

ETHIRAJ COLLEGE FOR WOMEN (Autonomous)

Chennai – 600 008

Affiliated to the University of Madras

College with Potential for Excellence

Reaccredited with A Grade by NAAC



**2.3.1 PARTICIPATIVE LEARNING
REPORTS OF STUDENT CENTRIC WORKSHOPS,
SEMINARS ORGANISED
(FIVE YEARS)**

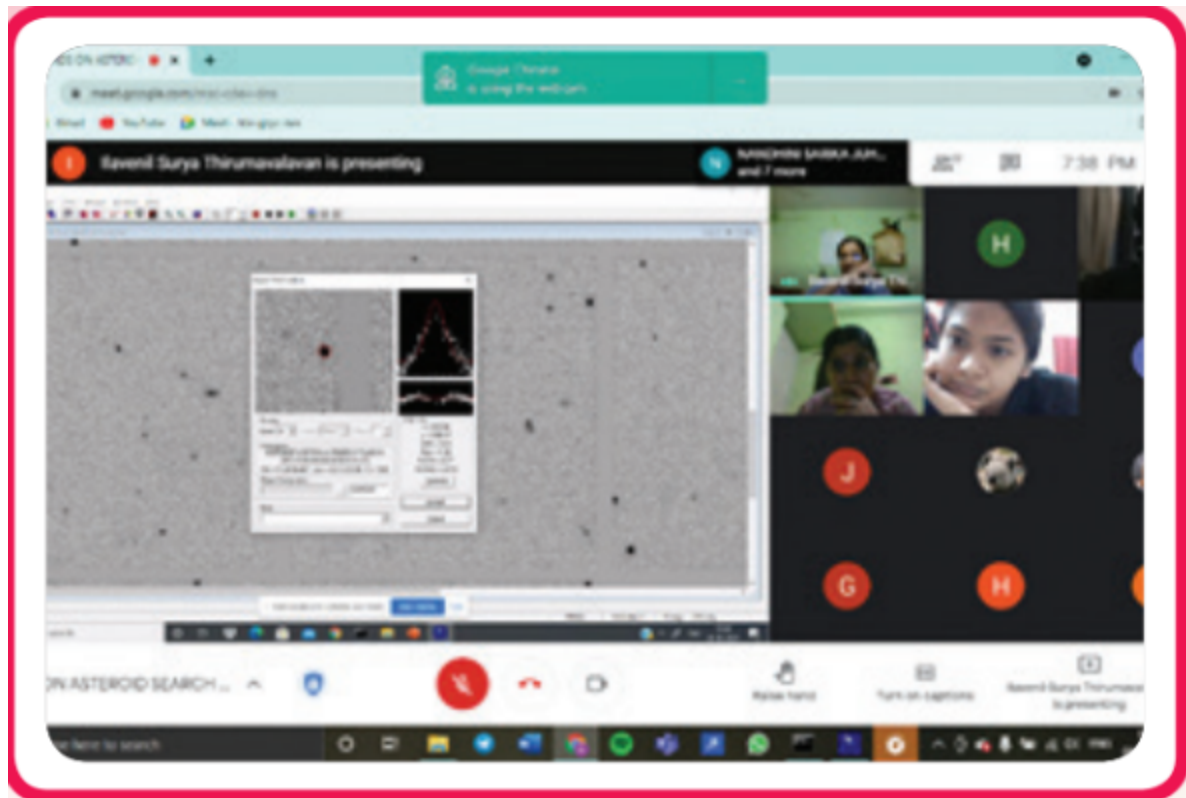
2020-21

National Webinar on “Tools and Techniques of Nanotechnology

The Department of Physics conducted a National Webinar on “Tools and Techniques of Nanotechnology: An Integral Approach”, on the 22nd and 23rd July 2020 to update the Students on the Cutting Edges of Nanoscience and Nanotechnology.

Online Workshop Series on Astronemica software

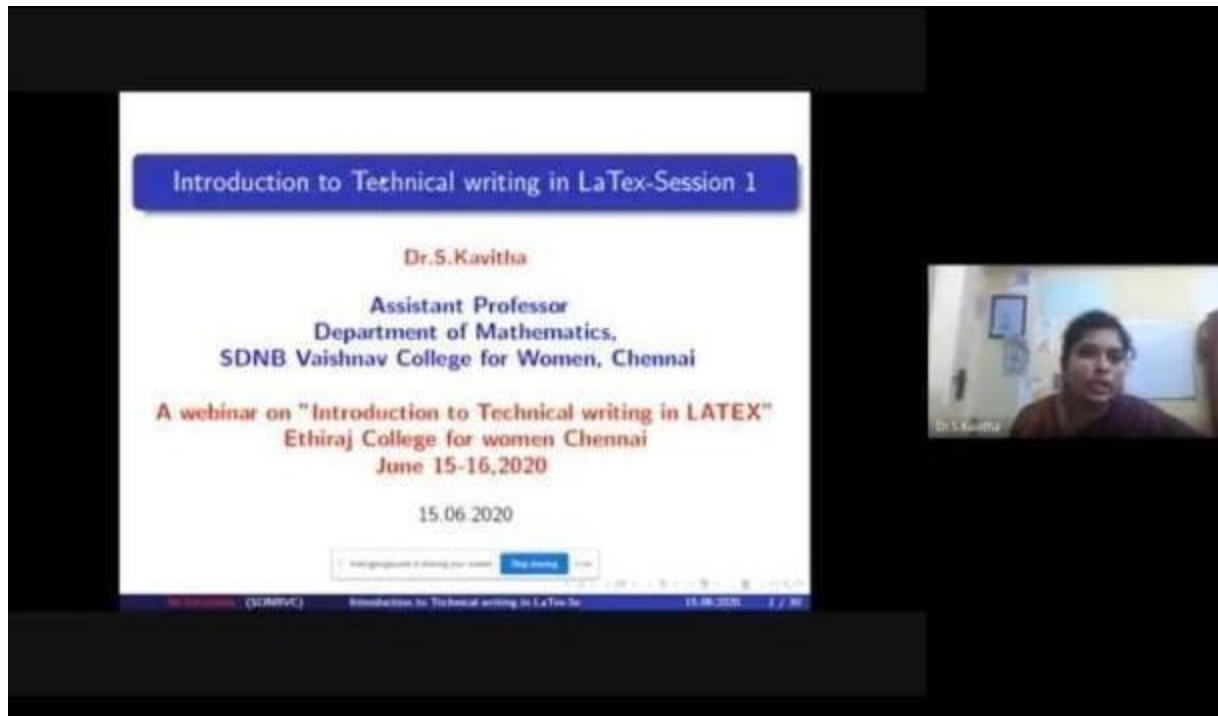
The Department of Physics conducted an Online Workshop Series I & II : Ms. Illavenil, Founding member of Citizen Science, Coordinator of Hands on Universe (IHOU), India, conducted an Online Workshop Series I and II on the 17th September 2020 and 4th May 2021 respectively. The students were trained to the application of the software, Astrometrica, used in the discovery of Asteroids. 26 students participated and benefitted from the workshop. The club had registered itself under the name “Super Nova” in the astronomy search event. E-Certificates were issued to the students who had successfully discovered asteroids.



Online Workshop Series conducted by Ms. Illavenil, Coordinator, Hands on Universe (IHOU), for the discovery of Asteroids

Online Webinar Introduction to Technical Writing in LaTeX

A Two-day mathematics webinar was organised on “Introduction to Technical Writing in LaTeX” on 15th and 16th June 2020. Dr.S.Sivasubramanian, Head, Department of Science and Humanities, Anna University and Dr.S.Kavitha, Assistant Professor, Department of Mathematics, SDNB Vaishnav College for Women, gave hands-on training to the faculty and students of the Department of Mathematics.



Workshop on AWS Cloud Computing

The department of Computer Science organised a workshop on Cloud computing in association with Divine Technologies. on 28.11.2020. The speaker of the workshop was Ms. Subha Nandhini. It is the on-demand delivery of IT resources over the Internet with pay-as-you-go pricing. Instead of buying, owning, and maintaining physical data centers and servers, you can access technology services, such as computing power, storage, and databases, on an as-needed basis from a cloud provider like Amazon Web Services (AWS). Organizations of every type, size, and industry are using the cloud for a wide variety of use cases, such as data backup, disaster recovery, email, virtual desktops, software development and testing, big data analytics, and customer-facing web applications. For example, healthcare companies are using the cloud to develop more personalized treatments for patients. Financial services companies are using the cloud to power real-time fraud detection and prevention. Around 86 students attended the workshop and were enriched with the **skill of cloud computing**

Benefits of cloud computing: Agility, Elasticity, Cost Savings

Types: IaaS, PaaS and SaaS.

➔ Forwarded

Hello,


AWS FREE WORKSHOP


Date: 28.11.2020

Time: 10AM(1 hour session) .

Note:

Download Zoom app  , use good headphones 

Kindly take notes  **for your future reference and save**  **workshop video that will be sent after completion**

Have a great day 

Thank you

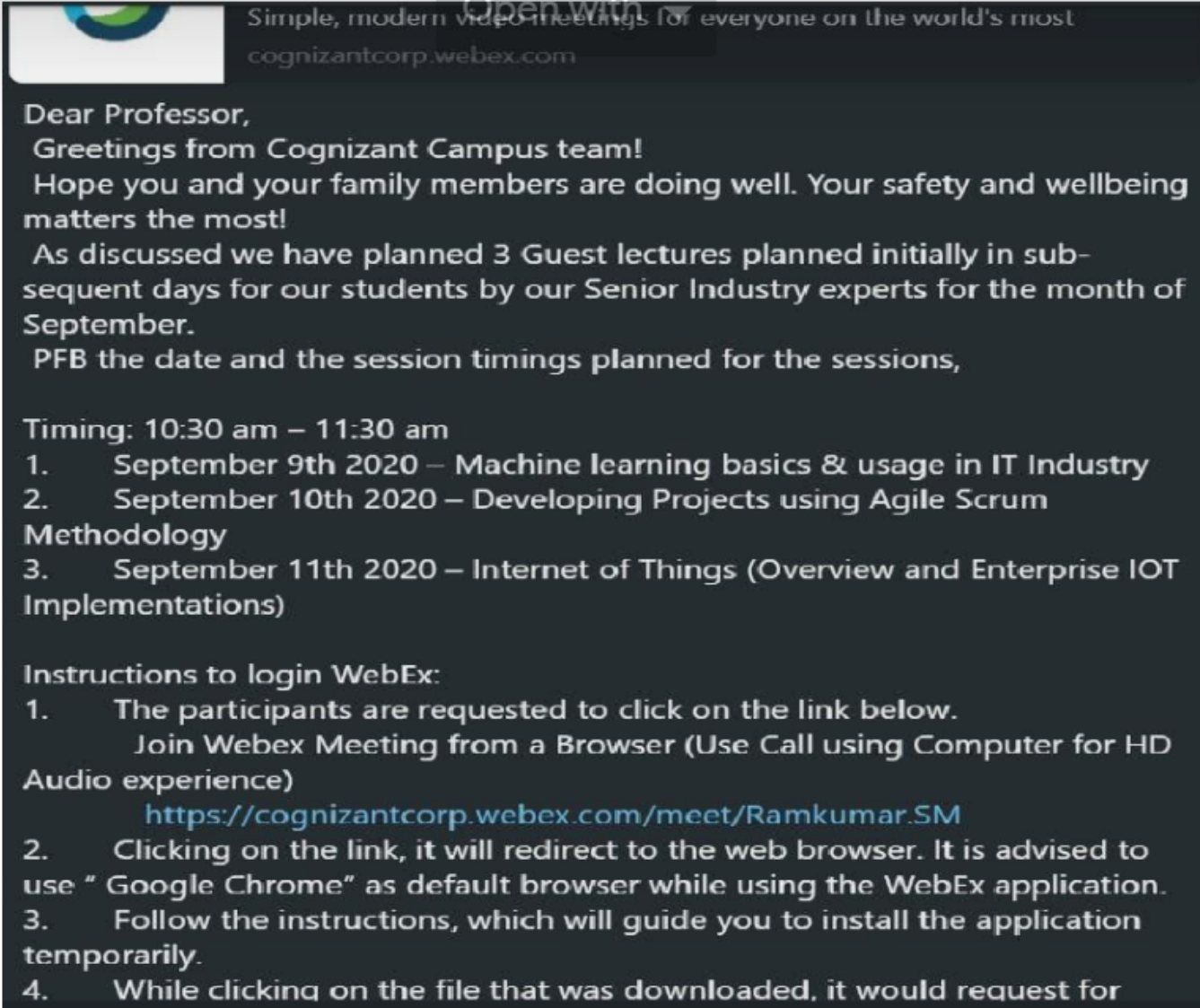
2:01 PM

Workshop on Machine Learning and Agile Scrum technology

The department of Computer Science organised a workshop on Machine Learning in association with Cisco Webex. on 09.09.2020 and 10.09.2020. Machine learning (ML) is a field of inquiry devoted to understanding and building methods that “learn”, that is, methods that leverage data to improve performance on some set of tasks. It is seen as a part of artificial intelligence. Machine learning algorithms build a model based on sample data, known as training data, in order to make predictions or decisions without being explicitly programmed to do so. A subset of machine learning is closely related to computational statistics, which focuses on making predictions using computers Some implementations of machine learning use data and neural networks in a way that mimics the working of a biological brain Approaches : Supervised

learning, Unsupervised learning, Semi-supervised learning, Reinforcement learning and Dimensionality reduction.

Artificial neural networks (ANNs), or connectionist systems, are computing systems vaguely inspired by the biological neural networks that constitute animal brains. Around 282 students received insights in developing the **skill of machine learning**



Simple, modern video meetings for everyone on the world's most
cognizantcorp.webex.com

Dear Professor,
Greetings from Cognizant Campus team!
Hope you and your family members are doing well. Your safety and wellbeing matters the most!
As discussed we have planned 3 Guest lectures planned initially in subsequent days for our students by our Senior Industry experts for the month of September.
PFB the date and the session timings planned for the sessions,

Timing: 10:30 am – 11:30 am

1. September 9th 2020 – Machine learning basics & usage in IT Industry
2. September 10th 2020 – Developing Projects using Agile Scrum Methodology
3. September 11th 2020 – Internet of Things (Overview and Enterprise IOT Implementations)

Instructions to login WebEx:

1. The participants are requested to click on the link below.
Join Webex Meeting from a Browser (Use Call using Computer for HD Audio experience)
<https://cognizantcorp.webex.com/meet/Ramkumar.SM>
2. Clicking on the link, it will redirect to the web browser. It is advised to use " Google Chrome" as default browser while using the WebEx application.
3. Follow the instructions, which will guide you to install the application temporarily.
4. While clicking on the file that was downloaded, it would request for

International Conference titled ‘Digitization- A Catalyst to the Fiscal Industry

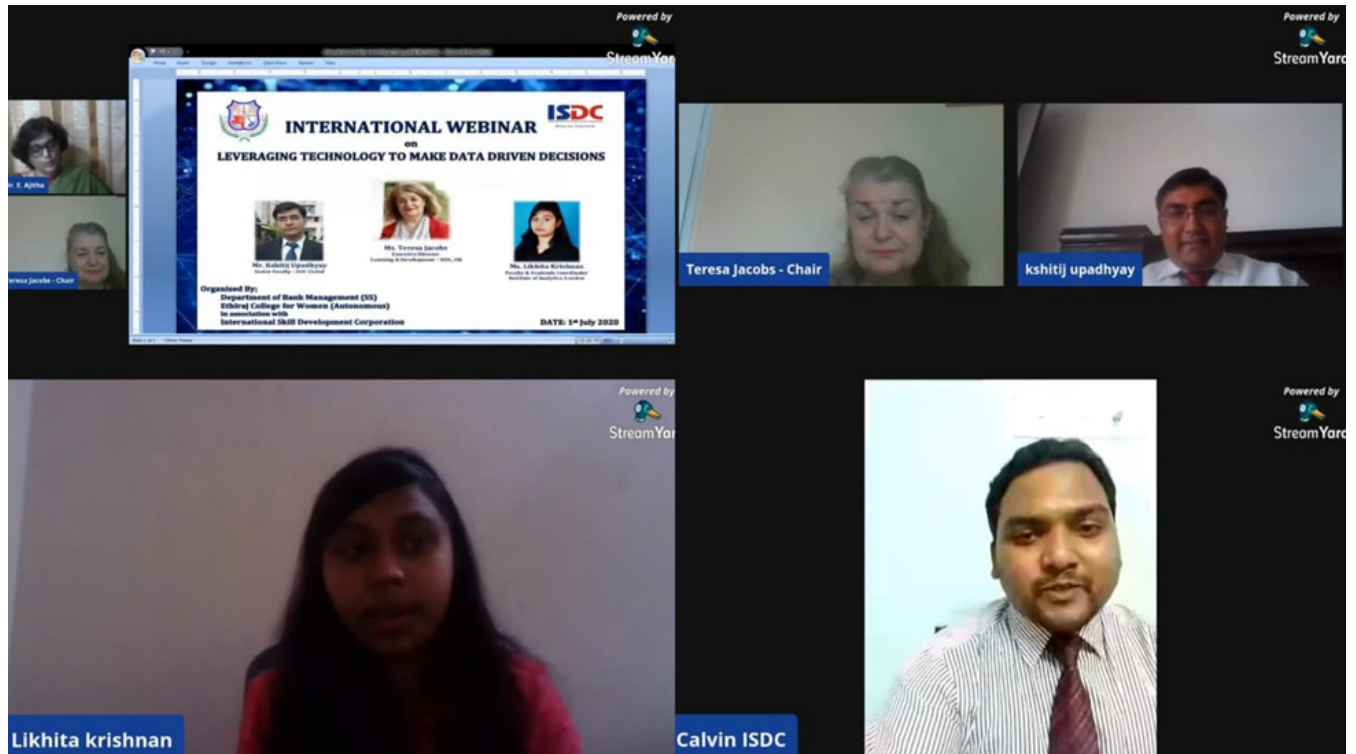
The Post Graduate Department of Banking and Insurance Management and Department of Bank Management organized its 8th International Conference titled ‘Digitization- A Catalyst to the Fiscal Industry On April 8 & 9, 2021. The virtual conference aimed to gain knowledge about Digitization in the various sectors of the Fiscal Industry across the globe. The Conference brought together a cross-section of corporate leaders, policymakers, industry leaders, researchers, and academicians for a proactive sharing of business concepts and values during the two days conference. The speakers for the technical sessions of the two- day conference were :

