in throwball event at Manifest 2023 - Intercollegiate cultural and Sports meet organised by Saveetha School of Law, SIMATS, Chennai.

Kasthuri R, III B.Sc Mathematics (Aided) secured 2nd Place in Buck Memorial Football Tournament - Tamilnadu Physical Education Sports College (State Level), 1st Place in University B-Zone Football Match - University Ground, and participated in Football Match

Ms. V.S. Yogalakshmi, Department of Economics secured 2nd place in the North Tamil Nadu Level Powerlifting competition conducted by Indian Powerlifting Association. She also won the 2nd place in the District Level Deadlift Championship competition conducted by Indian Powerlifting Association.



Ms. S Lochana Shree and S A Jyothitha, Department of Psychology achieved 3rd position in the Inter-Zonal Tennis Tournament in October at DG Vaishnav College.

Ms. Shalini, Department of Economics won the 1st place in the basketball event conducted by IIT Madras. She also won the 3rd place in the intercollegiate basketball event conducted by Amity University, 1st place in B-Zone Basketball event conducted by Madras University and Inter-Zone Basketball event conducted by Madras University.

Ms. Dhesikha V, I B.Com Corporate Secretaryship, won 2nd place in 200 meters at 37th Tamil Nadu Inter District Junior Athletic Championship and at ASMITA Khelo India Women League Championship.

Gowri Parameswari S A, III B.Sc Mathematics (Aided) secured 1 place in Chennai District B Division For Men and Women Volleyball Championship 2023 (District Level), 3rd Place in Kongu Trophy – Volleyball, 1st Place in University of Madras B Zone Volleyball - Inter Zone, and 3rd Place in Invitation Volleyball Tournament (State Level)

Ms. Navya and Ms. Ranjini won the 1st place in the Inter Zone Throwball event conducted by Saveetha School of Law.

Ms. Muthu Meena K, Department of Commerce participated in the Hockey – State Level (Hockey unit of Tamil Nadu) held on 1 October and won the 1st place in the Team Event.

Ms. B. Sumathira, Department of Economics won Silver Medal in 37th National level Relay (1600 mts) held at Goa.

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