

### Annual Report 2022-23

“The aim of education is knowledge, not of facts, but of values.” – William S. Burroughs.

Asan Memorial College of Arts & Science, established in 1994 and affiliated to the University of Madras, is one of the premier co-educational institutions in Chennai. The college was founded with the vision to educate individuals to be intellectually enlightened, socially committed and morally upright citizens.

The initiatives of the College arise from a sound philosophy of life based on faith in humanity and respect for the multicultural nature of our society. The college provides a challenging and vibrant learning environment with activities that focus on the all-round development of young minds. The academic year 2022-23 witnessed a return to normal after the two years of pandemic induced lockdown with a cache of activities.

Dr. S. Ramanathan, former Principal and Member Syndicate University of Madras, led the institution with his lofty ideals from 2012. He retired from service for personal reasons in October 2022. On his retirement, Dr. T.S Santhi took charge as Principal in-charge, to continue with the legacy and add laurels to the institution. We place on record our sincere thanks to Dr. S. Ramanathan for his dedicated service of a decade in this prestigious institution.

### UNIVERSITY RANKS

I am proud to place on record that with the dedicated and committed faculty members, our students exhibited excellence in the University Examinations by securing top ranks.

S. No	Reg. No.	Name	Subject	Rank	Department
1	221803304	Rahul Krishna. A. M	Malayalam	6	B.Sc. Computer science
2	711900140	Harini. V	MBA	6	MBA



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3	221803395	Subhalakshmi. B	Tamil	7	B. Sc. Biochemistry
4	311803418	Jamuna. B	B.Com (CA)	8	B. Com. Computer Applications
5	221803393	Rajeshwari.K	Tamil	9	B. Sc. Biochemistry
6	611990413	Keerthana	Applied Microbiology	9	M. Sc. Microbiology

### CONVOCATION

Qualified students of the academic year 2021 will be conferred with degrees on the Graduation Day on 25 March 2023. The Chief Guest, Dr. V. Bharathi Harishanar, Vice Chancellor, Avinashilingam Institute for Home Sciences and Higher Education for Women, Coimbatore will award degrees to around 800 graduates in UG, PG, and M. Phil Courses. Cash awards will be presented to the University Rank holders.

### PLACEMENT

The initiatives of the placement cell are highly appreciable, as the meticulous team efforts of Placement officers, Dr. D. Baskar, Dr. B. Shaji, Mr. I. Simon, Dr. D. Jaichithra and Dr. S. Senthilkumar, ensured maximum employment opportunities for the final year students. In the academic year 2022-23, out of 8 organisations that visited so far, 125 students have been placed in the campus recruitment till date in six reputed companies including Sutherland Global Services, ICICI Lombard, ICICI Prudential Life Insurance Shriram Chits, Bank Bazaar and AVA Soft. Five reputed organisations inclusive of Omega Health Care, TCS, BC Forward India Technologies Pvt. Ltd., Dr. Remedies Lab and Altruist Technologies have proposed to conduct recruitment drives.

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## **Scholarship**

The College takes intense efforts to arrange scholarships through both Government and Private proposals. In this academic year, around **189 students** were benefited with a scholarship amount of **Rs.16,14,749.00**.

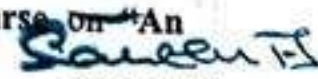
## **MoUs**

In the academic year 2022-23, the institution has signed 23 Memorandums of Understanding with reputed organisations in the city in order to strengthen industry-institution interface and offer the students Value-added programmes to augment their skills. The organisations working with us include MCCI, ICT Academy, Hand-in-Hand Academy, Eva Stalin IAS Academy and Magic Bus India Foundation. All departments have signed MoUs with organisations to collaborate, share resources, and build partnerships.

## **Value-added Courses**

The MoUs signed by the departments facilitate knowledge exchange through Certificate and Value-added courses that provide students with an opportunity to gain additional knowledge and skills that are not covered in their academic syllabus. By enhancing their knowledge, developing employability skills, improving their career prospects, providing practical experience, and fostering personal development, value-added courses can help students achieve their goals and succeed in their chosen field.

- The Departments of Commerce (Shift I & II) in association with CSI offered a 40-hour **Value Added Course in Tally-ERP-9 & GST Returns** in February 2023.
- The Departments of English & Visual Communication in association with **Spark Academy, Chennai** offered a 15-hour **Certificate Course on Content Writing** for the final year students from 20 to 27 February 2023.
- The Departments of Biochemistry and Microbiology in association with **Mahathi Biotech, Chennai** offered a **Value Added Course on An**

  
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**Entrepreneurial Approach in Spirulina Farming** for the Microbiology and Biochemistry students from 28 February 2023.

- The Department of Microbiology offered a **Value-added Course** for the Microbiology and Biochemistry students on **"An Entrepreneurial Aspects in Apiculture"** conducted by **Y. J. Honey Farm, Chennai**, from 08 March 2023.
- Around 100 students from B. Sc. (Computer Science), BCA & MCA have registered for the course **"Skillathon- 2022-Build your Future with Automation"**, offered by ICT Academy.

### **FACULTY ACHIEVEMENTS**

The strength of an educational institution depends on the quality of its faculty members. I am very proud to state that out of 110 faculty members more than 90 are qualified and approved which includes 50 Ph. D. holders.

Congratulations to the faculty members who have cleared NET/SET examinations and who have received their doctoral degrees in this academic year.

### **Ph.D., NET & SET**

- **Mr. G. Sathish**, Assistant Professor, Department of Visual Communication cleared UGC-NET Examination in Mass Communication and Journalism in June - December 2022.
- **Ms. V. Jayalakshmi** Assistant Professor, Department of Visual Communication completed her Ph.D. Viva Voce in School of Mass Communication, VISTAS, titled, "Study on Health Communication among Pregnant Women through Mobile Communication" on 10 October, 2022.
- **Ms. Sangeetha**, Assistant Professor, Department of Biochemistry completed her PhD Viva Voce titled, "In-Vitro and in-vivo studies on Protective role of Methanolic Extract of *Nannochloropsis oculata* on Liver carcinoma", at University of Madras on 22 December, 2022.

- **Mrs. K. Mohana Prabha**, Assistant Professor, Department of Computer Applications completed her Ph.D., Viva Voce, titled "An Investigation on Hash based Biometric Key Authentication and Asymmetric Cryptographic Techniques for Secured Data Access in Cloud" at Kalasalingam Academy of Research and Education on 21 February, 2023.