Mr.Narayanaswami CFO; Head of Risk management and Internal Audit, Vice President, Indorama group, Thailand spoke on the Paradigm shift to paperless finance. He explained how paperless finance will reduce physical documents and speed up workflow. Mr. D L Narayanan, CEO of Retail Doctor, Dubai discussed Digitization in Retail Marketing. He related the trends in Retail marketing with Artificial Intelligence, Cloud Computing, Live Stores, Digital Payment Processing, etc. Mrs. Sai Lakshmi Balaji, Senior IT Analyst, Value Momentum Inc., USA explained on Emerging Bots- the cynosure of Technology. She told how chatbots enhance customer satisfaction through quick resolutions. Mr. Suneel Santharam, Solutions Engineer, IBM AI Apps, IBM India Pvt. Ltd. lectured on the digitalization of Rail and Metro for managing complexity. He elucidated the complexity involved in Rail Projects. Ms. Shobia Dass, Product Manager, Sysarc Infomatix Private Limited shared her practical experience on Digitization Software in the Banking sector. She explained the transformations through digitization of Banking services, linking banking data with Government data, and future prospects of digitization in the Banking industry.



International Webinar on “Leveraging Technology to Make Data Driven Decisions

The Department of Bank Management in association with **International Skill Development Corporation** organized International Webinar on the topic “Leveraging Technology to Make Data Driven Decisions”, by Mr.Kshitij Upadhyay, Senior Faculty – ISDC Global, Ms. Teresa Jacobs, Executive Director, Learning & Development – ISDC, UK, Ms.Likhita Krishnan, Faculty & Academic Coordinator Institute of Analytics, London, on 1st July 2020.



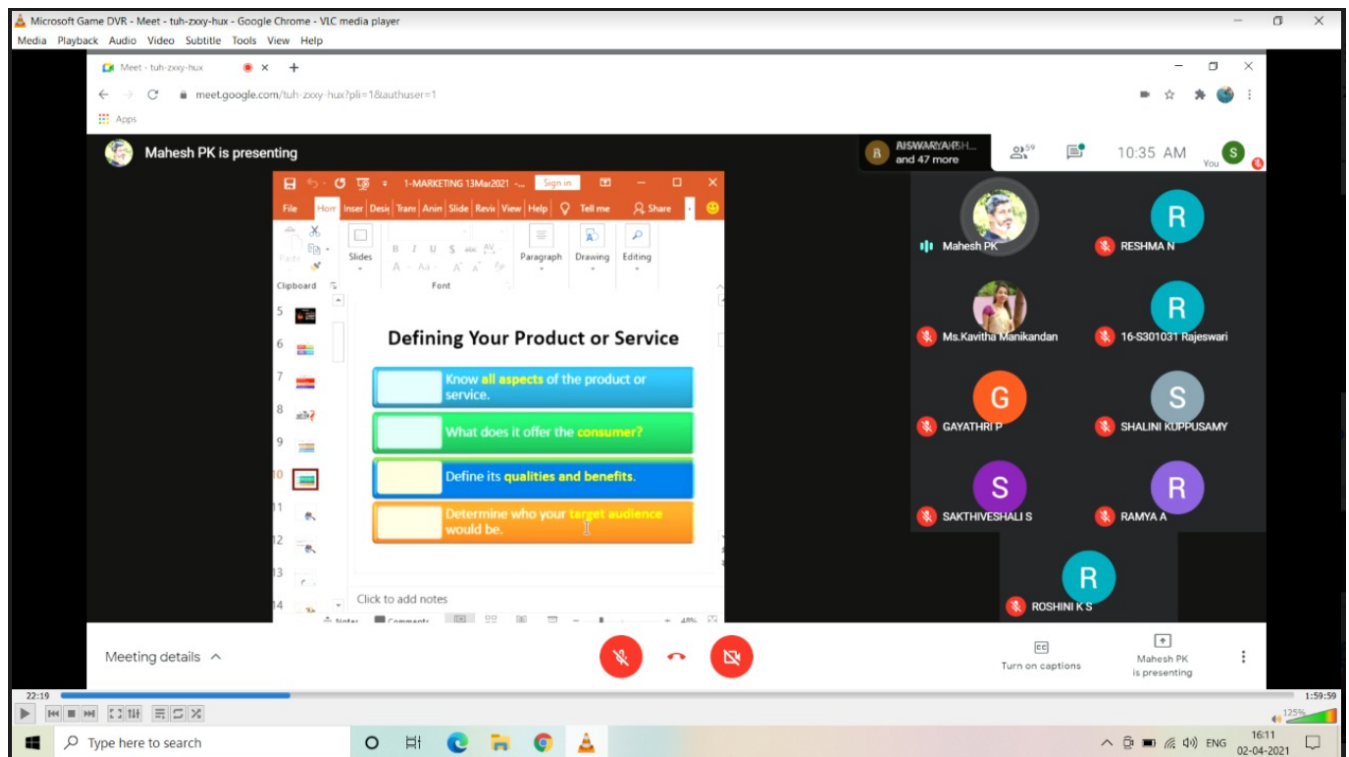
One Day Inter Departmental Workshop on “Business Model Canvas”

The department of Bank Management conducted a One Day Inter Departmental Workshop on “Business Model Canvas” on 13th February 2021, by Dr.Senthamarai Gokulakrishnan Co-Founder of Betamonks Factory Pvt. Ltd and Founder of Azhag. She spoke about the feasible study of starting a new business through Zoom.

Workshop on Entrepreneurship Idea generation

The incubation cell of ECRIC in association with Bharatiya Yuva Shakthi Trust organized a two day workshop for young and aspiring student entrepreneurs. The workshop was aimed at motivating and facilitating students to become real time entrepreneurs. Entrepreneurship Idea generation, feasibility, set up and launch, funding sources, marketing techniques etc were areas which were touched upon in the workshop. Mentoring support was given to individual students based on their start up idea. Mr. P K Mahesh, Key mentor and BYST Vice Chairman, Entrepreneurs Identification Group and Mr. Raghu Shankar, Retired Senior Manager, Canara

Bank were the Resource persons for the two day workshop held on 4th February 2021. Thirty students were mentored in this workshop.



ED BAZAAR

The Department of Bank Management celebrated the Crystal anniversary of ED BAZAAR through virtual mode on 26th March 2021. The students were addressed by the successful **alumnae entrepreneurs**, Ms. Himra Minhaj, founder of Sugar my love Skincare & The Trunk Bazaar, Ms. Joshica. A, Founder and Artist Director, Jeyam's Art'Oosphere as well as Ms. Subhashree Madhavan, Co-Founder, PAWGA-Pet Yoga India. They enlightened the audience on **Entrepreneurship**. There were around 26 stalls with participation of 130 students including participants from other Women City Colleges.

Students union The Business 101 - A Roadmap to Entrepreneurship Webinar Series

The Business 101 - A Roadmap to Entrepreneurship Webinar Series, based on **Women Entrepreneurship** was exclusively organized by Students Union for the final year undergraduate students to enhance their **knowledge on entrepreneurship**. The speakers for the event were Ms.Sharmila Devi , Ms Kavitha and Mrs Archana Stalin. The series was streamed on the Union's Youtube Channel on three consecutive Saturdays of April 2021.

Google meet Meeting link:<https://meet.google.com/cmx-gnsk-hmg?hs=122&authuser=0>.

The entire meeting was recorded and later edited into three different sessions with a duration of 25 minutes each. The same was posted in the Students' Union YouTube Channel on 3rd April 2021, Saturday, and the remaining sessions on consecutive Saturdays.

Speaker :1

The first speaker for the day was Mrs Sharmila Devi ma'am, who is a certified business NLP master coach. The welcome speech was given by Ashwini Rajinikanth. Sharmila ma'am's profile was read by Nandidha Iyer SR and the vote of thanks was given by Aarth E D.

Sharmila ma'am covered the following agendas

1. How to handle two different business side by side
2. How to generate new ideas?
3. What is the greatest fear, and how do you manage fear
4. How to shine as an entrepreneur during this pandemic time
5. How to overcome struggles as an entrepreneur
6. What is the pattern or formula to become a successful entrepreneur?
7. How to capitalize fund for business

Speaker 2:

The second speaker was Ms.Kavitha, who is a score trainer.

Topics handled: Behavioural Training, Leadership Training, Etiquette, Personality Development,

Conflict Management, Constraint Management, Team Management, Motivation Training, Women Safety, Saving and budgeting for women, Time Management, Life Skills, Public Speaking, Customer Service, Body Language, Stress Management, Positive LifeStyle, Communication skills, Presentation Skills, The Art of saying NO and Many more.

Agendas covered:

1. How to handle two different business side by side
2. How to generate new ideas?
3. What is the greatest fear, and how do you manage fear?
4. How to shine as an entrepreneur during this pandemic time

Speaker 3:

The final speaker was Mrs. Archana Stalin, who is a terrace gardener.

ORGANISERS ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

PATRON:
Dr. Tmt. S. Kothai, M. Sc, M. Phil, Ph. D
Principal & Secretary

CONVENER:
Dr. T. Punithavathy
Dean of students (Aided)
Dr. Anusha Balasingh
Dean of students (Self Supporting)

ETHIRAJ STUDENTS' UNION 20-21

Lavanya S
President

Varsha Vasudevan
Joint President

Keerthana R
Vice President

Kaavya J S
Joint Vice President

Aarthy E D
General Secretary

Varsha M
Joint General Secretary

Nandidha Iyer S R
Treasurer

Ashwini Rajanikanth
Joint Treasurer

**BUSINESS 101:
A ROAD MAP TO
ENTREPRENEURSHIP**

Mrs. SHARMILADEM
Founder & Director Sevendover Coaching Services
LP Leadership & Relationship Coach
10TH APRIL, 2021

Ms. S. KAMTHA
Director Score Trainer
17TH APRIL, 2021

Mrs. ARCHANA STALIN
Founder of myHarvest Farms
24TH APRIL, 2021

You're Invited!
**Women
Entrepreneurship**

On Saturdays
YouTube | 10:00 AM

Opportunities and Challenges for Women Entrepreneurs - Webinar

A webinar was organized on the topic Opportunities and Challenges for **Women Entrepreneurs** in the Present Scenario on 11th June 2020 by Department of B.Com Accounting and Finance. Ms. Jeyasree Ravi, Founder, and Lead Designer, Palam Silks, Chennai was the resource person

Webinar on "Social Entrepreneurship"

The department of BBM organised a one-day webinar on "**Social Entrepreneurship**" with Shakthi Fellowship program on 14th October 2020 through the Zoom platform.

A Webinar Entrepreneurship as a career

A Webinar was conducted by the department of MCA on **Entrepreneurship as a career** was held on 08th July, 2020. The purpose of this webinar was to encourage the young minds in understanding the importance of **self-employment, the life of an entrepreneur**, problems faced by the entrepreneur and the key tips and tricks to stand as a **successful entrepreneur**

A webinar on “Coping Skills

A webinar on **“Coping Skills”** was organized by Enactus club on 31st of March 2021 to have a live interaction with the members of Enactus Ethiraj. The webinar was live streamed in the Enactus YouTube channel. Mr. Satishraj, the CEO of “CRUSADERS”- An international distribution company was the speaker for the day. Mr Satishraj emphasized on the need to write a journal. He remarked that journal writing helps one to express his/her thoughts and ideas. For this purpose he asked the students to divide the journal into four parts namely

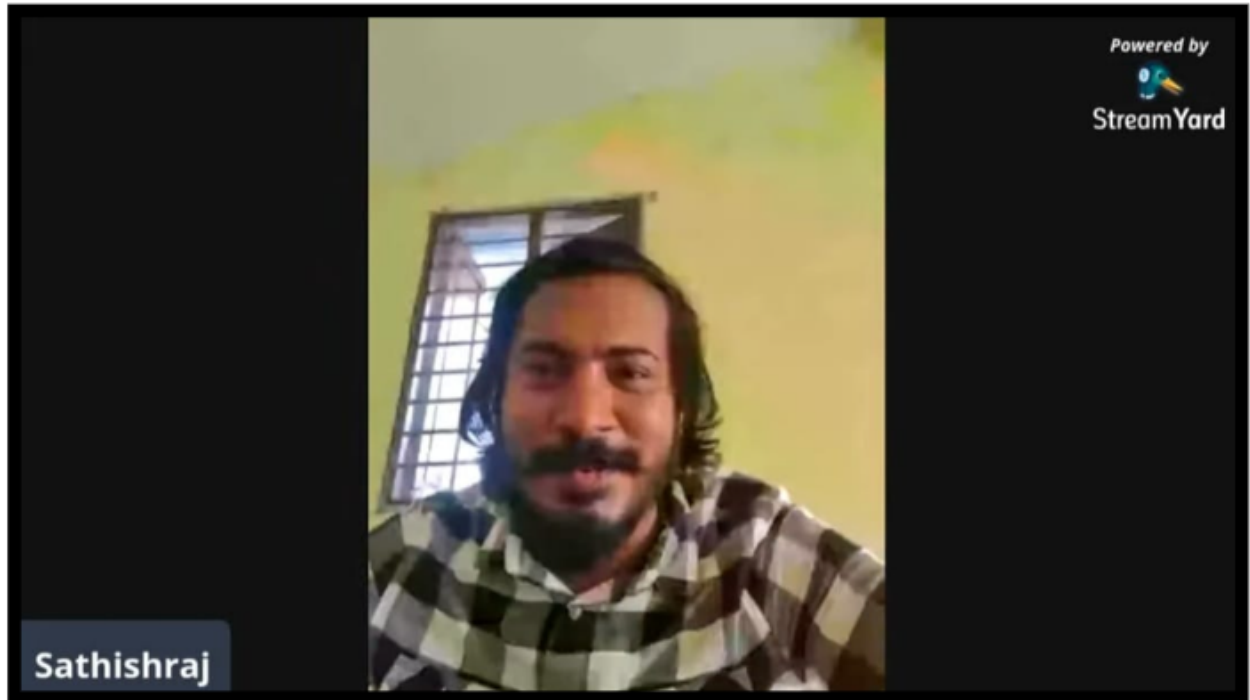
Part1- dream and goals

Part2-Good things in life

Part3-Positive Events in life

Part4-problems and challenges we face in life

He envisaged that writing a diary with all the above aspects can help us to solve any problem in life and face it with confidence. Followed by it, the speaker spoke about **various skills** required to cope up with various obstacles and challenges in life which were highly enriching. The speaker explained the main 6 parameters which are important to human life namely mental health, physical health, family, money, connection with god, and social responsibilities. He concluded the webinar by encouraging all the participants to be strong, confident and self dependent to lead a stress free life. The 750 participants of the webinar took back the message of handling life situations positively. They learned that **coping skills** need to be developed for a stress free life.



