



**M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

*(Affiliated to University of Madras and Re-accredited at "A++" grade by NAAC)*

**Chennai - 600 034, India.**

## **2.3 TEACHING – LEARNING PROCESS**

**2.3.1 Student – centric methods such as experiential learning, Participative learning and problem-solving methodologies during the year 2022-2023**

M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034



**M.O.P. Vaishnav College for Women (Autonomous)**

**Department of Communication and Media Studies**

**B. Sc. Visual Communication**



**A Report on Field Trips**

*S. Jaishree*  
Dr. S. JAISHREE  
Head - B.Sc. Visual Communication

**(2022 - 2023)**

*K. B. C.*

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M.O.P. Vaishnav College for Women  
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No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034



2022 - 2023

Date	Place of Visit	Purpose of visit	Number of students benefited	Class	Batch
01.09.22	SIGA Press	To familiarize the latest developments in Printing Processes	46	II B.Sc. Vis.Com	2021-2024
26.09.22	Monolith Research and Training Labs	To understand the nuances of editing and production processes	49	III B.Sc. Vis.Com	2020-2023
11.10.22	LV Prasad Studios	To familiarize the nuances of editing and production processes	37	III B.Sc. Vis.Com	2020-2023
26.10.22 to 30.10.22	Mylapore	Street Photography Expedition	51	II B.Sc. Vis.Com	2021-2024
23.12.22	Weaver's Society Service centre	To understand the nuances of graphic designing and block printing	42	I B.Sc. Vis.Com	2022-2025
21.01.23	Mahabalipuram	To experiment with Architectural Photography and Wide-Angle Photography	47	II B.Sc. Vis.Com	2021-2024
02.02.23	Vedanthangal Bird Sanctuary	To get hands on experience in Bird Photography using Zoom Lens	30	II B.Sc. Vis.Com	2021-2024
05.02.23 to 11.02.23	Vizag, Araku Valley, Rajhamundry and Vijayawada	To practice Nature Photography, Heritage Photography and Portraits.	46	II B.Sc. Vis.Com	2021-2024

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Department of Communication and Media Studies  
B.Sc. Visual Communication

Date	Place of Visit	Purpose of visit	Number of students benefited	Class	Batch
01.09.2022	SIGA Press	To understand the latest developments in Printing Processes	46	II Vis.Com	2021 - 2024

**Objectives of the Field Trip:**

- To get a first-hand experience of a Printing Press.
- To familiarize students with the latest developments in Printing Processes.
- To let students see a live demo of use of equipment in the Printing Processes.

**Report:**

The field visit began with a brief introduction of the Printing Principles, post which students were taken through the different Pre Press, Production and Post Press activities. They were shown a live demo of Offset Printing, Gravure Printing, Screen Printing etc. Students were then introduced to the Digital Printing workflow and the latest developments in 3D Printing.

**Outcomes of the Field Trip:**

- Students understood the functioning of a Printing Press.
- Students could observe the live demonstration of the various printing processes which aided in their understanding of core concepts.
- Students got insights into the latest developments used in the Printing Industry.

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From

26<sup>th</sup> August 2022

Ms. Priyavadhani M

Assistant Professor, B.Sc Visual Communication,  
Department of Communication and Media Studies  
M.O.P. Vaishnav College for Women (Autonomous)  
Chennai.

To

The Principal  
M.O.P. Vaishnav College for Women (Autonomous)  
Chennai - 34  
Respected Madam,

Sub: Field visit to Printing Press – II B.Sc Vis Com students – 01/09/2022

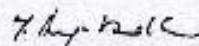
As part of the course curriculum for the paper on Printing and Publication Design it is mandatory for the Second year students of B. Sc. Visual Communication to learn the nuances of the printing process. SIGA Polytechnic College, Kilgaur is well equipped and offers the necessary hands on experience for the same.

I propose to take them on a field visit to the printing press on 01/09/2022. The students will report to SIGA Polytechnic College at 11:00 a.m. They will be accompanied by the subject Faculty in-charge Dr. Devika Rani L. I request you to kindly grant permission for the same.

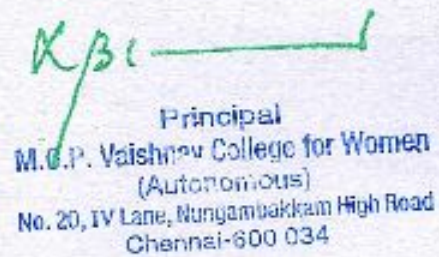
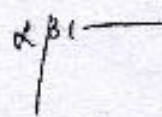
Number of Students: 52

Thanking You

Yours Sincerely



Ms. Priyavadhani M



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*Students observing the Post Press Activities at SIGA Press, Chennai*



*Students posing with their creations at SIGA Press, Chennai*

*K. B. C.*

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M.O.P. Vaishnav College for Women (Autonomous)  
Department of Communication and Media Studies  
B.Sc. Visual Communication  
Field Visit to SIGA Press, Kilpauk, Chennai

Date: 01.09.2022

Time: 11:00 a.m to 1:00 p.m

Class: II Vis.Com

Batch: 2021 - 2024

Attendance List

S.NO	REGISTER NUMBER	NAME	P/AAA
1	2113711090001	AAKANSHA B	P
2	2113711090002	ADITI SIVAGAMI SUKUMAR	P
3	2113711090003	AKSHITHA B	P
4	2113711090004	ANJALI JAYACHANDRAN	P
5	2113711090005	ARYA S	P
6	2113711090006	DEETHYAASHRI MADHYAPAK	P
7	2113711090007	DHARSHANA M P	P
8	2113711090008	DIYA	P
9	2113711090009	HARINI K	P
10	2113711090010	HARSHITHA RAJESH	P
11	2113711090011	HIMANEE JAIN	P
12	2113711090012	HINAL R SHAH	AAA
13	2113711090013	JIGYASHA R JAIN	P
14	2113711090014	JYOSHITHAA P D	P
15	2113711090015	KOTHAI S	P
16	2113711090016	MADHUMITHA S	P
17	2113711090017	MAHESWARI S	P
18	2113711090018	MEDHA S	P
19	2113711090019	MEENAKSHI RAJEEV	P
20	2113711090020	MISHITI KHANNA	P
21	2113711090021	MITHIRA JA	P
22	2113711090022	MUKTA ANAND	AAA
23	2113711090023	PRACHI KHICHA	AAA
24	2113711090024	PRATHIKSHA P	P
25	2113711090025	PREKSHA JAIN S	P
26	2113711090026	PRIYADARSHANA R	P
27	2113711090027	RAMYA K S	P
28	2113711090028	SAKSHI N	AAA
29	2113711090029	SAMYUKTA C	P
30	2113711090030	SANDHYA LAKSHMI K	P
31	2113711090031	SANYA NAJMAL	P

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32	2113711090032	SATHVIKA B	P
33	2113711090033	SHAKSHI S	P
34	2113711090034	SHAKTHI S	AAA
35	2113711090035	SHANKARI KARTHIKEYAN	P
36	2113711090036	SHREYA JEETHESH	P
37	2113711090037	SHREYA R V	P
38	2113711090038	SHRI DHANYA K	AAA
39	2113711090039	SIDDHI SAMDARIA	P
40	2113711090040	SNEHA M	P
41	2113711090041	SNEHAHARIHARAN	P
42	2113711090042	SOUNDARYA SRIKANTH	P
43	2113711090043	SRINITHA L	P
44	2113711090044	SWETA M	P
45	2113711090045	TANISHA THILAKESH	P
46	2113711090046	TANYA A PAI	P
47	2113711090047	TRITHI RAJESH	P
48	2113711090049	VIDUSHRI BAGRI	P
49	2113711090050	VIPASHA S NAIR	P
50	2113711090051	VISHAKA BOKDIA G	P
51	2113711090052	VRINDA CHANDAK	P
52	2113711090053	YUTIKA S	P

*Dr. Devika Ravi*  
Name of the Faculty

*[Signature]*  
Signature of the Faculty

*PRITHVIRAJAN*  
Name of the HOD

*[Signature]*  
Signature of the HOD

*[Signature]*  
Signature of the Principal

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*[Signature]*

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M.O.P.Vaishnav College for Women (Autonomous)  
Department of Communication and Media Studies  
B.Sc. Visual Communication

Date	Place of Visit	Purpose of visit	Number of students benefited	Class	Batch
26.09.2022	Monolith Research and Training Labs	To understand the nuances of editing and production processes	49	III Vis.Com	2020 - 2023

**Objectives of the Field Trip:**

- To familiarize students with the latest developments in Production Techniques.
- To experience, live demonstration in Virtual Reality.

**Report:**

The industrial visit began with a seminar on the developments in AR and VR. Students were shown a walk through of how XR is implemented in the filming process. Students visited the VR labs for a live demonstration of software used in the processes and had a virtual experience of the same. The resource person Mr.Ganesh explained the process of virtual productions with many film examples.

**Outcomes of the Field Trip:**

- Students received live demonstrations of AR and VR.
- Students got insights into the latest developments in the virtual production process.

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21<sup>st</sup> September 2022

From  
Ms. Priyavadhani M  
Assistant Professor, B.Sc Visual Communication,  
Department of Communication and Media Studies  
M.O.P. Vaishnav College for Women (Autonomous)  
Chennai.

To  
The Principal  
M.O.P. Vaishnav College for Women (Autonomous)  
Chennai - 34

Respected Madam,

Sub: Field visit to Monolith research and training labs

- III B.Sc Vis Com students - 26/09/2022

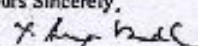
As part of the course curriculum for the paper on Production Techniques, the third year students of B.Sc. Visual Communication learn the nuances of Audio Visual Production. I propose to take them on a field visit to Monolith research and training labs on 26<sup>th</sup> September 2022.

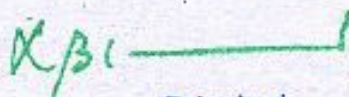
Monolith research and training labs is the training arm of Monolith Technologies Private Limited, India, and part of Monolith associate companies spread across eight countries in the Asia Pacific and the United Kingdom region. During the IV, the professionals will be explaining the VR/AR technology through a presentation and make the students experience VR/AR in the immersive lab facility.

The students will report to Monolith Technologies Private Limited, Ashok Nagar, Chennai at 09.30 a.m. I request you to kindly grant permission for the same.

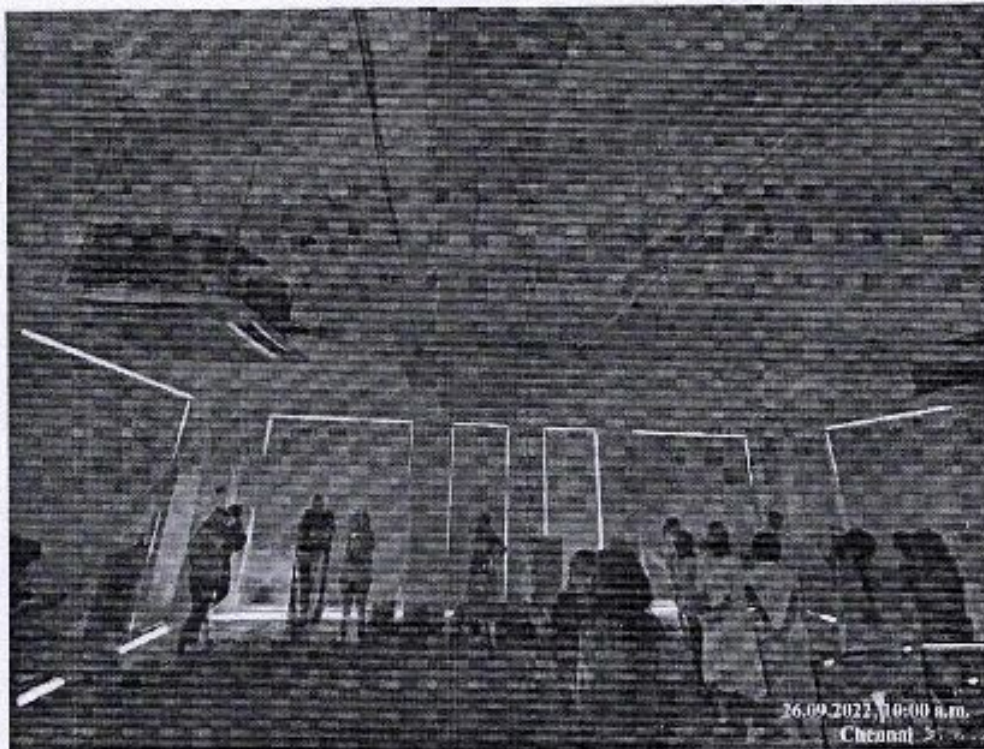
Number of Students: 52

Thanking You

Yours Sincerely,  
  
Ms. Priyavadhani M

  
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*Students getting a hands on experience in VR*



*Students at Monolith Technologies Private Limited*

*K. B. C.*

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M.O.P. Vaishnav College for Women (Autonomous)  
Department of Communication and Media Studies  
B.Sc. Visual Communication  
Field Visit: Monolith Research and Training Labs

Date: 26.09.2022

Time: 09:30 a.m to 1:00 p.m

Class: III Vis.Com

Batch: 2020 - 2023

Attendance List

S.NO	REGISTER NUMBER	NAME	P/AAA
1	2013711090001	ADITI CHABRIA	P
2	2013711090002	AISHWARYA S	P
3	2013711090003	AISHWARYA S	P
4	2013711090004	ANAGA NARAYANAN	P
5	2013711090005	ANNAMIKAA B NILKANT	P
6	2013711090006	ANUSHKA V	P
7	2013711090007	BELLAMKONDA SRIYA	P
8	2013711090008	CHAHAT D PANDIA	P
9	2013711090009	CHARUMATHI M	P
10	2013711090010	DARSHANA SERAN	AAA
11	2013711090011	DHIVYA G	P
12	2013711090012	DIKSHI JAIN	P
13	2013711090013	DIPTI M	P
14	2013711090014	DIYA A	AAA
15	2013711090016	GIRIJA V	AAA
16	2013711090017	HARSHVI MEHTA	P
17	2013711090018	ISHA CAROLINE A	P
18	2013711090019	JESSICA N SHAH	P
19	2013711090020	KANISHKA CHHAJER	P
20	2013711090021	KANISHKA S	P
21	2013711090022	KASHISH CHORDIA	P
22	2013711090023	KHUSHI SUNIL AHUJA	P
23	2013711090024	MANO CHITTRA D	P
24	2013711090025	MANPREET KAUR	P
25	2013711090026	MANVI KELA	P
26	2013711090027	NITHYA LAXMI B	P
27	2013711090028	NIVEDHA S	P
28	2013711090029	PRAACHI V SURANA	P
29	2013711090030	PRIYANKA PRAKASH	P
30	2013711090031	RACHITA SETHI	P
31	2013711090032	RISHITHA SRI VATSALA P	P

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			No. 20, IV Lane, Nungambakkam High Road Chennai-600 034
32	2013711090033	RITHIKA K	
33	2013711090034	RIYA JAIN	P
34	2013711090035	RUJULA N S	P
35	2013711090036	SAGARIKA SHYAM	P
36	2013711090037	SANJANA CHAUHAN	P
37	2013711090038	SANJANA S WARRIER	P
38	2013711090039	SANYUKTHA B MURALI	P
39	2013711090040	SHARANYA B	P
40	2013711090041	SHIVE RANJANEE I	P
41	2013711090042	SHREE THULASTI G	P
42	2013711090043	SHRUTI R	P
43	2013711090044	SNEHA K	P
44	2013711090045	SRINITHI A	P
45	2013711090046	STUTHI BAIDMUTHA	P
46	2013711090047	SUBALAKSHMI D	P
47	2013711090048	SUBHASHREE V	P
48	2013711090049	SWATHI J	P
49	2013711090050	VAIDEHI S	P
50	2013711090051	YASASWINI P	P
51	2013711090052	SAMYUKTHA HARIKRISHNA	P
52	2013711090053	VIDHI LUNKAD	P

PRIYAVADHANI.M

Name of the Faculty

*[Handwritten Signature]*

Signature of the Faculty

PRIYAVADHANI.M

Name of the HOD

*[Handwritten Signature]*

Signature of the HOD

*[Handwritten Signature]*

Signature of the Principal

Principal

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Principal

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M.O.P.Vaishnav College for Women (Autonomous)  
Department of Communication and Media Studies  
B.Sc. Visual Communication

Date	Place of Visit	Purpose of visit	Number of students benefited	Class	Batch
11.10.2022	LV Prasad studios	To understand the nuances of editing and production processes	37	III Vis.Com	2020 - 2023

**Objectives of the Field Trip:**

- To familiarize students with the working environment of a Production Studio.
- To experience, live demonstration in production and editing processes.

**Report:**

The industrial visit began with a viewing of outdoor and indoor shooting floors, audio recording studios, digital processing center, and 70 mm preview theatre. The technical experts available at all venues gave a brief explanation of processes and the latest techniques used. They also provided live demonstrations of software used in the processes, and later engaged in a discussion with students to answer their queries.

**Outcomes of the Field Trip:**

- Students got insights into the video and post production services and facilities.
- Students could see the live demonstration of editing and other production processes.

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M.O.P. Vaishnav College for Women (Autonomous)			
Department of Communication and Media Studies			
B.Sc. Visual Communication			
Field Visit: LV Prasad Studios			
Date: 11.10.2022		Time: 11:00 a.m to 4:00 p.m	
Class: III Vis.Com		Batch: 2020 - 2023	
Attendance List			
S.NO	REGISTER NUMBER	NAME	P/AAA
1	2013711090001	ADITI CHABRIA	
2	2013711090002	AISHWARYA S	P
3	2013711090003	AISHWARYA S	P
4	2013711090004	ANAGA NARAYANAN	P
5	2013711090005	ANNAMIKAA B NILKANT	P
6	2013711090006	ANUSHKA V	P
7	2013711090007	BELLAMKONDA SRIYA	AAA
8	2013711090008	CHAHAT D PANDIA	P
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16	2013711090017	HARSHVI MEHTA	P
17	2013711090018	ISHA CAROLINE A	AAA
18	2013711090019	JESSICA N SHAH	P
19	2013711090020	KANISHKA CHHAJER	P
20	2013711090021	KANISHKA S	P
21	2013711090022	KASHISHI CHORDIA	P
22	2013711090023	KHUSHI SUNIL AHUJA	P
23	2013711090024	MANO CHITTRA D	P
24	2013711090025	MANPREET KAUR	P
25	2013711090026	MANYI KELA	AAA
26	2013711090027	NITHYA LAXMI B	P
27	2013711090028	NIVEDHA S	P
28	2013711090029	PRAACHI V SURANA	P
29	2013711090030	PRIYANKA PRAKASHI	P
30	2013711090031	RACHITA SETHI	P
31	2013711090032	RISHITHA SRI VATSALA P	P

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32	2013711090033	RITHIKA K	Chennai-600 034
33	2013711090034	RIYA JAIN	AAA
34	2013711090035	RUJULA N S	P
35	2013711090036	SAGARIKA SIYAM	AAA
36	2013711090037	SANJANA CHAUHAN	P
37	2013711090038	SANJANA S WARRIER	P
38	2013711090039	SANYUKTHA B MURALI	P
39	2013711090040	SHARANYA B	P
40	2013711090041	SHIVE RANJANEE I	P
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42	2013711090043	SHRUTI R	AAA
43	2013711090044	SNEHA K	AAA
44	2013711090045	SRINITHI A	P
45	2013711090046	STUTHI BAIDMUTHA	P
46	2013711090047	SUBALAKSHMI D	P
47	2013711090048	SUBHASHREE V	P
48	2013711090049	SWATHI J	P
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51	2013711090052	SAMYUKTHA HARIKRISHNA	P
52	2013711090053	VIDHI LUNKAD	P

PRIYAVADHANAM  
Name of the Faculty

PRIYAVADHANAM  
Name of the HOD

*T. Rajalakshmi*  
Signature of the Faculty

*T. Rajalakshmi*  
Signature of the HOD

*T. Rajalakshmi*  
Signature of the Principal

Principal  
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*K. P. S.*  
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**M.O.P. Vaishnav College for Women (Autonomous)**  
**Department of Communication and Media Studies**  
**B.Sc. Visual Communication**

Date	Place of Visit	Purpose of visit	Number of students benefited	Class	Batch
26.10.2022 to 30.10.2022	Mylapore	Street Photography Expedition	51	II Vis.Com	2020 – 2023

**Objectives:**

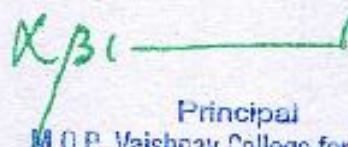
- To give hands on experience to students in Street Photography.
- To let students, experiment with natural lighting.
- To provide one on one learning experience for the students guided by a Course Faculty.

**Brief:**

Students in batches of ten were asked to assemble at a spot in Mylapore at 5:30 p.m. to capture the golden hour at 6 pm. They experimented with light rays, and later with low light photography. They were trained to capture candid shots of shopkeepers and the people bargaining in the Temple Mada Streets of Mylapore during Navrathri. Students were also excited to take pictures of the Gopuram, evening sky and the dolls arranged for the Navrathri sale. The expedition gave them hands on experience in framing a good image. It was an opportunity for students to experiment with the different modes in Camera. The expedition was undertaken from 26.10.2022 to 30.10.2022 (5:30 p.m. to 7:00 p.m.)

**Outcomes:**

- Students were exposed to the nuances of Street Photography.
- Students were trained in manipulating the settings required for natural lighting.
- Students demonstrated competencies in photographic techniques and capturing unplanned moments.



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*Students getting hands on experience in Street Photography, 27.10.2022*

*K. B. C.* \_\_\_\_\_  
Principal

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**M.O.P. Vaishnav College for Women (Autonomous)**  
**Department of Communication and Media Studies**  
**B.Sc. Visual Communication**

Date	Place of Visit	Purpose of visit	Number of students benefited	Class	Batch
23.12.22	Weaver's society Service centre	To understand the nuances of graphic designing and block printing	42	I Vis.Com	2022 - 2025

**Objectives of the Field Visit:**

- To familiarize students with the latest developments in graphic designing.
- To let students experience a live demonstration in fabric printing, designing and block printing.

**Report:**

The field visit began with an induction in various processes of block printing, tie and dyeing, fabric designing and weaving. The technical experts available at all venues gave a brief explanation of processes and the latest techniques used. They also provided live demonstrations of software used in the processes, and later engaged in a discussion with students to answer their queries.

**Outcomes of the Field Visit:**

- Students could see the live demonstration of fabric printing, designing and block printing processes.
- Students got insights into the latest developments in graphic designing.

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(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034



From  
Dr. S. Jaishree  
Head- B.Sc. Visual Communication,  
M.O.P. Vaishnav College for Women (Autonomous),  
Chennai-34

20<sup>th</sup> December 2022

To  
The Principal  
M.O.P. Vaishnav College for Women (Autonomous)  
Chennai-34

Respected Madam,

Sub: Field visit to Weavers Society – I B.Sc. Vis Com students - 23/12/2022

As part of the course curriculum for the paper on Graphic Design-II, it is mandatory for the students of I B.Sc. Visual Communication to learn the nuances of graphic designing and block printing. I propose to take them on a field visit on 23<sup>rd</sup> December, 2022 to Weavers Society, a Central Government Organization in Besant Nagar. The students will report directly to the venue, the cost of transportation and training will be borne by the students. The students will be accompanied by the subject faculty in-charge Mr. K Samuel and Class faculty in-charge Ms. Aarthi Jayaram. I request you to kindly grant permission for the same.

Thanking You,

Yours Sincerely,

*S. Jaishree*

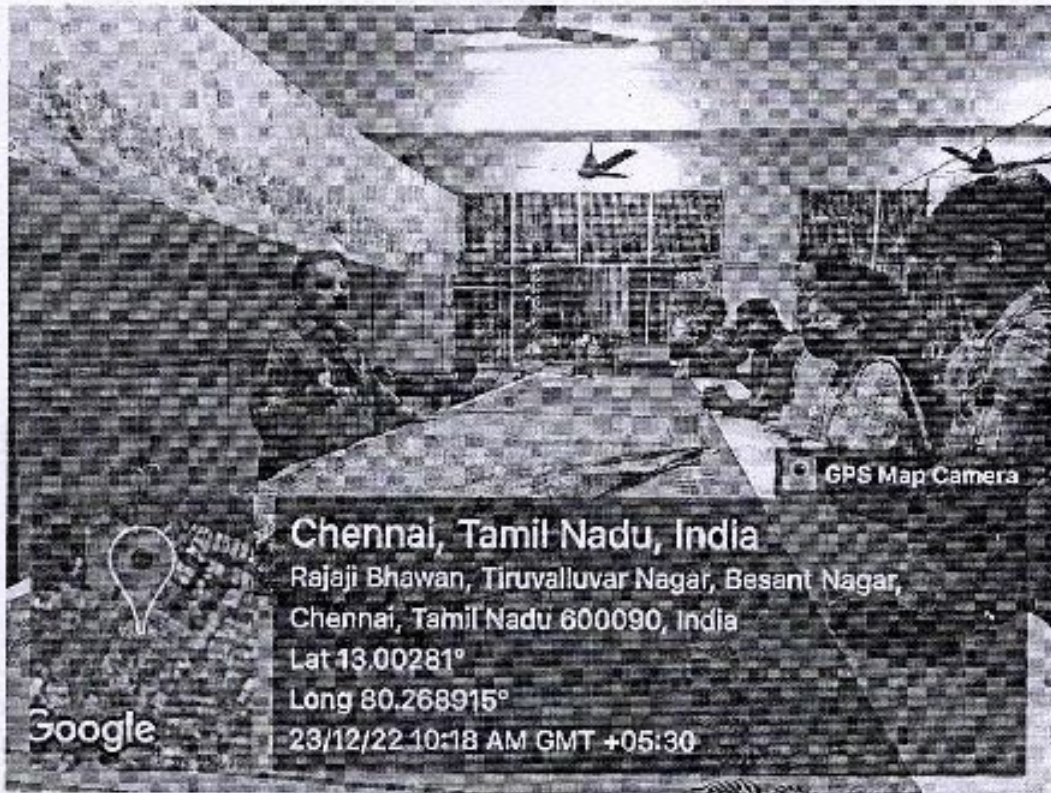
Dr. S. Jaishree

*S. Jaishree*

*K. B. C.*

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*Students getting oriented on Block Printing*



*Students learning about tie and dye process*

  
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<b>M.O.P. Vaishnav College for Women (Autonomous)</b>	
<b>Department of Communication and Media Studies</b>	
<b>B.Sc. Visual Communication</b>	
<b>Field Visit - Weaver's Society Service Centre, Chennai</b>	
Date: 23.12.22	Time: 09:30 a.m to 1:00 p.m
Class: I Vis. Com	Batch: 2022 - 2025

**Attendance List**


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2	2213711090002	AFRA S H	AAA
3	2213711090003	AJITHA DEVI V B	P
4	2213711090004	AKSHAYA KRISHH REDDY N	AAA
5	2213711090006	ANANYA S	P
6	2213711090007	ANESHA G	P
7	2213711090008	BHARGAVI SRINIVAS	AAA
8	2213711090009	EVANGELINE MADHUMITHA A	P
9	2213711090010	HARINI T	P
10	2213711090011	HARSHA M NAHAR	P
11	2213711090012	HIMANSHI S JAIN	P
12	2213711090013	HUSAINA MUSTAFA MOTIWALA	P
13	2213711090014	ISHA S	P
14	2213711090015	ISHA S	AAA
15	2213711090016	KAVIYA MAHESH	P
16	2213711090017	LISHA	P
17	2213711090018	LOKAVYA V N	P
18	2213711090019	MADHUVANTHI K	P
19	2213711090020	MEDHINI S PILLAI	P
20	2213711090021	MEGHALA YUVARAJ	P
21	2213711090022	MEGHNA UNNIKRISHNAN	P
22	2213711090023	MEHAK BANSAL	AAA
23	2213711090024	MOONNISA PARIASWAMY	P
24	2213711090025	NIKILA S	P

  
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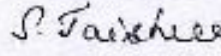



25	2213711090026	NISHA G SWAMY	P
26	2213711090027	NISHI GOEL A	AAA
27	2213711090028	NOUREEN Z	P
28	2213711090029	PRACHI V JAIN	P
29	2213711090030	PRAGATHI JAIN	P
30	2213711090031	PRARTHANA ANU VENKATARAGHAVAN	P
31	2213711090032	RHEA KHANNA	AAA
32	2213711090033	RIYA KOTHARI	P
33	2213711090034	RIYAA	P
34	2213711090035	SADEEYA SANAD J	P
35	2213711090036	SAGAARIKA H	P
36	2213711090037	SAJITHA S	P
37	2213711090038	SAMYUKTHA S S	AAA
38	2213711090039	SANJANA KONDURU	P
39	2213711090040	SANSITHA RITHU LNS	P
40	2213711090041	SHIREEYA KRISHNI	P
41	2213711090042	SHIVANI SKV	P
42	2213711090043	SHREE NISHA M	P
43	2213711090044	SHREYA GOVINDARAJAN	P
44	2213711090045	SHREYA MANOJ	P
45	2213711090046	SITHY IFRA SHAMIUDDEN	AAA
46	2213711090047	SIVAPREETHA K	P
47	2213711090048	SRIREKHA S	AAA
48	2213711090049	SRIYA MK	P
49	2213711090050	SRIYA S SANGAVI	P
50	2213711090051	TARAKESWARI KANCHARANA	P
51	2213711090052	VAISHU GOMTHY A	P
52	2213711090053	YAUVANI SABARISH	P
53	2213711090054	DARSHIKA V	P


AARTU JAYARAM  
Name of the Faculty

  
Signature of Class Faculty

Dr. S. JAISHREE  
Name of HOD

  
Signature of HOD

  
Signature of the Principal

  
Principal  
M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034



From  
Dr. S. Jaishree  
Head - B.Sc. Visual Communication,  
M.O.P. Vaishnav College for Women (Autonomous),  
Chennai - 34.

13<sup>th</sup> January 2023

To  
The Principal  
M.O.P. Vaishnav College for Women (Autonomous),  
Chennai - 34.

Respected Madam,

SUB: OUTDOOR PHOTOGRAPHY ORIENTATION EXERCISE

As a part of the paper Advanced Photography, I propose to hold an outdoor photography orientation exercise for the students of II B.Sc. Visual Communication at Mahabalipuram. The exercise is planned for 20<sup>th</sup> January 2023. I request you to sanction the travel expenses (private bus for 52 students and faculty team) and refreshments for the faculty team accompanying the students.

Faculty accompanying: Dr. Devika Rani, Mr. S. Venkatarasman (Guest Faculty), Mr.R.Magesh

I request you to kindly grant OD on January 20<sup>th</sup>, 2023 for the accompanying faculty.

Thanking you,

Yours sincerely

*S Jaishree*

Dr. S. Jaishree

*K/B*

*Trip undertaken on 21<sup>st</sup> Jan, 2023 due to  
availability of Bus.  
Rs. 13,000/- for transportation.*

*K/B*

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**M.O.P.Vaishnav College for Women (Autonomous)**

**Department of Communication and Media Studies**

**B.Sc. Visual Communication**

Date	Place of Visit	Purpose of visit	Number of students benefited	Class	Batch
21.01.2023	Mahabalipuram	Architectural and Wide angle Photography	47	II Vis.Com	2021 – 2024

**Program Objectives:**

- To provide hands on experience in Architecture photography.
- To facilitate one on one learning experience for students in Landscape and Seascape Photography.
- To let students experiment with natural lighting in Outdoor Photography.

**Program Brief:**

A one-day trip was organised for the students of class II Vis.com on 21 January 2023 to Mahabalipuram, a place which has historical and cultural significance and a perfect blend of natural and architectural beauty. The itinerary was planned to cover the top photographic spots, based on the perfect timings to get the shoots done. The chosen spots were The Shore Temple, The Pancha Rathas, Light House and The Krishna's Butter Ball. Students gained a lot of knowledge in shooting with the natural lighting and also experimented with silhouette shots of the temple. The forenoon was spent at the temple also covering the sea shore landscapes shots.

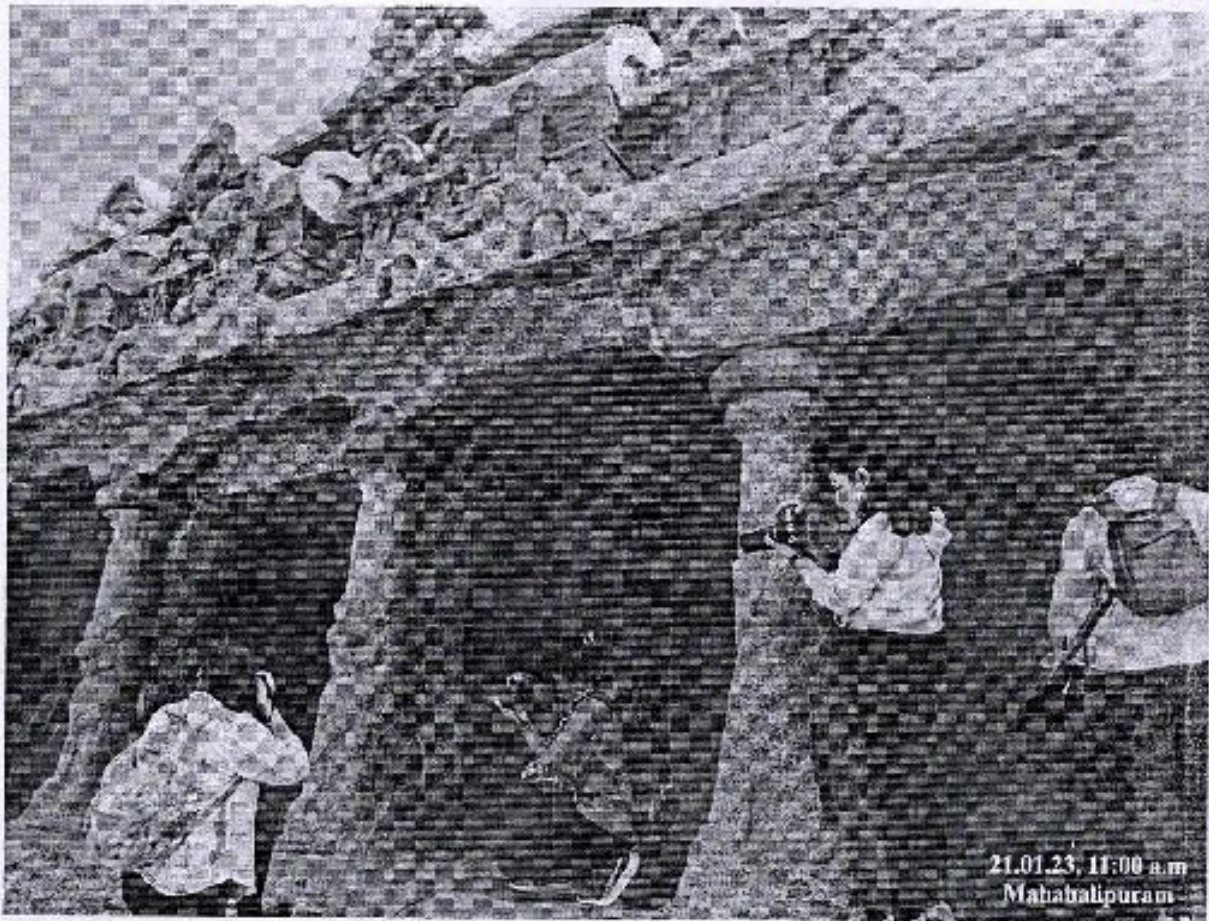
Into the afternoon students were taken to one of the great examples of monolithic Indian-rock cut architecture called The Pancha Rathas where they tried to capture the extensive architectural detailing. Following that students were taken to the Light House. There, students were guided on the new view-points and camera settings to capture the beautiful aerial view of the landscape that surrounds Mamallapuram. The rocky route connecting the Light House and The Krishna's Butter Ball to Arjuna's Penance gave few fascinating pictures to the students.

**Program Outcomes:**

- Exposure into the Architectural and Wide-angle photography, where the students learned the technical nuances and perception towards architectural photography.
- A very detailed and in-depth understanding of handling camera with the natural light in Landscape and Seascape Photography.
- An insight into how the depth of field is usually employed when it comes to structural photography and wide angle shots in aerial view.

  
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*Students practicing Heritage Photography at Pancha Ratha, Mahabalipuram, 21.01.23*



*Students near Light House in Mahabalipuram, 21.01.23*

*Kps*  
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M.O.P. Vaishnav College for Women (Autonomous)	
Department of Communication and Media Studies	
B.Sc. Visual Communication	
Photography Educational Trip to Mahabalipuram	
Date: 21.01.2023	Time: 10:00 a.m to 4:00 p.m
Class: II Vis.Com	Batch: 2021 - 2024

Attendance List


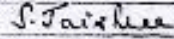
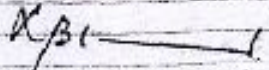
S.NO	REGISTER NUMBER	NAME	P/AAA
1	2113711090001	AAKANSHA B	P
2	2113711090002	ADITI SIVAGAMI SUKUMAR	P
3	2113711090003	AKSHITHA E	P
4	2113711090004	ANJALI JAYACHANDRAN	P
5	2113711090005	ARYA S	P
6	2113711090006	DEETHYAASHRI M ADHYAPAK	P
7	2113711090007	DHARSHANA M P	P
8	2113711090008	DIYA	P
9	2113711090009	HARINI K	P
10	2113711090010	HARSHITHA RAJESH	P
11	2113711090011	HIMANEE JAIN	P
12	2113711090012	HINAL R SHAH	P
13	2113711090013	JIGYASHA R JAIN	P
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16	2113711090016	MADHUMITHA S	P
17	2113711090017	MAHESWARI S	P
18	2113711090018	MEDHA S	P
19	2113711090019	MEENAKSHI RAJEEV	P
20	2113711090020	MISHTI KHANNA	P
21	2113711090021	MITHRA JA	P
22	2113711090022	MUKTA ANAND	P
23	2113711090023	PRACHI KHICHA	AAA
24	2113711090024	PRATHIKSHA P	P
25	2113711090025	PREKSHA JAIN S	P
26	2113711090026	PRIYADARSHANA R	P
27	2113711090027	RAMYA K S	P
28	2113711090028	SAKSHI N	P
29	2113711090029	SAMYUKTA C	P
30	2113711090030	SANDHIYA LAKSHMI K	AAA

  
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31	2113711090031	SANYA NAJMAL	Chennai-600 034 AAA
32	2113711090032	SATHIVIKA B	AAA
33	2113711090033	SHAKSHI S	P
34	2113711090034	SHAKTHI S	P
35	2113711090035	SIHANKARI KARTHIKEYAN	AAA
36	2113711090036	SHREYA JEETHESH	P
37	2113711090037	SHREYA R V	P
38	2113711090038	SHRI DHANYA K	P
39	2113711090039	SIDDHI SAMDARIA	P
40	2113711090040	SNEHA M	P
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43	2113711090043	SRINITHA L	P
44	2113711090044	SWETA M	P
45	2113711090045	TANISHA THILAKESH	P
46	2113711090046	TANYA A PAI	P
47	2113711090047	TRITI RAJESH	P
48	2113711090049	VIDUSHRI BAGRI	P
49	2113711090050	VIPASHA S NAJR	P
50	2113711090051	VISHAKA BOKDIA G	P
51	2113711090052	VRINDA CHANDAK	P
52	2113711090053	YUTIKA S	P
Dr. Devika Rani		Dr. S. Sathisree	
Name of the Faculty		Name of the HOD	
			
Signature of the Faculty		Signature of the HOD	
			
Signature of the Principal			

Principal  
M.O.P. Vaishnav College for Women  
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Chennai-600 034



**M.O.P. Vaishnav College for Women (Autonomous)**  
**Department of Communication and Media Studies**  
**B.Sc. Visual Communication**

Date	Place of Visit	Purpose of visit	Number of students benefited	Class	Batch
02.02.23	Vedanthangal Bird Sanctuary	Bird Photography	30	II Vis.Com	2021 – 2024

**Program Objectives:**

- To provide hands on experience in Bird Photography.
- To facilitate an opportunity for students to practice using zoom lens.
- To familiarize students with Nature Photography.

**Program Brief:**

A one-day trip was organised for the students of II Vis.com on 2<sup>nd</sup> February 2023 to Vedanthangal Bird Sanctuary. Students were able to get hands on experience in shooting migratory birds of the Sanctuary. It was a good opportunity for students to take pictures of rare birds in the Sanctuary. They experimented with zoom lens from different viewpoints. Students also took shots of the adjoining farms and landscape which was a great learning experience.

**Program Outcomes:**

- Experiment with Bird Photography from different viewpoints.
- Get hands on experience in using zoom lens.
- Get a proper understanding of Nature Photography.

KBC

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M.O.P. Vaishnav College for Women  
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No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034



From  
Dr. S. Jaishree  
Head - B.Sc. Visual Communication,  
M.O.P. Vaishnav College for Women (Autonomous),  
Chennai - 34.

24<sup>th</sup> January 2023

To  
The Principal  
M.O.P. Vaishnav College for Women (Autonomous),  
Chennai - 34.

Respected Madam,

**SUB: OUTDOOR PHOTOGRAPHY ORIENTATION EXERCISE**

As a part of the paper Advanced Photography, I propose to hold an outdoor photography orientation exercise for the students of II B.Sc. Visual Communication at Vedanthangal. The exercise is planned for 2<sup>nd</sup> February, 2023. I request you to sanction the travel expense of Rs.15,000 (private bus for 52 students and faculty team) and refreshments for the faculty team accompanying the students.

Faculty accompanying: Dr. Devika Rani, Mr. S. Venkataramanan (Guest Faculty), Mr.R.Magesh

I request you to kindly grant OD on February 2<sup>nd</sup>, 2023 for the accompanying faculty.

Thanking you,

Yours sincerely

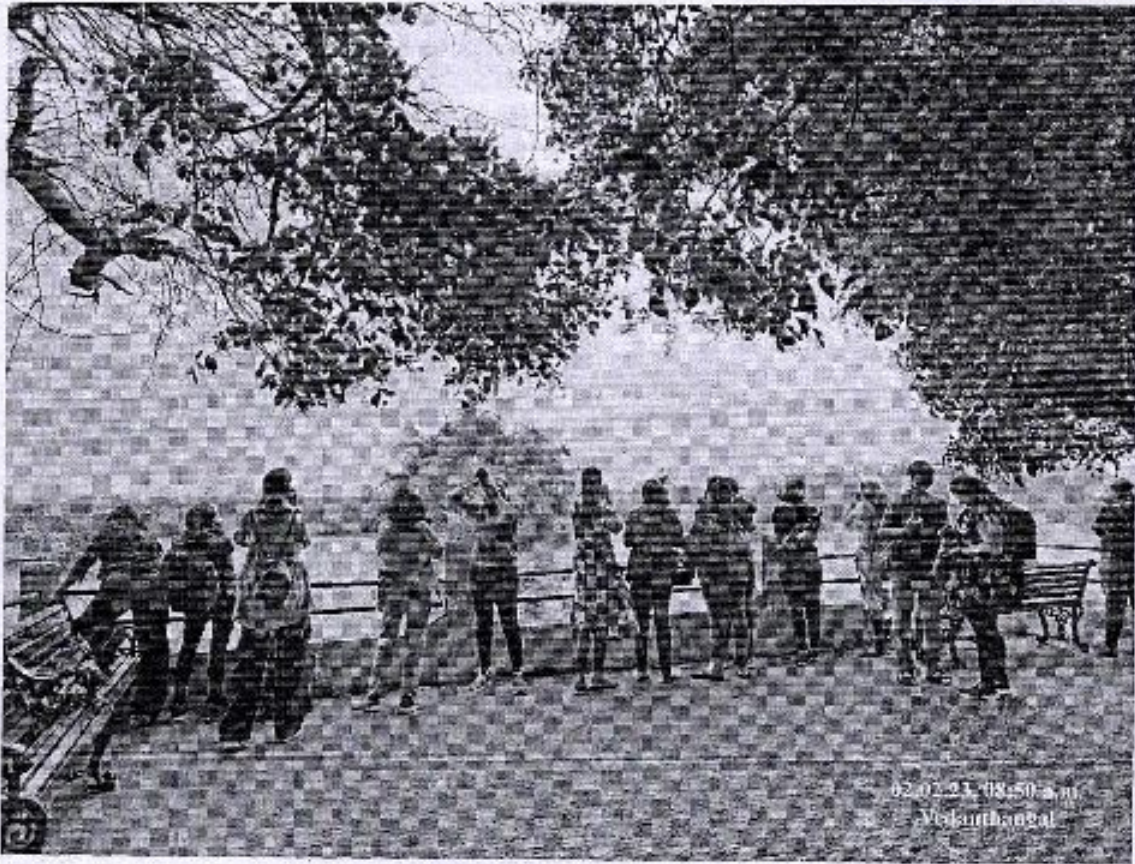
*S. Jaishree*  
Dr. S. Jaishree

*K.B.*

*K.B.*

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*Students getting hands on experience in Bird Photography guided by Faculty, 02.02.23*



*Students experimenting with zoom lens to capture the birds in frames, 02.02.23*

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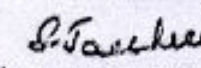
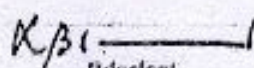


M.O.P. Vaishnav College for Women (Autonomous)			
Department of Communication and Media Studies			
B.Sc. Visual Communication			
Photography Educational Trip to Vedanthangal			
Date: 02.02.2023		Time: 06:00 a.m to 4:00 p.m	
Class: II Vis.Com		Batch: 2021 - 2024	
Name List			
S.NO	REGISTER NUMBER	NAME	P/AAA
1	2113711090001	AAKANSHA B	P
2	2113711090002	ADITI SIVAGAMI SUKUMAR	P
3	2113711090004	ANJALI JAYACHANDRAN	P
4	2113711090006	DEETHYAASHRI M ADHYAPAK	P
5	2113711090007	DHARSHANA M P	P
6	2113711090010	HARSHITHA RAJESH	P
7	2113711090014	JYOSHITHAA P D	P
8	2113711090015	KOTHAJ S	P
9	2113711090016	MADHUMITHA S	P
10	2113711090017	MAHESWARI S	P
11	2113711090018	MEDHA S	P
12	2113711090021	MITHRA JA	P
13	2113711090022	MUKTA ANAND	P
14	2113711090023	PRACHI KHICHA	P
15	2113711090024	PRATHIKSHA P	P

KBC

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M.O.P. Vaishnav College for Women  
(Autonomous)  
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16	2113711090025	PREKSHA JAIN S	P
17	2113711090026	PRIYADARSHANA R	P
18	2113711090027	RAMYA K S	P
19	2113711090028	SAKSHI N	P
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21	2113711090034	SHAKTHI S	P
22	2113711090035	SHANKARI KARTHIKBYAN	P
23	2113711090036	SIREYA JBETHESH	P
24	2113711090037	SIREYA R V	P
25	2113711090039	SIDDHI SAMDARIA	P
26	2113711090040	SNHIA M	P
27	2113711090044	SWETA M	P
28	2113711090046	TANYA A PAI	P
29	2113711090049	VIDUSHRI BAGRI	P
30	2113711090053	YUTIKA S	P
Dr. Deekha Bari Name of the Faculty		S. TAISHREE Name of the HOD	
 Signature of the Faculty		 Signature of the HOD	
		 Principal M.O.P. Vaishnav College for Women (Autonomous) Signature of the Principal Chennai-600 034	

  
 Principal  
 M.O.P. Vaishnav College for Women  
 (Autonomous)  
 No. 20, IV Lane, Nungambakkam High Road  
 Chennai-600 034



**M.O.P. Vaishnav College for Women (Autonomous)**  
**Department of Communication and Media Studies**  
**B.Sc. Visual Communication**

Date	Place of Visit	Purpose of visit	Number of students benefited	Class	Batch
05.02.23 to 11.02.23	Vizag, Araku Valley, Rajamundry and Vijayawada	Heritage Photography, Nature Photography, Portrait Photography	46	II Vis.Com	2021-2024

**Program Objectives:**


- To familiarize students about the nuances of heritage photography at scenic places of Andhra Pradesh..
- To impart of knowledge on handling the camera settings with the natural/available light set ups.
- To make students appreciate the local culture and document their lifestyle.
- To develop skills in capturing portrait photography at picturesque locations with natural lighting .

**Program Brief:**

In the seven days trip to Vizag, Araku Valley, Rajamundry and Vijayawada, students got to experiment with Nature Photography at Galikonda View Point, Borra Caves and Undavalli Caves. Students had the opportunity to practice Heritage Photography at Araku Valley and Etikoppaka Artistic Heritage Village. The golden hours were captured on different days at different scenic locations like Rushikonda Beach, Pushkar Ghat etc. In addition to this, students tried their hands on Architecture Photography at Kondapalli Fort.

**Program Outcomes:**

- Practical exposure towards different kinds of photography,
- Students learned to adjust camera settings according to natural light and the scenic background.
- An insight into the new cultures, and capture them in an ethical manner.
- Hands on experience in capturing portraits with natural lighting.



Principal  
M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034



From  
Dr. S. Jaishree  
Head - B.Sc. Visual Communication  
Department of Communication and Media Studies  
M.O.P. Vaishnav College for Women (Autonomous)  
Chennai - 34.

3<sup>rd</sup> January 2023

To  
The Principal  
M.O.P. Vaishnav College for Women (Autonomous),  
Chennai - 34.

Respected Madam,

**SUB: PHOTOGRAPHY FIELD TRIP**

As a part of the paper Advanced Photography, I propose to take the students of II year B.Sc. Visual Communication on a Photography field trip to Vizag, Araku Valley, Rajamundry and Vijayawada (7 days and 6 nights trip) from 5<sup>th</sup> February 2023 to 11<sup>th</sup> February 2023. (5<sup>th</sup> February morning Departure and 11<sup>th</sup> February night Arrival). I request your kind permission and 'On Duty' for the accompanying faculty members from 5<sup>th</sup> February to 11<sup>th</sup> February 2023.

Total number of students: 48

Staff accompanying: Dr.S.Jaishree

Mr.R.Magesh & Mr. S.Venkataraman (Guest Faculty)

Thanking you

Yours sincerely

*S. Jaishree*

Dr. S. Jaishree

*S. Jaishree*










*K.P.*

Principal  
M.O.P. Vaishnav College for Women  
(Autonomous)  
No. 20, IV Lane, Nungambakkam High Road  
Chennai-600 034



**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
**Department of Visual Communication**

**PHOTOGRAPHY TOUR TO ARAKU VALLEY, VIZAG, RAJAMUNDRY & VIJAYAWADA**

	<b>DAY 1 - 5 FEB 23 - Chennai - Araku Valley</b>	
04.00 Hrs	Report Chennai Domestic Airport	
06.40 Hrs	Departure 6E 557 to Vizag	
07.55 Hrs	Reach Vizag - Board Private Coach to Araku Valley	
08.30 Hrs	Packed Breakfast in Bus	
13.00 Hrs	Reach Araku Valley - Lunch at Resort	
14.00 Hrs	Check-in Hotel - Harita Valley Resort	
15.00 Hrs	Proceed to Sightseeing Tribal Village	
20.00 Hrs	Dinner - Overnight in Hotel	
	<b>DAY 2 - 6 FEB 23 - Araku Valley - Vizag</b>	
07.30 Hrs	Check-out Hotel - Breakfast at Hotel	
08.30 Hrs	Board Private Coach to Vizag	
09.00 Hrs	Enroute Proceed to Sightseeing Galikonda View Point & Borra Caves	
14.30 Hrs	Reach Vizag - Lunch at Hotel	
15.30 Hrs	Check-in Hotel - Bay View	
16.30 Hrs	Proceed to Kursura Submarine Museum & R K Beach	
20.00 Hrs	Dinner - Overnight in Hotel	
	<b>DAY 3 - 7 FEB 23 - Vizag</b>	
07.30 Hrs	Breakfast at Hotel	
08.30 Hrs	Proceed to Sightseeing - Rushikonda Beach	
13.00 Hrs	Lunch at Hotel	
14.00 Hrs	Proceed to Sightseeing - Dolphin's Nose Light House	
20.00 Hrs	Dinner - Overnight in Hotel	
	<b>DAY 4 - 8 FEB 23 - Vizag - Rajamundry</b>	
07.30 Hrs	Check-out Hotel - Breakfast at Hotel	
08.30 Hrs	Board Private Coach to Rajamundry	
11.00 Hrs	Enroute Proceed to Sightseeing Etikoppaka Artistic Heritage Village	
13.00 Hrs	Lunch at Hotel	
16.00 Hrs	Reach Rajamundry - Check-in Hotel - River Bay Resort	
17.00 Hrs	Proceed to - Puskar Ghat Godavari Bridge	
20.00 Hrs	Dinner - Overnight in Hotel	
	<b>DAY 5 - 9 FEB 23 - Rajamundry - Vijayawada</b>	
07.30 Hrs	Breakfast at Hotel	
08.30 Hrs	Proceed to - Goutami Ghat	
11.30 Hrs	Check-out Hotel - Lunch at Hotel	
14.00 Hrs	Board Private Coach to Vijayawada	
18.00 Hrs	Reach Vijayawada - Check-in Hotel - ITC Fortune Murali Park	
20.00 Hrs	Dinner - Overnight in Hotel	

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**DAY 6 - 10 FEB 23 - Vijayawada**

07.30 Hrs Breakfast at Hotel  
08.30 Hrs Proceed to - Kondapalli Fort  
14.00 Hrs Lunch at Hotel  
15.00 Hrs Proceed to - Prakasam Barrage  
20.00 Hrs Dinner - Overnight in Hotel



**DAY 7 - 11 FEB 23 - Vijayawada - Chennai**

09.00 Hrs Breakfast at Hotel  
11.30 Hrs Check-out Hotel - Board Luggage in Private Coach  
12.30 Hrs Lunch at Hotel  
13.30 Hrs Proceed to - Undravalli Caves  
17.00 Hrs Proceed to Vijayawada Domestic Airport  
20.30 Hrs Departure 6E 7139 to Chennai  
22.05 Hrs Arrival - Chennai Domestic Airport



ARAKU VALLEY - Harita Valley Resort - 08936249202  
VIZAG - Hotel Bay View - 0891 6765555  
RAJAMUNDRY - River Bay Resort - 0883 2447000  
VIJAYAWADA - ITC Fortune Murali Park - 0866 6788008

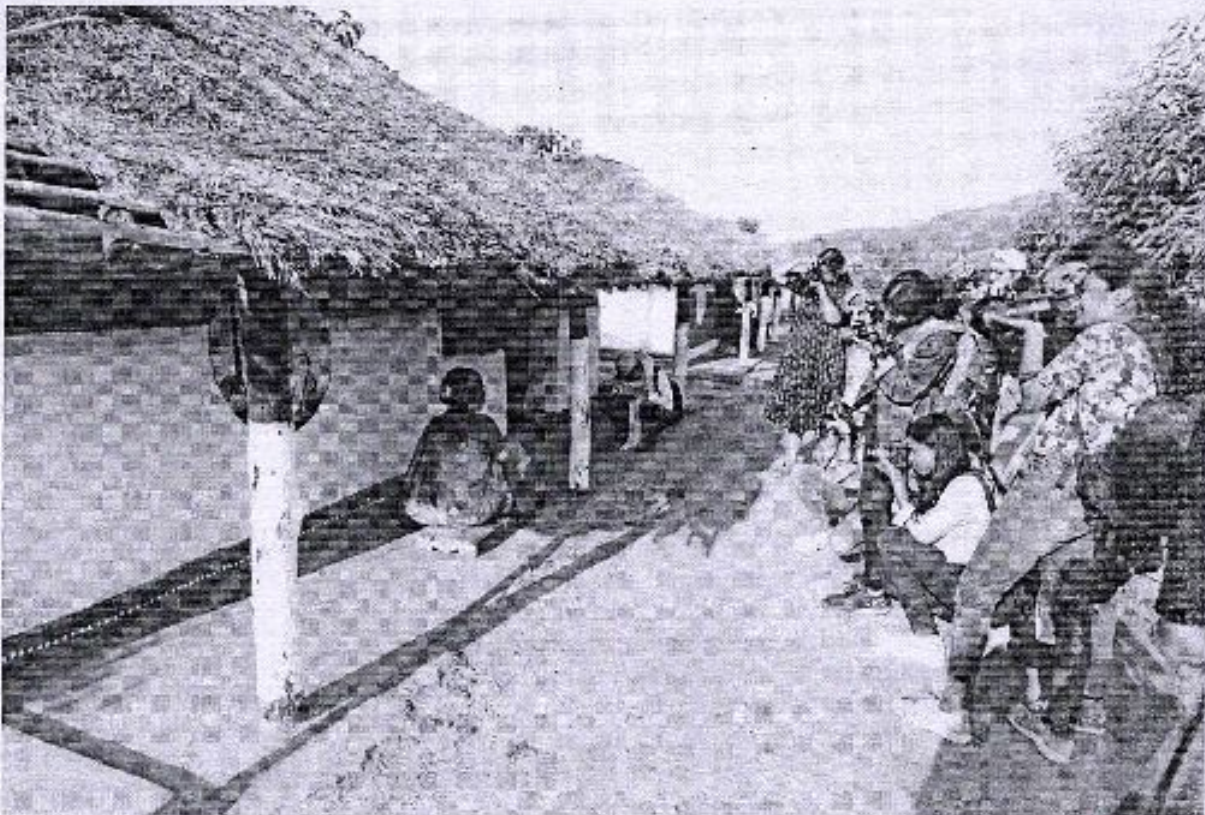
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*Students experimenting with Heritage Photography at a Tribal Village near Araku Valley*

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*Students trying to capture the making of Kondapalli toys.*

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M.O.P. Vaishnav College for Women (Autonomous)  
Department of Communication and Media Studies  
B.Sc. Visual Communication  
Photography Educational Trip to Vizag, Araku Valley, Rajamundry and Vijayawada  
Date: 05.02.2023 to 11.02.2023  
Class: II Vis.Com Batch: 2021 - 2024

Attendance List

S.NO	REGISTER NUMBER	NAME	P/AAA
1	2113711090001	AAKANSHA B	P
2	2113711090002	ADITI SIVAGAMI SUKUMAR	P
3	2113711090003	AKSHITHA E	P
4	2113711090004	ANJALI JAYACHANDRAN	AAA
5	2113711090005	ARYA S	P
6	2113711090006	DEPTHYAASHRI M ADHYAPAK	P
7	2113711090007	DHARSHANA M P	P
8	2113711090008	DIYA	P
9	2113711090009	HARINI K	P
10	2113711090010	HARSHITHA RAJESH	AAA
11	2113711090011	HIMANEE JAIN	P
12	2113711090012	HINAL R SHAH	P
13	2113711090013	JIGYASHA R JAIN	P
14	2113711090014	JYOSHITHAA P D	AAA
15	2113711090015	KOTHAIS	P
16	2113711090016	MADHUMITHA S	P
17	2113711090017	MAHESWARI S	P
18	2113711090018	MEDIA S	P
19	2113711090019	MEENAKSHI RAJEEV	P
20	2113711090020	MISHTI KHANNA	P
21	2113711090021	MITHRA JA	P
22	2113711090022	MUKTA ANAND	P
23	2113711090023	PRACHI KHICHA	P
24	2113711090024	PRATHIKSHA P	P
25	2113711090025	PREKSHA JAIN S	P
26	2113711090026	PRIYADARSHANA R	P
27	2113711090027	RAMYA K S	P
28	2113711090028	SAKSHI N	AAA
29	2113711090029	SAMYUKTA C	P
30	2113711090030	SANDHIYA LAKSHMI K	AAA

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S.NO	REGISTER NUMBER	NAME	P/AAA
31	2113711090031	SANYA NAJMAL	P
32	2113711090032	SATHVIKA B	P
33	2113711090033	SHAKSHI S	P
34	2113711090034	SHAKTHI S	P
35	2113711090035	SHANKARI KARTHIKEYAN	P
36	2113711090036	SHREYA JEETHESH	P
37	2113711090037	SHREYA R V	P
38	2113711090038	SHRI DHANYA K	P
39	2113711090039	SIDDHI SAMDARIA	P
40	2113711090040	SNEHA M	P
41	2113711090041	SNEHAHARIHARAN	P
42	2113711090042	SOUNDARYA SRIKANTH	P
43	2113711090043	SRINITHA L	P
44	2113711090044	SWETA M	P
45	2113711090045	TANISHA THILAKESH	P
46	2113711090046	TANYA A PAI	P
47	2113711090047	TRITHI RAJESH	P
48	2113711090049	VIDUSHRI BAGRI	P
49	2113711090050	VIPASHA S NAIR	P
50	2113711090051	VISHAKA BOKDIA G	P
51	2113711090052	VRINDA CHANDAK	P
52	2113711090053	YUTIKA S	P

*Dr. Divya Rani*  
Name of the Faculty

*R. S. JAISHREE*  
Name of the HOD

*DR.*  
Signature of the Faculty

*S. Jaishree*  
Signature of the HOD

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1907

B.Sc Electronic Media Programme

Practice School – M.O.P Community Radio Station

Experiential Learning ( 2022-2023)

**Objective of the Programme:**

- To enable the students learn the practical skills of audio recording through a hands-on experience
- To facilitate the usage of sound recording equipments and audio editing software's for learning the skills
- To train the students to apply their knowledge into creative radio programmes useful for the community

**Programme Brief:**

As part of the academic curriculum the first year students of Electronic Media are required to gain insights into the audio medium to have an hands on experience to fit into the music and sound industry. To have a connect to the radio industry; students are required to produce programmes in community radio station at M.O.P CRS. Thus the programmes are identified to enrich them to acquire skills from pre production to post production phase. Program content was identified based on the various thrust areas of empowerment, health, gender, environment, social and employment issues. The programs are named according to the respective themes and various genres like interviews, panel discussions, public service announcements, RJ talks, voxpops, jingles etc. The majority of the programs were centered for the underprivileged

**Programme Outcomes:**

- Demonstrate the application of theoretical concepts into practical exercises
- Devise innovative concepts in radio programming
- Demonstrate the audio recording and production equipments and sound editing softwares related to radio production

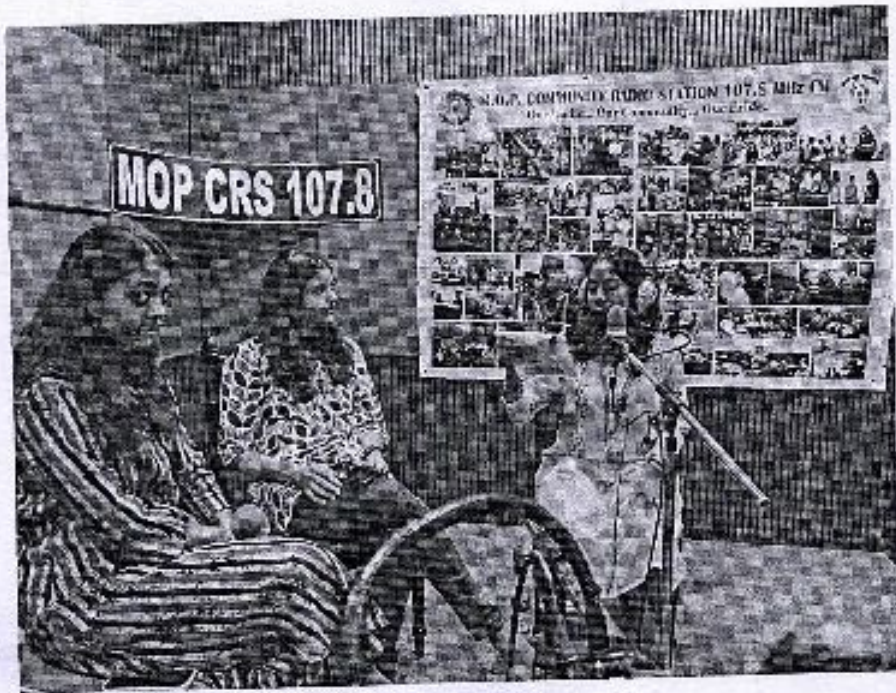
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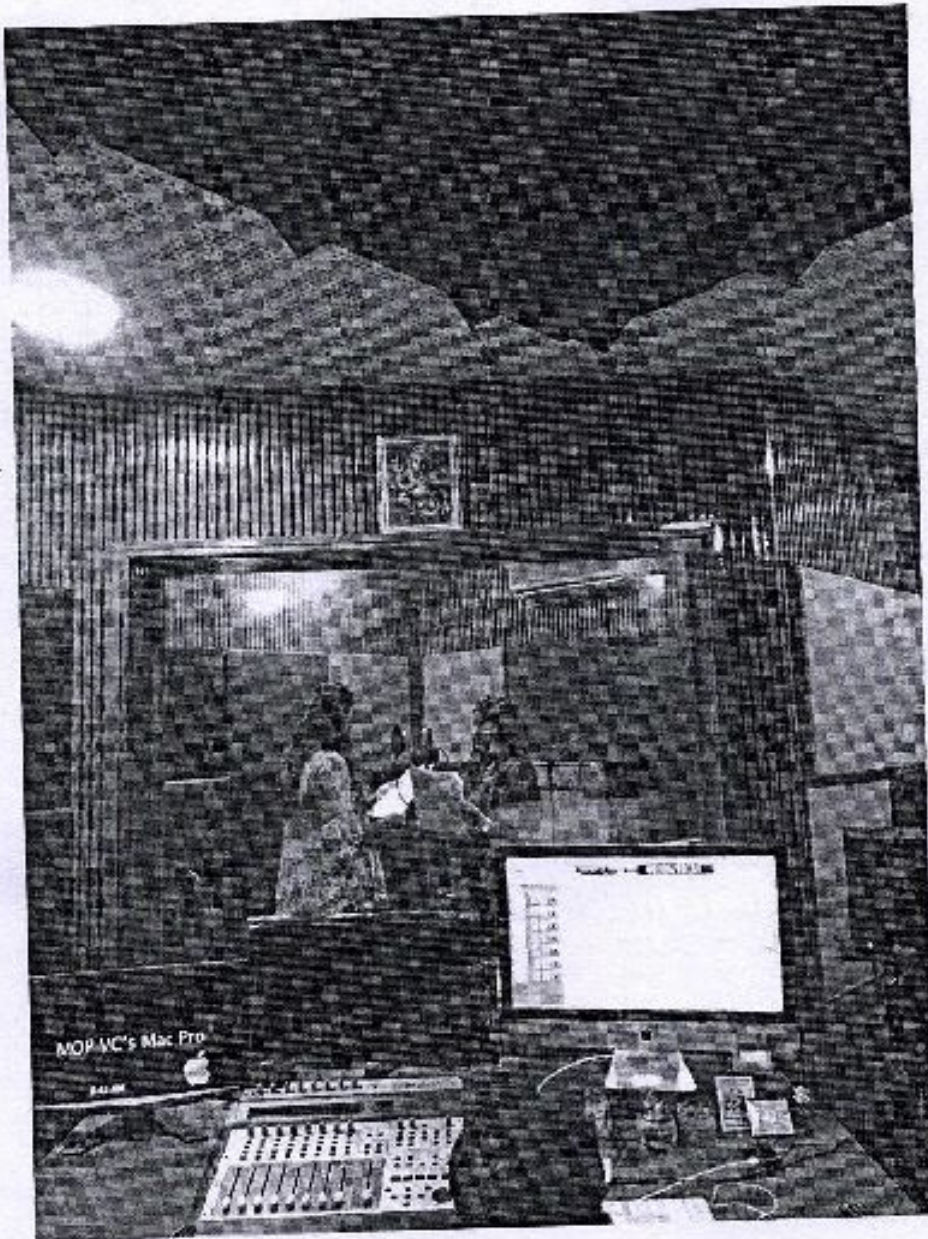
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*M. Srinivasan*





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*Meenakshi*



**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI-34**

**B.A. JOURNALISM**

**EXPERIENTIAL LEARNING- BOX SPEAKER**

**Overview**

Before attaining freedom of press, journalists disseminated news to the public by shouting it out. In order to capture the public's attention, the speakers stood on a box to announce. Box speaker competition also revolves around the same concept. It is an elocution competition in which the participants stand upon a box to voice out their views on the given topic.