## AWARDS

**Dr. T. S. Santhi**, Principal in-charge has been decorated with the following awards in recognition of her exemplary service to the learning community:

- Lions Club Appreciation for the dedication, enthusiasm and achievement demonstrated through the efforts in educating the students community on Teacher's Day 2022.
- National Award for Educational Excellence 2022 from GRF International Awards and Honors on 05 September 2022.
- Best Director Award in recognition of her outstanding contribution in administration from Knowledge Research Academy, Coimbatore on 25 September 2022.
- Best Achievers Award from Magic Book of Records on 01 October 2022.
- Award for Best Director from CST Achievers Academy on 05 November 2022.
- **Dr. M. Manikandan**, Librarian received "National Best Librarian Award-2022" from Madras Library Association on 12 August 2022.
- **Dr. C. Radhakrishnan**, Assistant Professor, Department of English was honoured with the Global Excellence Award for Accomplishments in Teaching, Learning & Evaluation by Special Minds, India & Unifacvest University, Brazil on 27 November 2022.
- **Dr. P. Ramesh Kumar**, NSS Programme Officer was honoured with the Certificate of Excellence from Dr. S. Ramanan, Director (Retd.) Cyclone Warning Research Center, Regional Meteorological Center, Government of India, Chennai for the extraordinary service and contribution to the community.

Water-related Research Activities in Chengalpattu District during the year 2021-22, organised by the Center for Water Resources Management (CWRM) University of Madras, Chennai on 23 December 2022.

- **Dr. P. Ramesh Kumar**, NSS Programme Officer was honoured with the Relay Blood Donation Camp Organizer Award by Mr. Jayaraj, District Revenue Officer, Chennai District on 26 December 2022 for mobilising maximum number of NSS Volunteers for Blood Donation for poor patients in Government Hospitals during the year 2021.

### **Honours & Recognition**

It is a great honour that the faculty members of our college are invited by other colleges, universities, institutes and organisations as Doctoral committee members, Members of Board of Studies, Guests to host programs in television, academic audit members, guest speakers, resource persons, judges, evaluators, etc.

- **Dr. T. S. Santhi**, Principal in-charge participated as Expert Member of the Education Committee of the Madras Chamber of Commerce & Industry on 22 February 2023.
- **Dr. S. Kanimozhi**, Dean, Administration & Associate Professor & Head, Department of Microbiology was nominated as Subject Expert for Revamping the U.G. and P.G. Syllabi for Microbiology subject by The Tamil Nadu State Council for Higher Education, Government of Tamil Nadu.
- **Dr. S. T. Asheeba**, Associate Professor & Head, Department of Biochemistry was appointed as a subject expert for revamping of the syllabi (Biochemistry) at Tamil Nadu State Council for Higher Education on 15 July 2022.
- **Dr. M. Jaya**, Dean Academics & Research, served as the Doctoral Committee Member in the Department of Management Studies, Vels Institute of Science Technologies and Advances Studies (VISTAS) on 19 September 2022.

- **Ms. M. Maragatha Gowri**, Assistant Professor of French was selected as Executive Committee Member for Association of Indian French Teachers (AITF), in a Two-day International Seminar at the University of Madras, Chennai.
- **Dr. M. Alagusundaram**, Associate Professor, Department of Microbiology has been appointed as a Member of the Board of Studies in Microbiology, University of Madras, Chennai.
- **Dr. I. Arulpandi**, Associate Professor, has been appointed as Subject Expert in the Board of Studies in Microbiology, Madras Christian College, Chennai.

#### Invited as Speakers / Resource person

- **Dr. P. Ramesh Kumar**, Assistant Professor, Department of Tamil served as a Resource person in the Soft Skills Training Programme organised by Tamil Nadu State council for Higher Education (TANSCH) for the students of Arignar Anna Government Arts College, Cheyyar from 06 June to 04 July 2022.
- **Dr. S. Annapoorni**, Assistant Professor & Head, Department of English delivered a lecture on "From Classroom Teaching to Research Writing" at the Online Refresher Course organised by the Department of English, in collaboration with the UGC-HRDC, University of Madras on 22 June 2022.
- **Dr. S. Kanimozhi**, Dean Administration & Associate Professor & Head, Department of Microbiology was invited as a judge at a National Conference on 'Integrative Approach for Conservation of Life Systems' jointly organised by Microbiologists Society, India (MBSI) and Department of Microbiology, Ethiraj College for Women on 06 January 2023.
- **Dr. P. Ramesh Kumar**, Assistant Professor & Head, Department of Tamil was invited as a Resource person for a Two-day National Seminar on "Tamil, Hindi and French Trilingual Dictionary: Objectives and

- Outcomes”, organised by the Department of French and other Foreign Languages, University of Madras on 19 & 20 January 2023.
- **Dr. S. Kanmozhi**, Dean Administration & Associate Professor and Head, Department of Microbiology chaired a session for the International Conference on ‘Next Generation Microbiologists – Challenges and Opportunities 2.0’ organised by D G Vaishnav College on 02 & 03 February 2023.
  - **Dr. S. Annapoorni**, Assistant Professor & Head, Department of English was invited as a Judge for an event at “Carpe Diem 2023”, the Intercollegiate Literary Fest of the Department of English, Anna Adarsh College for Women, Chennai on 28 February 2023.
  - **Dr. C. Radhakrishnan**, Assistant Professor, Department of English delivered a Guest Lecture on “Softskills for Better Careers and Employment Enhancement Tools” at New Prince Shri Bhavani Arts & Science College on 01 March 2023.
  - **Dr. P. Ramesh Kumar**, Assistant Professor & Head, Department of Tamil was invited as the Chief Guest for the Programme, “Tamil Parampariya Tarkappukkalai Kalvi Marrum Araycci Maiyam”, organized by Kanchipuram District Vermakala Sangam at Bogar Varmalayam, Chennai from 03 to 05 March 2023.
  - **Ms. Umakasthuri. V**, Assistant Professor, Department of English (Shift II) was invited to review an essay from the book *Sadhi, Dalithugal, Pengal* by V. Geetha at an event organised by Neelam Books, Chennai on 10 March 2023.
  - **Dr. T. Aryamala**, Associate Professor of Economics & Co-ordinator Shift II was invited to chair a Technical Session on Economics & Allied Fields at the International Conference on “Resilient and Sustainable Organizations for Economic Growth & Development” organised by the School of Commerce at Guru Nanak College, Chennai on 15 March 2023.

  
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- **Dr. S. Annapoorni**, Assistant Professor & Head, Department of English was invited to deliver a Guest Lecture on Through the Eyes of a Theatre Scholar: A Study of Caryl Churchill's Seven Jewish Children at Loyola College, Chennai on 21 March 2023.
- **Dr. S. Annapoorni**, Assistant Professor & Head, Department of English was invited as a Guest Faculty to teach the Core Paper on Introduction to Feminist Theories for MA English Students of Women Studies Department, University of Madras.

### Workshops & Conference Attended

The dedicated faculty team of our college has actively participated in workshops, seminars and conferences at State, National and International level.

- **Mrs. S.Vijayalakshmi**, Assistant Professor, Department of Computer Science participated in a One week Virtual PDP on "An innovative Teaching & Learning Practices of LMS" organised by SRM Institute of Science and Technology, Chennai from 20 to 28 June 2022.
- **Mr. S. Shanmugam**, Associate Professor, Department of Biochemistry participated in the International E- Conference on "Scientific Research in Multidisciplinary Approach" organised by SRM Arts & Science College, Chengalpattu on 13 & 14 July 2022.
- **Dr. N. Manjula**, Librarian participated in a State level Professional Development Program on "Transforming Library Professionals on 21<sup>st</sup> Century Skills" organised by D.G.Vaishnav College, Chennai on 04 August 2022.
- **Ms. M. Maragatha Gowri**, Assistant Professor, Department of French participated in an International Conference organised by Dr. Ambedkar University, Agra in association with Internationale des Etudes Quebecois and Association of Indian Teachers of French from 25 to 27 August 2022.
- **Dr. N. Manjula & Dr. M.Manikandan**, Librarians participated in a One day National Seminar on "Best practice for Selecting Quality Journals" organised by Ayya Nadar Janaki Ammal College, Sivakasi on 23 September 2022.

