



ETHIRAJ TIMES

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MULTI-DISCIPLINARY INTERNATIONAL CONFERENCES HELD

Ethiraj College for Women conducted various Multi-Disciplinary conferences from December 2023 to February 2024 by the following departments: Mathematics, Commerce, Biochemistry, Microbiology, Psychology, BCA, Mathematics with Computer Applications, Computer Science, Accounting and Finance, Economics, English, History & TTM, B.Com Bank Management, Business Economics and Geography.

Mathematical Models in Computational Intelligence



The Departments of Mathematics and MCA in association with ICT Academy organized a Two-Day International Conference on Mathematical Models in Computational Intelligence, ICMMCI - 2023 on 14-15 December 2023. The Conference was inaugurated by the Chief Guest, Dr. Hiroki Sayama, Professor, Systems Science and Industrial Engineering, Binghamton University, New York and Dr. Anand Gurupatham, General Manager, Power train CAE, Department Head, Renault Nissan Technology & Business Center, India. Thiru. V. M. Muralidharan, Chairman, Ethiraj College for Women presided over the inaugural function and delivered the presidential address while Dr. S. Uma Gowrie, Principal & Secretary delivered the felicitation address. Dr. G. Narendra, Head, Research Publications and Quality Assurance, ICT Academy delivered the Valedictory address on 15 December 2023.

Exploring New Horizons: Trailblazing Entrepreneurship



The Departments of Commerce, Accounting and Finance, Corporate Secretaryship, Bank Management, Business Administrations, and Commerce Honors organised a one-day International Conference titled 'Exploring New Horizons: Trailblazing Entrepreneurship' on 16 February. Thiru V.M. Muralidharan, emphasised the significance of determination and resilience in entrepreneurship. Mrs. Thangamalar Jaganath, Ms. Himra Salman, and Ms. Shobana Kamakshee were the speakers who shared their journeys, highlighting the importance of passion, innovation, and family support. Expert insights from Mr. Jubran Siddique and Mr. E Sarath Babu provided valuable guidance on fundraising and overcoming challenges. Mr. Rajnikanth M V underscored essential qualities and strategies for global entrepreneurship success.

Embracing the Future with Advances in Science and Technology



The International Multidisciplinary Conference on 'Embracing the Future with Advances in Science and Technology' (ICEFAST 2024) was successfully organized by the Departments of Biochemistry, Microbiology, Psychology, BCA, and Mathematics with Computer Applications on 1 & 2 February. Thiru V.M. Muralidharan, Chairman, Ethiraj College Trust gave the presidential address to the gathering. The Special Address was delivered by Dr. S Uma Gowrie, Principal & Secretary. The Chief Guest Prof S. P. Thyagarajan, Distinguished Professor and Advisor to Chancellor, Vellore Institute of Technology and the Keynote Speaker Prof N. Thajudeen, Pro Vice

Chancellor, BS Abdur Rahman Crescent Institute of Science and Technology, inaugurated the two-day conference. They offered valuable insights and perspectives on the role of science and technology in shaping the future of society. The valedictory address was delivered by Dr. E. Vivekanandan, Advisor-Bay of Bengal Programme, Inter Governmental Organisation (BOBP-IGO), which was followed by the prize distribution for the Best Paper, Best Poster Presentation, Cover page design and Logo design. ICEFAST 2024 served as a platform for fostering collaboration, and promoting innovation. The conference laid the foundation for future research initiatives and collaborations.

Future of Finance: Block Chain and Market Innovations



The Department of Computer Science and the Department of Accounting and Finance jointly organised an International Conference titled, 'Future of Finance: Block Chain and Market Innovations'. The International Conference featured prominent speakers, initiating insightful discussions across four sessions. The felicitation Address was delivered by Dr. S Uma Gowrie, Principal & Secretary. Thiru V.M. Muralidharan, Chairman, Ethiraj College Trust highlighted the evolution of finance, while Dr. Sanjay Tyagi emphasised India's technological growth and Fintech's role in it. Session one, led by Mr. Jubran Siddique, focused on 'Blockchain in Finance,' covering Web 3.0, smart contracts, and decentralised finance. He urged seizing market

opportunities wherever available. Mr. Vinod Senthil chaired session two, delving into the 'Importance of Cyber Security and Evolving AI Technology.' He highlighted hacking versus cracking and the vital role of 'sys log servers' in fortifying digital defences. In the third session, Laven Lokesh Barani explored 'AI in Finance,' showcasing its benefits through engaging educational methods. The final session, steered by CA Naveena Martins, addressed 'Ethical Issues in Finance,' dissecting unethical practices and their repercussions, utilising real-world examples and media insights. The conference served as a comprehensive platform, shedding light on finance evolution, technology's impact, cybersecurity essentials, AI's role, and ethical challenges faced in the financial sector.

Multidisciplinary Research & Innovation in Academia and Industry



The International Conference on Multidisciplinary Research & Innovation in Academia and Research was conducted by the Departments of Economics, English, History & TTM, B.Com Bank Management, Business Economics and Geography in association with Valimai Thamizhachi & Audacious Dreams Foundation on 9-10 January 27. Thiru V.M. Muralidharan, Chairman, Ethiraj College Trust gave the presidential address

to the gathering. The felicitation Address was delivered by Dr. S Uma Gowrie, Principal & Secretary. Speakers from National & International levels were part of the conference and shared their insightful thoughts and experiences in their respective fields of expertise. This conference provided an opportunity to gain knowledge on the emerging research trends with practical applications in the field of social sciences, humanities and business studies.

Republic Day Celebrations



Ethiraj College for Women celebrated the 75th Republic Day in the campus on 26 January. Dr. A.M. Swaminathan IAS (Retd.), Former Chairman, Ethiraj College Trust was the Chief Guest for the programme. This momentous occasion was also graced by Thiru. V.M. Muralidharan, Chairman, Ethiraj College Trust, Dr. S. Uma Gowrie, Principal & Secretary, Dr. A.S. Saranya, Vice Principal and Dr. M. Jeyanthi, Vice Principal (SS), Heads of the Departments, Faculty members, Support Staff and students. The programme began with flag hoisting by the Chief Guest followed by the rendition of patriotic songs by the students of the Fine Arts Club. On this historic occasion, the Principal highlighted the contribution of Dr. A.M Swaminathan to the institution. Thiru. V.M. Muralidharan, in his presidential address outlined the achievements of the Chief guest and addressed the gathering about the significance of the Indian Constitution. He further motivated the students to take inspiration from our distinguished alumnae Dr. Padma Subramanyam and Ms. Joshna Chinnappa, who are conferred with the prestigious Padma Vibhushan and Padma Sri awards respectively. Dr A.M. Swaminathan in his Republic Day Address spoke about the Indian Constitution and its relevance in spite of the various amendments. He persuaded the students to adopt righteous living and follow the moral law.