SPEAKER FOR THE WEBINAR ON "COPING SKILLS" Mr.SATISHRAJ

Workshop on “Scaling Up The Entrepreneurial Ladder - Drawing The Right Stratagem”

A three-day workshop was organized from 22nd to 24th June, 2020 on “Scaling Up the Entrepreneurial Ladder - Drawing the Right Stratagem” by The ECRIC and Incubation Cell of Ethiraj College for Women. The speakers for the workshop were Dr. Chackochen, CEO and Founder of Franchising Rightway, Mrs. Divya Sridharan, Patent Agent & Independent Consultant and Ms. Rajul. D, Play Educator and Alumnae Entrepreneur. With over 2000 viewers the session was an engaging and an interactive one.



**ETHIRAJ COLLEGE FOR WOMEN
INCUBATION CELL (A Unit of E-Cell & ECRIC)**

organizes
A Webinar Series on
**"SCALING UP THE ENTREPRENEURIAL LADDER -
DRAWING THE RIGHT STRATAGEM"**

**FREE
REGISTRATION**

For Student Entrepreneur Aspirants

**E-CERTIFICATE
FOR
PARTICIPANTS**

CLICK HERE 

To register

Day 1 - 22/06/2020 Day 2 - 23/06/2020 Day 3 - 24/06/2020



Dr. Chackochen
CEO & Founder,
Franchising Rightway



Ms. Divya Sridharan
Patent Agent,
Independent Consultant IN/PA 3292



Ms. Rajul.D
Play Educator
(Alumna Entrepreneur)

Time : 4:00pm - 5:00pm

ORGANISING SECRETARIES

Dr. T. Sudeshna
ECRIC Member

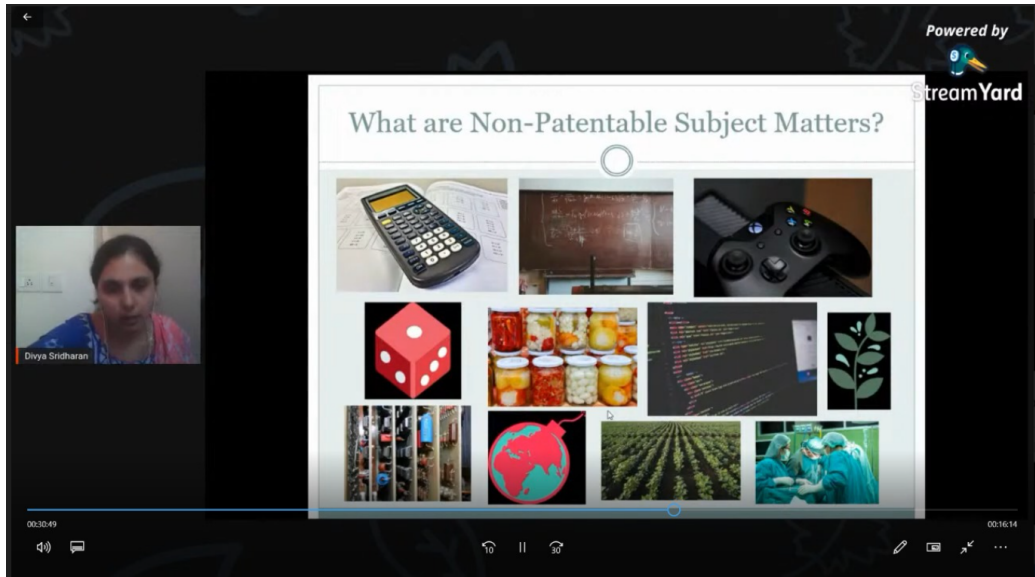
Ms. Kavitha Manikandan
E-Cell Coordinator

PRINCIPAL

Dr. S. Kothai

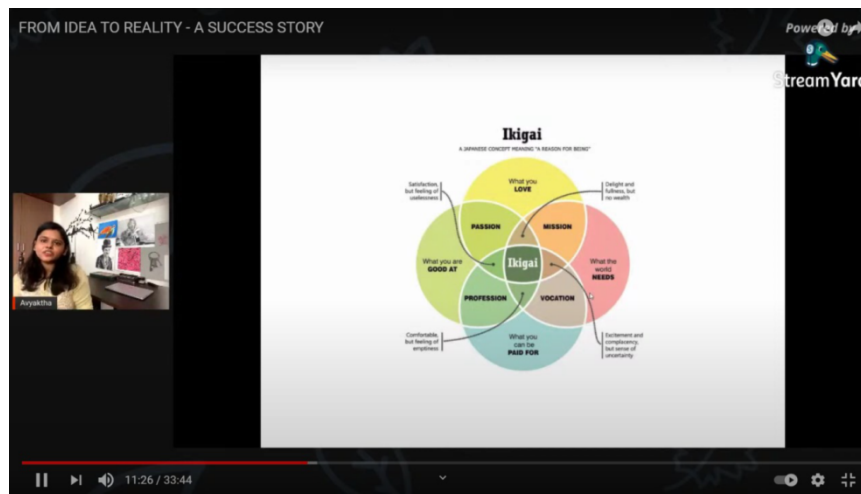
CONTACT US: ecellethiraj@gmail.com

The screenshot shows a Google Drive presentation slide titled "Entrepreneur?". The slide content includes a definition: "An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures." A video feed in the bottom left corner shows Dr. Chackochen Mathai. The presentation is powered by StreamYard. The browser address bar shows the URL: https://drive.google.com/drive/u/2/folders/1V8CQHfG_0Bu7DEcutC5PMATs0eYXU110. The Windows taskbar at the bottom shows the time as 15:34 on 02-04-2021.



Webinar “Entrepreneurship - The Path Breaker: Survival & Sustenance




On 10th August, 2020, a webinar “**Entrepreneurship** - The Path Breaker: Survival & Sustenance” was conducted by E cell in association with Bharatiya Yuva Sakti Trust with Mr. P. K. Mahesh, Key Mentor of BYST and Vice Chairman of Entrepreneurs Identification Group as the resource person. The final year students were enlightened that **Entrepreneurship is a path breaker** wherein it is the survival of the fittest.




Wall art

The Experts Guide to Entrepreneurship

For the freshers to gain a deeper understanding about the essence of entrepreneurship a webinar on “The Experts **Guide to Entrepreneurship**” was organised by E cell. Mr. Parameshwar Babu mentor of BYST and CEO of PARAM projects spoke on **entrepreneurship** on 27th February, 2021 in association with BYST.

ETHIRAJ COLLEGE FOR WOMEN
ENTREPRENEURSHIP CELL
in association with
BHARATIYA YUVA SHAKTI TRUST
organizes
An Orientation Webinar on
"THE EXPERT'S GUIDE TO
ENTREPRENEURSHIP"



RESOURCE PERSON


Mr. PARAMESHWAR BABU
Mentor, BYST
CEO, PARAM Projects

DATE : 27th February , 2021

*** ONLY FOR FIRST YEARS TIME : 4pm - 5pm**

REGISTRATION LINK : <https://meeting.zoho.in/meeting/register?sessionId=1329474033>

<p>Dr. S. KOTHAI PRINCIPAL</p>	<p>Ms. ANNAPOORNI .M Ms. KAVITHA MANIKANDAN FACULTY COORDINATORS</p>
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For further queries email us at  ecellethiraj@gmail.com

“Entrepreneur Online Learning Program

On 13th March, 2021, one day BYST certified workshop “**Entrepreneur Online Learning Program**” was organised by E cell. Insight was gained on the importance and methods of marketing in the digital era by Mr. P.K. Mahesh subsequent to which CA Mr. Aruloli shed light on important aspects of funding in entrepreneurship.

Invitation for webinar ▾



Entrepreneurship Cell, Ethiraj College <ecellethiraj@gmail.com>

Wed, Mar 10, 9:00 AM



to ethiaccfinance16, mathasca2016, comhons2016, ethicorpss, ethibcadept, bba.ethiraj1, bcombankmanagement, commercess2011, viscom.ethiraj, cndethir: ▾

Greetings

To

The Head of the Department.

The Entrepreneurship Cell of Ethiraj College for Women in association with Bharatiya Yuva Shakti Trust (BYST) is organizing an *Entrepreneur Online Learning Program* which is a certified program by BYST for aspiring entrepreneurs.

DATE : 13/03/2021

SESSION 1 - 10am to 12pm

SESSION 2 - 2pm to 4pm

Click the below link to join the Online Program:

Session 1 - <https://meet.google.com/tuh-zxy-hux>

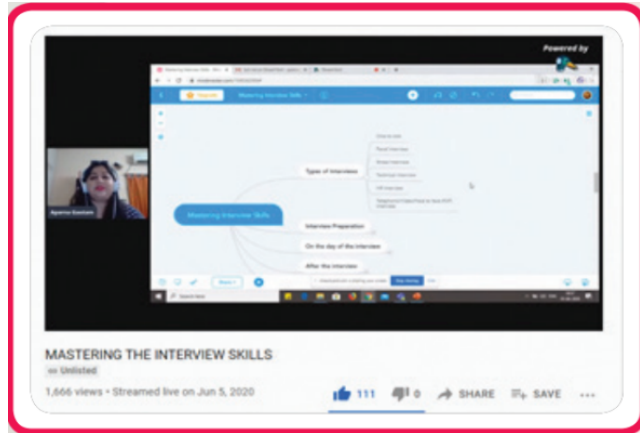
Session 2 - <https://meet.google.com/mwn-reoe-bzj>

Only for Final year UG students

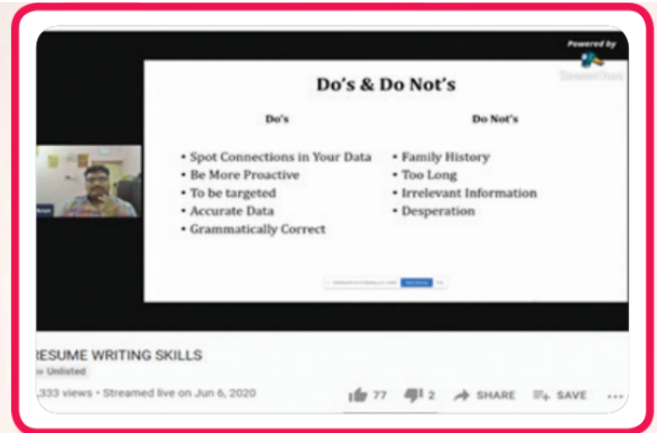
LIMITED ENTRIES

National level Webinar Series on Essential skills for job seekers

A webinar series at the national level on the topic "**Essential skills for job seekers**" was hosted by the Department of Business Administration from June 5th to 7th June in which eminent speakers delivered their interactive lecture on **interview skills, resume writing skills and soft skills** that are strongly desired by employers. The webinar aimed at providing ideas on the most sought after skills that are in great demand and essential skill sets that are crucial to boosting marketability. Mrs. Aparna Gautam, Career Coach, Mr. Arun, Group HR, Pyramid Precession Engineering and Mrs. Sri Darshini, HR Professional were the speakers for the webinar series. The webinar series was live-streamed on YouTube. The link was shared with students of arts, humanities and business studies. More than 3000 participants from various colleges in India participated in the series



DAY 1 Mastering interview skills



DAY 2 Resume Writing Skills

‘Techniques of Behavior Therapy’, Psychology dept

Workshop on Video Production

A workshop on Video Production was conducted by Mr. Feroz, Industrial Expert on 28th September, 2020. It was an interesting session on the Video production process and mapping out our script, editing effects, music etc.



Workshop on Sound and its techniques

A workshop on Sound and its techniques was conducted by Mr. R. Saravanan, Sound Engineer and National Award Winner on 28th October, 2020. It gave insight on the importance of sound and music in visual communication. The interactive session helped students to understand how sound is recorded and applied in films, ads, reality shows, etc. and about different types and workings of microphones.



Workshop on Process of Lighting and Editing

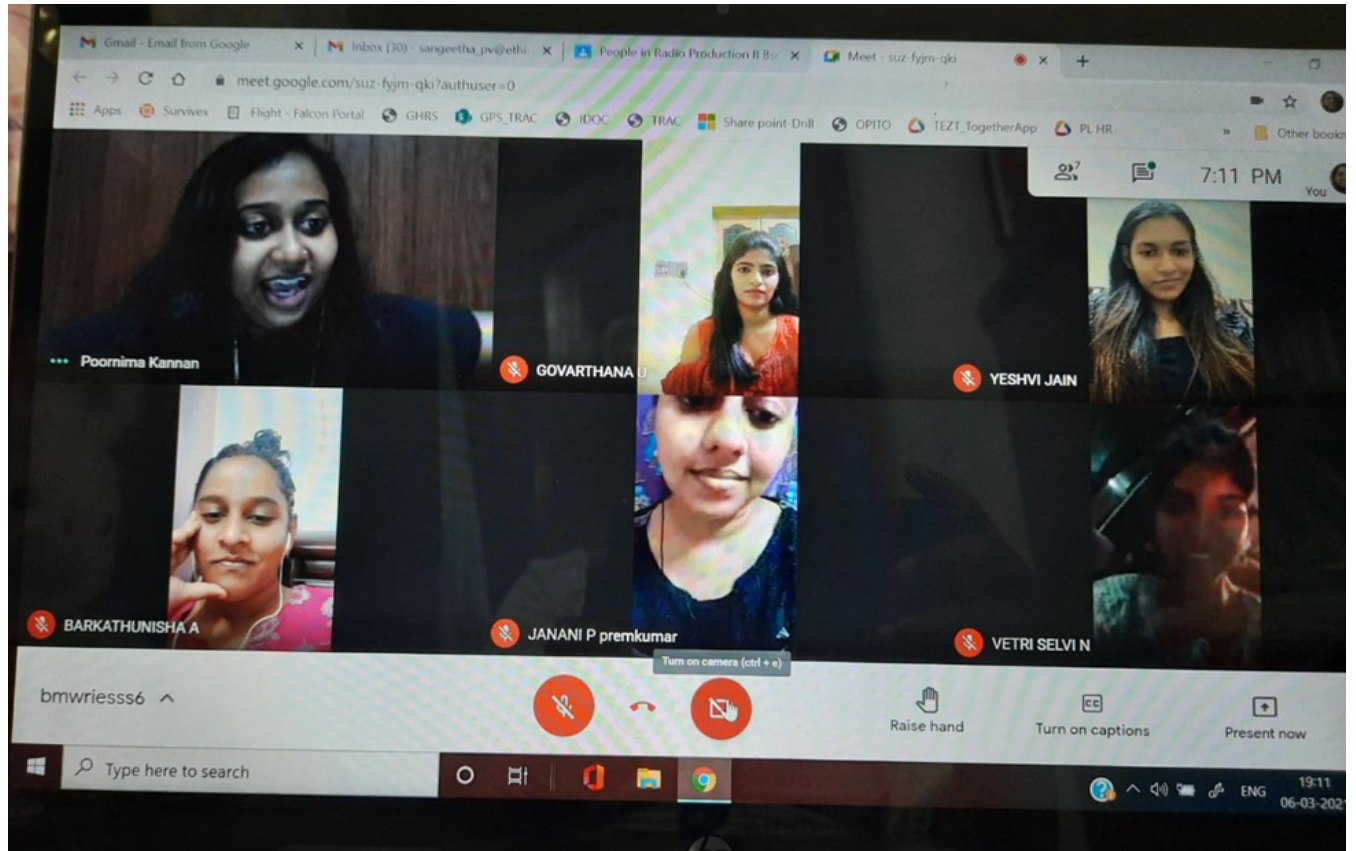
A workshop on Process of Lighting and Editing was conducted by Mr. Feroz, Industrial Expert on 2nd November, 2020. Process of lighting and editing, visual aspects and topics like how editing and lighting differs in situations, etc. with sample photographs were thoughtful.

Workshop on Fashion technology and techniques

A workshop on Fashion technology and techniques was conducted by Mr. Mani Maran, Fashion Photographer on 6th November, 2020. Fashion technology and techniques for gaining opportunity in the Fashion world were taught to students.

Workshop on Radio production

A session on Radio Production was conducted by Ms. R. J. Poornima, Senior Radio Jockey in Radio Mango on 6th March, 2021. She explained the workingstyle and organizational set up of FM radio and inspired students to become radio jockeys.