- **Ms. M. Maragatha Gowri**, Assistant Professor of French participated in a One-day Workshop "Atelier Linguistique 2022", organised by the School of Social Sciences and Languages VIT, Chennai on 02 December 2022.
- **Dr. R. Sankar** and **Dr. K. Gautam**, Assistant Professors, Department of Microbiology participated in the 06th Edition of Urban Thinkers Campus – Planning for a Net Zero City, organised by The Madras Chamber of Commerce & Industry on 12 December 2022.
- **Dr. R.B Chamundeeswari**, Head, Department of Computer Application and **Mrs. S Vijayalakshmi** Assistant Professor of Computer Science attended a Conference 'PHYGITAL 2022' organised by The Madras Chamber of Commerce & Industry along with AWS and Cloud Kinetics at Hotel Crowne Plaza on 13 December 2022.
- **Dr. R. M. Chamundeeswari** and **Mrs. K. MohanaPrabha**, Assistant Professors, Department of Computer Applications participated in a Five - Day Faculty Development Program on "Mobile App Development" conducted by ICT Academy at Rajalakshmi Engineering College from 26 to 30 December, 2022.
- **Dr. R. M. Chamundeeswari**, Assistant Professor & Head, Department of Computer Applications participated in an International Online Workshop on "Basic Statistical Analysis and its Interpretation using SPSS" from 07 to 09 January 2023.
- **Ms. M. Maragatha Gowri**, Assistant Professor of French attended a Two-day National Seminar on "Tamil, Hindi and French Trilingual Dictionary: Objectives and Outcomes" organised under RUSA 2.0 Project by the Department of French & Other Foreign languages, University of Madras, Chepauk Campus on 19 & 20 January 2023.
- **Dr. N. Manjula**, Librarian participated in an International Workshop on "Delivering Dynamic Web Portal" organised by Sri Balaji Vidyapeeth, (Deemed to be University), Puducherry on 21 January 2023.
- **Mrs. K. Nirmala Devi**, Associate Professor, Department of Commerce, Shift I and **Ms. C.T. Santhi**, Assistant Professor, Department of Commerce, Shift II attended a One-Week FDP jointly organised by

Mudhalvan and NSE, at University of Madras from 30 January to 03 February 2023.

- **Mr. S. Shanmugam**, Associate Professor, Department of Biochemistry participated in the online FDP on "All you need to know about books & publishing" organised by the IQAC, Annai Vellankanni's College for Women on 04 February 2023.
- **Ms. R. Jeyasree**, Assistant Professor of English attended a Three-day FDP on "English through Theatre" at MCC, Chennai from 06 to 08 February 2023.
- **Mrs. S. Vijayalakshmi and Mrs. K. Papitha**, Assistant Professors, Department of Computer Science and Applications, attended a Two-Day FDP on "Cyber Security" jointly organised by Nan Mudhalvan and Izapy at The New College on 09 & 10 February 2023.
- **Mr. S. Shanmugam**, Associate Professor, Department of Biochemistry & **Ms. K. Abirami**, Assistant Professor Department of Computer Application attended Naan Mudhalvan FDP on "Cambridge English Microsoft Office" organised by University of Madras on 08 & 09 February 2023.


### **Publications & Paper Presentations**

Academic enrichment reflects in the quality of faculty. The excellence of our faculty members is demonstrated by their multilevel contribution towards research, publications of text books and paper presentation in various National and International forums:

- **Dr. T.S. Santhi**, Principal in-charge, has authored three text books titled **Executive Communication** (ISBN- 9798888339688), **The Language of Managers** (ISBN-9798888332160), **Innovative Approaches to Teach Communication Skills** (ISBN- 9798888494189) published by Nova Publishers.
- **Dr. T.S. Santhi**, Principal in-charge, has also published three research papers to her credit in reputed national and international journals. Her research publications include,

  
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- "Emotional Intelligence as an Influencing Factor on the performance of the College Students in Chennai City. Vol. 31, Issue 2, May 2022. 0971 2143
- "Career Advancement Problems and Personal Variables of Women Employees in I.T. Industry" in *Vegeuta*, Vol. 22 No.7, July 2022. ISSN 2341-1112.
- "An Empirical Study on the Macro Economic Factors and the Indian Stock Market" in the *Journal of Xidian University*, Vol. 16, Issue 11, November 2022. 1001-2400
- **Dr. T. S. Santhi**, Principal in-charge, presented a paper entitled, "A Trek to Cashless Transaction – India's Economic Step" in the conference organised by Navarasam Arts & Science College for Women, Erode on 04 November 2022.
- **Dr. T. S. Santhi**, Principal in-charge, presented a paper entitled, "Emerging Trends in Commerce and Management-2022" in the conference organised by SONA College of Arts & Science on 09 November 2022.
- **Dr. T. S. Santhi**, Principal in-charge, presented a paper entitled, "Contemporary Approaches to Empower Smart Future through Digitalization" in the Conference conducted by Sakthi Institute of Information and Management on 24 & 25 November 2022.
- **Dr. S. Kanimozhi**, Dean Administration & Associate Professor & Head, & **Dr. I. Arulpandi**, Associate Professor, Department of Microbiology participated in a Two-day National Virtual Workshop on "FTIR and NMR Spectral Interpretation of Organic Compounds" organised by Chettinad School of Pharmaceutical Sciences, Chettinad Academy of Research and Education, Chennai on 15 & 16 July 2022.
- **Mrs. K. A. Sheebha**, Assistant Professor, Department of Commerce published a paper titled "Impact of Service Quality on Customer Satisfaction in Public Sector Banks in Chennai City" in an International Journal of Early Childhood special Education (Web of Science) in July 2022, ISSN No. 1308-5581.