Ethiraj Alumnae bags Padma Awards



Two Ethirajians, Dr. Padma Subrahmanyam and Joshna Chinappa have been conferred with the Padma awards on the eve of our nation's 75th Republic Day. Renowned Bharatanatyam dancer Dr. Padma Subrahmanyam, a current Padma Bhushan Awardee, has become the first Ethirajian to be conferred with the prestigious Padma Vibhushan, the second highest civilian award. Squash champion Joshna Chinappa has been conferred with the Padma Shri.

Center of Excellence of Drone inaugurated



To keep the students abreast with the latest developments in emerging technologies, Ethiraj College has established a Drone Centre of Excellence in partnership with Risaya Academy on 18 January. The center was inaugurated by Mr. R. Shankar Narayan, CGM, NABARD in the presence of Group Capt.(R) Dr MJ Augustine Vinod, Sqn. Ldr. (R) Varsha Kukreti and Rathish Babu, Co-Founder, Risaya. Thiru V.M. Muralidharan, Chairman, Ethiraj College Trust gave the presidential address to the gathering. The felicitation Address was delivered by Dr. S Uma Gowrie, Principal & Secretary. The speakers highlighted that the usage of drones is one of the thrust areas in today's world, and appreciated the college for bringing in this key initiative. The guests emphasised that the students must make best use of the facility provided and reach great heights in their career in the various dimensions of drone technology applications. The students from various departments will be trained to design, calibrate and practice within DGCA guidelines, in applications such as video surveillance, photography, journalism, etc.

Ethibandhan



The annual alumnae day, Ethibandhan was conducted on 26 January. The celebration was attended by over 1000 Alumnae with Thiru. V. M. Muralidharan, Chairman, Ethiraj College Trust and Dr. S Uma Gowrie, Principal & Secretary graced the occasion with their presence. The 1999 batch celebrated their Silver Jubilee. It was a homecoming for the Alumnae and a day of fun, frolic and celebrating togetherness.

Christmas Day Celebration



The college conducted Christmas celebration on 23 December with Thiru. V. M. Muralidharan, Chairman, Ethiraj College Trust and Dr. S Uma Gowrie, Principal & Secretary, as chief guest for the day.

Sports Day



The annual Sports Day was held on 23 February at the University of Madras Ground. Former Indian International Cricket Captain Ms Sudha Shah, flagged off the meet. Thiru V.M. Muralidharan, Chairman, Ethiraj College Trust gave the Presidential address and the Welcome Address was delivered by Dr. S Uma Gowrie, Principal & Secretary. Ms Shah, Alumna of Ethiraj, is also the recipient of the Lifetime Achievement

Award from BCCI. As a role model, she emphasised how sports helps to reduce stress, enhance leadership quality and is a good way to build camaraderie & friendship. The students displayed a wide array of reverberant events ranging from athletics, yoga, gymnastics and martial arts. Talented students who had kept the Ethiraj College flag flying high, representing the College, State and the Nation, were honored.

Pongal Day Celebration



Ethiraj College for Women conducted Pongal celebration on 10 January with Mr. Snehan, Lyricist and Actor along with his wife Ms. Kannika Ravi as Chief Guest for the day Thiru. V. M. Muralidharan, Chairman, Ethiraj College Trust and Dr. S Uma Gowrie, Principal & Secretary alongwith the Vice Principals graced the occasion with their presence.

ANNUAL ASSOCIATIONS

AUBE 2024



The annual French meet of the year AUBE 2024 took place on 12 February. Dr Ranjini Christopher, Secretary of the Alliance Française of Madras and former French Professor (WCC), guest of honor, inaugurated the competition. She encouraged the students to study French as it will help them in their career. The felicitation Address was delivered by Dr. S Uma Gowrie, Principal & Secretary. Mr. Thomas Chaumont, Cooperation Attaché for French in South India, Institut Français en Inde, our special guest, spoke about the importance of the DELF exams, which is a universal certification accepted everywhere.

Nowadays, it is essential to equip oneself with DELF because many French companies operating in India need people who know the French language well. As part of AUBE 2024, offline competitions like Quiz, Singing, Potpourri, Dialogénie and Face Painting as well as online competitions like Magazine Cover design, Photography and Vlog were organised. More than 150 students in 76 teams participated enthusiastically and Women's Christian College (WCC) won the Aube 2024 Champions Trophy. Loyola College were the Runners Up.

MEDIOS 2024



Department of Visual Communication celebrated its annual association, Medios-2024 themed 'Kadhaigal' on 11 January. It was a tribute to all the script writers. The Department magazine was also released on the day. Mrs. Kavitha Jaubin Vice President and Strategist of aha OTT platform, Mr. Mohana Krishnan Producer, Director Ramkumar and

Dr. S. Uma Gowrie, Principal & Secretary of Ethiraj college for Women inaugurated the event. Various competition like Adzap, LCA, Ship wreck, Channel surfing, Doodling, Photography took place. The winners were felicitated in the valedictory by Chittha Director S.U. Arun Kumar. The students had an interactive session with the director.

ETHICS 23 -24



The Department of Corporate Secretaryship (Aided) conducted their annual association, Ethics, on 21 February. Dr. Kalanidhi Veeraswamy M.S., F.R.C.S (Edin.), M.Ch (Plastic Surgery), Member of Parliament inaugurated the event. He highlighted the relevance of Augmented Reality in the current scenario in his address to the students. Augmented Reality is rapidly evolving and finding diverse applications across various industries in today's world. From entertainment and gaming to healthcare, education and retail, Augmented Reality changes the pattern of learning and interaction and offers scope for innovation and exploration in the digital era. Mr. Sathya Priyan Co – founder and Director, Madras Mind Works spoke about

the revolution of Artificial Intelligence in all the Industries ranging from Arts, Education, Healthcare, Entertainment, Commerce, etc., He threw light on the potential of Augmented Reality to transform and shape the future in profound ways. Augmented Reality stands at the forefront of technological innovation poised to revolutionize various aspects of human lives and industries. By seamless blending of the digital content with the physical world, AR has the potential to transform and shape the future in profound ways. As technology continues to advance and AR applications become more sophisticated, the potential for innovation and impact is limitless, ushering in a new era of enhanced experiences and capabilities.