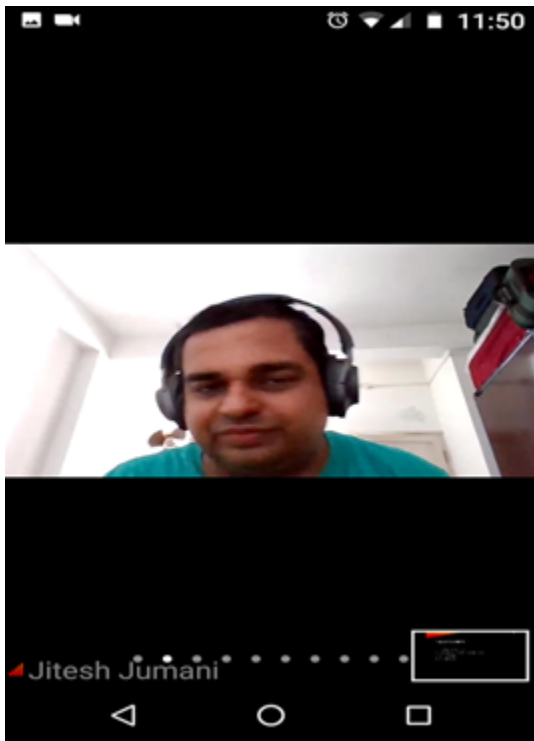


Workshop on Script writing

A session on Script writing was conducted by Dr. Arokiyaraj, Script writer in Tamil film industry on April 15th, 2021 and another session on script writing was conducted by Mr. Feroz, Industrial Expert on March 24th, 2021. They explained the process of script writing and the areas that need to be focused while preparing the script.

Workshop on Digital Drawing

A workshop on Digital Drawing was conducted by Mr. Ezhil Vendhan, director of Emagic animation company and academy and also he directed an animation movie. This session was conducted on 17 th and 18 th of February, 2020 where the students were exposed to a demo on digital drawing and how to use different tools for digital drawing. He gave an idea on how the software works with a digital pad. The vast difference between drawing in paper and digital tools was explained in depth.



Workshop on Corporate Grooming and Career Guidance

The Department of Commerce (Hons.) organized a two-day workshop on **Corporate Grooming** and Career Guidance. TMs. Reena G S, a Strategic HR consultant and a Distinguished Toastmaster International (DTM) conducted the session on Day 1. The session was exclusively for the first and second years. It majorly dealt with topics like **resume building, preparing for an interview**, insights on the interviewer's point of view, etc. This was followed by a mock interview and feedback session. The speakers on the second day of the workshop were Mr. V Raghu Raman, Executive Council Member of Fater Academy of India, CEO of MIRA Consulting Firm, and Mr. Khallelullah M H, Career Counsellor. There was ample discussion on the various career options available after B.Com. The speakers also provided information on the various exams and courses that can be taken up along with higher education prospects. This was followed by a Q & A session. This session on Career Guidance was exclusively for second and third years and the students made the most of it.



Corporate Grooming and Career Guidance

Workshops on Research Methodology.

On the 9th and 31st of October 2020, the department of Journalism and Communication conducted a series of online workshops on **Research Methodology**. Mr. A. Balasubramanian, Assistant Professor, Department of Communication, Amritha Vishwa Vidhya Peetham, Coimbatore conducted the session. He has a Doctoral Degree and 22 years of experience in Academics. In Part I of the session he made students familiar with **research terms, procedures, and methods**. He explained and cited examples that helped students get a clear idea of **how to research** on their own. In response to the repeated requests and positive feedback from the students, the department hosted a second session. It was divided into theory and application parts, where he explained and analysed the topic of every student and their project proposals to help them carry out their research paper in a systematic way.

SESSION - 08
09.10.2020
02:00PM

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POST GRADUATE DEPARTMENT OF JOURNALISM AND COMMUNICATION
Organises a Webinar on

RESEARCH METHODOLOGY PART - 1

Dr. A. BALASUBRAMANIAN
Assistant Professor,
Department of Communication,
Amritha Vishwa Vidhyapeetham,
Coimbatore

For Further Details:
Ms. U. N. Mahalakshmi,
Head,
Department of Journalism
and Communication,
✉ jeethiraj@gmail.com
📘 Ethiraj Jcm
📷 [d_r_i_s_h_y_a_](https://www.instagram.com/d_r_i_s_h_y_a_)

Google Meet ID
<http://meet.google.com/rvt-upww-ydn>

SESSION - 11
31.10.2020
04:00PM

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POST GRADUATE DEPARTMENT OF JOURNALISM AND COMMUNICATION
Organises a Webinar on

RESEARCH METHODOLOGY PART - 2

Dr. A. BALASUBRAMANIAN
Assistant Professor,
Department of Communication,
Amritha Vishwa Vidhyapeetham,
Coimbatore

For Further Details:
Ms. U. N. Mahalakshmi,
Head,
Department of Journalism
and Communication,
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📘 Ethiraj Jcm
📷 [d_r_i_s_h_y_a_](https://www.instagram.com/d_r_i_s_h_y_a_)

Google Meet ID
<http://meet.google.com/rvt-upww-ydn>

Workshops on 'Television Production techniques and Audio Video Editing Process'

Mr. A. Balasubramanian, Assistant Professor, Department of Communication, Amritha Vishwa Vidhya Peetham, carried out workshops on 'Television Production techniques and Audio Video Editing Process' on 27th and 28th October 2020, respectively. He played various videos to explain editing techniques in his audio-video editing session. With the help of presentations, he made both his sessions informative and interactive. During his sessions, the students cleared doubts regarding Audio Video Editing as well as career opportunities in the field.

The poster is for a webinar titled "TELEVISION PRODUCTION TECHNIQUES" organized by the Post Graduate Department of Journalism and Communication at Ethiraj College for Women. The event is scheduled for Session - 09 on 27.10.2020 at 03:00PM. The speaker is Dr. A. Balasubramanian, Assistant Professor at Amritha Vishwa Vidhyapeetham, Coimbatore. The poster includes the college's logo, affiliation to the University of Madras, and accreditation by NAAC. It also provides a Google Meet ID and contact information for further details.

SESSION - 09
27.10.2020
03:00PM

ETHIRAJ COLLEGE FOR WOMEN
(Autonomous) - Chennai
Affiliated to University of Madras
College with Potential for Excellence
Reaccredited with "A" Grade by NAAC

**POST GRADUATE
DEPARTMENT OF
JOURNALISM AND COMMUNICATION**

Organises a Webinar on

**TELEVISION
PRODUCTION
TECHNIQUES**

Dr. A. BALASUBRAMANIAN
Assistant Professor,
Department of Communication,
Amritha Vishwa Vidhyapeetham,
Coimbatore

Google Meet ID
<http://meet.google.com/rvt-upww-ydn>

For Further Details:
Ms. U. N. Mahalakshmi,
Head,
Department of Journalism
and Communication,
✉ jceethiraj@gmail.com
📍 Ethiraj Jem
📷 [d_r_i_s_h_y_a](#)

A Webinar Series on “ELOQUENCE - KEY TO EFFECTIVE COMMUNICATION”

A Webinar Series on “ELOQUENCE - KEY TO EFFECTIVE COMMUNICATION” was conducted for the Second-year undergraduate students by the Students Development Cell of Ethiraj College for Women headed by the Dean of Students (Aided) Dr T. Punithavathy and Dean of Students (Self Supporting) Dr Anusha Balasingh. The organizers of the event included the office bearers of Ethiraj Students' Union 2020-2021: Lavanya. S- President, Varsha

Vasudevan - Joint President, Keerthana. R - Vice President, Kaavya. J.S - Joint Vice President, Aarthi. E.D - General Secretary, Varsha.M - Joint General Secretary, Nandhida Iyer - Treasurer and Ashwini Rajanikanth - Joint Treasurer. The Live streaming of the Webinar was done by Nandhidha Iyer S R of ESU 20-21 using the OBS software that broadcasted the Google meet video into Live YouTube streaming. Registration for the webinar was free and compulsory. The participants received the YouTube link a day before the event. Submission of feedback forms on all the four days was mandatory to receive the E-Certificate. A total of 1000 plus students from various departments of both Aided and Self-Supporting streams attended the webinar on all the four days.

Mr Srikar.T who is a product specialist and corporate trainer at TCS and Public speaker at Toastmaster International spoke on the topic "BECOMING AN EFFECTIVE COMMUNICATOR: **SKILLS FOR EVERYDAY SUCCESS**".

She spoke on the topic "**IMPORTANCE OF COMMUNICATION SKILLS IN EVERYDAY LIFE AND IN BUSINESS LIFE**".

Dr Sumathi Shivakumar who is an Assistant. Professor of English Department at Agurchand Manmull Jain College, Chennai, spoke on the topic "STATED WORDS AND UNSTATED MEANINGS: THE SILENT BARRIERS OF COMMUNICATION".

Mr Ayush is a strategic account manager at Freshworks, a public speaker and co-founder of Intermind Global- a start-up to train students on soft skills. He spoke on the topic "**DEVELOPING PRESENTATION SKILLS** AND HOW TO DELIVER A STORY". He explained the importance of being an effective Public speaker and **methods to develop the skill of Public speaking** through simple and effective ways of learning. He also added an interesting video in his presentation that addressed the topic "Words have Power, Words are Power."

YOUTUBE LINKS FOR THE WEBINAR DAY

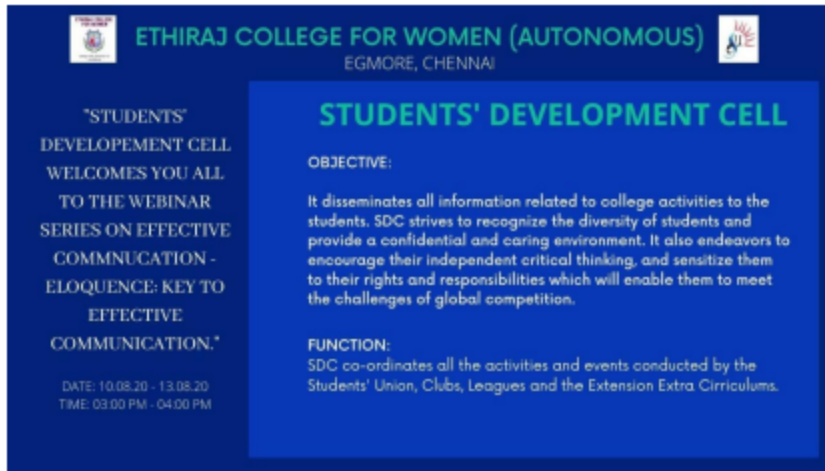
1: <https://youtu.be/ggn34ApWdNE> DAY



2: <https://youtu.be/DAUJuwxQUk0> DAY

3: <https://www.youtube.com/watch?v=YJn8gXRSS8o> DAY

4: <https://www.youtube.com/watch?v=J-pQANLwLxA>

THUMBNAILS POSTED DURING THE G-MEET



 **ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)** 
EGMORE, CHENNAI

"STUDENTS' DEVELOPEMENT CELL WELCOMES YOU ALL TO THE WEBINAR SERIES ON EFFECTIVE COMMNUCATION - ELOQUENCE: KEY TO EFFECTIVE COMMUNICATION."

DATE: 10.08.20 - 13.08.20
TIME: 03:00 PM - 04:00 PM

STUDENTS' DEVELOPMENT CELL

OBJECTIVE:
It disseminates all information related to college activities to the students. SDC strives to recognize the diversity of students and provide a confidential and caring environment. It also endeavors to encourage their independent critical thinking, and sensitize them to their rights and responsibilities which will enable them to meet the challenges of global competition.

FUNCTION:
SDC co-ordinates all the activities and events conducted by the Students' Union, Clubs, Leagues and the Extension Extra Curriculums.



 **ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS) CHENNAI -600 008** 
"ELOQUENCE - Key To Effective Communication".

By The Student Development Centre and Ethiraj Students' Union 2020-2021.

DAY 1 (10/08/2020)

**BECOMING AN EFFECTIVE COMMUNICATOR:
SKILLS FOR EVERYDAY SUCCESS**



Mr. Srikar T
Product Specialist and Corporate Trainer
at TCS. Public Speaker, Toastmasters
International.



**ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS) CHENNAI -600 008
"ELOQUENCE - Key To Effective
Communication".**



By The Student Development Centre and Ethiraj Students' Union 2020-2021.

DAY 2 (11/08/2020)



**IMPORTANCE OF COMMUNICATION SKILLS IN
EVERYDAY LIFE AND IN BUSINESS LIFE.**

**Ms. Nafia Zuhana
Content Specialist at
GetMyUni and IELTS Trainer .**



**ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS) CHENNAI -600 008
" ELOQUENCE - Key To Effective
Communication".**



By The Student Development Centre and Ethiraj Students' Union 2020-2021.

DAY 3 (12/08/2020)



**"STATED WORDS AND UNSTATED MEANINGS:
THE SILENT BARRIERS OF COMMUNICATION"**

**Dr. Sumathi Shrivakumar,
Asst. Professor of English,
Agurchand Manmull Jain College,
Chennai 600 114.**



**ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS) CHENNAI -600 008
"ELOQUENCE - Key To Effective
Communication".**



By The Student Development Centre and Ethiraj Students' Union 2020-2021.

DAY 4 (13/08/2020)



**DEVELOPING PRESENTATION SKILLS AND
HOW TO DELIVER A STORY.**

**Mr. Ayush Rajivnath
Strategic account manager at Freshworks, Public
Speaker and Co Founder of Intermind Global - a
start-up to train students on soft skills.**

A webinar on "HR Skills for Management Students Post Covid Era"

A webinar on "HR Skills for Management Students Post Covid Era" was organized in association with ICT Academy on 25 May, 2020. The speaker, Mr. Pandi Alagu Raja, HR Business Leader, was a prominent professional in the Human Resource domain.



Workshop on “Data Analysis and Real-Time Application

The Department of MBA in association with BrainSwig Edutech Pvt Ltd conducted a four-day workshop on “Data Analysis and Real-Time Application” from 22 May to 25 May, 2020. This online workshop was conducted by Dr Dinesh Babu, CEO, BRAINSWIG. SALIS, Society for Advancement in Library and Information Science and the MBA Department organized a webinar on “Research and Publication Ethics and Plagiarism” on 24 May, 2020. Dr. K. Elavazhagan, President, SALIS Librarian and Chief Knowledge Officer, IIM, Trichy, was the Speaker.



ETHIRAJ COLLEGE FOR WOMEN
College with Potential for Excellence
MBA DEPARTMENT

Webinar Series on
“ Data Analysis and Real time Application”

From 22nd May 25th May, 2020
Date: (22nd & 23rd) Time: 10.00 AM
Date: (24th & 25th) Time: 03.00 PM

Resource Person
Mr. Dinesh Babu.R
Managing Director Brainswig, Chennai

Registration Link:
<https://global.gotomeeting.com/join/516043517>

Dr.D.Gomathy Head of Department Convenor	Dr.P.Jayalakshmi Associate Professor Faculty Coordinator	Dr.S. Kothai Principal Ethiraj College for Women
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Conducted Over: 



**ETHIRAJ COLLEGE FOR WOMEN
CHENNAI - 600 008**

MBA DEPARTMENT
in association with
**SOCIETY FOR THE
ADVANCEMENT OF LIBRARY AND
INFORMATION SCIENCE (SALIS)**
Webinar On

**RESEARCH AND
PUBLICATION ETHICS
AND PLAGIARISM**

on Sunday, 24th May 2020
at 11:30 pm to 1:00 pm

RESOURCE PERSON	MODERATOR
Dr. K.Elavazhagan President SALIS (Librarian & Chief Knowledge Officer) Indian Institute of Management, Trichy	Dr.A.Hariharan Founder President SALIS
Dr.S.Kothai Principal	Dr.D.Gomathy Head,MBA Convenor
	Mrs.M.Prema Librarian,MBA Co-ordinator



E-CERTIFICATE PROVIDED * **GoTo** Meeting

2019-20

Technical Workshop on MOODLE

The Internal Quality Assurance Cell organised a National Level Technical Workshop on Moodle on 24 January 2020. Dr. Ramesh Chander Sharma, Associate Professor, School of Global Affairs, Dr. B.R.Ambedkar University, Delhi and Mr. Kumar Jaganmaya Jagajeet, Managing Director, Web Era Technology (P) Ltd, Bhubaneswar, the resource persons for the workshop gave hands-on training to the participants on Moodle. Moodle is a learning platform designed to provide educators, administrators and learners with a single robust, secure and integrated system to create personalised learning environments. Around 60 faculty from the College and other Colleges benefitted from the workshop.



National Workshop on Learning Management System and Open Educational Resources: A Student- Centric Approach

Learning Management System (LMS) has changed the discourse on education across universities, colleges and schools. With the rapid democratization of education, several networks of Open Educational Resources are proliferating. Leveraging on this, the Internal Quality Assurance Cell organised a National Level workshop on Learning Management System and Open Educational Resources: A Student-Centric Approach on 25 January 2020. The workshop aimed to equip faculty to integrate OERs into an LMS and to weave them into a pedagogical framework of their choosing. Dr. Ramesh Chander Sharma, Associate Professor, School of Global Affairs, Dr. B.R.Ambedkar University, Delhi and Mr. Kumar Jaganmaya Jagajeet, Managing Director, Web EraTechnology (P) Ltd, Bhubaneswar educated the participants on Management System, Open Education Resources and its scope in higher education. The workshop brought together around 350 faculty from within the college and across colleges, at the national level.