  
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- **Ms. N. Vanaja**, Associate Professor and Head, Department of BBA (Shift I) published a research paper entitled "Personality Traits - A Conceptual Perspective" in the Journal Specialusis Ugdymas / Special Education 2022 1 (43).
- **Ms. N. Vanaja**, Associate Professor and Head, Department of BBA (Shift I) published a research paper entitled "Perceived Organizational Support – A Theoretical Framework" in the journal Seybold Report - ISSN 533-9211.
- **Dr. N. Manjula & Dr. M. Manikandan**, Librarians contributed a chapter "Books bring about a Personality Change" which was published in *Reading is a Voyage of Joy* in the July 2022 edition. ISBN: 9789356364134.
- **Ms. N. Vanaja**, Associate Professor and Head, Department of BBA (Shift I) presented a paper entitled "Impact of Demographic Factors on OCB of Teachers" in a Two-day International Conference on Contemporary issues in Commerce and Management organised by School of Commerce & Management, AM Jain College on 4 & 5 August 2022.
- **Ms. N. Vanaja**, Associate Professor and Head, Department of BBA (Shift I) presented a paper entitled "OCB Concepts and Benefits - A Curtain Raiser" in an International Conference on Emerging Trends in Commerce, Management, Computer Science & Technology organised by Brindavan College, Bengaluru on 13 August 2022.
- **Ms. N. Vanaja**, Associate Professor and Head, Department of BBA (Shift I) presented a paper "Role of Day Care Centre in enhancing the WLB of Women and Teachers" in a Two-day International Conference on Innovative Practices in Commerce, Management, Humanities and Technology organised by PG & Research Department of Commerce, Patrician College, Chennai on 25 & 26 August 2022.
- **Ms. S. Suganya**, Assistant Professor, Department of Commerce, presented a paper in an International Conference on Innovative Practices for Sustainable Development: Business Management and Analytics on the topic, 'Role of Social Media in Building Connections and Changing Consumer Preference in the World' organised by CMS (Jain University)

Bengaluru in collaboration with Institute of Analytics, U.K. on 02 & 03 September 2022.

- **Dr. T. Asheeba**, Associate Professor & Head, and **Ms. R. Nithilakumari**, I M.Sc, Department of Biochemistry jointly published a paper titled 'A Study on Evaluating the Comparative Effect of Citrus Peels (Citrus medical inn, Citrus limon, Citrus limetta) on Tannery Effluent' in the International Journal of Pharmacy and Biological Sciences. (2022), Vol:12, No: (2).
- **Ms. N. Vanaja**, Associate Professor and Head, Department of BBA (Shift I) presented a paper entitled "Perceived Organisational Support - Its impact on Exhibiting OCB" in a Two-day International Conference on Panoramic Advancements in Business Paradigm: A post Pandemic perspective organised by Department of Management & IQAC, Patrician College, Chennai on 29 & 30 September 2022.
- **Dr. M. Manikandan**, Librarian presented a Research paper entitled "Study on SWOT Analysis for Digital Libraries in North Tamilnadu Engineering Colleges" in a Three- day Multidisciplinary International Conference on "Emerging Information Knowledge Systems and Globalization of Higher Education" organised by Mother Teresa Women's University, Kodaikanal; Academic Library Association (ALA), Tamil Nadu from 24 to 26 November 2022.
- **Dr. E. Selvi**, Assistant Professor, Department of Computer Science published a paper entitled "Suspicious Actions Detection System Using Enhanced CNN and Surveillance Video in Electronics", in an International Journal on Electronics in December 2022 edition.
- **Mrs. C. Radha Madhavi**, Assistant Professor, Department of Commerce (Shift II) published a research paper on 'Corporate Social Responsibility and Sustainability Development – Recent trends in India" in the International Journal of Food and Nutrition Sciences (IJFANS), UGC Care listed (Group-I) journal, Volume 11, Issue 10, Dec 2022, ISSN Print: 2319 1775, ISSN Online: 2320 7876.
- **Mrs. C. Radha Madhavi**, Assistant Professor, Department of Commerce (Shift II) participated and presented a research paper titled "Corporate Social Responsibility and Sustainability Development – Recent trends in India" in the International Journal of Food and Nutrition Sciences (IJFANS), UGC Care listed (Group-I) journal, Volume 11, Issue 10, Dec 2022, ISSN Print: 2319 1775, ISSN Online: 2320 7876.

Social Responsibility and Sustainability Development – Recent trends in India” in the Virtual National Conference organised by Rajiv Gandhi College of Management Studies, Navi Mumbai held between 22 & 24 December 2022.

- **Ms. Umakasthuri. V**, Assistant Professor, Department of English (Shift II) presented a paper on Tamil writer Chudamani at “Her Stories”: a Conference on Women Writing Tradition at Goethe Institute, Chennai on 07 January 2023.
- **Mrs. C. Radha Madhavi** Assistant Professor, Department of Commerce (Shift II) participated and presented a paper on “E- Learning Initiatives in India in the Covid-19 Era” at a One-day Multidisciplinary International Conference on ‘Contemporary Global Challenges & Opportunities in Education, Languages, Science and Humanities’ jointly organised by I.N.M.PG College, Meerut and ICERT on 15 January 2023.
- **Dr. R. M. Chamundeeswari**, Assistant Professor & Head and **Ms. K.Mohana Prabha & Ms. K.Papitha** Assistant Professors from the Department of Computer Applications, presented a paper in Research & Industry Symposium on Information and Cyber Security - RISICS '23 organised by the Department of Computing, Coimbatore Institute of Technology, on 25 January 2023.
- **Mrs. K. Mohana Prabha**, Assistant Professor, Department of Computer Applications presented a paper titled “An Efficient Algorithm using Image Feature Extraction in Entropy based Web Mining” in the Research & Industry Symposium on Information and Cyber Security – RISICS '23 organised by the Department of Computing, Coimbatore Institute of Technology on 25 January 2023.
- Four faculty from the Department of Microbiology published abstracts of their Research paper in the Conference proceedings in IJAM Journal during the 18th International Conference on Converging Microbiological Innovation for Application in Animal, Plant, Environment and Health care (ICCMIA-2023) organised by the Department of Animal Science, Manonmaniam Sundaranar University, Tirunelveli on 27 & 28 January 2023.

- **Dr. Nazareth Arockiamary**, Assistant Professor of Biochemistry, along with **Mr. Kishore.V** of I M.Sc. and **Ms. Malathi. T** of III B.Sc. Biochemistry presented a paper in the II International Conference on "Innovation in Applied Science" organised by the Department of Biochemistry, Mahalakshmi Women's College, Avadi on 03 February 2023. ISBN: 978-81-961178-0-1
- **Dr. S. Nazareth Arockiamary**, Assistant Professor, Department of Biochemistry contributed a chapter on "Effector Molecules- Enzymes" in *Advances in Bioscience and Bioengineering*. ESN publications. ISBN: 978-93-90781-50-8

### STUDENTS ACHIEVEMENTS

The spirited and enthusiastic students of our college prove their excellence by participating in extracurricular and co-curricular activities. I appreciate and congratulate all the participants and prize winners for bringing laurels to the institution.

#### Department of Biochemistry

- T.Malathy of III B.Sc participated and won the prize in Open Book Competition on "Lectures delivered by Swami Vivekananda in Chennai", conducted by Sri Ramakrishna Math, Chennai on 11 September 2022.
- V.Sunil Kumar, B.Rekha, T.Malathi and M.Hemkumar of III B.Sc won first prize as Rs.5000 in Rangoli Competition held at Hindotsav Retro Fest 2023 conducted by Hindustan college of Arts & Science on 02 & 03 March 2023.