JAGATI 2024



The annual association of the Department of Geography was held on 6 February. The Chief Guest Dr. S.R. Ramanan, Former Director, Area Cyclone Warning Centre, Regional Meteorological

Department, Chennai delivered the Guest lecture on the climate of South Africa and America. The prizes for the World Wetlands Day was distributed to the prize winners on this day by the Chief Guest.

DEPARTMENT ACTIVITIES

National Youth Day Celebration



To Commemorate Swami Vivekananda's birthday, the students of Department of Commerce were taken to Vivekananda Cultural Centre on 12 January to attend a Conference on the topic 'Swami Vivekananda's Message to the Youth'. 25 students participated and benefited from the conference which was delivered by the speaker Swami Dhyanyagyanandaji Maharaj.

Vidhai Panthu



The students of Ethiraj College for Women had hands on experience in the making of Seed Balls as an initiative towards Green Earth on 1 February. Mr. Sridhar and Mr. Ajithkumar trained and assisted the students in making seedballs.

It resulted in the making of 2000+ seed balls which were later distributed to the students for nurturing young minds regarding the Green Earth initiative. 60 students had participated in the event and 200 students benefited from the same.

Educational Visit to Govt. Chennai Museum



The students of I BSc Visual Communication visited the Govt. Museum Chennai on 5 February as part of their course 'Introduction to Visual Communication'.

Sita Udupa Endowment Lecture



The annual Sita Udupa Endowment Lecture was organized by the Post Graduate and Research Department of English on 11 February. The lecture was delivered by Dr. Thirumurugan Shanmugam, Associate Professor, Department of Information Technology, University of Technology and Applied Sciences, Sohar, Sultanate of Oman on the topic 'Transforming Teaching and Learning through Artificial Intelligence'. It was an informative session and opened the minds of the audience to the new developments in learning in the digital era. He spoke about the revolution of AI and its impact on education sector..

YUVA Pathfinder



The EC members of the Yuva Club, Department of B.Com Bank Management presented the project ideas for the year 2024, the activities and the successes of 2023 in the event, YUVA Pathfinder 2024 Phase II, held on 31 January.

Business Simulation Competition



The Entrepreneurship and Innovation vertical of Yuva Club, Department of B.Com Bank Management (SS) organized an inter-departmental competition on Business Simulation held on 14 December 2023. The resource persons for the event were Mr. Tobin Jose, Yuva Entrepreneurship Chair and Director of Santa Maria International, and Mr Vimalanathan, YI Entrepreneurship and Innovation Chair. The Business Simulation activity gave awareness to the students on the roles, challenges, and struggles faced by the entrepreneurs.

21st Chennai International Film Festival



The staff and students from batch 2022-25 of the Department of Visual Communication volunteered to attend the Chennai International Film Festival. This year's CIFF kick started with the inaugural function hosted at the PVR, Sathyam Cinemas. Many International filmmakers had graced the event and submitted their films for the festival. The festival had various competitions like the World cinema, Tamil Feature Film, Indian Panorama etc. The festival happened for 8 days from 14 to 21 December 2023. The first day held screenings for the films, Perfect Days, Melody and many more. From the second day onwards, the master classes were held. These classes were attended by aspiring filmmakers, technicians and students. Directors and many more prominent film technicians provided many insights. The theaters were packed for the film screenings of various languages where Debut filmmakers and existing filmmakers had great openings.

Guest lecture on Radio Production



The Department of Visual Communication conducted a guest lecture on radio production on 22 January. RJ Poornima served as the resource person.

GL on Mathematical Methods and Problem Solving



The Department of Mathematics (Aided & SS) conducted a Guest Lecture on 11 January. Dr. S. Suresh Singh, Professor of Mathematics, University of Kerala, gave the lecture on "Mathematical Methods and Problem Solving Techniques". which provided an insightful roadmap for students and educators on effective ways to approach the learning of Mathematics. He also released the Department's Newsletter "Ganith."

Workshop on Practical Approaches to Skill Enhancement for Employability in Industry and Academia

The Department of English conducted an International Three - day Workshop on 'Practical Approaches to Skill Enhancement for Employability in Industry and Academia - Edition 1' on 12-14 February. It was conducted in collaboration with Naan Mudhalvan and Valimai Thamizachi schemes. Around 100 students from various colleges participated. Dr. M. Jayaprakasan, CEO of Naan Mudhalvan delivered the inaugural address. Eminent resource persons from the academia were invited for handling each session of the workshop. Dr. Sakthi Prasad G.B, Assistant Professor of English, SRM Institute of Science and Technology, Dr. M.S. Xavier Pradheep Singh, Assistant Professor of English, St. Joseph's College, Tiruchirapalli and Dr. V. Durga Rajulu, Vice President, Academia Industry (Services), Naan Mudhalvan were invited to handle the sessions. Ms. Gomathi, Placement officer, Ethiraj College for Women also addressed the students. Students interacted with the resource persons enthusiastically and gave a good feedback for all the sessions.

Alumni Talk



On 31 January, the Department of Plant Biology and Plant Biotechnology organised an 'Alumni Talk' for the final year UG and PG Students. The alumna who addressed the gathering was Dr. Selvakumari. The guest lecture mainly focused on the career options for students after their degree completion. A total of 83 students attended this outstanding session.

Organisational Behaviour

The Department of Commerce organized a guest lecture on Organisational Behaviour for the First-year Postgraduate students on the topic 'Business Communication: Harnessing Business Emails and Corporate Communication Tools'. The speakers were Mr. Raja Sekar G, Founder, ID Matrix and Ms. Heena V Jainy, Soft Skill Trainer, ID Matrix. Sriharikannan CA, practicing Chartered Accountant delivered a guest lecture on Indian Accounting Standards connected to Accounting for Mergers & Financial Reporting. Husna Anwar and Mughila conducted sessions on SPSS tools for the benefit of the PG students.

Ramanujan Day



The Ramanujan Day celebration was conducted on 19 December 2023, commemorating the 136th birth anniversary of Srinivasa Ramanujan. Dr. Gnanaraj Thomas, Associate Professor (Rtd.), Madras Christian College shared Ramanujan's history, Ramanujan Summation and explained about various Cryptographic techniques and its applications.