**Objective**

To revive the age-old tradition of public speaking on a box while participants' ability to establish their stance on the given topic.

**Outcome**

Participants get a chance to showcase their public speaking skills. Box speaker competition is a platform, for the participants, to enhance their reputation, boost their self-confidence and open up countless opportunities.

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Athana Gopin



2022-2023


The Present Tense Club conducted Box Speaker competition on September 26, 2022 as part of Intramural 2022. The event was judged by Ms. Jayapriyanka, Sub-editor, The Hindu Business Line, Chennai. Jayapriyanka is the alumna of B.A. Journalism. The participants were given several topics from which they could choose any one for the prelims. Upon clearing the prelims, the participants for the final round were given topics on-the-spot by the judge. Prerna M of III Journalism won the first place.

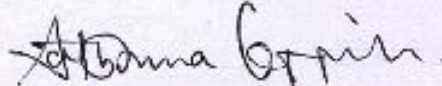


Students participating in Box Speaker competition held on September 26, 2022 as a part of Intramural 2022

#### Intramural Participants list

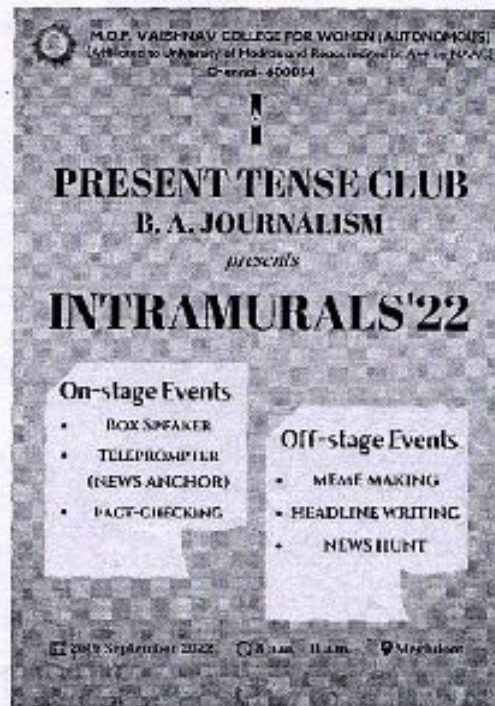
S.No	Name	Year of study
1.	Yuvicashree V	II
2.	Ashvika KS	I
3.	Nesha Arun	II
4.	Asha Bai S	III
5.	Nivedhitha	I
6.	Nishar Fathima	I
7.	Shree	II
8.	Shrivarshini M	I

  
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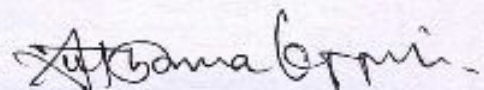


9.	Bhuvaneshwari M	II
10.	Durga Lakshmi	I
11.	Madumitha	I
12.	Sri Samyuktha	II
13.	Meenakshi	III
14.	Harshitha	II
15.	Jessica J	III
16.	Dheekshitha	III
17.	Prerna M	III

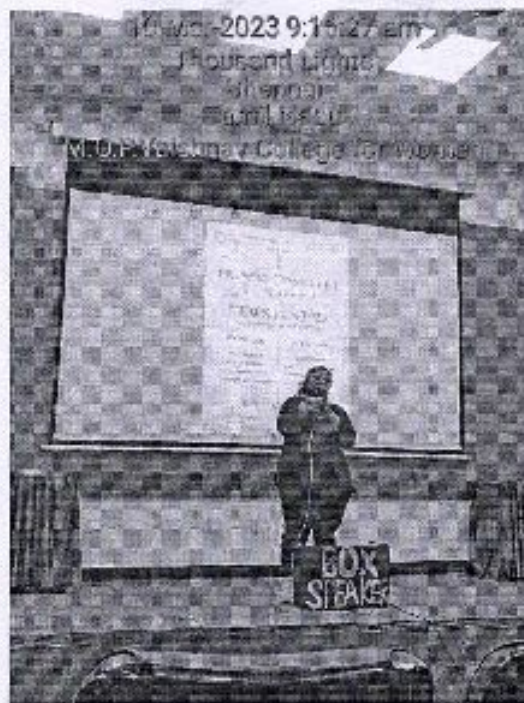


The Interdepartmental Box Speaker on the topic- "Bharat Joda Yatra- For or against?" was conducted on March 10, 2023. The event was judged by Meenakshi Girish, Freelance Content Producer and Alumna of Department of Journalism. The first place was bagged by Prarthana from I B.Sc Visual Communications.

  
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Students participating in Box Speaker competition held on March 10, 2023 as a part of News Fest' 23

#### Interdepartmental Participants List

S.No	Register number	Name of the student	Department
1.	2113711031062	Narchonai J T	B.A. Sociology
2.	2113711031034	Prabneeth Kaur	B.A. Sociology
3.	2213721042076	N R Jyothsna	B.Com Corporate Secretaryship
4.	2213721042015	Diya Sethia	B.Com Corporate Secretaryship
5.	2113721034182	Ishita Goyal	B.Com A&F, Sh-II
6.	2213711090031	Prarthana	B.Sc Viscom
7.	2013711034012	Divya T V	B.Com A&F, Sh-II
8.	2013711034041	Priyanka G	B.Com A&F, Sh-II
9.	2013721018005	Anuradha Jaishankar	B.A. Economics

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10.	2213711096040	Prerna	BBA- Sh I
11.	2213711075028	Rithvika Murali	B.Sc Mathematics
12.	2013711043029	Roshini B	B.Com Honours
13.	2013711043021	Niranjini Rajesh	B.Com Honours

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**PRESENT TENSE CLUB**  
**B. A. JOURNALISM**  
*presents*  
**NEWS FEST '23**  
Interdepartmental Competitions


ON-STAGE	OFF-STAGE
• BOX SPEAKER	• MIMIC MAKING
• NEWS ANCHOR	• DIGITAL STORYTELLING
• APP INTERFACE	• MAGAZINE COVER
• CURRENT AFFAIRS QUIZ	• DESIGNING

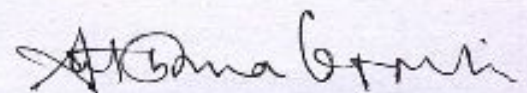
Date: 10 March 2023

Santivika Indrakrishnan  
President  
+91 9760 13906

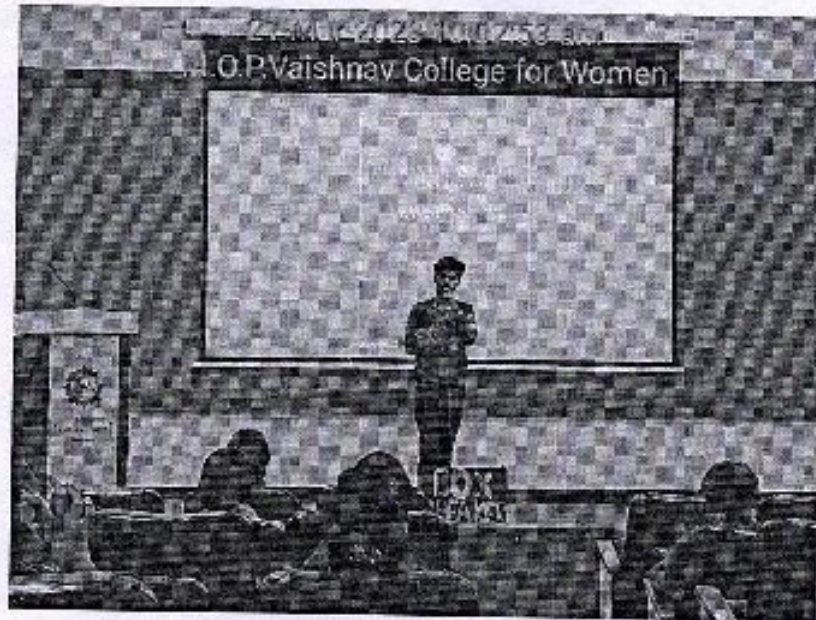
Kavita Meenu N  
Vice President  
+91 75580 72421

The Intercollegiate Box Speaker on the topic- "Should social media platforms be held responsible for objectionable content" was conducted on March 21, 2023. The event was judged by Jino Ampakkadu, an alumna of Madras Christian College, currently working at Prakriti foundation. The first place was bagged by Sana Kamal from Stella Maris College for Women (Autonomous).

  
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Students from various colleges participating in Box Speaker competition held on March 21, 2023 as a part of  
NEWSENSE' 23

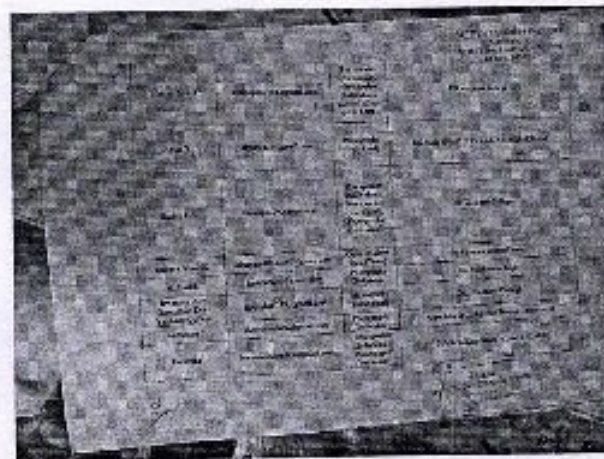
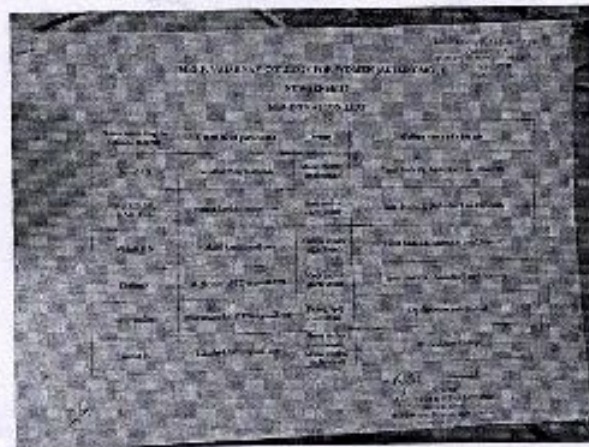
**Intercollegiate participants list**

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*Atchana Gurusu*





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**PRESENT TENSE CLUB**  
**B. A. JOURNALISM**  
*presents*  
**NEWSSENSE '23**  
 Intercollegiate Competitions

<b>ON-STAGE</b>	<b>OFF-STAGE</b>
• SOV SPEECH	• VENE MAKING
• NEWS ANCHOR	• PHOTOGRAPHY
• CHANNEL SURFING	• CARTOONING
• CURRENT AFFAIRS QUIZ	

Date: 21st March 2023

Sponsorship Partner **starbox**  
an experience to remember

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M.O.P VAISHNAV COLLEGE FOR WOMEN  
M.A. COMMUNICATION (2022-2023)

ground floor  
Anurakhe ma'am

**CRITERION 2: EXPERIENTIAL LEARNING**

**"Celebrating 25 years of Women Empowerment"**

**Programme Brief with session details and schedule:**

1. Topic: Women in Media and Technology

**Date:** 05.01.2023

**Venue:** Stella Maris College for Women

Session	Session Title	Resource Person (Name, Designation & Org Name)
I	Speaker session	<b>Mr. Arun &amp; Mr. Aravind,</b> Casting Directors, Twin Heart Entertainments.
II	Panel discussion	<b>Ms. Priya Dhandapani,</b> Life coach <b>Dipshi Blessy,</b> Executive Producer Priyadharshini, Actor

2. Topic: Inspiring Women Characters in Indian Cinema

**Date:** 06.01.2023

**Venue:** D.G. Vaishnav College

Session	Session Title	Resource Person (Name, Designation & Org Name)
I	Panel discussion	<b>Ms. Geetha Rani,</b> Former RJ, All India Radio <b>Ms. Monisha MM,</b> Singer, Dubbing Artist <b>Ms. Aarthi</b> Associate producer, ABP Nadu <b>Ms. Mridhula Maha</b> Psychologist <b>Ms. Gunavathy</b> Producer, Content Head, ABP Nadu

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3. Topic: Women, Media & Culture

Date: 06.01.2023

Venue: Madras Christian College

Session	Session Title	Resource Person (Name, Designation & Org Name)
I	Panel discussion	<b>Dr. Deborah Thiagarajan</b> Founder and Director DakshinaChitra Museum <b>Ms. Soumiya Ashok</b> Independent Journalist and Writer <b>Ms. Shilpa Agarwal</b> Life Coach, Writer and Mentor <b>Ms. Indu Gopal</b> Founder, Kintsugi <b>Ms. Vasupradha Srikrishna</b> Interdisciplinary researcher, Assistant Professor MCC

4. Topic: Women Empowerment

Date: 06.01.2023

Venue: Women's Christian College

Session	Session Title	Resource Person (Name, Designation & Org Name)
I	Speakers' session	<b>Mr. Mohammed Rayaan</b> Sub-Editor, The Hindu <b>Mr. RJ Bharath</b> Radio City <b>Ms. Nithya</b> Asst. Cinematographer <b>Ms. Bharathi S.P</b> Journalist, ABP Live <b>Ms. Harshini Saravanan</b> Long Jump Athlete <b>Ms. Aadhi</b> Film maker, Writer & Political Strategist

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5. Topic: Difficulties or Determination?

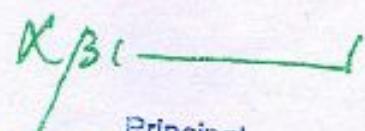
Date: 09.01.2023

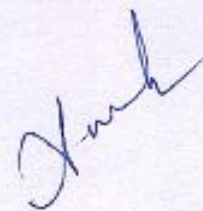
Venue: Avichi College of Arts and Science

Session	Session Title	Resource Person (Name, Designation & Org Name)
I	Panel discussion	<b>Ms.Anupama</b> Actor <b>Ms.Ashwini</b> RJ, Radio Mirchi <b>Ms.Rochelle Stephen</b> Digital Designer <b>MS.Raaliyah Banu</b> Literature Student & Poet

The Department of Communication and Media studies of M.O.P Vaishnav College for Women is conducting a two-day International Conference titled – Changing Landscapes of Women in Media Opportunities, Perspectives, commemorating the success of stepping into the silver jubilee year and its commitment towards attracting and supporting top calibre women students in the areas of higher education

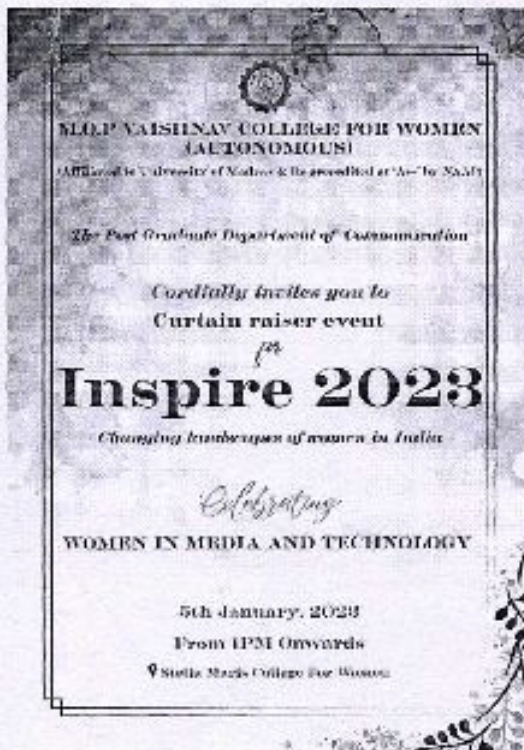
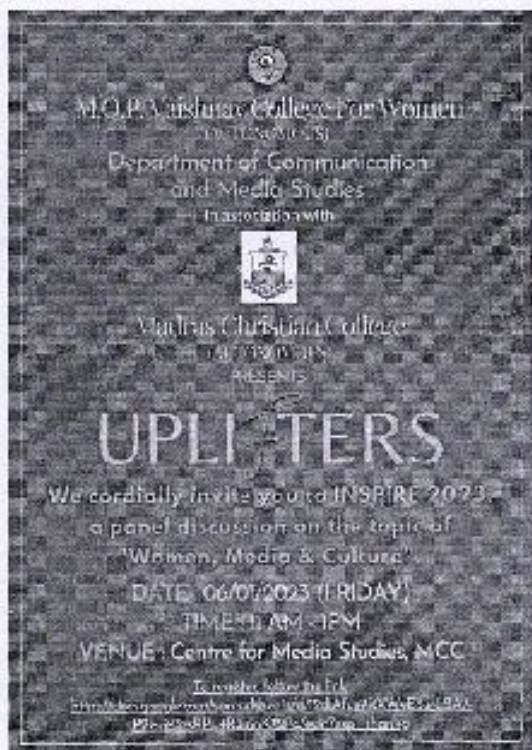
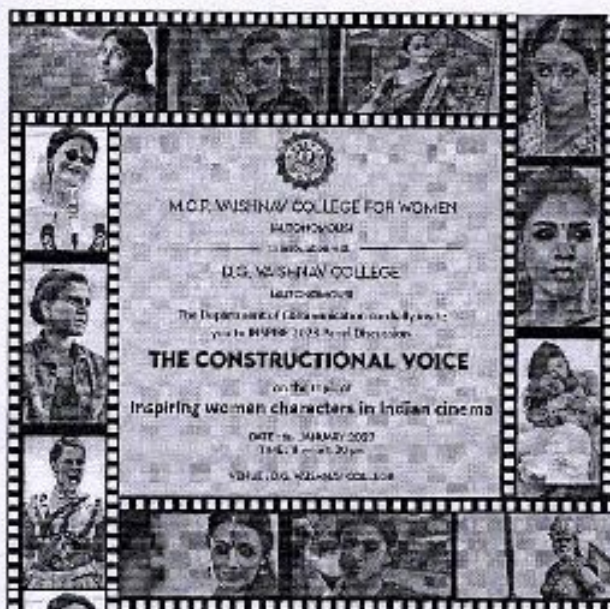
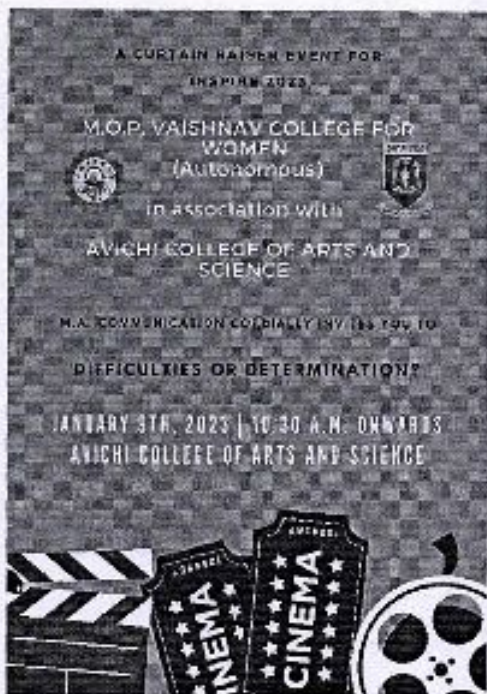
As a part of celebrating 25 years of empowering women, aims to bring together leading academician, researchers, speakers, Industry and research scholars to exchange and share their experiences on all aspects of Women, Media and changing narratives and provides a premier platform to to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Entertainment industry. So this PR campaign will be a curtain raiser for the upcoming conference.

  
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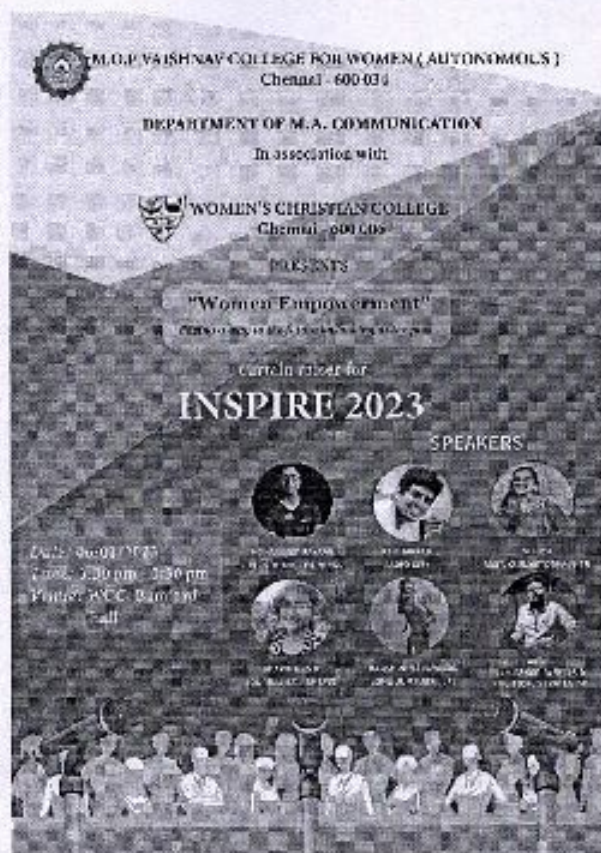
Invite



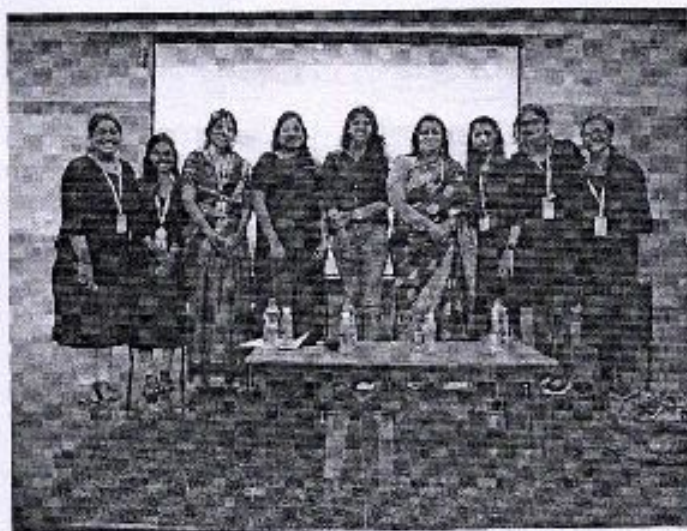
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**Photographs:**



*PR Campaign at Stella Maris College for Women*

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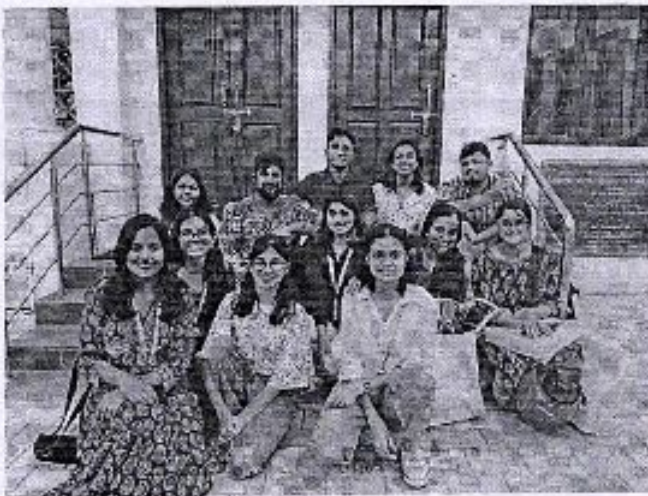
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*PR Campaign at DG Vaishnav College*



*PR Campaign at Women's Christian College*

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*PR Campaign at Madras Christian College*



*PR Campaign at Avichi College of Arts and Science*

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**Field visits organised for students**

Date	Place of Visit	Purpose of visit	Number of students benefitted	Class	Batch
22.09.2022	Connemara library	Opportunity to check out books and conduct research	20	II M.A Communication	2021-2023
21.09.2022	American Centre (US Consulate) library	To access information and resource	31	I M.A Communication	2022-2024

**Objective of the Field visit: (2 to 3 objectives)**

- To understand the scope of Research in various areas.
- To apply the Research techniques in various domains.
- To provide access to information, resources and services that promotes personal growth, cultural enrichment and lifelong learning.

**Brief:**

The students were taken to Connemara library and American Centre (US Consulate library). The organizers had taken them through all the key departments of the library. They also explained the scope of research in specific domains; how research is vital in every aspect and also how it is used to derive at a scientific conclusion.

**Outcomes:**

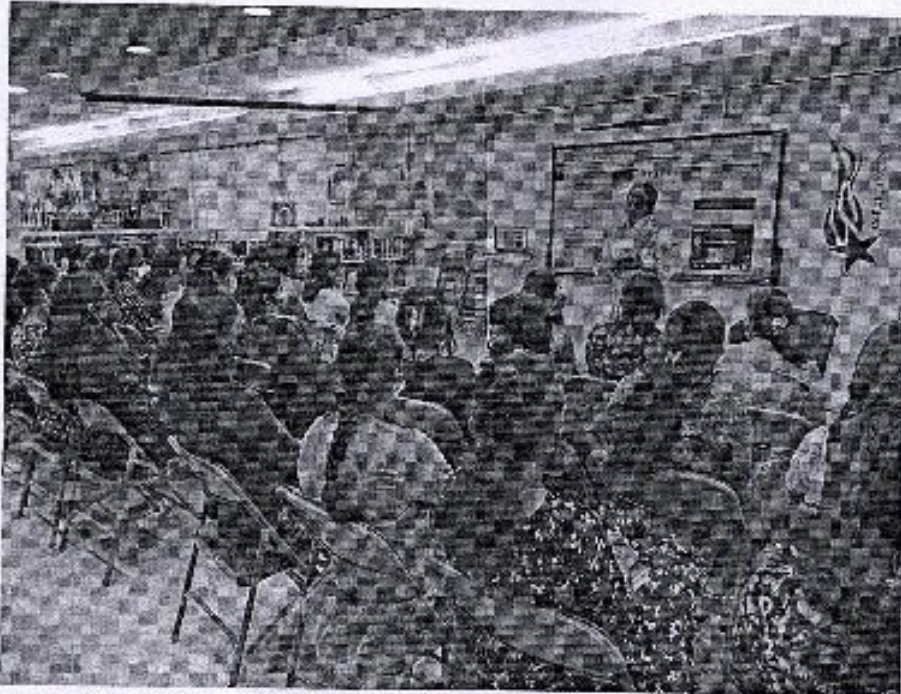
- The students gained wide knowledge on the role of research in various domains.
- The students benefitted with a supplementary material for writing research papers.
- Plays a key role in developing literacy and the pleasure of reading.

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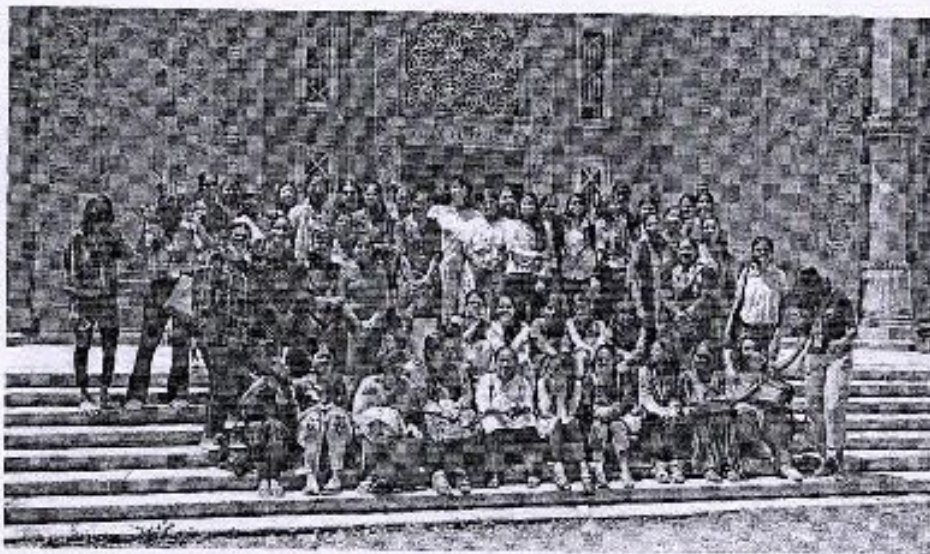
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Photographs



*I M.A. Communication students at American Centre (US Consulate) library*



*II M.A. Communication students at Connemara library*

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**Attendance**

DATE: 22/09/2022

PLACE OF VISIT: Connemara Public Library

**Class II M.A. Communication**

**Batch: 2021-2023**

S. No.	Register No.	Student Name	Status
1	2113712017001	ADEEBA AHMED	P
2	2113712017002	AISWARYA G	P
3	2113712017003	AKSHAYA VIJAYAKUMAR	AAA
4	2113712017004	AMIRTHA C	AAA
5	2113712017005	AMRUTHA V	AAA
6	2113712017006	ANDREA	P
7	2113712017008	ATHIRA M	P
8	2113712017009	DEEPASRI L	P
9	2113712017010	HARINI C	P
10	2113712017011	JANANI E	AAA
11	2113712017012	JESSICA ABIGAIL I	AAA
12	2113712017013	KAROLINE JENIFFER S	AAA
13	2113712017014	LAVANYA RAMASAMY	P
14	2113712017015	LEENA JOSEPHIN PEARL	AAA
15	2113712017016	MAHALAKSHIMI B	P
16	2113712017017	PADMASHREE B	P
17	2113712017018	PAVITHIRA S	AAA
18	2113712017019	POOVITHAZH M	P
19	2113712017020	RACHEL DORIS J	AAA
20	2113712017021	RENUKA DEVI	AAA
21	2113712017022	SHEEBHA S	AAA

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*Amrutha*



22	2113712017023	SHERLEY SNEHA	P
23	2113712017024	SONIA NADAR	AAA
24	2113712017025	SRIVARAMANGAI G	P
25	2113712017026	SRIYA SRIVATHISAN	P
26	2113712017027	SWATHY D	P
27	2113712017028	SWETHA S	P
28	2113712017029	TAMIL SELVI R	P
29	2113712017030	TENNY ANN THOMAS	P
30	2113712017031	VAISHNAVI M	P
31	2113712017032	WAJIDHA KOUSAR S	P
32	2113712017033	YAMINI S	AAA

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**Attendance**

DATE: 22/09/2022

PLACE OF VISIT: American Center (US Consulate) Visit

**Class I M.A. Communication**

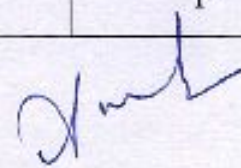
**Batch: 2022-2024**

S.NO	REGISTER NUMBER	NAME	Sign
1.	2213712017001	ABINAYA R	P
2.	2213712017002	ABITHA	P
3.	2213712017003	AISHWARYA R	P
4.	2213712017004	AISHWARYA R	P
5.	2213712017005	AISHWARYA V N	AAA
6.	2213712017006	AKSHAYA S	P
7.	2213712017007	AMIRTHA VARSHINI RK	AAA
8.	2213712017008	AMRITA N	P
9.	2213712017010	ASHIKA PARVATHAM A	P
10.	2213712017011	BIJARATHI	AAA
11.	2213712017012	DEVI PRIYA MS	P
12.	2213712017013	DIYA MEHTA	P
13.	2213712017014	FATHIMA AAFIA BR	P
14.	2213712017015	GAYATHRI G	P
15.	2213712017016	GOPIKA A	P
16.	2213712017017	HIMANSI H	P
17.	2213712017018	JANUS SHIPRAH J S	P
18.	2213712017019	JAYAVARSHINI D	P
19.	2213712017020	JEEVA JOTHI G	P
20.	2213712017021	KAMALI R	P
21.	2213712017023	LATHA	AAA
22.	2213712017024	LAVANYA S	P
23.	2213712017025	MAHARANI P	P
24.	2213712017027	NEHA P	P



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25.	2213712017028	POOJA PRIYADHARSHINI K	P
26.	2213712017029	POOJA S	P
27.	2213712017030	PRIYADHARSHINI A	AAA
28.	2213712017031	RAJA RAJESWARI G	AAA
29.	2213712017032	M REBA SHUFAQ	P
30.	2213712017033	SADHANA S	P
31.	2213712017034	SAM SANJANA TR	P
32.	2213712017035	SHYAMALA L	P
33.	2213712017036	SUBHIKSHA SRIKANTH	P
34.	2213712017037	SWATHY B	P
35.	2213712017038	TANIA SONY	P
36.	2213712017039	TANISHA SACHDEVA	P
37.	2213712017040	VARSHA M	P
38.	2213712017041	PRIYA BABURAJ	AAA
39.	2213712017042	DHIVYA SHANDILYA	AAA
40.	2213712017043	KAVITHA	AAA

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Phone : 044 - 2833 0262 / 2833 0677 Fax : 044 - 2833 0385  
E-mail : mopvaishnav@mopvc.edu.in, Web : www.mopvc.edu.in

**CIRCULAR**

The Department of Management Studies (MBA program) will be organizing a "Rendezvous with writer session for the 1<sup>st</sup> year MBA students

Session date and time	Topic
29th Nov 2022 10:30 am to 12:00 pm	What the Finance

All students are expected to make use of this opportunity.

*Ramya Raman*

Dr. Ramya Raman  
HOD, MBA Program

*KBC*

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## Rendezvous with writer report

Date of the session 29/11/2022

Time 10: 30 am – 12 pm

Resource Person : Mrs. Sangeeta Shankaran Sumesh

Book of the session: "What the Finance?"

### Program Objective:

- To discuss topics relevant to finance.
- To understand new age finance concepts and understand how to create a parallel income stream.

### Program Overview:

Mrs. Sangeeta starts the session by talking about how a trip to Cambodia inspired her to write her first book "A glance at the Unknown", an opportunity that soon opened many doors in her life. She encourages the students to start writing without underestimating themselves and also asks us to get to know ourselves better through the process.


She also talks about the story behind "What the finance" and how her friend's unfamiliarity with the subject of finance pushed her to write a book that caters to all individuals (especially those not from finance background) who are looking to enhance their business performance. Her thoughts on Angel Investors, Passive income generation, dealing with criticism her journey from a full-time corporate professional to being a business coach made this session an enriching and inspiring experience.

### Program outcome:

- To inculcate the habit of reading
- It created a spark in students to give a try in writing, if not immediately but in the near future
- Try out new things and take up challenges to discover your potentials

### Speaker Profile:

Sangeeta Sumesh is "The gain Enabler". A chief financial officer turned business coach, enabling high performance and enhancing financial growth for businesses. Her purpose is to serve entrepreneurs, leaders and teams to shine and succeed. She's on a mission to enable, empower and elevate businesses and individuals. She has rich corporate experience of 25 years, including leadership positions with multinationals.

  
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An independent director with a listed company and a TEDx speaker, Sangeeta sumesh by education is a chartered accountant, management accountant and has completed her executive education from Harvard Business school. She is a credentialed coach from international coaching federation and is also the author of " Get High", " where's the Moolah?" and "What the finance?".

**Invite:**



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**Chennai – 600 034, India**

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**DEPARTMENT OF MANAGEMENT STUDIES (MBA)**

PROUDLY PRESENTS



*Rendezvous with writer*

**SANGEETA SHANKARAN SUMESH**

*AUTHOR OF*

**"WHAT THE FINANCE"**

DATE : 29/11/2022  
TIME: 11am - 12pm  
VENUE : 1A2



*K. B. C.*

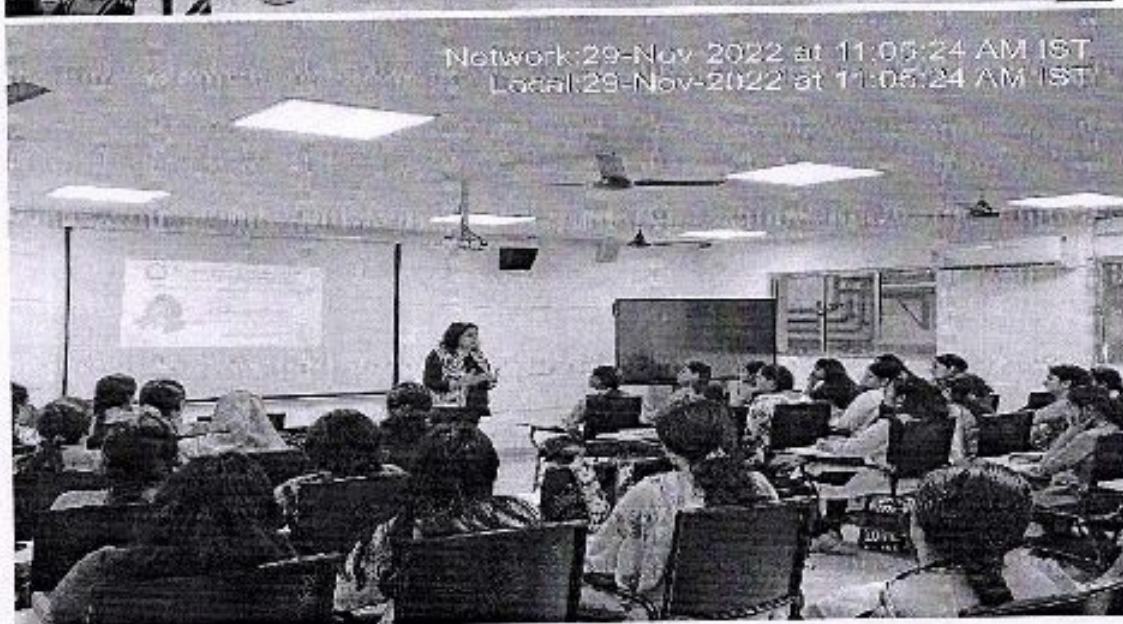
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Photos from the session




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Attendance:

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DEPARTMENT OF MANAGEMENT STUDIES (MBA)			
Rendezvous with Writer- Ms. Sangeeta Shankaran Sumesh			
28/11/2022 11:00am to 12:00 noon			
S.no	Reg Number	Name	Signature
1	2213712036001	ABHINAYA M	
2	2213712036002	AFROSE A	<i>Afrose</i>
3	2213712036003	AKHILA BHARATI	<i>Akhila</i>
4	2213712036004	AKSHAYA V	<i>Akshaya</i>
5	2213712036005	AMRITHA SURESH A	<i>Amritha Suresh</i>
6	2213712036006	AYSHA RIFQA LINA J	<i>Aysha</i>
7	2213712036007	BHAVANA B	<i>Bhavana</i>
8	2213712036008	CHANDRALEKHA M	<i>Chandralekha</i>
9	2213712036009	DIVYASUREE D	<i>Divyasuree</i>
10	2213712036010	GAYATHRI VEERARAGHAVAN	<i>Gayathri</i>
11	2213712036011	GOPIKA C	<i>Gopi</i>
12	2213712036012	HARI PRIYA M	<i>Hari Priya</i>
13	2213712036013	HARSHNI RAJENDRAN	<i>Harshni</i>
14	2213712036014	HEMAVATHY I	<i>Hemavathy</i>
15	2213712036015	JANANI A	<i>Janani</i>
16	2213712036016	JANANI S	<i>Janani S</i>
17	2213712036017	JAYAPRIYA G C	<i>Jayapriya</i>
18	2213712036018	JEEVITHA	<i>Jeevitha</i>
19	2213712036019	KAJAL P JAIN	<i>Kajal</i>
20	2213712036020	KARPAGAM B	<i>Karpagam</i>
21	2213712036021	KEERTHIGA K	<i>Keerthiga</i>
22	2213712036022	KRISHNAPRIYA D	<i>Krishnapriya</i>
23	2213712036023	LAVANYA B	<i>Lavanya</i>
24	2213712036024	LEKSHMI PRIYA S	<i>Lekshmi Priya</i>
25	2213712036025	MADHUMITHA V S	<i>Madhumitha</i>
26	2213712036026	MARY ARISHMA A	<i>Mary Arishma</i>
27	2213712036027	MEENA S	<i>Meena</i>
28	2213712036028	MINU M	<i>Minu</i>
29	2213712036029	MIRITHULA S	<i>Mirithula</i>
30	2213712036030	NAWEIYA FATHIMA A R	<i>Naweiya</i>

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31	2213712036031	NEHA DAVEY	
32	2213712036032	NIKHITHA T E	
33	2213712036033	NILAVARASI D	
34	2213712036034	NITHYA K	
35	2213712036035	NIVEDHA S	
36	2213712036036	NIVETHITHA B	
37	2213712036037	PAVITHRA N	
38	2213712036038	POOJA P E	
39	2213712036039	PRAVEENA V M	
40	2213712036040	PREETHI M	
41	2213712036041	KAMYA K K S	
42	2213712036042	RESHMA F	
43	2213712036043	RITHIKA S	
44	2213712036044	ROSHINI A	
45	2213712036045	SANDIYA R	
46	2213712036046	SANGAMI S	
47	2213712036047	SANIYANA S	
48	2213712036048	SHREYA NANDHANA S	
49	2213712036049	SHRUTHI IR	
50	2213712036050	SOUNDARYA BALAJI	
51	2213712036051	SOWMIYA G R	
52	2213712036052	SRI SHAMUNDESWARI K	
53	2213712036053	SRISHITI SHYAL S	
54	2213712036054	SUBHIKSHA E	
55	2213712036055	SURUTHI S	
56	2213712036056	SWARNA PRIYA B	
57	2213712036057	SWETHA V	
58	2213712036058	VARSHAA N	
59	2213712036059	VARSHINIE MENON	
60	2213712036060	YOGHA LAKSHMI S	

Kamya Raman

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**REPORT ON EXPERIENTIAL LEARNING / PARTICIPATIVE LEARNING /  
PROBLEM SOLVING ADOPTED DURING 2022-2023 ACTIVITIES CONDUCTED  
IN THE CLASS**

**B.B.A (SHIFT I)**

**COURSE : Entrepreneurship Development And Small Business Management**

**Business On Campus 2022-2023**

On 12<sup>th</sup> October ,2022, the 2<sup>nd</sup> year BBA (shift 1) students had arranged a One day "Business on Campus" event inspired by the Sustainable Development goals set by the UN as a part of their practice school. The theme had been chosen to expose the students to a practical insight on handling a business while spreading awareness on the 17 basic goals set by the UN on Sustainability. There were 17 groups and each group was assigned one of these goals and they had to set up a stall with products and a concept that justified that goal. The businesses earned an aggregate profit of Rs. 34,195.



**COURSE: Advertisement and Brand Management**

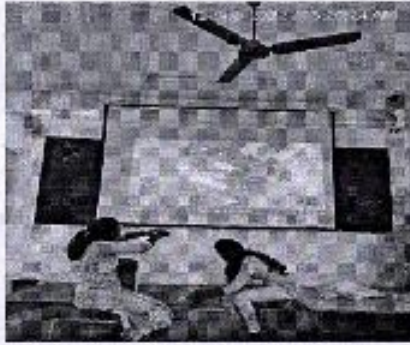
**Jig Saw Puzzle**

Jig saw puzzle was conducted on 12<sup>th</sup> September 2022 in the class. The game was conducted to identify a brand with its logo, tagline, colour, etc. Students volunteered themselves to solve the puzzle. While one student was solving the puzzle, others had to identify the brand. 6-7 different puzzles were solved. This made the student to recall different brands with its colour, brand ambassador, logo, picture. This was a good warmup activity for the students before going in depth with the concepts such as brand recognition, brand association. It also gave the students a good knowledge about how the advertisement should be so that the people can recall easily. Discussion was conducted to understand what made the students to recognise the advertisement and to identify the important aspects of that particular advertisement of the brand.

For  
S. →

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### CANVA WORKSHOP

A workshop was conducted by peer students from the class briefing out the functionality and fundamentals of the software Canva. Students were informed to come with their laptops to practice each functionality simultaneously. The peer group detailed on the process involved in creating and designing a social media post, a poster, and also a PPT using CANVA. Do's and Don't in a Canva presentation were also briefed. The session helped the students to improve their technical skills and abilities to a better standard.



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## **Experiential learning/Participative learning and Problem solving Learning**

### **Programme : M.Sc Information Technology**

Experiential Learning at the Postgraduate level in Information Technology pertains to the following

- Integrate experience with focused reflection.
- Build on past knowledge and experiences.
- Active involvement in construction of a product
- Encourages collaboration and exchange of ideas and perspectives
- Focus on in-class collaboration and community

Participatory learning approach to teaching and learning focuses on the learner. It encourages learning by doing, using small groups, concrete materials, open questioning, and peer teaching. Learners use practical activities to understand the concepts or work together to solve problems.

Experiential and participatory learning are used to support and analyse the needs of the students, identify solutions and develop and implement a plan of action. Experiential learning results in community participation, coordination, and analysis.

The Course curriculum of Post Graduation is focussed on practical implementation of the concepts taught. Students build applications to put theory into practice.

The projects built are displayed on a competitive basis through the Computer Fair.



**Post Graduate students showcasing their projects at the Computer Fair – 24.6.2022**

*R. Govindaraj*

*K. B. C.*  
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Guest Lectures and Workshops help the students apply the concepts learnt to be put into practice.

A series of Guest lectures were conducted to encourage participatory and experiential learning. Renowned resource persons from the industry have shared their expertise with the students on the following topics as lectures and Workshops

- DeVops
- Smart Energy Conservation
- Career and Research guidance
- Goal setting
- Binary Classification using R Tools
- Deep Learning Implementation
- Defensive Security



Students actively participating in the session on DeVops and smart energy consumption



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**Guest Lecture sessions –participatory learning during the session on research guidance and goal setting**



**Data Science In Action : Binary Classification Using R**



**Deep Learning Implementation, sessions and Defensive security sessions**

On the International Programmer's day, students participate in the Bug-a-thon (Debugging) competition.

*R. Ravaseey*

*KBC*

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Competition is the way of life in the IT industry- Starting from the entry into the IT industry right up to the appraisals. Students are trained to face these challenges through the Programme Club "Informatica" & Department Club "Online" for the students, of the students and by the students. Towards this INFORMATICA conducts the competition "TECH VIKAS" – Intra Mural level. ONLINE conducts the competition "OLAP" at Inter-Collegiate level.

R. Govindaraj

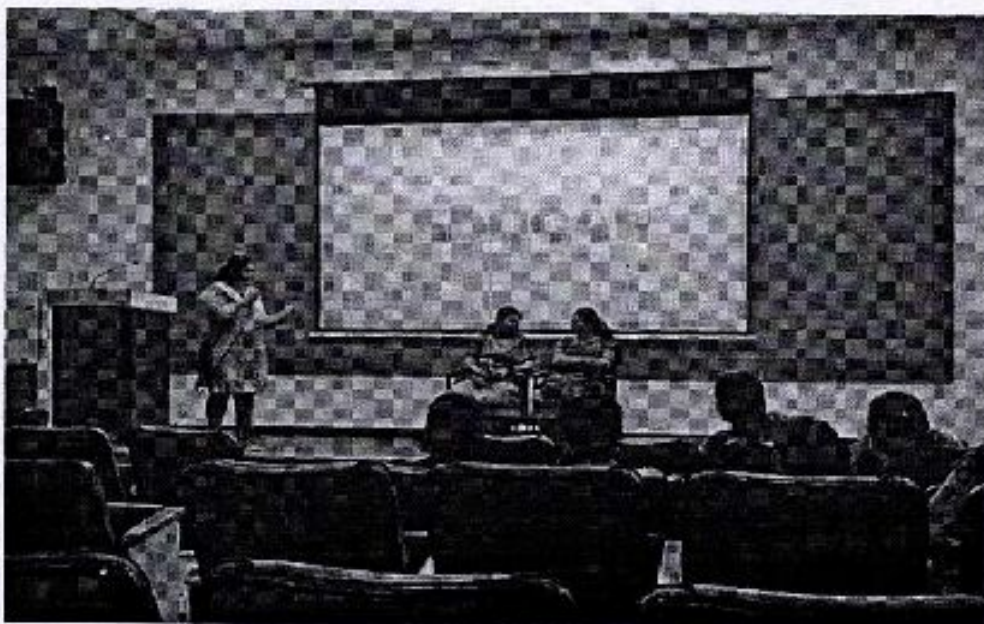
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TechVikas hosted the following competitions

- Peek - A- Bug
- Cryptech
- Ms Mcmer
- Tech Bee
- Quizzard
- Techno Spark



**TECHVIKAS-TechnoSpark happening at Meghdoot on 13.10.2022**

*R Govaraj*

*KBC*

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**TECHVIKAS - CRYPTTECH happening at Technology and Instrumentation Lab**

### **PROJECTS:**

Projects offer several benefits to students. They provide an opportunity to apply theoretical knowledge gained in the classroom to real-world situations and allow students to bridge the gap between theory and practice, enhancing their understanding of the subject matter. Projects often involve hands-on activities, such as conducting experiments, collecting data, or building prototypes. This experiential learning approach promotes a deeper understanding of concepts and fosters critical thinking and problem-solving skills. Projects offer students the freedom to choose topics that align with their interests, allowing them to explore areas they are passionate about. This personalized learning experience increases motivation and engagement, leading to a more enjoyable and fulfilling educational journey.

**Project on: "SELF TRACKING APPLICATION"**

**Done by : HARI PRIYA N (2113712080005)**

### **ABSTRACT**

Data is the new fuel of the era. Right collection and processing of data helps gain valuable insight and allows for proper analysis of data. Proper data analytics helps find interesting trends, spot anomalies and understand the overall pattern of the system.

Data analytics can be applied to varied applications. One of them is health and wellness. This allows individuals to understand and spot interesting health trends in their lifestyle.

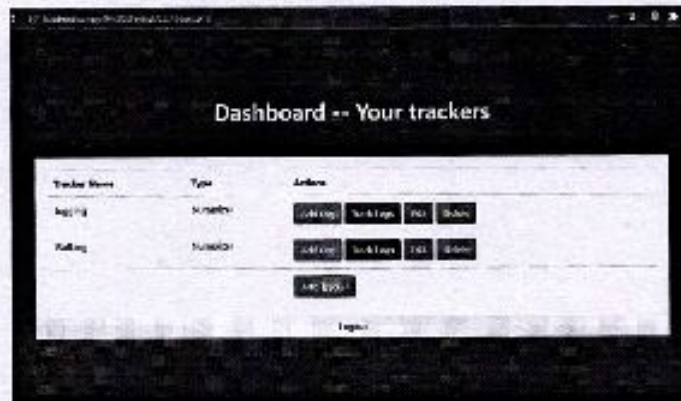
This project aims to create a self-tracking application where users can have different trackers to track and understand their physical and mental health. Users can login, save, edit and delete their trackers and corresponding logs in the application and can also view logs visually with the aid of graphs. The project has been developed using PHP and HTML.

*R. Geetha*

*K.P.I.*

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**Project on: "ART GALLERY USING PHP AND MYSQL"**  
**Done by: NARMADHA. M (2113712080015)**

**ABSTRACT**

The major goal of the project is to assist art galleries in marketing their products online through their own websites. This system contains an artist who rented the gallery to serve as their client's future events, and this element of the system may also be used by the art gallery business to publicize their own events. This project intends to include various features related to an art gallery i.e., information about gallery, exhibition, artists, their paintings, customers etc.

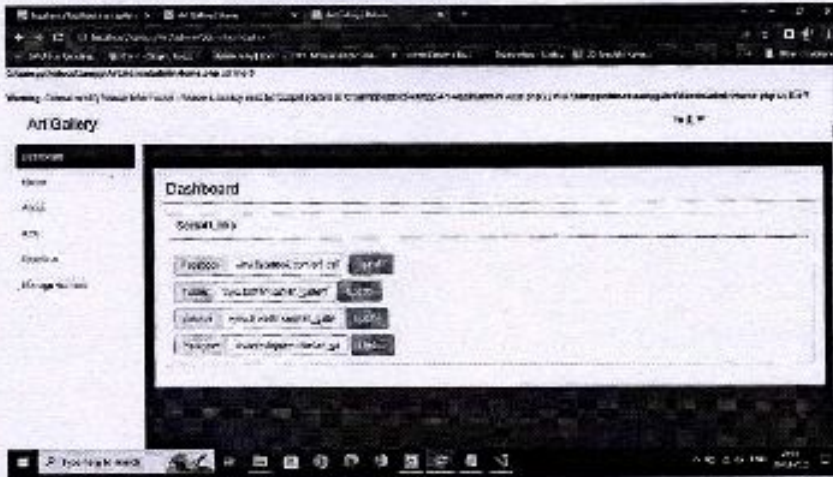
People who wish to buy this art work can very easily contact the artist. There is a login page for administrator, artists and customer. Artists can login through their account and include details about new paintings made by them. Customers can login through their account and see different paintings available for selling purpose. Administrator can include details about new art gallery, upcoming exhibition details and the exhibition artists.

*R. Ganesan*

*K. B. I.*

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**Project on :“LAUNDRY MANAGEMENT SYSTEM USING PHP WITH MYSQL”**

**Done by:POOJA T (2113712080020)**

**ABSTRACT :**

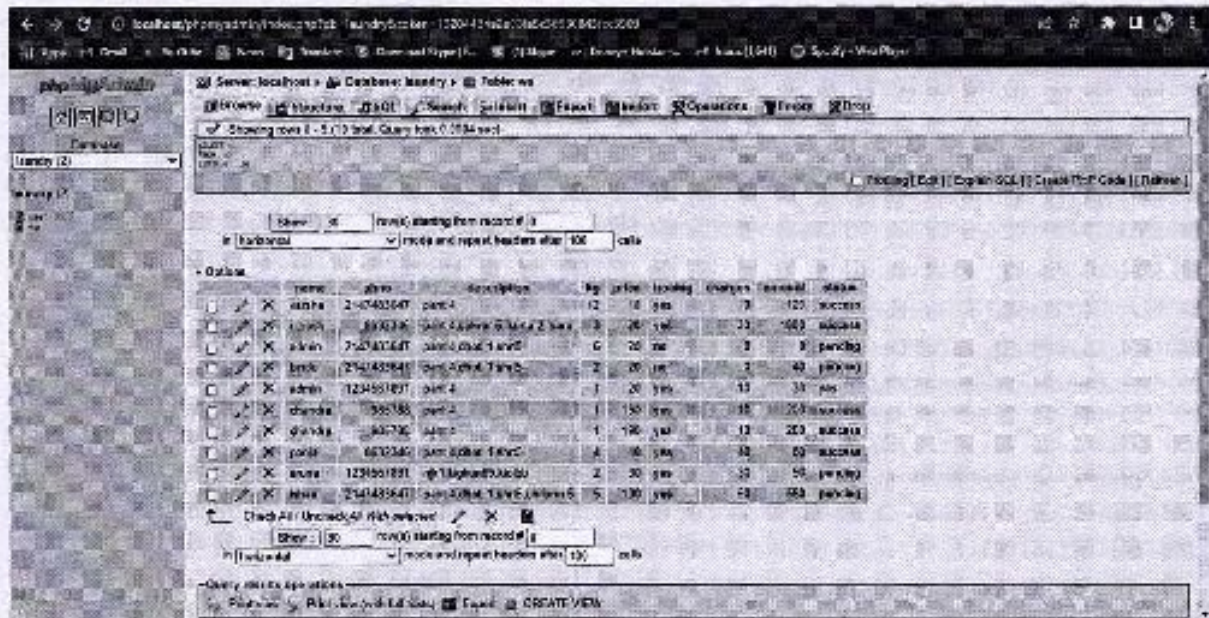
This application is developed to manage the laundry service and provide an automated backup and recovery for security management of information in the laundry. It is a client-server system which can only be access within main users.

Only authorized user can login into the system and view the LMS application. The admin can enter all the details in the form and can check for the total amount. The frontend of the application is developed using Html,CSS,Bootstrap and PHP. Backend is developed using MySQL.

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**Project on: "STUDENT ATTENDANCE SYSTEM"**

**Done by :SANJANA S (2113712080023)**

**ABSTRACT:**

The student attendance system using PHP and MySQL is a web-based application designed to automate the process of recording and tracking student attendance in educational institutions. This system uses PHP as the programming language and MySQL as the database management system.

The system provides a user-friendly interface for teachers and administrators to manage student attendance records, generate attendance reports, and monitor student attendance patterns. The system can also include features such as student registration, course registration, and user management in future. This project presents an abstract of the student attendance system, highlighting its key features, benefits, and potential applications.

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- HOME
- ABOUT
- MENU
- CONTACT
- GET IN TOUCH



REGISTRATION NUMBER	REGISTRATION NAME	DATE	REGISTRATION FEE	REGISTRATION FEE	REGISTRATION FEE
11	ABHIRAM	10/11/2020	100	100	100
12	ABHIRAM	10/11/2020	100	100	100
13	ABHIRAM	10/11/2020	100	100	100
14	ABHIRAM	10/11/2020	100	100	100
15	ABHIRAM	10/11/2020	100	100	100

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S No	REGISTER NUMBER	STUDENT NAME	NAME OF THE PROGRAMME	TITLE OF THE PROJECT
1	2113712080001	AJITHA.V	M.Sc(IT)	STUDENT E- FORM USING PHP AND MYSQL
2	2113712080002	MS.AMIRTHA ESWARI .N	M.Sc(IT)	ART GALLERY MANAGEMENT SYSTEM USING PHP AND MYSQL
3	2113712080003	BHAGYASRI.V.V	M.Sc(IT)	REGISTRATION FORM USING PHP AND MYSQL
4	2113712080005	HARI PRIYA N	M.Sc(IT)	SELF TRACKING APPLICATION
5	2113712080006	KAAVIYA M	M.Sc(IT)	BANK LOCKER MANAGEMENT SYSTEM USING PHP AND MYSQL
6	2113712080008	KEERTHANA.P.	M.Sc(IT)	STUDENT FEE MANAGEMENT USING PYTHON AND MYSQL
7	2113712080009	KEERTHIKA.S	M.Sc(IT)	COMPANY VISITOR MANAGEMENT
8	2113712080010	KEERTHIKA T	M.Sc(IT)	EVENT PLANNER WEBSITE
9	2113712080011	MAHEK R	M.Sc(IT)	BLOOD DONATION MANAGEMENT
10	2113712080012	MEENAKSHI B	M.Sc(IT)	EMPLOYEE MANAGEMENT USING JAVA SERVLET AND MYSQL
11	2113712080014	MONISHA .S	M.Sc(IT)	NEWS WEBSITE USING PHP AND MYSQL
12	2113712080015	NARMADHA. M	M.Sc(IT)	ART GALLERY USING PHP AND MYSQL
13	2113712080017	NIVETHAKANNAN	M.Sc(IT)	YOGA CLASS REGISTRATION SYSTEM USING PHP AND MYSQL
14	2113712080018	PAVITHRA.B	M.Sc(IT)	UPLOAD IMAGE USING PHPMYADMIN AND MYSQL
15	2113712080019	PAVITHRA .V.D	M.Sc(IT)	TRAVEL TOGETHER USING PHP AND MYSQL
16	2113712080020	POOJA T	M.Sc(IT)	LAUNDRY MANAGEMENT SYSTEM USING PHP WITH MYSQL
17	2113712080022	RUKSANA M	M.Sc(IT)	MOVIE WEBSITE WITH CRUD OPERATIONS
18	2113712080023	SANJANA S	M.Sc(IT)	STUDENT ATTENDANCE SYSTEM
19	2113712080024	SARANYA K	M.Sc(IT)	BEAUTY PARLOUR MANAGEMENT SYSTEM USING PHP AND MYSQL
20	2113712080025	SHRUTHI S	M.Sc(IT)	STUDENT MANAGEMENT SYSTEM
21	2113712080026	SNEHA S B	M.Sc(IT)	STUDENT RESULT MAKER USING PYTHON AND MYSQL
22	2013712080027	SOUNDARYA D	M.Sc(IT)	CAFÉ BOOKING SYSTEM USING PHP AND MYSQL
23	2013712080028	SWETHA S	M.Sc(IT)	DENTAL CARE WEBSITE
24	2013712080029	TANIISHA S	M.Sc(IT)	USER MANAGEMENT APP WITH JAVA SERVLET PAGE AND MYSQL

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## **PROJECT REPORT**

Project on

**“SELF TRACKING APPLICATION”**

Done by

**HARI PRIYA N (2113712080005)**  
**M.Sc. Information Technology**

Under the guidance of

**Ms. Gavoury R**  
**Assistant Professor, Department of Information Technology**  
**M. O. P. Vaishnav College for Women, Chennai 600 034**

### **ABSTRACT**

Data is the new fuel of the era. Right collection and processing of data helps gain valuable insight and allows for proper analysis of data. Proper data analytics helps find interesting trends, spot anomalies and understand the overall pattern of the system.

Data analytics can be applied to varied applications. One of them is health and wellness. This allows individuals to understand and spot interesting health trends in their lifestyle.

This project aims to create a self-tracking application where users can have different trackers to track and understand their physical and mental health. Users can login, save, edit and delete their trackers and corresponding logs in the application and can also view logs visually with the aid of graphs.

The project has been developed using PHP and HTML.