#### Department of BBA

- D. Eganathan of II BBA NSS Volunteer participated in the National Integration Camp at GSSS Raipur Maidan, Distt. Una, Himachal Pradesh organised by NSS +2 Council Directorate of Higher Education from 06 to 12 January 2023. He also won second Position in Instrumental Music competition in the camp.
- M. Meenakshi & P. Muthazhagi of III BBA won third prize in

  
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Waste' organised by Hindustan College on 08 February 2023.

- S. Kowsalya of III BBA had won third prize, R. Priya and P. Muthazaghi of III BBA had won a special prize in the Open Book Competition on "Lectures delivered by Swami Vivekananda in Chennai", conducted by Sri Ramakrishna Math, Chennai on 11 September 2022.

#### Department of Commerce

- P. Prithikaa of II B.Com (General) and J. B. Dona of I B.Com (General) won first prize in a paper presentation organised by Hindustan College on 08 February 2023.
- Akila of III B.Com (G) won third prize in the Creative Writing competition organised by Chevalier T. Thomas Elizabeth College for Women, Chennai.

#### Department of Computer Science

- S. Shanmugavel of II B. Sc. Computer Science, NSS Volunteer of our College has participated in the 26th National Youth Festival 2023 at Hubli - Dharwad, Karnataka from 12 to 16 January 2023 and attended Youth Summit.
- V. Sarojini of I B.Sc. Computer Science won a gold medal in Kung Fu Sparring organised at the National Kung Fu Tournament in January 2023.
- A. Boobharati of II B.Sc. Computer Science won the first prize and was honoured with the title of "Perumitha Chelvi" in an oratorical competition organised by the Tamil Virtual Academy, Government of Tamil Nadu At Guru Nanak College, Chennai on 09 March 2023.
- A. Boobharathi of II B.Sc. Computer Science won first prize (cash award of Rs. 2000) in the Tamil Elocution competition organised by at the Makkal Shakthi Iyakam as part of World Consumer Rights Day on 15 March 2023.

#### Department of English

- The Final year students attended Internship Programmes at various media

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and publishing houses in Chennai during the semester break to gain experience in content writing, proof-reading and editing skills.

- Annie. D & Safa. K. S. published their articles in Deccan Chronicle newspaper on 02 January 2023. Safa's article was entitled "Blogging to help ward off fear, depression." Annie's article was entitled "High time to stop body shaming, says activists."

#### **Department of Microbiology**

- V.Priyadharshini of II.B.Sc Microbiology has secured Third Place at District Level in Essay Writing Event on the occasion of "75 years of India's Independence Celebrations" organised by the National Service Scheme, University of Madras held on 10 August 2022.
- Geetha.V, Supriya.K, Abinaya.V, Lavanya.R, Madhumitha.S, Kavitha.D, Ashwini. D, Anjali.K, Indira.S, Vaishnavi.V and Abirami.V of B.Sc. Microbiology won special prizes in the Open Book Competition on "Lectures delivered by Swami Vivekananda in Chennai", conducted by Sri Ramakrishna Math, Chennai on 11 September 2022.
- Nithish Kumar. M of II.M.Sc and Srikanth.R of II.B.Sc won first prize in quiz competition and Priyadharshini.M of III.B.Sc won third prize in best out of waste at the programme "The Grey, Green and Blue Continuum" conducted by the Department of Microbiology, Ethiraj College for Women, Chennai, in association with Microbiological Society, India, on 17 October 2022.
- Geetha, A. Swaminathan & K. Kalidas of I M.Sc. Microbiology, presented a paper and poster on the title 'Basic Science for Sustainable Development' in "Micromatsuri 2023", organised by D.G Vaishnav College on 20 January 2023.
- Saraladevi C of III B.Sc. Microbiology won the prize titled "Kelviyin Nayagi" in a Q & A competition organised by the Tamil Virtual Academy, Government of Tamil Nadu on 09 March 2023.

#### **Department of Visual Communication**

- Ashra Shiny A. B & Mary Shakila G of II B.Sc. Viscom and

*Saujanya*

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Yuvaprasadh S, Sam Kumar M, Kandhan M & Sudarshan N of I B.Sc. Viscom won second prize in MIME conducted by NHRD 2022 on 12 October 2022.

- The team comprising Vijay Anandan, Neha Gopal, Mary Shakila, Kandhan, Sam Kumar, Bharath won the first prize in Wall Painting at 'Hindotsav' organised by Hindusthan College on 02 March 2023.
- Vijay Anandhan and Maheshwaran of II B.Sc. Viscom won the second prize in Face painting in the Intercollegiate competition organised by Mohamed Sathak College on 04 March 2023.
- Vijay Anandhan and Maheshwaran of II B.Sc. Viscom won the second prize in Face painting in the Intercollegiate competition organised by Don Bosco College on 14 March 2023.

## Shift II

- Pradeepa of B.com Shift II won the first prize in 'Creating & Narrating a story' organised by S.S.S. Jain College on 04 February 2023.
- D. Rohith, III B. Com (General) Shift II & YRC volunteer participated in a special session on "Strengthening Democratic in the Face of Future Crisis" (Indian Youth Parliament) at Jaipur, Rajasthan from 15 to 17 September 2022.
- Sangeetha M of III BCA and Shalini.J of II BCA have won the open Book Competition on lectures delivered by Swami Vivekanda in Chennai, conducted by Sri RamaKrishna Math, Chennai on 11 September 2022.
- Yuvashree.U and Yuvashri.M of II BCA won the Adzap & Technical Quiz conducted by Vels Institute of Science, Technology & Advanced Studies (VISTAS) on 23 September 2022.
- Deepak Raja.R, Ezhilarasu.G, Ezhumalai.T, Madhuvanath.K and Kishore kannan.G of I BCA won fourth prize in "Corporate Walk" at HIRE HUNTERS 23 in S.D.N.B Vaishnav College, Chromepet on 25 February 2023.

- Madhuvanth.K, Deepak Raja.R, Kishore Kannan.G, Ezhumalai.T , Ezhilarasu.G and Vishwa.S of I BCA won second prize in “Corporate Walk” at IRTIFAA 2023 in Measi Institute of Information on Technology on 06 March 202.
- Pradeepa T of II B.Com. (General) Shift II was awarded the title of “Kelviyin Nayagi” in a Q & A competition organised by the Tamil Virtual Academy, Government of Tamil Nadu on 09 March 2023.

### **Departmental Activities**

It is the responsibility of every institution that the students enrolled should be prepared to face the changes and challenges when they step out of the institution as graduates. We at Asan, plan all our activities focusing on these aspects. The departments organise a spectrum of activities throughout the year that engage students in events that challenge them to cross boundaries of the self and demonstrate their special skills.

All departments organise guest lectures, workshops, webinars and internships, to give practical exposure to the students and prepare them for jobs.

### **Department of Biochemistry**

- A Guest Lecture on “Opportunities for Biochemistry in Food & Pharma Industry (QC)” was organised on 16 September 2022. Mr. Makesh, MD, Neoscience Lab Pvt. Ltd and Mr. R. Balamurugan, Quality Assurance Manager, Neoscience Lab Pvt. Ltd addressed around 100 students.
- An MoU with ALERT Golden Academy was signed on 19 September 2022.
- ALERT Golden Army-AMCAS Chapter was inaugurated on 19 September 2022. Mr. Rajesh R Trivedi, Co-founder and Managing Trustee was the Chief Guest and Ms. Ms. Rekha Sreekumar, Trainer, addressed the students on ‘Basic Awareness on Emergency Care’ and demonstrated on how to act during crucial hours.