Workshop on Iconic Film Shots and their Impact



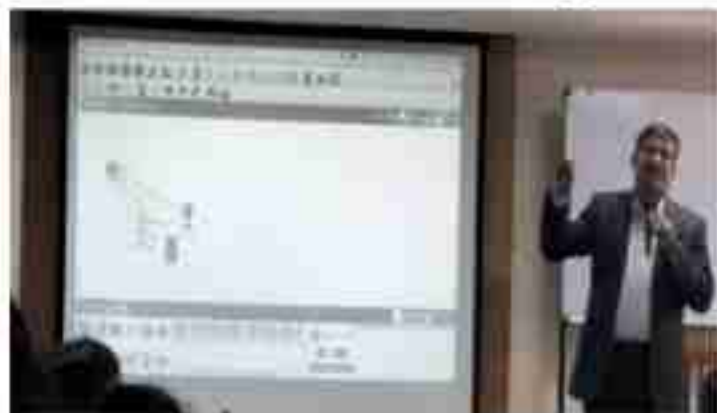
The Department of Journalism and Communication organised a workshop on Shots and their impact on 20 January. Mr. Nandhanbabu C, Principal of Dada Saheb Phalke School of Film Studies, Hyderabad, resonated the enduring power of storytelling and portrayal of iconic film angles and shots.

National Anthem in Sign Language



On the 75th Republic Day, the Yuva members of B.Com Bank Management (SS) performed the National Anthem in Sign Language as a tribute to the Divyangian, celebrating India's diversity and respecting the differently-abled individuals.

GL on Artificial Intelligence



The Department of Mathematics (Aided & SS) and the PG & Research Department of English conducted a Guest Lecture on 9 February. Dr. Thirumurugan Shanmugam, Professor, Department of Information Technology and Applied Sciences Suhar, Oman, gave the lecture on 'Exploring the Synergy: Artificial Intelligence, Data Science and Applied Mathematics'. He provided foundational insights into applied mathematics concepts that form the basis of AI and data science algorithms.



The Department of B. Com Bank Management (SS) organized ED-Bazaar. The bazaar was hosted for 18th year in succession. The event was inaugurated by Mrs. Krithika Radhakrishnan, CEO of ARKAY Cravings N Rich Yumm Bakes and Producer & Director of ARKAY Productions, accompanied by Mrs. Kalpana Muralidharan,

Social Worker and Alumna of Ethiraj College for Women. Students set up stalls selling diverse self-made products, services, and food, including photo frames, greeting cards, crochet items, key chains and more. The main objective of the event was to empower young women entrepreneurs by providing them with opportunities to start their ventures.

Entrepreneurship Skill Development



The Department of Corporate Secretaryship (Aided) conducted a session on Entrepreneurship Skill Development by Ms. M K Vinusha, Founder, Four Seasons Pastry on 21 February. The baker entrepreneur through her speech informed the audience that mastering the delicate art of pastry making requires precision, patience, and a flair for creativity, resulting in delectable treats that tantalize both the palate and the imagination.

Skill Development Programme



The YUVA Club of Entrepreneurship and Innovation Vertical, Department of B. Com Bank Management (SS) organized a Skill Development Programme for Class Four Women Workers of our college. The students provided training in making scented candles, resin arts, lip balm, silk thread earrings, and hair oil. The main objective of this initiative is to provide these women with new skills, which will help them, become self-sufficient and improve their standard of living.

National workshop



Dr. Sivapriya Kirubakaran visited the Department of Chemistry as a speaker for the National workshop on 13 February. She was the alumna of the college of batch 1996 to 1999 graduating from B.Sc Chemistry. She completed her Doctor of Philosophy at Indian Institute of Science (IISc) in the year 2007, Bangalore. Currently she is working as Associate Professor, Kankuben Bakshirambhai Gelot chair, Discipline of Chemistry, Indian Institute of Technology, Gandhinagar, Gujarat.

Health and Acupuncture

The Department of Corporate Secretaryship (Aided) conducted a session on Health and Acupuncture on 11 January. Ms. Vaishnavi M, Classical Acupuncturist and Alumna of the Department highlighted the importance of acupuncture in maintaining one's own good health along with an emphasis on healthy eating and sleeping habits.

Education abroad

The Department of Corporate Secretaryship (Aided) conducted a session on Education Abroad by Ms. A. Evangeline Dorathy, UEC Abroad, Chennai on 31 January. In her speech, the speaker informed the students about the opportunities for higher education that exist overseas and emphasized the need for developing the skills necessary for studying abroad.

Industrial Visit



The Department of Mathematics (Aided) organised an Industrial Visit to the Regional Meteorological Centre, Nungambakkam, Chennai for I B.Sc., Mathematics class (55 Students) on 4 February. The students were accompanied by two faculty members Dr. C. Sivapoornapriya and Dr. Chitra Suseendran. In the Meteorological Department, Mrs. B. Uma Rani, Meteorologist, explained to the students about the role of Meteorologist to the society and country. She also explained how the data are measured with various types of instruments on a daily basis. Following which, Mr. Bhuvaneshwaren, Duty officer was deputed to show and explain about their observatory. This Industrial visit enhanced the interest and motivated the students to learn about a new domain and gain knowledge.

GL on Advertising Agency



A guest lecture on Advertising Agency was conducted by Ms. Sanjana, Consultant, R R Donnelly on 29 February for the students of I Bsc. Visual Communication

National Seminar on Green Horizons



In commemoration of the Diamond jubilee celebrations of the college, the Department of Plant Biology and Plant Biotechnology conducted a National Seminar on 'Green Horizons: Career Opportunities in Plant Biology and Plant Biotechnology' (GCAP 2024) on 19-20 February. Eminent speakers from different Institutions enlightened the student participants about various avenues and career opportunities in the field of Plant Biology and Plant Biotechnology. Totally 208 participants from various departments of Ethiraj College and from other colleges participated in GCAP'24. During the inaugural, the book 'The Flora of Ethiraj College for Women' was released. Bio Wizard-an idea contest was conducted on the second day of the National Seminar, in association with Ethiraj Centre for Research, Innovation, & Creativity (ECRIC). The prize winners of the contest received cash prizes.

Grassroot Development Program



On 14 February, Mr. Balaprasanna Ethirajulu, Founder & Group CEO of Sculptors Group, conducted a seminar titled 'Grassroot Development Program' for students of the BCA & MCA Departments. The session primarily focused on personality development and discovering life's purpose. Mr. Ethirajulu prompted students to reflect on their happiness levels and urged them to consider their life's direction and purpose. Emphasizing the importance of values and happiness in defining one's identity, he guided students on identifying their life's purpose and encouraged them to build a personal brand. Activities were interspersed throughout the session to keep the engagement levels high. The seminar proved to be highly engaging and participatory, providing valuable insights into personal development and self-discovery.