National Level Technical Workshop on Intellectual Property Rights

The National workshop on **Intellectual Property Rights** organised by IQAC in association with TNSCST on 1st February 2020 was inaugurated by Dr. R. Srinivasan, Member Secretary (TNSCST), Chennai. Dr. Somasekhar S. Hiremath, Associate Professor, Mechanical Engineering, IIT, Madras delivered the Special Address. The technical sessions started with the address by Shri. B. Ahilan, Deputy Controller of Patents and Design, Patent Office, Chennai, who enlightened the audience about the significance of **Intellectual property and Patent System** in India. Shri Chinnaraja G Naidu, Deputy Registrar of Geographical Indications, Head of Office-GI Registry, Chennai addressed the audience on the importance of **Geographical Indication (GI) registration, Trademark Registration** and their Practices. Ms. Preethi Narayanan, Patent Attorney, Chennai, gave practical insight to the Tools for Searching Patents. Ms. Malavika Vikram, Advocate & Senior IP Attorney, De Penning & De Penning, Chennai, enlightened the audience about the Enforcement of IP. Around eighty-three faculty and more than thirty research scholars of Ethiraj College, Faculty &

Research Scholars from other Universities participated and benefitted from the workshop.





Workshop on “Dimensions of Intellectual Property Rights”

Youth Conclave was conducted with the representation of all leagues on 8th January 2020 on **Dimensions of Intellectual Property Rights**". The Conclave opened the floor to speakers from legal, industrial and research fields of IPR with 639 student participants. The topics and presenter of the technical session and group discussion were:

Overview of Copyright and Trademark

Shri. Chinnaraja G Naidu, Head of Office Geographical Indication Registry, IP, India, Chennai.

Basic Approach to Patent Strategies

Shri. B. Ahilan, Deputy Controller of Patent and Design, Government of India.

Brief Layout of IPR and Patent Filing

Dr. B. Deepa, Patent Attorney, Intel pat Patent Solution, Chennai.

Government Patent Use: A Legalistic Patent Approach

Ms. V. Sai Dharshini, Attorney, J. Sagar Associates, Chennai.

Importance of IPR in Research and Development: Industrial Research and Patents

Dr. Ashok Kumar, Head - Intellectual Property Management (Formulations), Orchid Pharma Ltd., Chennai.





Workshop on Employability Skills’ and ‘Creative Writing’

The Department of English also conducted two workshops as part of the Chennai Literary Festival – on ‘Employability Skills’ and ‘Creative Writing’, on 9th January, 2020.

Mr. TK Arunachulam, Regional director of Cambridge Assessment delivered the inaugural address. The employability skills workshop consisted of three sessions helmed by Dr. CA Lal, Dr. A. Ganesan and Mr. Naveen Dubey whilst, Dr. P. R. Sujatha Priyadharsini was the resource person for the Creative Writing workshop.

A Workshop on ‘Pronunciation & Hindi Language

A Workshop on ‘Pronunciation & Hindi Language’ was organized by the Department on 6th December 2019 at the Library Conference Hall. Shri Udhay Kumar Meghani, Hindi Announcer, All India Radio,

Chennai was the resource person. He emphasized on the correct pronunciation of the Hindi alphabet with examples and stressed on the importance of proper pronunciation in TV channels, Radio and Cinema to the students. The session was interactive, interesting and very useful to the students.



A National workshop on Aquaculture Practices

A National workshop on Aquaculture Practices-Solution for Food and Nutrition Security was conducted by the Department of Advanced Zoology and Biotechnology on 9th and 10th January, 2020. inaugurated by Dr S.V. Alavandi, Principal Scientist and Head, Aquatic Animal Health and Environment Division ICAR-CIBA. The workshop also organised practical training sessions on the diagnosis of White Spot Syndrome Virus in Shrimp using PCR and Gel Electrophoresis. Identification of ectoparasites in fish and demonstration on induced ovulation by hypophysation technique

PROGRAMME SCHEDULE	
DAY 1 - 09.01.2020	
9.00 am to 10.15 am	INAUGURATION
	TEA BREAK
Session - I	
10.30 am to 11.15 am	DR. M. KAILASAM
Session - II	
11.15 am to 12.00 pm	DR. CHARAN RAVI
	LUNCH BREAK
12.45 pm to 2.30 pm	HANDS ON TRAINING
Session - III	
2.30 pm to 3.15 pm	DR. A.S. SAHUL HAMEED
	TEA BREAK
3.30 pm to 5.00 pm	HANDS ON TRAINING
DAY 2 - 10.01.2020	
9.00 am to 1.00 pm	FIELD VISIT ICAR-CIBA, EXPERIMENTAL STATION, MUTTUKKADU.
Session - I	
2.30 pm to 3.00 pm	MR. M. VIJAY
Session - II	
3.00 pm to 3.30 pm	DR. V. MARIYA
3.30 pm to 4.15 pm	VALEDICTION

Sponsored By
Arcanoe Life Sciences, Pondicherry
Best Aqua Star Shrimp Hatcheries, Marakanam



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS),
CHENNAI - 600 008, TAMIL NADU
PG & RESEARCH DEPARTMENT OF ZOOLOGY

National Workshop on
Aquaculture Practices – A Solution for
Food and Nutrition Security



VENUE AND DATE
MINI AUDITORIUM
9TH & 10TH JANUARY, 2020

Faculty and Students of the
PG & Research Department of Zoology
Cordially invite you for the
National Workshop on
"AQUACULTURE PRACTICES – A SOLUTION FOR
FOOD AND NUTRITION SECURITY"
On 9th & 10th January, 2020

DR. K.K. VIJAYAN, DIRECTOR
ICAR – Central Institute of Brackishwater Aquaculture
Santhome High Road
MRC Nagar, Chennai – 600 028
Will be the Chief Guest

DR. MRS. S. KOTHAI
Principal & Secretary
Ethiraj College for Women
Chennai – 600 008
Will light the Kathavilakku

MRS. P. ANANDHI
Associate Professor & Head
Department of Zoology
Ethiraj College for Women
Chennai – 600 008
Will Welcome the gathering

SCIENTIFIC SESSIONS
09.01.2020

SESSION 1
DR. M. KAILASAM, Principal Scientist & Head-in-Charge,
Fish Culture Division, ICAR-CIBA, Chennai

SESSION 2
DR. CHARAN RAVI, Scientist,
ICAR-National Bureau of Fish Genetic Resources, Rohtak

SESSION 3
DR. A.S. SAHUL HAMEED, Associate Professor (Retd.),
C. Abdul Hakeem College, Melvickurasi, M-Block.

09.01.2020

SESSION 1
MR. M. VIJAY, Director – Business Operations,
Arcanoe Life Sciences, Pondicherry & Best Aqua Star Shrimp Hatcheries,
Marakanam.

SESSION 2
DR. V. MARIYA, Managing Director – Business Operations,
Arcanoe Life Sciences, Pondicherry & Best Aqua Star Shrimp Hatcheries,
Marakanam.

Valedictory Address
DR. A.R. THIRUNAVUKKARASU
Principal Scientist (Retd.)
ICAR – Central Institute of Brackishwater Aquaculture
Santhome High Road, MRC Nagar, Chennai – 600 028.



**National Workshop on
Aquaculture Practices – A Solution for
Food and Nutrition Security**

VENUE AND DATE

MEG AUDITORIUM - 9TH & 10TH JANUARY, 2022

Organized by

**PG & Research Department of Zoology
Ethiraj College For Women (Autonomous)
Chennai – 600 068, Tamilnadu**

Co-organized by

**Arcane Life Sciences, Poondierry &
Best Aqua Star Shrimp Hatcheries, Marakkanam**

To,

From,

Mrs. P. Anandhi

Convener

Associate Professor & Head

PG & Research Department of Zoology

Ethiraj College for Women, Chennai-600 068

Workshop on The Use of Digital Tools for Learner Autonomy in Communication Skills

On 6th February 2020, a One Day Workshop on **The Use of Digital Tools for Learner Autonomy in Communication Skills** was conducted by the Department of English. The inaugural address for the workshop was delivered by Dr. R. Preethi, Assistant Professor, Department of English, followed by the special address by Dr. J. Mangayarkarasi, Head and Associate Professor, Department of English in association with ELTAI - English Language Teachers Association of India. The Principal, Dr. S. Kothai, offered her felicitations to the ELT consultants/ Resource persons from ELTAI, Dr. P.N. Ramani and Dr. Revathi Viswanathan. The participants were encouraged to try and test various digital platforms that encouraged self-learning.

State level workshop on “Principles and Applications of Spectroscopy – A Problem solving Approach

On taking into consideration the indispensable application of spectroscopy in structural elucidation and to cater to the needs of students and research community in this aspect, the department of Chemistry conducted a **State level workshop on “Principles and Applications of Spectroscopy – A Problem Solving Approach”** in collaboration with Tamil Nadu State Council for Science and Technology (TNSCST) on 27th January 2020. The workshop was inaugurated by Prof. P.S.Kalsi of Shoolini University Himachal Pradesh, an eminent spectroscopist who has authored many books that are widely read by students and scholars nationwide and Principal Dr.S.Kothai offered her felicitations. The workshop had two sessions with versatile resource persons and about 220 participants from across the state. In the first session, Prof. P.S.Kalsi made a deep impact on the understanding of spectroscopic principles with lucid tips for quick learning. The resource person of the second session was Dr.K.Geetha, HOD, Muthurangam Govt. Arts College; Vellore enlightened the students about the problem- solving approach and added a great value to the first session.



Lecture by Dr.Ramsubbu, USA, State Level workshop: Prof Kalsi and Dr.K.Geetha as resource persons

The International Conference on “Design Thinking Prototype – A Quintessence Mapping of Ideation and Innovation

The International Conference on “Design Thinking Prototype – A Quintessence Mapping of Ideation and Innovation” was organised by the PG and Research Department of Commerce in association with The Madras Chamber of Commerce and Industry on 10th and 11th of February, 2020. Dr. Rajendra Kumar IAS, Principal Secretary to Government, Micro, Small and Medium Enterprises Department and Director EDI (Additional Charge), Government of Tamil Nadu delivered the Inaugural Address. Six technical sessions were delivered by eminent speakers over a span of two days, which enabled the students to decipher the essence of Design Thinking and its various facets. The International Conference had a great end to it with Thiru R. Venkatanarayanan, President, Corporate Services, Rane Group delivering the Valedictory Address and giving away the prizes to the winners.

INTERNATIONAL CONFERENCE on Intellectual Capital and Knowledge Management for Business Sustainability

The Post Graduate Department of Banking and Insurance Management and Department of Bank Management had organized an International Conference, in association with State University of New York at Binghamton, Binghamton, NY, USA, titled Intellectual Capital and Knowledge Management

for **Business Sustainability** on January 10 & 11, 2020. The conference intended to bring out the relationship of Intellectual Capital - Knowledge Strategy - organizational performance through moderating role of process innovation, research, development and integration of market intelligence. The Conference brought together a cross section of corporate leaders, policy makers, industry leaders, researchers and academicians for a proactive sharing of **business concepts** and values during the two day conference. Mr. CA. Dungar Chand U Jain, Vice Chairman, SIRC of ICAI delivered the inaugural address. The key note address was delivered by Dr. Mohammad T. Khasawneh, Professor & Chair, Systems Science and Industrial Engineering, Associate Director, Watson Institute for Systems Excellence, Director, Healthcare Systems Engineering Center, Graduate Program Director, Executive Master of Science in Health Systems, Thomas J. Watson School of Engineering and Applied Science, State University of New York at Binghamton, Binghamton, New York, U.S.A. The ceremony was presided by Mrs. Chandradevi Thanikachalam, Chairperson, Ethiraj College Trust.



The speakers for the technical sessions of the two day conference :

Mr. V. Nagappan, Chief Mentor & Director Mel Edutech Services Pvt Ltd Chennai spoke on Intellectual Capital and **Business Development**. Dr. S. Ravichandran, Advocate & Head, Academic

Initiatives Surana & Surana International Attorneys Chennai, discussed Intellectual Property Management. CA. J. Murali, Chartered Accountant M/s J.Murali & Co Chennai, explained on how Intellectual Capital can be utilised for Professional Development.

Dr. Kishore G. Kulkarni, Professor of Economics, College of Business, Metropolitan State University of Denver, Denver, USA, lectured on the role of technology in economic growth. Dr. C. Sreeramulu, Principal, Government Degree College, Srikalahasti, Andhra Pradesh, gave his lecture on **Intellectual Property Rights**. Dr. Anand Babu, Global Director & Managing Partner, Corpstrat Academy, United Kingdom, emphasised the importance of knowledge sharing culture. Mr. P.S. Vasudevan International Corporate Trainer & Consultant, Chennai highlighted the dimensions of Intellectual Capital and Knowledge Management for **business development**. On this occasion, the Department had come out with a Special edition in “Our Heritage Journal”, a UGC care list Group I ISSN Journal with impact factor 6.8. with articles pertaining to the broad fields of Finance, Human Resource, Marketing, and Legal aspects of Intellectual capital and **Knowledge Management for Business**

INTERNATIONAL WORKSHOP on Health Systems Engineering, **Data Analytics and Operations Management**

On January 8 & 9, 2020, the department of Bank Management organised a workshop in association with **State University of New York at Binghamton, Binghamton, NY, USA on Health Systems Engineering, **Data Analytics** and Operations Management** at the Library Conference Hall of the college where **Dr Mohammad T. Khasawneh, Professor & Chairman**, Systems Science and Industrial Engineering, Associate Director, Watson Institute for Systems Excellence, Director, Healthcare Systems Engineering Center, Graduate Program Director, Executive Master of Science in Health Systems, Thomas J. Watson School of Engineering and Applied Science, State University of New York at Binghamton, Binghamton, New York, USA engaged 120 students for 2 days and brought to light the various problems faced by Medical Care systems and how Data Science can be a sustainable solution to it. He also briefed on the opportunity available for employment and growth in the data science field and enlightened the students with the **importance of Data, its analytics** and operations management.



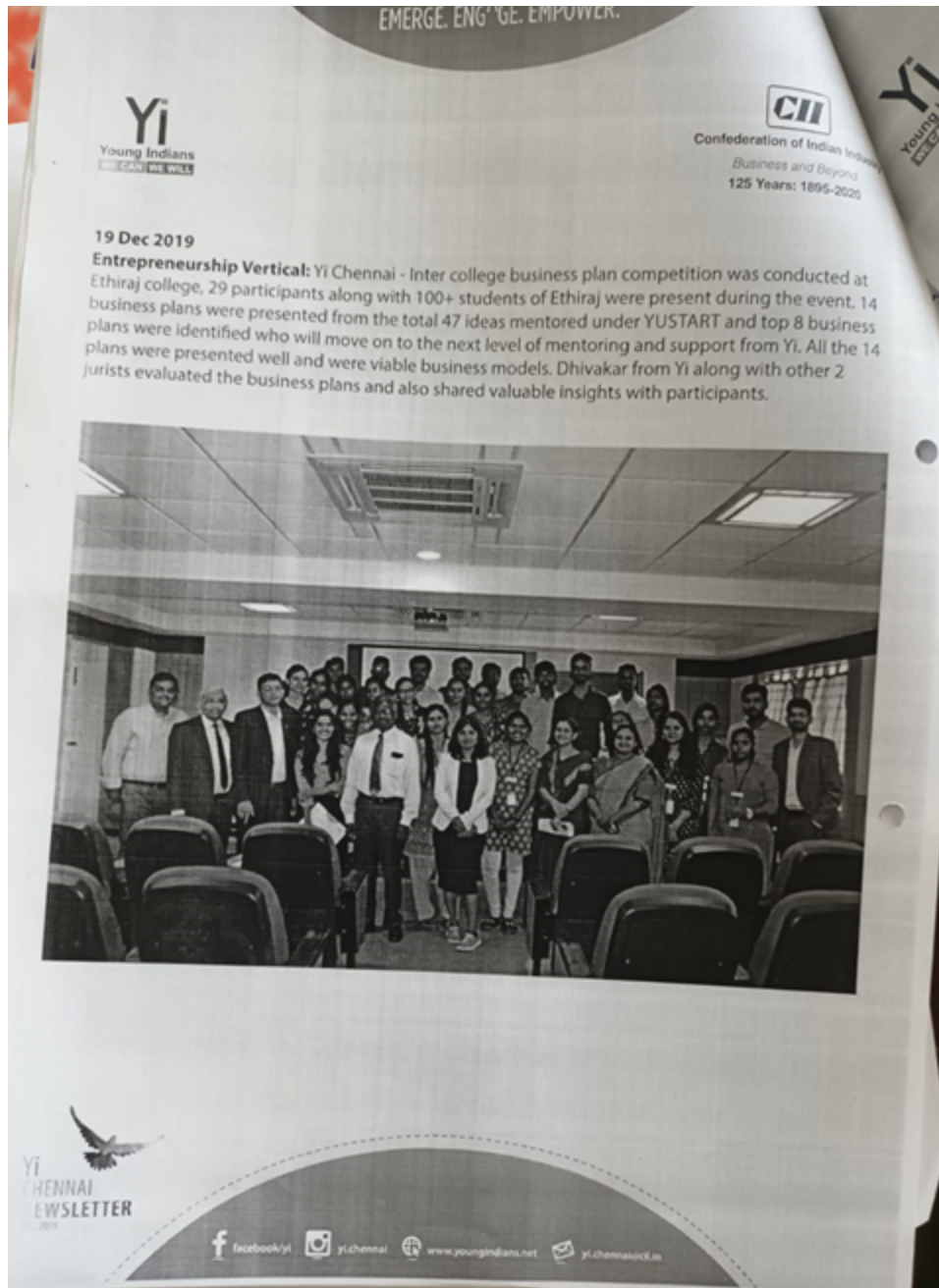
ONE DAY WORKSHOP BUSINESS PLAN MODEL

The Department of Bank Management organized a one day workshop on **Business Plan Proposal** on February 15, 2020. The resource person was Dr. Senthamari Gokulakrishnan, Co-founder of Betamonks Technology Factory Private Limited. Around 138 students were trained on preparation of **Business Model** using BMC format.