  
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- An **Industrial Visit to Spirulina Research Centre**, Navalur, was organised as a part of the academic activity on 08 October 2022.
- A **Medical Camp** was organised in association with Med Trust Clinical Laboratory for teachers at Government Higher Secondary School, Thiruvanchery on 08 November 2022.
- A **MoU** was signed with Sri Venkateswara Diagnostic Centre, Chennai on 04 January 2023.
- A **Medical Camp** was organised for the benefit of teaching and non-teaching staff of the college on 24 January 2023. **Dr. V. Nagarajan**, Dietician, Hindu Mission Health Services and **Mrs. Jasmin Helen**, Dietician, Gleneagle's Global Health City were the resource persons. Nearly 125 staff members benefited from this medical camp.
- An **Awareness Programme** on "Food Adulteration" was organised at Govt. Hr. Sec. School, Tiruvanchery, on 14 February 2023.
- A **Life Skill Management Program** was organised on 17 February 2023. **Mrs. Meera Babu**, Managing Director, Sri Venkateswara Diagnostic Centre addressed the students on life skills.

#### Department of BBA

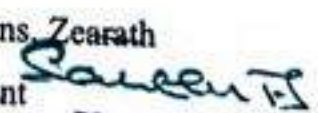
- The 10<sup>th</sup> edition of **EVS Expo** was organised on 23 September 2022 as a part of Environmental Studies, to create awareness on environmental protection and conservation, biodiversity and ecosystem. Models and charts made of eco-friendly material were displayed.
- A **Special Lecture on Environmental Conservation** was organised to create awareness among students on 30 September 2022. **Prof. R. R. Krishnamurthy**, Head, Department of Applied Geology, Director, Guindy Campus & Member - Syndicate, University of Madras addressed the students on practical solutions to Environmental issues from Geological aspects.
- A **Professional Orientation Workshop 'Metamorphosis'** was organised on 17 October 2022. **Mr. Arun B. Nair**, CMD & Chief Mentor, Parivartan Corporate Academy, Kochi, Kerala, addressed the students.

students on the need for goal setting and equipping oneself to fit into the competitive world.

- An Industrial visit to **Hatsun Agro Foods Ltd.**, Kanchipuram, was organised for the final year students to acquire a practical understanding of Industrial Management on 27 October, 2022. The students gained a wide knowledge on packing and other industrial processes during the visit.
- A Career Development Workshop, 'Career Booster' was organised in association with Parivartan Corporate Training Academy on 04 March 2023. **Mr. Arun B. Nair**, CMD & Chief Mentor, Parivartan Corporate Training Academy, was the resource person.
- An MoU was signed by the department with Parivartan Corporate Training Academy, Kerala, on 04 March 2023, to enhance the professional skills of the students in areas like communication, team building and corporate etiquette.
- The fourth issue of the Department's bi-annual newsletter, 'BBA Speaks.' Volume 3, Issue 1, was published. The newsletter distributed for internal circulation, documented the semester wise activities of the department.
- A field visit to **Arignar Anna Zoological Park**, Vandalur, was organised for the II-BBA students on 10 March 2023, as a part of Environmental Studies. The students learnt about various species of mammals, birds, reptiles, flora and fauna and their impact on biodiversity.

#### **Department of Commerce**

- A National Level Workshop on "College to Corporate (C2C) Transition" was organised on 24 September 2022. **Ms. Rajalakshmi**, Vice-President, Retail Liabilities, IDFC First Bank, **Prof. Sridhar**, Founder, Grand Alliance for Management Excellence inaugurated the session; **Mr. Raghavendran Srinivasan**, Director of Operations, **Zearath KPO Solutions**, **Mr. R. Vender Vendan**, Social Development

  
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Consultant, and **Mr. R. Uppily**, Senior Vice President CFD & TPP Operations Indusind Bank Ltd., were the resource persons for the workshop.

- The department in association with **T.I.M.E. Institute, Chennai**, organised a Seminar on "**Strategies to Ace Competitive Examination**" on 04 August 2022. **Mr. Hanumantharao**, Manager for Campus Alliance Programmes, T.I.M.E. institute, addressed the students on preparing for bank and competitive exams.
- An **Online Soft Skills Training** programme in association with **Barclay's Bank** was organised for the final year students from 02 to 11 January 2023. The CSR initiative is to equip the students with essential skills and information to make them compete in the corporate world.
- A **Webinar on 'Financial Services'** in association with SEBI was organised for the second-year students on 04 & 05 January 2023. The resource persons for the programme were **Mr. S. Murali**, Branch Manager (Rtd.), ICICI Bank and **Mr. S. Chandrasekaran**, Head Placement cum Trainer- Retail Banking.
- Selected final year students of B.Com. (General, Computer Applications and Corporate Secretaryship) attended **Barclays Tree Plantation Drive and Life Skills** session on 17 January 2023 at Barclays Bank, Chennai.
- A **Guest Lecture** titled '**Career Guidance on Professional Course**' by **CMA Rakesh Shankar Ravisankar**, Member- Cost Accounting Standards Board, The Institute of Cost Accountants of India, was organised on 28 February 2023.
- A **Workshop on 'Practical Aspects of GST'** was organised on 02 March 2023. **Mr. S. Maheshwaran**, Additional Assistant Director of GST and Central Excise Ministry of Finance, Government of India was the resource person.
- A **Guest Lecture on 'Strategic Talent Management'** was organised on 03 March 2023. **Ms. P. Anushya**, HR Manager, Templeton Global Service Pvt.Ltd., Chennai, was the resource person for the seminar.

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## Department of Computer Science

- A Guest Lecture by alumni of the department on 'Expectations of IT Industry' was organised on 22 August 2022. The resource speakers 'Mr. Shahul Hameed (2012 to 2015 batch) and Mr. Desh (1997-2000 Batch) addressed the first and final year students
- An MoU was signed with Cloud Synapse Technology Pvt. Ltd., Chennai on 15 December 2022, to train the students and gain a hands-on experience on topics like Cloud, Devops, Azure, Kubernetes, Angular, React, and .NET
- An MoU was signed with Mosooq Training Academy, Chennai, on 15 December 2022, to create collaborative short term education programs on topics like CCNA, JAVA, Testing and to facilitate the students acquire knowledge on the same through seminars, project works, etc.