Interview Strategies



The Department of BCA conducted a seminar on 'How To Crack The First Interview' by Ms. Janani, Mr. Sachin, and Mr. Gowtha, students of ISSM Business School and members of AIM, on 22 January. The seminar aimed to equip attendees with essential strategies for excelling in job interviews, emphasizing preparation, confidence, and effective communication skills. Key topics covered included presentation during interviews, body language, grooming, resume building, aptitude, technical and stress interview rounds, as well as leveraging internships and networking on LinkedIn. Students received valuable advice on maintaining professionalism, utilizing body language, and crafting engaging introductory speeches. The seminar provided comprehensive guidance, empowering students with the knowledge and direction needed to navigate the interview process successfully.

Career Guidance and CAT Preparation Seminar



The Department of BCA conducted a seminar on 'Career Guidance and CAT Preparation' on 15 December 2023 by Mr. S. Vengateswaran, a Quat trainer. The seminar aimed to provide additional information about career options and the significance of pursuing an MBA for higher education. Mr. Vengateswaran began with an engaging mathematical quiz before transitioning into CAT preparation strategies. Demonstrating a deep understanding of the CAT examination pattern, he offered strategic approaches to efficiently tackle each section, emphasizing verbal, quantitative, and logical reasoning. Practical tips and techniques were shared to excel in crucial areas, anticipated to benefit those planning to take the CAT exam. The comprehensive discussion on interview preparation was highlighted as particularly beneficial. The interactive nature of the session, allowing students to ask questions and engage in discussion, was appreciated.



Another seminar on the same topic was conducted by Mr. Rajesh, the Academic Manager at T.I.M.E on 22 January. The seminar delved into the significance of CAT preparation, offering valuable insights into effective strategies for success. Mr. Rajesh demonstrated a comprehensive understanding of the CAT exam format, providing strategic approaches for each section, particularly focusing on logical, mathematical, and verbal reasoning. Additionally, he highlighted the benefits of CAT coaching institutes, structured study plans, and expert guidance. The seminar also covered the CAT examination's admission process, including quantitative aptitude and verbal ability assessments, along with discussions on pre-placement offers and the advantages of CAT. The seminar proved to be highly interactive and beneficial, equipping attendees with essential guidance and resources for excelling in CAT preparation.

World Wetlands Day

The Department of Geography conducted poster making and slogan writing competitions in commemoration of World Wetlands Day. World Wetlands Day is celebrated every year on 2 February to create awareness among the society on the importance of wetlands, its values, function and also its environmental importance.

Workshop on Script Writing



The Department of Visual Communication organized a workshop on Script Writing on 1 February by Mr. Ferozkhan.

Workshop on Storyboard



The Department of Visual Communication conducted a workshop on Storyboard by Mr. Ravi Chandran, Assistant Professor of LV Prasad TV and Film Academy on 28 February.

Akankshi Bharat



On account of the 75th Republic Day, the Special Project Vertical of Yuva Club, Department of B.Com Bank Management (SS) conducted an interactive talk titled 'AKANKSHI BHARAT' (Aspiration of India), which aimed to inspire a sense of aspiration and patriotism in children aged 6 to 13 which was held on 26 January.

Farmers' Day



On account of Farmers Day 2024, the Department of Bank Management organized an Inter-class Poster making competition. The theme for the competition was 'Farmers – The Original Environmentalists.' Around 10 students participated in the Poster making Competition and three best posters were selected and rewarded with Certificates. The primary objective of this occasion was to create awareness about the necessity of Farmers and sustainable development. Further, 5 students from the Department of Bank Management raised awareness about the importance of farmers through Street Play.

Quiz and Dumb Charades Competitions



The Covalent Club of Department of Biochemistry (SS) organised Quiz and Dumb Charades competitions on 5 January focusing on Human Physiology. The event witnessed an audience comprising of approximately 71 enthusiastic students and 6 faculty. The quiz segment tested participants' knowledge on various aspects of Human Physiology. The Dumb Charades segment added a fun and creative element to the event. Teams had to use non-verbal communication to convey physiological terms. This allowed participants to not only demonstrate their understanding of human physiology but also showcase their teamwork and creativity.

Session on Food and Medicines



The Department of Commerce organized a session on "Food and Medicines" for the Post Graduates students of the Department. The speaker Mr. Sridhar emphasized the importance of traditional food and medicine. He also discussed the importance of physical and mental health and around 50 students benefitted from the event.

Road Safety Awareness



On the occasion of Road Safety Week, The Road Safety Vertical of Yuva Club, Department of B.Com Bank Management (SS) created awareness among college students about the importance of road safety. Many students shared their views and opinions, which helped raise awareness about Road Safety and encouraged students to learn more about Traffic rules. Additionally, the Yuva members performed a skit to raise awareness among the general public.

Interactive Session on Art of Stand-Up Comedy



The Department of Journalism and Communication organised an interactive session on 19 December 2023. Mr. Thangadurai, Author, Actor, Comedian interacted with the students on acting and writing to captivate audiences worldwide, showcasing the talent and the creativity of comedic minds.

Behind the Waves



The Department of Journalism and Communication organised a session on Radio Production on 19 December 2023. Ms. Maheen Afshan, Creative Solutions Executive imparted her experience in Radio Production, adapting to the changing audience preference and technological advancement.

Career Counseling

The Department of Visual Communication conducted a career counselling session by Mr. Kamaleswaran, Founder, Zenosphere on 30 January.

Educational Visit to Anna FM



The students of II B.Sc. Visual Communication visited Anna FM on 2 February as part of their course 'Radio Production'.

Cinematography workshop



The Department of Visual Communication organized a Cinematography workshop for the students of Batch 2021-24. 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.

GL on PR Campaign

The Department of Visual Communication organized a guest lecture on PR Campaign by Ms. Usha Nandhini, Assistant Professor, Stella Maris College on 21 February.

Workshop on OTT script writing

The Department of Visual Communication conducted a workshop on OTT script writing was held on 13 February by Mr. Mohan, Founder of Yali Productions, Vice President of Aha OTT platform.

Kerala Tour



PG and Research Department of History, Tourism and Travel Management conducted educational trips to Kerala on 27-30 January and Mamallapuram on 16 February.

GL on Advertising Agency



The Department of Visual Communication organized a guest lecture on Advertising Agency by Ms. Sanjana, Consultant, R R Donnelly on 29 February.

Workshop on UX/UI



The Department of Visual Communication organized a workshop on UX/UI by Mr. Jyothivel from 19-21 February.