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## SCREENSHOTS

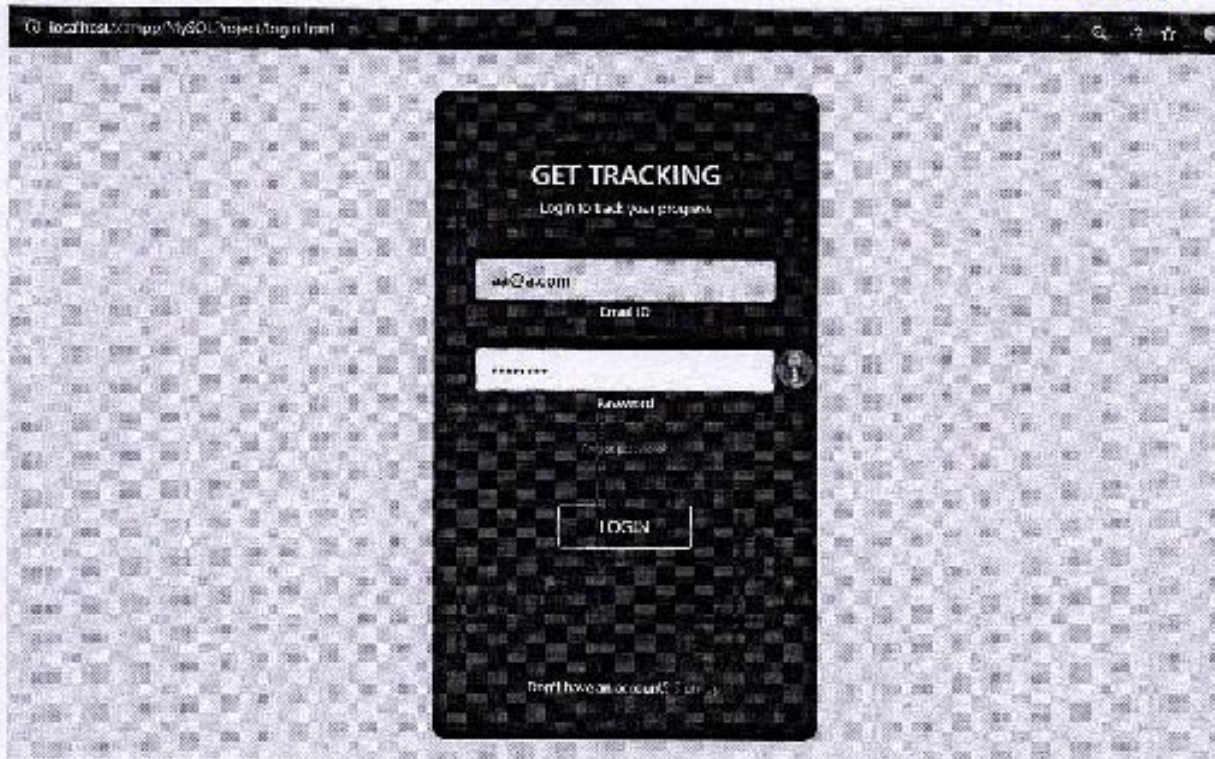


Fig 1: Login Page

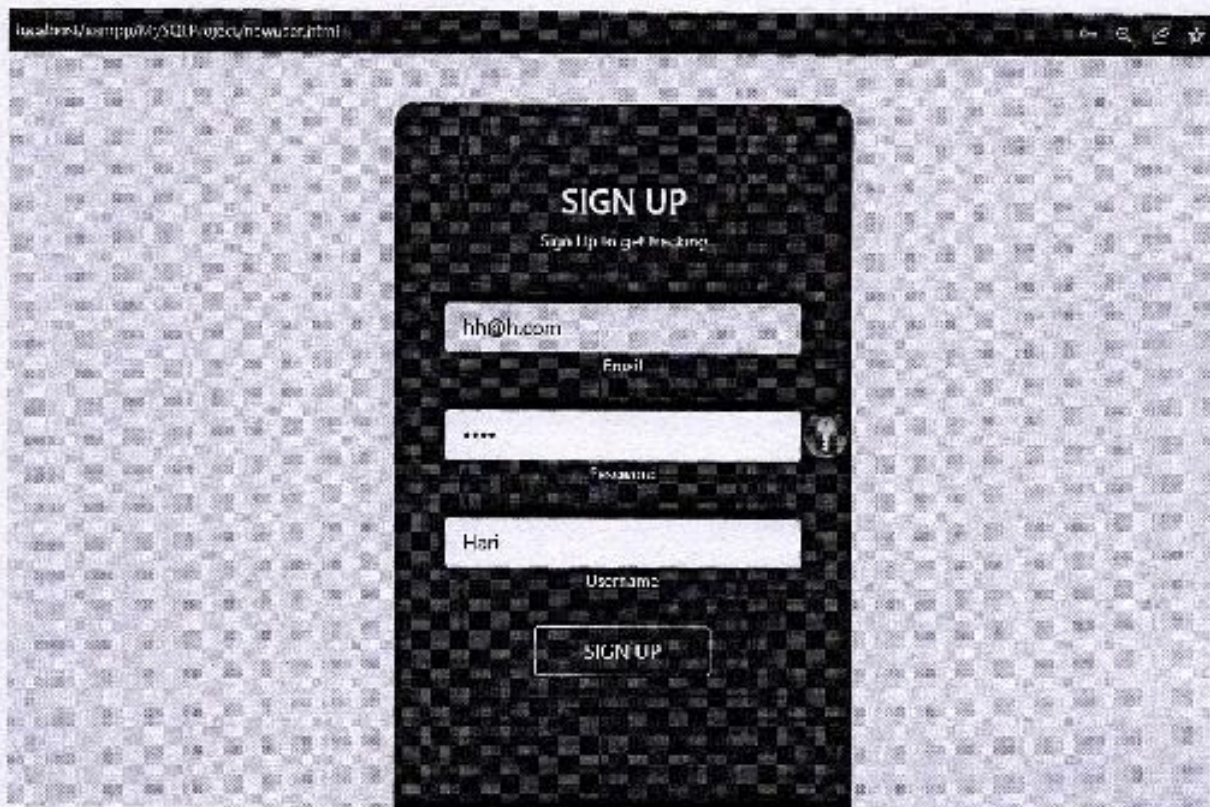


Fig 2: Sign up Page

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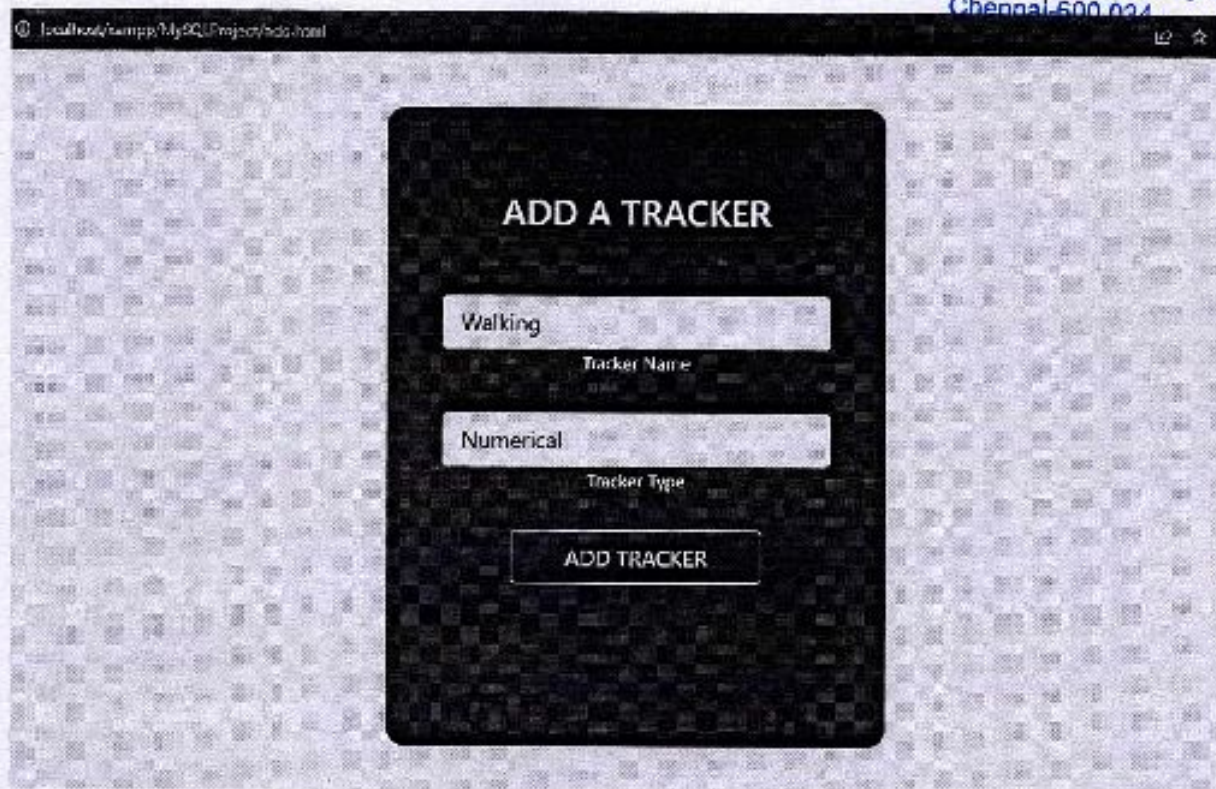


Fig 3: Add a new Tracker

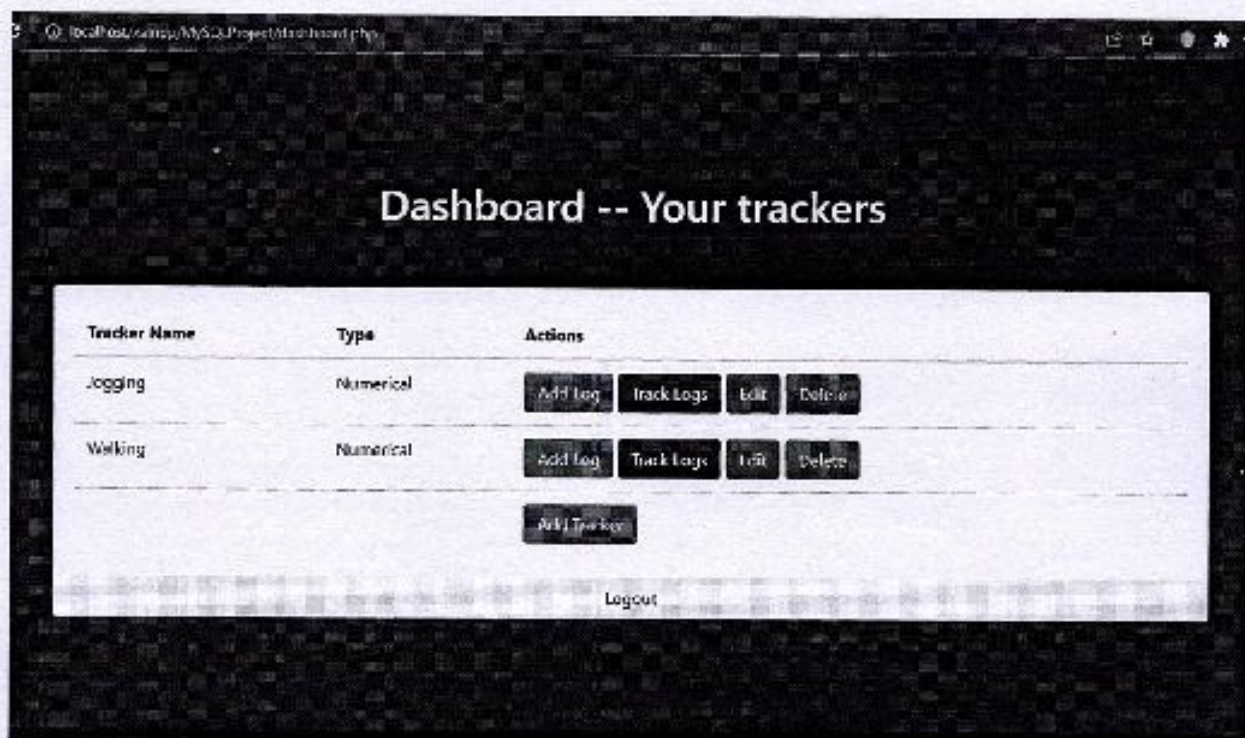


Fig 4: Dashboard to View all trackers of a particular user and perform operations like add logs, view logs, edit and delete trackers

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## **PROJECT REPORT**

Project on

**“ART GALLERY USING PHP AND MYSQL”**

Done by

**NARMADHA. M (2113712080015)**  
**M.Sc. Information Technology**

Under the guidance of

**Ms. Gavoury R**  
**Assistant Professor, Department of Information Technology**  
**M. O. P. Vaishnav College for Women, Chennai 600 034**

### **ABSTRACT**

The major goal of the project is to assist art galleries in marketing their products online through their own websites. This system contains an artist who rented the gallery to serve as their client's future events, and this element of the system may also be used by the art gallery business to publicize their own events. This project intends to include various features related to an art gallery i.e., information about gallery, exhibition, artists, their paintings, customers etc.

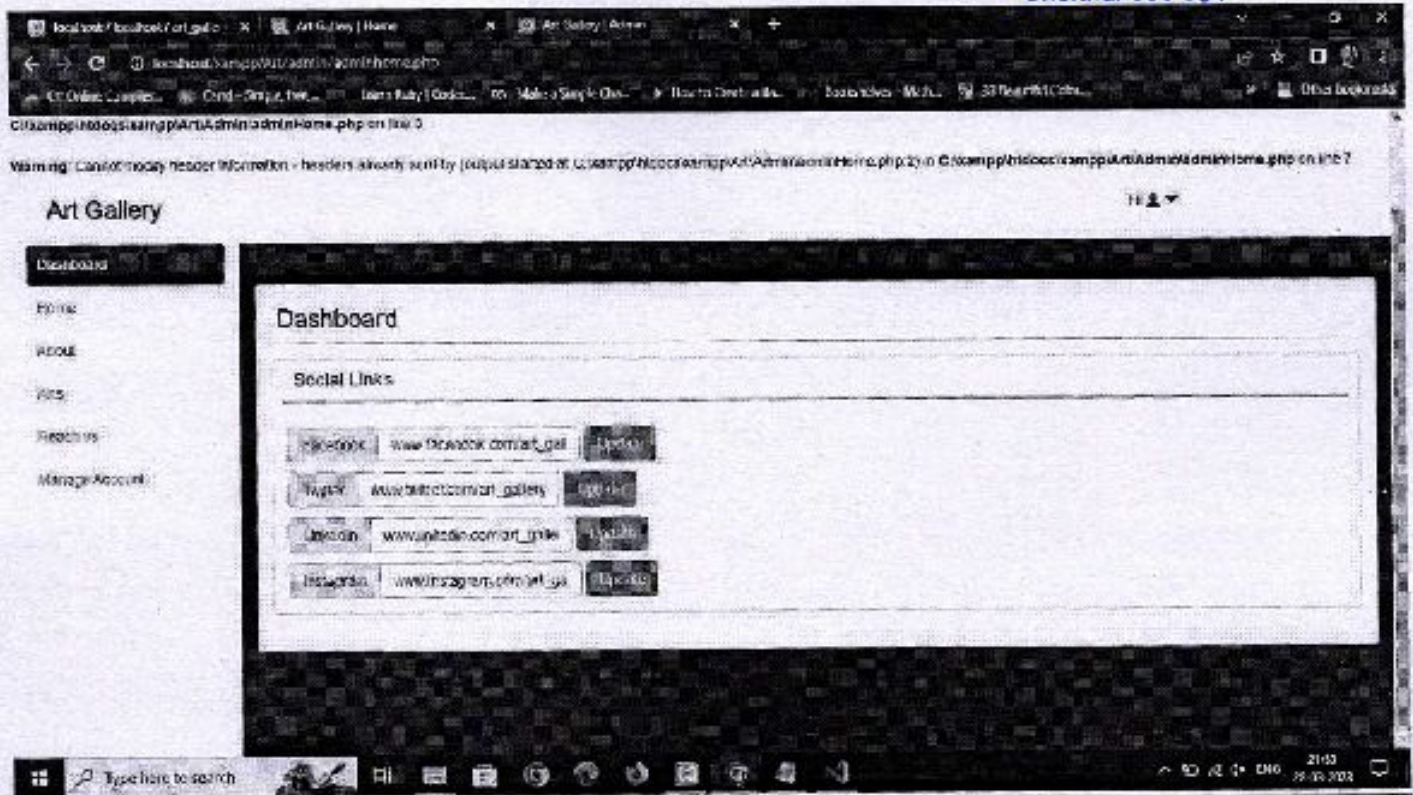
People who wish to buy this art work can very easily contact the artist. There is a login page for administrator, artists and customer. Artists can login through their account and include details about new paintings made by them. Customers can login through their account and see different paintings available for selling purpose. Administrator can include details about new art gallery, upcoming exhibition details and the exhibition artists.

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## DASH BOARD:



## HOME PAGE:



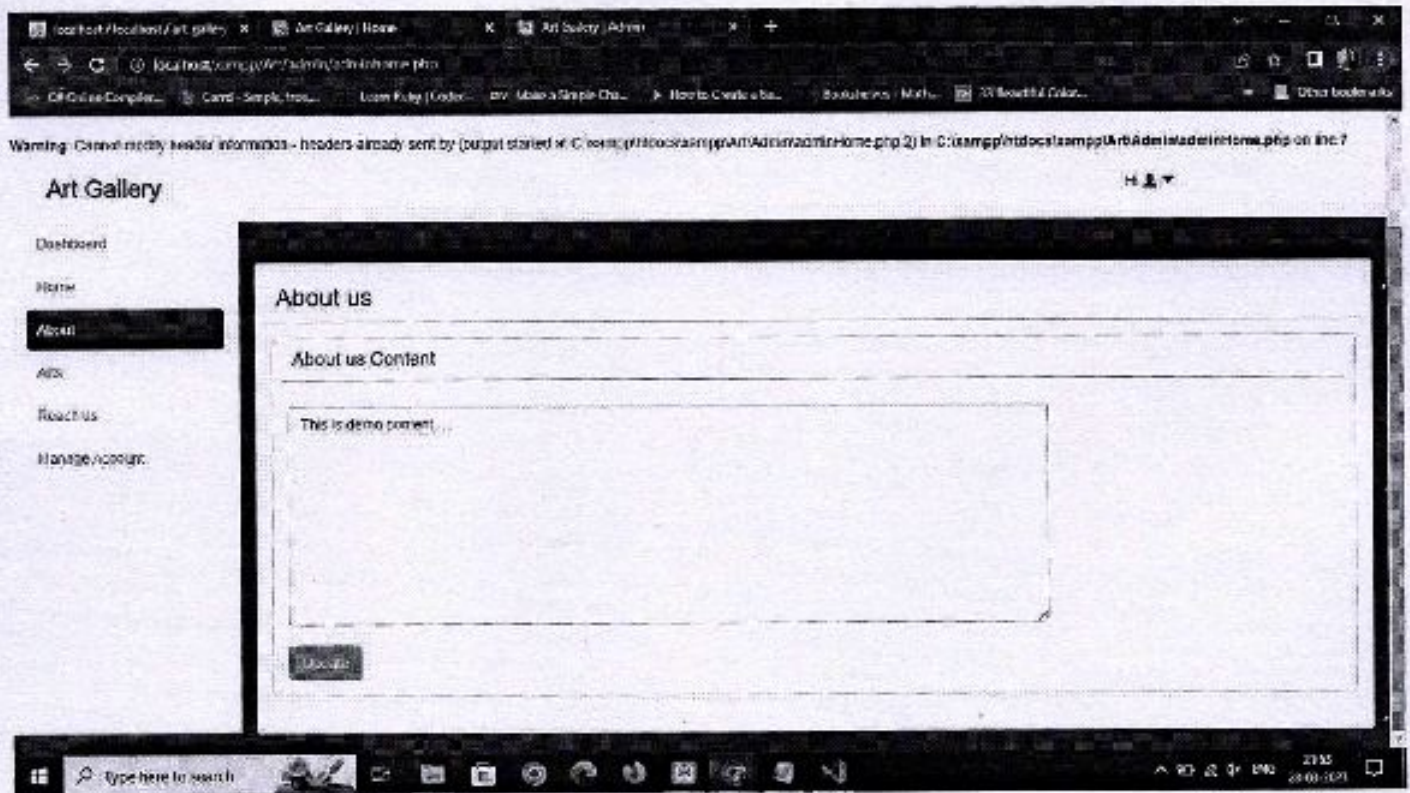
*R. Gowry*

*K. B. C.*

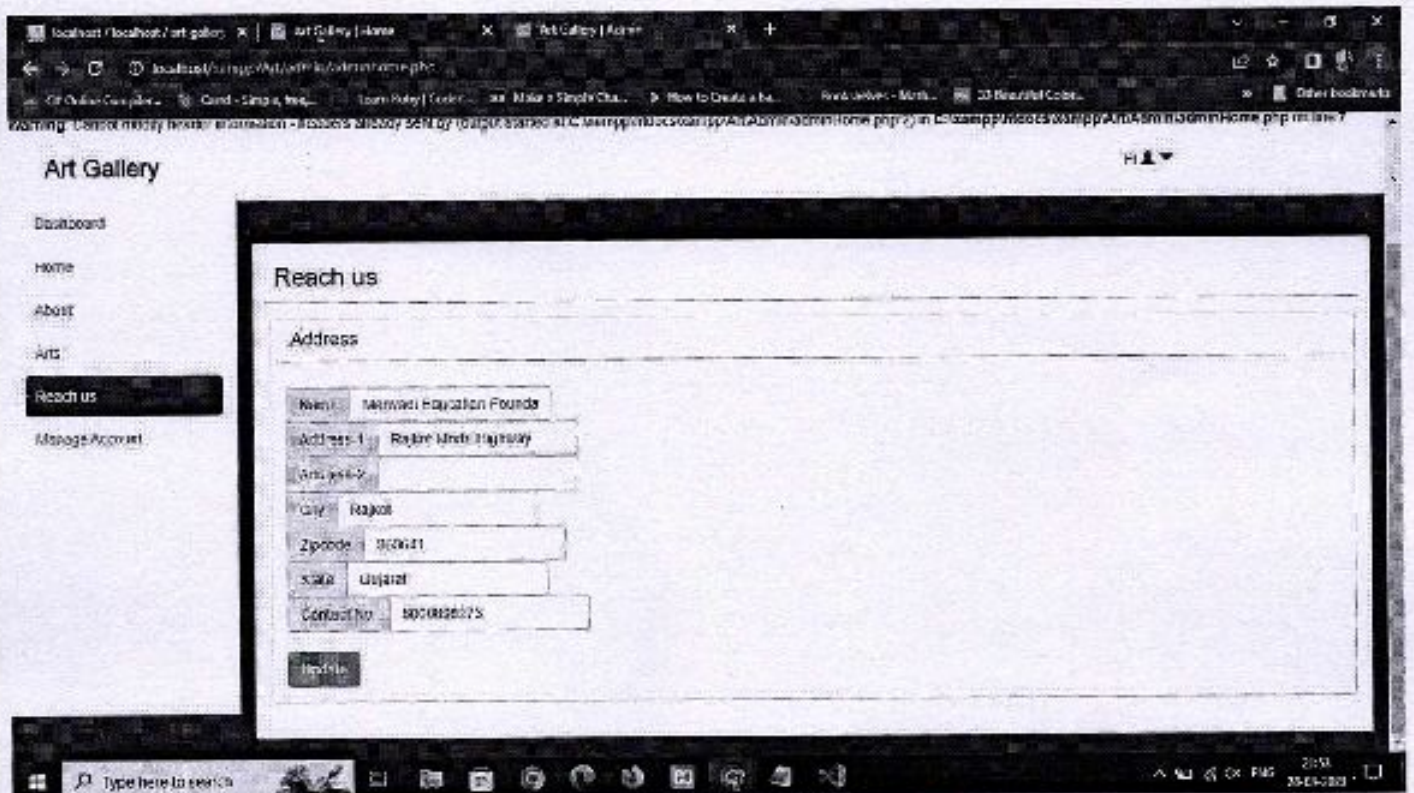
Principal  
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## ABOUT US PAGE:



## REACH US:



R. Govindaraj





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## **PROJECT REPORT**

Project on

### **“LAUNDRY MANAGEMENT SYSTEM USING PHP WITH MYSQL”**

Done by

**POOJA T (2113712080020)  
M.Sc. Information Technology**

Under the guidance of

**Ms. Gavoury R  
Assistant Professor, Department of Information Technology  
M. O. P. Vaishnav College for Women, Chennai 600 034**

### **ABSTRACT**

This application is developed to manage the laundry service and provide an automated backup and recovery for security management of information in the laundry. It is a client-server system which can only be access within main users.

Only authorized user can login into the system and view the LMS application. The admin can enter all the details in the form and can check for the total amount. The frontend of the application is developed using Html,CSS,Bootstrap and PHP. Backend is developed using MySQL.

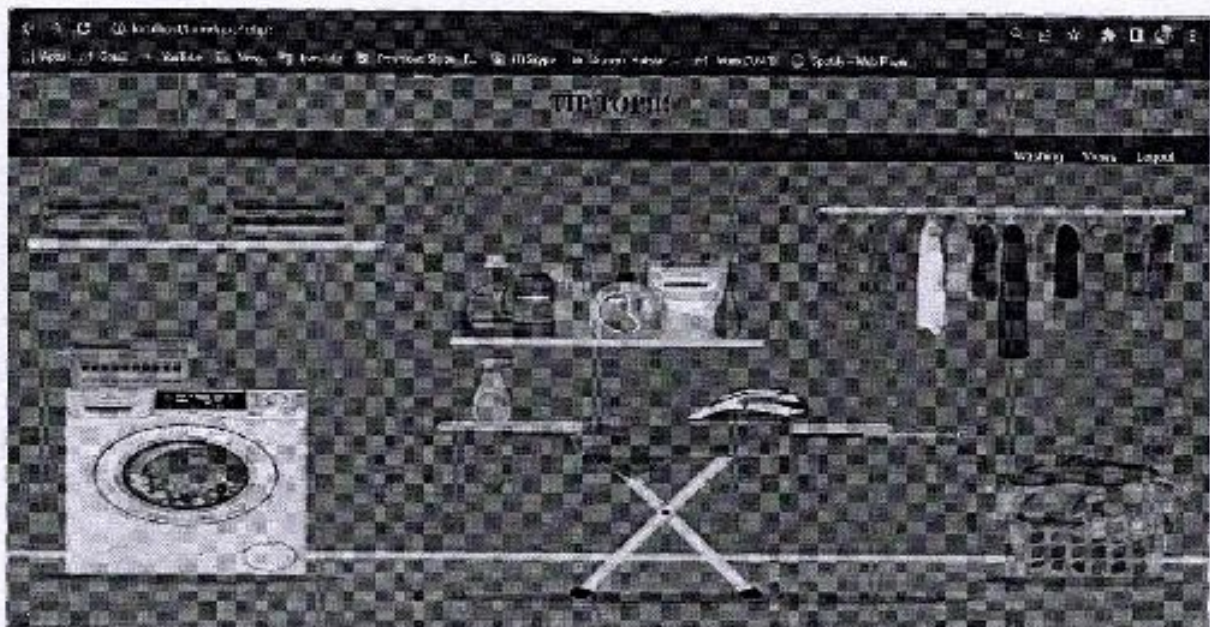
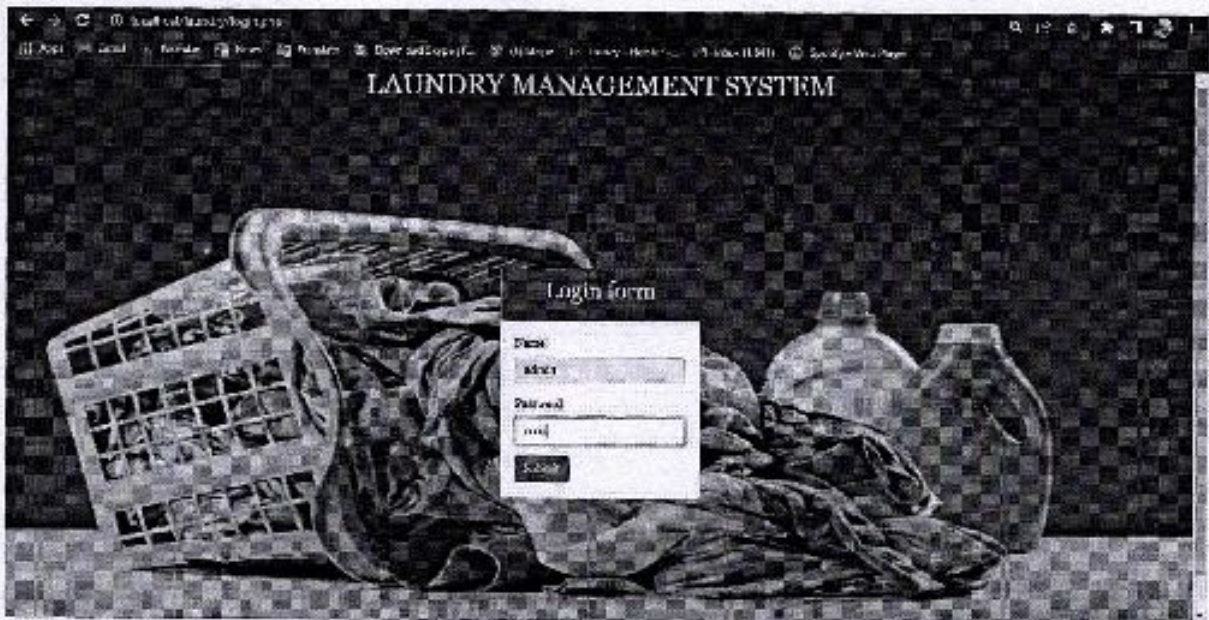
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### SCREENSHOTS



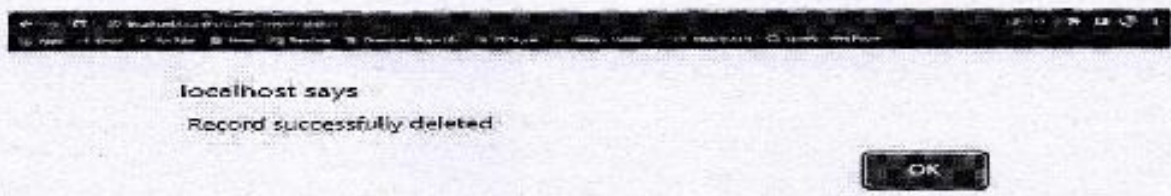
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Name	Description	Price	Amount	Status
adm1	part 4 choti 1 choti	2147489547	5	DELETE
adm1	part 4	1234567891	30	DELETE
adm1	part 4 choti 1 choti	1234567891	700	DELETE
adm1	part 4 choti 1 choti	1234567891	55	DELETE
adm1	part 4 choti 1 choti	2147489547	45	DELETE
adm1	part 4	907123	200	DELETE
adm1	part 4	907123	200	DELETE
adm1	part 4 choti 1 choti	2147489547	500	DELETE
adm1	part 4 choti 1 choti	9071234	50	DELETE
adm1	part 4 choti 1 choti	9071234	300	DELETE



name	price	Description	qty	units	status	amount	amount1	amount2
adm1	2147489547	part 4	5	5	Yes	5	5	5
adm1	1234567891	part 4	30	30	Yes	30	30	30
adm1	1234567891	part 4 choti 1 choti	700	700	Yes	700	700	700
adm1	1234567891	part 4 choti 1 choti	55	55	Yes	55	55	55
adm1	2147489547	part 4 choti 1 choti	45	45	Yes	45	45	45
adm1	907123	part 4	200	200	Yes	200	200	200
adm1	907123	part 4	200	200	Yes	200	200	200
adm1	2147489547	part 4 choti 1 choti	500	500	Yes	500	500	500
adm1	9071234	part 4 choti 1 choti	50	50	Yes	50	50	50
adm1	9071234	part 4 choti 1 choti	300	300	Yes	300	300	300

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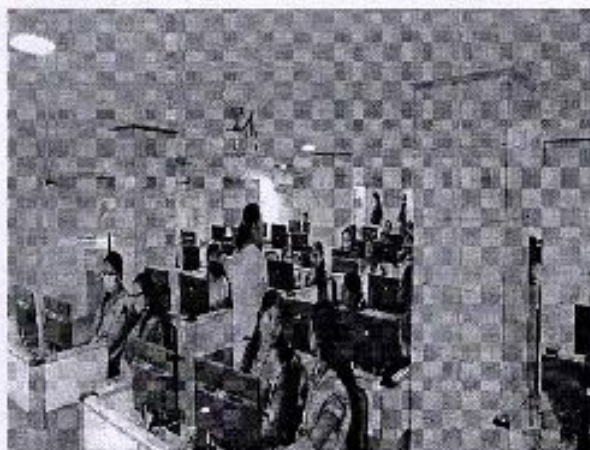


Guest Lectures are conducted at regular basis from esteemed Resource persons in the Industry to bring in Industry exposure to the students

Guest Lectures pave the way for experiential and participative learning. These lectures enable the students to think out of the box and in building their problems solving and programming skills.

The following Guest Lectures were conducted for the B.Sc Computer Science Students

- Introduction to AI
- Artificial Intelligence meets Big Data
- Image processing
- FinTech



Participative learning sessions during the Guest Lectures

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**Programme : B.Sc Computer Science**

**Experiential learning/Participative learning and Problem solving Learning**

Experiential learning enables the student to learn by experiences, ongoing interactions and engagements. By actively engaging in hands-on experiences, students form stronger neural connections, making the learning a memorable one.

The students of B.Sc Computer Science programme undertake projects as part of experiential learning. Each Course in the programme ensures that the student involves herself in a project to gain practical insight and knowledge to dive deeper and gain expertise in the concerned course.

Student Projects are showcased through Computer Fairs on a competitive basis. This year the students showcased their projects in the computer fair which was held on 24<sup>th</sup> June 2022



**Students of the B.Sc Computer Science Programme showcasing their projects at the Computer Fair -24.06.2022**

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Some of the projects showcased in the computer fair are as follows

- Microprocessor based Home Appliances
- Secured Communication
- Graph Theory Application - Scheduling & Sequencing
- Escape Plan using Dijkstra's algorithm
- Cryptography
- IoT
- Single source Shortest Path
- Path Finding using BFS
- Graph Colouring
- Rat in Maze (BACK-TRACKING)
- Graph Colouring using Greedy Method
- Smart home and Smart Wearables
- Online Tutorial
- Online Course Registration



Students have also showcased their projects at the regional level fairs held at the Trade fair at the College Education Fair

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To enhance their practical ability and skills, workshops and Guest lectures are conducted at regular intervals. A workshop on Microcontroller and its applications was conducted to enable the students gain insights to the applications of microcontroller in real life applications



Students participating in the Workshop on Microcontroller and its application



Students participating in the Workshop on Image processing

*J. Swika Ram*

*K. P. C.*  
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TechFest, a vibrant event driven by the TECHGEN club is specifically designed for B.Sc Computer Science students, aimed to foster a spirit of healthy competition by organizing a diverse range of technical and non-technical competitions. This inclusive extravaganza welcomed undergraduate students from all three years to participate and showcase their skills. TechFest created an environment where students could engage themselves in Intra-mural competitions like EXCEL-IT, Bug a Thon, Web Designing, Sketch IT, Memory Game and Blind Coding and contributing to the seamless execution of the event.



**Students participating in the event -Blind Coding**



**Principal Addressing the students in the Valedictory Function of TECH-FEST -2022**

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*K.β.1*

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### 3.2.3 Interfacing of ESP32 with Arduino IDE

Firstly open the Arduino IDE Go to File and click on the Preferences from the dropdown in the Arduino IDE.



Figure 5: Arduino IDE Preferences

Copy the below code in the Additional boards Manager  
[https://dfrobot.com/df/package\\_esp32\\_index.json](https://dfrobot.com/df/package_esp32_index.json)

Click OK to close the preference Tab

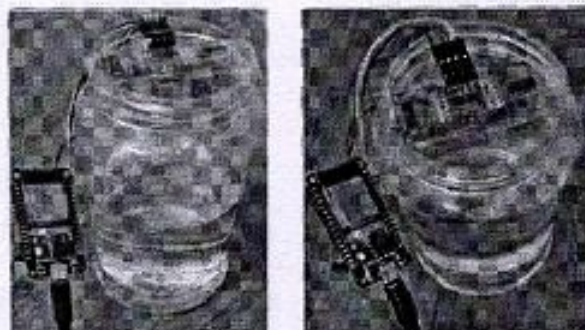
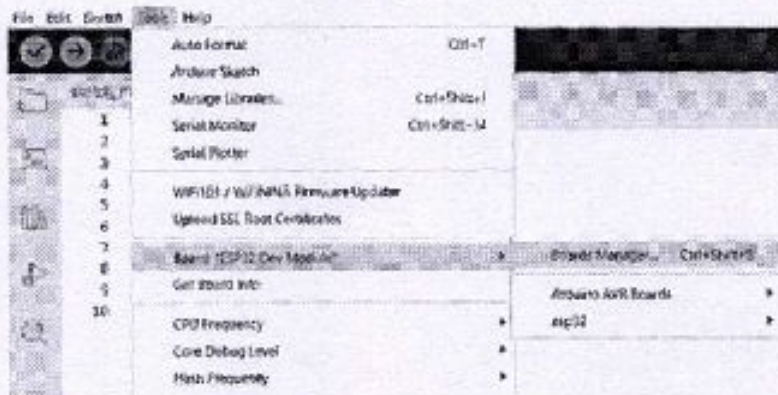


Figure 15: The whole prototype

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adaptation of communication technology to support learning and the changes in distance learning strategies necessary for delivering online courses. Both aspects should be considered when designing or delivering web based learning programmes. Lessons can be learned by considering how distance education evolved.

#### SCREENSHOTS & EXPLANATION

Main page:



This is the main page of the website. Main page consists of a button named Go to home page. While clicking on Go to home page, it goes to the home page.

Home page:



#### **Project : Contactless Water Level Monitoring using IoT**

**Done by : JAYA KIRTANA.S (2013711058014)**

#### **Abstract**

Contactless Water Level Monitoring using Ultrasonic sensor & ESP32 is an amazing and very useful project. The objective of this project is to notify the user the amount of water that is present in the water tank or in a container. This project wirelessly send the data to the user mobile using IP Address generated in the serial monitor of Arduino IDE. It is easy to install, cost effective and it can work from anywhere in the world. To demonstrate this, the system makes use of containers, where the ultrasonic sensors placed over the containers to detect the water level and compare it with the container's depth. The system makes use of ESP32, Ultrasonic Sensor and Wi-Fi modem for sending data.

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International Programmer's Day - Participating in programming events offers students a chance to develop technical expertise, acquire practical skills, build connections, and gain a competitive edge in the ever-growing field of technology.



**Inauguration of International Programmer's Day**

## PROJECTS

Projects enable the students to bridge the gap between theory and practice. The students of the Undergraduate Programme of B.Sc Computer Science take up projects for every course they complete in the semester. Projects enable the students in enhancing their technical and programming skills. Experience gained in completing their projects is a new learning. Experiential learning builds success skills, extended challenges, project management and collaboration skills as well as persistence. This type of learning helps them build their demonstrable mindset and increases their engagement level.

### **Project : CONTROLLING LIGHTS THROUGH WIFI**

**Done by : KARPAGAM R (2013711058016)& SNEHA S N (2013711058034)**

**B.Sc COMPUTER SCIENCE**

#### **Abstract:**

We have accomplished light control via wifi. Through this project, we can automate our home lighting. In addition, we can turn the lights on and off from afar. We can also automate all the electronics, like the fridge, air conditioner, and fans. In this project, we have controlled a light, and we can also add fans and each and every electronic appliance in our home, office, industry, etc. Through this project, we have learned many things, like how to form a circuit and connect it to wifi, and how to programme code to connect both wifi and a circuit.

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S No	REGISTER NUMBER	STUDENT NAME	NAME OF THE PROGRAMME	TITLE OF THE PROJECT
1	20137110580016	KARPAGAM R	B.SC COMPUTER SCIENCE	CONTROLLING LIGHTS THROUGH WIFI
2	20137110580034	SNEHA S N	B.SC COMPUTER SCIENCE	
3	20137110580001	AARTHI B	B.SC COMPUTER SCIENCE	WEB BASED LEARNING SYSTEM
4	20137110580024	MALARVIZHI	B.SC COMPUTER SCIENCE	
5	20137110580014	JAYA KIRTANA S	B.SC COMPUTER SCIENCE	CONTACT LESS WATER LEVEL MONITORING USING IOT

J. Anitha Ravi

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**PROJECT REPORT**

**Project on**

**CONTROLLING LIGHTS THROUGH WIFI**

**Done by**

**KARPAGAM R (2013711058016)**

**SNEHA S N (2013711058034)**

**B.Sc COMPUTER SCIENCE**

**Under the guidance of**

**Dr. Sunitha Rani T**

**Head B.Sc. (Computer Science)**

**Department of Information Technology**

**M. O. P. Vaishnav College for Women, Chennai 600 034**

**2022-2023**

*J. Sunitha Rani*

*K.P.C.*

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**ABSTRACT :**

We have accomplished light control via wifi. Through this project, we can automate our home lighting. In addition, we can turn the lights on and off from afar. We can also automate all the electronics, like the fridge, air conditioner, and fans. In this project, we have controlled a light, and we can also add fans and each and every electronic appliance in our home, office, industry, etc. Through this project, we have learned many things, like how to form a circuit and connect it to wifi, and how to programme code to connect both wifi and a circuit.

**HARDWARE USED:**

- Nodemcu esp 8266
- Relay module 3V
- Jumper cables
- USB cables
- LED bulb

**SOFTWARE USED:**

- Arduino
- Blynk IOT

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## ARDUINO CODE:

```
#define BLYNK_TEMPLATE_ID "TMPLj059wjVA"  
#define BLYNK_DEVICE_NAME "FIRST PROJECT"  
#define BLYNK_AUTH_TOKEN "n2rQcVRYz-eNmRQJtePUu_tcrRiIhWV4"  
#define BLYNK_PRINT Serial  
  
#include <ESP8266WiFi.h>  
#include <BlynkSimpleEsp8266.h>  
  
char auth[] = "n2rQcVRYz-eNmRQJtePUu_tcrRiIhWV4";  
char ssid[] = "GANAPATHY 2.5 Ghz";  
char pass[] = "80561950q8";  
  
void setup()  
{  
  Serial.begin(9600);  
  Blynk.begin(auth, ssid, pass);  
}  
  
void loop()  
{  
  Blynk.run();  
}
```

## BLYNK IOT:

The screenshot shows the Blynk IOT mobile application interface. On the left, there is a navigation sidebar with a 'Back' button, a search bar, and a list of devices, including '1 Device' and '+ FIRST PROJECT'. The main screen displays the 'FIRST PROJECT' details, including its status as 'online' and its location as 'Nungambakkam - 600034'. Below this, there are several tabs: 'Dashboard', 'Timeline', 'Device Info', 'Metadata', and 'Actions Log'. The 'Dashboard' tab is currently selected, showing a toggle switch for 'LED' which is turned 'ON'. At the bottom right of the screen, there is a small text 'Blynk IoT, Project 1642'.

*J. Shilpa Rave*

*K. B. C.*

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**WORKING PROJECT:**



*Jy. Anika Rao*

*KBC*

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**M.O.P. VAISHNAV COLLEGE FOR WOMEN (Autonomous)**

(Affiliated to University of Madras and Re-accredited at "A++" grade by NAAC)



**PROJECT REPORT 2022-2023**

Project on  
**"Web Based Learning System"**

Done by

**Aarthi B (2013711058001)**

&

**Malarvizhi K (2013711058024)**

**III B.Sc. Computer Science**

*K.B.C.*

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## ABSTRACT

Web-based learning refers to the type of learning that uses the Internet as an instructional delivery tool to carry out various learning activities. This course is a pure online learning in which the curriculum and learning are implemented online without face-to-face meeting between the instructor and the students. This course allows students to learn the programming language though online. Two of the main developments in web based learning have been the adaptation of communication technology to support learning and the changes in distance learning strategies necessary for delivering online courses. Both aspects should be considered when designing or delivering web based learning programmes. Lessons can be learned by considering how distance education evolved.

One of the values of using the web to access course materials is that web pages may contain hyperlinks to other parts of the web, thus enabling access to a vast amount of web based information.

A "virtual" learning environment (VLE) or managed learning environment (MLE) is an all in one teaching and learning software package. A VLE typically combines functions such as discussion boards, chat rooms, online assessment, tracking of students' use of the web, and course administration. VLEs act as any other learning environment in that they distribute information to learners. VLEs can, for example, enable learners to collaborate on projects and share information. However, the focus of web based courses must always be on the learner—technology is not the issue, nor necessarily the answer.

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J. Anil Kumar



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- 01.Introduction.
- 02.Hardware and Software requirements.
- 03.About the software.
- 04.Screenshots & explanation.
- 05.Database design.
- 06.Test cases.
- 07.Conclusion.
- 08.Bibliography.

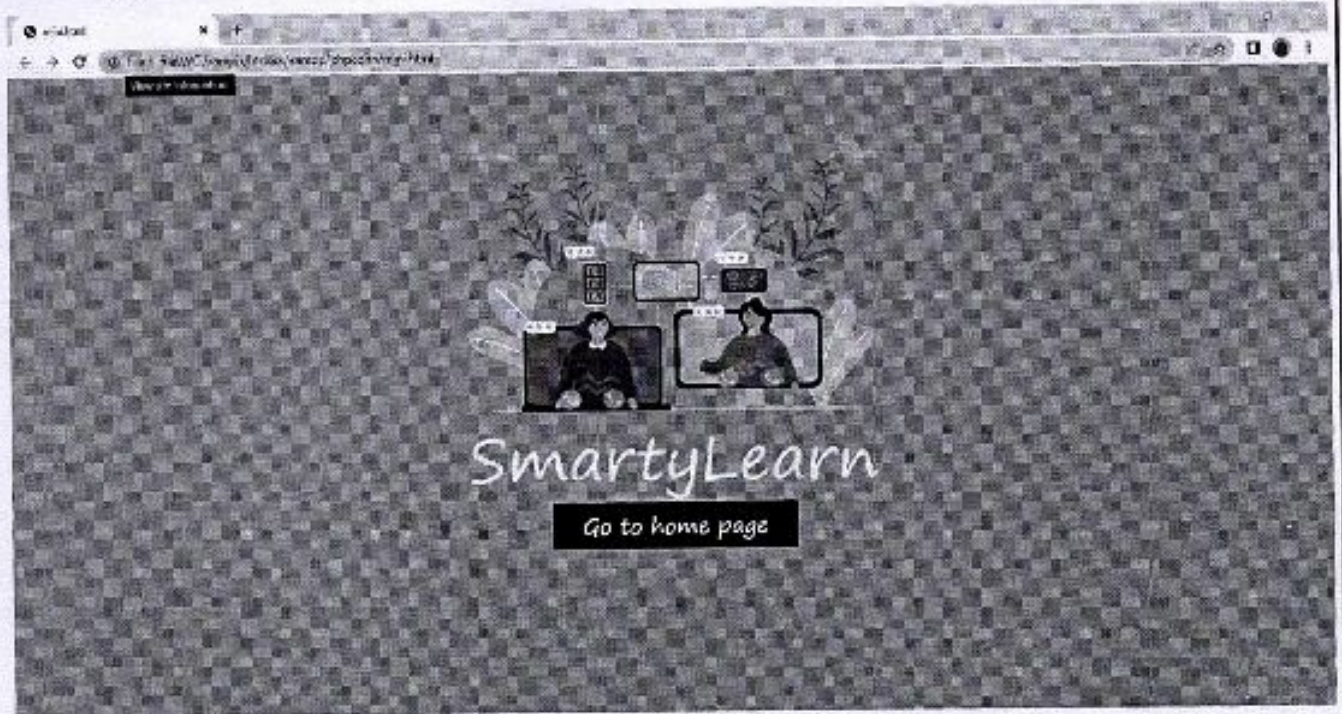
*J. Shilpa. Resu*

*K. B. C.*  
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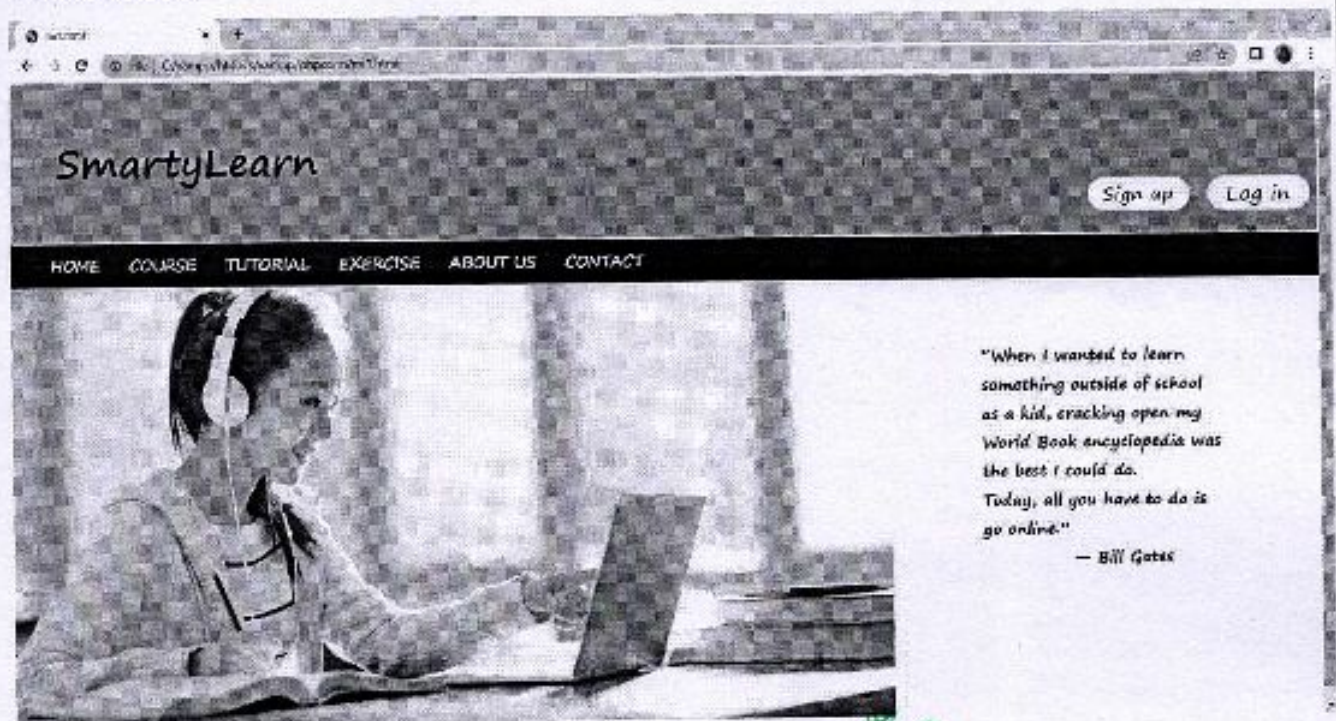
## SCREENSHOTS & EXPLANATION

### Main page:



This is the main page of the website. Main page consists of a button named Go to home page. While clicking on Go to home page, it goes to the home page.

### Home page:





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**CHENNAI – 600 034**



## **PROJECT REPORT**

**Contactless Water Level Monitoring using IoT**

**Student Name : JAYA KIRTANA.S**

**Register Number : 2013711058014**

**Class & Department : III & B.Sc. Computer Science**

**Batch : 2020-2023**

*J. Kirtana S.*

*K.P.*

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## ACKNOWLEDGEMENT

No work can be completed without other's help or contribution. The preparation of presentation of this humble work encompasses the immense and unlimited help of innumerable people. The complete duration period of this project was a great chance of learning and having a practical knowledge about IoT and it's applications.

I express my deep sense of gratitude to Miss.Dr.T.Sunitha Rani(Associate Professor & Head – Department of Information Technology) for motivating and encouraging me to do this project.

My sincere thanks to all the faculty members and staffs of the Department of Information Technology, for their whole hearted cooperation to make this work turn into reality.

Sincerely,

Jaya Kirtana.S





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## DECLARATION

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Chennai-600 034

I, Jaya Kirtana.S, hereby declare that the project report entitled  
"Contactless Water Level Monitoring" is my own work.

I further declare that the work reported in this project has not been submitted,  
either in part or in full, for the award of any other degree or diploma.





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## ABSTRACT

Water are one among the most indispensable and important things that we need in our day to day lives. We need to store water for drinking as well as to conduct our day to day chores efficiently. This will go a great way in managing the water tanks as the user will be aware of the water level in side this tank.

Contactless Water Level Monitoring using Ultrasonic sensor & ESP32 is an amazing and very useful project. The objective of this project is to notify the user the amount of water that is present in the water tank or in a container. This project wirelessly send the data to the user mobile using IP Address generated in the serial monitor of Arduino IDE. It is easy to install, cost effective and it can work from anywhere in the world. To demonstrate this, the system makes use of containers, where the ultrasonic sensors placed over the containers to detect the water level and compare it with the container's depth. The system makes use of ESP32, Ultrasonic Sensor and Wi-Fi modem for sending data.

In this project a transmitter circuit consists of an ultrasonic sensor to measure the water level in terms of distance. This data is sent to the microcontroller. User can monitor the water level in a smart phone using IP address.

Thus this system helps to prevent the wastage of water by informing about the liquid levels of the containers.

*J. Sindhu Rani*

*K. B. C.*

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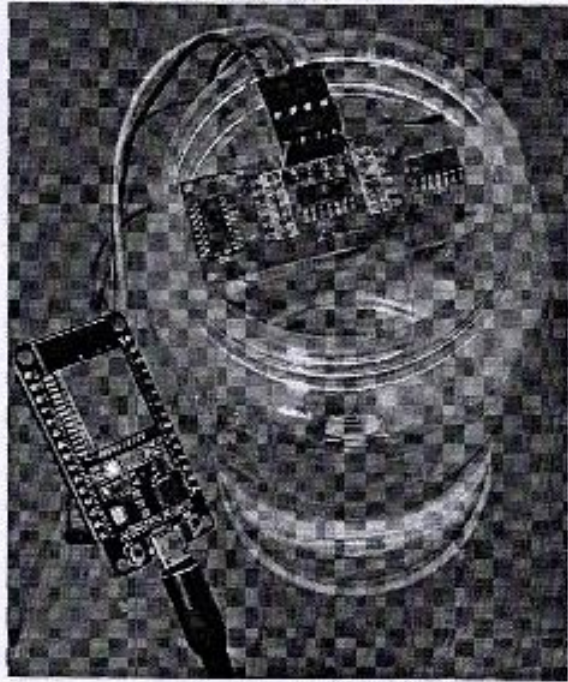
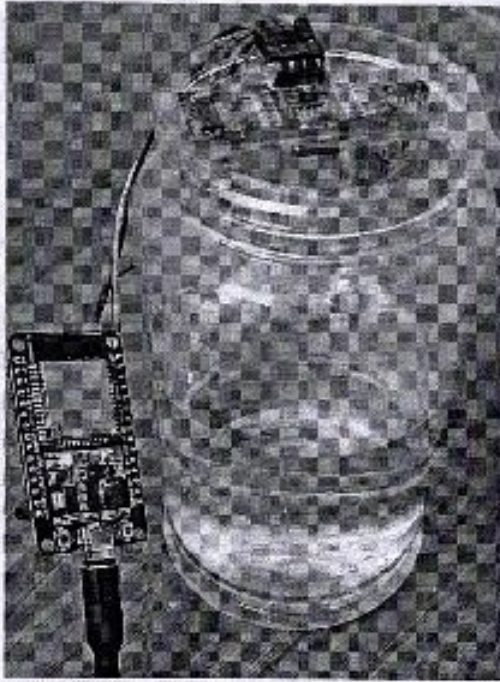


Figure 15 : The whole prototype

V. *[Handwritten Signature]*

*[Handwritten Signature]*

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**DEPARTMENT OF INFORMATION TECHNOLOGY**  
**B.C.A.**  
**SOFTWARE/APP DEVELOPMENT/WEBSITE CREATION**

The Department of Information Technology imparts students with a wide range of experiential learning in the form of applied projects, Industry/community projects, Interactive simulations which incorporates the in depth knowledge necessary for pursuing careers and higher education.

The B.C.A. students have done Projects based on Graphical user interface, and App development during their course. The students have undergone experiential learning through developing these projects. Some of the projects done by the students during the Academic year 2022-2023 are as follows:

Saketha

KBI

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S No	Register Number	Student Name	Name of the Programme	Project Title	Project Type
1	2113721033025 2113721033003 2113721033009 2113721033028 2113721033039 2113721033018	NANDHINI N ABIRAMI J BHANUPRIYA PJ OVIYA B ROSHINI RV JOSHINI K	B.C.A	Student Registration form	Python and tkinter
2	2113721033002 2113721033021 2113721033045 2113721033056	AASHU.V LAKSHMI.M SPURTLIS.V VARSHA UDUPA A.S	B.C.A	Employee Registration form	Python and tkinter
3	2113721033010 2113721033006 2113721033020 2113721033017	BHUVANASHREE.G.K ANITHA.G KOMAL.K JEEVIKA. B	B.C.A	Student Management System	Python and tkinter
4	2113721033001 2113721033030 2113721033038 2113721033054	AARTHI .S PAVITHIRA.V RENUGA DEVI VAISHALI .T.T	B.C.A	Employee Registration page	Python (tkinter with database connectivity)
5	2113721033027 2113721033036 2113721033040 2113721033047 2113721033048	NIVETHA NAGARAJAN RAMYASAKTHI S SAI HARINI G SHREE ROSHINI S SRI PRIYA DHARSHINI M	B.C.A	Employee Login page	Python and tkinter

*Sakthi*

*K.P.C.*

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1.

REGISTER NUMBER :

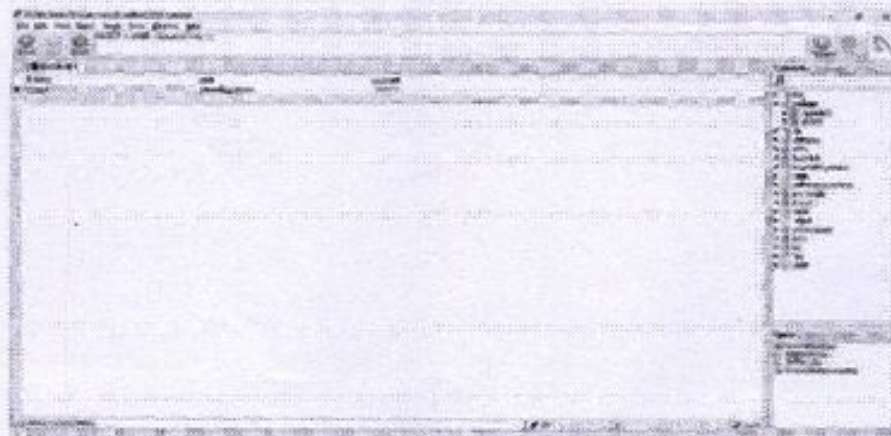
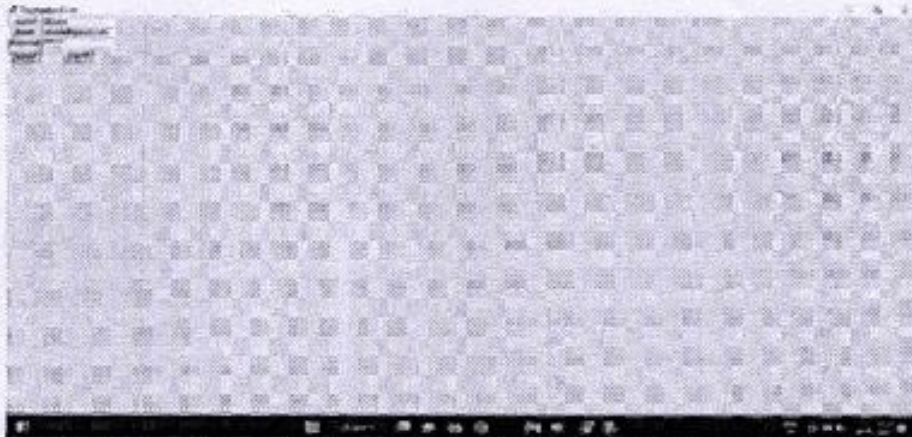
2113721033025, 2113721033003  
2113721033009, 2113721033028  
2113721033039, 2113721033018

NAME :

NANDHINI N, ABIRAMI J  
BHANUPRIYA PJ, OVIYA B  
ROSHINI RV, JOSHINI K

PROJECT TITLE : Student Registration form

PROJECT TYPE : Python and tkinter



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2. REGISTER NUMBER :

2113721033002, 2113721033021  
2113721033045, 2113721033056

NAME :

AASHU.V, LAKSHMI.M

SPURTI.S.V, VARSHA UDUPA A.S

PROJECT TITLE : Employee Registration form

PROJECT TYPE : Python and tkinter

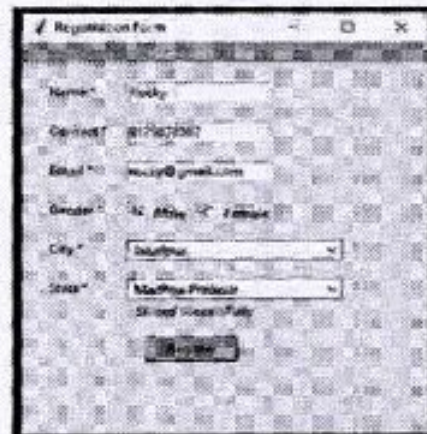


Table with 7 columns: Roll No, Name, Gender, Roll No, Email, City, State. The table contains two rows of data.

Roll No	Name	Gender	Roll No	Email	City	State
2113721033002	Rocky	Male	2113721033002	rocky@gmail.com	Chennai	Madhya Pradesh
2113721033021	SPURTI.S.V	Female	2113721033021	spurti@gmail.com	Chennai	Madhya Pradesh

*S. Ashu*

*KBC*

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3. REGISTER NUMBER :

2113721033010, 2113721033006

2113721033020, 2113721033017

BHUVANASHREE.G.K, ANITHA.G

KOMAL.K, JEEVIKA. B

PROJECT TITLE : Student Management System

PROJECT TYPE : Python and tkinter

The image shows two screenshots. The top one is a MySQL Query Browser window displaying a table named 'student\_register' with the following data:

Lname	Lname	course	subject	year	age	gender	birth	contact	email
bhuvana	M	BCA	java	2021	19	female	2003-04-22	878544567	bhuvana457@gmail.com
jeevika	H	BCA	DM	2019	20	female	2001-09-11	788456310	jeevika678@gmail.com
komal	K	BCA	SE	2021	19	female	2002-05-17	978546274	komal246@gmail.com
anitha	g	BCA	python	2020	19	female	2003-06-22	9876545	anitha987@gmail.com

The bottom screenshot shows a Python Tkinter application window titled 'Student Management System'. It has input fields for First Name (anitha), Last Name (g), Course (BCA), Subject (python), Year (2020), Gender (female), Contact (9876545698), and Email (anitha987@gmail.com). A 'Done!' dialog box is overlaid on the form, stating 'The data has been submitted'. On the right side of the form, there are buttons for 'Add New', 'View Details', 'Update', 'Delete', 'Clear', and 'Exit'.

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4.REGISTER NUMBER :

2113721033030, 2113721033001

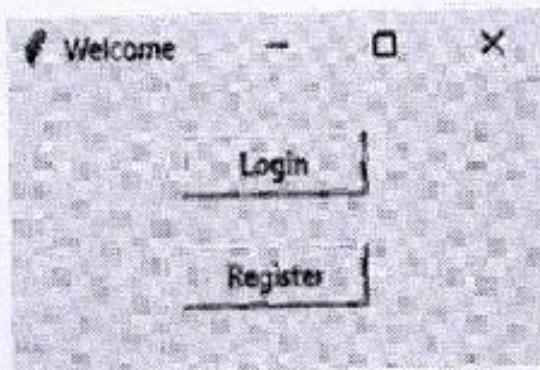
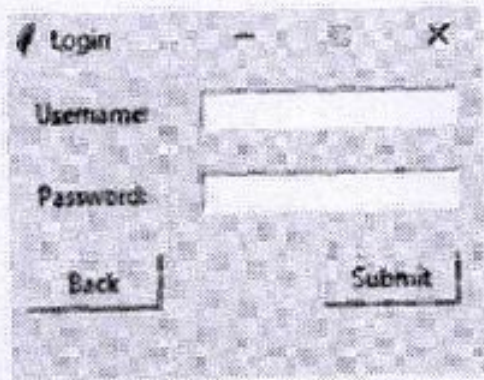
2113721033038, 2113721033054

NAME :

AARTHI .S, PAVITHRA.V  
RENUGA DEVI, VAISHALI .T.T

PROJECT TITLE : Employee Registration

PROJECT TYPE : Python and tkinter



*Saral*

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Register

First Name:

Last Name:

Password:

Email:

Gender:

Age:

Address:

Back Submit

Register

First Name: Coders

Last Name: Legacy

Password:

Email: coders@legacy.com

Gender: M

Age: 23

Address: ABC TOWN, XYZ STREET

Back Submit

Login

Username: coders@legacy.com

Password:

Back Submit

Browser window showing a website with a navigation menu on the right and a table at the bottom.

- Home
- About Us
- Services
- Products
- FAQ
- Contact Us
- Privacy Policy
- Terms & Conditions

id	name	price	status
1	Apple	1000	Available
2	Banana	500	Available
3	Orange	700	Available
4	Pineapple	1200	Available
5	Watermelon	1500	Available

*Softech*

*K/SI*  
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5.