## Department of English

- An Interdepartmental Debate competition was organised as part of the Drive Against Drugs Awareness Programme on 26 August 2022.
- The Department conducted an interdepartmental Slogan Competition on 'I Stand for Drug Free India' in association with the Art of Living Foundation on 31 August 2022.
- An MoU was signed with Spark Academy, an MSME-registered training academy in Chennai on 06 January 2023. The MoU will facilitate a certificate course on Content Writing to the students of the department.
- The Quiz Club of the department conducted a Literary Quiz Competition on 06 February 2023. Students from all three years participated with enthusiasm.
- A Guest Lecture on Dalit Literature & Aesthetics was organised on 23 February 2023. Mr. Aadhavan Pazhani, Research Scholar, Goldsmiths, University of London addressed the final year students.
- Blossoms 4.0, the hand-written magazine created by the students was released on 17 March 2023, during the Valedictory of the Literary Club.

  
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**Dr. Jai Ganesh**, Associate Professor & Head, Department of Tamil, SRM University received the first copy.

### **Department of Hotel & Catering Management**

- An **Industrial Visit** to the **Swiggy Cloud Kitchen** at Perungudi and Velachery was organised for the first and final year students on 19 & 20 September 2022 in order to gain practical knowledge on Cloud Kitchen and its operation.
- A **Workshop** on 'Special Food of South India' to comprehend and celebrate the richness of South Indian Cuisine was organised on 30 September 2022. The Resource person, **Chef Mr. Prashanth**, Chef de Partie, Taj Hotel, Tirupathi, addressed the students about the abundance of South Indian food varieties and the significance of its culinary skills.
- A **food stall** managed by students was installed at **Genesis 2022**, a cultural event at Asan Memorial School, Cochin House, on 02 & 03 December 2022.
- A **Workshop on Bartending** was organised on 31 January 2023. **Mr Harinath**, Brand Ambassador, Bacardi was the resource person.
- An **MoU** was signed with the **Chennai Institute of Bartending** on 02 February 2023, to give practical training on bartending and cocktail mixology.
- An **Orientation programme** on '**Internship and Placement Abroad**' was organised on 24 February 2023. **Ms. Ankita Raj**, Recruitment Manager, by JOJO International Pvt. Ltd., briefed the students on various job and internship opportunities available overseas.

### **Department of Microbiology**

- Several **interdepartmental competitions on Health Awareness** were conducted as a part of the awareness Programme on '**Drive against Drugs**' on 27 August 2022.

*Sangeetha*

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- **International Microorganisms Day** was observed on 17 September 2022, laying emphasis on the scope and opportunities in the respective field.
- An **Awareness Programme on 'Health and Well-being'** was conducted on 22 September 2022. **Dr. Vijaya Jeyavel**, Clinical Manager, Home Care Department, **Dr. K. Sasisree**, Head, Department of Emergency Medicine, Parvathy Hospital, Chennai, gave an awareness talk on "Ill Effects of Tobacco" and "Medical Emergencies". **Dr. S. Muthukumar**, Founder & Chairman, Parvathy Hospitals and **Mr. Amuthan Rajkumar**, General Manager, Sales & Marketing, Parvathy Hospital, inaugurated the programme.
- An **Industrial Visit to Micro. Compost Centre**, Greater Chennai Corporation was organised on 15 October 2022. Micro Compost In-charge, **Mrs. Varalakshmi** and **Co-Ordinator, Mr. Balasubramanian** explained the functioning and the entire processing of the Unit.
- An **Industrial visit** for II M.Sc. Applied Microbiology students to **Sewage Treatment Plant**, Kodungaiyur, a unit of Chennai Metropolitan Water Supply and Sewerage Board, Chennai on 20 October 2022.
- An **Industrial Visit to Pharmaceutical Industry-Fourrts India Laboratories**, Chennai, was organised on 27 October 2022, to expound on the significant role of microbiology in the Pharmaceutical industry.
- The Departments of Microbiology and Biochemistry jointly signed an **MoU with Dr. UK Institute of Health Sciences and Research** (Approved by Bharat Sevak Samaj), Chennai, on 08 December 2022 to train students on Clinical Laboratory Skills
- An **MoU** was signed with **Avigen Biotech Pvt Ltd.**, Chennai on 14 December 2022 in order to conduct collaborative short term education programs on topics of mutual interest and adding value to it by organising regular seminars, internships, project works and workshops.
- An **MoU** was signed with **Mahathi Biotech Pvt Ltd.**, Ramapuram, Chennai on 19 December 2022 to train students on applications of algae

  
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- An **Industrial Visit** to a food testing laboratory **Neoscience Labs Pvt. Ltd.** Sithalapakkam, Chennai, was organised for the I and II B.Sc. Microbiology students on 10 January 2023 to gain exposure on quality analyses on different parameters and how to analyse, assess and record the safety and viability of a product.
- An **Awareness Programme on "Career Growth Opportunities in Life Sciences"** was organised on 14 February 2023. **Mr. S. Ramadoss**, Director of Vital Code Training & Placement Academy, Chennai, gave an awareness talk on "**Medical Coding and Career Growth Opportunity**" for the Life science Students.
- A **Guest lecture on "Industrial and Biotechnological Applications of Algae"** was organised on 16 February 2023. The Resource person for the programme was **Dr. S. Babu**, Managing Director, Mahathi Biotech Pvt. Ltd. Ramapuram, Chennai.
- An **Industrial Visit to Mahathi Biotech** was organised for the I M.Sc. - Microbiology students on 15 March 2023. The visit gave insights to the students areas like on industrial applications of algae and seaweeds and the production of bioplastics.
- A **Guest Lecture on "Mammalian Cell Culture and Its Applications"** on 17 March 2023. The Resource Person, **Dr. P. Balashanmugam**, Managing Director, AviGen BioTech Pvt. Ltd., Chennai, explained the various protocols involved in the cultivation of mammalian cells and its application with a special reference to Nanotechnology.

#### **Department of Visual Communication**

- The **383<sup>rd</sup> Madras Day Celebrations** was organised on 22 August 2022. **Mr. R. Suresh Kumar**, Music Composer and Singer, Founder of Kalai Thamizh Kalanchiyam was the Chief Guest. Interdepartmental competitions were conducted as a part of the Madras Day celebrations

*Sareen T*

- The department participated in the 20<sup>th</sup> Chennai International Film Festival at Sathyam Cinemas, organised by Avichi Master Class from 15 to 22 December 2023.
- The 15<sup>th</sup> Asan Video Awards, Drishya 2023, an International Short Film Festival, was organised on 10 February 2023. There was an overwhelming response for the competitions under all categories. Mr. Mohan Govind, Director and Mr. Ashwin Kokumanu, Actor were the chief guests.

### Department of Languages

- The Department of French conducted an interdepartmental competition, *Devinez Les Mots* for French students of II and III year Shift II on 17 August 2022.
- The Department of Languages organised **Essay Writing and Elocution Competitions** for students as part of the Republic Day Celebrations on 23 August 2023.
- The Department of French organised a **one-day seminar** in association with **Campus France** on 27 September 2022. Mr. Ajit Kumar, Manager, Campus France delivered a presentation on *Etudes en France* (Higher studies in France).