Workshop on Adobe Audition

The Department of Visual Communication organized a workshop on Adobe audition for the II B.Sc. Students as part of their course on Radio Production. Mr. Sibi NLG served as the resource person.

STAFF ACHIEVEMENTS

PATENT GRANT



Dr. S. Sudhaparimala, Associate Professor and Research Scholar R. Usha, received the Patent Grant from Government of India (PATENT IPR NO. 508244) in the topic of "Carbon-Based Smart Nano Material" on 07 February.

C.Valarmathy, Ph.D. Research Scholar under the supervision of Dr. S. Sudhaparimala (Research Supervisor), Associate Professor, received a sum of Rs.60,000/- as stipend for the first year sanctioned to Full-Time Research Scholars according to the Proceedings Rc.No.00160/L/2022 dated 14 November 2023 of the Director of Collegiate Education, Chennai-15 on 29 December 2023.

EXTENSION ACTIVITIES

Human Formation of 'HIV Q' AIDS' – India book of records



The Red Ribbon Club of Ethiraj College for Women entered the prestigious India Book of Records under the 'Mass Formation' category by creating a human formation of the phrase, 'HIV Q' AIDS', with 4000 students, on February 6 at the University of Madras Ground, Chetpet. The event was presided over by Thiru V.M. Muralidharan, the Chairman of Ethiraj College for Women and Dr. S. Uma Gowrie, the Principal & Secretary

of Ethiraj College for Women. The Guests of Honour of the day were Padmasri Arjuna Awardee Ms Shiny Wilson and the Project Director of TANSACS, Mr. T.N. Hariharan, I.A.S. Ms. Kavita Jain, Senior Adjudicator from the India Book of Records, verified the authenticity of the event. The event received widespread attention and media coverage, accomplishing its objective of raising HIV/AIDS awareness on a large-scale.

Awareness Rally



National Council for Science & Technology Communication (NCSTC), Department of Science and Technology, Government of India and Tamil Nadu State Council for Science & Technology and Post Graduate & Research Department of Chemistry,

Ethiraj college for Women conducted an awareness Rally based on the theme of this year's Science Day 'Science for a Sustainable future' on 03 February. A total of 120 students participated in this rally. A drawing competition was conducted on the topic of Pollution and Health Hazards on 07 February for school students. More than 100 students from various schools in the city participated in the competitions and exhibited their knowledge on the theme. The prize winners of various events were felicitated with trophies and certificates.

World Aids Day – Let communities lead



In commemoration of World AIDS Day, on 1 December 2023, the Red Ribbon Club of Ethiraj College for Women organised a variety of online, offstage and onstage inter-departmental competitions, including ramp walk, story writing, bottle painting, face painting, short video making, logo designing, and poster making, in the Main Auditorium and Library Conference Hall of Ethiraj College for Women. A speaker session by Mr. S.K. Sathish Kumar from YRG CARE, and a panel session by Ms.Kowsalya (Founder of the Positive Women Network) and Mr. Varadharajan (from MAC Cosmetics) offered insightful responses to the audience's questions and debunked myths relating to HIV/AIDS. The session was followed by a candle oath ceremony, where the students displayed their solidarity with HIV patients.

Chaitra - Michaung Flood Relief



The cadets of Ethiraj NCC were involved in providing relief measures on 21 December 2023 for the people in Perumbakkam, Pallikaranai and Mylapore who were affected by the Michaung flood.

Workshop By EDII

The students of Entrepreneurship Cell of Ethiraj College for Women attended a workshop conducted by Entrepreneurship Development and Innovation Institute in Tamilnadu on the topic Intellectual Property Rights (IPR) on 1 February at SIDCO Industrial Estate. The workshop was hosted by Mr. Umashankar, IPS, to elaborate the schemes offered by EDII, Scheme 1- School Innovation and Development programme for aided government and government school children. Under this scheme, 4900 ideas are being sanctioned from classes 9 to 12 under Scheme 2- EDII's hackathon. This scheme focused on higher level graduates, polytechnic, ITI and Arts & Science students.

Talentine



The students of the Department of Commerce conducted a Quiz Competition on 29 January about the 'Great Leaders of India' for the school students of Guntur Subbiah Higher Secondary School, T Nagar. 10 students of the college had participated in the event and 43 school students were benefitted.

Republic Day celebration



The students of Department of Commerce organized a Food Distribution Campaign to the public to commemorate 75th Republic Day on 26 January. 15 students participated in the event and 100 people benefited from the same.

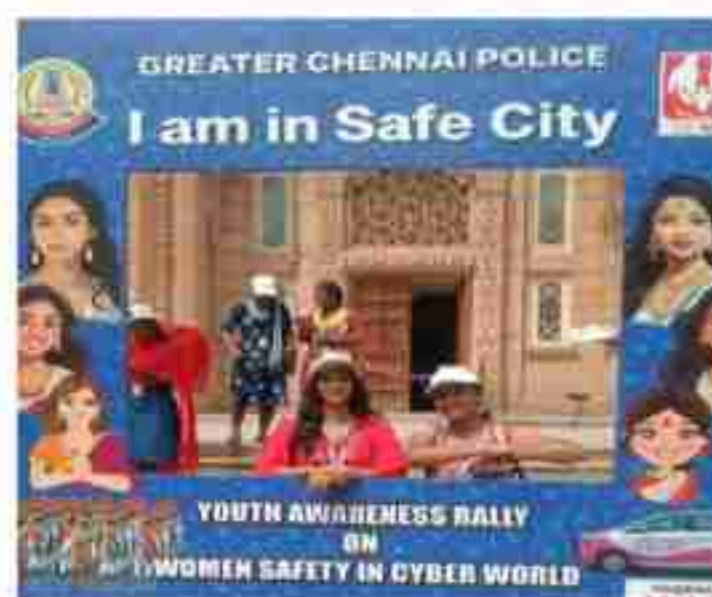
Webinar on Mental Health

The cadets of Ethiraj NCC conducted a webinar on the importance of mental health on 2 December 2023 under Jeeva Sparsm for Creating awareness among school children and college students about their mental health and teaching how to maintain balanced mental health. Ms.Ashisha Benjamin, psychologist, led the session.

Millet Conclave

Commemorating the International Year of Millet, the 'Millet Conclave' was celebrated by the Department of Corporate Secretaryship and Citizen Consumer Club in association with Department of Civil Supplies & Consumer Protection (Chennai South), Government of Tamil Nadu on 19 February.