REGISTER NUMBER :

2113721033027, 2113721033036  
2113721033040, 2113721033047  
2113721033048

NAME :

NIVETHA NAGARAJAN, RAMYASAKTHI S  
SAI HARINI G, SHREE ROSHINI S  
SRI PRIYA DHARSHINI M

PROJECT TITLE : Employee Login page

PROJECT TYPE : Python and tkinter



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*Sakthi*



9.6.2023  
10:00 AM

## B.Sc. DATA SCIENCE

The B.Sc. Data Science students able to connect theories and knowledge learned in the classroom to real-world situations. The experiential learning opportunities such as projects, internships, research experiences develop competence in skills and increase learner's knowledge. B.Sc. Data Science students undergone experiential learning through developing these apps, analysing datasets using tableau and build models applying machine learning algorithms. The experiential learning provides opportunities for students to demonstrate their creativity and innovation and help them to be industry-ready. Some of the analysis projects done by the students during the academic year 2022-2023 are as follows:

K. B. Pijay


K. B. Pijay

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S.NO	REGISTER NUMBER	STUDENT NAME	NAME OF THE PROGRAMME	TITLE OF THE PROJECT	PROJECT TYPE
1	2113721102036	RUDRA RAGHAVI S	B.Sc Data Science	PALMS AND SOLES(FINGERPRINT RECOGNITION APP)	Application Software
2	2113721102031	RAKSHANA G	B.Sc Data Science	DETECTIFY	Application Software
3	2113721102024	NAGARCHANA NA	B.Sc Data Science	MASK DETECTION SYSTEM	Application Software
4	2113721102013, 2113721102044	JANANI PVK, SRINIDHI K	B.Sc Data Science	INVISIBLE CLOAK	Application Software
5	2113721102028	PADMA PRIYA S	B.Sc Data Science	GOOGLE ANALYTICS USING TABLEAU	Analytics Application
6	2113721102027	NITHYASHREE S	B.Sc Data Science	TREND ANALYTICS ON SUPERMARKET DATASET	Analytics Application
7	2213721102032	ROSHINI N S	B.Sc Data Science	VISUALIZATION AND ANALYSIS OF MOTOR TREND CARS	Analytics Application
8	2213721102019	KIRTHANA M R	B.Sc Data Science	SPOTIFY DATASET: ANALYSING AND CUSTOMIZING SONGS FOR ARTISTS	Analytics Application
9	2213721102051	JAYASREE	B.Sc Data Science	VISUALIZING AND ANALYSING THE POTENTIAL OF A CRICKETER	Analytics Application
10	2213721102025	MONICA C	B.Sc Data Science	ROAD TO SAFETY: A COMPREHENSIVE DATA VISUALIZATION OF TAMIL NADU ROAD ACCIDENTS	Application Software
11	2213721102023, 2213721102047	MALAVIKAA K, YASHA GADHAIYA	B.Sc Data Science	LIBRARY INFORMATION SYSTEMS	Application Software

R. N. P. S. by

  
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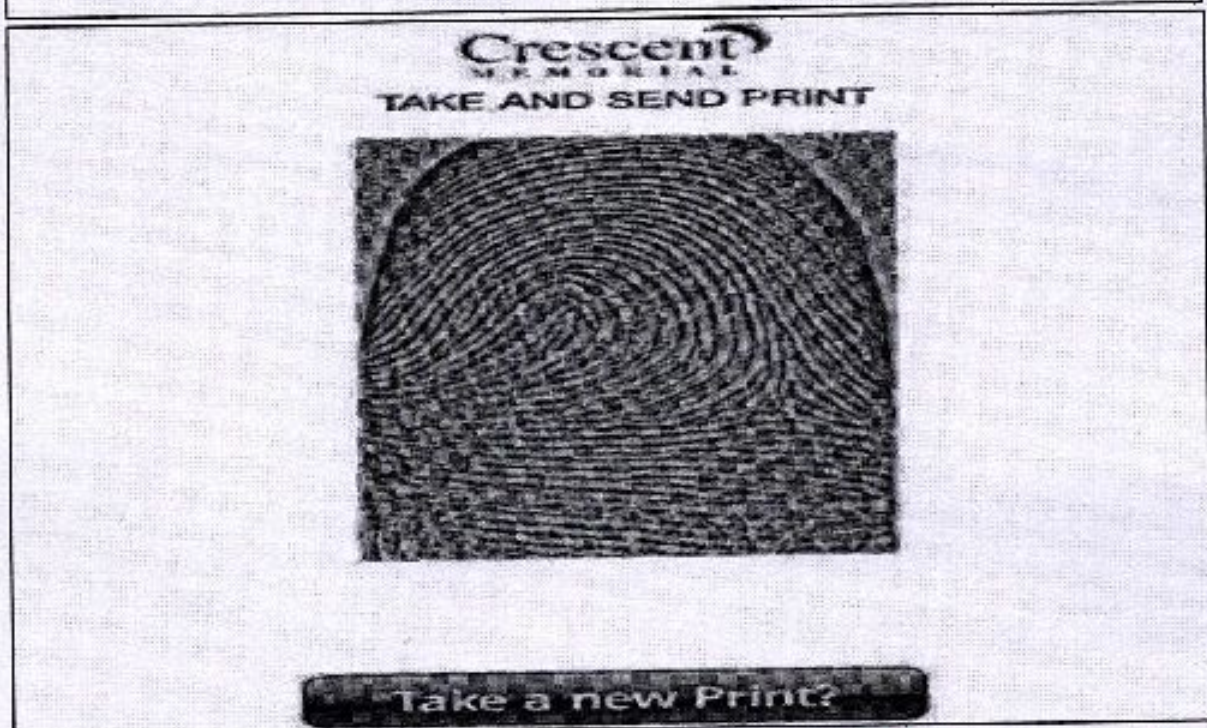
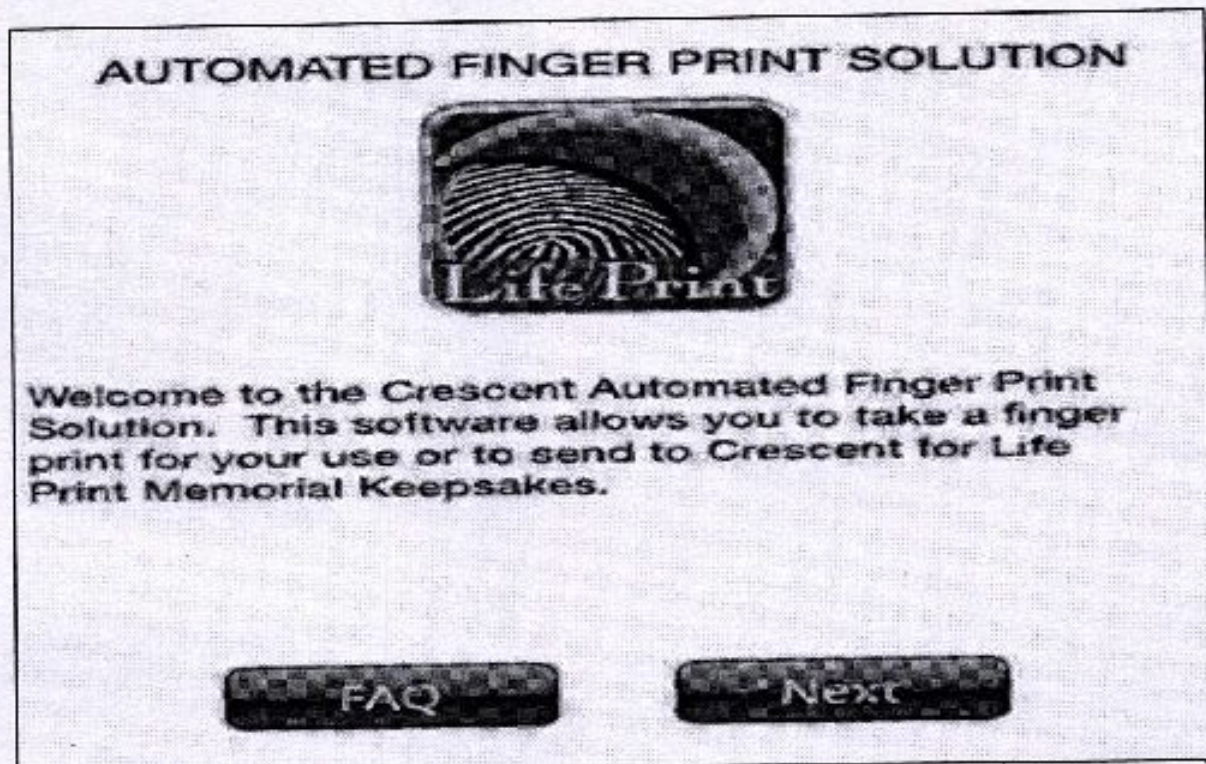
REGISTER NUMBER: 2113721102036

Name of the Student: RUDRA RAGHAVI S

Project Title: PALMES AND SOLES (FINGERPRINT RECOGNITION APP)

Project Type: Application Software

SCREENSHOTS:



K.B. Piz

K.B. Principal  
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**REGISTER NUMBER: 2113721102031**

**Name of the Student: RAKSHANA G**

**Project Title: DETECTIFY**

**Project Type: Application Software**

**SCREENSHOTS:**



	A	B	C	D	E	F
1	Name	Log Time	In/Out			
2	Rakshana	21:59:26	In			
3	Rakshana	21:59:44	Out			
4	Rakshana	22:00:05	In			
5	Uma	22:10:16	In			
6	Uma	22:10:55	Out			
7	Uma	22:21:59	In			
8	Uma	22:22:30	Out			
9	Uma	22:23:25	In			
10	Z	22:23:53	In			
11	Z	22:26:24	Out			
12	Rakshana	22:27:50	Out			
13	Uma	22:29:48	Out			
14	Rakshana	22:32:36	In			
15	Uma	22:33:18	In			

*K.B. Raj*

*K.B.C.*

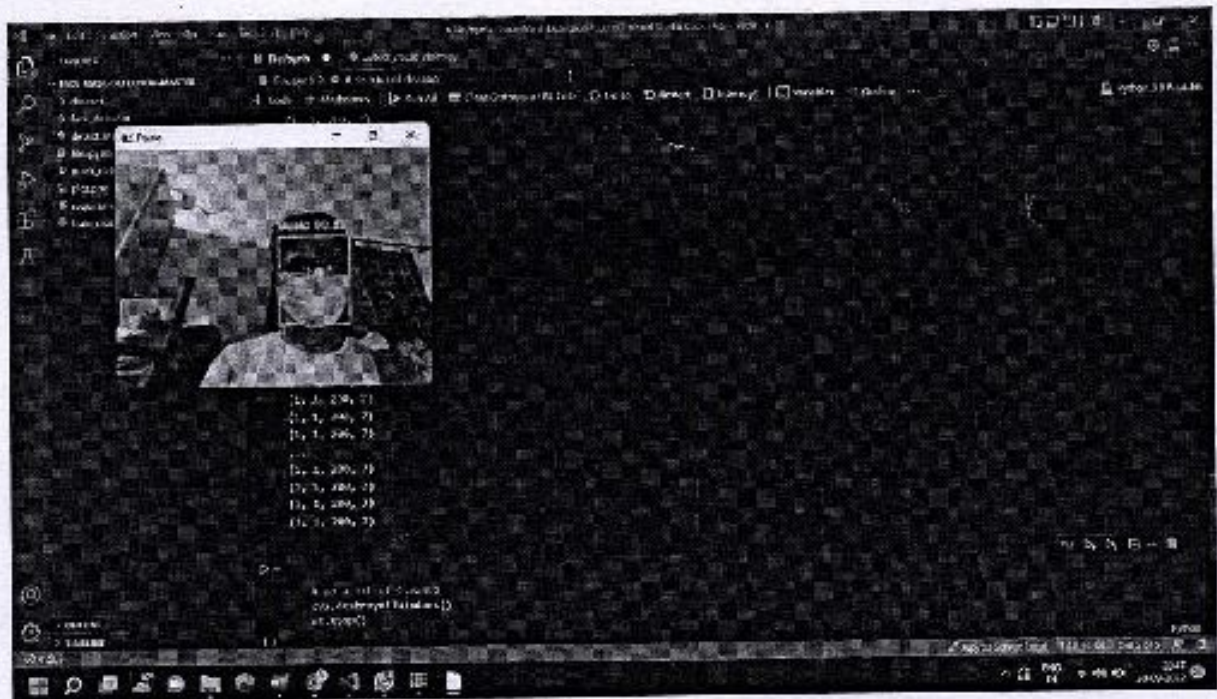
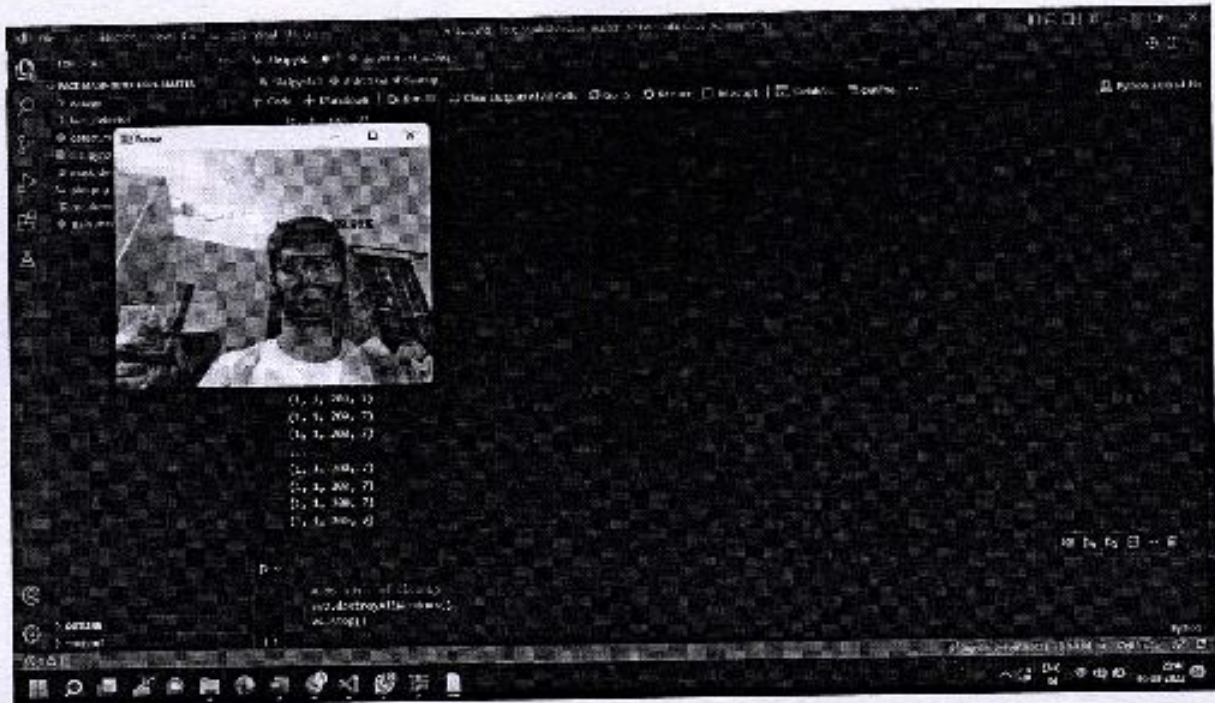
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REGISTER NUMBER: 2113721102024

Name of the Student: NAGARCHANA NA  
Project Title: MASK DETECTION SYSTEM  
Project Type: Application Software

SCREENSHOTS:



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K.B. Priz  
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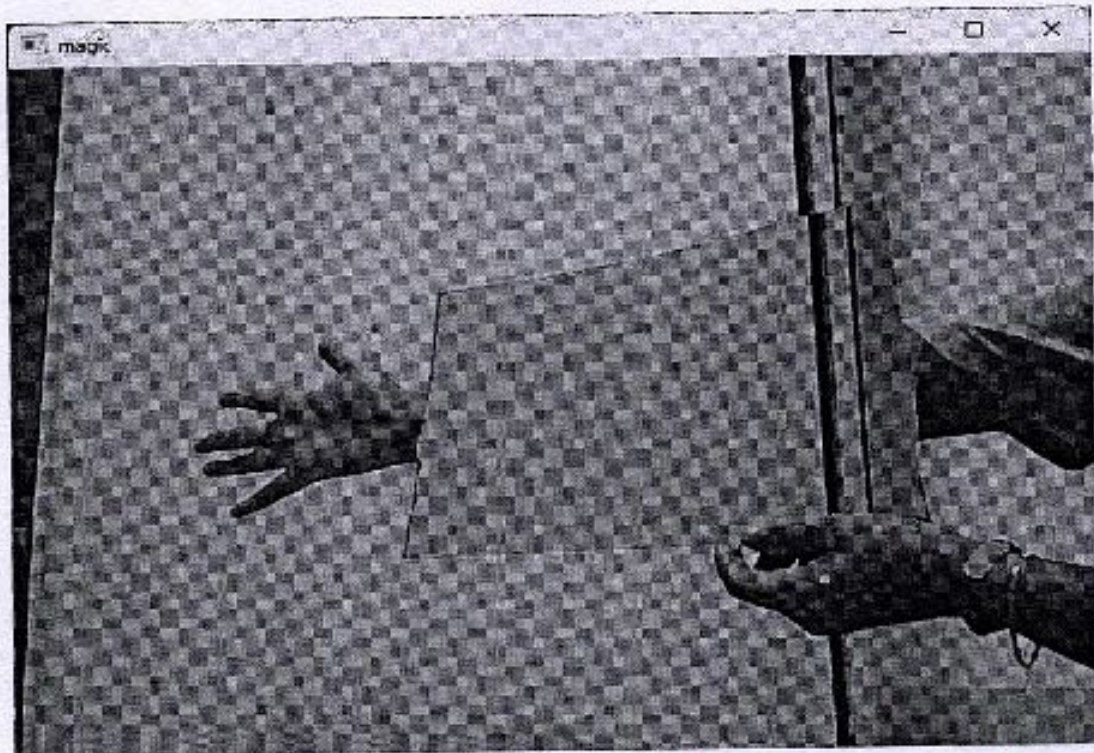
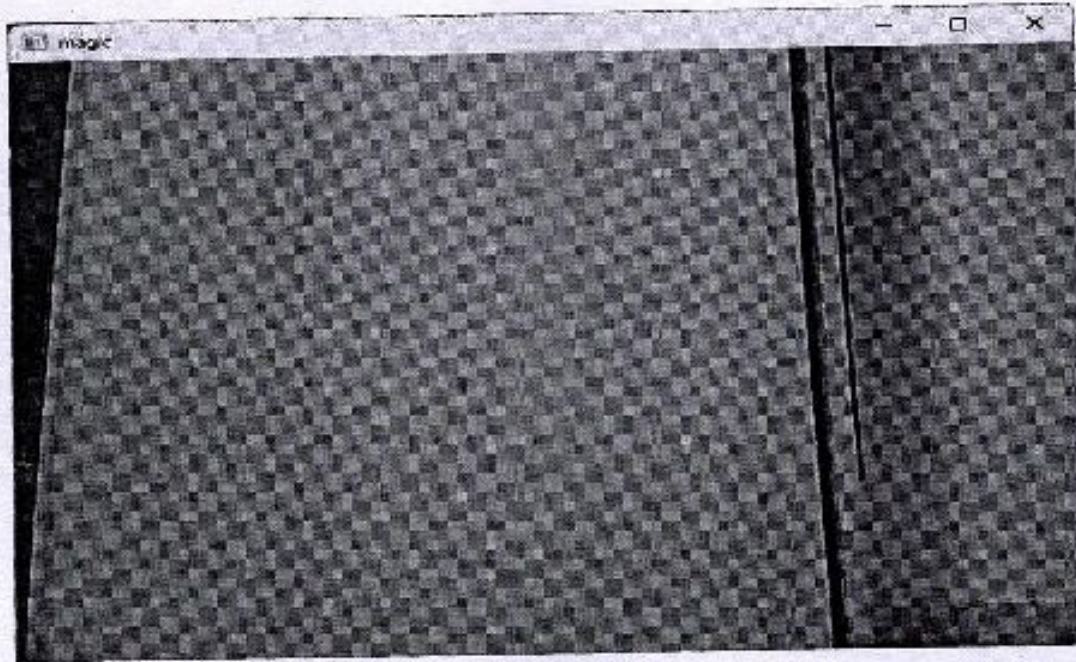
REGISTER NUMBER: 2113721102013, 2113721102044

Name of the Student: JANANI PVK, SRINIDHI K

Project Title: INVISIBLE CLOAK

Project Type: Application Software

SCREENSHOTS:



K.B. Jiz Or

K.B. Jiz Or

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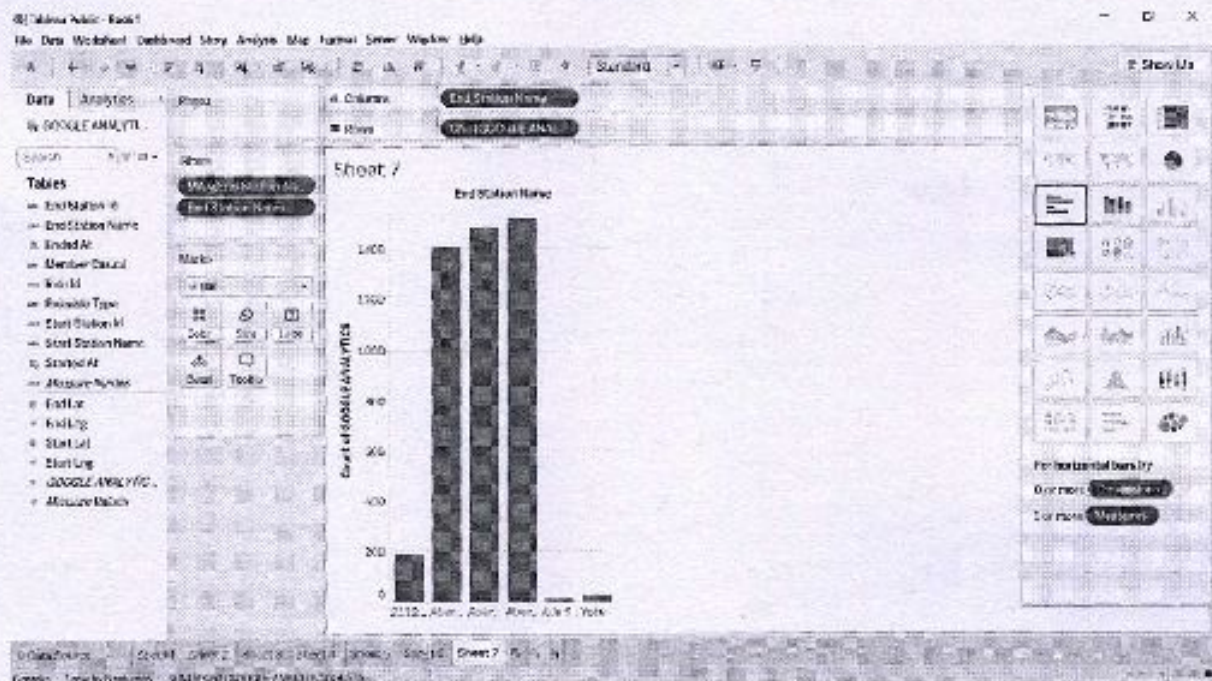
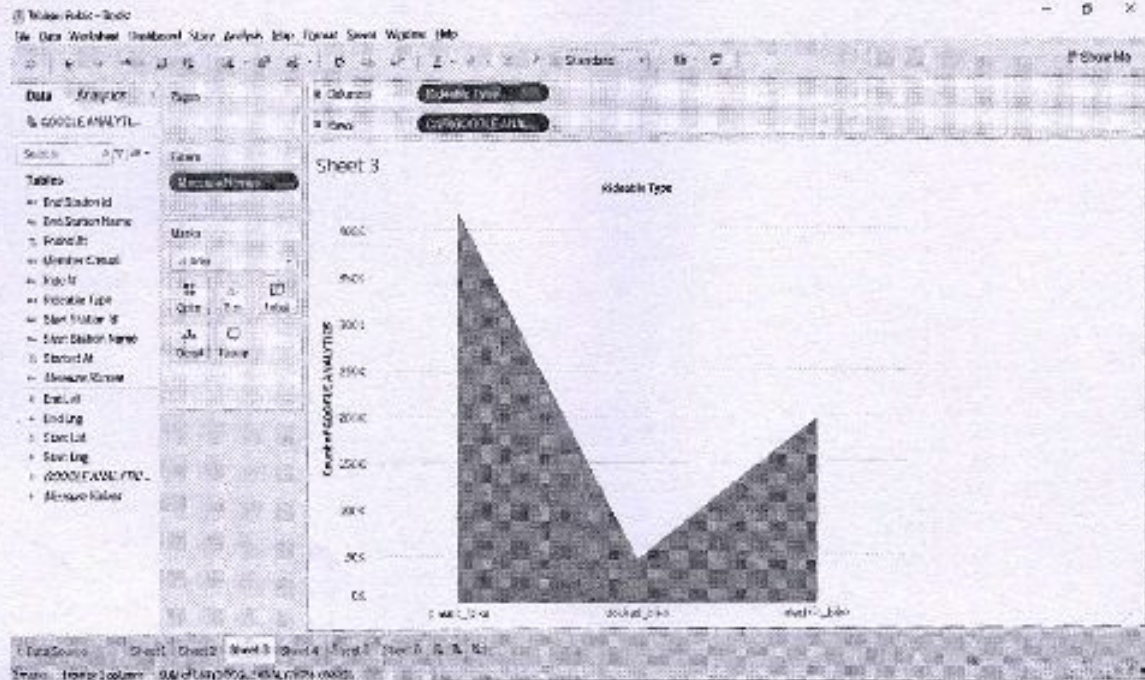
REGISTER NUMBER: 2113721102028

Name of the Student: PADMA PRIYA S

Project Title: GOOGLE ANALYTICS USING TABLEAU

Project Type: Analytics Application

SCREENSHOTS:



*K.P. Priya*

*K.P.C.*  
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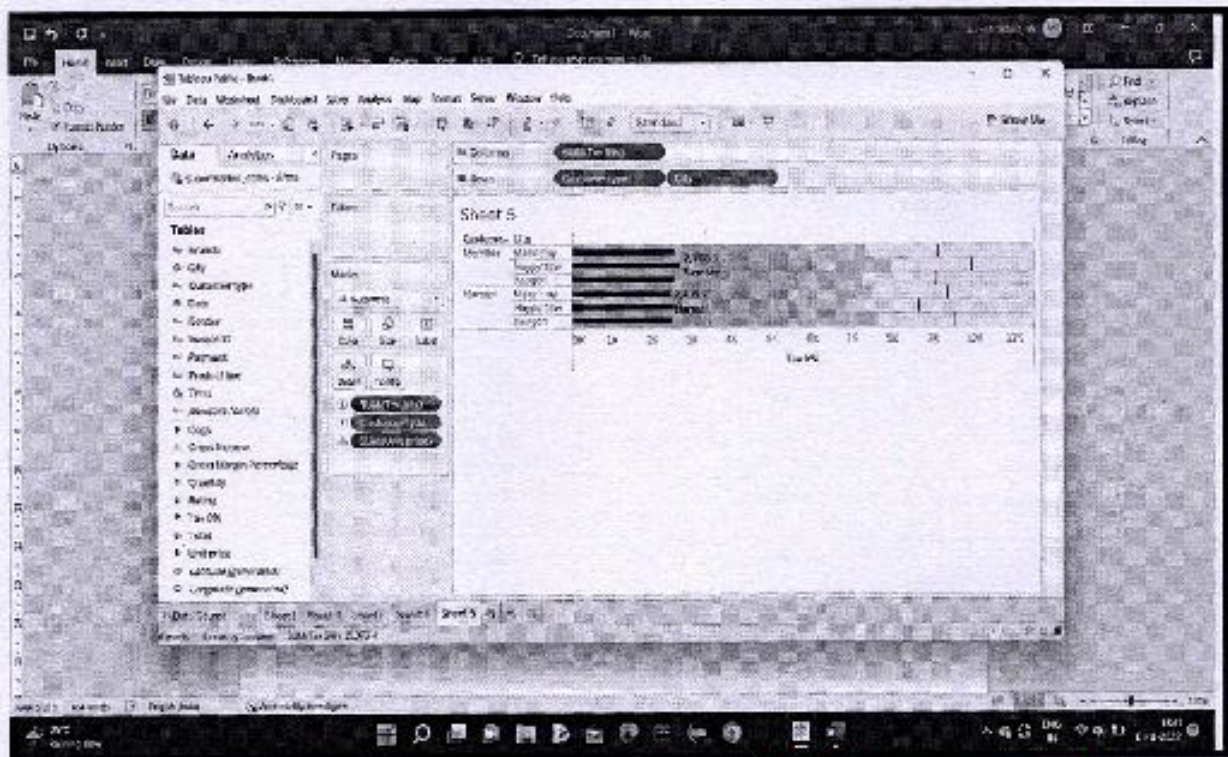
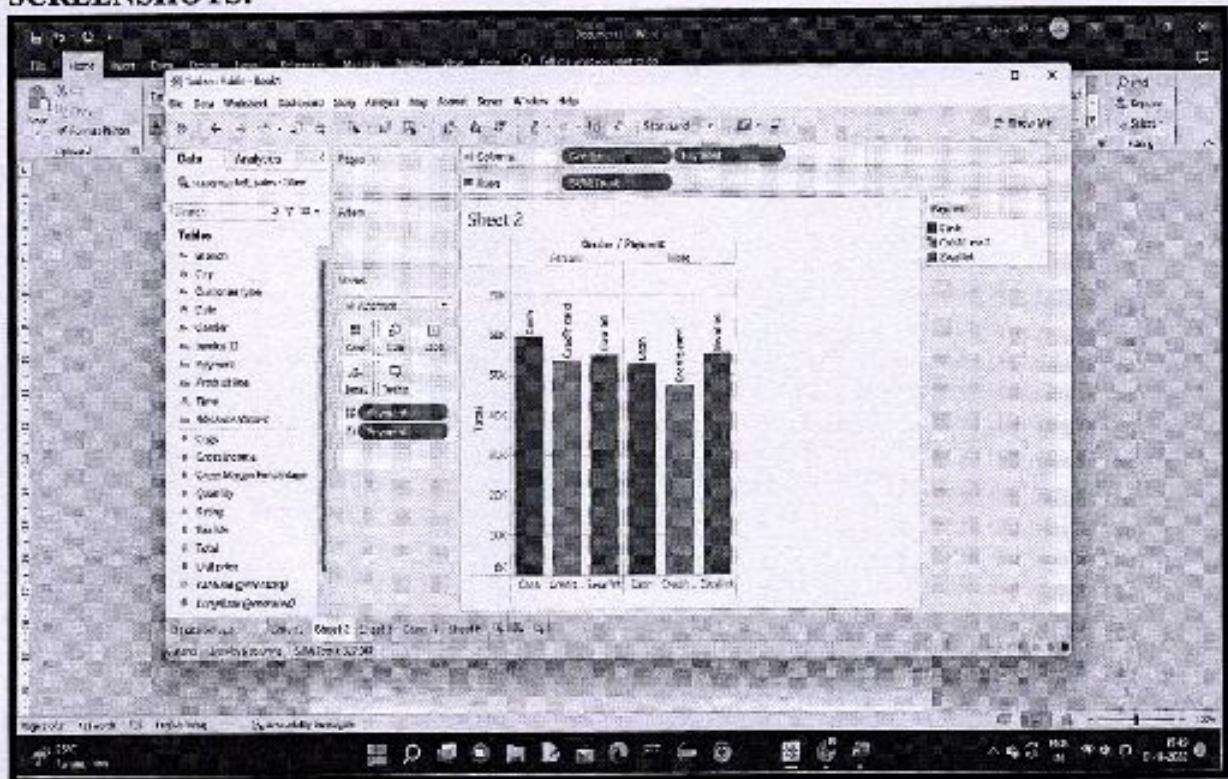
REGISTER NUMBER: 2113721102027

Name of the Student: NITHYASHREE S

Project Title: TREND ANALYTICS ON SUPERMARKET DATASET

Project Type: Analytics Application

SCREENSHOTS:



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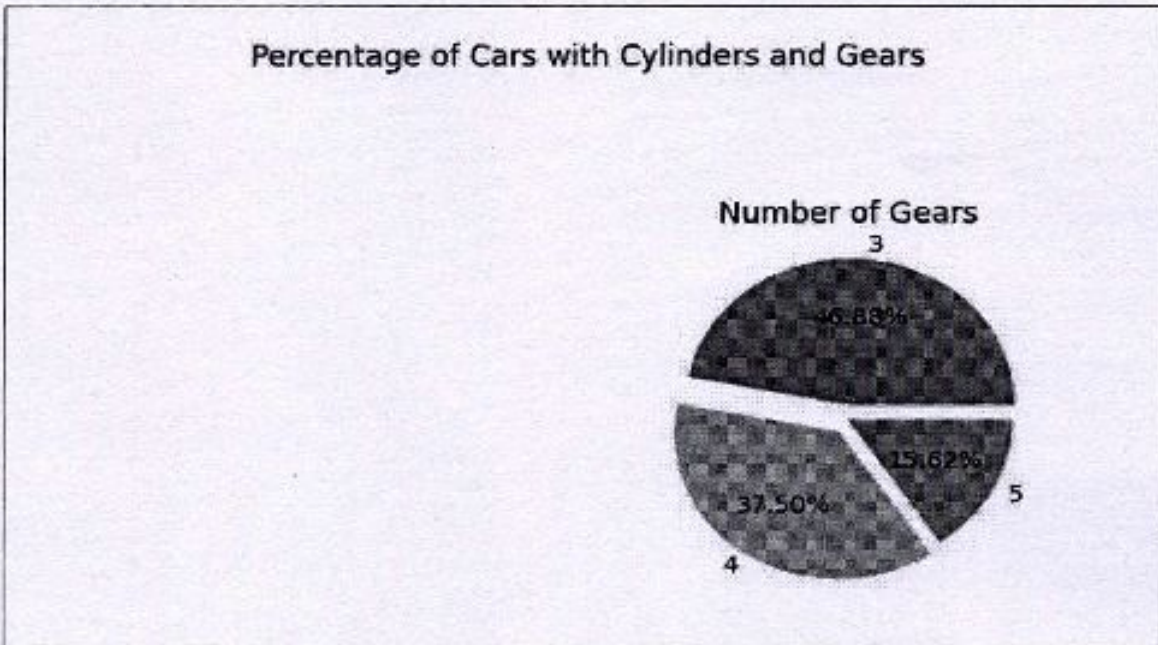
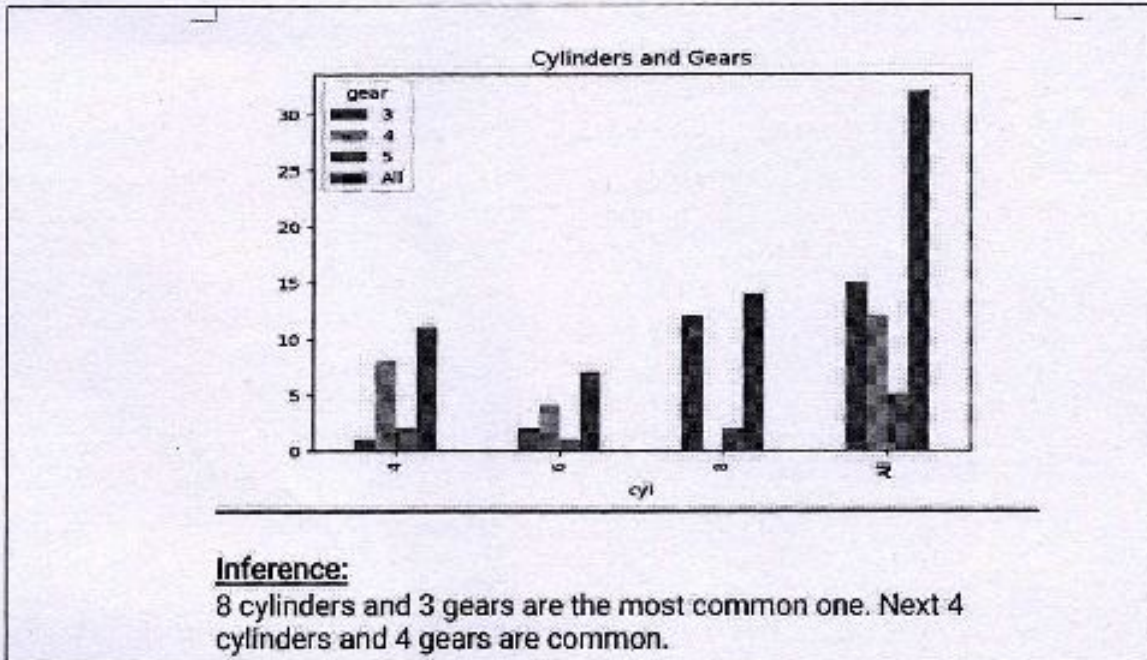
REGISTER NUMBER: 2213721102032

Name of the Student: ROSHINI N S

Project Title: VISUALIZATION AND ANALYSIS OF MOTOR TREND CARS

Project Type: Analytics Application

SCREENSHOTS:



R.S. [Signature]

KBC [Signature]  
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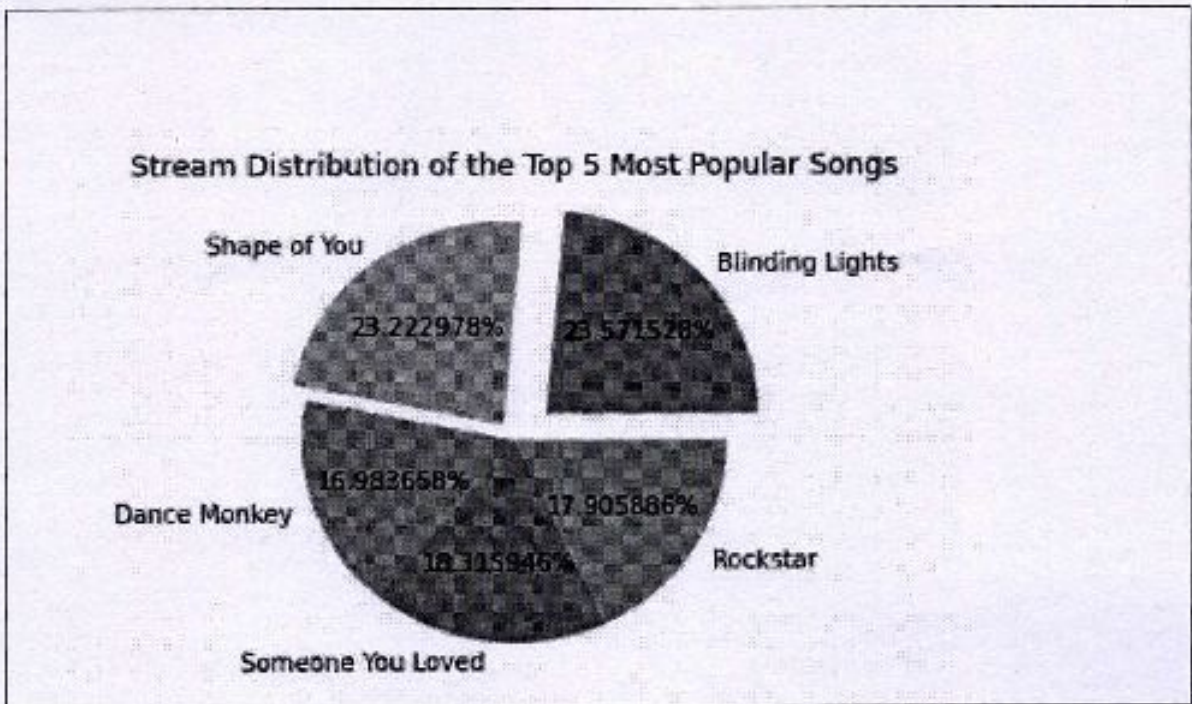
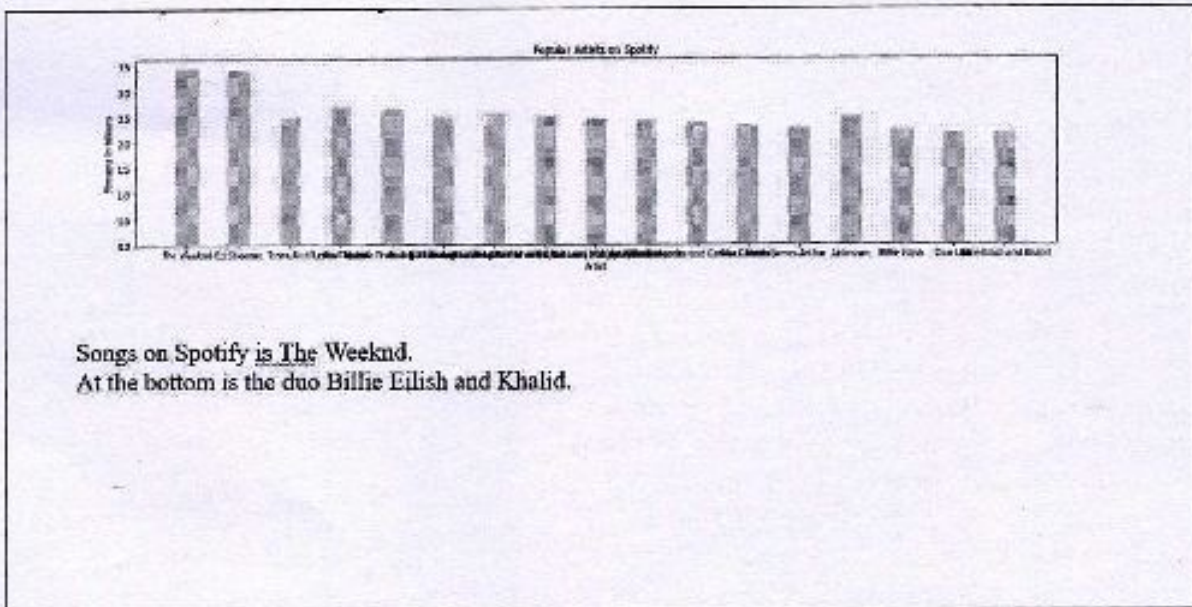
REGISTER NUMBER: 2213721102019

Name of the Student: KIRTHANA M R

Project Title: SPOTIFY DATASET: ANALYSING AND CUSTOMIZING SONGS FOR ARTISTS

Project Type: Analytics Application

SCREENSHOTS:



K.B. [Signature]

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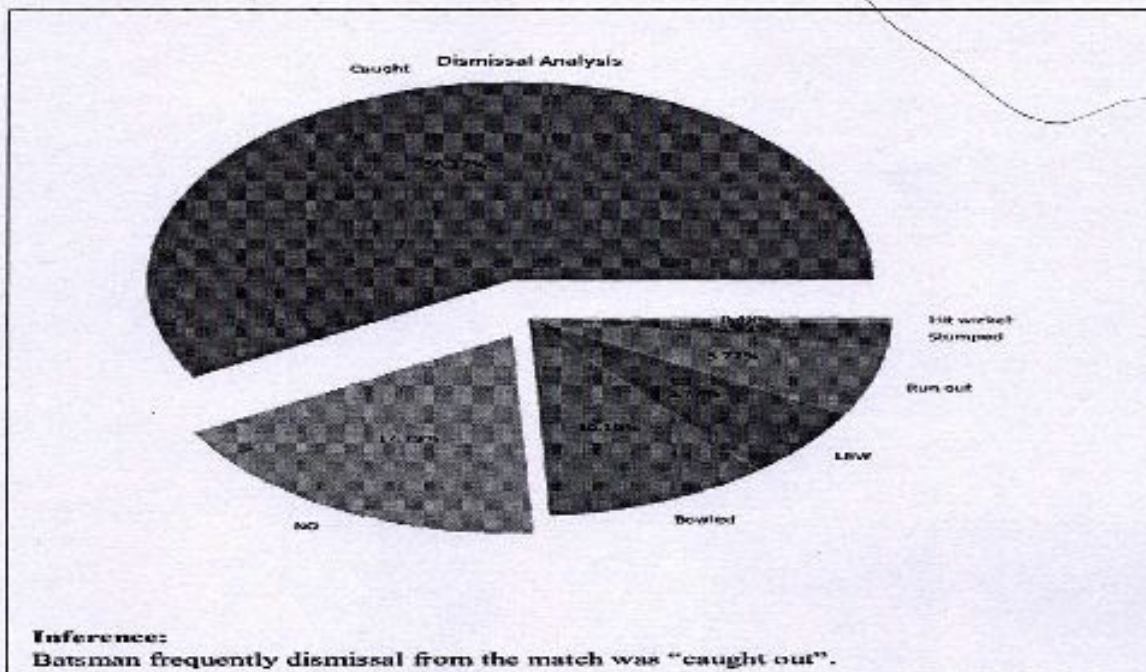
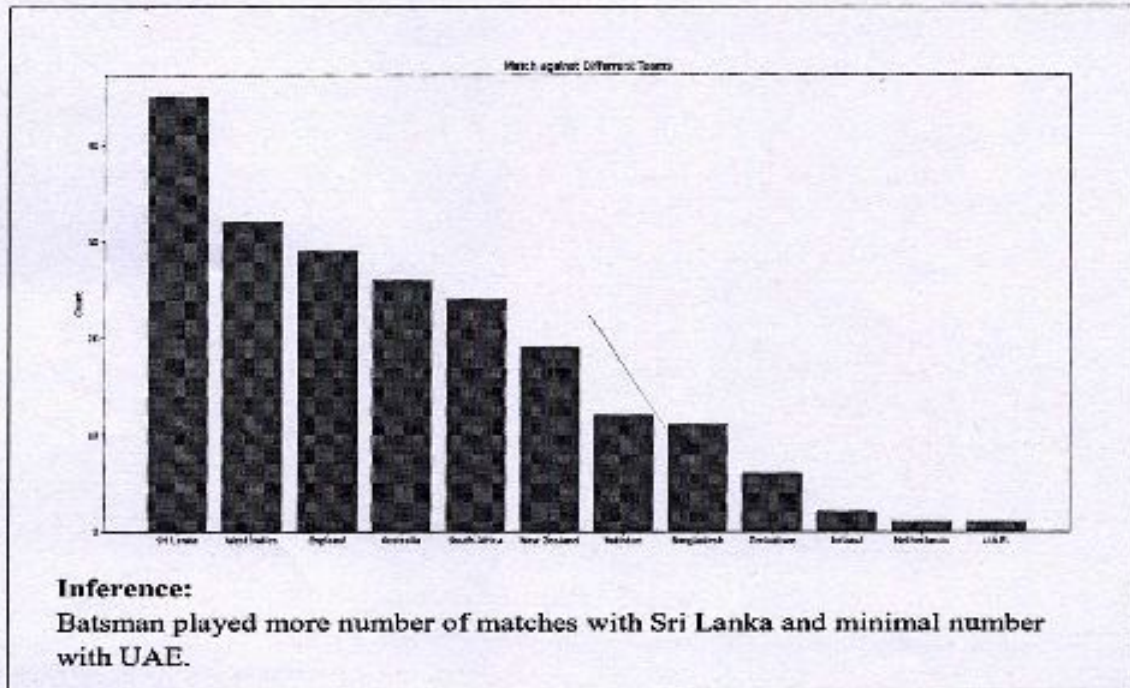
REGISTER NUMBER: 2213721102051

Name of the Student: JAYASREE

Project Title: VISUALIZING AND ANALYSING THE POTENTIAL OF A  
CRICKETER

Project Type: Analytics Application

SCREENSHOTS:



K.S. Rajan

K.P.C. Principal  
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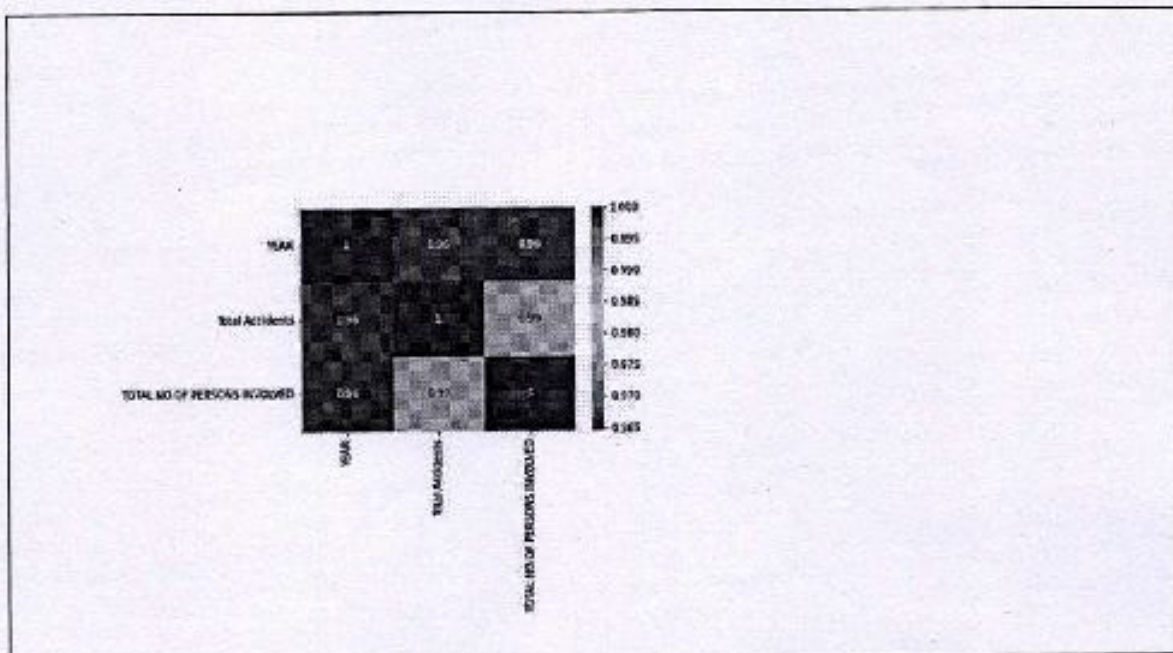
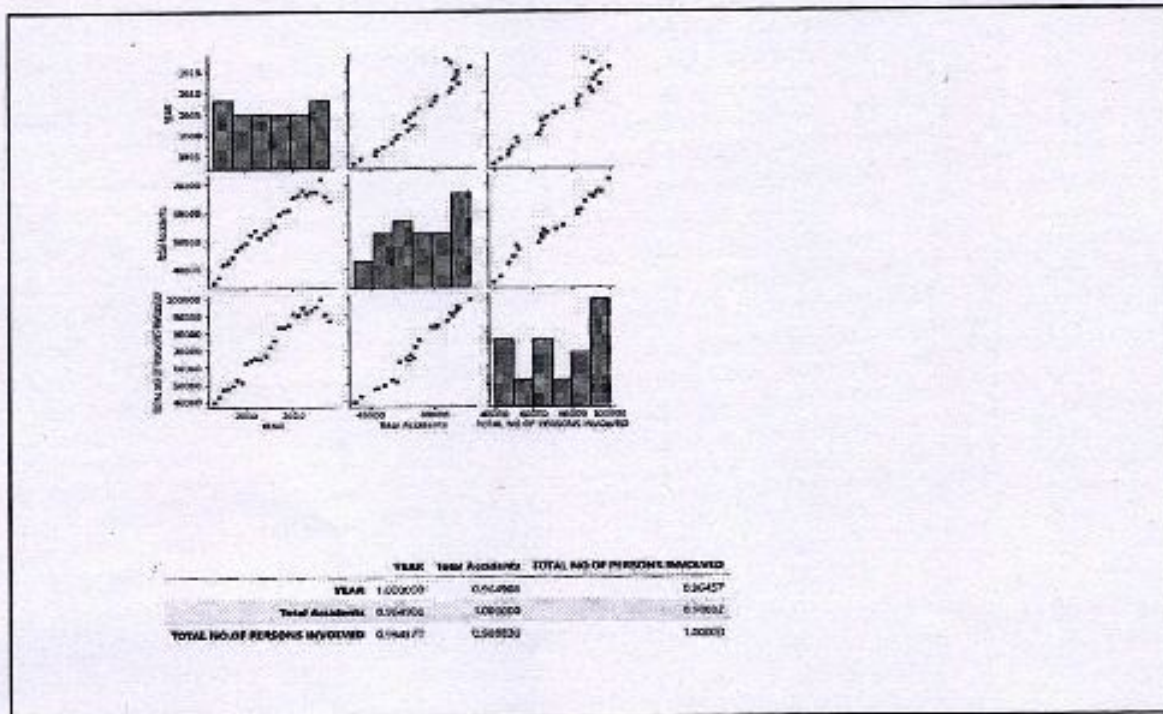
REGISTER NUMBER: 2213721102025

Name of the Student: MONICA C

Project Title: ROAD TO SAFETY: A COMPREHENSIVE DATA VISUALIZATION  
OF TAMIL NADU ROAD ACCIDENTS

Project Type: Analytics Application

SCREENSHOTS:



K.B. Piy. 02

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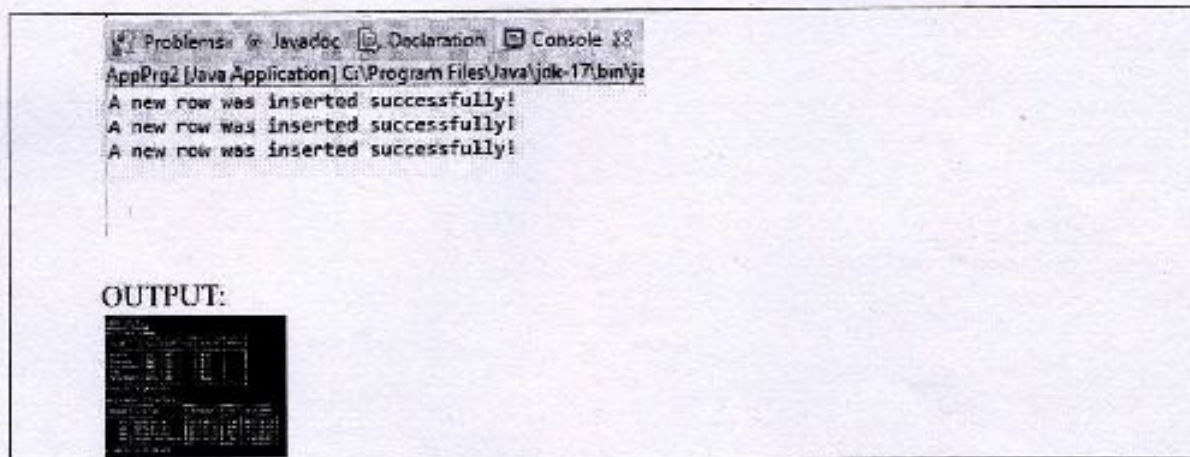
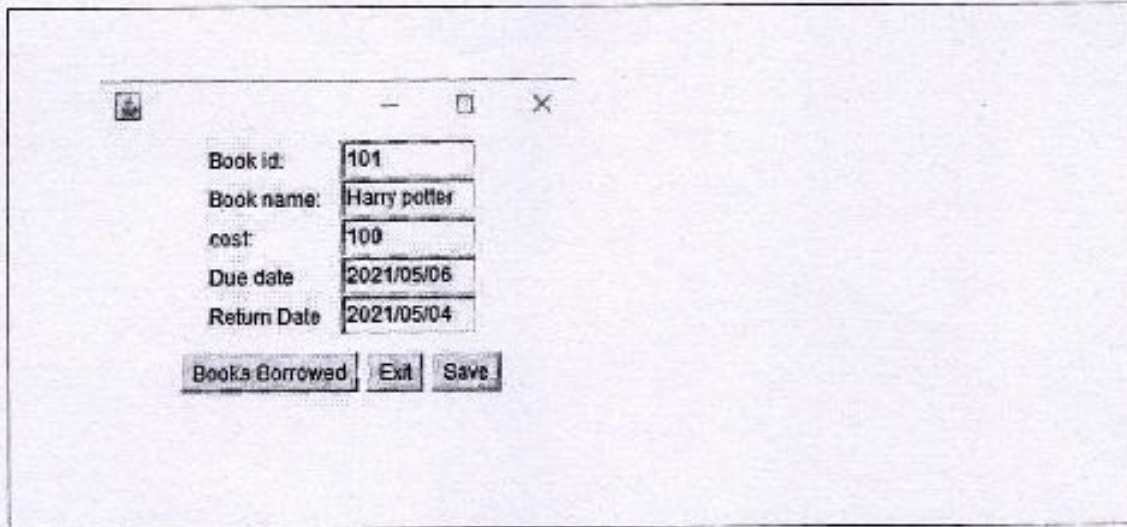
REGISTER NUMBER: 2213721102023, 2213721102047

Name of the Student: MALAVIKAA K, YASHA GADHAIYA

Project Title: LIBRARY INFORMATION SYSTEMS

Project Type: Application Software

SCREENSHOTS:



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**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**DEPARTMENT OF INFORMATION TECHNOLOGY**

**B.Sc. Data Science**

**EXPERIENTIAL LEARNING/PARTICIPATORY  
LEARNING/PROBLEM SOLVING**

**2022-2023**

**Experiential Learning**

#	Programme	Subject	Experiential Learning	Title
1	BSC DS	Object Oriented Programming with Java	Project Development	Electronic Product Information system, Library Information System
2	BSC DS	Artificial Intelligence and Expert Systems	App Development	Clear Match Face Recognition App
3	BSC DS	Time Series Analysis and Forecasting	Analysis Project	Analysis of Diverse Cultural and Natural Sites in the World

**Participative Learning**

#	Programme	Subject	Participative Learning
1	BSC DS	Mathematics for Data Science	Quiz
2	BSC DS	Operating System and Shell Programming	Puzzle Solving & Enacting
3	BSC DS	Artificial Intelligence and Expert Systems	Game Playing
4	BSC DS	Basics of Data Science	Fix the Bug

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### Problem Solving

#	Programme	Subject	Problem Solving
1	BSC DS	Object Oriented Programming with Java	Worksheet Solving
2	BSC DS	Operating System and Shell Programming	Algorithm Implementation
3	BSC DS	Artificial Intelligence and Expert Systems	Algorithm Tracking
4	BSC DS	Python for Analytics	Worksheet Solving
5	BSC DS	Data Structures and Analysis of Algorithms	Visualise Algorithms

### 1. Experiential Learning

- a. Subject Name: Object Oriented Programming with Java  
Activity: Project Development  
Project Title: Electronic Product Information system

```

Console X
<terminated> jdbc1 [Java Application] C:\Users\user\p2\pool\plugins\org.eclipse.just.o
Enter id and name to be updated:
103 AC
Record Updated
Enter id to be deleted:
102
Record Deleted

```

```

MySQL 8.0 Command Line Client
mysql select*from ElectricalProducts;
+-----+-----+-----+-----+-----+
| Productid | Productname | brandname | colour | cost |
+-----+-----+-----+-----+-----+
| 101 | Television | Sony | Black | 5000 |
| 103 | AC | Samsung | White | 4000 |
| 104 | iphone | Apple | Purpleedition | 6000 |
| 105 | Fridge | Whiripool | Pink | 3500 |
| 106 | ipad | Apple | Gold | 7000 |
+-----+-----+-----+-----+-----+
5 rows in set (0.00 sec)

mysql

```

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K.B. Priz  
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- b. Subject Name: Object Oriented Programming with Java  
Activity: Project Development  
Project Title: Library Information System

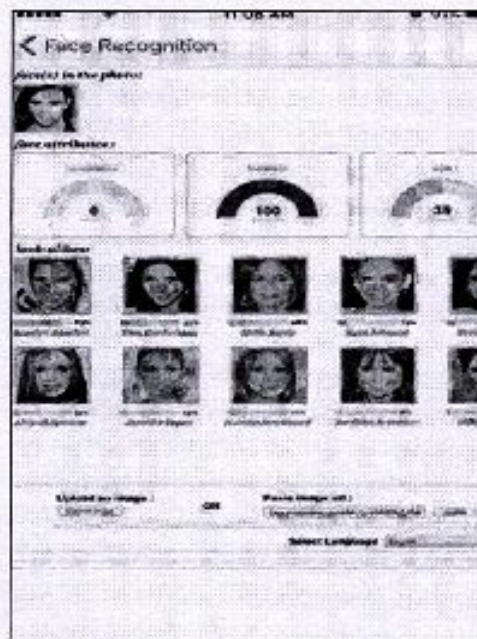
Book id:	101
Book name:	Harry potter
cost:	100
Due date:	2021/05/06
Return Date:	2021/05/04

Books Borrowed Exit Save

Book id:	102
Book name:	Percy Jackson
cost:	150
Due date:	2021/05/14
Return Date:	2021/06/14

Books Borrowed Exit Save

- c. Subject Name: Artificial Intelligence and Expert Systems  
Activity: App Development  
App Title: Clear Match Face Recognition App

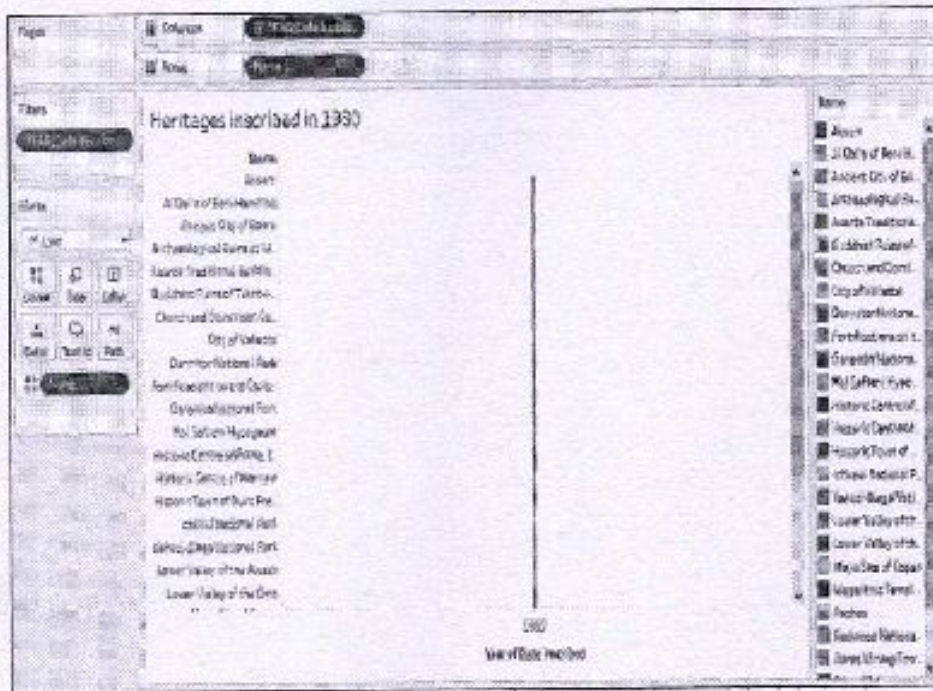


- d. Subject Name: Time Series Analysis and Forecasting  
Activity: Analysis Project  
Title: Analysis of Diverse Cultural and Natural Sites in the World

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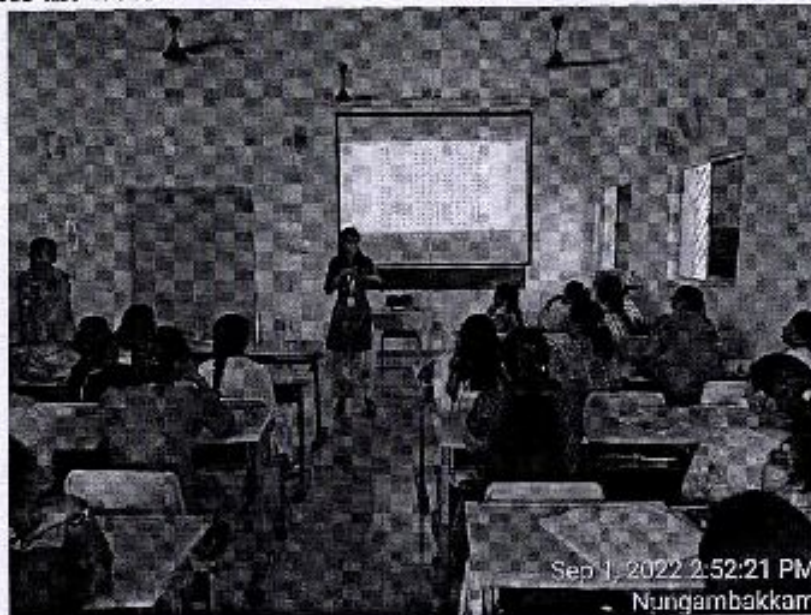




## 2. Participative Learning

### a. Puzzle Solving & Enacting – II BSC DS – Operating System and Shell Programming

A student identifies the key term in the word puzzle and enact for class. Others will guess the word.



### b. Game Playing - II BSC DS – Artificial Intelligence and Expert Systems By playing games the algorithm is learnt

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c. Fix the Bug – I BSC DS – Basics of Data Science

Fix the Bug - 4 Nov 2022



3. Problem Solving

- a. Worksheet Solving - I BSC DS - Object Oriented Programming with Java  
Students solve the given practical worksheets and submit the solutions

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**PRACTICAL WORKSHEET NO.1**  
OBJECT ORIENTED PROGRAMMING WITH JAVA - PRACTICAL

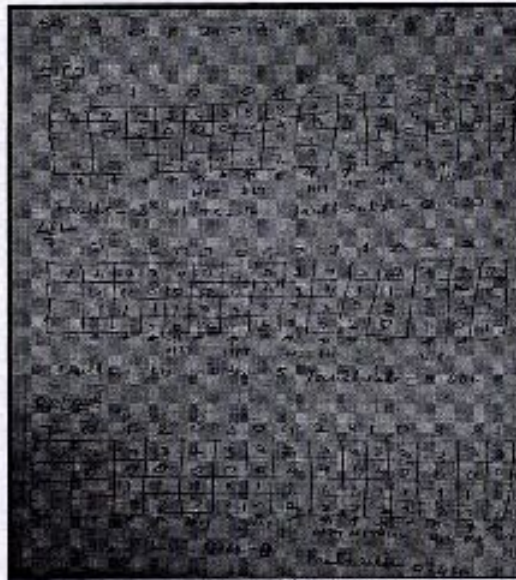
**DECISION MAKING AND LOOPING STATEMENTS**

1. Program to find the largest of 2 numbers
2. Finding The Circle using (i) Switch statement and (ii) Else statement
3. Reverse a number using do while
4. Sum of the given numbers using arrays and while loop
5. Maximum and Minimum of given numbers using arrays and for loop

**CLASSES AND OBJECTS**

6. Create a class LAPTOP to initialize the values of Laptop Configuration in constructor and display the configurations using a method.  

7. Create a class CIRCLE to initialize radius using Parameterized Constructor and calculate the volume of a circle.  
Use 3 constructors: CIRCLE(), CIRCLE(r), CIRCLE(r, Area)
8. Create a class Calculator to initialize the value of array in constructor and create methods to  
(i) print the array  
(ii) sum of numbers in array

- b. Algorithm Implementation - II BSC DS – Operating System and Shell Programming  
Students manually implement the algorithm for understanding



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- c. Algorithm Implementation - I BSC DS – Data Structures and analysis of algorithms  
Students visually implement the algorithm for understanding



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**DEPARTMENT OF COMMERCE - M.COM**

**FIELD VISIT REPORT**

As a part of our curriculum, students get to visit industries that impart a practical insight into the workings of an organization. These visits provide the students an opportunity to reflect on their in-class learning and connect those with the real world and end up gaining new perspectives.

Event Title	Industrial Visit
Date	17 <sup>th</sup> March 2022
Topic	Logistics & Supply Chain Management
Place of Visit in collaboration with	Lenovo (India) Private Limited - Pondicherry WellousPharmaPvt., Ltd., - Pondicherry
No. of Participants	42 Students - I M.Com

**Objective of the Visit:**

To gain practical Knowledge on the various aspects of Logistics & Supply Chain Management

**Visit Outcomes:**

The students gained knowledge on the Manufacturing Process Flow, Production Process, Testing Process & Debug Operations and Warehouse Management System.

**Visit Overview:**

M.Com had organized a visit to Lenovo (India) Private Limited – Pondicherry, one of the world's leading personal technology companies producing innovative PCs and mobile internet devices, known to satisfactorily cater to the demands of its customer base and WellousPharmaPvt., Ltd., - Pondicherry, a professionally managed Pharmaceutical Company committed to strive for total customer satisfaction by conforming to their requirements through continuous improvement in Product, Process and Quality system for the M.com I Year students on 17<sup>th</sup> March 2022. The visit enabled the students to understand various aspects relating to Manufacturing, Production Process and Warehouse Management system.

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The students visited the factory accompanied by the facilitators who explained the entire production process to the students. The students had the opportunity to get direct exposure to the following aspects:

Manufacturing Process Flow

Planning & Forecasting Process

Warehouse Management System

Storage of Raw Materials

Quality Check & control

Automation in their working Process

Effectiveness of their Logistics System

The students raised various queries relating to the above aspects and the facilitators clarified all the doubts. The students spent their quality time in exploring the production, packaging and warehouse related activities of Lenovo (India) Private Limited - Pondicherry & Wellous Pharma Pvt., Ltd., - Pondicherry.

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**DEPARTMENT OF COMMERCE**

**B. Com (ACCOUNTING AND FINANCE) SHIFT I**

**MARKETING MANAGEMENT EXIBHITION**

**BRAND STORIES**

**2022-2023**



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# MARKETING MANAGEMENT EXHIBITION

## DEPARTMENT OF ACCOUNTING AND FINANCE SHIFT-1

Date: 02/03/2023

Venue: Room No. 106

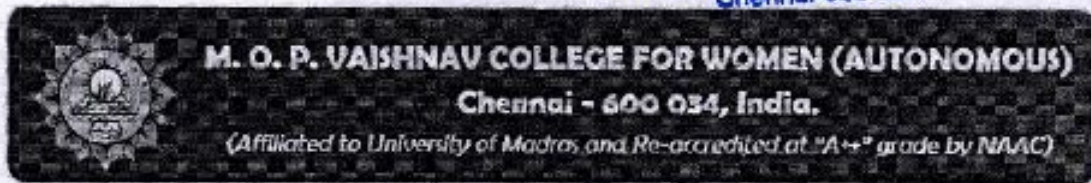
Timings: 10 A.M. - 3:30 P.M.

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# MARKETING MASTERMINDS

The "Brand Stories" was a Marketing Management exhibition organised by the first year students of B.Com Accounting & Finance Shift 1. The exhibit held in the college premises on 2nd March, 2023 was an opportunity for the student to have an hands on experience in analysing marketing strategies and in showcasing their skills. The exhibit was inaugurated by our Principal Dr. Lalitha Balakrishnan. The Principal, Vice-principal and the faculty who visited the exhibition took keen interest in listening to the presentations by each group of students and encouraged them.

The primary objective of the exhibit was to enable students to identify and analyse the various marketing strategies emerging in the market. For this purpose, each student group was required to choose a particular brand from the business sector allocated to them, scrutiny their brand story, identify their marketing strategies, and analyse its importance in the brand's success. In addition to chart and artistic displays, the students engaged the audience in several interactive games relating to the subject. Students from other departments who visited the exhibit from various departments gained knowledgeable insights and enjoyed the interactive session.

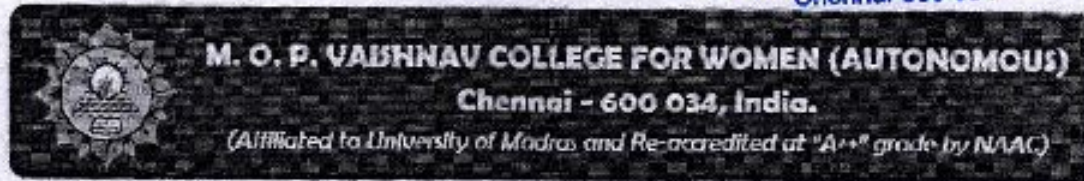


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Group name: Food-o-mania

Group members: Ananyaa Sivakumar, Harshana, Helsi Riya Infant, Krishna Narayanan, Samyuktha. G, Sai Shivaany. N, Yashaswini

Topic: FMCG Sector - Nestle

The primary chart display and model of the team focused on the Evolution of the brand- Nestlé and its products. The team conducted 5 different games to engage the audience, namely, Memory game, Jumbled letters, Colour coded game, Odd one out and Lucky draw

The product mix strategy was briefly illustrated and 5 games were exhibited. All the players were to pick up a chit so as to decide which game they were supposed to play. In the memory game, the players were to choose pairs of Nestlé brands (written in chits). In the jumbled letters game, the players were asked to unscramble a bunch of letters and find the right Nestlé brand.

In the colour coded game, they were asked to roll the dice and according to the number were allotted different colours of Nestlé brands. The players were to name 2 Nestlé products of the chosen colour. The odd one out game was supposed to be played in such way where the players had to choose a card in which there were 4 brands out of which there was a brand that was not of Nestlé.

Each game was timed for 30 seconds. The students enthusiastically participated in all the above mentioned games and were also rewarded.



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**Group Name :** Teen titans

**Group Members :** Geetanjali, Hasikha Shree, Ishika, Janani EK, Prathika J Prathika P, Rakshitha, Sadana SR

**Topic :** Consumer Durables Sector – Titan Watches

The topic chosen by the team Titan Watches from the Consumer Durables Sector. The team mainly focused on the advertisement aspect and labelling and packaging aspect of watches of Titan company. They made a timeline chart of all the various brands of watches of Titan such as Raga , Sonata , Zoop , Fastrack . In addition they also showcased the SWOT analysis For Titan . The working model of a clock was an interesting aspect.