Business plan competition

The department of bank management organized an **Inter College Business Plan Competition** in association with the **Entrepreneurship Vertical, Yi Chennai**. Around 29 participants from around 6 other colleges along with 3 teams from Ethiraj presented their business proposal. 14 business plans were presented. Three jurists from different industry background evaluated the business plans. The selected plans will be moving onto the next level of mentoring and support from Yi. The event took place on **19th December 2019**. Students got an opportunity to present their ideas. The students got an opportunity to learn how to create a **business proposal** and market the same.



Industrial Workshop on Artificial Intelligence, Machine Learning – Basic and Advanced Fundamentals in Banking & Financial Services.

The department organized an Industrial Workshop on Artificial Intelligence, Machine Learning – Basic and Advanced Fundamentals in Banking & Financial Services. Mr.Sudhakaran Suruliraj, BE (ECE), MBA (HR & IS), IBMMFC, OCP, +OCA (USA), discussed **computer knowledge and skills**, the session covered how IT services and projects take place. Front end and back end programming, tools for

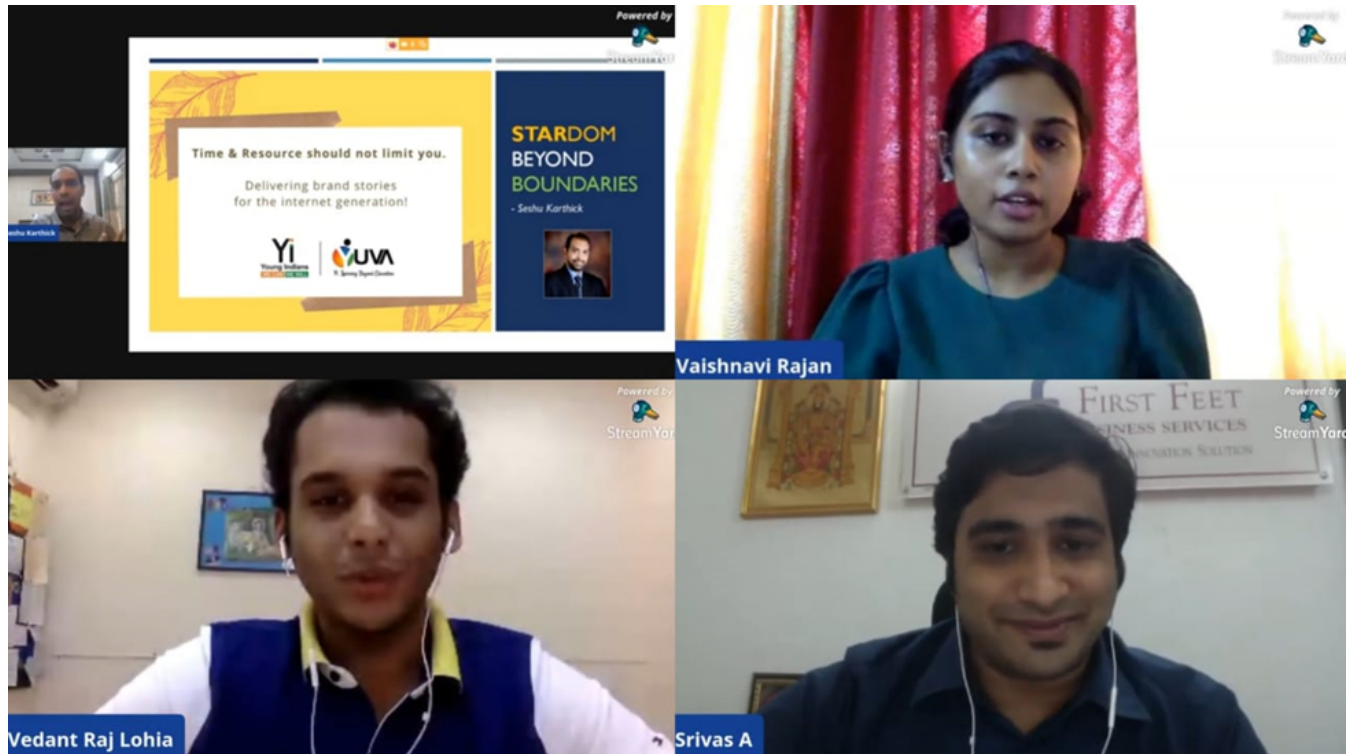
providing better services, machine learning and the role of artificial intelligence in the banking sector was discussed in the session.

Four Day Webinar Series, themed “Be Unstoppable

The Department of Bank Management (SS) organized a **Four Day** Webinar Series, themed “Be Unstoppable” in association with Yi CII, Young Indian Chapter, Chennai. It was held on 21st, 22nd, 25th, and 26th of May 2020. The theme was “**Stardom beyond Boundaries**”, addressed by **Mr. Seshu Karthick, Founder, Dimensions Co.** He deliberated on **Digital marketing**, which was held on 21st May 2020. The theme was “**Step Up and Start Up**”, addressed by **Ms. Vaishnavi Rajan, Managing Director of Dhasha Food Product.** The Speaker emphasized on how to create an **impactful startup** which was held on 22nd May 2020

The theme was “**Entrepreneurship 101**”, addressed by **Mr. Vedant Lohia, Founder and CEO, Siragu Wings of Change.** The speaker discussed how to start early in life and have a holistic approach to **entrepreneurship** which was held on 25th May 2020.

On 26th May 2020, the theme was “**Fuel your Wings**”, addressed by **Mr. Srivas Anantharaman, Founder, First feet business services,** First feet engineering services, Silicryst energy solutions, Co-founder of EDSA, First tap Sports. The speaker brought out the important role played by fintech in the business sector, and deliberated on the how the student of today should be prepared for a future where technology is going to be prevalent



EMPRESARIO: - Entrepreneurship verticle “

If a window of Opportunity appears,don’t pull down the shade”

Empresario is an very interesting and innovative session of **webinar** which we had on **3rd of October,2020@5PM** via Google meet.The speaker of the session was **Mr.Harish Uthayakumar** ,studying at BITS,TEDx speaker,and Youtuber.The Topic for the session was,**“Why college is the best time to experiment ?”**.The session went on as a very informative one.We had a good number of people who got benefitted from this webinar. E- Certificates were provided to all the participants.He shared his words of wisdom to all the participants and answered to all those doubts and clarifications of the audience. The Project Coordinators are **R.Priyanka and K.Malini**.

ETHIRAJ COLLEGE FOR WOMEN
 B.com Bank Management
 YUVA CLUB OF YOUNG INDIANS
EMPRESARIO

Speaker for the session
Mr. Harish Uthayakumar
 Studying @ BITS, TED X Speaker,
 Chatbots Founder, You Tuber,
 E-Cell President
 03-10-2020 | @5 p.m | Google Meet

ETHIRAJ COLLEGE FOR WOMEN
 B.com Bank Management
 YUVA CLUB OF YOUNG INDIANS
EMPRESARIO

Topic:
 Why College is the best time to experiment?

FREE REGISTRATION | CERTIFICATE WILL BE PROVIDED
 03-10-2020
 TIME 5 P.M
 VIA GOOGLE MEET

Project Coordinators **Chair & Co-Chair**
 R. Priyanka S. Preetha
 K. Malini N.M. Saranya

Preetha Sridhar
 How Did You Know When You Had The Right Idea

- Mamtha Hussain good evening
- Preetha R gud eve
- Hema jaisankar gud evening everybody
- Mandabi Praveen Sir everyone faces negativity and discouragement from relatives and friends . How do we deal with that?
- Preetha Sridhar How Did You Know When You Had The Right Idea
- Sai Apama How to build a blog as a freelancer sir? and how to become successful in that?
- MAHALAKSHMI P Did You Experience Failures? If So, What Did You Learn From Them?
- Amurtha Reddy there was no discouragement whatever you do
- priyanka ravichandran [message retracted]
- Svedha BW Say something...

0/200

ED BAZAAR

The Department of Bank Management organized the ED BAZAAR for the 15th year in succession to empower and elevate the quotient of **Women Entrepreneurs** in the society. The ED Bazaar was inaugurated by Mrs. Santhoshi Srikar, Celebrity & Proprietor of PLUSH Boutique & Beauty Lounge on 18th February 2020, in the college premises. The Bazaar endeavors to sharpen & polish the minds of young and potential entrepreneurs. There were around 132 stalls with participation of 437 students. The prices of the products ranged from Rs. 5 to Rs. 5000. There was participation from other colleges and Spastic Societies. The most innovative and efficient teams were felicitated with attractive prizes at the end of the day.

State Level Workshop on “Intellectual Property Rights and their Implications” 22nd January 2020

The Department of Microbiology organized a State Level Workshop on “**Intellectual Property Rights and their Implications**” on 22nd January 2020. The speaker for the first session was Dr. B. Deepa, Patent Attorney, Intellpat Patent Solution, Chennai. She gave an overview idea about Intellectual Property Rights and Patents. She also discussed many case details filed for patent right that grabbed the students’ attention.

The post-lunch session was presided over by Mr. B. Ahilan, Deputy Controller of Patents & Design, Government of India, Chennai. He gave a detailed talk on **Copyright and Trademark** and also quoted real life examples supported with videos. The students (from Microbiology, Biochemistry, Clinical Nutrition & Dietetics, Human Rights and Duties Departments of Ethiraj College and Microbiology Department students of JBAS College) participated with great enthusiasm and also acquired in-depth knowledge in **Patent, Trademark and Copy Right.**



Webinar series on “Capacity Building for Life Science students

The PG and UG students of the Department of Microbiology organised a Webinar series on “Capacity Building for Life Science students” on 22nd and 23rd June 2020. The Speaker Mr. Naveen Dubey, Founder and CEO, THD International and The New Dynamics, Chennai, enlightened the students about “The Art of Cracking Interviews” and on the second day Dr. Sowmini Kumaran, Founder, Proteogenic Biotech LLP, Chennai, spoke on “**Entrepreneurship Opportunities for Life Science Students**”. The webinar had the presence of 288 participants.

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Journals

The image displays a collection of 12 BioSpectrum journal covers arranged in a 3x4 grid. The covers are diverse in theme, including anniversary celebrations, industry trends, and specific sectors like contract manufacturing and biotech parks. The BioSpectrum logo is prominent on each cover.

Live chat

Top chat 106



attend both the sessions only. Thank you



11:19 AM komathi kannan good morning to all



11:19 AM Nihala Sultana good morning to all



11:20 AM Shalini Shalini okay mam



11:21 AM komathi kannan ok MAM



11:21 AM Vidhya Ranjith good morning all

Powered by StreamYard

God is Great Keshavardhini SV
Is there an opportunity to start up entrepreneurship in nutrition field. Can you suggest me guidelines maam .

Live chat

Top chat 93



- 11:55 AM Ayisha Ayisha thank u mam
- 11:55 AM Madhu Sree thank you mam
- 11:55 AM kothai swamy feedback link mam
- 11:55 AM Ramesh Srinivasan 1)How is IPR related primarily to a biotech industrial set up. 2).Inspite of all concerns , effluent treatment still needs a significance.Your views
- 11:55 AM Arumuga Lakshmi.M thank you mam
- 11:55 AM nikitha balaji thank you mam
- 11:55 AM Zubayr Ullah the mam



Workshop on “Introduction to Python Programming

The Department of Mathematics(SS) conducted a ten day workshop on “Introduction to Python Programming” from 4th May 2020 to 15th May 2020 for staff and PG students of the Department of Mathematics(SS). The Resource Person **Mr. Jishnu Radhakrishnan**, Senior project Developer, Pantech ProEd private Ltd., gave **hands -on training** to the students and staff on **Python programming**.

Panel discussion on “Career Skills and Employability

A Panel discussion on “**Career Skills** and Employability” was organized by the Department of Corporate Secretaryship along with the Association of Chartered Certified Accountants (ACCA) on 4th October 2019. The moderator of the Panel discussion was Mr.Narayanan Nambiar, Director, Global FTI, Bangalore and other panelist were Mr.Paul Jayakumar, Mr.M.B. Eswaran, Ms. Rama Priya and Ms.Anusha Srinivasan.





National Symposium on Entrepreneurship – 2020

On 14th February 2020, the Department of Commerce (Hons.) hosted its first National Symposium on **Entrepreneurship**. The Symposium commenced with an inaugural followed by two individual speaker sessions and a panel discussion addressing interesting topics such as **Incubative Entrepreneurship, Journey of an Entrepreneur, Social Entrepreneurship and Artpreneurship**. The Chief Guest for the day was Mr. Nelson Naveen Irudayaraj, Founder and CEO of Nelsonin Research Pvt. Ltd. In his inaugural address, he provided useful insights related to **entrepreneurship** and set the pace for the following sessions. The Guest of Honor Ms. Anjali Pais, Managing Principal of Aquilar Strategic Services delivered the Special address. The speaker sessions were addressed by Ms Shanti Kiran Komaravolu, Business Development Consultant and Ms Marie Banu J, Director of Centre for Social Initiative and Management. The panel discussion about **Artpreneurship** through Social Media featured the Moderator Mr Sudharsanan Ganapathy, Founder, The Social Company and Co-founder, The Becoming Project and three panelists Mr. Jagadeesh Kanna, Founder & CEO, Vaayusastra Aerospace; Ms Ansaline Sruthi, Founder & Lead Artist, ANSALINE SRUTHI and Ms Cheruba Nelson, Professional Chef & Baker. The Symposium was witnessed by several students of the business stream, their key takeaway being information on the **feasibility and scope of a business idea**.

Workshops on Designing

A series of workshops on Designing was organised by the department of Journalism and Communication on 19th September, 2019 and 12th February, 2020 by Mr. E Muruganandam, Assistant Professor, St Thomas College of Arts and science, Chennai. It was divided into two sessions; theory and practical. Students were made familiar with the Photoshop software through the workshop. A hands-on-demo was depicted concurrently along with the explanations on how to work with different tools. During his sessions some of the students cleared their queries regarding the software and the problems they faced while working with the software. After the demonstration of each tools and effects, the students had to design invites, posters and brochures. It was a very useful session for designing various layouts creatively.



Workshop on Digital Film making

The department of Journalism and Communication arranged a workshop on Digital Film making. Mr. Bhaskaran, Writer, Independent Filmmaker and Film critic was the resource person for the students of Journalism and English on 5th January, 2020. He gave a detailed insight on the evolution of film studios, Hollywood movies, and Neo-realism. He suggested the gatherings to make an overview on the introduction to film criticism, history of films, observing different kinds of film

making and mise-en-scene. The session was an eye opener for further understanding cinema in a novel perspective, Foreign Funding Agencies for independent film making and participating in various International Film Festivals.



ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)
CHENNAI-08

**PG DEPARTMENT
OF
JOURNALISM &
COMMUNICATION**

Invites you for a seminar on
“Film appreciation & Film making”
by
“Ulaga cinema” **BHASKAR**

5th FEBRUARY 2020

11:30 AM - 3:00 PM

VENUE
MINI AUDITORIUM CAMPUS II



IDEA BOX

Idea Box is a two-day event of Entrepreneurship Cell of Ethiraj College for Women which was conducted on 21 and 22 January 2020. The theme for this year's Idea Box was "Women Entrepreneurship".