Youth Rally: Women Safety in the Cyber World



On 1 February, the Greater Chennai City Police and the Indian Community Welfare Organisation organised a rally to raise awareness on women's safety in the cyber world, in the Rajarathinam Stadium, Egmore. The rally was flagged off by Thiru. Sandeep Rai, IPS, Commissioner of Police. 30 members from the Red Ribbon Club represented the club in the rally.

Financial Awareness

In an effort to foster interdisciplinary collaboration and enrich the academic experience of students, the Financial Literacy Club joined forces with the Department of B.Com Corporate Secretaryship to organize a captivating lecture series on 8 January. Mr. Yaseen Sahar, a distinguished speaker and the Channel Head of SBI Mutual Fund played a pivotal role in enlightening the audience on financial awareness. This engaging and insightful session took place at Ethiraj College for Women, marking the beginning of an educational journey focused on enhancing financial literacy among the participants.

Cheer Up Souls



The students from the Department of Commerce visited the KKSS Tapasya Old Age Home, Reddipalayam Road, Mogappair on 23 December, 2023. 40 students visited the home to celebrate Christmas with the children and elders of the orphanage home. The students sang songs and spent time with the inmates of the home. They also donated essential items. Around 70 children and elders were benefitted from this event.

Mega Medical Camp



The cadets of Ethiraj NCC in association with Apollo Hospitals arranged a medical camp on 20-21 December

in the campus as Mitigation for Michaung cyclone. Dr. S. Uma Gowrie, Principal & Secretary of Ethiraj College for Women inaugurated the camp. The cadets of Ethiraj NCC conducted the webinar on importance of mental health on 2 December under Jeeva Sparsm for Creating awareness for school children and college students about their mental health and teaching how to maintain balanced mental health. Ms. Ashisha Benjamin, psychologist, led the session.

Unite for Change – Flashmob and Streetplay



Red Ribbon Club of Ethiraj College for Women organized a flashmob and streetplay to raise HIV/AIDS awareness in the MGR Central Railway Station, Chennai, in collaboration with the Tamil Nadu State AIDS Control Society (TANSACS) on 15 December 2023. The flashmob helped capture the audience. The Streetplay poignantly addressed HIV stigma and its ill-effects.

The Magic of sharing



The students of Department of Commerce collected rice grains from students and donated it to the needy people on 24 January. 150 students had donated the rice grains and nearly 50 people benefitted from the same.

Panel Discussion



The students of Entrepreneurship Cell of Ethiraj College for Women attended a panel discussion conducted by Induction and Innovation Center of M.O.P Vaishnav College for Women in collaboration with The Southern India Chamber of Commerce and Industry (SICCI). The panel consisted of 4 members comprised Dr. Rathaveli Rajan S, Mr. George Koshi, Mr. Vivek Sapre and Mr. Somasundram M. The discussion focused on emerging trends, challenges, and opportunities that individuals and organizations will encounter in the evolving landscape of work.

Challenges in Placements for Financial Professionals



Financial Literacy Club and Department of Bachelor of Business Administration (BBA) and MA HRM organized a captivating lecture series on 5 February. Renowned speaker Mr. B. Ramakrishnan, Chairman of BRK SOFT Corporate Services Pvt Ltd was invited to address the gathering. The session explored the importance of financial awareness and the challenges faced during placements for financial professionals. Attendees provided positive feedback, expressing appreciation for the practical insights and actionable advice shared during the session.

Alert Being Awards



The students of YRC Club of Ethiraj College for Women participated the 7th edition of the ALERT Being Awards conducted on 9 February

at the Anna Centenary Auditorium, Kotturpuram. Mr. R. Seshasayee, Chairman of the Adyar Cancer Institute and Asian Paints, and Padma Shri Dr. Mohan Kameswaran, Managing Director of Madras ENT Research Foundation presided over the event as the Guests of Honour. Good Samaritans were recognised and awarded for their services to humanity. The YRC students of Ethiraj College were motivated to perform good deeds.

Mege Medical Camp



All the leagues and extension clubs of Ethiraj College for Women, including the Red Ribbon Club,

organised a Mega Medical Camp to provide medical relief for those affected by the Michaung Cyclone on 21-22 December 2023. The event was inaugurated by Dr. S. Uma Gowrie, Principal & Secretary. 13 experts from the Apollo Shine Team conducted General, Eye, Dental, Blood Pressure and Diabetes Check-ups, for the benefit of students, staff and the general public. The Valedictory was presided over by Dr. M. Jeyanthi, Vice Principal (SS).

STUDENTS' ACHIEVEMENTS

Paper Presentation



The Covalent Club of Department of Biochemistry (SS) organised a paper presentation on 5 February delivered by Ms. Goverdhini, I PG student on the CRISPR system. The presentation was comprehensive and insightful, covering fundamental principles, recent advancements, and potential ethical considerations associated with gene editing.

The undergraduate students of Department of PBPB, participated in Intercollegiate competition held at Women's Christian College on 23 February and won the overall trophy of "Cosmos 2024"

Thenmozhi P, Sangeetha S, Mahalakshmi R, Priyanka N, Vaishnavi V.V and Saraswathy P.M, Department of PBPB participated in the ECRIC Popular Lecture Series – II on the Topic Designing R & D Project proposal for sustainability and External financial support organised by Ethiraj Centre for Research, Innovation and Creativity (ECRIC), Ethiraj College for Women on 20 February.

Thenmozhi P, Sangeetha S, Mahalakshmi R, Vaishnavi V.V and Saraswathy P.M, Department of PBPB participated in the ECRIC Popular Lecture Series – III on the Topic Research and Innovation in Academic Institutions - challenges and opportunities organized by Ethiraj Centre for Research, Innovation and Creativity (ECRIC), Ethiraj College for Women on 23 February.

Ms. Shafina Nihal M of II B. Com, Department of Commerce cleared her CMA Intermediate Group I.

The undergraduate students of Department of PBPB secured the overall runner up Trophy and Oratorical Rolling Trophy of CAPPARIS'24 organised by Madras Christian College on 29 February.

Ms. Kaviya. V of II M. Com, Department of Commerce cleared her CMA Intermediate course. (Both Group I & II)

Ms. Mithra S & Ms. Swathy S of III B.Com, Department of Commerce cleared their CMA Intermediate course. (Both Group I & II)

Ms. Gayathri M (III B.Sc Mathematics) presented a paper on 'Analyzing Heat Variation in Body Tissues Using Differential Equations'

Ms. Sharmilee Dhanasekaran (II B.Sc Mathematics) presented a paper on 'Study on Neural Networks in Big Data and Data Analytics'

Ms. Anusooya Mary (II M.Sc Mathematics) presented a paper on Fuzzy logic and its applications.