Apart from explaining concepts the also prepared two fun games based on the topic.

**Game 1- Ahead or Behind**

player would spin a wheel that had the names of various countries. Depending on the country pointed by the wheel, players will have to guess whether the timeline of the country is ahead or behind that of IST.

**Game 2- On Titan Time**

Players are required to pick chits from a box that had different numbers written on it, they were asked to perform various tasks keeping the number they picked as the time frame in seconds for their task.



*Geetanjali*

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**Group Name:** Family of Eight

**Group Members:** C.M. Sivaranjini, M. Alamelu, P. Ramya,  
C. Divya Bharathi, I. Srinidhi, S. Vikasini, S. Mythili, T. Pavithra

**Topic:** Service Sector – Spotify Mobile Application

The team explained the promotional strategy undertaken by the Spotify in order to attract their customers. Spotify had used the Freemium Business Model in which they had divided their customers into Free Tier and Premium Tier and became the market leaders in the Indian online music streaming platform within 3-4 years.

They also explained the Freemium Business Model through a chart and model in addition to which their chart work compile the history of Spotify, they also displayed the Swot analysis of Spotify and a pie chart which represented the customer base categorised according to age groups.

There games conducted by the team had 4 levels which were:

Level 1 – Name Kya hai? (Finding the movie using the song lyrics)

Level 2 – Naduvula konjam paata kaanom (Finding the missing lyrics)

Level 3 – Kekala! Sathama! (Finding the song using the BGM)

Level 4 – English to Singlish (Translate the song into its original language)

The students actively took part in the games and the winners were given attractive rewards.



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**Group Name : Sam's Club**

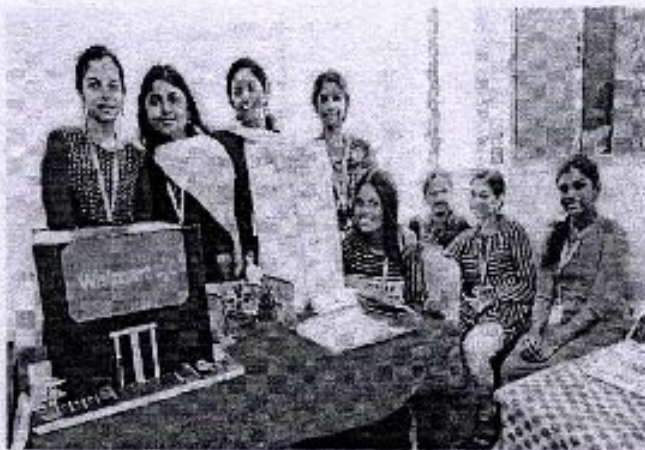
**Topic : Retail Industry - Walmart**

**Group members : Kavya, Nivetha, Subbulaxmi, Archana, Anusri, Harini, Munisree, Sandiyapriya**

The team explain the history and marketing strategies of Walmart, an American multinational retail corporation that operates a chain of hypermarkets (also called supercentres), discount department stores, and grocery stores in the United States, headquartered in Bentonville, Arkansas. It was founded by Sam Walton and it also operates Sam's club retail warehouses. The unique EDLP (Everyday Low price) concept introduced by Walmart and the STP approach used by the brand to attract customers were explained with charts and a miniature set up of the Walmart store.

There were three games organised by the team:

- 1) Tagline Riddle: The player has to take one chit and guess the name of the company on the basis of their tagline.
- 2) Loudspeaker: One player wears the headphone and lip reads the other player to find out brand names.
- 3) Brands Rapid Fire: The player has to say 8 brand names from a particular industry within a time limit of 15 seconds.



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**Group Name :** Techteam

**Group members :** Vaishnavi, Pritika, Hashmitha, Deepika, Salomi, Lokshana, Haritha, Deva Dharshini

**Topic :** Technology Sector – Nokia

Under the technological sector, the team used the brand Nokia to bring out the major marketing strategies in that industry. In addition to analysing the brand story of the company, the team analysed the reasons for the initial success and the consecutive downfall of the brand. The key aspects focused were

1. STP approach
2. 4P's
3. SWOT analysis

The team organised 3 games

1. The Snake Game inspired by Nokia
2. Dumb-Charades where the players were given words related to technology
3. Find the tune – the 1<sup>st</sup> level being - find out the brand name corresponding to the ringtone played and the 2<sup>nd</sup> level being – fin out the BGM.



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**Group name :** Beyond Regular Schools

**Group Members :** Dhreethi Mishra, Gunjan, Jigisha, Nishanthi, Nithyashree, Sailashri, Shree Nidhi Singh, Varshini T.M.D

**Topic :** Education Sector – Byju'S and Unacademy

Education sector is one which plays an important role in the life of kids and young adults. Recent trends in education sector enables unique mode of learning and makes education available for everyone everywhere. The team explained these facilities by taking into consideration Byju's and Unacademy. The major aspects covered were

1. STP Approach – on how these institutions segmented the market, targeted their respective segment, and positioned their brand among customers
2. Price mix – the price offered by these institutions for various class of customers
3. Promotion mix – the brand ambassador and methods taken by these institutions for promoting their product

The team also made an attempt to explain the share price, mode of education and explained the reason for the losses of these institutions.

The team conducted two games namely, Jumbled words and Hangman involving words relating to brands, educational institutions and marketing strategies.



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**Group Name:** Simply Fly

**Group members:** Rashi, Harshi, Kashish, Vidhi, Mithali, Chesta & Darshana

**Topic :** Aviation Sector - Air Deccan

The Air Deccan company under the Aviation sector was chosen to narrate the brand story that was started by Captain Gopinath with the aim to provide Air tickets are rupee 1. The hard struggle in making the company a success and the reasons for the downfall of the company were also analysed. The 4'Ps of marketing mix displayed on chart work and model were,

- Product
- Price
- Place
- Promotion

The team conducted the Whisper Game where one player wearing headphones is required to lip read the other player and guess the words within the given time limit.



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**Group Name :** Automobiles on the Go

**Group Members :** Ananyca Lakhota, Aparna R, Divya Janakiraman, Muskan G Chandak, Sakthi Maheswari B, Sanjuktha S, Shivaani M, Shrimathura S

**Topic :** Transportation Sector – Tata Motors & Ford

The teams chose the Automobile sector under the transportation sector. The two main brands focused were Tata motors and Ford. Apart from narrating the brand story of these companies the team also explained the two major reforms in these companies that changed these brands from a market loser to a market leader. The key strategies analysed were Platform Strategy, First Mover Advantage, Division of Labour and Assembly Line reforms. The team also explained how Tata Motors uses its chain group of companies to help its Electric vehicle sector being an Indian manufacturer. The contributions of Henry Ford towards management efficiency were also explained.

The team conducted the game of "Connexions" where players were required to guess the name of car brands by connecting the images displayed within the given time frame of 1 minute.



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**Group Name :** Perficient

**Group Members :** Yakshika, Poyya Sree, Sai rithika, Aishwarya, Varshini GU, Anika, Janani TN, Keerthika

**Topic :** Luxury Marketing

The team exhibited the branding strategies of luxury products stating examples about famous brands like Louis Vuitton and Rolex. In addition to narrating their brand stories the team also explained the STP approach of these brands that choose a specific target market. The strategy of high pricing to build an image of high quality was also discussed. While charts were used for explaining concepts, there were models of luxury products like handbags and watches.

The team conducted two games. In the first game a player was required to spin a wheel to choose 2 luxury brands, the player had to use reflex action to identify and pause a video when it displayed the respective brand logos. The second game was that of a crossword puzzle where players had to find out words related to luxury brands within the given time limit.



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**WITH ENDINGS COME NEW BEGINNINGS**

All good things must come to an end, and so did our exhibition. From the inauguration, to being visited by the various commerce departments of the college the students were enthusiastic to keep the spirits high throughout the day. Never the less, the efforts by the students of B.Com Accounting & finance Shift 1 didn't make it seem like their first exhibition in college. Constant encouragement and efforts from the faculty in the Accounting & Finance department helped make the event a grand success.

**CREDITS:**

**PHOTOGRAPHY:** Magesh Sir, Varshini GU, Divya Janakiraman

**REPORTING AND COMPILED:** Sanjuktha S

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**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
**CHENNAI – 600 034**


**BUSINESS ON CAMPUS (28<sup>TH</sup> OCTOBER, 2022)**



**PROGRAMME OBJECTIVE:** To provide inputs on the journey of an entrepreneur. To enable students to draw parallels with theoretical learning and gain experience through practical learning.

**PROGRAMME BRIEF:** The one-day campus business laid emphasis on grooming an individual to become an entrepreneur. The Business Canvas Model session provided insights on developing business idea with zero investment by just using the nine building blocks. The session encouraged students to follow their passion and flourish into budding entrepreneurs. One day campus business was held to provide them hands on experience and train them to become successful entrepreneur.

**PROGRAMME OUTCOME:** The one-day campus business threw light on the process of converting business ideas into reality. It gave practical experience to face the challenges imposed on the entrepreneur and develop insights on way and modes to wade through the same. The one-day campus business also nourished the entrepreneurial skills in students with the prime motive of reaching the breakeven point and then earning profits. The main outcome of the one-day campus business was to encourage students on becoming the future women entrepreneurs.

  
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**B. COM ACCOUNTING AND FINANCE SHIFT – I**

**SNEAK PEAK**

**An Insight into the world of Indirect Taxation**

Sneak Peak Exhibition, An Insight into the world of Indirect Taxation was held on 28th March, 2023 under the guidance of our respected faculty Dr. Madhumathy M. The exhibition was inaugurated by our beloved Principal Dr. Lalitha Balakrishnan. The students were divided into groups and sub topics were allotted to them, including GST returns and penalties, Levy and collection of GST, IGST Model, Input Tax credit, Supply, etc.

All the groups exhibited their subtopics with utmost creativity and innovation. The main objective of the exhibition was to educate the students belonging to all departments about the Meaning of different Indirect Taxes and it's applicability in real life. The exhibition aimed at improving the understanding of Goods and service tax amongst the students

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WELCOME MESSAGE AND  
FINANCIAL SHEET I  
PAGES 10  
**FINANCIAL SHEET I**  
An insight into the World  
of Finance Topics  
PRESENTATION BY  
DR. LALITHA SATHISHKUMAR  
PRINCIPAL, M.O.P. VAISHNAV COLLEGE FOR WOMEN  
CHENNAI-600 034  
28th March, 2023 10:30 A.M. - 3 PM  
5th Floor Seminar Hall



*Dr. Lalitha Sathishkumar*

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## INTRODUCTION OF GST

### PROGRAM OBJECTIVES:

- To understand the basic introduction of Goods and service tax (GST)
- To an innovative way of teaching the basic concepts of GST
- Giving insights and explanations about the rates and various taxes of GST with the help of games

### PROGRAM BRIEF:

Our topic was introduction to GST. Goods and Services Tax (GST) is an indirect tax levied on the supply of goods and services. A video regarding emergence of GST, the various indirect taxes subsumed under GST, advantages, features and disadvantages of GST was made to give a gist of GST to the students. The concept of indirect taxation prevailing before vs after the existence of GST was explained through a model. Spin the wheel and memory game was used to enlighten the students about the types and rates of GST.

### PROGRAM OUTCOME:

The programme gave us exposure, and understanding of GST and an insightful experience to understand and teach the basic concepts of GST, in innovative ways and approaches.

## IGST MODEL

### PROGRAM OBJECTIVES:

- To learn about the intricacies of Indirect Taxation through a way of doing and learning.
- To educate visitors about the different facets of the IGST Model.
- To depict the working of the IGST Model through an interactive model and a game.

### PROGRAM BRIEF:

The event began at 10:30 am with several teams showcasing their projects in accordance with their subthemes and presenting the concepts to the guests and principal Dr. Lalitha Balakrishnan (our first guest) as best they could. There were several interactive models and activities that attracted visitor's attention and kept them interested. Numerous educators and pupils from different departments attended the event and learned a lot from it. We used a model and an interactive game to illustrate our subtheme of IGST Model. Several people played the game and in a pleasant way learned about our concept. The event came to an end at 3 PM, marking the end of an eventful day. The programme was successful overall since we were capable of enlightening many individuals about Indirect Taxation concepts.

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**PROGRAM OUTCOME:**

- Students and teachers learnt about the Intricacies of Indirect Taxation .
- The visitors played the game we had designed and understood the concept of IGST Model from it.

**LEVY AND COLLECTION OF GST**

**PROJECT OBJECTIVES:**

- To inform the individuals about the numerous goods and services with respect to the GST rates.
- To create awareness amidst individuals regarding the concept of Reverse Charge Mechanism
- To enhance the ability to convey theoretical content in a practical manner
- To improvise all the skills required for effective and efficient teamwork.

**PROJECT BRIEF:**

The visitor was initially informed about the GST rates applicable to various goods and services, the many kinds of transactions accessible, and how the various governments claim their share. Since the project is built on a game paradigm, the visitor was required to choose a paper containing goods or services. The visitor was then asked to choose between intrastate and interstate transactions based on the paper chosen. The visitor was provided three chances to pick the relevant rates and collect authority based on the information provided. Via the meta-verse, the same was visualized digitally.

**PROJECT OUTCOME:**

- An interactive session with the visitors having in depth conversation regarding the applicable rate of GST for various products and services.
- Inputs and facts received from the visitor's side enhanced our knowledge as well

**REGISTRATION UNDER GST**

**PROGRAM OBJECTIVES:**

- To build knowledge in the areas of taxation among the participants.
- To give a practical exposure on Business taxation.
- To enhance competitiveness among the participants.

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**PROGRAM BRIEF:**

- There were 10 teams with 7 members each.
- After sometime the GST related exhibition was inaugurated.
- All the participants were given with one topic under Business taxation subject.
- Later each team had prepared a model of their topics and explained it clearly.
- Our team comprised of preparing a model on Registration under GST.
- We also explained our topic with the insights of Registration, Liability to register, Nature of Registration, Standardization procedures, Cancellation of Registration, and Revocation of Cancellation.
- The event was very engaging and the participants were enthusiastic.

**PROGRAM OUTCOME:**

- The participants were judged based on their presentation skills and the way each team had presented their work.
- The event concluded as a success as a result of the combined efforts and coordination of the students and the faculty in charge.

**TIME, PLACE AND VALUE OF SUPPLY**

**PROGRAM OBJECTIVE:**

The major objective of the programme is to make the visitors to understand about the Time, Place and Value of supply which is very important part of GST. The objective is also to make the visitors to have clear view about GST and time, place and value of supply.

**PROGRAM BRIEF:**


The goods and services tax (GST) is a value-added tax (VAT) levied on most goods and services sold for domestic consumption. The GST is paid by consumers, but it is remitted to the government by the businesses selling the goods and services, Our topic was Time, Place and Value of supply

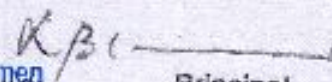
**1) Time of supply:**

Time of supply means the point in time when goods/services are considered supplied'. When the seller knows the 'time', it helps him identify due date for payment of taxes. For this concept we had a game like ludo.

**2) Place of supply:**

Place of supply is required for determining the right tax to be charged on the invoice, whether IGST or CGST/SGST will apply. For this concept we made two charts for place of supply of goods and place of supply of services.

  
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### 3) Value of supply:

The value of supply for a transaction is the price or consideration paid by the customer to the supplier. It includes extra charges like shipping and handling, but it does not include GST. For this we made a model which was like a resort concept "Value Resort"

#### PROGRAM OUTCOME:

When a person knows the 'time' of supply it helps in identifying the due date for payment of taxes. Place of supply is important to determine the kind of tax that is to be levied and value of supply enables in accessing the correct value for which the tax must be calculated and paid. Thus Time, place and value of supply are all important concepts that must be well understood in order to know about about the working of GST in India.

## INPUT TAX CREDIT

#### PROGRAM OBJECTIVE:

- To understand the basic introduction of input tax credit
- To an innovative way of teaching the basic concepts of input tax credit through puppet show
- Giving insights and explanations about the inter and intra state state sales and input tax credit in respective to the respective sales made.

#### PROGRAM BRIEF:

Our topic was introduction to input tax credit. Input credit means at the time of paying tax on output, you can reduce the tax you have already paid on inputs and pay the balance amount. A complete and detailed explanation of the input tax credit along with an example was illustrated in a puppet show. We provided golden entry tickets for the puppet show to give realistic expectations to the students. We explained the concept using a very basic example of a biscuit factory which included intra as well as inter state sales.

#### PROGRAM OUTCOME:

The programme gave us exposure, and understanding of ITC and an insightful experience to understand and teach the basic concepts of ITC, in innovative ways and approaches.

## BUSINESS TAXATION

#### PROGRAM OBJECTIVE:

- To identify and have a clear understanding on taxation concepts.
- To use factual information, interpretations, conclusions in day-to-day life.
- To educate E-way bill, credit note, debit note and tax invoice to the visitors.

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- To describe the procedures in generating E-way bill and tax invoice with interactive games and model.

**PROGRAM BRIEF:**

The purpose of this report is to summarize the objectives, summary and outcomes. The exhibition started at 10:30 am with all the teams presenting the concepts to the visitors. Two models were made describing

E-way bill and tax invoice, explaining the meaning, procedures, types, conditions and factual information relating to it. Credit note and Debit note were demonstrated and explained neatly to the students. The students had a fun and interacting experience learning about these taxation concepts

through quiz and Games such as building making, connect 4, uno and act it out were played. The exhibition was a success as we could educate so many students from different department and all the visitors left with a huge smile.

**PROGRAM OUTCOME:**

- To understand the taxation concepts such as E-way bill, credit note, debit note and tax invoice with the help of a model.
- The students had a clear understanding on the concepts through playing games and quiz.
- We and the students had a knowledgeable experience and overall, we got good feedback on our model.

**GST RETURNS AND PENALTIES**

**PROGRAM OBJECTIVE:**

To understand the different types of returns involved in GST (Goods and services tax) as well as penalties imposed if not complied with. GST returns refer to the regular filing of tax returns by registered taxpayers to report their GST transactions to the government. The filing of GST returns is a legal requirement for registered taxpayers. By complying with this requirement, taxpayers avoid penalties and legal consequences.

**PROGRAM BRIEF:**

In India, under the GST regime, there are various types of GST returns that taxpayers need to file depending on their business activities and turnover. Some of the common types of GST returns are:

1. GSTR-1: This return contains details of outward supplies (sales) made by the taxpayer in a given month.
2. GSTR-2A: This return contains details of inward supplies (purchases) made by the taxpayer as auto-populated from the suppliers' GSTR-1

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3. GSTR-3B: This return contains a summary of outward and inward supplies made by the taxpayer, the amount of tax payable, and the amount of tax paid.
  4. GSTR-4: This return is filed by taxpayers registered under the composition scheme, and it contains details of their turnover and tax paid.
  5. GSTR-5: This return is filed by non-resident taxpayers who are registered under GST. Filing GST returns on time is crucial as it helps avoid penalties and interest charges.
- We conducted three interactive games which the audience enjoyed thoroughly. We had organised three individual games, involving Jenga, GSTPOLY, and memory. We used Jenga to explain the different types of returns to be filed by various individuals and circumstances involved (turnover, etc). GSTPOLY was made like the monopoly game to show the various penalties levied if not complied with, for example, jail terms, fraud cases, etc. Memory game's main objective was to make the audience familiar with the GST terms associated.

**PROGRAM OUTCOME:**

The audience thoroughly enjoyed the interactive games that were curated. It helped us spread significant knowledge about GST returns and penalties to our audience who had no prior knowledge on the topic.

We would like to thank our faculty, Mrs. Madhumathy ma'am for the knowledgeable experience and a platform for the same.

**CUSTOMS ACT, 1962**

**PROGRAM OBJECTIVES:**

- To give a broad overview of the Customs Act in India and its functioning.
- To make the visitors understand the various intricacies in the Act through charts, models and a game.

**PROGRAM BRIEF:**

We started off by setting up our models and charts in a way that could be easily comprehensible to the visitors. The exhibition was inaugurated by our principal Dr. Lalitha Balakrishnan ma'am and was followed by visits from faculties and students across various departments.

Each one of us in our team took turns to explain the different objectives, working and the role played by the Customs Act. A major takeaway from our model was the game we organized. Students thoroughly enjoyed the same. The event came to an end at around 3:15 pm and it was a fulfilling experience on the whole.

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**PROGRAM OUTCOME:**

- We were able to give a basic brief about the Customs Act to students who were completely unaware of it.
- The game induced a fun way of learning the various terms in the Act.

**ASSESSMENT OF DUTY**

**PROGRAM OBJECTIVES:**

The aim of the exhibition was to provide a brief insight on Business taxation. The main focus was to give deep insights on different concepts under GST by preparing innovative models. To keep the audience engaging and also to test the knowledge they have gained by conducting interesting games.

**PROGRAM BRIEF:**

On 28.03.2023, a GST exhibition was organized by M.O.P Vaishnav College for women. The exhibition was organized in the 5th floor seminar hall under the guidance of Dr. M. Madhumathy Mam. We the students of III B.Com accounting and finance, shift-1 were divided into 10 teams with 7 members each. Each team prepared models for the purpose of explaining the various concepts under GST and Customs duty and also conducted interesting games for engaging the audience. We group 10 prepared a working model for explaining the Procedure of assessment of duty and Regulations under Baggage. We also conducted a game on the above concept which kept the audience engaged and encouraged them to learn the concepts and participate in the games enthusiastically.

**PROGRAM OUTCOMES:**

We were judged based on the models we have prepared and our presentation skills. The audience showed a high level of enthusiasm in knowing the concepts and enjoyed the games. The event concluded as a success as a result of the combined efforts and coordination of the students and the faculty in charge.

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**DEPARTMENT OF COMMERCE**

**B.COM (ACCOUNTING & FINANCE) SHIFT II**

**SAMPADA EDITION II**

**FINANCIAL LITERACY DRIVE**

**2022-2023**

**PROGRAMME INVITATION**

**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
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**DEPARTMENT OF COMMERCE**  
**B.COM ACCOUNTING AND FINANCE SHIFT II**  
*Presents*  
**SAMPADA**  
**EDITION II**  
*2022-2023*

*Inauguration by*  
**DR. LALITHA BALAKRISHNAN**  
**PRINCIPAL**

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

**Date:** 02.03.2023  
**Venue:** 2nd-floor Seminar hall  
**Time:** 10:30 am

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### OBJECTIVES OF THE PROGRAMME

- To encourage participants to innovatively present models based on different topics related to finance.
- To educate students and others on different aspects of business taxation, securities analysis and portfolio management through interactive games and presentations.

### PROGRAMME BRIEF

Sampada is the financial literacy drive of the Department of Accounting and Finance (Shift II). The event this year was based on Business Taxation and Securities Analysis & Portfolio Management. It was conducted on 2<sup>nd</sup> March 2023. The event was judged by Dr. Rebecca. Nine teams inventively expressed their ideas. The teams are mentioned below.

Team 1 – Dalal Street

Team 2 – GST Corner

Team 3 – Dark room

Team 4 - Bracket Policy Bazaar

Team 5 – Finfest

Team 6 – Daak Ghar Humara Ghar

Team 7 - Let the News Talk

Team 8 – Sawaal Bazaar

Team 9 – Tentkotta

### PROGRAMME OUTCOME

- The exhibition helped students within the department to express their knowledge, ideas and creativity through ingenious models.
- It helped students from other departments to develop interest in and learn about many vital topics related to finance.


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**SAMPADA WINNERS LIST**

POSITION	TEAM NAME	NAME OF PARTICIPANTS	CLASS
1	Let the news talk	Harini C P Maya L R Nanditha Roopaa Devaki Preethi K S	III B.COM A&F SII- B2 and III B.COM A&F S-II-B3
2	Dark room	Poovai M Madhumitha M Jeyashri Theebika G Thamarai Selvi Gayathri Balaji Priyanga C Kaaviya Priya R Vyshali S Rakshanivasini	III B.COM A&F S-II-B3
3	Dalal Street	Rajeshwari Hamsini Ganesh Shree Smruthi Tapasya Bansal Priyanshi Jain Prerana Monika Jakhnavie M Vaishnavi B N Mansi Niyati K	III B.COM A&F S-II-B3

  
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**PHOTOS**



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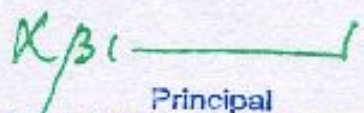
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**Creation of ICT mediated Teaching Learning pedagogy and content and development  
of new and innovative courses and Curricula**

**(a) Development of Innovative pedagogy**

S.No.	Date	Title of the Programme	Nature of the Programme	No. of Participants	Semester
1.	11/10/2022	War of Words	Debate on types of organisations structure	71	ODD
2.	21/10/2022	Word Cloud	Brainstorming on POM terms	71	ODD
3.	24/10/2022	Edu puzzle	Video based learning	71	ODD
4.	26/10/2022	Infographics	Decision making process	71	ODD
5.	02/10/2022	Scrapbook	Departmentation & Organisation Charts	71	ODD
6.	2/9/2022	Cost sheet Solvathon	Cost Sheet	71	ODD
7.	21/01/2023	Product Packaging	Marketing Management	71	Even
8.	22/01/2023	Trend Analysis BOP/BOT of various countries in World	International Trade	70	Even
9.	14-12-2022 To 31-03-2023	Survey based Projects	Marketing Management	71	Even

  
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### War of Words

Date	Title of the Programme	Nature of the Programme	No. of Participants
11/10/2022	War of Words	Debate on types of organisations structure	71

#### Programme Objectives

- To help the students to get aware towards varied organisation structures
- To demonstrate the understanding of merits and demerits of various organisation structures

#### Programme Brief

The students were separated into four groups, with each group acting as management and adhering to a different form of Organisational structure. This allowed the pupils to distinguish the benefits and drawbacks of various Organisational structures. The students were defending that their Organisation structure was the best one to be implemented into an organisations.

#### Programme Outcome

- The students were divided into four groups where each group is considered as a management and they follow each type of the Organisation structures.
- This enabled the students to differentiate the merits and demerits pertaining to various types of organisations structure.

#### Pictures



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### EDUPOZZLE

Date	Title of the Programme	Nature of the Programme	No. of Participants
24/10/2022	Edupuzzle	Video based learning	71

#### Programme Objectives

- To enhance knowledge about theories of Organisation
- To build interactive learning through video on classical theory

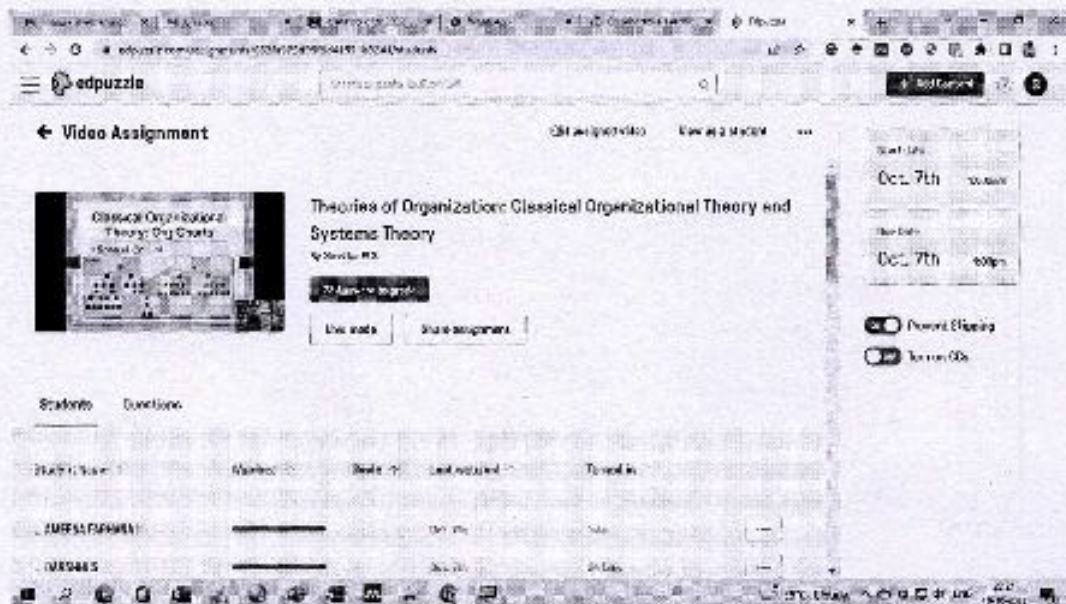
#### Programme Brief

Revision on Neo classical theory in the was done through Edupuzzle website. This enables the teacher to include a video and it helps in asking question in between the videos. This process helps in identification students' knowledge towards the concept. The process was done among students to get immediate feedback on neoclassical organisations theory.

#### Programme outcome

- The students were able to acquire knowledge from the video
- They were able answers which was in quiz form

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**INFOGRAPHICS ON DECISION MAKING PROCESS OF DIFFERENT  
PRODUCTS**

Date	Title of the Programme	Nature of the Programme	No. of Participants
26/10/2022	Infographics	Decision making process	71

**Programme Objectives**

- To enhance practical knowledge about decision making process
- To build analytical skill as a manager

**Programme Brief**

Students were asked to pick up a case related to a product which was have certain crises and student started to discuss the decision-making process for the same. Every student were asked to imagine themselves as manager and now individually they should make infographic for each case.

**Programme outcome**

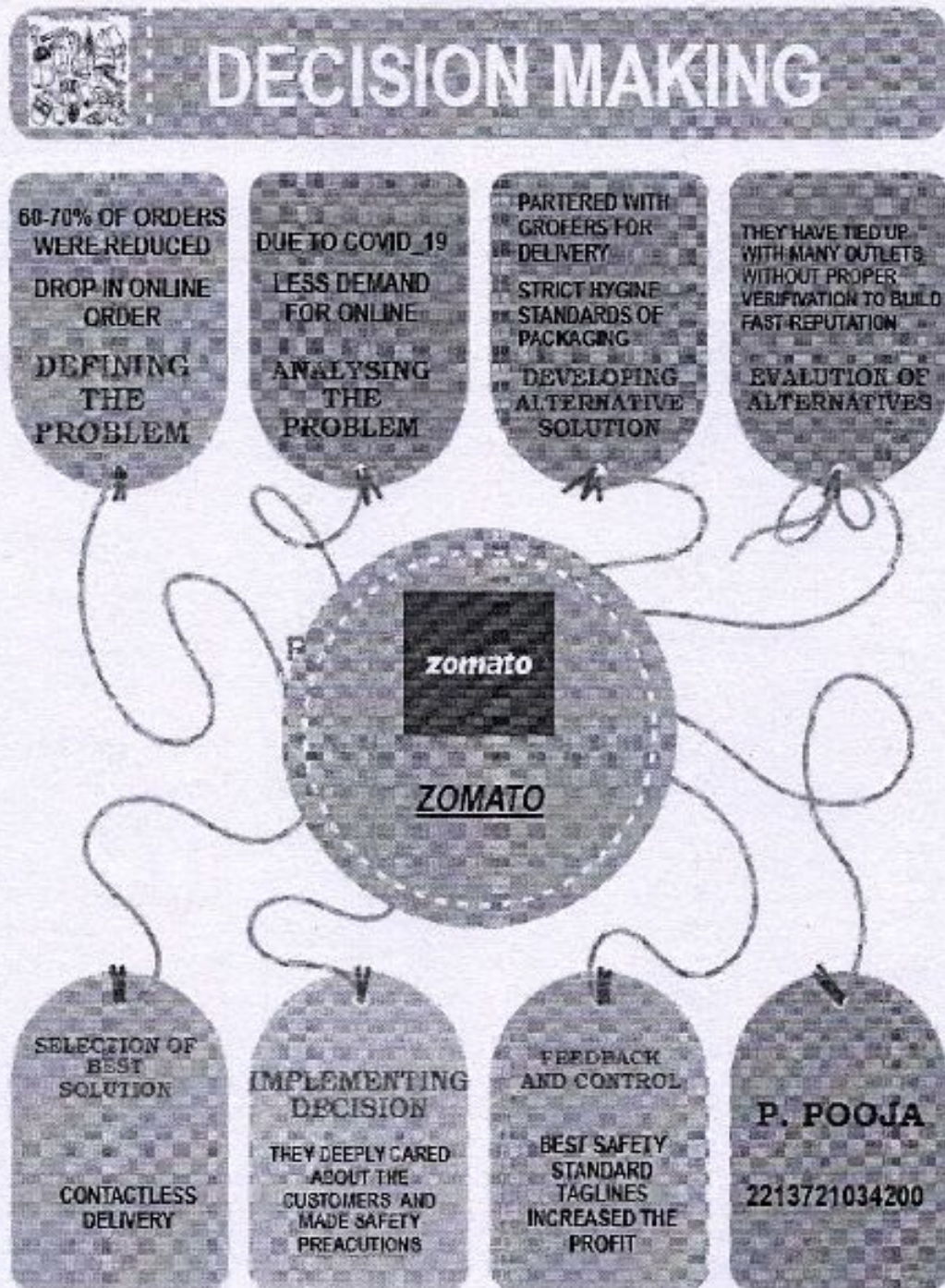
- The students were able to acquire knowledge immense knowledge on decision making process through analytical approach
- They were able asses the alternatives and solutions for various scenario

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# OREO BISCUITS



- 

### 1) DEFINING THE PROBLEM



  - Problems faced in entering emerging markets
  - Cookie was spectacularly underperforming
- ### 2) ANALYSING THE PROBLEM

  - Failed in understanding customers' insights

**CHINA**

  - American style cookies too sweet for their taste

**INDIA**

  - American style cookies too bitter for their taste
  - Too pricey when compared to other brands
- 

### 3) DEVELOPING ALTERNATIVE SOLUTIONS



  - Conducting research to understand the customers better

**CHINA**

  - Reconstructing the product



**INDIA**

  - Changing the pricing strategy and distribution
- ### 4) EVALUATION OF ALTERNATIVES

  - Reconstructing the product can be expensive but worth the risk
  - Conducting research: time consuming
- 

### 5) SELECTING THE BEST SOLUTION

  - Reconstructing the product after selecting the best choice from the 20 prototypes ( CHINA )
  - Strong distribution and competitive pricing strategy (INDIA )
- ### 6) IMPLEMENTING THE DECISION

  - Introducing smaller packets with the best chosen formula to the Chinese market
  - Entering the Indian market as Cadbury Oreo with pre existing market leaders with penetrating pricing strategy
- 

### 7) FEEDBACK AND CONTROL

  - Today, Oreo has become a global brand. It has presence in more than 100 countries. China is currently its No.2 market
  - Now it is having 6% of the market share in the biscuit segment in India.

**OREO ACHIEVED SUCCESS BY INTEGRATING ITS GLOBAL BRAND WITH LOCAL PREFERENCES.**

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### Scrapbook - Departmentation & Organisation Charts

Date	Title of the Programme	Nature of the Programme	No. of Participants
02/10/2022	Scrapbook	Departmentation & Organisation Charts	71

#### Programme Objectives

- To enhance practical knowledge about Departmentation & Organisation Charts
- To build practical knowledge on Departmentation & Organisation Charts

#### Programme Brief

The students were grouped into teams and were asked to select a firm. They were asked to visit the firm and start collecting the visiting cards of each authority from two different departments based on their Hierarchy. Based on their hierarchy they should start framing the Organisation chart for Two departments types that you have collected. Which was converted into scrapbook with

#### Programme outcome

- They were able learn the real organization's structure
- They were able to compare theoretical and practical version of departmentation & organisation charts



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### COST SHEET SOLVATHON

Date	Title of the Programme	Nature of the Programme	No. of Participants
2/9/2022	Cost Sheet Solvathon	Cost Sheet	71

#### Programme Objectives

- To enhance confidence in solving the concepts pertaining to cost sheet
- To build clarity in the concepts on cost sheet

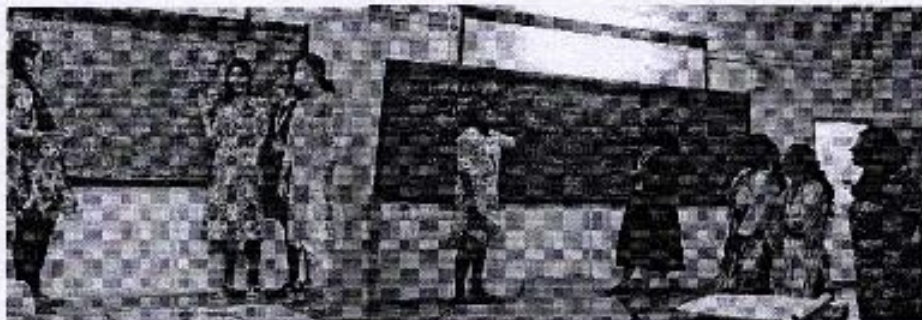
#### Programme Brief

The students were grouped into teams and were asked to solve questions and they were asked to teach to their peer group. This flip classroom gave them opportunity to revise the cost sheet concepts in a precise manner

#### Programme outcome

- They were able to apply the knowledge they had on cost sheet by resolving practical problems and narrating it to their class

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### LEARN COST THROUGH RESEARCH

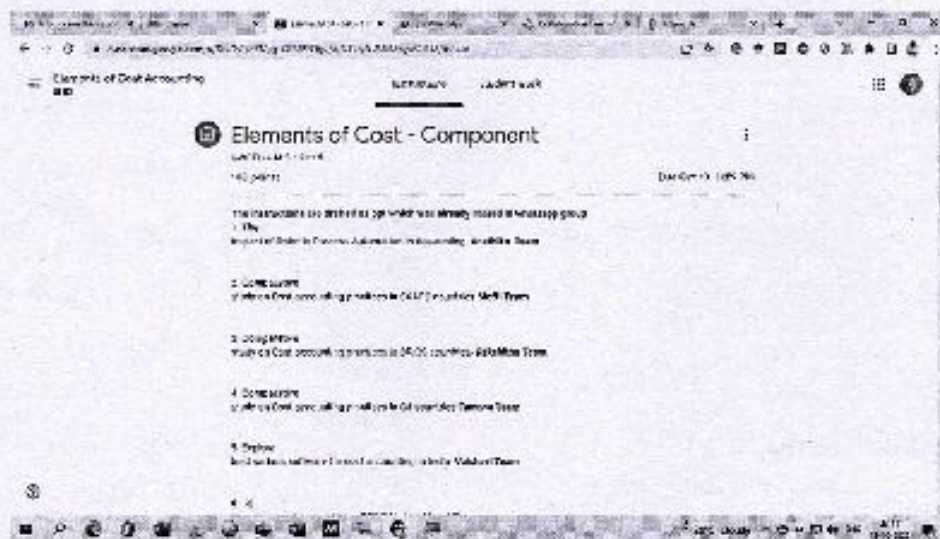
Date	Title of the Programme	Nature of the Programme	No. of Participants
10/10/2022	Learn Cost Through Research	Recent Innovations In Cost Accounting	71

#### Programme Objectives

- To get knowledge about current events in cost accounting
- To improve their cost accounting research abilities

#### Programme Brief

This component enables the students team work (3 per team), it also helped them to build research skills on the various recent activities and practices relating to cost accounting. They were asked to upload it in the google classroom



The List of topics with the team leaders are given bellow:

1. The Impact of Robotic Process Automation in Accounting- Anathika Team
2. Comparative study on Cost accounting practices in SAARC countries-Steffi Team
3. Comparative study on Cost accounting practices in BRICS countries- Rakshitha Team
4. Comparative study on Cost accounting practices in G4 countries-Tamana Team
5. Explore best various software for cost accounting in India- Vaishavi Team
6. AI impact on cost accounting – TOWS Matrix- Mansi Team
7. Cost control techniques in global market using AI and machine learning- Preethi Bokadia Team

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8. Impact of Just-in-Time Systems on Cost Accounting. - Sowmya Team
9. Effects of cost accounting changes on manufacturing enterprises' performance-  
Dhanalakshmi Team
10. Activity-Based Costing (ABC) system deployment in a manufacturing organisation-  
Jayashree Team
11. MoSCoW method of prioritizing the traditional and new costing instruments – Bhoomika  
Team
12. Investigating the Role of Cost Accounting within Indian textile industries -Jeethika Team
13. Investigating the Role of Cost Accounting during industrial revolution era – Harithapriya  
Team
14. Examining the Role of Cost Accounting during information revolution era – Buvanshi  
Team
15. Analysing the Role of Cost Accounting in the Age of the Digital Revolution- Shwetha  
team
16. Companies Must Ditch That Outdated ERP System in the Age of Agility- Madhumitha  
team
17. Strategic corporate management using activity-based cost accounting- Harshini Team
18. Utilizing Internet of Things technology for cost accounting- Janani Team

#### Programme outcome

- The students were able inbuilt knowledge on current happening in cost accountancy
- The activity enabled them to enhance their research skill on cost accounting

#### Pictures

##### UTILISING INTERNET OF TECHNOLOGY FOR COST ACCOUNTING

###### **ABSTRACT**

This article examines cost accounting and its application to IT systems, highlighting its significant contributions to accounting research by using increasingly sophisticated information technology systems. It can be seen how managers can use reports produced by cost accounting to make decisions. Managers and accountants may now produce financial and non-financial information more easily thanks to technology. Accounting-related firms frequently utilize electronic data processing systems (EDP), electronic data interchange, and cloud of accounts as examples of information systems utilizing cutting-edge information technology (ERP, Activity-Based Costing (ABC) and Just-in-Time (JIT) are two cost accounting methods that may typically be used in information technology.

##### **Companies Must Ditch That Outdated ERP System in the age of agility**

###### **Abstract**

The stark fact of business today is that change is happening quicker than ever, but it won't ever happen again so slowly. As a result, businesses must stay flexible, sensitive to what is happening right now, and confident about what will happen next. The paper addresses the issues on updating the ERP System in line with the fast-developing dynamic world. The paper also aims to identify the problems associated with the outdated software and portrays how agility could help the business. It also intends to provide insights on how to identify the outdated ERPs.

###### **Introduction**

The different idea of agility has been examined across many academic fields. The notion of agility was further expanded in the literature on agile manufacturing, strategic management, and information systems, all of which were built on the literature on economic flexibility. Cost, quality, reliability, and the ability to face competitive disruptions are associated with agility, which goes beyond them to include the capacity to react swiftly to any unforeseen

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### PRODUCT PACKAGING

Date	Title of the Programme	Nature of the Programme	No. of Participants
21/01/2023	Product Packaging	Marketing Management	71

#### Programme Objectives

- To get knowledge about current events in marketing
- To improve their marketing research abilities

#### Programme outcome

- The students had practical knowledge on packaging and labelling.
- They were able to think creatively and had live designing of a product designing.



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### SURVEY BASED PROJECTS

Date	Title of the Programme	Nature of the Programme	No. of Participants
14-12-2022 To 31-03-2023	Survey based Projects	Marketing Management	71

#### Programme Objectives

- To get knowledge about current events in marketing
- To improve their marketing research abilities

#### Programme outcome

S.No.	Name	Register No.	Title
1.	Ameena Farhana I	2213721034162	Impact Of Factors Affecting Food Delivery. Aggregate Usage In Triggering Impulse Purchases Among Gen Y Respondents
2.	Amuruthaa S	2213721034163	Technology Readiness Among Gen Z In Using Augmented And Virtual Reality Products
3.	Ananya N	2213721034164	Factors Influencing Students Online Shopping Behaviour Rural Vs Urban
4.	Arpita Jain V	2213721034166	Impact Of Factors Affecting E-Wallets Usage In Triggering Impulse Purchases Among Gen Z Respondents
5.	Banu H	2213721034167	Impact Of Sustainable Food Purchase Influenced By Youtube Vloggers
6.	Bavani S	2213721034168	Emotional Brand Attachment: Antecedents And Consequences For Men's Branded Apparel Selection
7.	Bhargavi B	2213721034169	Healthy Eating Habits Among Youth Population
8.	Boornika S	2213721034170	Antecedents And Consequences Of Consumer Ethnocentrism
9.	Charunathy K	2213721034171	Examine Technology Readiness Using Voice Assistance.
10.	Darshni S	2213721034172	Smart Wearables: Impact Of Smart Technology Readiness On Consumer Purchase Intention
11.	Deepika S	2213721034173	Examine Technology Readiness In Using Voice Assistants
12.	Dhanya Sree M	2213721034174	Gamification In Shopping
13.	Gunjan Modi	2213721034176	Perception Of Salaried Customer In Adoption Of Digital Wallet
14.	Harini S	2213721034178	Brand Switching In Smartphones
15.	Hima Shwetha S	2213721034179	Smart Phone User Behaviour Stress, Nomophobia And Social Threat
16.	Induja U S	2213721034180	To Examine The Influential Role Of Celebrity Credibility On Consumer Risk Perceptions
17.	Jayasree Bharathi T	2213721034181	Technology Readiness To Use Smart Home Appliances
18.	Kalaivani S	2213721034182	Assessing The Impact Of Youtube Advertising For Attraction Of Young Customers
19.	Kaneesha S	2213721034183	Antecedents And Consequences Of Consumer Ethnocentrism
20.	Karnika A	2213721034184	Brand Switching Between Ola Vs Uber
21.	Kaviya L	2213721034185	Adoption Of Digital Payments

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22.	Kum Kum Jain J	2213721034186	Examining Gen Y's Attitudes Towards Street Food In Chennai
23.	Madhumitha K	2213721034187	Restuarant Experiences Triggering Positive Electronic Word Of Mouth .
24.	Mansi R	2213721034188	Perception Of Salaried Customer In Adoption Of Digital Wallet
25.	Manushree R	2213721034189	Technology Readiness To Use Smart Home Appliances
26.	Meenakshi G	2213721034190	Gen -Z Attribute Towards Street Food In Chennai
27.	Mecnatchi S	2213721034191	Investigating Consumer Binge-Watching Behaviour: A Valence Framework Perspective
28.	Minal	2213721034192	Examining Gen Y's Attitudes Towards Street Food In Chennai
29.	Mithra M	2213721034193	Factors Influencing Students Online Shopping Behaviour Rural Vs Urban
30.	Nanthini M	2213721034194	Brand Switching In Smartphones
31.	Nayanikau M	2213721034195	Acoeptance Of Augmented Reality Apps By Consumers
32.	Nidhi Sanghvi	2213721034196	Adoption Of Metaverse In Learning Environment
33.	Nikhita V	2213721034197	Smart Wearables: Impact Of Smart Technology Readiness On Consumer Purchase Intention
34.	Niranjithaa S	2213721034198	Impact Of Factors Affecting Food Delivery. Aggregate Usage In Triggering Impulse Purchases Among Gen Y Respondents
35.	Omayal B	2213721034199	Investigating Consumer Binge-Watching Behaviour: A Valence Framework Perspective
36.	Pooja P	2213721034200	Gadget Lovers - Adoption Of New Technology
37.	Pooja Shree K	2213721034201	Assessing The Impact Of Youtube Advertising For Attraction Of Young Customers
38.	Praseertha U P	2213721034202	Gen X Consumer Willingness To Pay More For Green Products
39.	Purna K	2213721034203	Adoption Of Metaverse In Learning Environment
40.	Priyadharsini G	2213721034204	Examining Retail Consumers' Knowledge, Attitude And Behaviour In Opting Green Apparels
41.	Rashmi S	2213721034205	Restuarant Experiences Triggering Positive Electronic Word Of Mouth.
42.	Reshma D	2213721034206	Gamification In Shopping
43.	Roshini S	2213721034207	Smart Phone User Behaviour Stress, Nomophobia And Social Threat
44.	Sakthi V B	2213721034208	Shopping In Augmented Reality: The Effects Of Spatial Presence , Personalization And Intrusiveness On And Brand Responses
45.	Saranya Vc	2213721034209	Geospatial Technology: Understanding Consumer Awareness On Privacy
46.	Shamly S	2213721034210	Brand Switching Between Ola Vs Uber
47.	Shivana Nisha Senthil	2213721034211	Technology Readiness Among Gen Y In Using Augmented And Virtual Reality Products
48.	Shradha	2213721034212	The Impact Of Bts Celebrities As Influencers On Generation Z (Gen Z) In The Virtual Space
49.	Shreenee K P	2213721034213	Gadget Lovers - Adoption Of New Technology
50.	Shreya Murali	2213721034214	Impact Of Sustainable Food Purchase Influenced By Youtube Vloggers
51.	Shreya V	2213721034215	Technology Readiness Among Gen Y In Using Augmented And Virtual Reality Products

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52.	Shubhashree S	2213721034216	Investigating Consumer Binge-Watching Behaviour: A Valence Framework Perspective
53.	Sri Abirami N	2213721034217	Gen X Consumer Willingness To Pay More For Green Products
54.	Srinidhi S K	2213721034218	Shopping In Augmented Reality: The Effects Of Spatial Presence , Personalization And Intrusiveness On And Brand Responses
55.	Scruthi V	2213721034219	Factors Affecting Hotel Room Booking Apps.
56.	Sufiya M	2213721034221	Gen-Z Attribute Towards Street Food In Chennai
57.	Suhani Agarwal	2213721034222	The Impact Of Bts Celebrities As Influencers On Generation Z (Gen Z) In The Virtual Space
58.	Swetha Sigappi	2213721034223	Factors Affecting Hotel Room Booking Apps.
59.	Uwasri A	2213721034224	Geospatial Technology: Understanding Consumer Awareness On Privacy
60.	Vandana Arvind	2213721034225	Dream Advertising.
61.	Varsha R	2213721034226	Adoption Of Digital Payments
62.	Varsha U	2213721034227	Dream Advertising.
63.	Varshitha V	2213721034229	Impact Of Factors Affecting E-Wallets Usage In Triggering Impulse Purchases Among Gen Z Respondents
64.	Vijayashree M R	2213721034230	Emotional Brand Attachment: Antecedents And Consequences For Men's Branded Apparel Selection
65.	Nidhi S	2213721034231	Healthy Eating Habits Among Youth Population
66.	Haripriya V	2213721034232	Influencer Marketing On Instagram: Perceived Social Media Marketing Activity And Online Impulsive Purchases
67.	Manasa Venkatesh	2213721034233	Influencer Marketing On Instagram: Perceived Social Media Marketing Activity And Online Impulsive Purchases
68.	Mahati Gopalakrish/Nan	2213721034234	Technology Readiness Among Gen Z In Using Augmented And Virtual Reality Products
69.	Haripriya K P	2213721034235	Examining Retail Consumers' Knowledge, Attitude And Behaviour In Opting Green Apparels
70.	Prabhleen Kaur	2213721034236	Acceptance Of Augmented Reality Apps By Consumers
71.	Preethi	2213721034237	To Examine The Influential Role Of Celebrity Credibility On Consumer Risk Perceptions

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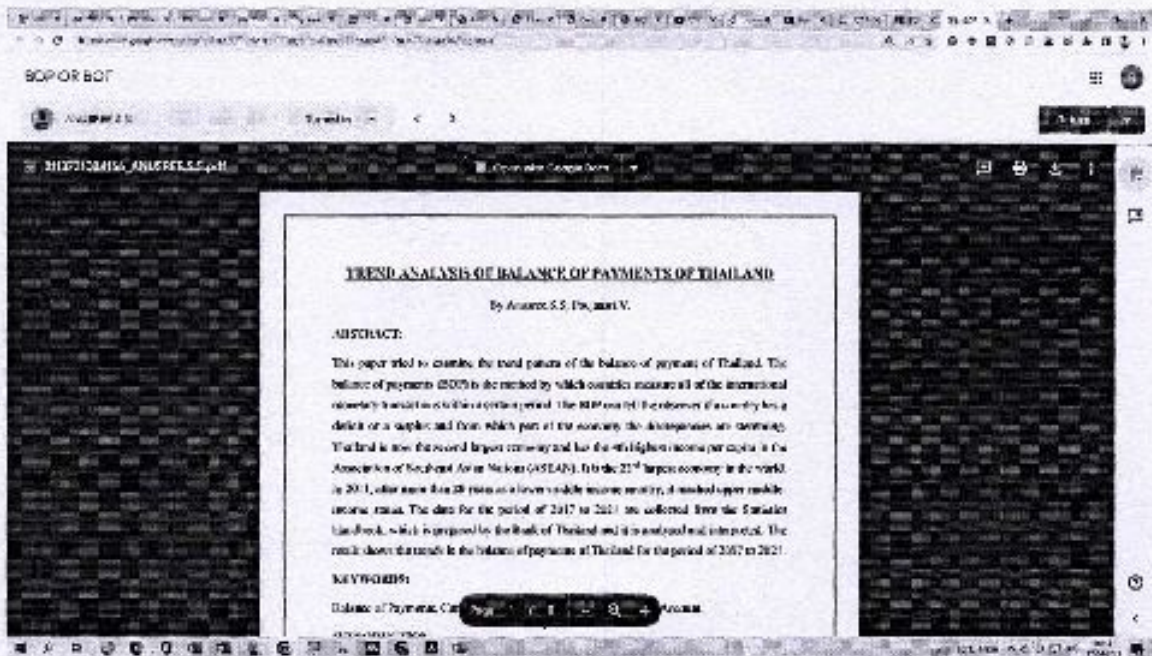
**TREND ANALYSIS BOP/BOT OF VARIOUS COUNTRIES IN WORLD**

Date	Title of the Programme	Nature of the Programme	No. of Participants
22/01/2023	Trend Analysis BOP/BOT of various countries in World	International Trade	70

**Programme Objectives**

- To get knowledge about current events in BOP/BOT
- To improve their research abilities

**Programme outcome**



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## SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

### ICT tools used:

1. CANVA
2. MONEYBHAL.COM
3. GOOGLE ANALYTICS
4. ANIMATED VIDEO MAKING
5. Assignments through QR code
6. VR METHOD



@SAPM\_PROJECT\_2

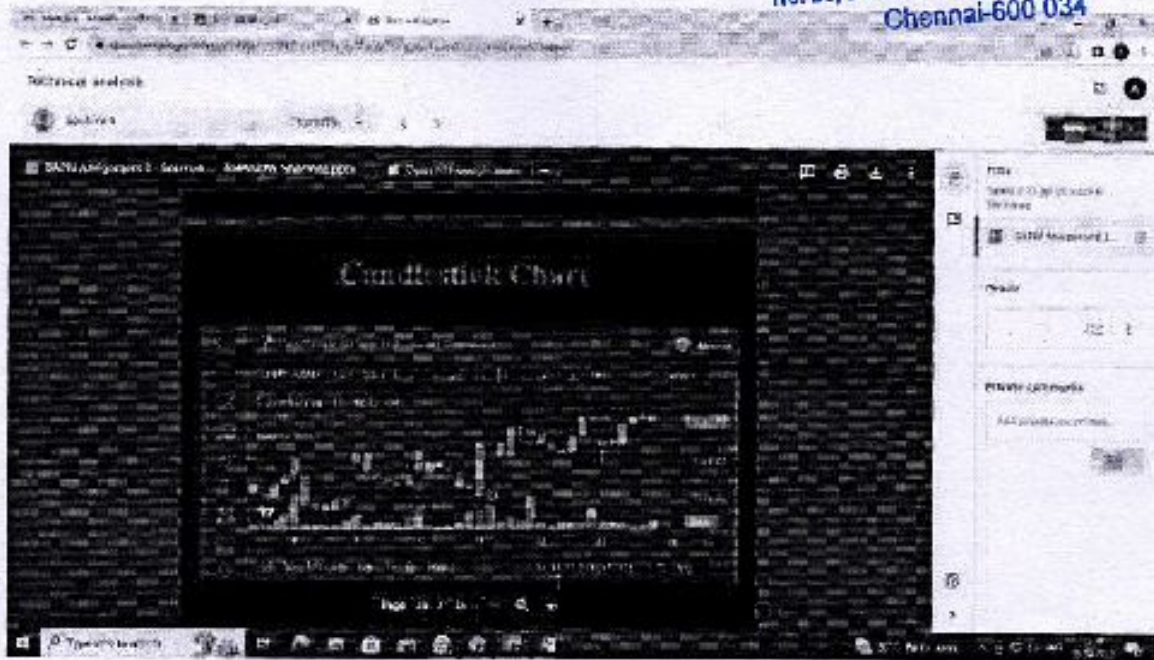
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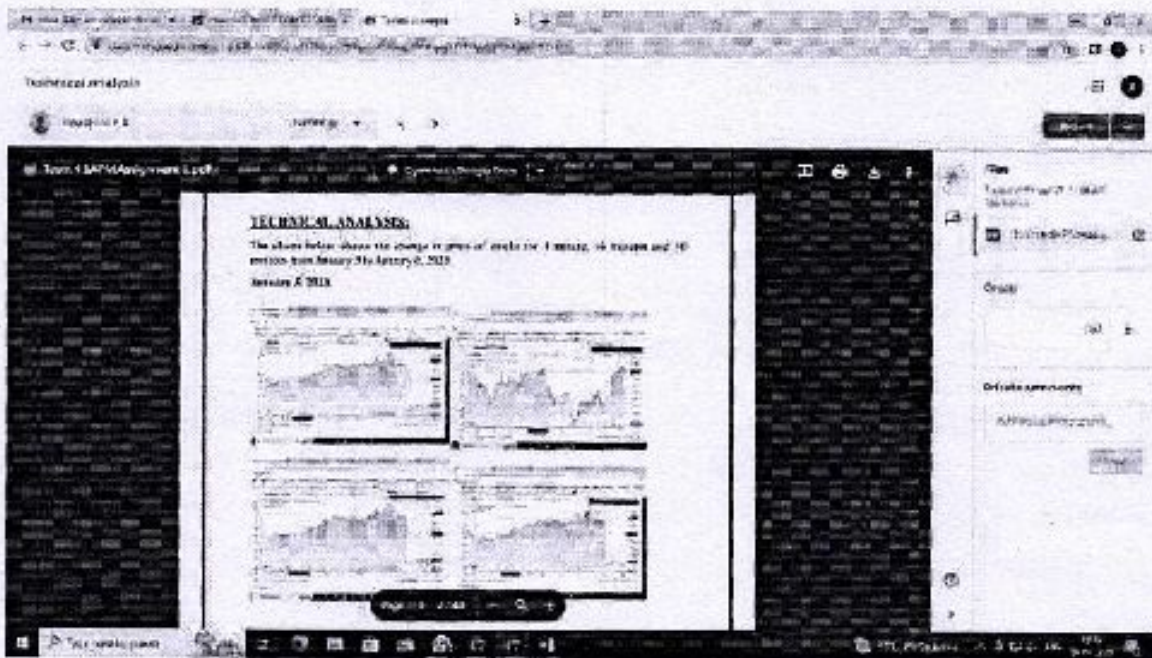
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**Directive Learning used:**

1. Investigation Analysis
2. Charting Techniques



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# #TOP 5

## FINANCE YOUTUBERS

Dr. Richa Bhatia  
Asha Varma  
Rishabh Jain And Mangesh Ch  
PR Sudha  
Bhavani Ram

## FINANCE BOOKS

1. The Intelligent Investor  
2. Rich Dad Poor Dad  
3. The Psychology of Money  
4. I Will Teach You to Be Rich  
5. A Random Walk Down Wall Street

# PERSONAL FINANCE

## GUIDE

### FINEST 2023

## PERSONAL FINANCE??

Personal finance is the management of one's money. It involves budgeting, saving, investing, and managing debt. It is a key aspect of financial planning and helps individuals achieve their financial goals.

## KEY ASPECTS OF PERSONAL FINANCE

1. Budgeting: Creating a budget helps track income and expenses, ensuring you live within your means.

2. Saving: Setting aside money for future needs or emergencies is essential for financial stability.

3. Investing: Growing wealth through various investment vehicles like stocks, bonds, and mutual funds.

4. Debt Management: Understanding interest rates and managing loans and credit cards responsibly.

5. Retirement Planning: Ensuring sufficient funds for the future through instruments like PPF, EPF, and mutual funds.

6. Insurance: Protecting assets and income through life, health, and property insurance.

7. Tax Planning: Utilizing tax-saving options to optimize income and reduce tax liability.

8. Estate Planning: Protecting assets and providing for loved ones through wills and trusts.

9. Financial Goals: Setting clear, achievable goals for short-term and long-term needs.

10. Financial Literacy: Understanding financial concepts and making informed decisions.

## 50/30/20 RULE

This rule helps individuals divide their post-tax income into three categories:

- 50% - Needs
- 30% - Wants
- 20% - Savings

## Financial goals, by timeline and investment options

Timeline	Investment Options
Short-term	Fixed Deposit, Liquid Fund, Money Market Fund
Medium-term	Debt Fund, Hybrid Fund, PPF, EPF
Long-term	Equity Fund, Mutual Fund, NPS, Real Estate

## Start your Financial Journey

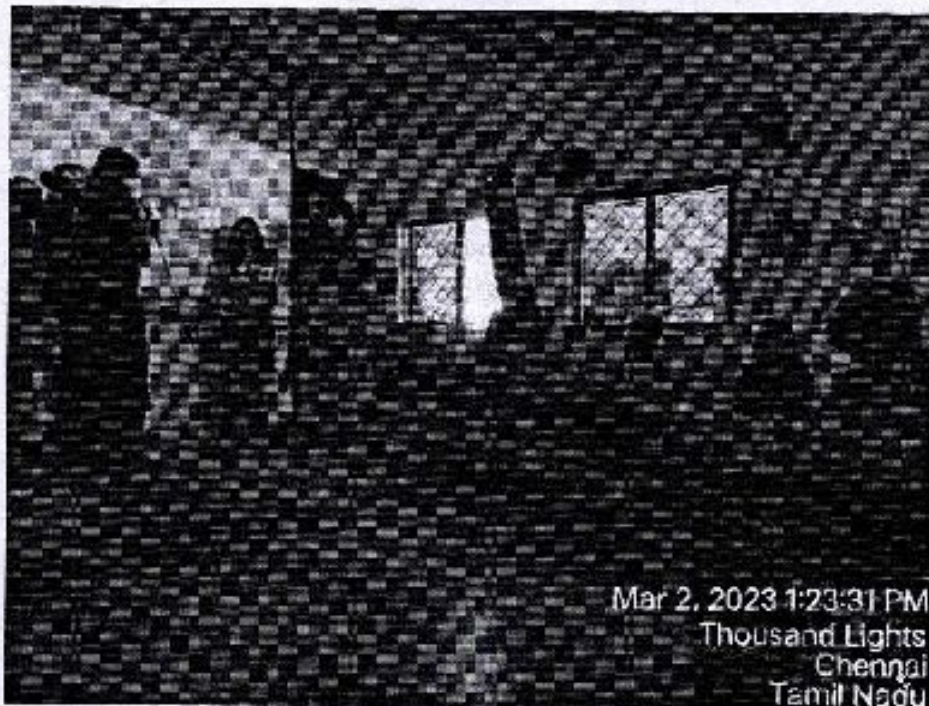
- 1. Set Financial Goals
- 2. Create a Budget
- 3. Build an Emergency Fund
- 4. Invest Regularly
- 5. Review and Adjust

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**Interactive & Collaborative Learning:**

**1. Role Play**



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**B COM FINANCE AND TAXATION**  
**2022-2023**  
**Criteria 2.3.1**

Date	Event Type	Title of the event	Name of the Student / No of students	Class	Batch	Level
08.11.2022	Participative Learning	Principles of Management in Epics	70	I BCOM FT	2022-2025	College
02-.03.2023	Participative Learning	Emerging trends in Marketing	70	I BCOM FT	2022-2025	College

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**B. COM FINANCE AND TAXATION**

**(SHIFT 1)**

*Cordially invites you to the*

**Participative Learning in**

***Principles of  
Management in Epics***



**8th November  
2022**



**Room no. 301**



**Objectives of the Program:**

- To give students a hands-on experience in exploring various Management Concepts with Literature a epics
- To allow students to convey these concepts with their own understanding and creativity.

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*M. N. Subramanyam*



**Program Brief:**

The departments B. Com finance and taxation (1st year) held a Principles of Management exhibition on 8<sup>th</sup> November 2022. The department had put up stalls in line with their theme- principles of management in Epics

There was a total of 14 teams representing 14 different Management concepts with reference to Epics. The exhibition touched on a variety of management concepts The students displayed the concepts of marketing in very creative and effective ways. The nuances of these trends were aptly demonstrated with involving and entertaining games. The component marks for the students was based on their explanation and Content display. The exhibition received great praise from the principal, faculty, and students alike.

The exhibition was a nothing short of a spectacular success and brought out to light the untapped potential of the students.

**Program Outcome:**

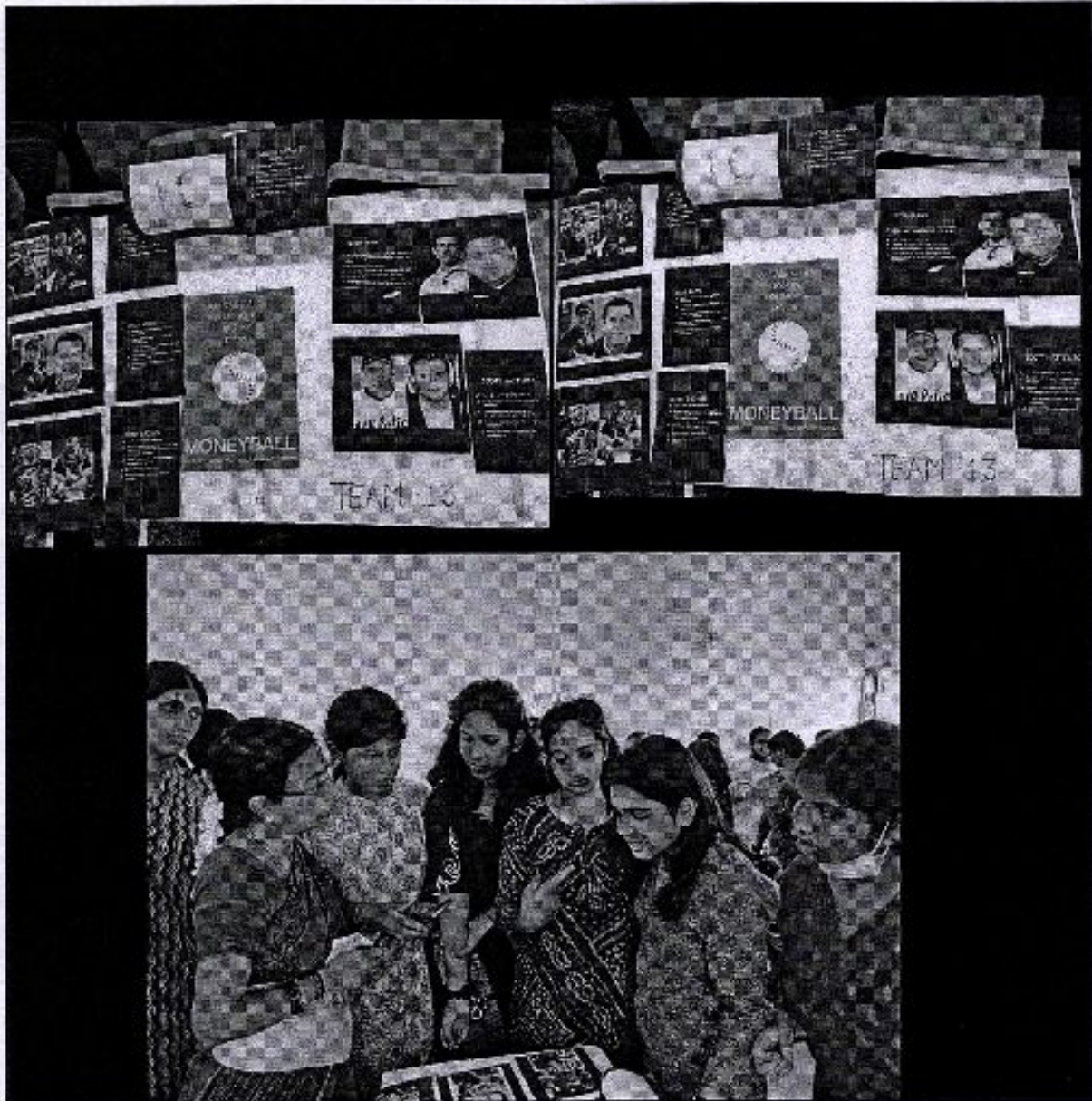
- The presentation helped the students to know more about the sangam literature and management throughout the period
- The students shared their understanding of their chosen topics with creative freedom.