The journey of the day started with the inaugural session, the Chief Guest being Mr.L.Hemachandran, Founder, CEO, Brand Avatar and The Chennai Angel Investor. He addressed the students with an insightful speech about Entrepreneurship and the need for Women Entrepreneurship in today's society.

The Chief Guest released the Second Edition of the Startups Directory to give recognition to our present and Alumni student entrepreneurs.

The second session was Panel Discussion that had established entrepreneurs from various fields of business as panelists. Another speaker session was conducted having Mrs.Lathika Sandeep, Founder of EFIF Jewelry as guest speaker. A talk by Mrs. Sripriya Kumar, Chartered Accountant, Managing partner, SPR & Co, Past central council member, ICAI kick started day two of Idea Box. She briefed the students about the Start-up Ecosystem in India. The day witnessed participation from students of other colleges in the various Inter Collegiate Events such as Product Packaging, Debate, Business Plan, Ad Making and Adzap.

Idea Box 2020 came to a close with a valedictory session, in which Mrs. Chitra Sivakumar, Managing Partner, Timelinks - Retail Franchise of Titan, Tanishq as the chief guest. Prizes were awarded to the winners of Inter- Departmental events and the Core Committee members were felicitated.



Webinar on face mask making

In the light of Covid-19, in order to make oneself self-reliant and to tap on the opportunity, E-cell organized a webinar on 21st May on making of "Face Mask" which also touched upon basics of T-shirt designing. Ms. N. Shyamala Devi, Fevicyl Specialist of Pidilite Industries demonstrated mask making using simple techniques. E-cell members look forward to mastering

this craft in order to take up orders and making masks during these desperate times. The webinar was attended by faculty and students across various institutions.



The poster is for a webinar organized by the Entrepreneurship Cell at Ethiraj College for Women. It features the college's crest and a logo with the letter 'e' and the tagline 'Thinking Out Of The Box'. The main title is 'FACE MASK MAKING (also T-Shirt Designing)'. The event is scheduled for 4-5 pm on 21st May 2020. Key features include 'NO REGISTRATION FEE' and an 'E-CERTIFICATE FOR PARTICIPANTS'. A central graphic shows a blue face mask with the date and time overlaid. The resource person is Mrs. N. SHYAMALA DEVI, a specialist in Fevicyl and Pidilite Industries. Registration information includes a meeting number (915 882 278) and a password (YBp6PHA8Hi3). Contact information for further queries is provided via email. The bottom section lists the Principal, Dr. S. KOTHAI, and Faculty Coordinators, Ms. ANNAPOORNIM and Ms. KAVITHA MANIKANDAN.

 **ETHIRAJ COLLEGE FOR WOMEN** 
ENTREPRENEURSHIP CELL

Organizes
Webinar on

FACE MASK MAKING
(also T-Shirt Designing)

NO REGISTRATION FEE **4-5 pm** **E-CERTIFICATE FOR PARTICIPANTS**
21st May 2020

RESOURCE PERSON



Click here to register [REGISTER](#)

Meeting No.: 915 882 278
Password : YBp6PHA8Hi3

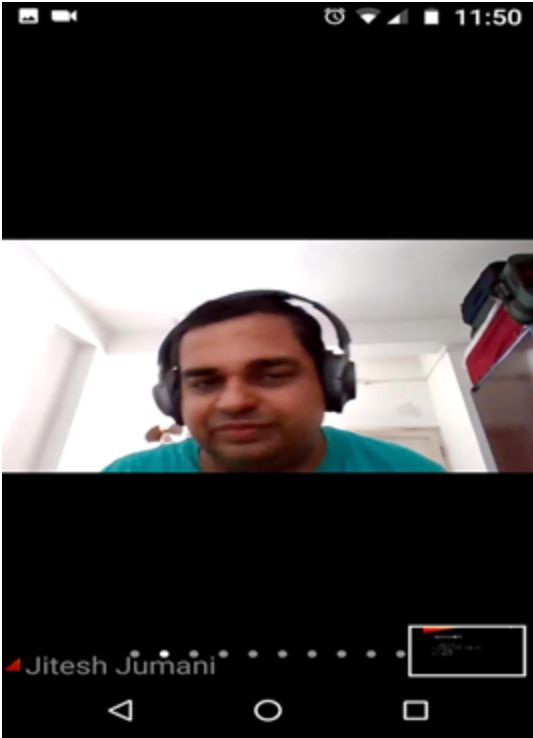
Mrs. N. SHYAMALA DEVI
Fevicyl - Specialist
Pidilite Industries

For further queries email us at
ecellethiraj@gmail.com

Dr. S.KOTHAI
PRINCIPAL

Ms. ANNAPOORNIM
Ms. KAVITHA MANIKANDAN
FACULTY COORDINATORS

A webinar on Introduction to Usability conducted by Mr. Jitesh Jaidev Jumani, CUA Certified User Experience Architect on April 30 th, 2020. Completing tasks using tools and interfaces to achieve a particular goal was an immense theme in webinar.



2018-19

International Workshop on ‘Perspectives in Business English Training

The Department, in association with the English Language Teachers’ Association of India (ELTAI) and the Business English Special Interest Group (BESIG) conducted an International Workshop on ‘Perspectives in Business English Training’ on 28th July 2018. Mr.Evan Frendo, Joint Coordinator of IATEFL’s Business English Special Interest Group was the Chief guest and Ms. Lalitha Murthy, Business English Consultant, Mr. Adi Rajan, consultant with the British Council and Mr.P.V.Vivekananda, English Language & Communication Skills expert with TCS, were the eminent resource persons for the same

Workshops on Creative Writing and Soft Skills

The Department of English in association with Chennai Literary Festival (CLF) organized two workshops on Creative Writing and Soft Skills. The resource persons were Dr.Albert P’Rayan, Head, Department of English, KCG College of Engineering and Ms. Sayujya Sankar, Professor in English, Stella Maris College. The workshops were informative and interactive.

Two days interdisciplinary workshop on “Carving Skills-Vegetable Carving” on 23rd and 24th July 2018. Dr. Chef. Vinoth Kumar, CEO/Chief trainer, Sai International Institute of Hotel Management, a renowned carver delivered the inaugural address. He demonstrated the intricate skills of vegetable carving to 80 student participants of different disciplines and gave hands-on training to them with his team. The workshop provided the students an exposure to the delicate carving skills, directing them to take up vegetable carving as an entrepreneurship opening.

International Conference “Innovative Metamorphosis –An Elixir for Organisational Excellence

An International Conference titled “Innovative Metamorphosis –An Elixir for Organisational Excellence” was organized by the Department of Commerce (Aided and Self Supporting) on the 9th

and 10th January 2019 in association with Madras Chamber of Commerce and Industry (MCCI). The event was graced by His Excellency, Hon'ble Governor of Tamil Nadu, Shri Banwarilal Purohit, who delivered the Inaugural address. The conference anchored around **importance of Innovation in Business** across all functional areas; Marketing, Human resources, Finance, Production and Manufacturing, Strategy etc by eminent speakers, Ms.Sree Lakshmi Menon, Kone Elevators, Singapore, Mr. Muthukumar Thanu, Chief HR Manager TAFE, Mr. Suresh Gopalan, Faculty, Winston Salem, North Carolina. The students and delegates had a lot to learn from industry expertise and inspiring success stories of **Gen Z entrepreneurs**. *International Journal of Research and Analytical Reviews* approved by UGC, Journal No.43602 with Impact Factor 5.75 and COSMOS Impact Factor 4.236 was brought out by the Department, during the Valedictory Programme presided by two special invitees Mr.Srivats Ram, Vice President of the Madras Chamber, and Mr.V.M.Muralidharan, Ex-Chairman of Ethiraj College Trust. The special invitees shared their thoughts on Innovation and its relevance in today's scenario.



Workshop on Exploring Encryption Techniques Using Graph Theory

The department organized various workshops focused on recent trends in Mathematics such as “Exploring Encryption Techniques Using Graph Theory” on Sep 28th 2018 by Dr.M.Yamuna,

Associate Professor, Department of Mathematics, VIT University, Vellore.



Workshop cum Seminar on “Recent Advances in Biological Research Data Analysis”

The Department organized a three day Workshop cum Seminar on “**Recent Advances in Biological Research Data Analysis**” in collaboration with the PG and Research Department of Microbiology and Biotechnology and Bioinformatics centre, of Presidency College on 1st, 2nd and 4th February, 2019. The Principal **Dr. S. Kothai** addressed the participants during the inauguration. The Chief Guest **Dr. Gowrisankar Rajam, Associate Principal Scientist**, Merck & Co Research Laboratories, Pennsylvania, USA delivered a short inaugural address at Ethiraj College for Women.

The resource person for day one was **Dr. Gowrisankar Rajam**. Participants witnessed the importance of the methodologies in research work for effective publication and research communications. An interactive session on research design with respect to current and future research career was an eye opener to all the participants and researchers.

On the second day of the Seminar, the first session was by **Dr. K. Niraimathi**, Director, Fenivi Research Solutions, who discussed the importance of Biostatistics in Microbiology.

During the next session, **Ms. Priya.S**, Trainee Manager, Eppendorf India Pvt Ltd gave a talk on Recent advances in Molecular Biology and the last session was by **Dr.K.Panneer Selvam**, Head, PG Department of Microbiology, MR Govt Arts and Science College, Mannargudi on a Device of frugal Innovation-Foldscope.

The third day of the conference was organised in Bioinformatics Centre in Presidency College with an introductory speech on Basic Bioinformatics Tools by **Dr.S.Sasikala**, Associate Professor and Head, PG and Research Department of Microbiology and Biotechnology, Presidency College.

The Hands-on training session on AutoDock, FASTA, Uniprot. Expsy and in constructing a phylogenetic tree enlightened the students with practical knowledge in Bioinformatic tools.

The Chief guest for the valedictory function was **Dr. T. Sundararaj**, Professor and Former Head, Department of Microbiology, ALM PGIBMS, University of Madras and Director, JASMN Education and Research Foundation. **Dr. G. Krishnan**, Principal In-charge, Presidency College presided over the valedictory function at Presidency College.

The participants for the Workshop cum Seminar were from 9 different city colleges. There were 64 PG students, 6 Research Scholars and 3 Faculty members and all of them gave a positive and encouraging feed- back.



Workshop on “Microbiological Techniques for School Students

A Workshop on “Microbiological Techniques for School Students” was conducted on 30th and 31st August, 2018 and twenty one students of Class XI, St. Mary’s Higher Secondary School, Perambur, Chennai, attended the workshop in which objective hands-on training was given to expose the students to the various techniques in Microbiology, Immunology and Molecular biology and to create interest for higher studies in Microbiology and related courses. Dr. P. Sharadhai, Assistant Professor, PG Department of Microbiology and Biotechnology, Presidency College, Chennai, rendered her talk on “Career Prospects in Microbiology



A National Symposium on “Innovation Driven Inclusive Growth in India”

A National Symposium on “Innovation Driven Inclusive Growth in India” was organised by the Department of Business Economics on 5th February, 2019, to provide a common platform to share innovative ideas and perspectives about the emerging trends and technologies in various sectors. The inaugural address was delivered by Dr. Vipin Kumar, Director & Chief Innovation Officer, National Innovation Foundation, Ahmedabad. The inaugural was followed by the Technical Session - I on “Poverty Reduction and **Job Creation in the Digital Economy**.” The speaker for the session was Dr. S. Chandrasekar, Professor, Indira Gandhi Institute of Development Research, Mumbai.

Mr. Kumar Loganathan, Research Director, Muktha Laboratories Pvt. Ltd., Muktha Foundation Group, Chennai was the speaker for the Technical Session- II on “**Social Entrepreneurship** and Innovation Systems in India”. A Panel Discussion comprising of eminent panellists from across the country was chaired by Dr. Brinda Viswanathan, Professor, Madras School of Economics. The topic of the panel was “Unleashing India’s Innovation: Towards Sustainable and Inclusive Growth”, comprising of various topics such as “E-Agriculture for Inclusion” which was presented by Dr. B. Dayakar Rao, Principal Scientist, ICAR - Indian Institute of Millets Research, Hyderabad, “Human Capital Development in the Digitalization Era” which was presented by Dr. G. Ravi, Professor & Head of Economics, Annamalai University, “**E-Commerce** and Financial Inclusion” which was presented by Mr. Rob Peck, Director of Client Services, 03M Directional Marketing, Chennai, and “Cybersecurity: Threat, Protection and Digital Rights” which was presented by Dr. Harish Ramani, CEO & CTO, Tevel Cyber Corps Private Limited, Chennai.



National Symposium on “Integrated Technological and Digital Transformation of Future Business and its Leadership Challenges

The MBA Department of Ethiraj College For Women organized a National level Symposium in association with ICT Academy and JMEC on the topic, “Integrated Technological and Digital Transformation of Future Business and its Leadership Challenges”. The symposium was conducted on 4th October 2018 and PARADIGM’ 18th 5th October 2018 with around 400 participants.

The Symposium was inaugurated by Dr.M.C.Sarangan, IPS (Inspector General of Police) along with Thiru.V.M.Muralidharan (Chairman, Ethiraj College For Women), Mr. Sidhartha Satpathy (Associate VP HR, FSS Ltd) Dr.S.Bhuvaneshwari (Principal Incharge, Ethiraj College for Women) and Our Beloved Head of the Department Dr.D.Gomathy. An In-House journal, PARADIGM 2018 was released. It contained Research Articles contributed by our Management Students.

Following the Inauguration, the first Session (Digital Transformation in Industry Making the Strategy a Reality) of the Panel Discussion commenced. It was moderated by Ms. S. Aarthi (Technical Faculty, SIRC). The other panelist Mr.Kishore (Founder, Zion Robotics) and Mr.Solomon (MD, Splendio Technology) gave a clear view on the changing technological business world.

The second session was on the topic (“Re-Thinking Leadership and its practices in the digital Era”), was moderated by Ms.Jaidiya Jeyakar (Business Strategist, Inspera). The other panelists, Mr.Natwar Kadel (Senior Manager HR, Hyundai Motor India Pvt Ltd) and Mr.G.R.Arun (Chief HR, Rialto Enterprises Pvt Ltd) spoke about the changing roles and responsibilities of leaders.

The Third session was on “Changing Business Models in Practices – Integration on Technology and digitization”. This was moderated by Mr.Bharath Surendran, Director, Techmate Leadership Academy. The other panelist included Mr.Benett Jay Ragland (CEO, Syllabus Plus) and Mr.Makesh, CEO, Crayon’D enlightened the audience on merging entrepreneurship and digital space.





Workshop on Python Programming

Workshop on Python Programming was organized by the department of MCA on 01-12-18 and resource people from Pantech ProEd Chennai delivered lectures and gave hands-on training.

Workshop “Industry-Institute Best Practices

The department of MCA also organized a workshop titled “Industry-Institute Best Practices “ for the students of our department on 26th and 27th March 2019. The workshop gave an introduction about **Startups, entrepreneurial skills**, advancements in IOT and **hands on sessions** on Block Chain technologies.



Ethiraj College for Women

(Autonomous)
Chennai-600 008
College with Potential for Excellence
Re-accredited with "A" Grade by NAAC

*The Management, Principal, Faculty and
Students of the
MCA Department*

Cordially invite you to the

Two Days Workshop

"Industry - Institute: Best Practices"

On
26th March 2019 at 10.00 a.m.
at
Steve Jobs Hall, Library Block, Campus I

Chief Guest

Thiru. Makesh Gopalakrishnan
Founder,
Crayon Digital Reach Pvt. Ltd., Chennai.

Event Schedule

26.03.2019

10.00 a.m. - 11.00 a.m. Inauguration

11.00 a.m. - 04.30 p.m. Workshop on IoT with Raspberry Pi,
Utopia Technologies, Chennai.

27.03.2019

9.30 a.m. - 11.00 a.m. **Dr. Vijayalakshmi Mohanram**
Founder/CEO, Viggya Training
Solutions,
National Head, Corporate Training and
Performance Management.

11.00 a.m. - 04.00 p.m. **Dr. Mrs. Geetanjali Rave**, Faculty, RIT,
"Block Chain" Technology,
Bangalore.

Workshop on stage play techniques

In August 2018, the department of Human Rights and Duties Education organized a workshop on stage play techniques by experts in the field.

Hands on training on Machine Learning using Python

The department of BCA organised a two-day hands on training for the final year students on the topic “Machine Learning using Python” by Pantec ProEd Pvt Ltd funded by our College Management on 30th and 31st August 2018. Through this workshop, our students acquired knowledge and skill about the booming technology in the IT industry such as Machine Learning and Python.