Ms. Prakashvathi.S (III B.Sc Mathematics) presented a paper on 'Image Enhancement Using Fuzzy Sets'

Ms. Devaki S (II B.Sc Mathematics) presented a paper on Study on Exponential Smoothing in Data Mining.

Ms. Kalpana S (II M.Sc Mathematics) presented a paper on Fuzzy logic and its applications.

Ms. Kowsalya E and Lavanya N (II M.Sc Mathematics) presented a paper on Sum divisor Cordial labeling of Ice cream graph and Circular fan with Chords.

Ms. Thazhini P (II M.Sc Mathematics) presented a paper on A study on replacement of pacemaker using replacement model in operational research.

Ms. Vaishnavi M (II M.Sc Mathematics) presented a paper on Restrained Domination number of cycle related graphs in the context of duplication of some graph elements.

Ms. Manoshri S (II M.Sc Mathematics) presented a paper on Mountain valley folds of Origami patterns based on graph theory and mixed-integer Linear programming.

Ms. Nasreen (II M.Sc Mathematics) presented a paper on Detection of tumour growth using differential equations.

Ms. Kaveri C T (II M.Sc Mathematics) presented a paper on Restrained domination number for some family graphs.

Ms. Gomathi A and Nandhini C (II M.Sc Mathematics) presented a paper on 'A study on real life applications of Fuzzy Set theory.

Ms. Aparna Bharathi LC & Anagha Arun (III B.Sc Mathematics) presented a paper on 'A Study on Mathematics of Animation.

Ms. Santhiya S (II M.Sc Mathematics) presented a paper on Comparison of Vendor's Inventory Model of Jit Purchasing and EOQ restocking Technique.

Ms. Digna Donbosco (II M.Sc Mathematics) presented a paper on Comparison Of Vendor's Inventory Model of Jit Purchasing and EOQ Restocking Technique.

Ms. Geetha S (III B.Sc Mathematics) presented a paper on A Study on Challenging Option of Selecting Mathematics at Higher Level Programme.

Ms. Raghavi R (II M.Sc Mathematics) presented a paper on Heat and mass transfer effect on a vertical plate with a ramped wall temperature in the presence of porous medium.

Ms. Sushmitha V (II M.Sc Mathematics) presented a paper on 'Pareto's Principle on Alleviation of Female Illiteracy Rate.

Ms. Madhumitha V (II M.Sc Mathematics) presented a paper on 'Perfect domination in generalized Petersen graphs.

Ms. Monigaa Sri N (II M.Sc Mathematics) - A study on improving the TDES algorithm in cyber security using cryptography..

Ms. Shalini T A (II M.Sc Mathematics) presented a paper on A study of Inventory management in hospital pharmacy in Rural areas.

Ms. Abinaya M, III BSc, Department of Mathematics secured 2nd Place in Tamil Haiku writing & was Awarded Cash Prize (Rs.4000) conducted by Tamil Nadu Government 19 February.

Ms. Sree Rithika J (II M.Sc Mathematics) presented a paper on 'Sharpestimatesoftoeplitzdeterminant for a certain subclasses of bi univalent function to modified sigmoid function'

Vaishnavi. V.V, Department of PBPB, participated in Online Workshop on AI Tools for Research organized by Sacred Heart College of Research, Ernakulam on 25 February.

Ms. Swathi M, III BSc, Department of Mathematics Secured 3rd Place in Tamil Haiku writing & was Awarded Cash Prize (Rs.3000) conducted by Tamil Nadu Government on 19 February

SPORTS' ACHIEVEMENTS



Ms. Kaviya Pakkirisamy, has been selected to represent India, at the Turkish Women's Cup 2024 at Turkey.

Ms. Kavya R of I year B. Com won the 3rd place in Hammer Throw at the Inter Collegiate Level event organized by the University of Madras held on 20th December, 2023.

Ms. M Nivetha (B Com) participated in the inter collegiate KHO KHO event organized by Bakthavatchalam Memorial College held on 2 February, and emerged as winners. She also participated in the inter collegiate KHO KHO event organized by Kola Saraswathy School held on 2 February, and emerged as winners

Ms. Gowri Parameswari S A (III B.Sc Mathematics) - South Zone - Inter University - Participated on 30 December 2023 to 2 January 2024.

Harini Sukumar, II B. Com, Department of commerce won the 3rd place in the Chess tournament at the Inter Collegiate Level conducted by MOP College and won a cash prize of Rs. 2000.

Ms. K Priya Dharshini (III B.Sc Mathematics) secured 2nd place in the Throw ball match Conducted by Thiru. Vi. Ka Boys School on 2 February. Throw ball match conducted by Chevalier T. Thomas Elizabeth College for Women on 5 February and won 2nd Place. Throw ball match conducted by Justice KL Basheer Ahmed Syed College for Women on 21 February won 1st Place.

Ms. SriLakshmi (IIIB.Sc Mathematics) participated in Throw ball match conducted by Thiru. Vi. Ka Boys School on 02 February secured 2nd Place. Throw ball match conducted by Chevalier T. Thomas Elizabeth College for Women on 5 February won 2nd Place. Throw ball match was conducted by Justice Basheer Ahmed Syed College for Women on 21 February and Ethiraj College won 1st Place.

Dhesikha V, I Year, Department of Corporate Secretaryship (SS) Won the 1st Place in 1000 mts Medley Relay at the Khelo India Youth Games 2023 on 25 January.

Ms. Kasthuri (III Bsc Mathematics) won Miss. Benjamin Trophy for Outstanding Sports Women of Ethiraj College for Women on 23 February. Indian Powerlifting Federation - National Level Powerlifting on 20-23 December 2023. Tamil Nadu Powerlifting Association - State Level Powerlifting won 2nd Place on 8 January. Chennai District Powerlifting Association - District Level Powerlifting - Bench Press she secured 1st Place and was Awarded Strong Women on 3 March. Chennai District Powerlifting Association - District Level Powerlifting - Deadlift - 1st Place and Awarded Strong Women on 3 March.

Ms. N S Subhaharini (III year B. Com) represented Tamil Nadu at the National Level T20 cricket tournament from 7-22 December 2023, Trivandrum, Kerala organized by BCCI. She represented Tamil Nadu at National Level One Day tournament held from 30th January to 8th February by BCCI at Dehradun. She also represented Madras University at south zone level 18-20 January, Alagappa University, Karaikudi.

Muthu Meena SN, II B.Com, Department of commerce got selected for the Juniors National Championship Hockey Team representing Tamilnadu.

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