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M. N. Subramanian



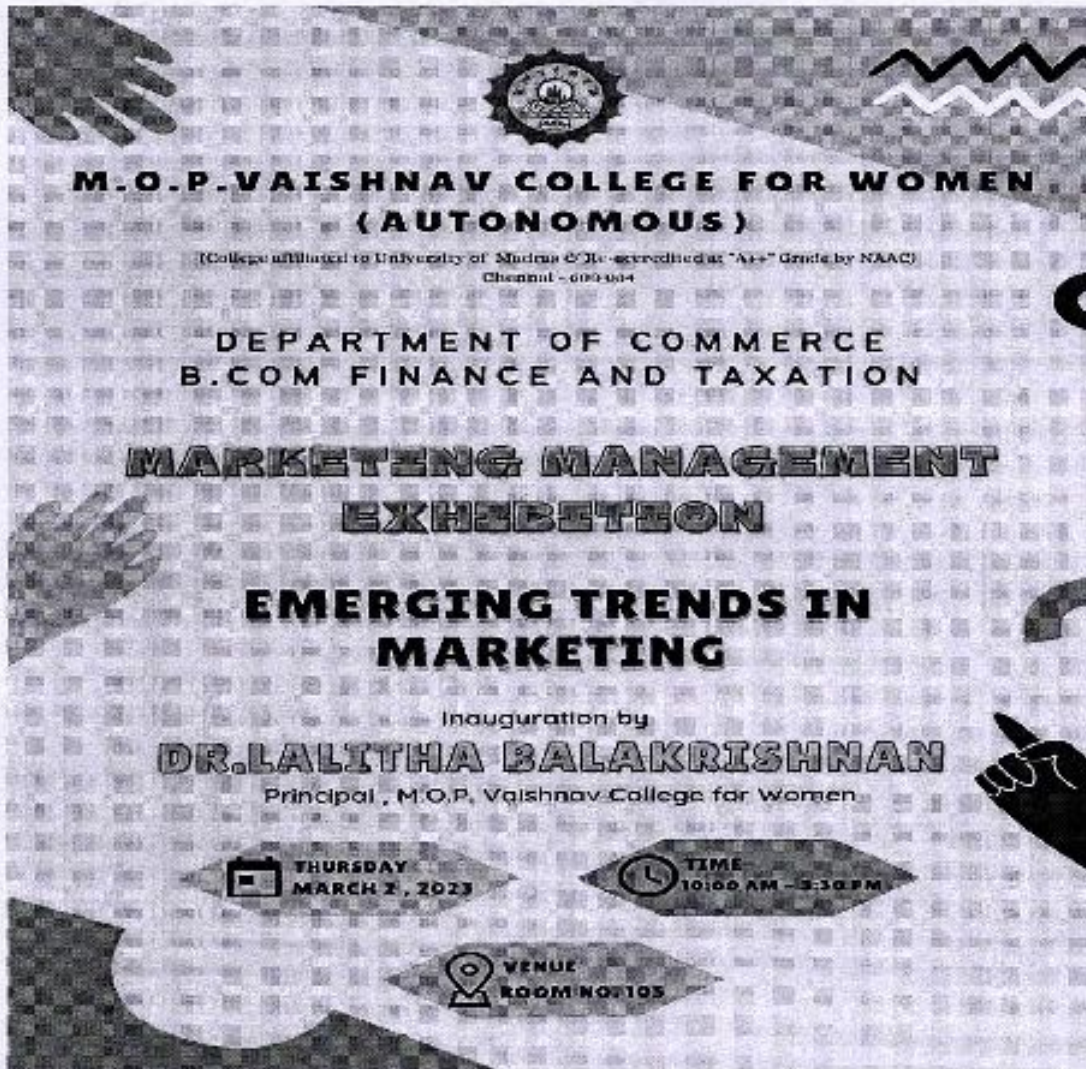


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M. Sathya





**Objectives of the Program:**

- To give students a hands-on experience in exploring various emerging marketing.
- To allow students to convey these concepts with their own understanding and creativity.

**Program Brief:**

The departments B. Com finance and taxation (1st year) held a marketing exhibition on 2 March 2023. The department had put up stalls in line with their theme- Emerging Marketing Trends. The exhibition was inaugurated by the Principal Dr. Lalitha Balakrishnan.

There was a total of 10 teams representing 10 different trends of marketing. The exhibition touched a variety of trends ranging from some lesser-known trends like native marketing to some more familiar on like content and influencer marketing. The students displayed the concepts of marketing in very creative & effective ways. The nuances of these trends were aptly demonstrated with involving and entertaining games.

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*N. Madhavan*



The team that chose interactive marketing received the first prize. The exhibition received great praise from the principal, faculty, and students alike.

The exhibition was a nothing short of a spectacular success and brought out to light the untapped potential of the students.

**Program Outcome:**

- The students shared their understanding of their chosen topics with creative freedom.
- The students were given great exposure to swim through these new age topics.



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Date	Event Type	Title of the event	Organizer	Name of the Student / No of students	Class	Batch	Level
3/11/22	Workshop	Catch Them Young	Shri Ramakrishna Math	65	B.Com F&T	22-25	Regional
23/2/23	Workshop	Emerging Marketing Trends	M.O.P. Vaishnav College	59	B.Com A&F, B.Com F&T	22-25	Regional

### Catch Them Young- Workshop

#### Objective of the Program:

- To motivate students, and impart life skills that may not be taught in rudimentary curriculum
- To enlighten the students and become better versions of themselves.

#### Program Brief:

On 3rd November 2022, an interactive workshop was conducted on Life Skills/Value Education/Personality Enhancement for 65 students from 1st-Year B.Com. (Finance & Taxation) accompanied by a faculty from MOP Vaishnav College for Women-Nungambakkam, Chennai. The interactive workshop was conducted in Vivekananda Cultural Centre (VCC), Vivekanandar Illam Campus, Kamarajar Salai (Old Marina Beach Road), Triplicane-Chennai.

Smt. Varsha ji, our long-standing volunteer and resource person for Life Skills/Value Education workshops conducted an innovative session that helped participants understand and control their thoughts better, followed by fun-filled interactions which made them learn self-discipline, respect for hard work, valuing fellow students for inner worth and avoid teasing of any kind as the hurt remained for long.

There was a session on Guided Meditation for ten mins by Swami Raghunayakananda ji, Director of VCC, who also led the second interactive session of 'A Journey from Self-Centered to Nation-Centered Life.'

At the end, all participants were taken on a guided tour of the 'Experience Vivekananda' Museum, where they saw an ancient Indian heritage gallery, the history of Icehouse and Swami Vivekananda galleries-childhood and youth, 3-D show depicting the famous Chicago speech, culminating in a 1-minute silent meditation in the very room where Swami Vivekananda had stayed for nine days in February 1897 (just 125 years ago)

#### Program Outcome:

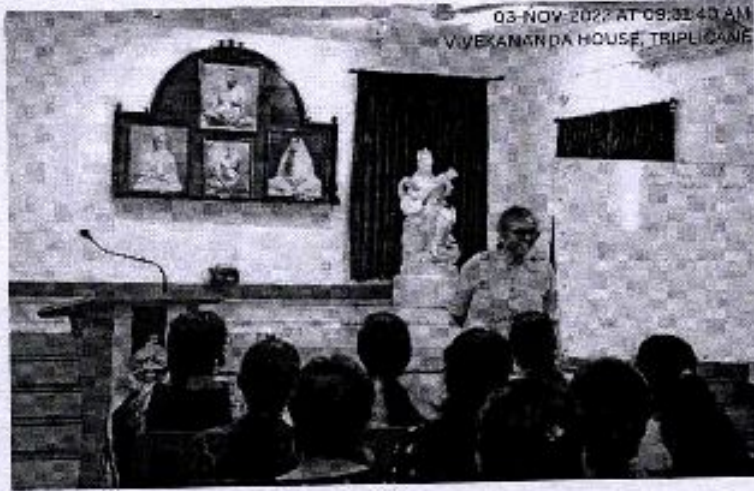
- Students learned more about Swami Vivekananda's life, his service to society, and his morals and principles.
- Students left with a fresh approach towards life and a sense of calmness was instilled.

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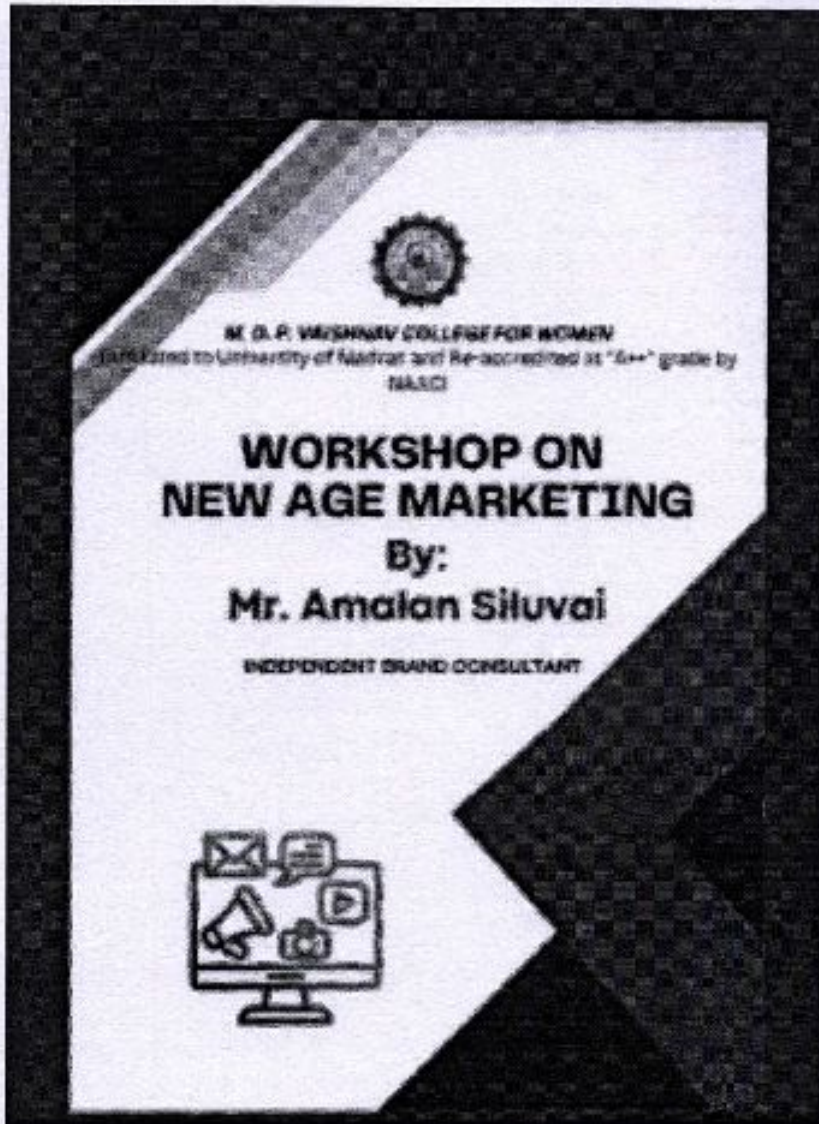


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*M. P. Subramanian*





## Emerging Marketing Trends- Workshop

### Objectives of the Program:

- To familiarize students on the emerging concepts of marketing.
- To understand the reasons behind the shift in trends of marketing

### Program Brief:

On 23<sup>rd</sup> February 2023, a workshop on the Emerging Trends in Marketing was held. The workshop was conducted for the students of B. Com Finance and Taxation and B. Com Accounting and Finance. The one and a half hour session was conducted by Mr. Amalan Siluvai, a senior brand consultant. He has over 13 years of rich brand-building experience with the finest MNC advertising agencies and creative boutiques in Chennai. He has played an integral role in the launch of Ford Figo, Levista Instant Coffee and over 25 real estate projects. He has also handled renowned FMCG, fashion and pharmaceutical brands.

The session began with a brief introduction about Mr. Amalan, and he took the session forward talking a little on his experience with the branding of Levista Instant Coffee and the research that it took to shape the campaign. This he did to make the students understand the various nuances and variables that are accounted for while trying to create a marketing campaign. He then moved on to talk about the main topic

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*M. Madhuchandran*

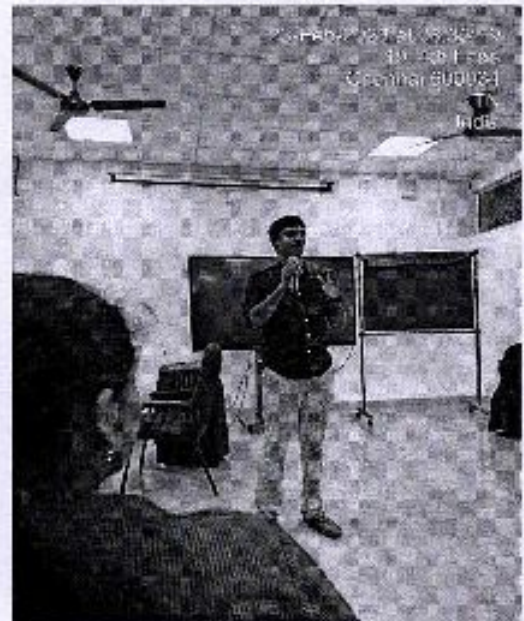
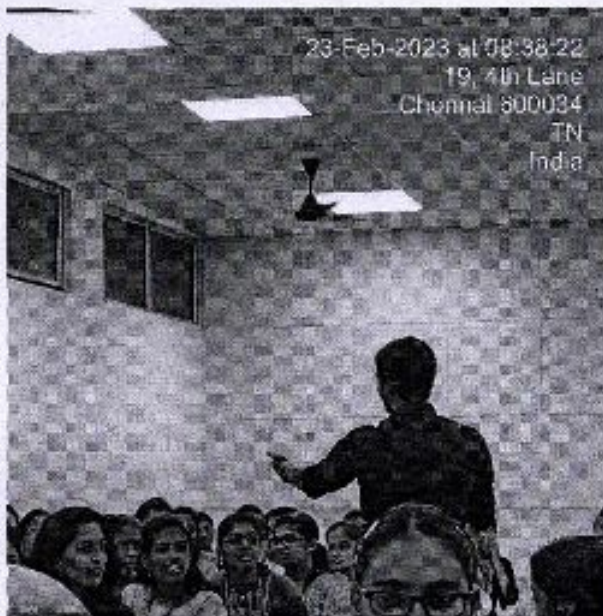


discussion- Emerging Marketing Trends. Mr. Amalan encouraged students to contribute to the session and to about a few trends that they know of and moved on to explain the various trends discussed. He touched Guerrilla marketing, AI in marketing, Influencer marketing and many more with appropriate and interesting examples. The session ended with Mr. Amalan guaranteeing that marketing is one of the most interesting and fun subjects and the possibilities in this field are endless.

The session was packed with information and most definitely kindled the interest and encouraged many of the students to look at this subject of marketing with times more interest than before.

**Program Outcome:**

- Students left with a newfound interest in marketing.
- Students understood the various implications of the new trends in marketing.



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*M. Padmanabhan*





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**DEPARTMENT OF COMMERCE  
B.COM (MARKETING MANAGEMENT)  
TEACHING METHODOLOGY AND INNOVATION COMPONENTS  
ACADEMIC YEAR 2022 - 2023**

**PARTICIPATIVE LEARNING**

Name of the Activity	Type	Date	Venue	No. of Participants	About the Activity
Ice Breaker	Exhibition	27.10.2022	2 <sup>nd</sup> floor Seminar Hall	70	ICEBREAKERS is an Exhibition on management principles with innovative stalls relating to management functions along with interesting games on management



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Name of the Activity	Type	Date	Venue	No. of Participants	About the Activity
PATHBREAKERS -EXHIBITION	Classroom Activity	20.02.2023	5 <sup>th</sup> Floor Seminar Hall	70	Pathbreakers is an exhibition on sustainable living initiatives and community building with special forces on the UN sustainable development goals.

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12/02/23

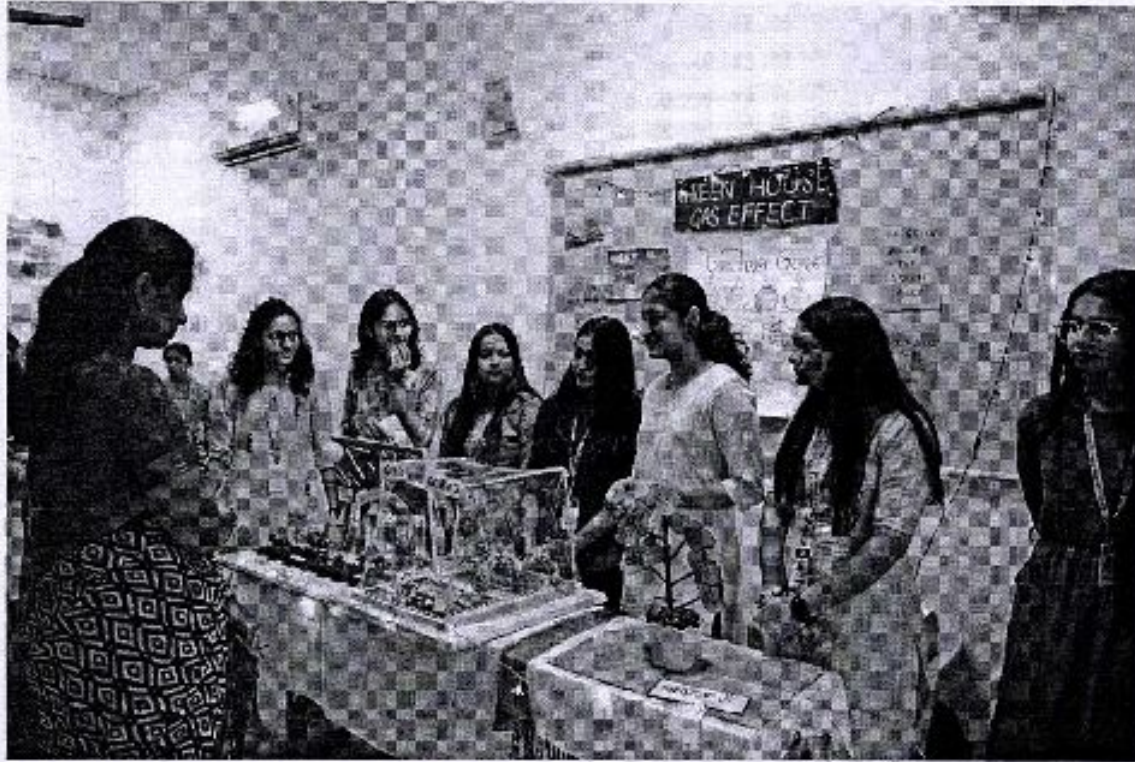


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10/12/2022

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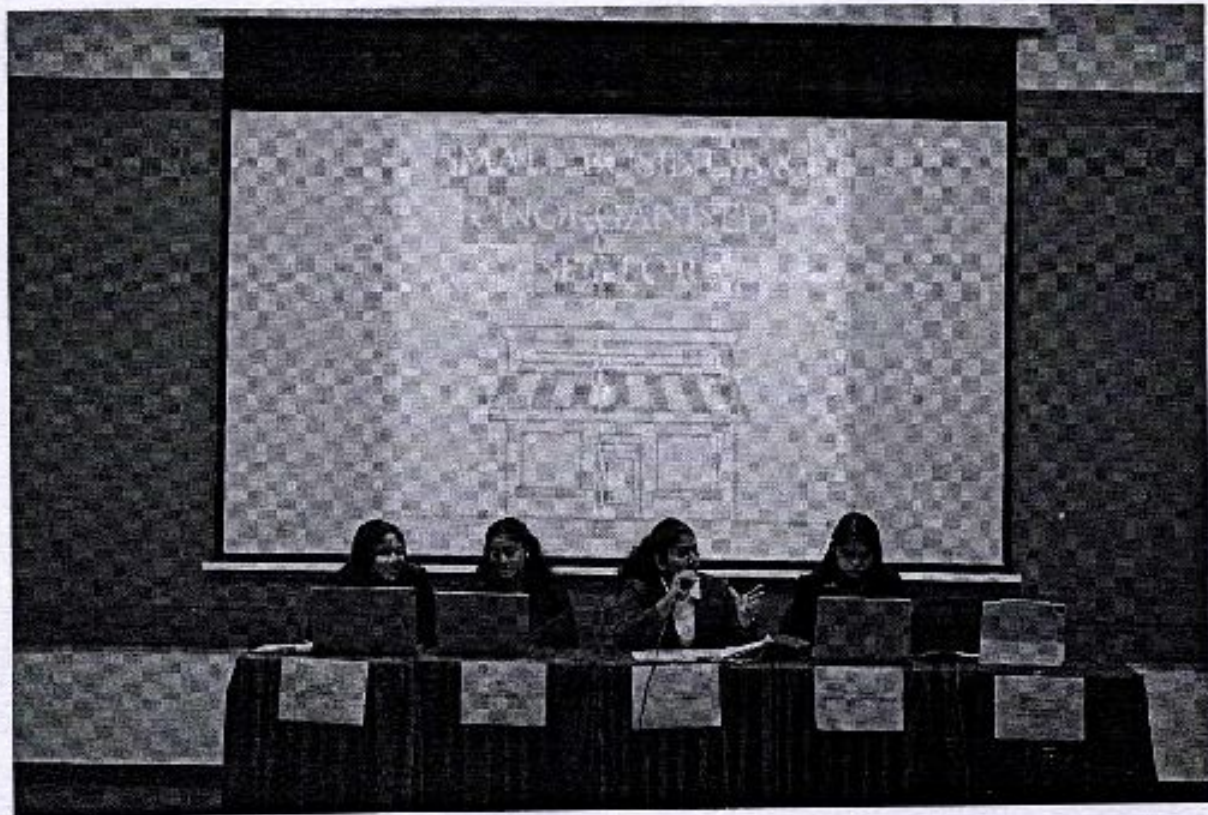




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Name of the Activity	Type	Date	Venue	No. of Participants	About the Activity
Trade Zone (3 <sup>rd</sup> Edition)	Student Round Table Conference	02.03.2023	Meghdoot	76	It is mock parliamentary session wherein there were 10 teams representing different States of India, pitching their issues and recommendations to the GST Council. This paved the way for the students to understand the practical applications of GST and the manner in which the Council functions.

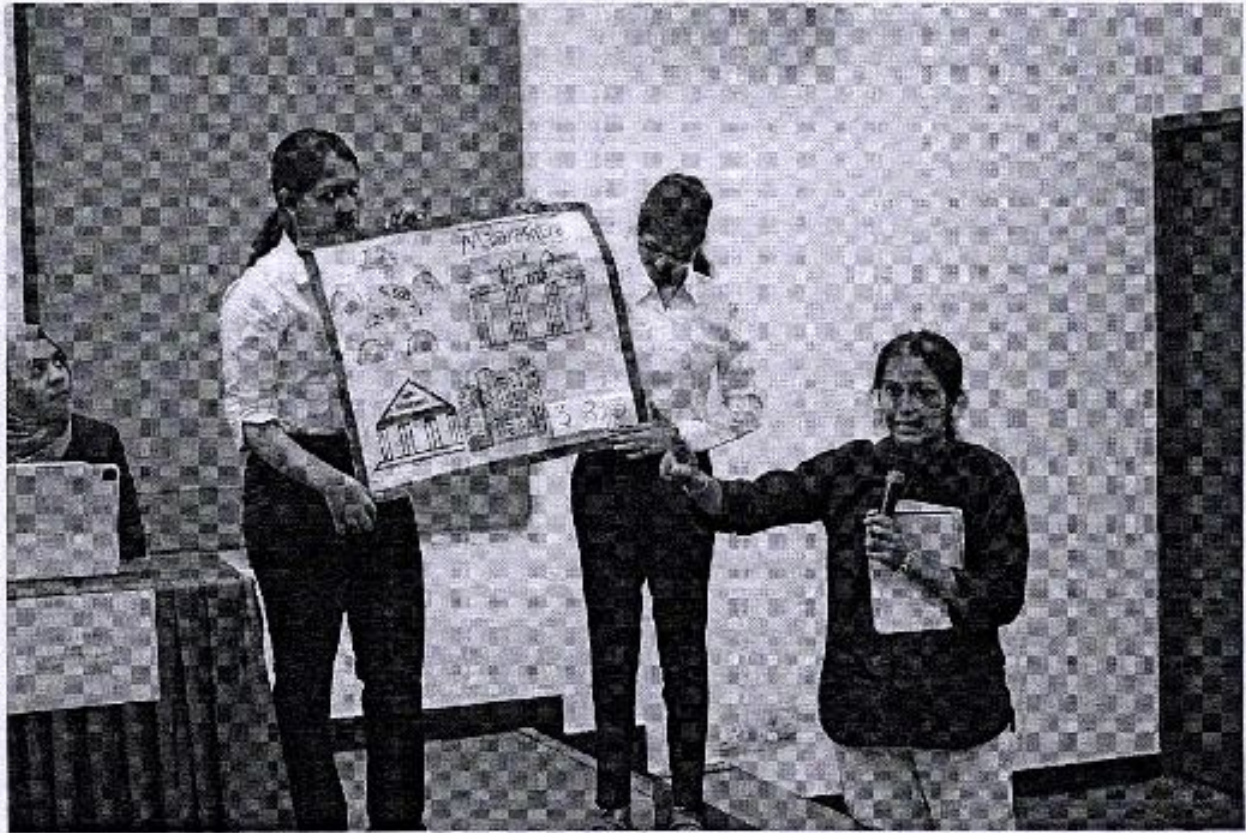


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Name of the Activity	Type	Date	Venue	No. of Participants	About the Activity
Ad Zap	Classroom Activity	24.03.2023	204 Classroom	79	A class-based activity on various topics to formulate the product and price mix based on the business situations, management resolution and ethical solution to serve consumer needs.

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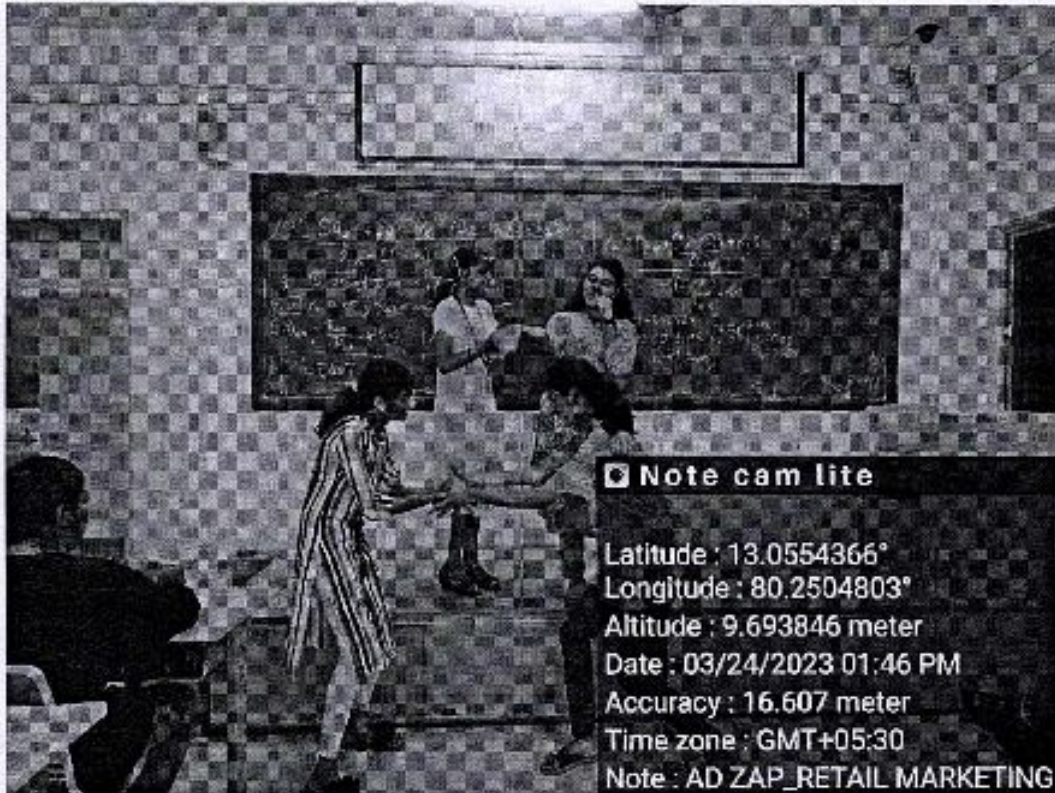
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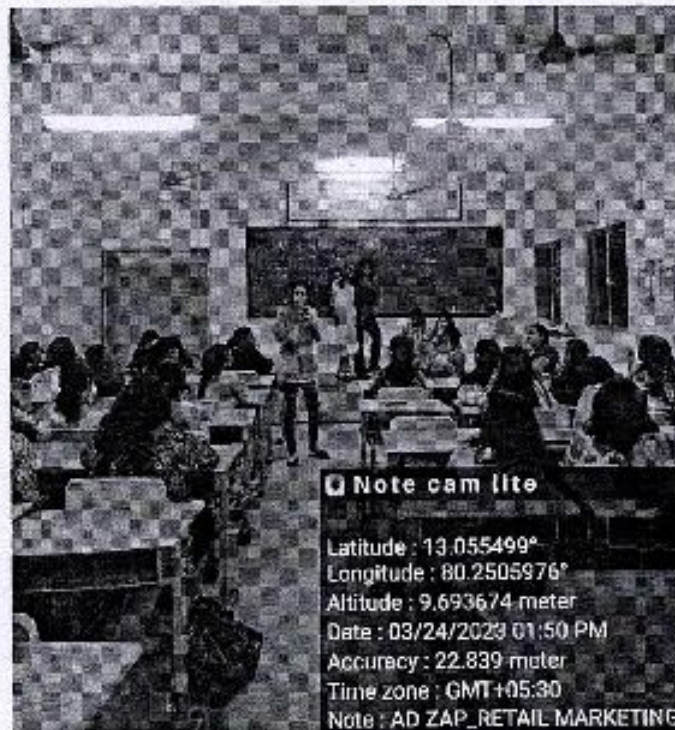
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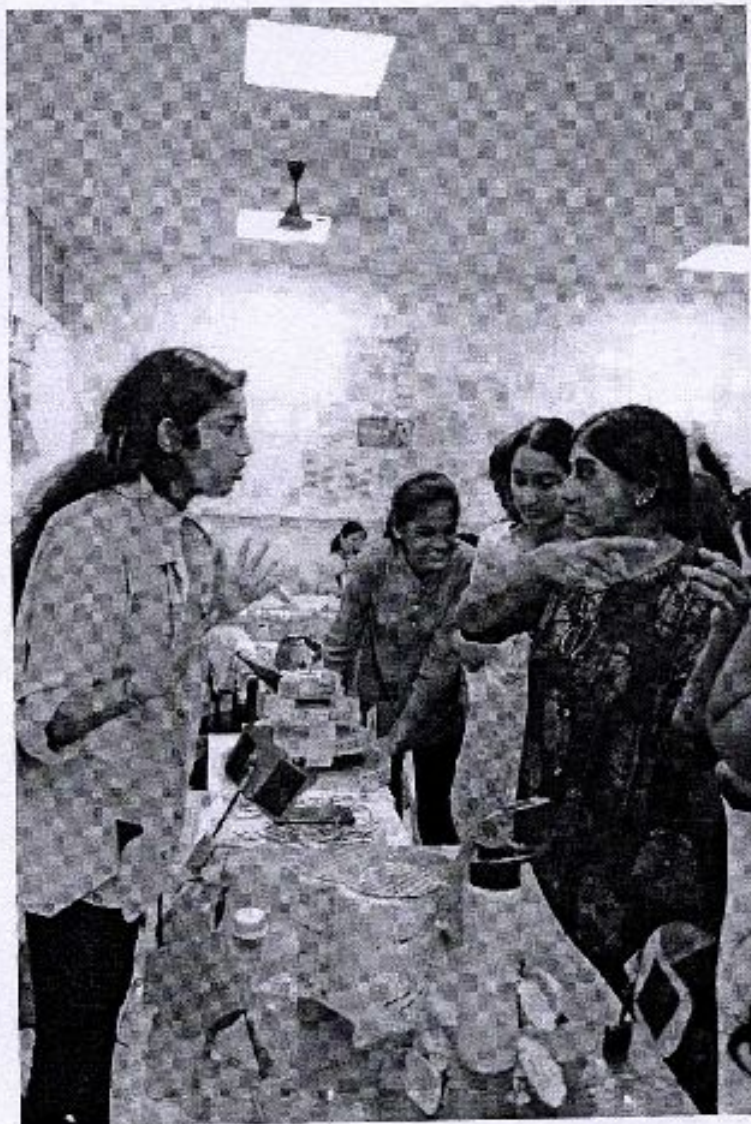




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Name of the Activity	Type	Date	Venue	No. of Participants	About the Activity
Product Launch	Classroom Activity	27.03.2023	Second Floor Seminar Hall	70	Product launch is a classroom activity on various marketing strategies involved in today's market, students were divided into 10 groups and they worked on various sub-topics



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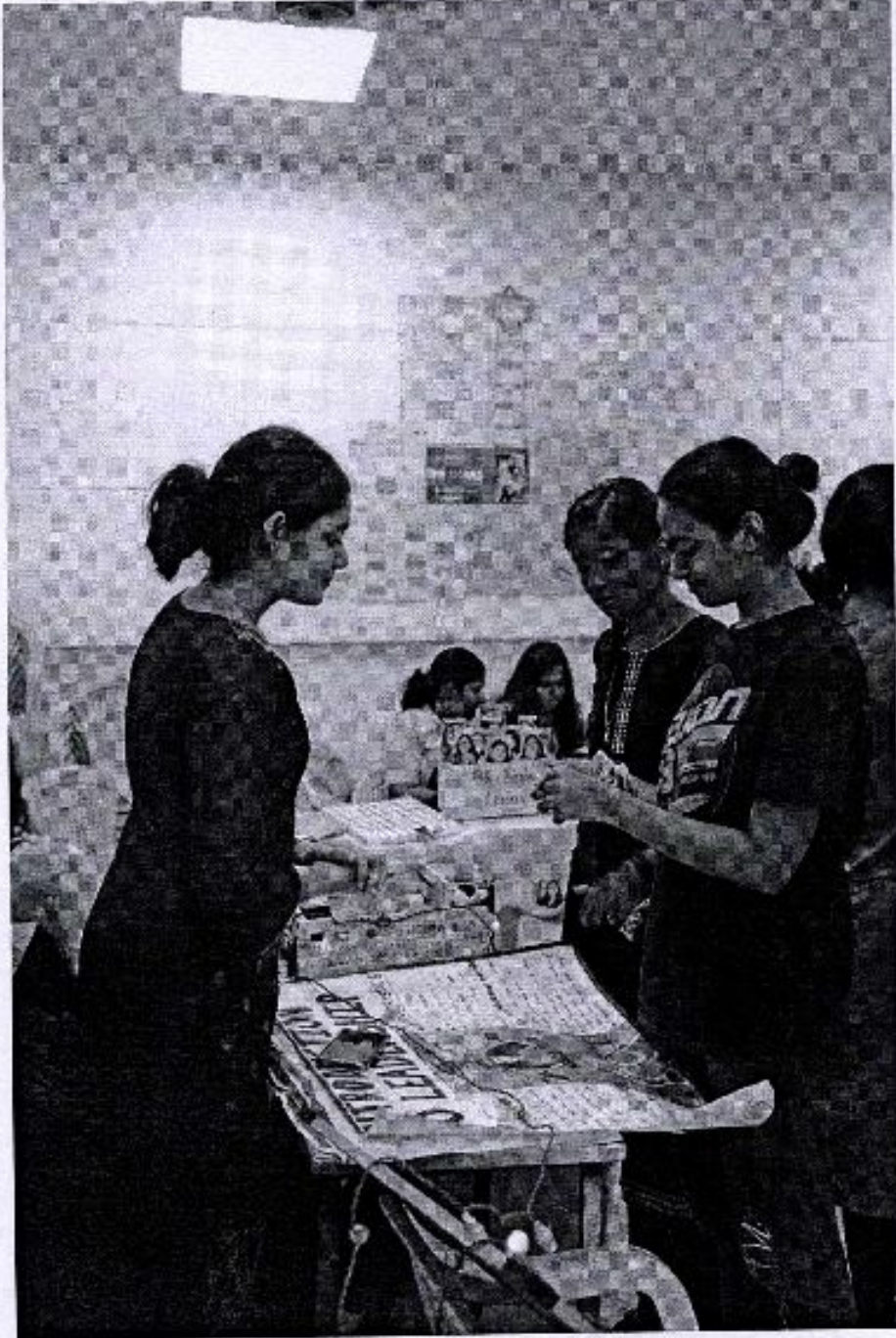


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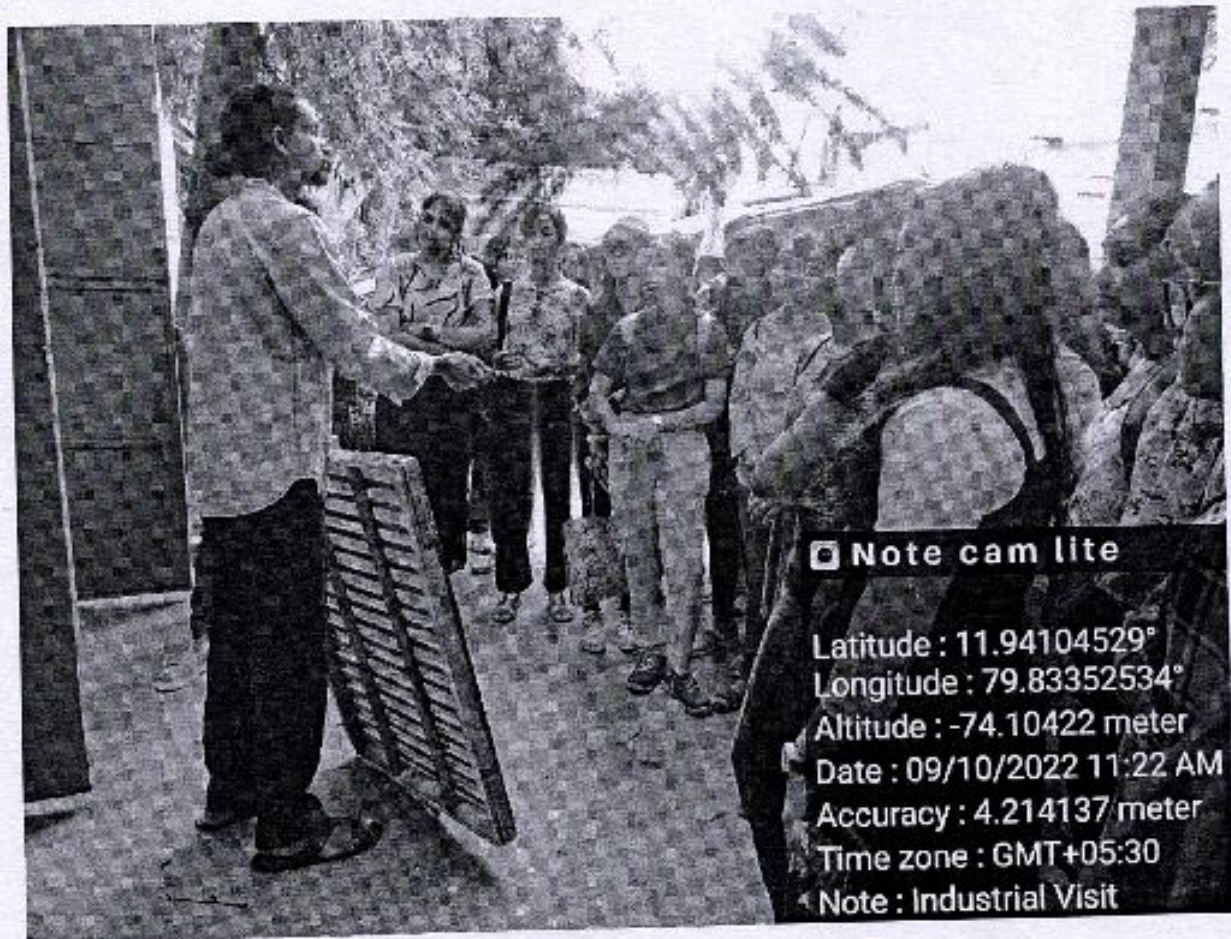




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Name of the Activity	Type	Date	Venue	No. of Participants	About the Activity
Field Visit and Out Bound Training	Experiential Learning	10.09.2022	Ocean Spray Resort, Puducherry	40	To understand the need of sustainable living practices and to learn about the process of making hand-made paper and artefacts students were taken to SRI AUROBINDO HANDMADE PAPER on an industrial visit



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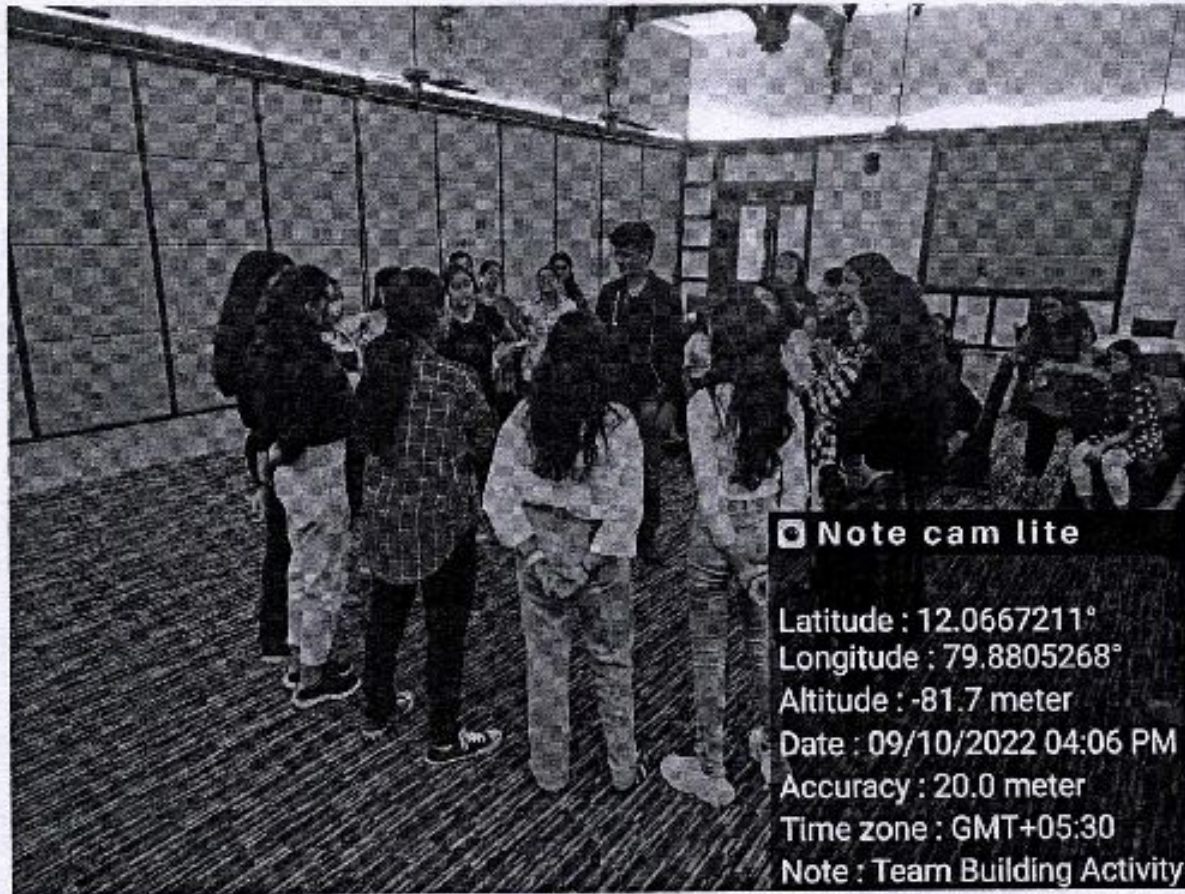




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Name of the Activity	Type	Date	Venue	No. of Participants	About the Activity
Market Place – The Hustlers Hub	Experiential Learning	29.09.2022	OAT	76	To develop and promote the entrepreneurial skills of students. There were over 15 stalls which consist of products and food category. Product stalls had various creative and innovativeness. Food stall had a good response

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**DEPARTMENT OF COMMERCE**  
**B.COM (CORPORATE SECRETARYSHIP)**  
**ACADEMIC YEAR 2022-23**

**PARTICIPATIVE LEARNING**

Name of the Activity	Activity Type	Date & Time	Venue	No. of Participants
Acc of taxes	Participative learning	11.10.2022	Auditorium	55
Act the service	Role play	23.01.2023	Room No. 302	70
Solve the case	Case study	24.01.2023	Room No. 301	65

**EXPERIENTIAL LEARNING**

Name of the Activity	Activity Type	Date & Time	Venue	No. of Participants
Field Visit	Experiential Learning	07.09.2022	Eco-kitchen ,Injambakkam	75
Business Taxation exhibition	Experiential Learning	20.03.2023	II Seminar Hall	75
Akriti- Practice School	Experiential Learning	2022-2023	College campus	215

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# PARTICIPATIVE LEARNING

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**DEPARTMENT OF COMMERCE**

**B.COM CORPORATE SECRETARYSHIP PROGRAMME**

**ACE OF TAXES – INCOME TAX EVENT**

**REPORT**

**DATE - 11/10/2022**

**COURSE OBJECTIVE:**

- To inculcate the knowledge on Income Tax.
- To understand role of an Auditor and significance of auditing.
- To provide a platform to students to exhibit their creativity and voice their views on Income Tax systems of various countries.

ACE OF TAXES is an Inter-Commerce Departmental event hosted by the B. Com Corporate Secretaryship programme. It was held on 11<sup>th</sup> of October, 2022. It comprises of 4 events namely, Tax Plan, Auditor of the Year, IMF and Greatest Showman. Tax plan is an event that required participant to be innovative and create their own income tax plan. The event, INTERNATIONAL MONETARY FUND was conducted in the form of a MUN wherein students voice their view on various countries' Income Tax systems. Greatest Showman was a quick and informal assessment of student's knowledge about the current taxation system through quiz, connection and cross-word puzzle. Auditor of the Year was an event that tested the capacity of the participants to play the role of an auditor. The events were judged by Mr. Pretam Rengarajan, a qualified practicing Chartered Accountant, Ms. Deepika, a Chennai based Chartered Accountant, CA. Vishnu Vardhan and CA. Prabhu. The event was a grand success and students gained immense knowledge on Income Tax.

EVENT	NUMBER OF PARTICIPANTS
TAX PLAN	8 Teams
IMF	12 individuals
GREATEST SHOWNMAN	13 Teams
AUDITOR OF THE YEAR	11 individuals

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**COURSE OUTCOME:**

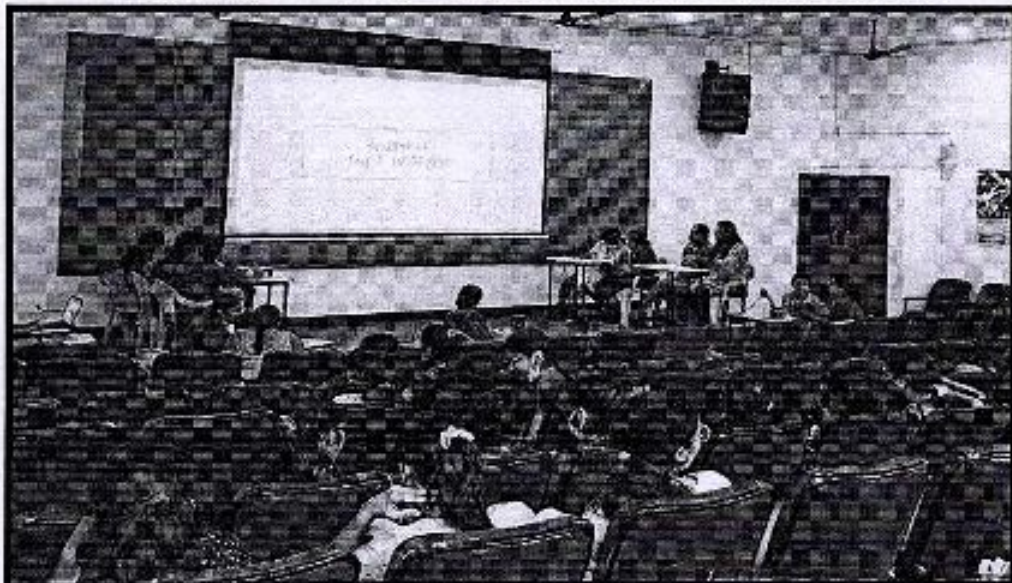
- To analyse an individual's Income statement and estimation of lowest taxliability.
- To outline on various Income Tax provisions applicable for individuals.
- To construct the participant's own Income Tax plan for the country.
- To analyse the tax structure of different countries.

**No. of students benefitted: 350**

**PHOTO GALLERY:**



*Participants of IMF event presenting their country's Income Tax plan*

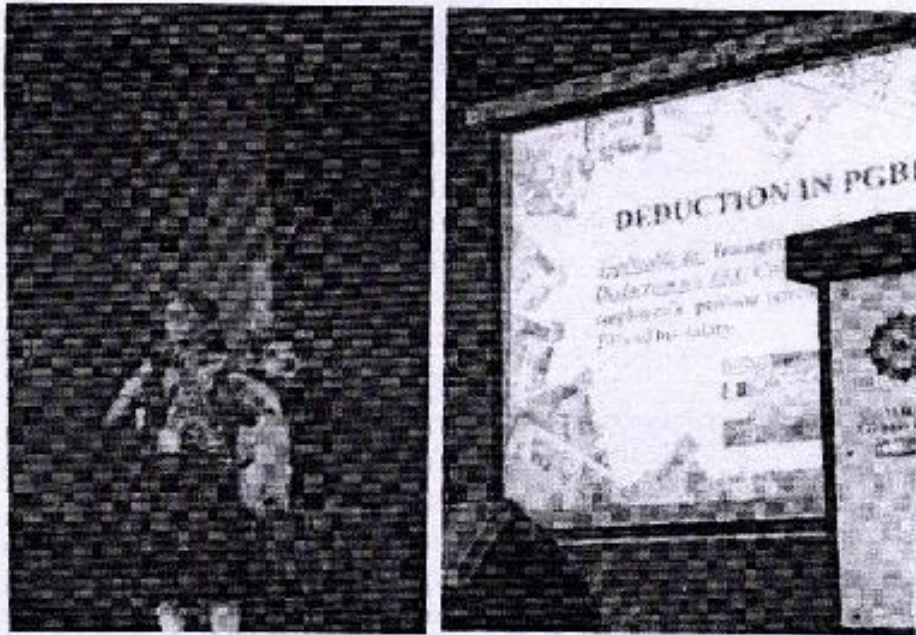


*Participants attending the Quiz- buzzer round*

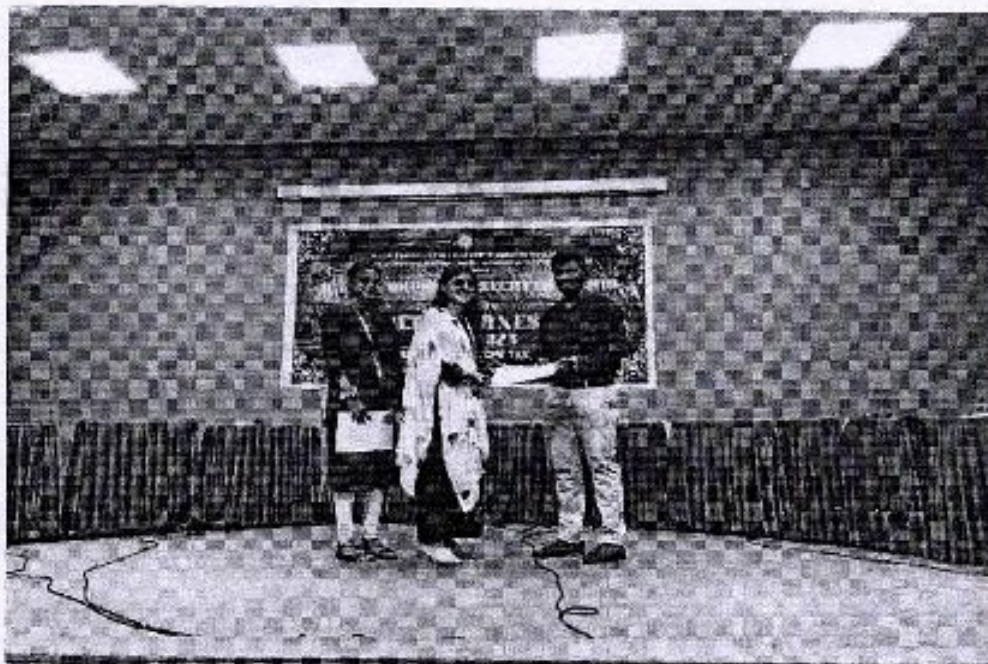
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*Participants presenting their tax plan*



*Winners honoured by judge*

*V. EP*

*K. B. C.*  
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**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
**B.COM CORPORATE SECRETARYSHIP**

**FINANCIAL MARKETS AND SERVICES**

**ACADEMIC YEAR 2022-2023**

**REPORT ON ROLEPLAY**

**DATE OF THE PROGRAMME:** 23rd January, 2023

**OBJECTIVES OF THE PROGRAMME:**

To enable the students:

- To acquire knowledge various financial services.
- To know the difference between leasing and hire purchase agreement
- To know about the features of the financial services

**PROGRAMME IN BRIEF:**

The role-play was performed by the students of II B.Com CS on the given topic. Each group consisted of 6-7 participants who demonstrated the various types of leasing and hire purchase agreements. The participants were also questioned by the audience after their performance. The students showed active participation, interaction and were benefitted through role play.

**OUTCOME OF THE PROGRAMME:**

By the end of the session the students were able to:

- Learn the types of leasing and hire purchase agreements
- Learn the system financial services

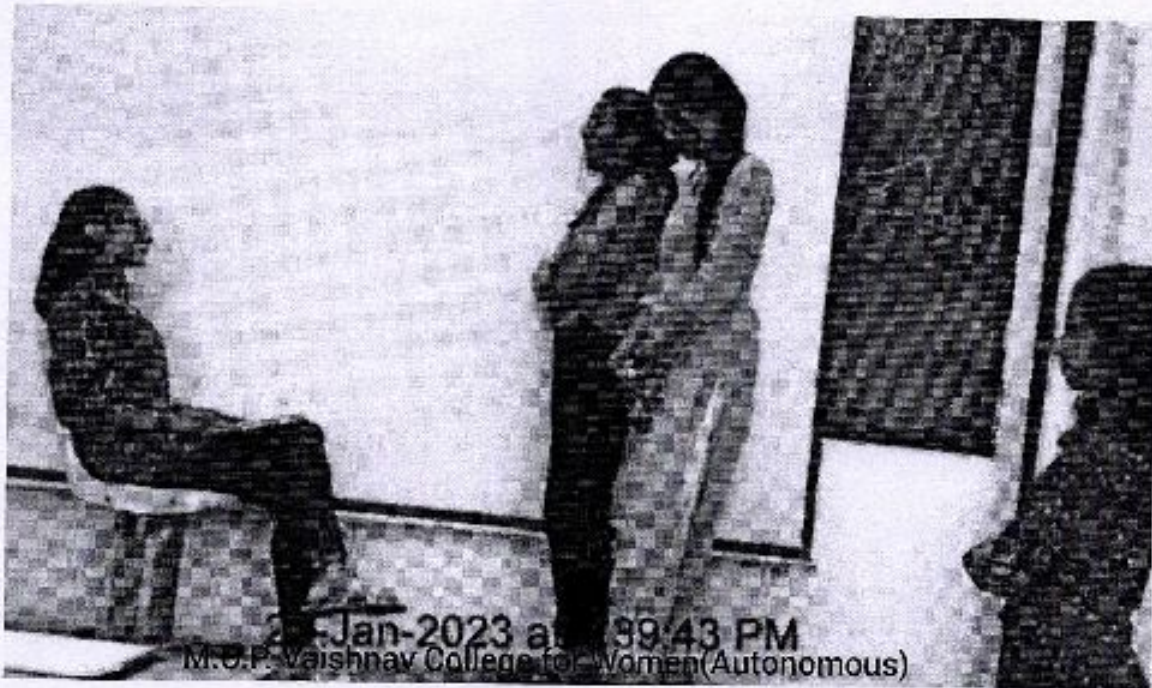
**No. of students benefitted: 70**

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**Photo Gallery:**



*Business partners approaching the banker for loan to buy machinery*



*Well wisher of the business partners giving her inputs about leasing methods*

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*Final decision by the business partners*

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# **EXPERENTIAL LEARNING**



**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
**DEPARTMENT OF CORPORATE SECRETARYSHIP**  
**INDUSTRIAL VISIT**  
**BATCH 2020-2023**



Date	Place of Visit	Purpose
7 <sup>th</sup> September, 2022	Eco kitchen	An industrial visit to learn the various food retail programs organized to improve the livelihood of the people and understand how eco-technologies is utilized to prepare food, irrigate the garden and minimize the effect of production on the environment.

The Department of Corporate Secretaryship undertook an industrial visit to Eco Kitchen, Tamil Nadu on 7<sup>th</sup> September, 2022. The ECO Kitchen is a social entrepreneurship project of the YR Gaitonde Foundation (YRG). Project ECO (Enhancing Community Opportunities) helps those affected by social, economic, and other challenges. Through a food retail program, the ECO Kitchen provides these individuals with opportunities to improve their livelihoods. The Kitchen utilizes innovative, eco-conscious technology, including biomass briquettes, solar panels, a condensation recovery system, an expansive drainage system and a wastewater treatment plant that irrigates the garden. They have carefully crafted their production to minimize their impact on the environment. The facility has the capacity to

V88

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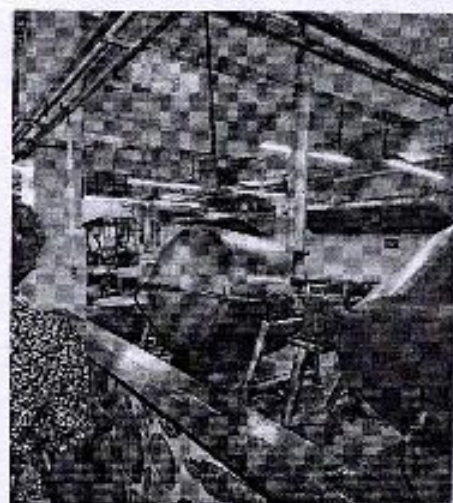
produce 30000 meals per mealtime. As a part of the industrial visit, the students were permitted to visit their plant and got to witness the boiler, cold storage, vegetable storage, biomass plant, and the kitchen where the food is prepared for the delivery. The coordinator of Eco Kitchen, Mrs Kavitha gave a brief about the activities and programs such as Kathir, Kathir Dhan and Out of the Box undertaken by Eco kitchen.

No. of students benefitted: 70

**Photo Gallery:**



**Well -equipped eco-friendly technologies:**



*V.S*

*K.B.C*

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**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
**B.COM CORPORATE SECRETARYSHIP**

**GST EXHIBITION 2022-2023**

**REPORT ON GST EXHIBITION**

**DATE OF THE PROGRAMME:** 20<sup>th</sup> March, 2023

**OBJECTIVES OF THE PROGRAMME:**

To enable the students:

- To acquire knowledge about GST.
- To know the need and procedure of GST and its meaning.
- To know about the legislative framework of Customs Act, 1975

**PROGRAMME IN BRIEF:**

The exhibition was inaugurated by the Principal Dr. Lalitha Balakrishnan and Dr. Uthira, Vice Principal, visited and gave valuable insights on the various aspects relating to GST. The best model was selected and awarded by Dr. Madhumathy M, Head of Finance & Taxation.

The theme for the exhibition was "Goods and Service Tax and Customs Duty" where each team prepared their models and games based on their theoretical knowledge and learning. A virtual presentation was also prepared by one of the teams.

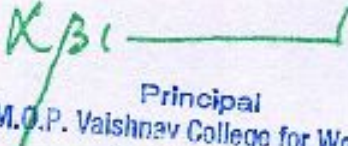
The event was a grand success, where students from various streams of Commerce visited the exhibition. The students were able to gain practical knowledge and deep insights about GST.

**OUTCOME OF THE PROGRAMME:**

By the end of the session the students were able to:

- Learn the types of GST, time of supply and value of supply.
- Learn the system of GST and the technology framework
- Acquire knowledge of the IGST system

**No. of students benefitted: 350**

  
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**PICTURES:**



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*V.P.*

*K.P.*

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**M.O.P.VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

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**AKRITI- A MOCK COMPANY**

**B.COM CORPORATE SECRETARYSHIP**

Akriti is a mock company run by the students of B.Com (Corporate Secretaryship) which aims to apply theoretical knowledge of entrepreneurship to practice.

**IMPRESSIONZ STALL**

Akriti as its primary business holds an on-campus stationery stall known as "IMPRESSIONZ STALL". This year, the directors of Akriti had decided to hold a stall on a full-day basis by passing a board resolution. Akriti took bulk orders of text books and record notebooks from various departments at their doorstep and delivered them to the respective department.

**ISSUE AND RE-ISSUE OF SHARES**

The company issued 66 shares at Rs. 60/- per share in the current year and the total paid-up shares in the financial year 2022-2023 are 984.

**EVENT MANAGEMENT**

Akriti managed the event conducted by Hindustan Chamber of Commerce on 26<sup>th</sup> Sept, 2022 and on 1<sup>st</sup> August, 2022 at GRT convention hall.

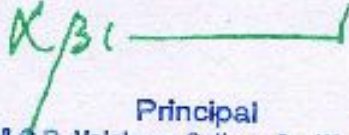
**ACCESSORY STALL**

The business of Friday accessory stall commenced on 29<sup>th</sup> of September, 2022. Accessories like scrunchies, earrings, clutches, nose pin, pendant, necklace, hair clip and fancy stationeries were sold.

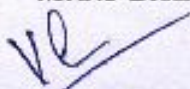
**WORKSHOP**

Akriti conducted the following workshops on 6th and 7th October 2022:

- Fluid art
- Makeup
- MS excel
- Canva

  
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**M.O.P BAZAAR**

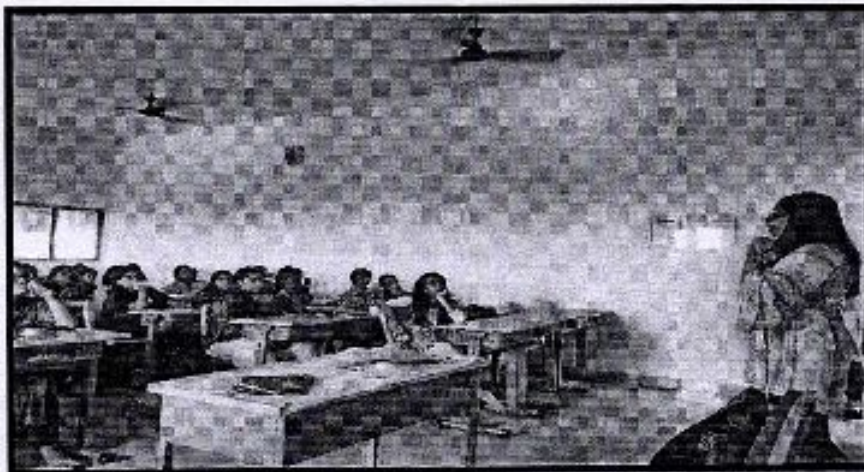




M.O.P Bazaar was held on 27<sup>th</sup> and 28<sup>th</sup> of January, 2023. Akriti held a clothing and accessories stall. On the first day of the bazaar, Akriti was the first stall to receive the Silver Ninja Award for achieving the first 25 bills of the day.

#### **ANNUAL GENERAL MEETING**

The 16<sup>th</sup> Annual General Meeting for the financial year 2022-2023 will be held on 24<sup>th</sup> of March, 2023. The new board members will be appointed and awards will be given to old board members for their excellent contribution to Akriti. The annual report for FY 2022-23 will be present before shareholders in the AGM. Akriti proposes to declare 100% dividend to the shareholder of the company on 24<sup>th</sup> March 2023. The board proposes to buy-back 55 shares from the present 2022-2023 (outgoing batch) on 27<sup>th</sup> of March, 2023. The dividend will be paid to the shareholders on 27<sup>th</sup> march 2023 at M.O.P. Vaishnav College for Women.