NO photo

Theatre workshop

The students union along with the Tamil teatro and English teatro club conducted a Theatre workshop for the students on 17th and 18th December, 2018 with trainers who excel in the acting field to improvise the acting skills of the club members.

Workshop “#StartAb

In December the E-cell of Ethiraj College in association with Josh Talks conducted a workshop named “#StartAb” to aid the promising entrepreneurs in the making. The event was coordinated by Ms. Aashna, the Campaign Manager of Josh Talks and a certified Facebook trainer. The first session was conducted by various young entrepreneurs who shared their success stories which served as a motivation to many aspiring minds. An interactive session was later conducted by Ms.Aashna where she established the concept of business through Facebook and Instagram. The students were trained on several social media marketing techniques.

Idea box’ 19”

“Idea box’ 19” a two day annual fest had “Youth Entrepreneurship” as the theme for this year with Mr Thillai Rajan, Co-founder of YNOS Venture as the chief guest for the day. The first edition launch of the Start-up directory, containing the data of various start-ups initiated and which has been in the run since 2014, marked yet another milestone. Day-1 kept the students engaged and enthralled in events such as Business Plan, Shipwreck, Block and Tackle, Adzap , Poster Making and ended with our version of Big Boss.

Day-2 started with Panel discussion followed by events such as channel surfing and corporate roadies etc which witnessed active participation. This was followed by the Valedictory Ceremony which was graced by Ms. Parveen Sikkandar, a freelancer journalist and a leading jewellery designer who motivated the students with her speech. Winners of all the events and the members were awarded with prizes and certificates.



2017-18

State Level Symposium on ‘Demonetisation in India

The Department of Economics organized **State Level Symposium on ‘Demonetisation in India'** on 31st January 2018. Seven resource persons –Thiru.S.Nagarajan, General Secretary, All India Bank Officers’ Association, Thiru.A.Bhaskar, Engineer, Central Public Works Department, Thiru.G.Dhananjayan, Indian Film Producer, Distributor, Founder-Dean of “BOFTA Film Institution”, Thiru.P.C.Balasubramanian, writer, executive Director and President, Matrix Business Service India Pvt., Ltd, Thiru.J.Murali, Chartered Accountant, Chairman, GST Committee Hindustan Chamber of Commerce, Thiru.N.Muthuraman, Co- Founder, Swarajya Magazine, Co-Founder & Director, River Bridge Investment Advisors Pvt Ltd., Former Director – Ratings at CRISIL Ltd, Thiru.Elango Kallanai, Consultant-Organic Farming & IT e-Learning, highlighted both the positive and negative impact of demonetisation on the economy. They asserted that the Indian economy was moving towards growth and stability after demonetisation.



Workshop on Skill Development

A workshop on **Skill Development** was conducted by the Department of Economics on March 2, 2018. The speakers Thiru.N.S.Ganesh, Certified **soft skill Trainer**, Founder T.I.P.S Academy, Thiru.Tarun Murugesh, Director Lotus Entertainment, life guard and first aid Trainer, Thiru.Sabareesh Senniappan, Motivational speaker and Trainer, T.I.P.S Academy, threw light on setting right goals at right time and smart ways and **skills** for a successful life.

The National Conference on 'Rural Entrepreneurship - An Enterprise to Inclusive Growth', was organized by the department of Commerce in association with CII Young Indians on 8th and 9th January, 2018 at Ethiraj College for Women. The inaugural was graced by the Chief Guest, Dr. C.K. Gariyali, Retd. IAS Officer and former Secretary to the Governor of Tamil Nadu, who shared various success stories of women engaged in **small enterprises** along the length and breadth of the country. The Principal - Dr. A. Nirmala delivered the Felicitation Address. Mr. V. Sridhar, GM, SIDBI, Chennai, elaborated on the various initiatives by SIDBI to aid the MSME sector. Mr. Dilip Krishna from CII Yi addressed the

gathering.

The conference consisted of seven sessions which witnessed several motivational speakers and **entrepreneurs** who delivered inspiring speeches pertinent to various aspects of **rural entrepreneurship**. Faculty members and students from several colleges participated in Paper Presentation and Business Plan competitions respectively. The Valedictory was presided over by Mr. Nagoor Ali Jinnah, Chief General Manager, NABARD, Chennai. He highlighted the **entrepreneur's ability** to create infinite employment opportunities. He also rendered a wonderful interpretation of the motto of Ethiraj College for Women, 'To strive, to seek, to find and not to yield'. The two-day Conference was indeed a success.

National Symposium on “Equitable Taxation and Inclusive Growth

A National Symposium on “Equitable Taxation and Inclusive Growth – An Insight into Goods and Services Tax” was organized on 29th August 2017. The inaugural address was delivered by Shri. K.M. Ravichandran, Commissioner of GST and Excise, Chennai South Zone. The symposium consisted of three sessions which were conducted by experts in the field of taxation: CA Kapil Agarwal, Kapil Sharma and Associates, Haryana; CA Madhukar Hiragange, Hiragange Associates, Bengaluru; and Mr. L. Sayee Moha, Senior Director- Indirect Taxes, Deloitte Haskins and Sells LLP.



One day workshop on ‘Phytochemical Techniques’

One day workshop on ‘Phytochemical Techniques’, for the UG, PG, Research Scholars and Faculties of our college and other city colleges on 27th November, 2017. The workshop was inaugurated by Dr.R.Ravindhran, Associate Professor and Head, Department of Plant Biology and Plant Biotechnology, Loyola College, Chennai- 600 034. The plenary session focused on the topic entitled ‘Plants as Cellular Factories for Secondary Metabolites’. It was followed by **practical sessions** held at the Department Laboratory and Central Instrumentation Centre by the Faculties, Research Scholars and Technician. It provided a platform for the young researchers to understand the **analytical methods of characterization of phytochemicals**. 31 participants were the beneficiaries of this programme of which 12 were Faculties and 19 were UG, PG and Research Scholars from in and around the city colleges.

Workshop on Molecular Techniques

The Department of Zoology organized a two day Workshop titled “Molecular Techniques” on PCR, Electrophoresis, Chromatography etc.,

International Conference “Social Innovation and Social Responsibility – A Key to Sustainable Development and Solutions”

The Post Graduate Department of Banking and Insurance Management and Department of Bank Management had organized the 6th International Conference, in association with Chartered Institute of Management Accountants, Standard Chartered Bank, Bharat Travels Services Private Limited, Confederation of Indian Industry and Young Indians, titled “**Social Innovation** and Social Responsibility – A Key to Sustainable Development and Solutions” on January 24 & 25, 2018. The Conference aimed to find new solutions to social problems with an eye to sustainability, which

revolves around the concepts of Social Innovation and Social Responsibility and opened a forum for deliberations by distinguished academicians, businessmen and researchers. The honourable Ambassador Mr. Philippe Le Gall, High Commission of the Republic of Seychelles in New Delhi, delivered the inaugural address; the key note address was presented by Mr. R. Subramaniakumar, MD & CEO, Indian Overseas Bank; and Honourable Mr. Achim Fabig, Consul-General of the Federal Republic of Germany in Chennai gave a special address to the gathering. The ceremony was presided by Thiru. V.M. Muralidharan, Chairman, Ethiraj College Trust. The speakers of the two day conference, Mr. M. Sessa Sai, Honorary Consul, Republic of Seychelles and Mr. Chandrin Fernando, CEO, Arpico Finance. Mr. Tom Pfaff, Global Head, Finance Operations & Transformation, Standard Chartered, Singapore deliberated on the importance of Social Transformation through unlocking the Potential in Society.

Workshops on Graphic Art Design, Photography

The department of Visual Communication has conducted workshops on Graphic Art Design, Photography, Art and Design which helped the students improve their knowledge in their fields of interest.

National Leadership Conclave on “Changing Leadership Dimensions:

The National Leadership Conclave on “Changing Leadership Dimensions: Issues and Challenges in the New Millenium” was organized by the Department on 6th October 2017 in association with Madras Management Association. The National Leadership Conclave provided a platform to deliberate on Changing Leadership Dimensions by bringing together students and research scholars from various Management Institutes. It enabled them to share and exchange information from an academic and research perspective. The National Level Leadership Conclave was inaugurated by Mr.S.Kannan (IRS, Commissioner- GST and Central Excise, Government of India) along with Thiru.V.M.Muralidharan (Chairman, Ethiraj College For Women), Gp.Capt.R.Vijayakumar (Executive Director, Madras Management Association), Dr.A.Nirmala Principal and Secretary, Ethiraj College for Women) and our Head of the Department, Dr.D.Gomathy. An In-House journal, Paradigm 2017 was released, which contained Research articles contributed by our Management, Students. Following the Inauguration, the first Session (Leadership in the Age of Gen Zee

Millennial Workforce, – Challenges, Roles and Expectations) commenced. It was moderated by Dr.P.S.Kumar (Chairman,Vignesh Business Consultants). The other panellist, Ms. Kadambari (Founder, **Women Entrepreneurial Development** Organisation Pvt.Ltd) pointed out and gave clear-cut differences in the characteristics of Gen Y and Gen Z.

The second session was on the topic “Technology and Digital Era- Impact on Leadership Practices” which was moderated by Mr.V.N.Prem Anand (Joint Secretary, Institute of Directors, and Chennai). The other panelist, Mr. Barath Surendran (Director, Techemate Leadership Academy) spoke about Freelancing and the **Importance of Digital marketing**.

The Third session was on “Coaching – The New Age Leadership Enabler”. This was moderated by Mr.G.Udaykumar, CEO, Coremind. The other panellist, Mr.Suresh Ramamurthi (Snr.Mgr L & D, CTS, Head, and Chennai Chapter of International Coach Foundation) enlightened the audience about the pressures of multitasking and changing economic trends.

The fourth session was on "Ethical Paradigms in Leadership - Impact on People, Process and **Business**". Mr. Soma Valliappan, Motivational Speaker & Management Consultant moderated the panel which included Mr. P.Vijay, Founder, Indus Consulting, Mr.S. Ganesh Kumar, Founder & Director, Giant Leap and Ms. Vaanathi Ranganathan , Resource Head, Lake View L & D Center.



The Entrepreneurship Cell

The Entrepreneurship Cell along with Hindustan Chamber of Commerce organized 'Bud to Bloom' an entrepreneurship development program. Speakers Mr. M. Razzack, the President of HCC, Mr. Sairam Mannar, Founder of Green Ocean Research Lab, Mr. Arun Titan, Founder of Arun Titan Studios, enlightened on networking and marketing strategies of business.



Skill Training program

The Entrepreneurship Cell organized a one day Skill Training program for women in Karunakaracherri village adopted by the college. The Ecell members trained them in cosmetology, silk thread jewelry making and fabric painting.



Idea box

Idea box, the five day annual convention of the **Entrepreneurship Cell**, was inaugurated by Ms. Kirthanya, CEO, Mind Fresh and Mr. Naveen & Mrs. Deepika, CEO, DJSforU. Interdepartmental competitions such as Business Quiz, Poster Making, Marketing Task, etc were organized on the first 2 days. On the third day a conference in which prominent speakers from various fields addressed the students. The speakers included, Mr. Sathya Kumar, CEO and Founder of Tycoon Advisors, Ms. Jayasree, Director, Business School of Logistics and Shipping, Mr.LeninMani, District Rotaract Secretary 17 – 18 & Trainer and Mrs. JyotsnaRamachandran, Founder of Happy Self Publishing. Various inter collegiate competitions such as **Business Plan**, Doodling, Photography, Promo Surfing, Strategy Planning, etc were organized on day four. On the final day, the movie ‘Pursuit of Happiness’ was screened to inspire the **spirit of entrepreneurship** among the students. The day concluded with valedictory ceremony with the Guest of Honour Mr.Shashikanth Jayaraman, Founder, HR Sangam, CEO & Principal Advisor, Hex Advisory. The prize winners, core committee, and startupreneurs were recognized for their achievement. The newsletter, EDGE was released for the first time by the principal Dr. Mrs. A. Nirmala



2016-17

INTERNATIONAL CONFERENCE - "Emerging Innovative Strategies In Business-Creating A Competitive Edge"

The Department of Bank Management had organized a One Day International Conference on "Emerging Innovative Strategies In **Business-Creating A Competitive Edge**" on 28th September 2016. The conference intended to bring forth the innovative strategies employed in business and to create a forum for deliberations by distinguished academicians, businessmen, researchers on emerging business strategies. Mr. Gaurav Mehra, Partner, Kaizen Private Equity, Mumbai, delivered the inaugural address. The ceremony was presided by Thiru. V.M. Muralidharan, Chairman, Ethiraj College Trust. Mr. Sethu Karuppan, Chief Manager, Agency MCIS Zurich, Malaysia deliberated on issues relating to **insurance business**. Mr. Vikash Nahar, Chairman Entrepreneurship CII-YI, VP and Director, Ad Bureau Group of Companies, Chennai, elaborated on sustainable business models for **social entrepreneurship**. Mr. Arun Kumar Subramanian, Member of the Institute of Chartered Accountants of India (ICAI) & Proprietor, Arun Subramanian & Associates stressed on the power of finance in harnessing **innovation in**

business. On this occasion, International Journal (ISSN 2394 8906) having Impact Factor 2.415 was released with articles relating to the broad fields of Finance, Human Resource, Marketing, Management and Legal aspects of Business.



National Seminar

A seminar on *Markatus - Disrupting the Status Quo was organised along with the Departments of Commerce - Aided, Self-Supporting, Honors and Rajalakshmi School of Business, Chennai. Mr. Sridhar Lakshmanan, CEO & Founder, eco Login, Chennai delivered the inaugural address. Dr. Subhasis Ray, Prof. P. V. Hari Haran and Dr. Subhendu Dey handled the sessions on CSR Marketing, Rural Marketing and Challenges of Modern Day Marketing respectively. Creativity competition on Green Marketing was also conducted for students.

An international workshop on “Financial Education for Youth”

An interactive session on “Financial Education for Youth” was hosted by the Department, f Bank Management, a Standard Chartered community programme aimed at strengthening personal financial capability among graduate students of the country and covered topics that include borrowing, budgeting, expenditure, income, making financial choices, money basics, products and services, risk/safety/security, saving and investment and starting a business. Andy Halford, Chief Financial Officer along with his Senior Management team connected with

students on various aspects of managing finance, making financially responsible decisions and improving the knowledge, behaviour and attitude towards personal finance.

Global Heads of Standard Chartered from London, Hong Kong, Singapore and Dubai Visited the Department Of Bank Management in Connection With “Financial Literacy for Youth”



Delegates from Standard Chartered In Discussion with Principalyio

Seminar on “Entrepreneurship- A key to Women Empowerment”

A seminar on “Entrepreneurship- A key to Women Empowerment” had feted social entrepreneur, Ms. Mahalakshmi Saravanan, Founder Women Entrepreneurs India (WEI)

throwing light on **how entrepreneurship creates opportunities for women** inspired budding entrepreneurs.



National Seminar on “ Career Prospects in Life sciences

“The road less taken” formed the basis of the National Seminar on “ Career Prospects in Life sciences”, organised by the Department of Microbiology, Ethiraj College for Women, Chennai, on 31st January, 2017. The seminar was enriched with skilful talks on career opportunities that are not widely opted by Life Science graduates but are equally rewarding as the conventional career options taken by graduates. Eminent speakers from different parts of the Country enlightened the young audience, on the diverse jobs available in store for them.

Dr. Anita Singh, Associate Director, Medical Affairs, Central& South Asia Pacific, BD Pvt. Ltd (USA), Gurgaon, Haryana, addressed the gathering on the topic Life sciences: The path less taken and exposed the career prospects of Microbiologists and Medical Pathologists in various fields of production and marketing of Biological and Pharmaceutical products. The fact that the novel products

and discoveries due to the advancement in Research can be patented and owned by Researchers, was expounded by the First session speaker, Dr. Deepa, Proprietor, Intellpat Patent solutions, Chennai, whose topic was “**Patent: A tool for Professional enhancement**”.

The following session was presided over by an eminent academician, Dr. Joseph C. Daniel, Head, Department of Microbiology, St. Joseph’s College of Arts and Science, Cuddalore, who in his talk, comprehensively included a lot of prestigious institutions offering various courses that a graduate can pursue and oriented the young minds towards both Academics and Research, equally. Career opportunities in Pharma and Biotech industries were presented and explored by Dr. Janani Kanakaraj, Principal Scientist (R&D), Biocon, Bengaluru. The final session of the seminar was with novel inputs from a successful businessman Mr. Syed Ali, who prompted the students to look at **Entrepreneurship as an attractive option**. The Feedback about the seminar, from the participants was very positive and encouraging. Participants greatly enjoyed the opportunity to view the gateway to various career perspectives and the chance to explore ideas.