*The resource person showing various techniques of fluid art.*

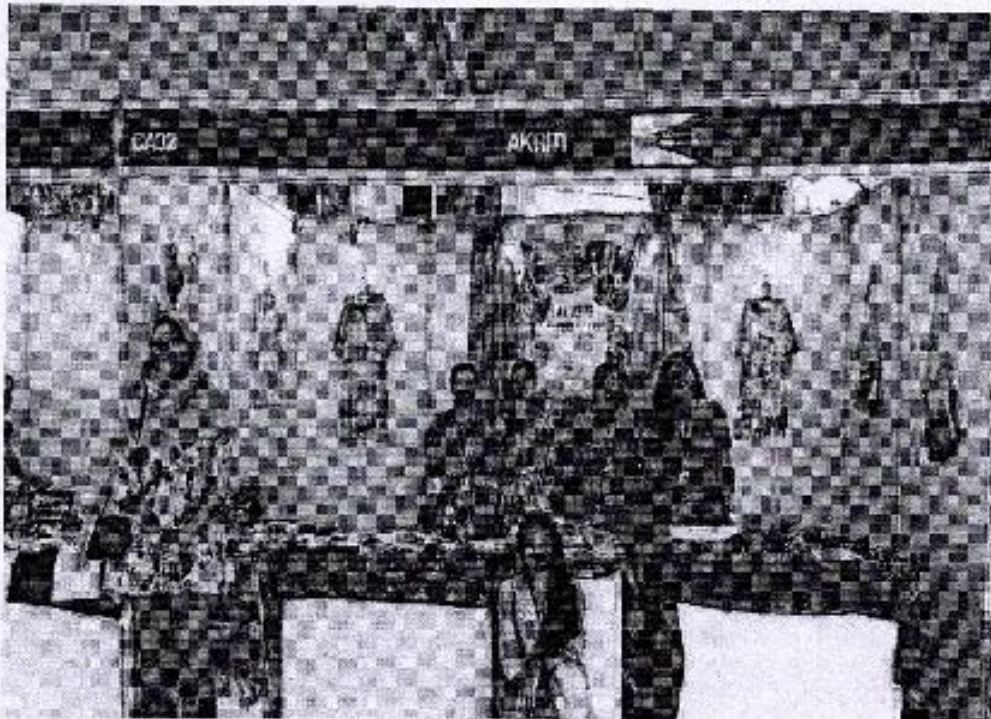
*V.R.*

*K.B.C.*  
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*Ms. Taslim teaching various technique of data analysis using excel*



*Akriti Stall*

*K.P.C.*  
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*V.P.P.*



**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**B.COM CORPORATE SECRETARYSHIP**

**MANAGERIAL ECONOMICS**

**ACADEMIC YEAR 2022-2023**

**REPORT ON CASE STUDY ANALYSIS**

**DATE OF THE PROGRAMME:** 24<sup>th</sup> January, 2023

**OBJECTIVES OF THE PROGRAMME:**

To enable the students:

- To acquire knowledge about market structure.
- To understand the difference between various market structure.
- To know about the impact of market structure in the economy.

**PROGRAMME IN BRIEF:**

The students of I B.Com CS actively participated in the case study analysis conducted on the topic "Market structure". The case study method of learning helped the student to identify and distinguish between critical and extraneous factors and cases. The students were divided into groups and were given 15 minutes of time for discussion. The students were allowed to develop realistic solutions to real time case studies.

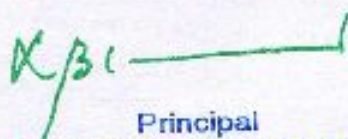
**OUTCOME OF THE PROGRAMME:**

By the end of the session the students were able to:

- Learn the types of market structure and its impact.
- Learn the pricing system under various market structure
- Acquire knowledge about the Indian economy.

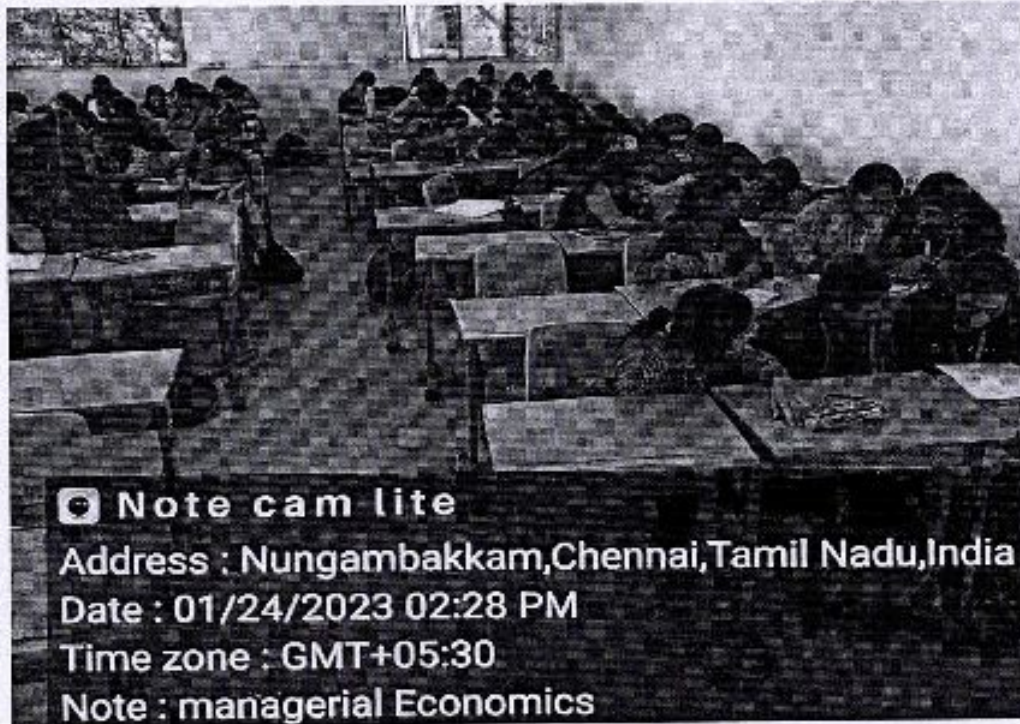
**No. of students benefitted: 60**



  
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**Photo Gallery:**



*Students going through the given case study*



*Students giving their inputs towards the case study*

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**M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

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**DEPARTMENT OF COMMERCE**

**B.COM HONOURS**

**ACADEMIC YEAR 2022-2023**

**PARTICIPATIVE LEARNING**

<b>Name of the Activity</b>	<b>Activity Type</b>	<b>Date &amp; Time</b>	<b>Venue</b>	<b>No. of participants</b>
Case Chronicle	Case Study Analysis	26.10.2023 to 28.10.2023	Room No.402	39
Concept Play	Role Play	05.01.2023 & 06.01.2023	Room No 403	40

**EXPERIENTIAL LEARNING**

<b>Name of the Activity</b>	<b>Activity Type</b>	<b>Date &amp; Time</b>	<b>Venue</b>	<b>No. of participants</b>
Field Visit	Experiential Learning	17.02.2023	Good Leathers Pvt. Ltd.	40
Business on Campus	Experiential learning	15.9.2022	OAT	39

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*K.B.C.*

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**M.O.P.VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

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**DEPARTMENT OF COMMERCE HONOURS**

**Departmental Activities for academic year 2022-2023**

**ONE DAY BUSINESS ON CAMPUS – 15<sup>th</sup> September 2022**

**Objectives of the program:**

- To encourage students to set up and run stalls for effective exercise of managerial skills.
- To provide confidence on the entrepreneurial skills of students by small scale commercialisation of their innovative ideas.
- To enable students understand practical steps in setting up business from project proposal, feasibility studies, appraisal, arrangement of resources and business set up.
- To understand importance of team efforts in business set up.

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DEPARTMENT OF COMMERCE (HONOURS)  
Batch 2020-2023  
PRESENTS  
*One Day Business - On - Campus*

Games Festivals  
Fashion Western  
Eco-friendly and Healthy options Traditional  
Hues of Life Electronic Gadgets and Accessories

*Octaves*  
A Symphony of Senses

Inauguration by  
*Dr. Lalitha Balakrishnan*  
Principal, M.O.P. Vaishnav College for Women (Autonomous)

DATE: 15th September 2022 TIME: 9:30AM to 4:30 PM  
VENUE: OAT

*Lalitha*

*KBC*  
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**Program Brief:**

One day business on campus is a departmental activity conducted on OAT on 15<sup>th</sup> September 2022 from 9:30 a.m. to 4:30 p.m. The set of stalls were inaugurated by Principal Dr.Lalitha Balakrishnan at 9:30 a.m. The activity aims to develop entrepreneurial and business management skills of students by setting up of stalls. All the students are divided into 8 groups to organise 8 different stalls of varied themes and providing products from electronic gadgets, fashion accessories, food and beverages and fun games.

The various themes based on which students set up their stalls are:

1. Games
2. Fashion
3. Eco friendly and healthy options
4. Hues of life
5. Festivals
6. Western
7. Traditional
8. Electronic Gadgets and accessories

The students are encouraged to start up a business from scratch of developing an idea, designing a proposal, drawing budgets, arranging resources, managing sales and accounting for costs and sales and reporting the business results.

**Program Outcomes:**

- The students came out with innovative ideas that have potential of commercialisation and were asked to exploit various feasibilities like economic and financial.
- The students identify various managerial skills like planning, organizing and allocating human and material resources, directing the efforts.
- The students develop accounting and reporting of business costs, sales and net results.
- The students are able to identify causes for business successes and failure ( and corrective actions )



*Chick*

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*Shikha*

*K.B.C.*

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**M.O.P VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**DEPARTMENT OF COMMERCE**

**B.COM HONOURS**

**BATCH 2020-2023**

**INDUSTRIAL VISIT**

<b>Date</b>	<b>Place of visit</b>	<b>Total number of students who attended the session</b>
17/ 02/ 2023	Good Leathers Pvt. Ltd.	40

**PROGRAMME OBJECTIVE:**

- To provide the students an insight regarding the internal workings of an enterprise.
- To give the students exposure to practical work environments.

**PROGRAMME BRIEF:**

The visit focussed on the processes involved in the manufacture of leather garments in a factory. The students were briefed on each process beginning from sorting raw materials, through the entire process, till the final quality check. The students were introduced to technological quality check mechanisms. They were also able to gain knowledge about the designing process.

**PROGRAMME OUTCOME:**

The visit helped the students gain exposure about the workings of a factory, the many processes involved and also the overall environment of a work atmosphere. The visit helped the students to appreciate the various aspects like costing, auditing and research & design besides process costing and employee team working skills

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Feb 17, 2023 09:59:15  
good leathers pvt ltd.



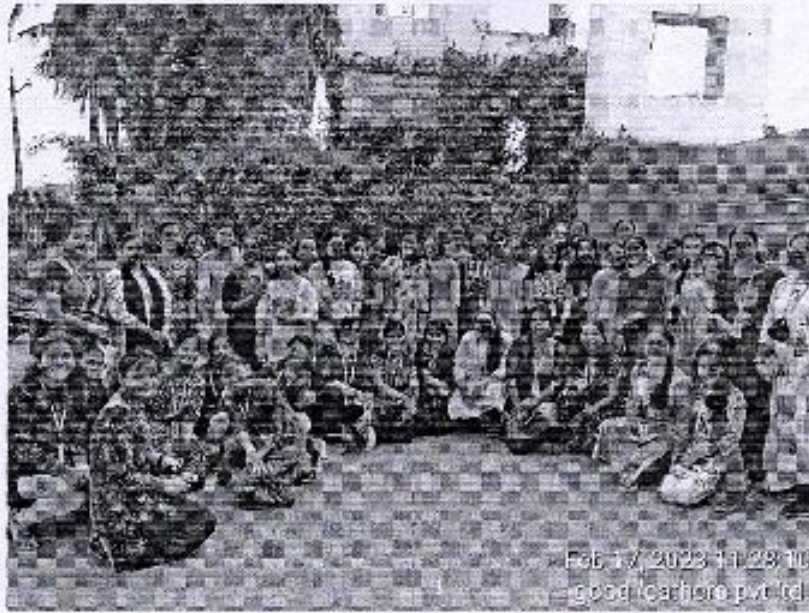
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good leathers pvt ltd.

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*K. B. C.*  
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K. B. C.

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Principals



**M.O.P VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**DEPARTMENT OF COMMERCE**

**B.COM HONOURS**

**ACADEMIC YEAR 2022-2023**

**REPORT ON CASE STUDY ANALYSIS**

**DATE OF THE EVENT:26.10.2023 to 28.10.2023**

**OBJECTIVES OF THE PROGRAMME:**

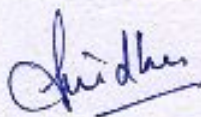
**To enable the students:**

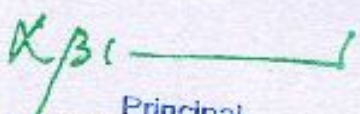
- To acquire knowledge on the procedure to change the content of MOA &AOA
- To Examine the provision of companies' act relating to company management and Administration
- To acquire knowledge on the importance of audit and the role of auditor
- To Understand the Provision related to payment of dividend

**PROGRAMME IN BRIEF:**

The students of II B. Com Honours participated in the Case study analysis conducted on the topics –Memorandum of Association and Articles of association, Management and Administration, Dividend, Meetings and Qualification of Auditor.

The Entire class were divided in to group of 4 and were given to the groups a week before the presentation. Students to relate the company law provisions and draw essential conclusions on how courts apply certain norms and interpret them. GroupWise (all students in turn) should explain the provisions related to the cases



  
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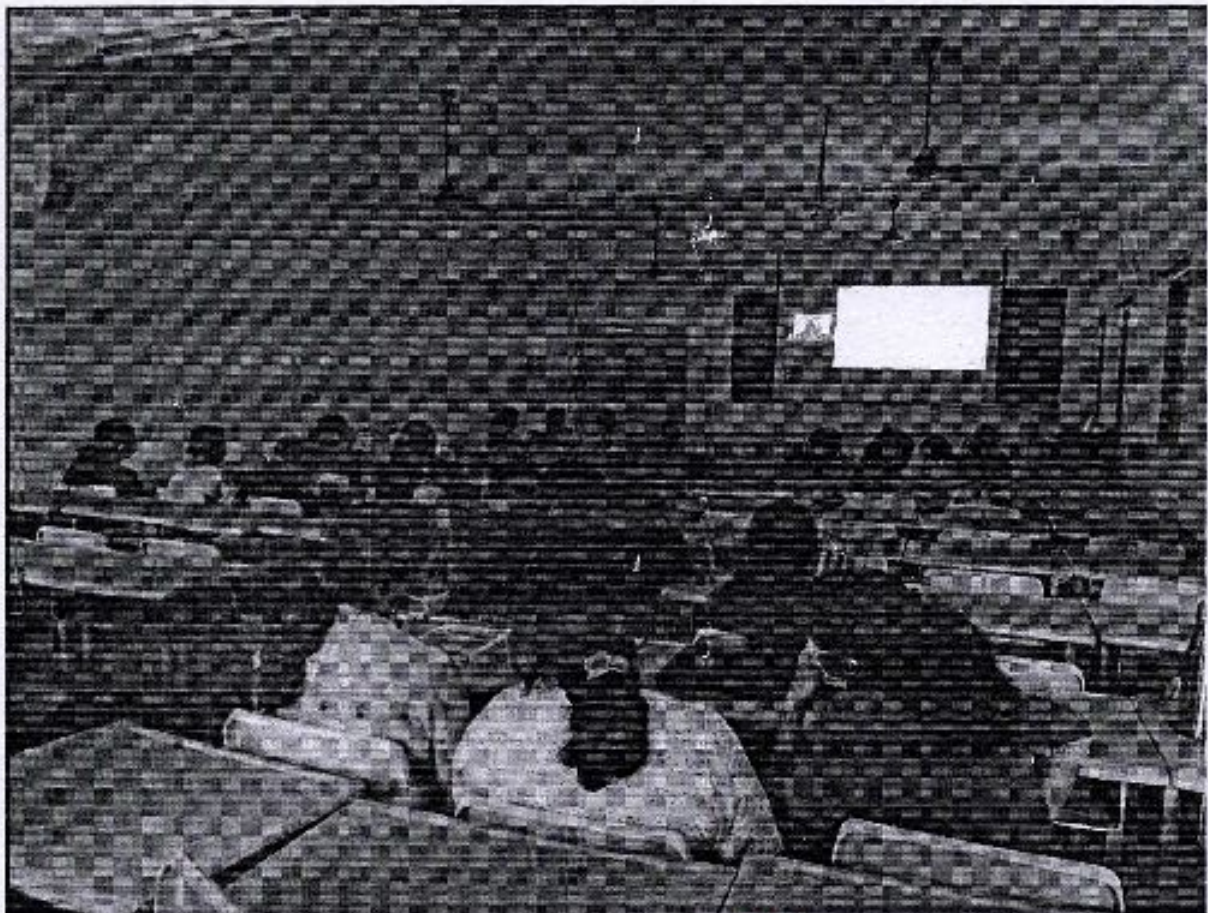
**OUTCOME OF THE PROGRAMME:**

**At the end of the session the students were able to**

- Relate to the provisions of the Companies Act with reference to payment of dividend
- Describe the provision of companies' act relating to company management
- Outline the purpose and procedure for holding various meetings
- Discuss the legal provisions relating to altering the contents of the statutory documents of a company.

**NUMBER OF STUDENTS BENEFITTED: 39**

**PICTURES**

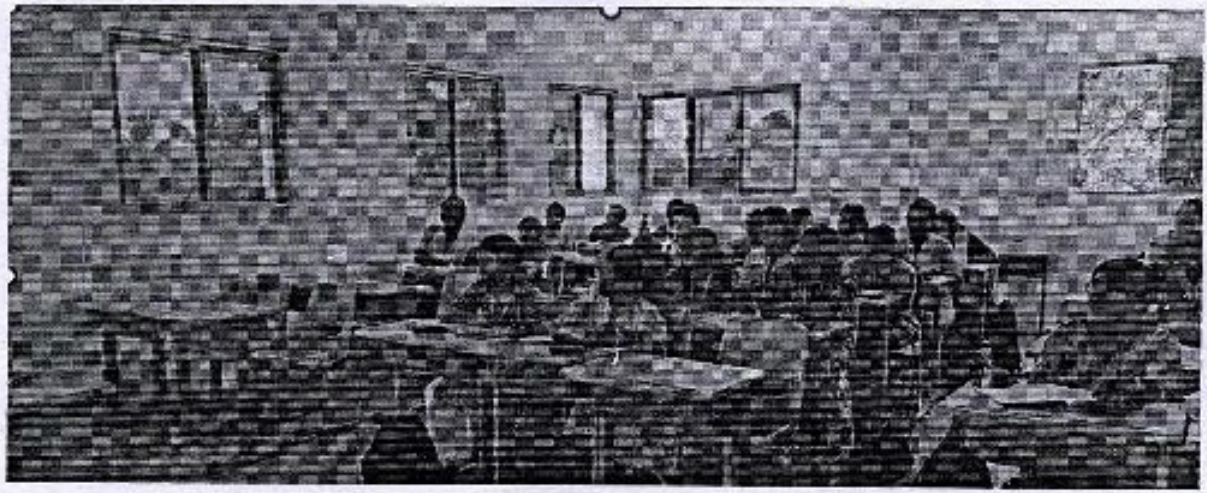


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Guides

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**M.O.P VAISHNAV COLLEGE FOR WOMEN(AUTONOMOUS)**

**DEPARTMENT OF COMMERCE**

**B.COM HONOURS**

**ACADEMIC YEAR 2022-2023**

**REPORT ON ROLE PLAY**

**DATE: 05.01.2023& 06.01.2023**

**PROGRAMME OBJECTIVE:**

- To analyze the effects of psychological, socio-cultural and demographic factors on the consumer decision process.
- To identify the factors influencing consumer behaviour and purchase decision
- To enable students understand the role of consumer behavior in making marketing decisions.

**PROGRAMME BRIEF :**

Concept Play is an event exhibiting the students talent to express the concepts in Decision making process under consumer behaviour. Third B.Com students were involved in role play named concept play. The students were divided into 8 groups. Concepts relating to consumer behaviour were given to the students on the day of the presentation and 30 minutes were given to the students for preparation. The students enacted the role related to the topics before the class with their creative skills. The session was for 2 days. The students were individually evaluated during the session based on their performance and content delivery.

**PROGRAMME OUTCOME:**

- To Identify and comprehend the role of different personal, sociological, environmental factors and marketing mix variables that influence consumer decision making process.
- Apply the conceptual frameworks, consumer behaviour theories and techniques to various marketing contexts

No of students benefitted: 40

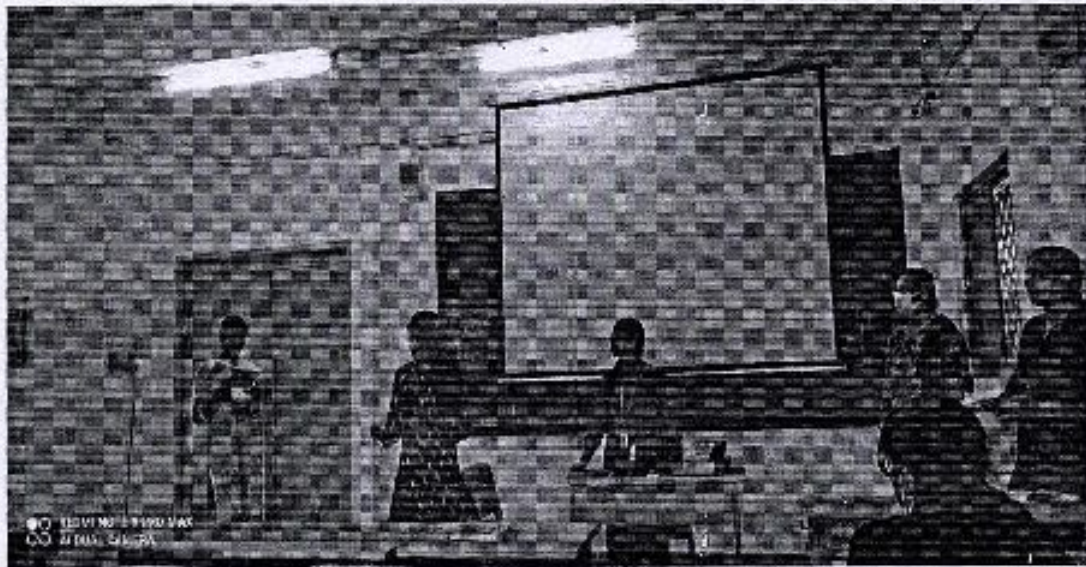
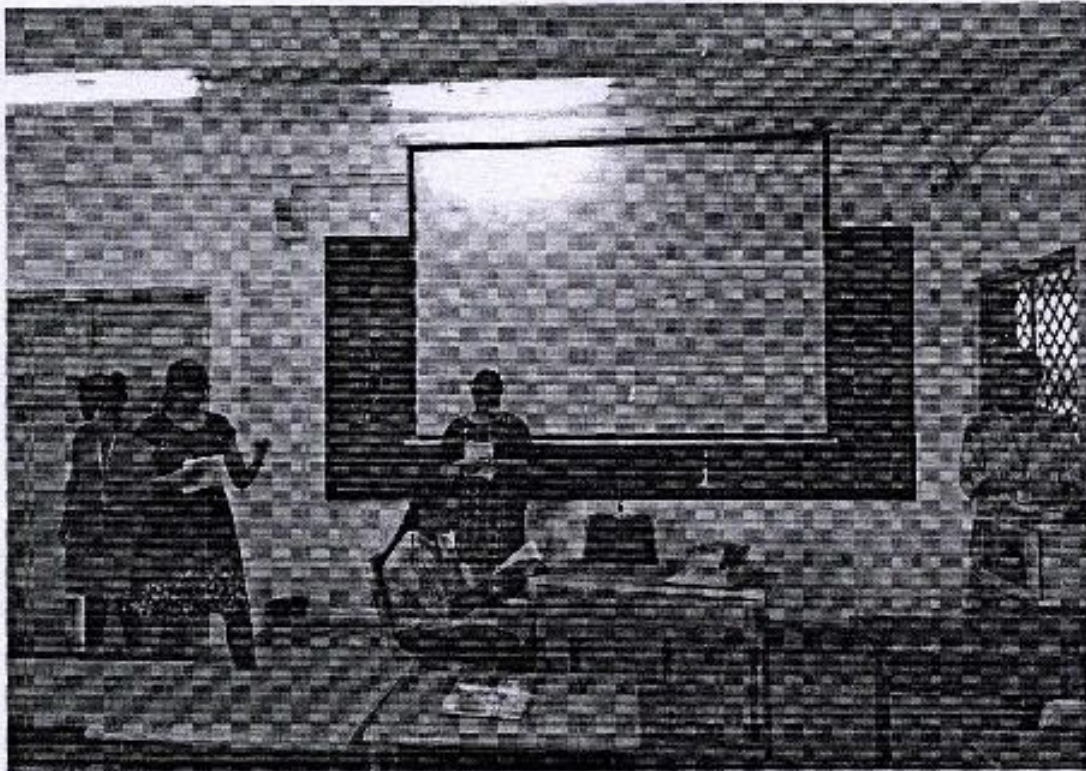
**PHOTO GALLERY:**

*Principals*

*K.P.*  
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**ROLE PLAY ON DECISION MAKING PROCESS**

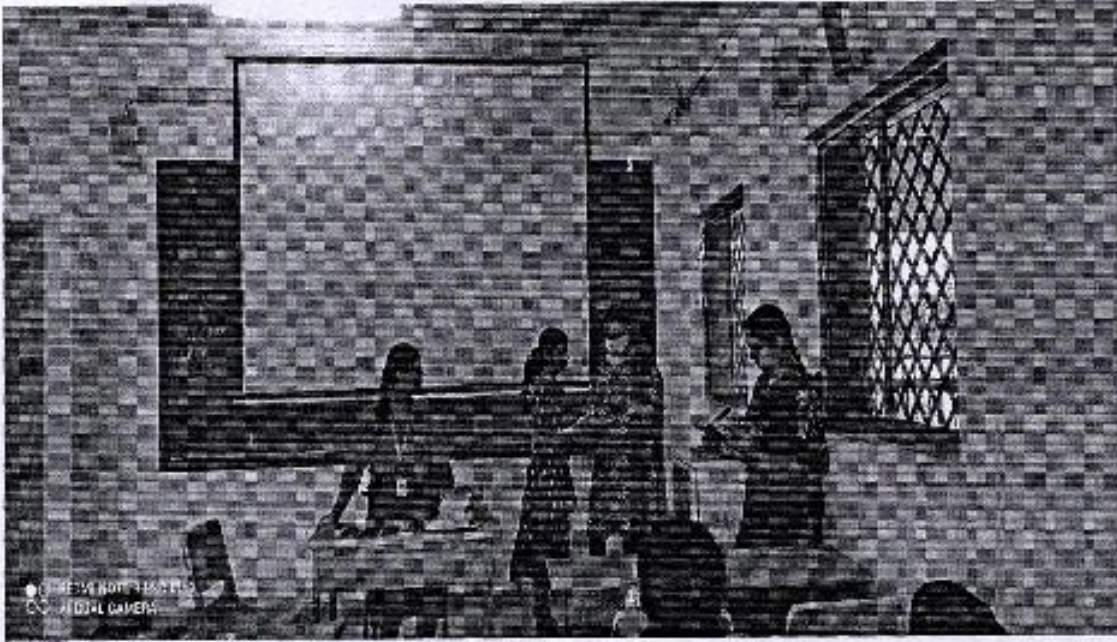


*Chidhu*

*KBC*

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*KBC*

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M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI -34

DEPARTMENT OF FOOD SCIENCE

CRITERIA -2 (AQAR 2022-2023)

REPORT ON EXPERIENTIAL LEARNING/ PARTICIPATIVE  
LEARNING/PROBLEM-SOLVING ADOPTED DURING 2022-2023

### 1. BEYOND BREADS

Beyond Breads, a student-run in-house bakery unit, is an initiative by the Department of Food Science started in the year 2008, which furnishes a great chance for the undergraduates of Food Science and Management to run an actual small-scale business on the college premises. It helps the students to bring out their entrepreneurial and management skills thereby enhancing their knowledge on various aspects. It tends to be an incredible experience for the students who would like to embark as a food entrepreneur in the future.

This in-house bakery involves the making of live dishes in a day, that should fall under different categories such as traditional, innovative, best-selling, dessert, and beverage. The menu for each day of the week should be submitted prior to and get approved by the assigned faculty member.

During the program, each group has to make 50 servings of each of the dishes a day. The group has to put their skills into managing time, making decisions, tackling critical moments, profit sharing, and organizing their work.

Beyond Breads provides a great chance for aspiring entrepreneurs to explore the world of business. This practice school helps the students to understand how the business runs, to work in a group, to improve skills, to be more organized, and to face hardships during the course.

  
(SINI JADEESH)

23/06/23

  
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Beyond Breads food sales by Student Team



Sy L  
(SINI JADEESH)  
23/06/23

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**SAMPLE MENU CARDS:**



**BEYOND BREADS – Student groups for the year 2022-2023**

Group	Register No.	Name	Class	Date
1	2013711063036	SNEHA I.	III FSM	26 <sup>th</sup> September 2022
	2013711063003	AKSHATHA H	III FSM	
	2013711063035	SIVASRY V	III FSM	
	2113711036036	SHIVANI NALLUSAMY	II FSM	
	2113711063046	UMAYAL NAGAPPAN	II FSM	
	2113711063049	YAZHINI J B	II FSM	
2	2013711063025	PADMA LAKSHNA V	III FSM	3 <sup>rd</sup> October 2022
	2013711063032	SHEELA N S	III FSM	
	2013711063033	SHIVAANI N	III FSM	
	2113711063019	MEENAKSHI S NAIR	II FSM	
	2113711063023	PRATHIKSHA L S	II FSM	
	2113711063047	VAISHALI C S	II FSM	
3	2013711063004	AKSHAYA U M	III FSM	10th October 2022
	2013711063021	MADHUMITHA V	III FSM	
	2013711063002	AHMED AALIYA DAKSHIN.U	III FSM	
	2013711063042	THIRISHA B	III FSM	

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28/6/23

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	2113711063009	EVANGELIN V MATTHEW	II FSM	
	2113711063014	LAIEQUA KONAIN N	II FSM	
	2113711063042	SUVETHA S	II FSM	
4	2013711063018	KEERTHANA S	III FSM	17th October 2022
	2013711063020	MADHUMITHA R	III FSM	
	2013711063045	VIJHAYA SHRIE	III FSM	
	2113711063011	KAVITHA L	II FSM	
	2113711063015	LALITHA M	II FSM	
	2113711063037	SHRUTI M	II FSM	
5	2013711063026	PARINTA RAJASEKHAR	III FSM	24th October 2022
	2013711063017	KEERTHANA S	III FSM	
	2013711063040	SWETHA E	III FSM	
	2113711063002	AFRIN RIFA	II FSM	
	2113711063010	FAHIMA FARHA A	II FSM	
	2113711063001	AFRAA FATHIMA F	II FSM	
6	2013711063015	KANAKADARSHINI P	III FSM	31st October 2022
	2013711063037	SOBIKHA B	III FSM	
	2013711063013	JAYA VARSHINE C.K	III FSM	
	2113711063033	SARANYA PS	II FSM	
	2113711063031	SAISUBHAA	II FSM	
	2113711063025	PREETHA V	II FSM	
7	2113711063021	NIROOPAMA L R	II FSM	17th January 2023
	2013711063030	RUQAIYA TOUSIF	III FSM	
	2013711063008	CHANCHAL AGARWAL	III FSM	
	2013711063011	HASITHA D	III FSM	
	2113711063045	UMAIYAAL CHELLAM B	II FSM	
	2113711063041	SRUTHI KEERTHI K	II FSM	
8	2113711063017	MAITRI RAVURU	II FSM	24th January 2023
	2013711063028	RAYEESA RAFIQ	III FSM	
	2013711063027	PAVITHRAA VENKATASUBRAMANIAN	III FSM	
	2013711063034	SIVAGAMA SUNDARI R	III FSM	
	2113711063032	SAKSHI S	II FSM	
	2113711063030	SAGANA V	II FSM	
9	2113711063034	SHANMATHI BHAVANI V	II FSM	31st January 2023
	2113711063039	SOWNDARYA V	II FSM	
	2013711063016	KARTHIKA T	III FSM	
	2013711063024	NIRUPAMA K	III FSM	
	2013711063049	NARMADHA V	III FSM	

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	2113711063018	MANAALI M PATEL	II FSM	
	2113711063013	KRUTHIKA G PATEL	II FSM	
	2113711063028	RASHMI R	II FSM	
10	2013711063041	SWETHA V G	III FSM	13th February 2023
	2013711063014	KAAVYA S	III FSM	
	2013711063010	DHANVARSHINI S	III FSM	
	2113711063022	NIVEDITA VALLIAMMAI S	II FSM	
	2113711063024	PRATHITHI MANIKANDAN	II FSM	
	2113711063027	RAJESHWARI J	II FSM	
		2013711063031	SHANMUGAPRIYA N S	
11	2013711063051	SARADHA V	III FSM	
	2013711063019	LAVEENA JAIN T	III FSM	
	2113711063038	SMRITHI M SIVAKUMAR	II FSM	
	2113711063012	KHUSHI KOTHARI P	II FSM	
	2113711063050	CHARUDERSHINI	II FSM	
		2013711063001	AADVIKA R	III FSM
12	2013711063005	ANUVARSHINI M R	III FSM	
	2013711063007	AVANTHIKA SRIRAM	III FSM	
	2113711063044	UDHAYA BANU S D	II FSM	
	2113711063026	RAJAVARSHA S	II FSM	
	2113711063020	MITHRA S	II FSM	
		2013711063016	KARTHIKA T	III FSM
13	2013711063048	HARITHASHREE J P	III FSM	
	2013711063044	VIDHI JIGNESH SAVLA	III FSM	
	2113711063040	SRIHARIPRIYA G	II FSM	
	2113711063006	ANISA FAZBELA A	II FSM	
	2113711063004	AKSHAYA BHARATHWAZ V	II FSM	
		2013711063023	NAMITA PRADEEP	III FSM
14	2013711063039	SUSHMA G	III FSM	
	2013711063012	HEMASRI S S	III FSM	
	2113711063035	SHARUMATHI J	II FSM	
	2113711063008	ASRA MARIYAM T	II FSM	
	2113711063007	ASMA ZAITHUNISSA	II FSM	
		2013711063046	YOGALAKSHMI J	III FSM
15	2013711063006	ARTHIHARSHNI G D	III FSM	
	2013711063029	RENUKA R	III FSM	
	2113711063005	ANCHITHA M	II FSM	
	2113711063043	TANUSHREE J C	II FSM	
	2113711063048	VISHALI S S	II FSM	

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## 2. B-PLAN EXPO

'Managevant' A B- plan Expo was held on 3<sup>rd</sup> November 2022 by the 1st year students of Food Science and Management (2022-2025 Batch) as part of their subject 'Principles of Management in the first semester to explore companies that have become an integral part of daily life, such as Swiggy, Amul and Coca Cola, etc. The students showcased the history, marketing strategics, and the present trends of companies of their interest, in groups.

The food industries like Swiggy, Kellogg's, Starbucks, Haldirams, Maggi, Snow Monkey, Coca-Cola, Big Basket, Amul, and MDH were chosen to present the inception or history of a particular company and techniques used in business and marketing.

### This activity helped the students to

- Enhance their communication skills, among their team as well as the visitors at their stall.
- Relate the concepts of management such as planning, organizing, delegation of work, leadership skills, and effective communication, and also analyze the system and process of effective controlling in the organization
- Interpret the unknown facts about the businesses that have come to play a major role in our day-to-day lives.
- Examine the importance of coordination and outline the various methods of control available to the manager.

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DEPARTMENT OF FOOD SCIENCE AND MANAGEMENT  
RACE II: 2021 - 2022

Cordially invites you to a theme based one-day exhibition on campus

**MANAGEVANT**  
A peek into the food industry

Do visit as a whole lot of food surprises are waiting for you!!

DATE- 03/11/2022  
TIMINGS- 9 to 12PM  
ROOM NO.-102 classroom  
-1st floor

**A 360° VIEW ON THE EXHIBITION:**

- 1) Amul- Beat its competition
- 2) Snow monkey- Revolutionizing the incentive cream industry
- 3) Maggi's- Marketing strategy
- 4) Starbucks- The rise of coffee business
- 5) Kellogg's- Its evolution of breakfast culture
- 6) Bhojia- Billions of selling
- 7) MDA- The story of an Indian spice king
- 8) Big Basket- Big dreams
- 9) Coca Cola- Happiness begins with it
- 10) Sotiggy- Tracking its delivery mode
- 11) Giffai papad- Symbol of women's strength



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### 3. BUSINESS ON CAMPUS - SKILL DEVELOPMENT

Food Science and Management programme offers ample opportunity for the students to showcase their skills and knowledge in a practical way. Courses are planned in such a way that they will be able to apply theoretical knowledge into practice to understand and experience in a better way. As part of the Food Entrepreneurship course, III B.Sc. FSM (2020-2023 Batch) conducted a one-day Business on Campus activity on 10<sup>th</sup> March 2023. The objective was to provide the students with a real-time experience to run a small-scale business inside the college premises to kindle their entrepreneurial interests. Students were divided into 8 groups and given different themes. Group marketing strategies were adopted. There were 8 stalls and had a footfall of over 250. Through this event, they practically learned to manage all the activities involved in a business, beginning with planning and procurement of raw materials till facing real customers to sell the prepared products. The focus is on developing students' problem solving skill sets for use in the world of work, by replicating the conditions the student will encounter in the business world.

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#### 4. NEW PRODUCT DEVELOPMENT (NPD)

New product development (NPD) is essential for business success and growth. It is the driving force of companies and vital for their organic growth. Insatiable consumer appetite, strong worldwide competition, and changing consumer behaviour and technology, force companies to invest in new products to succeed or for their survival. New product development is a necessary activity for food companies to survive in today's turbulent markets.

The Department of Food Science actively engages its students in "learning by doing" and provides its students at the M.Sc. FTM hands-on experience by providing opportunities in designing and developing new products from initial concept to full production, and evaluating consumer response to the product. The students undertake a variety of major and minor product development projects during the course. This enables students to integrate theory and practice, develop independent critical thinking skills, learn lab techniques, analyze data, and in developing skills in the interpretation of results.

Over the years, the students have developed a number of new products during their course of study which have helped them later in creating and enhancing products that fill a niche in the market or allow their clients to remain competitive.

Some of these projects in New Product Development are showcased at various national and international platforms.

#### II M.Sc. FTM 2021-2023 -Research projects for New Product Development

S. No.	Register no.	Name of the student	Title
1	2113712055001	ABHIRUPA GHOSH	Development of a digestive powder incorporating Mint, Ginger, Mango Ginger, Fennel Seeds, & Coriander
	2113712055009	M. DHANISHA	
2	2113712055002	ABIRAMI.A	Development and analysis of pulse-based noodles using Balloon vine leaves(cardiospermum halicacabum)
	2113712055021	V.RAHINI	
3	2113712055003	AISHWARYA RAMAMOORTHY	Development and physico-chemical and sensory analysis of foxtail millet granola snack bite
	2113712055007	ARSHITHA	
4	2113712055004	AKSHAYA S K	

  
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	2113712055026	VARSHA	Formulation and Assessment of Non-Gluten Cookie mix containing Almond & Coconut flour
5	2113712055005	AL. HUDA	Development and analysis of iron-enriched sorbet
	2113712055025	SUBHASHINI M	
	2113712055027	VRITHI S	
6	2113712055006	ARCHANAA H	Formulation of functional mayonnaise using pumpkin and watermelon seeds
	2113712055013	MAHALAKSHMI P	
7	2113712055008	BENITA ROSHINI B	Development and analysis of Wintermelon chocolate bar
	2113712055020	RAGASRI S	
8	2113712055010	KIRUTHIKA M	1. Development and analysis of tapioca vermicelli infused with dates flour; 2. Development and analysis of multi-millet crackers
	2113712055018	PAVITHRA V S	
9	2113712055011	KRISHNA PRIYA M	1. Development and evaluation of nutritional and antioxidant properties of breakfast cereal using Kavuni Rice Flour. 2. Development and evaluation of nutritional, sensory, and antioxidant properties of low-calorie vegan meringue using guava and dates pulp.
	2113712055012	MADUMITHA M	
10	2113712055014	NIRMALA	Formulation and Standardization of millet milk ice cream
	2113712055029	SRUTHI	
11	2113712055015	NIVEDHA S	Formulation and development of carrot and moringa leaves incorporated instant chutney mix
	2113712055023	RAVEENA	
12	2113712055016	NIVETHA M	Development of frozen roti using dried moringa & spinach leaves with multigrain flour
	2113712055019	PRAVEENA V S	
	2113712055024	SHEETAL	
13	2113712055017	NIVETHA V	Development of ice cream using different nutritional seeds

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I M.Sc. FTM (2022-24) Research projects for New Product Development			
S.No.	Register No.	Name	Title
1	2213712055001	ABIRAMLS	Comparative Analysis of Commercial Onion Powder and Slow-Dried Onion Powder
	2213712055017	RITUSHREE.S	
2	2213712055002	AISHWARYA LAKSHMI.B	Development and Analysis of Health mix using Banana Flour
	2213712055012	KEERTHANA	
	221720550030	ELAKIYA.R	
3	2213712055004	ASWIHA .S	Development of Calcium-enriched Cookies from Watermelon Rind Powder
	2213712055008	JASEEMA JAFFAR SATHICK	
4	2213712055005	BAVANA SOUNDARIYA .S	Development and Standardization of Calcium-fortified Jamun Seed Brownies
	2213712055003	AKASHI .V	
	2213712055020	SHRADDHA.T.M	
5	2213712055009	JAYASREE.V	Jackal Jujube into a RTS Beverage
	2213712055014	NITHYA SNEHA .S.K	
6	2213712055010	KANKATI BHUVANESHWARI	Ragi-infused Guava Pulp Brownie
	2213712055007	DIVYA.R	
7	2213712055013	NETHRA .M.R	Beverage formulation with Dates seed Powder
	2213712055026	SRINIDHI .J	
8	2213712055027	SRUTHY S	Development of Coconut Flour Muffin with Orange Zest
	221371055015	PAVITHRA N	
	2213712055016	RAMYA.R	
	2213712055021	SHREYA G PANCHOLI	
9	2213712055018	SANGAVLS	Development and Standardization of Apple Marmalade Enriched with Papaya Seed Powder
	2213712055024	SONIKA CHANDAR .B	
10	2213712055006	DIVYA KM	Formulation and Standardisation of Instant Gulab Jamun mix using Sweet Potato Flour and Maltodextrin
	2213712055023	SNEKHA CHANDRAN	
11	2213712055025	SRAVANTHI .M	

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	2213712055019	ABIRAMLS	Development and Sensory Evaluation of Khakhra Incorporated with Dehydrated Beetroot Powder (beta vulgaris L.)
12	2213712055011	RITUSHREE.S	Analysing the Effect of Psidium Guajava Leaf Powder in Sensorial Quality of Chocolate Muffins
	2213712055022	AISHWARYA LAKSHMI.B	
	2213712055028	KEERTHANA	

### 5. FOOD SAFETY AUDIT

A food safety audit means a systematic and functionally independent examination of food safety measures adopted by manufacturing units to determine whether such measures and related results meet with objectives of food safety and the claims made on that behalf. The Global Food and Safety Resource reported, "Audits are crucial components of maintaining food safety standards and certification, by providing transparency and assurance that standards are being maintained."

#### SIGNIFICANCE OF FOOD SAFETY AUDIT

- A food safety audit is important in assessing the conditions of the premises and products.
- Audits help in providing quality assurance to the consumers.
- They also help in evaluating management systems.
- They are important sources of reference for bringing in practices that can help in assuring quality to consumers

The students of the Department of Food Science (II FSM and I FTM) conduct the Food safety audit as part of their curriculum in all the areas in the college where food is prepared or served at three different slots and the findings of food safety inspection (Good management practices) will be submitted as a report to the college for further improvements, if required. This audit is done by the students throughout the year to ensure that the food served is safe and free from any contamination. They provide suggestions to the cafeteria personnel to bring positive changes towards the betterment of the hygiene and food quality of the canteen.

The inspection was conducted in three slots every day.

SLOT 1: 09:30 AM

SLOT 2: 11:30 AM

SLOT 3: 01:30 PM

During all three slots various functional areas of the cafeteria are checked for food safety practices also they inspect if the processed and packaged products that are sold have appropriate standard organization seals.

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Students follow a standard Food safety, sanitation and Hygiene checklist as per FSSAI guidelines, for efficiently inspecting the Food Business Operators (FBOs). The inspection checklists are used to identify the level of compliance with each requirement that is set out in the FSSAI regulation.

**FOOD SAFETY, HYGIENE AND SANITATION CHECKLIST**

The answers to all the following questions should be 'yes'. If the answer is 'no' note the location and brief details and investigate the problems further to identify actions:

Date: 28/02/2023

Location: MH PRITHVI

Slot 1 investigated by

SHRUTI . M  
SEWINDARYA . V  
SHRITHI . M

Slot 2 investigated by

Shradha  
Shreya

Slot 3 investigated by

Shradha  
Shreya

**SANITATION:**

S.NO	PREPARATION AREA	Slot 1	Slot 2	Slot 3	ACTION TO BE TAKEN
1	Does the overall appearance of the kitchen indicate frequent cleaning?	✓	✓	✓	Should be maintained the same
2	Are the walls, ceiling, floors including corners clean?	✓	✓	✓	-
3	Does the kitchen have exhaust fans and extraction hoods?	-	-	-	
4	Are light fan fixtures, exhaust fans and vents dust free?	✓	✓	✓	-
5	Are food contact surfaces (tabletops, counters, slabs) clean to sight and touch?	✓	✓	✓	-
6	Are sharp equipments like knives, peelers, graters cleaned well before keeping them away?	✓	✓	✓	-
7	Is the place adequately lighted and ventilated?	✓	✓	✓	-
8	Do they use appropriate sanitizers for cleaning?	✗	✓	✓	-
9	Are the equipments (grinders) cleaned immediately after usage?	✗	-	-	
10	Are the work surfaces, chopping board and equipments thoroughly cleaned before and after the preparation of food?	✓	-	-	
11	Are the counters, racks and shelves dusted regularly?	✓	✓	✓	
12	Is a periodic cleaning schedule followed towards hygiene and sanitation?	✓	✓	✓	
S.NO	STORAGE AREA	Slot 1	Slot 2	Slot 3	ACTION TO BE TAKEN
13	Are dried goods stored off the floor and in covered containers?	✓	✓	✓	

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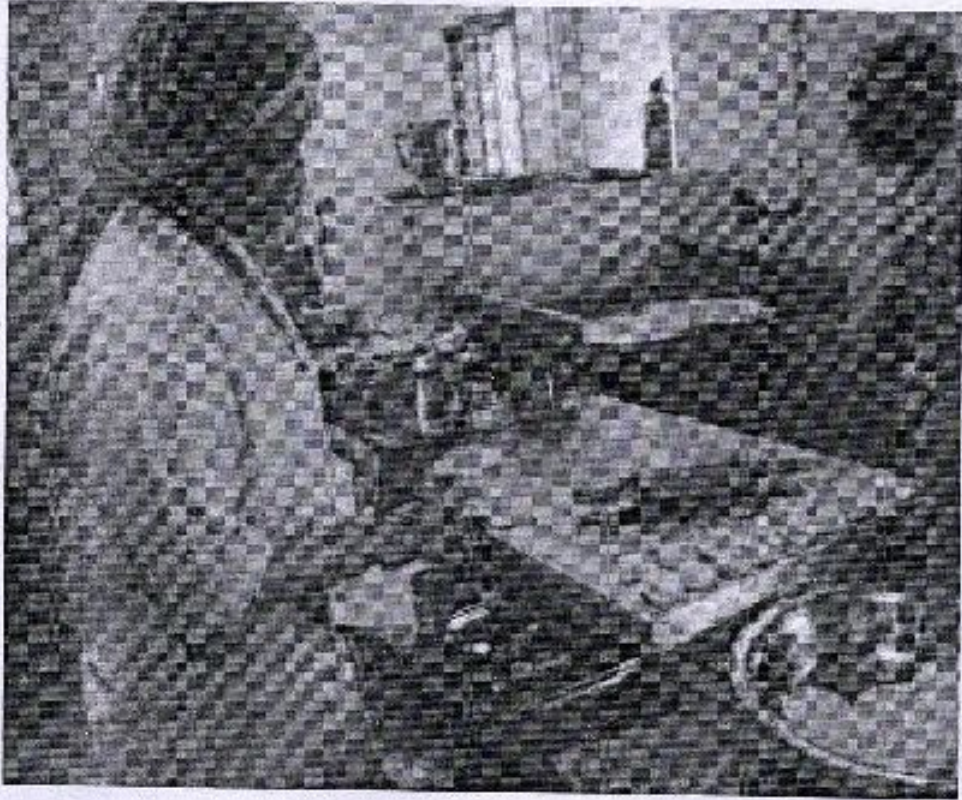


14	Is dry store free from dampness?	✓	✓	✓	
15	Are foods kept in fridge and freezers covered?	✓	✓	✓	
16	Are cooked foods stored separately from raw foods in fridge and freezers?	✓	✓	✓	
17	Is first in first out principle followed?	✓	✓	✓	
18	Are cleaning chemicals stored separately?	✓	✓	✓	
19	Is the refrigerator maintained under a) Hygienic conditions b) Proper temperature c) Proper storage conditions	✓	✓	✓	
20	Are storage containers, refrigerators, freezers and chiller clean and free of any food, grease or stains?	✓	✓	✓	
<b>S.NO</b>	<b>DINING AREA</b>	<b>Slot 1</b>	<b>Slot 2</b>	<b>Slot 3</b>	<b>ACTION TO BE TAKEN</b>
21	Does the overall appearance of the dining area indicate frequent cleaning?	✓	✓	✓	
22	Is the food maintained at proper temperature at the time of service?	✓	✓	✓	
23	Is there a separate area to collect soiled plates, cups and crockery?	✓	✓	✓	
24	Are the walls, ceiling and floor of the dining area clean?	✓	✓	✓	
25	Is the hand washing area clean and sinks clean?	✓	✓	✓	
26	Are the soiled plates removed from the collection corner frequently?	✗	-	-	
27	Are the plates, cutlery, and glassware clean and free from chips, cracks?	✗	-	-	
<b>NO</b>	<b>WASTAGE DISPOSAL</b>	<b>Slot 1</b>	<b>Slot 2</b>	<b>Slot 3</b>	<b>ACTION TO BE TAKEN</b>
28	Is food waste collected separately?	✓	✓	✓	
29	Are garbage containers sufficient in number and size?	✓	✓	✓	
30	Are the waste bins clean and covered with closed fitted lids?	✓	✓	✓	
31	Is the floor around the bin free of food, grease, flies, pest and insects?	✓	✓	✓	
<b>NO</b>	<b>DISHWASHING</b>	<b>Slot 1</b>	<b>Slot 2</b>	<b>Slot 3</b>	<b>ACTION TO BE TAKEN</b>
32	Is the place for washing utensils supplied with sinks, draining boards, detergents and hot water?	✗	-	-	

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Food Safety Audit conducted at College Cafeteria

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**DEPARTMENT OF SOCIAL SCIENCES**

**B.A SOCIOLOGY**

**REPORT ON EXPERIENTIAL LEARNING, PARTICIPATIVE LEARNING AND  
PROBLEM SOLVING ADOPTED DURING 2022-2023**

**PARTICIPATIVE LEARNING - FIELD VISIT**

Date	13.09.2022
Topic	Sociology of Development
Place of visit in collaboration with	Pattippulam Village in Chengalpattu- Centre for Social Initiative and Management
No of participants	45

**Objectives**

- To understand the prevalent situation of tribal people (IRULAR).
- To understand the educational situation of tribal children by visiting a tribal school.
- To get to know the social condition of disabled children.

**Outcomes**

- The students understood the challenges faced by staff members to retain tribal students in school.
- The students experienced the plight of Irular community.

**Overview**

The Department of Sociology organized a field visit to the Irular Tribal Village in collaboration with Centre for Social Initiative and Management on 13th September 2022. The forty five students from the department first visited a tribal school where the Principal of the school addressed the gathering. He talked about the functioning of the school and elucidated about the different tribal communities who sent their students there. He also spoke about the challenges of retaining the students after the Covid pandemic. The students then proceeded to visit the Irular tribal hamlet in the outskirts of ECR. They had the opportunity to interact with the community and get to know about their mindsets and social and economic organization. They were able to gain a sociological perspective on the religion, family and educational systems of the Irular community. This was followed by a visit to a school for mentally challenged children. Their methods of learning and their skill in making handicrafts were observed by the students. They also discussed with the special educators about the needs of the children in the school, and how they handled it. Overall, the trip helped in opening the minds of the students to the stories of the diverse people present in the society and understand their ways of life.

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**PHOTOGRAPHS**



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*S. Subhadra*

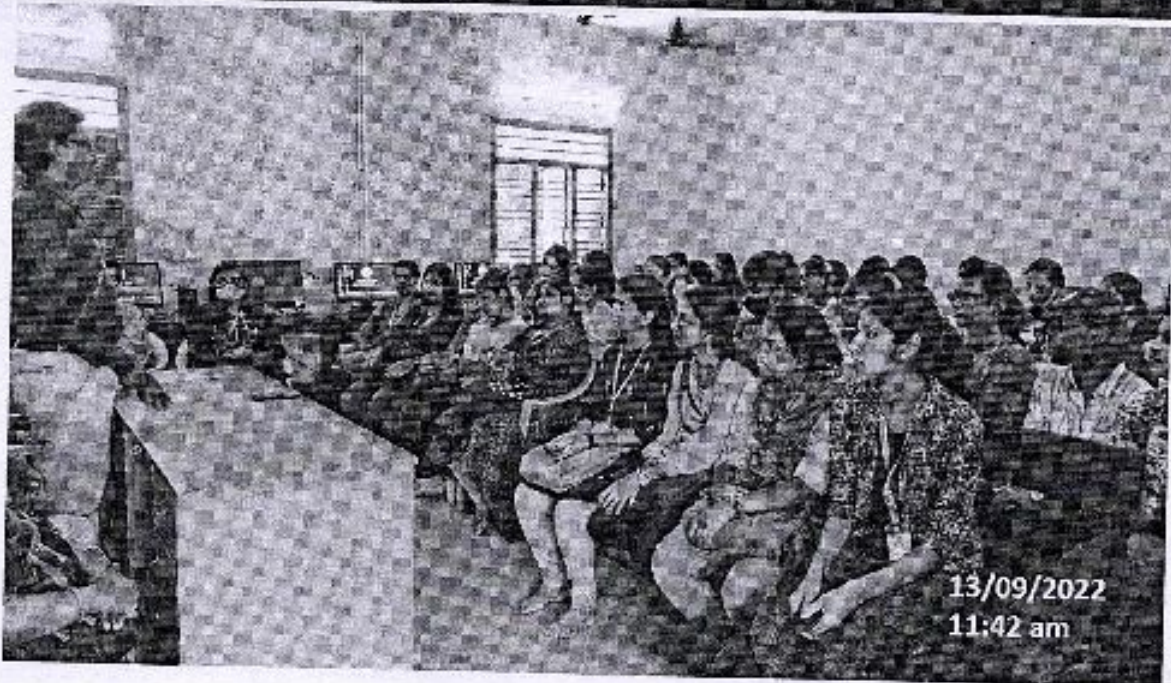




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**PARTICIPATIVE LEARNING- INDUSTRIAL VISIT**

Date	15.02.2023
Topic	Industrial Visit to port trust
Place of visit in collaboration with	Chennai Port Trust
No of participants	33

**Objectives**

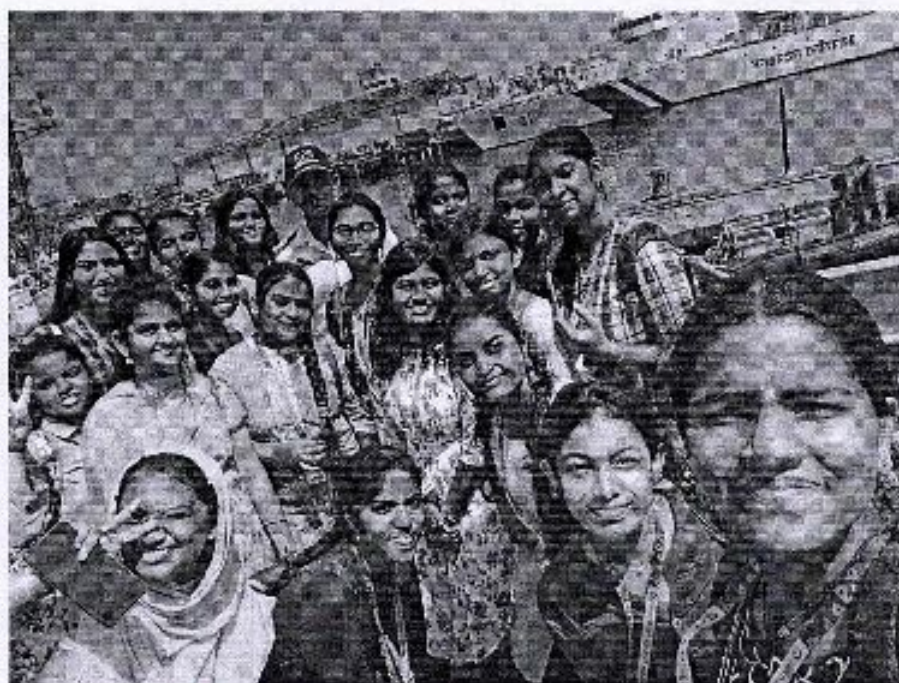
- To introduce students India's Naval power, ships and arms

**Outcomes**

- Understanding the nature and job of Indian Navy
- Exploration into weapons and arms strengths of Indian Navy
- Gained motivation to contribute towards India's growth

**Overview**

Students of I B.A Sociology were taken on a tour to Chennai Port Trust where they interacted with Navy officers. The officers took the students on a tour inside two naval ships wherein students witnessed the infrastructure, emergency materials and arms of Indian Navy. The naval officers also demonstrated how ships work and what to do during emergencies and disasters such as cyclones.



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*S. S. S.*

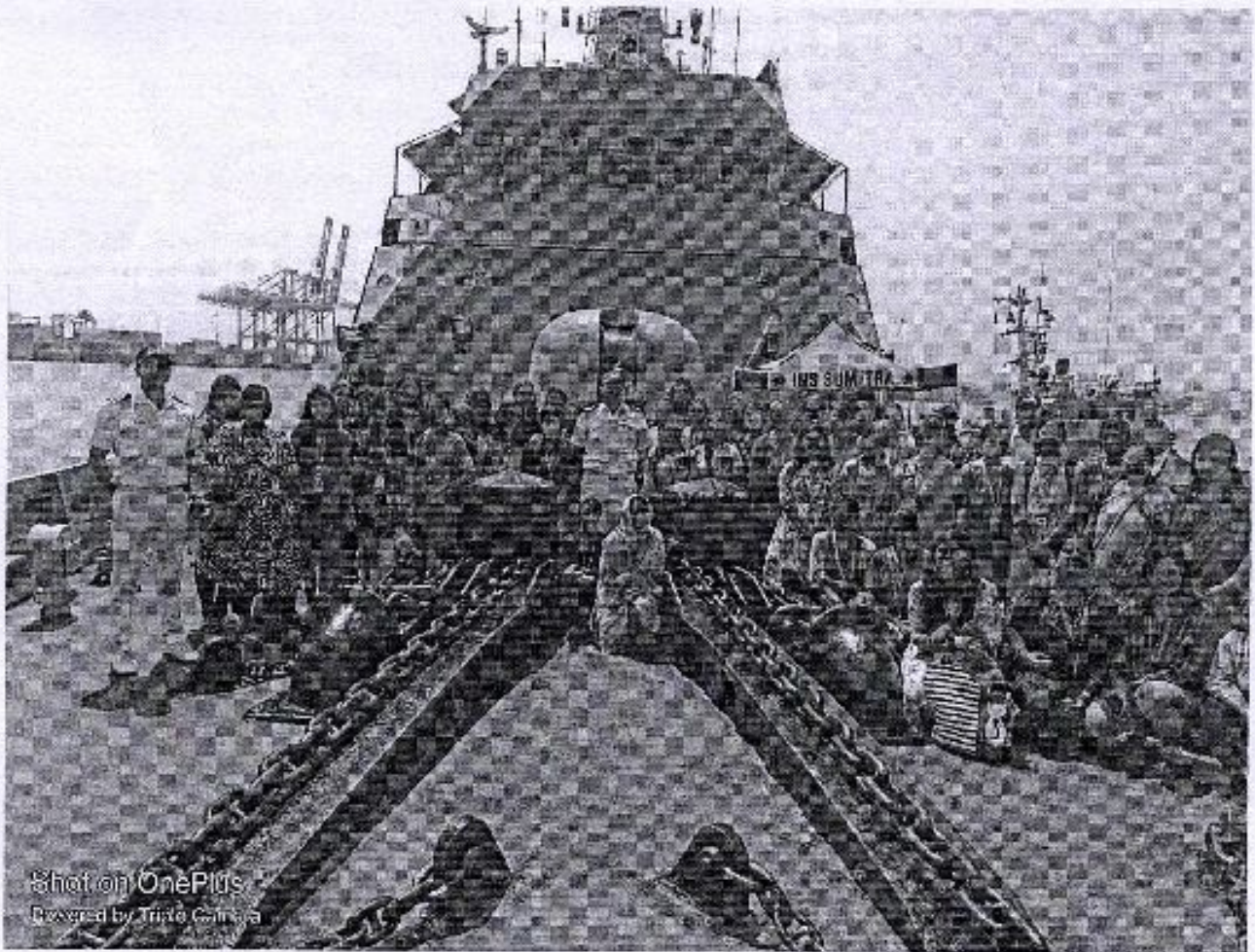




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*S. S. Sathya*





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**DEPARTMENT OF SOCIAL SCIENCES**

**B.A SOCIOLOGY**

**REPORT ON EXPERIENTIAL LEARNING, PARTICIPATIVE LEARNING AND  
PROBLEM SOLVING ADOPTED DURING 2022-2023**

**PROBLEM SOLVING LEARNING**

Name of the course	Social Legislations in India
Course Code	20USOC301
Learning Activity	Awareness creation and enrolment into social sector schemes

**Objectives**

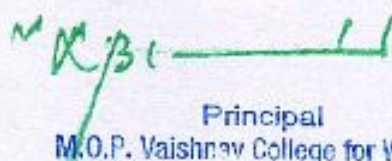
- To enable students to learn about social sector scheme features and enrolment processes through practical learning
- To create awareness about social sector schemes and enroll interested beneficiaries

**Outcomes**

- Students learnt about features of social sector schemes through explaining the schemes to general public
- Students understood the ground reality of awareness in social sector schemes

**Overview**

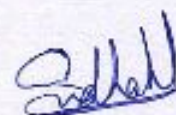
As part of course curriculum of Social Legislations in India, students learn about social sector and insurance schemes by the Government of India. To enable an experiential learning, students of II BA Sociology engaged in a social sector schemes awareness and enrolment initiative, wherein beneficiaries from the general public were identified and briefed about the schemes. Around 250 individuals belonging to below poverty households were identified and sensitised about various state and central government schemes. Interested beneficiaries (55 individuals) were enrolled into the schemes by the students.



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**PHOTOGRAPHS**



**Ms. Yuvarani (2113711031060) and Ms. Varshinii (2113711031057)- students of II BA Sociology handing over the e-shram card to beneficiaries**

ई-श्रम कार्ड e-SHRAM Card			भारत सरकार GOVT. OF INDIA
	नाम / Name	सुवर्णलक्ष्मी एम वलार्मथी / VALARMATHI SUNDARAM	
	पति का नाम / Husband Name	सुनीलकाम	
	जन्म तिथि / DOB	08/06/1964	
	लिंग / Gender	Female / महिला	
Universal Account Number (UAN)			
<b>7815 2907 0242</b>			
श्रम एवं रोजगार मंत्रालय   MINISTRY OF LABOUR & EMPLOYMENT			
श्रम एवं रोजगार मंत्रालय, भारत सरकार MINISTRY OF LABOUR & EMPLOYMENT, GOVT. OF INDIA			
Blood Group	O+		
Primary Occupation	Domestic and Related Helpers, Cleaners and Laundresses, Other		
Current Address	12/A, Puzhampett, Salem, Salem, Salem, Tamil Nadu-636001		
Contact Number	9190960122 (Self)		
<small>To report the lost and stolen details visit 1026 (11242) or 1026 (11242) or visit the website: <a href="http://www.e-shram.gov.in">www.e-shram.gov.in</a></small> 			
विनयकी मेहनत देश का आधार, सपना बनना हुआ साकार			

**E-shram card of Ms. Valarmathi S, enrolled by G S Sruthi (2113711031051)**

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*Sruthi*





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### EXPERIENTIAL LEARNING

Name of the course	Political Sociology
Course Code	20USOC303
Learning Activity	Interview with women politicians-aired in M.O.P CRS

#### Objectives

- To enable students to gain practical exposure on challenges and success stories of women politicians
- To hone the interview and analytical skills of students

#### Outcomes

- Understand how women politicians thrive in Indian Political scenario
- Understand and analyse the ground realities of women's participation in politics.

#### Overview

As part of political sociology curriculum, students were asked to interview women in politics to understand gender dimensions in political process of India. Students were organized into groups and recorded interviews. The interviews were later aired in M.O.P Community Radio Station.



Students of III B.A Sociology Interviewing Ms.Nilavarasi Durairaj, 136<sup>th</sup> ward councilor, Greater Chennai Corporation

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**Students of III B.A Sociology interviewing Mrs. Vanathi Srinivasan Coimbatore M.I.A.**

K.P.I. ———

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Sobhal





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### EXPERIENTIAL LEARNING

Name of the course	Globalisation and Society
Course Code	15USOC309
Learning Activity	Documentary Making

#### Objectives

- To enable students to recollect concepts and make video materials on the same

#### Outcomes

- Visual learning and recall of key concepts
- Conceptual Clarity and development of spirit of enquiry

#### Overview

Students of III B.A Sociology made short video lessons on concepts in Globalisation and Society. The activity aided in visual and practical learning. Topics such as inequality among nations, Global Tourism, Historical Context of Globalisation, Diasporic Communities were covered through the Internal Component.

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**EXPERIENTIAL LEARNING**

Name of the course	Rural Sociology
Course Code	15USOC302
Learning Activity	Making of a family tree

**Objectives**

- To gain an insight into their family roots
- To enable students to understand family and kinship ties through tracing their origins

**Outcomes**

- Students gained an understanding of family as a social institution
- Students were able to trace their historical and rural origins

**Overview**

Students of I B.A Sociology were asked to prepare a family tree of 4 generations to enable a practical understanding of concepts of family, characteristics of rural community and occupational structure in rural India. This self reflective activity made students understand how families have transitioned from traditional rural to modern urban.

**PATERNAL FAMILY**



**Family tree made by Poojashree (2213711031046)**

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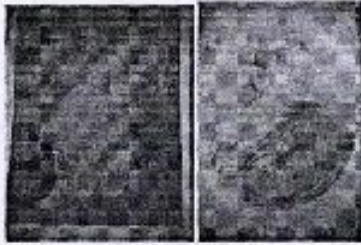
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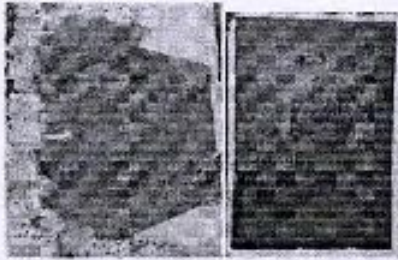
Govindaswami Nayak 1808

1.



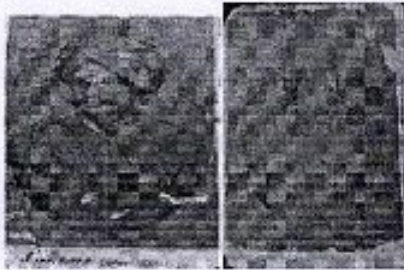
Lakshmana Nayak. Amirtham ammal

3.



Narayana swami Nayak. Ammal

2.



Srinivasa Nayak.

Agala ammal



Govindaswami 1874

Pongajavali ammal. 1881



Krishnamba ammal 1803

Sahasathi 1899



Nandakumar 1921

Jayakumar 1943



Jayakumar

Family tree made by Banushree A.B (2213711031007)

K.B.C. ———

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DEPARTMENT OF SOCIAL SCIENCES  
B.Sc. PSYCHOLOGY  
ACADEMIC YEAR 2022-23

3rd floor  
307

**PARTICIPATIVE LEARNING**

NAME OF THE ACTIVITY	ACTIVITY TYPE	DATE	VENUE	NO. OF PARTICIPANTS
Disorders of Movement in Neurobiology	Participative Learning	06.05.2022	Classroom 404	47
Reducing Depression using Neuromodulation and Study its Effects on Sleep Patterns	Participative Learning	10.08.2022	Online	91
HOPE "Destigmatizing Mental Illness"	Participative Learning	01.09.2022	Meghdoot	113
Community Engagement and Civic Leadership	Participative Learning	20.12.2022	Meghdoot	173
Gender Neutral Parenting	Participative Learning	21.12.2022	Meghdoot	183
Emotional Equanimity	Participative Learning	20.01.2023	Meghdoot	363
Psychological Wellness in Women	Participative Learning	20.01.2023	Meghdoot	363
Choose Healthy Intimacy – Choose Wellness	Participative Learning	20.01.2023	Meghdoot	363
Brain and Behaviour	Participative Learning	27.03.2023	Auditorium	308

**EXPERIENTIAL LEARNING**

NAME OF THE ACTIVITY	ACTIVITY TYPE	DATE	VENUE	NO. OF PARTICIPANTS
Art Therapy	Experiential Learning/ Problem Solving	09.09.2022	Meghdoot	103

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*Jayalitha Sankar*  
Principal



Creating Hope Through Action	Experiential Learning/	09.09.2022	Meghdoot	103
Career Skill Training and Guidance	Experiential Learning	30.10.2022	Pudiyador	15
Bala Vihar Field Trip	Experiential Learning	17.12.2022	Bala Vihar	41
MUAYTHAI SELF-DEFENCE	Experiential Learning	19.12.2022	OAT Shed	161
NIEPMD Field Trip	Experiential Learning	23.12.2022	National Institute for Empowerment of Persons with Multiple Disorders (NIEPMD)	36
Mental Health First Aid	Experiential Learning	03.01.2023	Meghdoot	130
Saraswati Kendra Learning Centre Field Trip	Experiential Learning	10.01.2023, 11.01.2023, 12.01.2023	Saraswati Kendra Learning Centre, Alwarpet, Chennai - 18	31
Relationship Enhancement Interventions	Experiential Learning/ Problem Solving	13.01.2023	Meghdoot	109
Community Mental Health	Experiential Learning/ Problem Solving	Jan to April, 2023	Online	44
Psychosocial Rehabilitation (PSR)	Experiential Learning/ Problem Solving	28.01.2023 - 01.04.2023	Psychology Lab (209)	27
Psychological Testing and Experimental Psychology	Experiential Learning/ Problem Solving	August 2022 - March 2023	Psychology Lab (209)	57

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Shayin Sath  
Kumar



## REPORT ON DISORDERS OF MOVEMENT IN NEUROBIOLOGY

**DATE OF THE PROGRAM: 06.05.2022**

### OBJECTIVE OF THE PROGRAMME:

The department of Psychology conducted a guest lecture on the topic "Disorders of Movement and its Neurobiology" on 06/05/2022. This guest lecture aims to educate students with knowledge about Motor disorders and their Neurobiology. It also dealt with the Brain Anatomy that is responsible for Movements and locomotion. Lastly, the lecture covered various movement disorders and their abnormal issues.

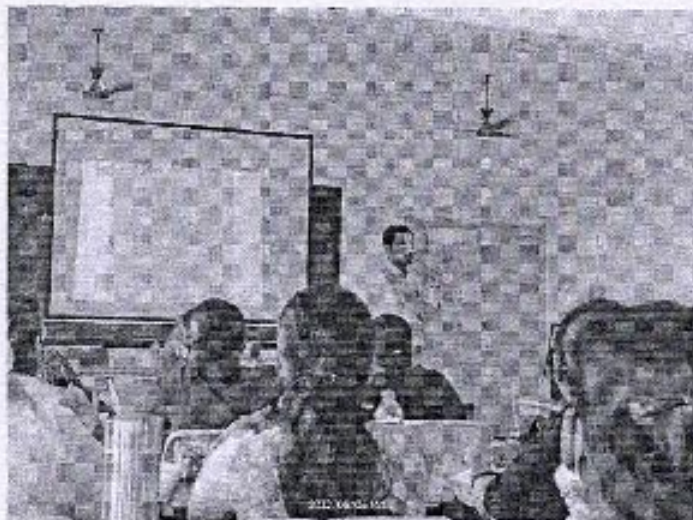
### PROGRAMME BRIEF:

Our eminent speaker started by discussing motor control theories and also brushed us about the basic biological information regarding the Brain and its parts associated with Motor functions. He then slowly took us to the biological approaches of the Motor Cortex and shared knowledge about communication between the Brain and Peripheral Muscles. At last, he spoke and educated us about various motor abnormal issues and disorders and also said the importance of spontaneous treatment with respect to these disorders. This program addressed components of Biological Psychology and Abnormal Psychology.

### PROGRAMME OUTCOMES:

The lecture given by the resource person was very informative and his friendly interaction about the subjects with the students made them comfortable gaining the utmost knowledge. Also, his spectacular approach to the topics as a psychiatrist was very much fascinating and it was a great experience to be a part of such informative and helpful sessions.

**NO. OF STUDENTS BENEFITTED: 47**



Dr. Venkateswaran Rajaram felicitating the students of I B.Sc. Psychology

*K.P.C.*

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*Prayitha Sankar*  
*Principa*



## REPORT ON REDUCING DEPRESSION USING NEUROMODULATION AND STUDY ITS EFFECTS ON SLEEP PATTERNS

**DATE OF THE PROGRAM:** 10.08.2022

### OBJECTIVE OF THE PROGRAMME:

- To orient on non-invasive psycho-physiological treatment for depression.
- To disseminate knowledge from a working paper on sleep patterns of people with depression.
- To kindle interest in neuro-cognitive research.

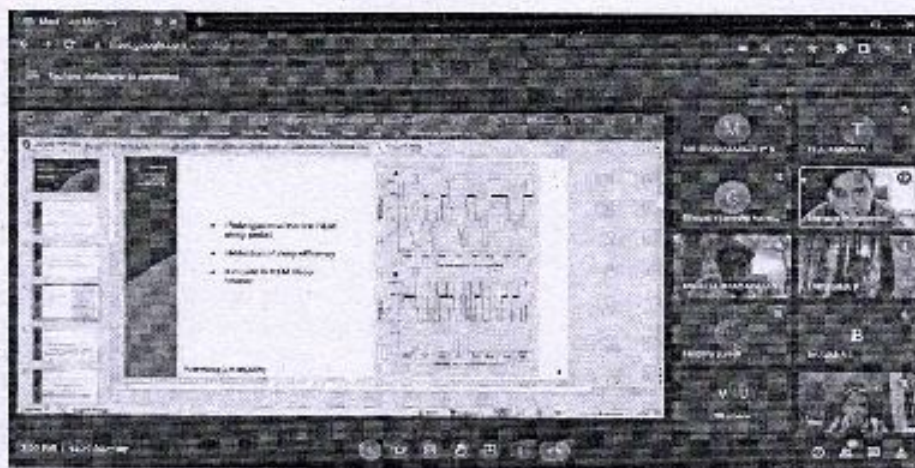
### PROGRAMME BRIEF:

Webinar aimed to educate students on “Reducing Depression using Neuromodulation and Study its Effects on Sleep Patterns” was held on Wednesday, 10th August 2022. Ms. Rachna Mahadevan, alumnus of Department of Psychology and PG Research scholar presented her dissertation work in partial to bring awareness on the neurophysiological treatment to enhance sleep patterns among patients diagnosed with depression. This program addressed components of Biological Psychology, General Psychology and Abnormal Psychology.

### PROGRAMME OUTCOMES:

- The participants gained an understanding about the sleep patterns of people with major depressive disorder.
- A comprehensive understanding on the application of Transcranial Magnetic Stimulation to enhance sleep patterns in depressive patients.

**NO. OF STUDENTS BENEFITTED:** 91



Presentation by Ms. Rachna Mahadevan

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*Prayee Sneli*  
Coordinator



## REPORT ON HOPE "DESTIGMATIZING MENTAL ILLNESS"

**DATE OF THE PROGRAM:** 01.09.2022

### OBJECTIVES OF THE PROGRAM:

- To enlighten the students about destigmatizing mental illness.
- To educate the budding psychologists about Schizophrenia.

### PROGRAM BRIEF:

The event HOPE in collaboration with Ulavisai was organized on 01.09.2022 in Meghdooth from 4.00 pm to 5.45 pm. The HOPE conference is a "human library " initiative by Dr. Thomas Ninan to destigmatize mental illness by sharing a lived experience in the book 'Nothing Old, Nothing New'. The conference commenced with Ms. Krishna Priya's detailed clinical picture and overview on Schizophrenia. Then, Dr. Thomas Ninan was interviewed by Ms. Varsha Rajabaskar. It was an insightful and inspirational interview experienced by the students where real-life incidents were shared along with informative messages that all the budding psychologists took back home. Post-interview, Dr. Thomas Ninan's book 'Nothing Old, Nothing New' was distributed to the students. The session catered to Abnormal Psychology, especially Schizophrenia topic.

### PROGRAM OUTCOMES:

- Students were inspired by Dr. Thomas Ninan's experience.
- Students gained insights on Schizophrenia and were enlightened about the destigmatization of mental illness.

**NO. OF STUDENTS BENEFITTED:** 113



Interview of Dr. Thomas Ninan, facilitated by Ms. Varsha Rajabaskar

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Prayitha  
Sivani



## REPORT ON COMMUNITY ENGAGEMENT AND CIVIC LEADERSHIP

**DATE OF THE PROGRAM:** 20.12.2022

### OBJECTIVES OF THE PROGRAM:

- To enlighten the students about the importance of community engagement and its significance to healthy well-being.
- To brief students on the skills of civic leadership.

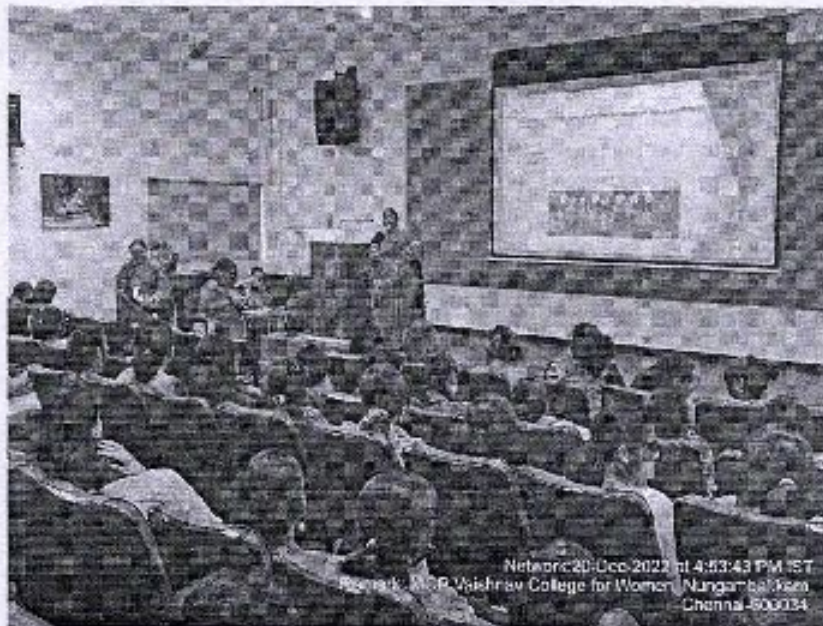
### PROGRAM BRIEF:

The lecture commenced with Dr. Nappinai's discussing about the importance of collaboration in order to foster a sense of belonging and inclusion in society. She went on to discuss the role of youth in the community, especially in the digital age. Several anecdotes and thought-provoking concepts were interspersed in this insightful and motivating lecture. The session augmented the importance of components of subjects like Social and Positive Psychology.

### PROGRAM OUTCOMES:

- The importance of community involvement and ethical conflict resolution was reinforced.
- Students gained insights on socio-political empowerment and the need to develop into a civic leader.

**NO. OF STUDENTS BENEFITTED:** 173



Dr. Nappinai highlighting the skills needed for a civic leader to operate in the community

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*Prayati Sneli*  
Principal



## REPORT ON GENDER NEUTRAL PARENTING

DATE OF THE PROGRAM: 21.12.2022

### OBJECTIVES OF THE PROGRAM:

- To sensitize the importance of gender neutral parenting.
- To discuss the stigma and stereotyped gender roles.

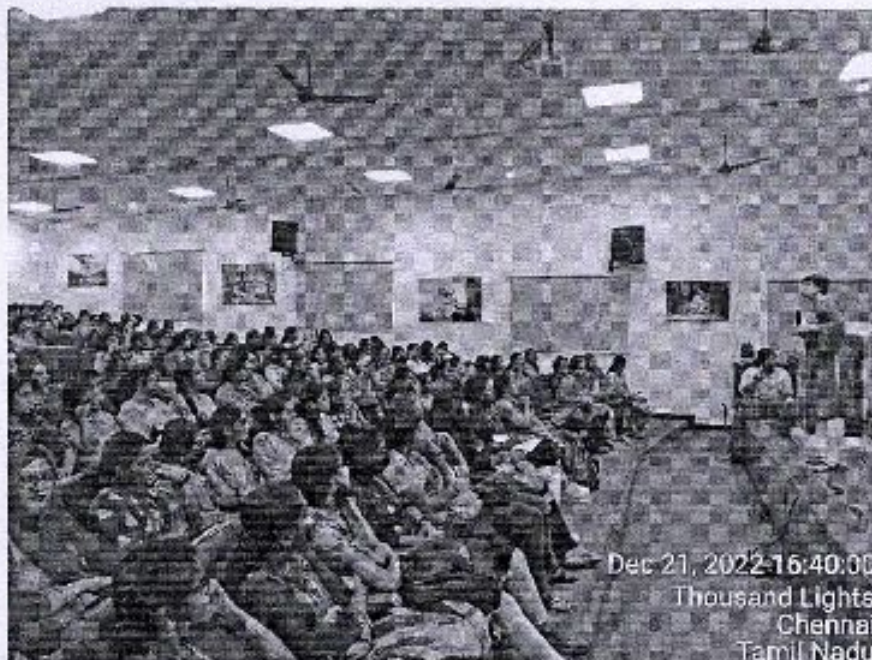
### PROGRAM BRIEF:

The presentation began with an introduction to gender neutral parenting and how to implement gender neutral standards in society while also considering gender inclusive language, clothing, and preferences. Students were encouraged to discuss gender identity issues through active coping and adjustment interventions. The session addressed concepts in Developmental and Social Psychology.

### PROGRAM OUTCOMES:

- Students gained insights on various gender-inclusive norms and practises.
- Students understood the challenges prevalent in our society with respect to bringing about a change from traditional parenting practices to gender neutral parenting.

NO. OF STUDENTS BENEFITTED: 183



Discussions with students on various relationship and parenting concepts

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*Prayitha*  
Dina



## REPORT ON EMOTIONAL EQUANIMITY

**DATE OF THE PROGRAM:** 20.01.2023

### OBJECTIVES OF THE PROGRAM:

- To initiate discussion on the topic of emotional equanimity.
- To sensitive students on the importance of emotional regulation.

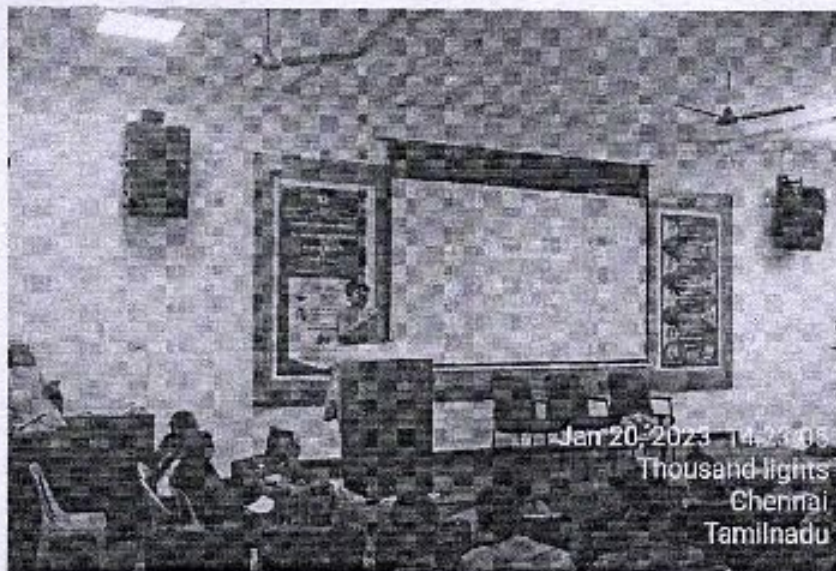
### PROGRAM BRIEF:

Ms. Aarti C Rajaratnam captivated the audience with her deep insights into embodied emotion and witty impersonations of typical unhealthy ways in which people handle their emotions. She highlighted the importance of becoming aware of our emotions, and letting them flow through us, instead of suppressing them or distracting ourselves from them. She encouraged us to not miss out on the big picture, and make sure that the story we are telling ourselves is healthy. The session catered to components of Counselling Psychology.

### PROGRAM OUTCOMES:

- Students gained insights on how to understand and cope with emotinos.
- Students understood the importance of healthy narratives and emotional regulation.

**NO. OF STUDENTS BENEFITTED:** 363



Ms. Aarti C, Rajaratnam addressing the students on ' Emotional Equanimity'

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*Prayitha*



## REPORT ON PSYCHOLOGICAL WELLNESS IN WOMEN

**DATE OF THE PROGRAM:** 20.01.2023

### OBJECTIVES OF THE PROGRAM:

- To educate on the factors affecting mental health.
- To provide a holistic picture on positive psychology concepts like psychological autonomy, gratitude and so on.

### PROGRAM BRIEF:

Dr. Keerthi Pai commenced her discourse by elucidating the meaning of “Psychological Well Being” and briefed about the various economic, genetic, and environmental factors that affect it. By stating that “Depression is genuine” she urged the audience to treat depression as a real medical condition and suggested that in order to prevent any lifestyle illnesses, it would be best for people to express their emotions instead of suppressing them. Much like, Ms. Naumann, Dr. Pai also stressed on the idea that individuals should be able to exercise considerable autonomy over their lives and be aware of their purpose for their mental stability. She concluded her speech by mentioning that everyone could develop psychological wellness by expressing gratitude and being smarter. The session addressed Positive Psychology, Counselling Psychology and Social Psychology.

### PROGRAM OUTCOMES:

- Students were sensitized about determinants of psychological well-being.
- Students gained awareness on emotional deficits and one’s purpose.

**NO. OF STUDENTS BENEFITTED:** 363



Dr.Keerthi Pai addressing the students on ‘Psychological Wellness in Women’

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*Pragathi Suresh*



## REPORT ON "CHOOSE HEALTHY INTIMACY – CHOOSE WELLNESS"

**DATE OF THE PROGRAM:** 20.01.2023

### OBJECTIVES OF THE PROGRAM:

- To highlight relationship factors affecting one's well-being.
- To help others identify possible red flags in a relationship.

### PROGRAM BRIEF:

Dr. Sangeetha Makesh, Founder, Psycafe, instantly caught the audience's attention with her statement "Love is not a feeling, it is a science". From discussing the five stages of a romantic relationship to the concept of abuse and the toxic symptoms of abusers and victims, Dr. Makesh gave a holistic view on the topic of romantic love, to the audience. While urging the listeners to choose healthy intimacy, and enjoy their romantic relationships, she also emphasized that it is equally important to leave a toxic relationship, as difficult as it may be. The session catered to components of Counselling and Social Psychology.

### PROGRAM OUTCOMES:

- Students were taught on how to identify markers of a toxic relationship.
- Students were educated on some coping relationship strategies.

**NO. OF STUDENTS BENEFITTED:** 363



Dr. Sangeetha Makesh, Founder, Psycafe, instantly caught the audience's attention with her statement "Love is not a feeling, it is a science". From discussing the five stages of a romantic relationship to the concept of abuse and the toxic symptoms of abusers and victims.

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*Prayitha*



## REPORT ON BRAIN AND BEHAVIOUR

DATE OF THE PROGRAM: 27.03.2023

### OBJECTIVES OF THE PROGRAM:

- To help students understand the domains of cognitive neuropsychology in terms of clinical assessments.
- To educate students about educational and career opportunities in the field of cognitive neurosciences.

### PROGRAM BRIEF:

Dr. Jamuna Rajeswaran's presentation started with an exploration of the origins of cognitive neuropsychology, followed by an in-depth explanation of various neuropsychological assessments used by cognitive psychologists and neuroscientists. She provided some case examples to sensitise students on the importance of conducting needs assessments to cater to individuals' specific functional impairments. Students gained insights on the importance of maintaining one's cognitive reserve to prevent mental deterioration in old age. Finally, students were informed of the scope of cognitive neuropsychology in terms of educational and vocational opportunities. The session addressed topics of Biological and Abnormal Psychology.

### PROGRAM OUTCOMES:

- Students gained insights into various brain functions and related neuropsychological assessments.
- Students learned about the prerequisites, scope, and employment opportunities in cognitive neuropsychology.

NO. OF STUDENTS BENEFITTED: 308



Dr. Jamuna's opening address on neuropsychology and related disciplines

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*Pragati Sankar*  
*Kumar*



## REPORT ON ART THERAPY

**DATE OF THE PROGRAM:** 09.09.2022

### PROGRAM OBJECTIVES:

- To give insights about art based interventions to explore emotions and mindfulness.
- To get hands-on experience in art therapy for self-realization.

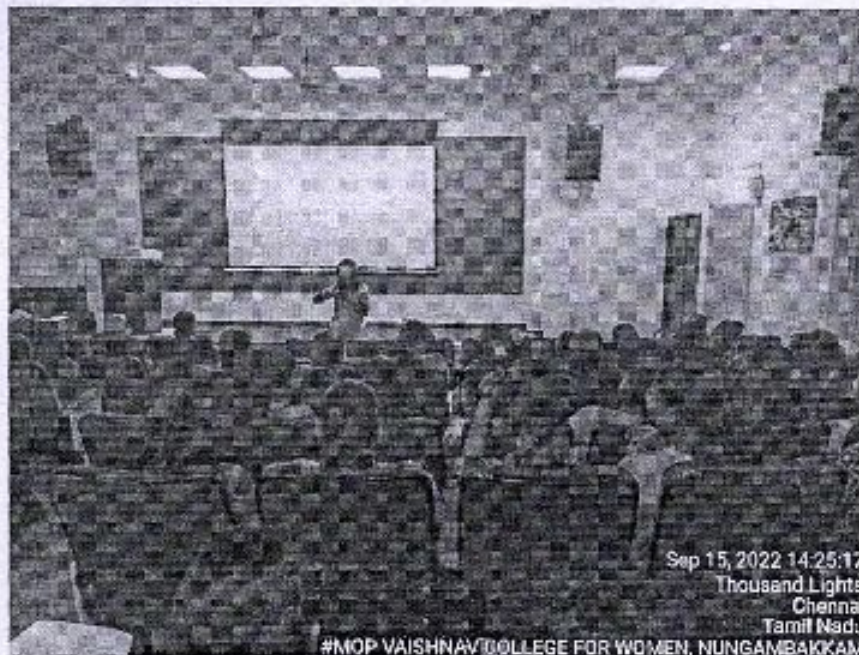
### PROGRAM BRIEF:

Ms. Vaishnavi Mohanraj's session began with a quick overview of art therapy and its benefits to people with mood disorders, followed by hands on art-based exercises to practice mindful breathing. The exercises aimed to offer cathartic relief and reflection on present emotions. The session envisaged application of art therapy to clinical cases with suicidal thoughts. The workshop activities addressed important aspects of Counselling Psychology.

### PROGRAMME OUTCOMES:

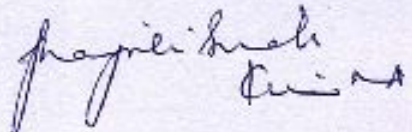
- Students had experienced cathartic healing of negative emotions.
- Students learnt to appreciate therapeutic benefits of contemporary art-based interventions across all developmental ages.

**NO. OF STUDENTS BENEFITTED:** 103



Ms. Vaishnavi Mohanraj facilitating the art therapy session.

  
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## REPORT ON CREATING HOPE THROUGH ACTION

DATE OF THE PROGRAM: 09.09.2022

### PROGRAM OBJECTIVES:

- To sensitize students on the various methods of suicide prevention such as helplines, strengthening access and delivery of suicide care, creating a positive environment and so on.
- To educate students on how to interact with those who are experiencing emotional distress and suicidal ideations.

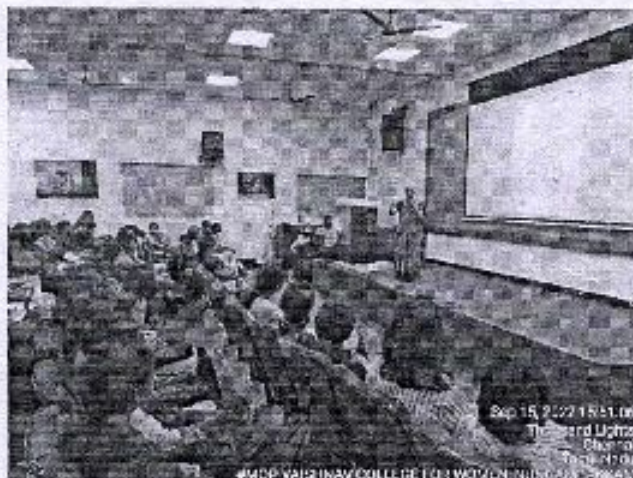
### PROGRAM BRIEF

Dr. Padmavathi Ramachandran informed the students about contemporary suicide issues and discussed a few case studies. She presented details of several suicide prevention hotlines, techniques to deal with people who are emotionally distressed such as active listening, dialogue intervention and so on. An on-the-spot role-play activity by the students was showcased, highlighting the importance of empathy, social support, problem-solving skills, and Hope as a vital psychological capital in suicide prevention. The session caters to components of Counselling, Positive, Social and Abnormal Psychology.

### PROGRAMME OUTCOMES:

- The program promoted connectedness and brought about awareness on psychological first aid and suicide prevention hotlines.
- Students were taught coping and problem-solving skills.
- The program also addressed identification of at-risk groups and safe reporting about suicide.

NO. OF STUDENTS BENEFITTED: 103



Dr. Padmavathi Ramachandran addressing on suicide prevention.

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*Prayitha Suresh*  
Principal



## REPORT ON CAREER SKILL TRAINING AND GUIDANCE

**DATE OF THE PROGRAM:** 30.10.2022

### OBJECTIVE OF THE PROGRAMME:

- To create awareness on career prospectus and skills.
- To enhance decision making and managerial skills
- To instill soft skills such as communication skills, leadership skills and negotiation skills.

### PROGRAMME BRIEF WITH SESSION DETAILS AND SCHEDULE:

On the Sunday, 30th October 2022, Psychology students hosted a Community Outreach Program for Youth in association with a NGO called Pudiyador at Vettiver Collective, Besant Nagar, Chennai. The aim of the program was to provide the youth, aged 16 to 25 years, of Urur community with the career skill training. The program focused on broadening career interests, assessment of career maturity such as attitudes and competence and brief profiling of stress management was executed. Skill-based activities were conducted to train soft skills such as effective communication, leadership, team skills, problem solving and interview skills. Psychometric testing on stress inventory and career maturity inventory was conducted and scope for enhancement was provided. A mock interview was hosted to build self-awareness and confidence. The program activities addressed key aspects of Organizational Behaviour, HRM, General, Counselling and Social psychology.

### PROGRAM OUTCOMES:

- The participants gained self-awareness & confidence.
- Self-guided soft skills training helped the participants.
- The participants equipped with ways to manage stress.
- Organizers cultivated better soft skill training competence.

**NO. OF STUDENTS BENEFITTED:** 15



Psychoeducation to youth of Urur Community on 21<sup>st</sup> century career skills.



## REPORT ON BALA VIHAR FIELD TRIP

**DATE OF THE PROGRAM:** 17.12.2022

### OBJECTIVES OF THE FIELD VISIT:

- To introduce the students to the special school setting and role of a special educator.
- To observe the everyday activities of the special children.

### BRIEF:

The students were introduced to Bala Vihar special school, that is a part of the Guild of Service, which is a Non-Governmental Organisation. The principal described that learning takes place through an Individualised Education Plan, through a functional curriculum from early childhood to vocational development. The special school aids those parents who are unable to manage, where psychologists devise a curriculum and plan for intellectually challenged individuals. Students were introduced to scale developed by Prof. P. Jeyachandran and Ms Vimala called Madras Development Programming System (MDPS), the first scale in India to assess people with Intellectual and Developmental Disabilities (IDD). The students were made to interact with and observe different children at the training school. They prepared reports for gross motor skills, fine motor skills, verbal, and non-verbal behaviour respectively. Activities such as games, dances and singing were done by the students. The program activities catered to components of Developmental, Counselling and Abnormal Psychology.

### OUTCOMES:

- The students were able to understand the functioning of special school and special educators.
- The students were able to gain knowledge about children with special needs.

**NO. OF STUDENTS BENEFITTED: 41**



Field Trip at Bala Vihar

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*Prayati Suresh  
Principal*



## REPORT ON NIEPMD FIELD TRIP

DATE OF THE PROGRAM: 17.12.2022

### OBJECTIVES OF FIELD VISIT:

- To familiarise students with the roles and responsibilities of interdisciplinary healthcare professionals.
- To create awareness about a government-run institution aimed at serving those challenged with physical and mental disabilities.

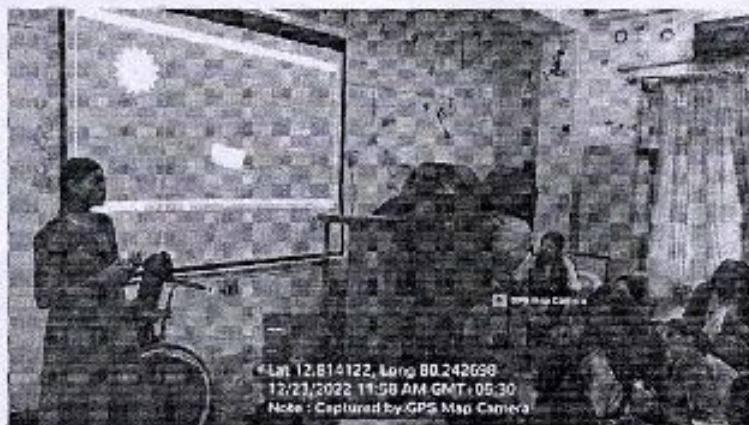
### BRIEF:

The students were briefed about the Rights of Persons with Disabilities Act, 2016, and were then taken on a campus tour to eight departments, namely: Administration, Medical Science, Clinical Psychology, Special Education, Speech, Hearing and Communication, Adult Independent Living, Therapeutics and Social Work. They were given a detailed orientation about the patients who get registered, the assessment processes, and the treatment processes applied. Noteworthy moments were the visits to the audiology lab, the model school, and the prosthetic and orthotic unit, where live demonstrations and briefings were showcased. The session highlighted aspects of Organizational Behavior, General, Counselling and Abnormal Psychology.

### OUTCOMES:

- Students were given an understanding of the workings of the Institution and its services.
- The students gained knowledge about the psycho-diagnostic assessments and treatments for various disorders.
- Awareness about career opportunities in Psychology and Neuroscience were imparted.

NO. OF STUDENTS BENEFITTED: 36



Psychologist educating the students about audio-visual stimulation exercises given to students with impairments.

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*Prayitha*  
K. A.



## REPORT ON MENTAL HEALTH FIRST AID

**DATE OF THE PROGRAM:** 03.01.2023

### OBJECTIVES OF THE PROGRAM:

- To educate students on the role of mental health first aid to support public mental health.
- To differentiate between mental health first aid and psychological first aid in terms of intervention approaches.

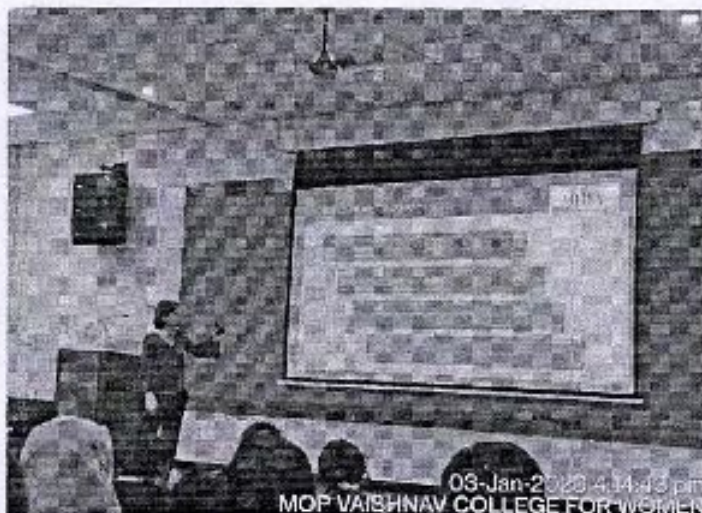
### PROGRAM BRIEF:

Ms. Erinda began her session by defining mental health first aid and discussing its significance in light of the pandemic. She presented the social stigma and barriers to public mental health. She emphasised mental health first as an essential training requirement for non-mental health professionals too. A briefing on crisis intervention was covered. The credentials for becoming a certified MHFA practitioner were discussed. The session enhanced understanding of General, Counselling, Social and Abnormal Psychology.

### PROGRAM OUTCOMES:

- The session shed light on the aspects of Mental Health Literacy like Knowledge, Attitude and Behaviour.
- The students were educated on the process of becoming a MHFA practitioner and trainer.

**NO. OF STUDENTS BENEFITTED:** 130



Ms. Erinda going through training aspects of Mental Health First Aid program with the students.

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*Prayili Subh  
Prins*



## REPORT ON SARASWATI KENDRA LEARNING CENTRE FIELD TRIP

**DATE OF THE PROGRAM:** 10.01.2023, 11.01.2023, 12.01.2023

### OBJECTIVES

- To understand the role of a special educator in a learning centre that deals with children with learning difficulties.
- To orient on the therapies used in training the children with learning difficulties.

### PROGRAMME BRIEF:

The Saraswathi Kendra Learning Centre, Chennai, is a learning platform offered to children with learning disabilities. The field visit involved students on different learning methodologies to train mainstreamed children and children in open schooling. An orientation on remedial programs and therapies like play therapy, behavioural modification was presented. A demonstration of alternative therapies like yoga, meditation and art therapy were oriented. Special educators emphasized about IEP that focus on catering to academic skills, social skills, self-skills. Tour to visit the infrastructure and learning materials were given. The program activities catered to components of Developmental, Counselling and Abnormal Psychology.

### OUTCOMES:

- Benefits of early intervention and interdisciplinary approaches were reinforced.
- Students identified career prospects in the field of special education and role of psychologist in school setting.

**NO. OF STUDENTS BENEFITTED: 31**



Visit to Saraswathi Kendra Learning Centre, Chennai

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*Pragathi*



## REPORT ON RELATIONSHIP ENHANCEMENT INTERVENTIONS

**DATE OF THE PROGRAM:** 13.01.2023

### PROGRAM OBJECTIVES:

- To psycho-educate students on relationship intervention to improve their capacity to resolve interpersonal conflicts and communicate more effectively.
- To familiarise students with Gottman's relationship enhancement approaches.

### PROGRAM BRIEF:

Ms. Monica Govindarajan discussed and demonstrated on the following themes: relationship "green flags," "red flags," and "enders," and characteristics that could help build and maintain relationships – namely, openness, setting boundaries, and clear communication of one's needs, wants, and emotions. She used practical examples and exercises to help students understand theoretical frameworks like the Four Horsemen of the Relationship Apocalypse, a Gottman technique. Students were taught skills that enable working together to develop coping strategies in relationships. The session gave better understanding of key topics in Social and Counselling Psychology.

### PROGRAMME OUTCOMES:

- Students learned the role of key elements (trust, communication, assertiveness, etc.) that improve stability and satisfaction in relationships.
- Students were taught skills to develop, maintain, and strengthen healthy relationships.

**NO. OF STUDENTS BENEFITTED:** 109



Audience's discussion on the case illustrations presented by Ms. Monica

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*Prayali Suresh*  
Friend



## REPORT ON COMMUNITY MENTAL HEALTH

**DATE OF THE PROGRAM:** Jan to April, 2023

### OBJECTIVES

- To promote awareness on mental health and its significance in the current pandemic scenario.
- To conduct online certificate program (30 hours) for 2 months duration.
- To enable the learners to know the concept of change, engagement, stigma and recovery in our community and its impact on the community.

### PROGRAM BRIEF:

On 6<sup>th</sup> January, 2023, a Memorandum of Understanding (MoU) between M.S. Chellamuthu Institute of Mental Health and Rehabilitation and M.O.P Vaishnav College for Women, Chennai was signed. A certificate course on "Community Mental Health" was conducted for a duration of 30 hours. The course was held on Saturdays for 2 hours from January to April, 2023. Forty-four students of II B.Sc. Psychology successfully completed the course with robust evaluation and grading. The program activities addressed concepts of Positive, Counselling and Social Psychology.

### PROGRAM OUTCOMES

- The students were able to comprehend the challenges and stigmas associated with mental illness
- The students were able to reflect on the need for community mental health resilience.
- Students benefitted from other privileges from M.S. Chellamuthu Institute such as clinical research assistance, internship opportunities, volunteering and field visits.

**NO. OF STUDENTS BENEFITTED: 44**



Prof. G. Gurubharathi, Principal, M.S. Chellamuthu Institute of Mental Health and Rehabilitation delivering the valedictory address.

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*Principals*



## REPORT ON PSYCHOSOCIAL REHABILITATION (PSR)

**DATE OF THE PROGRAM:** 28.01.2023 – 01.04.2023

### OBJECTIVES

The Certificate Course on Psycho-Social Rehabilitation in association with SCARF was a unique opportunity for students to learn about severe mental illness and gain practical exposure in the field of clinical psychology. The course aimed to facilitate advanced learning in students about Schizophrenia and other psychotic illnesses, develop their skills and improve employability. This course is offered in the third year of the Psychology Programme to complement the core course Abnormal Psychology.

### PROGRAMME BRIEF

The Certificate programme began on 26<sup>th</sup> January 2023 and completed on 20<sup>th</sup> April, 2023. 27 students completed the course with training, assignments and field visit to SCARF. Field visits to SCARF, Anna Nagar, were conducted in batches of 5 or 6 students between 25<sup>th</sup> March and 2<sup>nd</sup> April, 2023. The Valedictory session was held on 20<sup>th</sup> April, 2023 in the SCARF campus, M.K. Tata Memorial Auditorium. The program activities addressed concepts of Abnormal, Social and Counselling Psychology.

### OUTCOMES

- The certificate course imparted both theoretical and practical knowledge to students about severe mental illness and rehabilitation .
- The students visited the SCARF Clinic, Anna Nagar and observed OP services, screening procedures, psychiatric consultations and vocational therapy sessions.
- They are offered clinical and research internships at SCARF

**NO. OF STUDENTS BENEFITTED: 27**

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Prayili Suresh  
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## REPORT ON PSYCHOLOGICAL TESTING AND EXPERIMENTAL PSYCHOLOGY

**DATE OF THE PROGRAM:** August 2022 – March 2023

### OBJECTIVES:

- To impart lab etiquette and integrate theory and application
- To develop skills necessary for conduction, administration and reporting results from lab experiments
- To enhance skill of administering psychological test and interpret results
- To develop the skill of writing a psychological test report

### PROGRAMME BRIEF:

The program entailed the conduction of psychological assessments on subjects from outside the institution – followed by individual, group, and general discussion, enhancing report writing, rapport building, critical analysis skills etc., of the student. This also included the conduction of psychological assessments – followed by individual, group, and general discussions submitted by the students. Apart from this, an assignment focusing on Abstract/ Review of Literature Activity on David's Battery of Differential Abilities, and Organisational Climate Inventory was also done. The activities mentioned augmented the practical exposure of the subjects Experimental Psychology and Psychological Testing respectively. The activities augmented practical knowledge and skills in the domains of General Psychology, Experimental Psychology, Psychological Testing, Social Psychology, Abnormal and Counselling Psychology.

### OUTCOMES:

- Demonstrate skills to write a comprehensive lab report, interpret results and infer conclusions.
- Apply theoretical knowledge and demonstrate skills to build experiments to study cognitive processes.
- Exhibit skills to conduct psychological assessment in controlled setting.
- Apply theoretical concepts to substantiate findings while writing a psychological report.

**NO. OF STUDENTS BENEFITTED: 57**



Conduction of experiment by a student

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*Pragathi Sankar*  
Principal



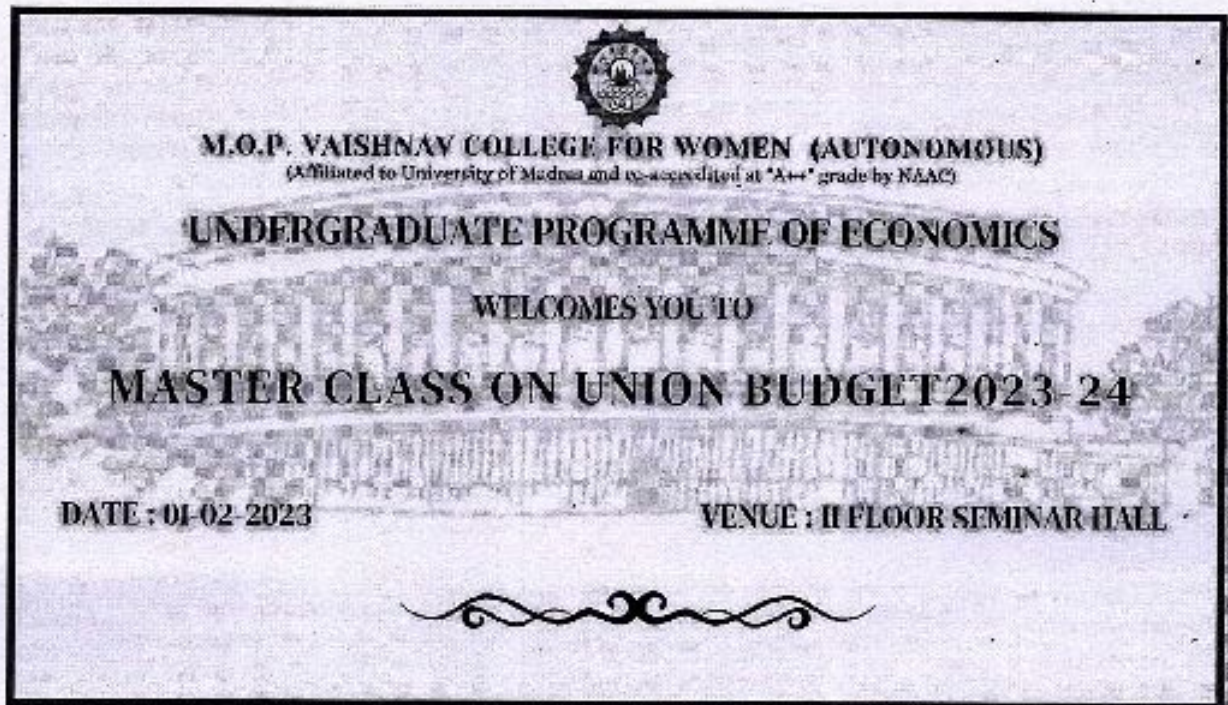
**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**B.A. ECONOMICS**

**2.3.1 PARTICIPATIVE LEARNING**

**MASTER CLASS ON UNION BUDGET 2023-24**

**1<sup>st</sup> February, 2023**




**Objective of the Programme:**

- To make the students aware of different aspects of the Union Budget 2023
- To help students understand the break-up of the budget and the reasoning behind the amount allocated to each sector.

**Programme Brief:**

The session began with an illustrative introduction to the Union Budget 2023 followed by an explanation about the key areas of spending in the Union Budget. The student speakers also highlighted the focus on sustainability, through points on green growth and sustainable development. Further, aspects of the budget pertaining to the finance sector were also stated.

The overall tone of the budget discussion was serious and analytical, with the presenter providing insights on the potential consequences of the budget. There was also a Q&A session where the audience had the opportunity to ask questions and clarify their doubts. The session concluded with the Principal addressing the students and pointing out how this is the best time to start entrepreneurial ventures in India, and finished on an optimistic note.

  
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**Programme Outcomes:**

- Students learnt the facets of the current Union Budget and the multiple areas of key spending.
- Students were able to compare the statistics of the present and previous budgets.

Sowmya C is the student lead for the core committee of Young Economists Summit 2023. Samhitha V is the treasurer of ARTH (Economics Club) and is the President of the SDG Club. Keerthana Shankar is an avid quizzer and a debater. Kaveri G is a core committee member of the Young Economists Summit 2023.

**Photos:**

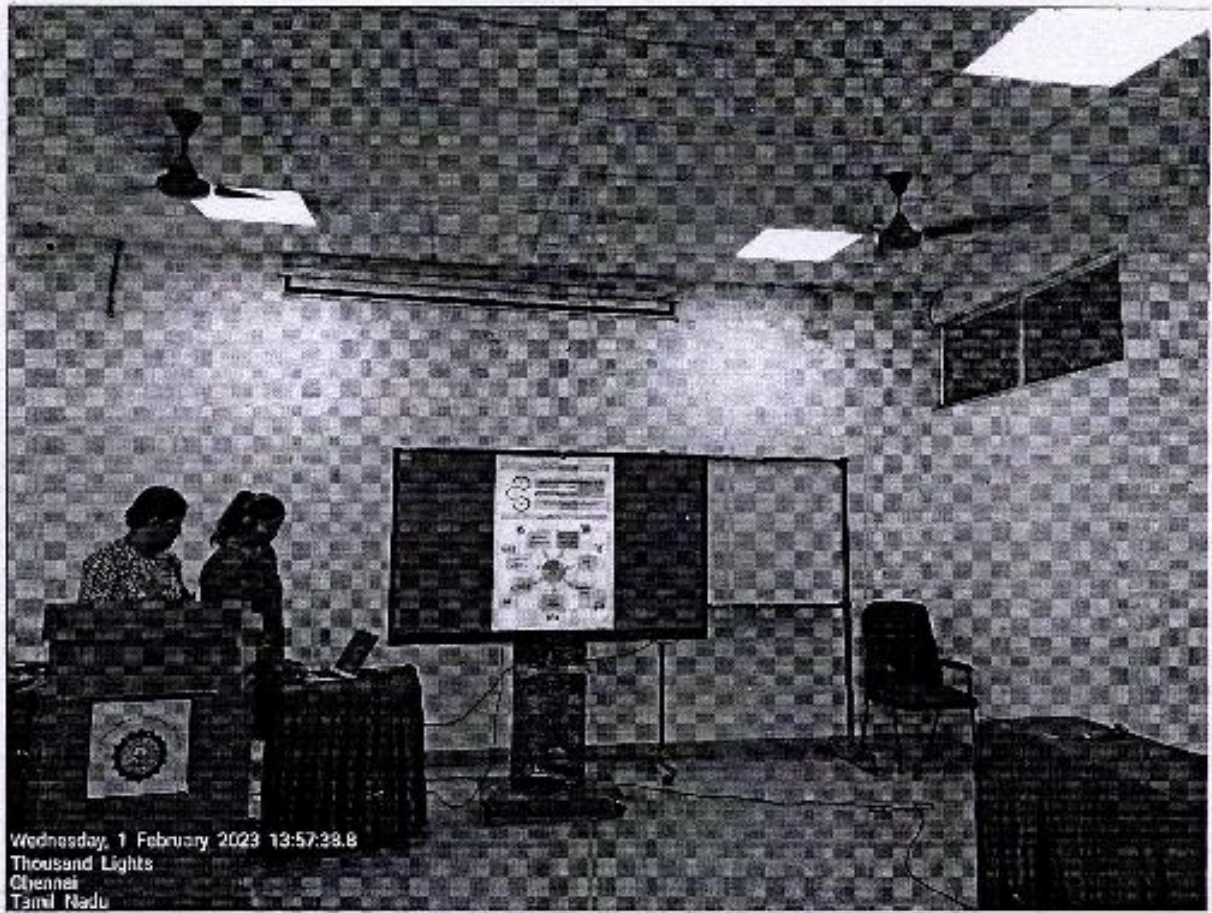


*Dr. Lalitha Balakrishnan, Principal, M. O. P. Vaishnav College for Women (Autonomous), shares her views on the Union Budget 2023.*

*K.P.C.*  
Principal  
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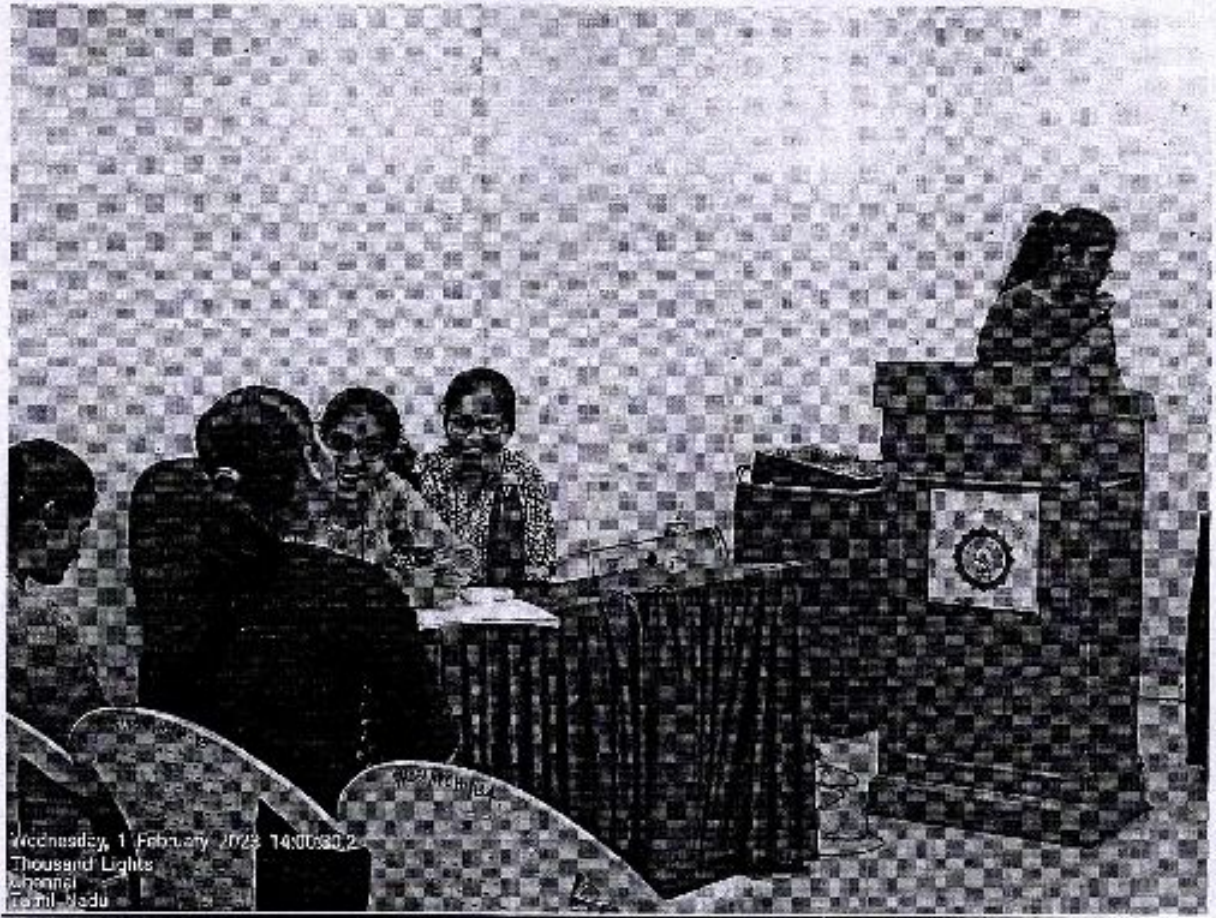
*Students (Samhitha V and Sowmya C) discussing budget highlights*

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*Students answering queries on the Union Budget*

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*K.P.C. [Handwritten signature]*

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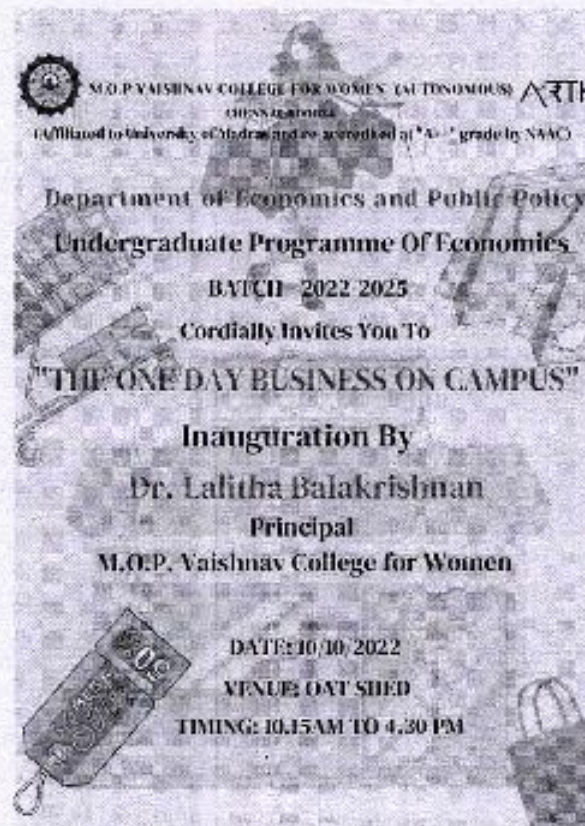
**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**B.A. ECONOMICS**

**2.3.1 EXPERIENTIAL LEARNING**

**Business on Campus**

The Under Programme of Economics, M.O.P. Vaishnav College for Women, Chennai organized a one day business on campus as part of practice school for the subject-**Entrepreneurship Development and Small Business Management**. Students conducted this programme on 10<sup>th</sup> of October, 2022 from 9:30 am to 4:30 pm. This is the first time the department organized Business on Campus.



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### Program Objectives

- To give the students the experience of setting up their own small businesses in the most practical way possible.
- To enhance planning, organizing, communicating and delegating skills.
- To improve the students' business sense and help them analyse the market.
- To help the students increase their multi-tasking skills.

### Program Outcomes

- The students were able to correlate the theoretical and practical concepts of Entrepreneurship
- The students were able to adapt to changing business conditions (such as running out of stock etc)
- The students were able to understand the demand and supply of the market and modified the prices of their products accordingly.
- The students were able to delegate and divide work among themselves.

The "Business on Campus" practice school consisted of 8 stalls organized by the students selling a creative variety of products. The event was graced by the Principal, Dr. Lalitha Balakrishnan who complimented the students on their efforts.

**Main Street Market** had a live pasta counter selling different types of pasta (red, white, pesto sauce pasta) prepared by the students got a great response from the crowd

**Chaat Wala** sold unique chaat items such as chaats with chips, khakras, lays and kurkure. They also sold "murukku sandwiches"- which was their best seller.


The idea of **Seoul to Soul** was born out of the massive popularity of K-drama, K-pop, K-stars and Korean culture (especially Korean food) with the youth of today. The stall sold Korean dishes like "kimchi" and "gimbap"

**It's Time to Munch** had the most variety among all the stalls. They sold several homemade bakery items such as cake pops and brownies. Their highest selling product was the "bread pizza".

**Foodie Spotlight** sold different types of momos and traditional drinks like "panagam"

**Eat with Fun** – the focus of this stall was lunch, not snacks like most of the other stalls and offered "chapati with panneer butter masala" which was a big hit with the customers.

**Eat N Enjoy** sold "panneer tikka" conducted games, sold pop-sockets and bookmarks.

  
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**Mercato Libero**, sold nachos and handmade key chains- which were a huge hit in the crowd. They also organized a "double or nothing money game".

Overall there was a variety of products offered - both food and non-food - with food items ranging from international to traditional. The efforts of the first year students was well received with a huge turnout and provided a practical insight into the many aspects of entrepreneurship.



*The students of I B.A. Economics are ready for business.*



*Business in full swing.*

*KBC*

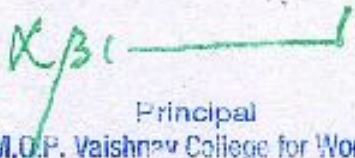
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*Students were encouraged by the presence and inspiring words of Dr. Lalitha Balakrishnan,  
Principal-M.O.P Vaishnav College for Women.*

  
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M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI - 34  
DEPARTMENT OF MATHEMATICS  
Program Name : B.Sc Mathematics  
Experiential Learning 2022-23

**MODEL DEMONSTRATION  
PROJECTILES :**

**Course Name: Mechanics**

**REPORT:**

- Model demonstration is on sling shots . It is based on the concept of Projectiles.
- This model consists of a Y-shaped frame, with two natural rubber strips or tubes attached to the upper two ends. The other ends of the strips lead back to a pouch that holds the projectile.
- One hand holds the frame, while the other hand grasps the pocket and draws it back to the desired extent to provide power for the projectile up to a full span of the arms with sufficiently long bands.
- Slingshot is designed such that you are able to pull back on the projectile as far as you can and as hard as you can, before releasing it.
  - This maximizes the elastic energy stored in the rubber bands which translates into the maximum kinetic energy of the projectile upon release, which results in the maximum release speed of the projectile.
- A small piece of paper as the projectile here. When the paper gets pulled and released ,it is thrown in such a way that it should aim at the target. The path created by it is called the Trajectory.
- The horizontal range remains the same throughout the process. When it is thrown in the air, an angle is made between the horizontal range and the trajectory, which is called as the Angle of projection.

**Outcomes:**

Experimental based learning- the theoretical concepts in Mechanics was made clear via model demonstration.

**Participated Students List:**

Bavna Raman  
Janani.S  
Shalini  
Vinaya  
Priyadharshini  
Priyanka  
Pavithra  
Benisha  
Anukeerthana  
Dccna Priya  
Hemamalini.S  
Renuka

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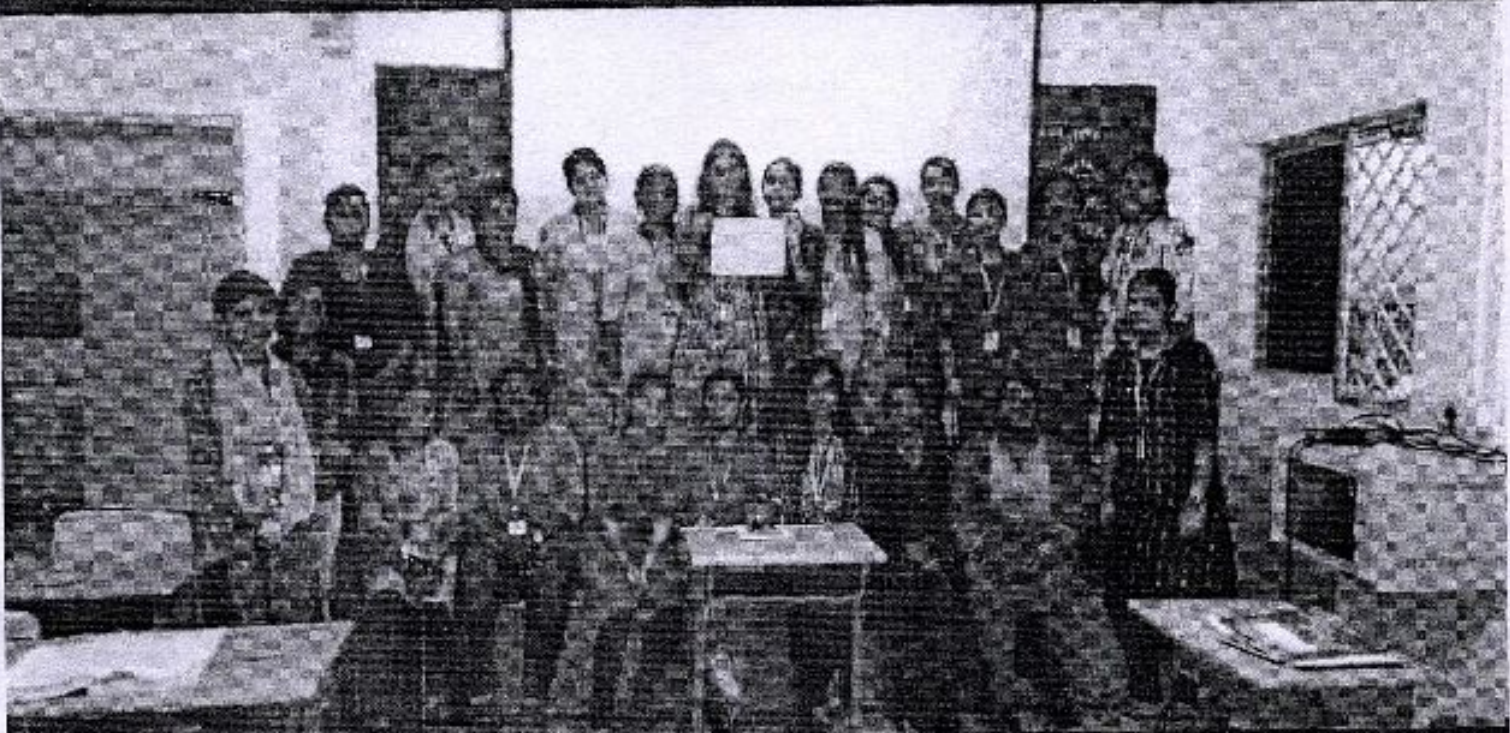


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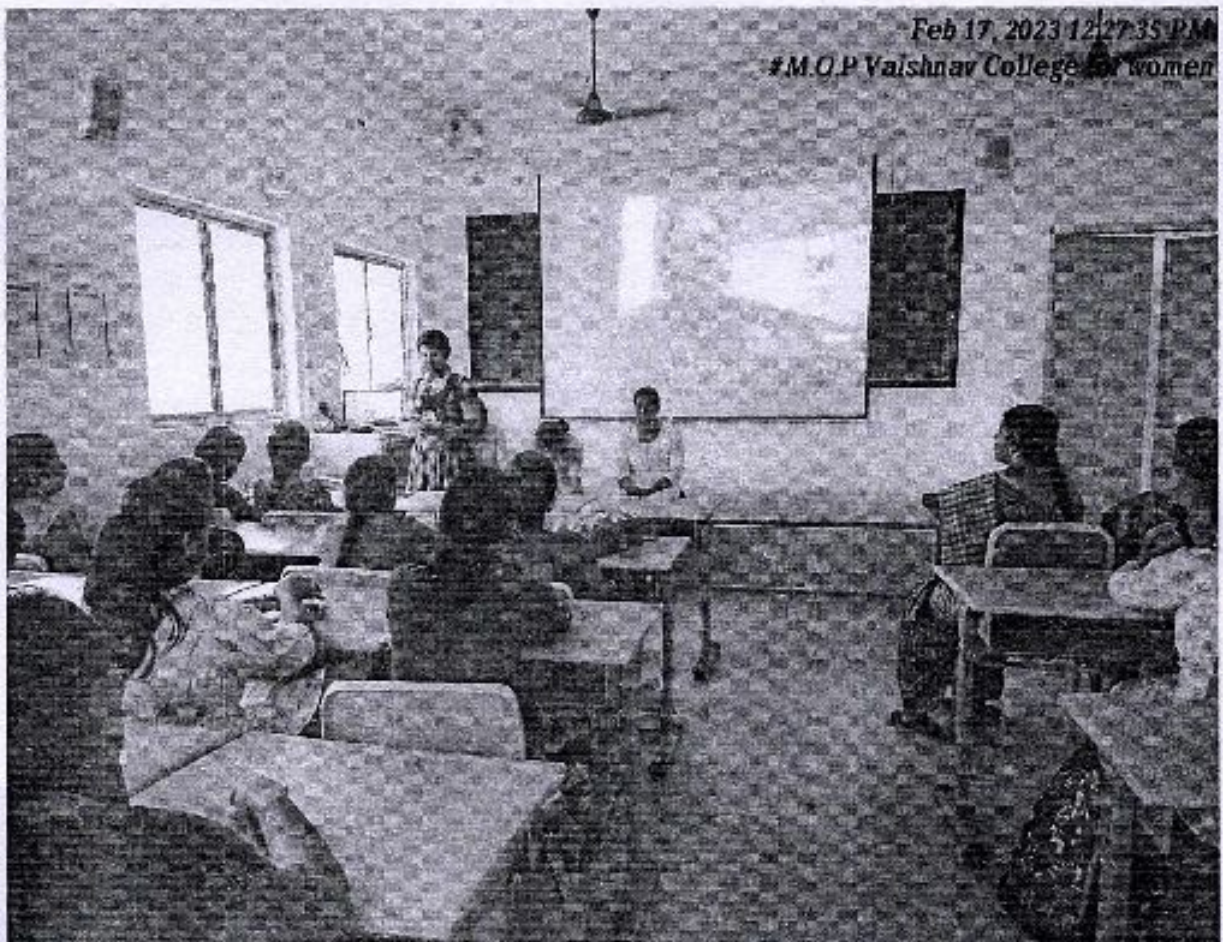
Lecture on Mathematical Modelling dated 17/02/2023

**DR. RAJESWARI SESHADRI**

**Professor & Head, Department of Mathematics, Pondicherry University.**

**Report:**

In this lecture, the basics of Mathematical modeling is discussed. Its needs, techniques, classifications, importance as well its limitations are presented. Several examples are discussed for problems, from simple mathematical modeling examples from daily use to advanced models. Two illustrative cases (i) SARS – Severe Acute Respiratory Syndrome Outbreak and its Mathematical Model & Analysis and (ii) A Biological Problem on Red Blood Cells Count – A Discrete Mathematical model and its analysis were discussed in detail. The speaker also insisted the students to do research in mathematical modelling and publish research papers as there are only a few journals available under this concept to provide it with the fresh mind's ideas. She also gave a noticeable remark that there are few limitations in converting a real-life to a mathematical problem and finding insights.



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*Dr*



**Outcomes:**

Students were able to:

- Understand the importance of mathematical modelling as a powerful tool for understanding complex systems and making predictions about how they will behave in the future.
- Visualize how mathematical models are created by using mathematical equations and simulations and understand how a system behaves and how it might change under different conditions.
- Having an eminent idea about the future of mathematical modelling is likely to be shaped by advances in computing power, data analytics, and artificial intelligence.

*plb*

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