### Shift II

- The Department of Commerce (Shift-II) conducted an interdepartmental competition "Logo Hunt" on 26 August 2022.
- The Department of BBA organised an interdepartmental Business Quiz competition on 28 August 2022.
- The Department of BBA (Shift-II) organised a motivational session on 'Goal Setting', in association with Aide et Action (AEA), Chennai, and Initiative for Livelihood Education & Development (ILEAD) on 19 September 2022.
- The Departments of BBA, BCA, B.Com.(General Shift II), B.Com (A&F), Languages and Statistics, jointly organised a Mega Exhibition

  
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**ASAN VISTA 2022 – Manifesto-Next Gen'** on 21 October 2022. The theme of Exhibition is General Awareness and Social Responsibility of Future Generation towards Anti Drug, Road Safety, Water Management, Air Pollution and Fuel Conservation.

- The Department of Commerce (General Shift II) organised a guest lecture on **"Auditing Under EDP Environment and Application Zoho Books"** delivered by **Mr. Venkatesh**, Certified Chartered Accountant, on 28 October 2022.
- An MoU was signed by the Department of BBA (Shift-II) with **Aide et Action (AEA)**, Chennai, on 25 November 2022, to offer value-added courses on Facility Management, Hospitality, Secure Management, MS Office and Tally with GST.
- An MoU was signed by the Department of Commerce (A&F) with **VRG Technologies** on 25 November 2022 to provide communication and soft skills training and to offer certificate courses like TALLY and SAP FICO.
- An MoU was signed by the Department of Computer Applications, with **MM Computer Education Pvt. Ltd.**, on 25 November 2022 to organise short term education programs on topics like Python, Software Testing, Web Development, Graphics Design and Database.
- An MoU was signed by the Department of BCA with **CSC Computer Education** on 25 November 2022 to train students on Python, Web Development, Cloud, Advanced Java And C++
- An MoU was signed by the Department BBA (Shift-II) with **Bhumi**, a Chennai based NGO, on 12 December 2022, to offer training in Communication and Soft Skills, Aptitude, Interview Skills and conducting Mock Interviews.
- An MoU was signed by the Department of Commerce (Shift-II General) with **GCC Academy**, Chennai on 21 December 2022 to provide professional guidance and software training to students.

*Saheer T*

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- The Department of Computer Applications organised a **Guest Lecture on Cloud Computing** on 09 January 2023. **Mr. Suresh**, Cloud Synapse, addressed the III BCA students.
- A Guest Lecture on '**Web and Mobile Application Development**' was organised on 10 January 2023 **Mr. Muruga**, MegaMind Computer Solution, addressed the III BCA students.
- A Guest Lecture on '**Python and its Application**' was organised on 10 January 2023. **Mr. R. Chandrasekaran**, CSC Computer Education addressed the III BCA students.
- The Department of Commerce (A&F) conducted a **Guest Lecture** on the topic, "**Sensitization for Building Entrepreneurs**", delivered by **Dr. N. Jeyaseelan**, Chief Executive Officer, Virutcham Academy for Social Changemakers LLP, Dindigul on 03 February 2023.
- The Department of Commerce (General Shift II), organised a **Guest Lecture** on "**ACCA as A Career Option**" delivered by **Mr. Punith Kumar**, Certified Chartered Accountant on 28 February 2022.

## CLUB ACTIVITIES

The college has several clubs that operate with great efficiency to enable the students to participate in activities that are of service to the community.

### NSS

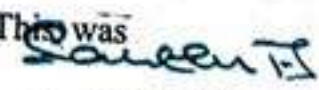
The NSS units of our college under the guidance and support of Dr. P. Rameshkumar and Mr. K. Senthil Kumar, Programme Officers, are actively involved in various socially conscious activities throughout the year to inculcate a sense of service in the minds of the younger generation. The programme officers continue to inspire the students to be socially driven. The NSS unit conducts a notable number of awareness camps, rallies and drives and Government organised programs.

- The Secretary of Youth Affairs, Government of India **Shri. Sanjay Kumar**, IAS., Joint Secretary **Shri. Nitesh Kumar Mishra** and **Smt. Sreeni**

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Chitra, Deputy Secretary interacted with NSS volunteers at Le Royal Meridien Chennai on 15 June 2022.

- An **Anti-Drug Addiction Pledge Taking Ceremony** was organised, in association with News7 Anbupalam Trust on 26 July 2022. Around 2400 students took the pledge
- The NSS unit and IQAC of Asan Memorial College jointly organised an Awareness Programme entitled **Drive Against Drugs** on 27 August 2022 in the college premises. Ms. C. Vijaya Kumari, Inspector of Police, Adyar All-Women Police Station, was the Chief Guest. Mr. SSA Bharath and his team spoke on the importance of de-addiction. The students of Departments of English and Languages performed a mime and Street Play to create awareness among the students on the harmful effects of drug abuse. Over 500 students participated in the event.
- An **Awareness Rally** on Eye Donation and Anti-drug Usage was organised in association with Mugavari Eye Hospital, Medavakkam and Lions Club, on 30 August 2022. The rally covered 3 kms from Perumbakkam - Medavakkam road to Pallikaranai, followed by an awareness talk. The Chief guest, **Mr. Kumar**, Inspector of Police (Law & Order), Pallikaranai Police Station, was the Chief Guest. Around 300 NSS volunteers participated in the event.
- **National NSS Day** was observed on 24 September 2022. The student volunteers planted over 100 medicinal saplings in the Arulmigu Lakshmi Narayana Perumal Temple and in the college campus.
- 66 volunteers participated in a **Bicycle Rally** demonstrating World Peace, Religious Tolerance National Integration and abolishing Untouchability on Gandhi Jayanthi. This programme was organised by the Government of Tamil Nadu commemorating Mahatma Gandhi's 154th Birthday on 02 October 2022 from Marina Beach to Gandhi Mandapam, Guindy, Chennai.
- **National Unity Day Pledge** was administered to mark the Birth Anniversary of Sardar Vallabhai Patel on 31 October 2022. This was

  
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followed by a Unity Run from the college campus to Medavakkam Bus stop

- 10 volunteers had an interactive session with **Smt. Meeta R. Lochan**, IAS, Secretary (Youth Affairs) Ministry of Youth Affairs and Sports, Government of India, on the topics of **EK BHARAT SHRESHTHA BHARATH, SWACHH BHARAT - Clean India activities, FIT INDIA, Environment Awareness programmes** etc., at Anna University, Chennai on 03 December 2022.
- 5 volunteers participated in a 5-day **Hands-on Training Programme** on "Modern Tools and Techniques for Sustainable Water Resources Management Practices" with Special Reference to Tamil Nadu Water Management Programmes" at Centre for Water Resources Management (CWRM), University of Madras from 19 December 2022 to 23 December 2022.
- Mr. D. Eganathan of II BBA participated in the **National Integration Camp** at GSSS Raipur Maidan, District Una, Himachal Pradesh, organized by NSS +2 Council Directorate of Higher Education Himachal Pradesh, from 06 to 12 January 2023. He also won the second Position in Instrumental Music competition in the camp.
- Mr. S. Shanmugavel of II B. Sc., (C. S.) participated in the **26<sup>th</sup> National Youth Festival 2023** at Hubballi - Dharwad, Karnataka from 12 January 2023 to 16 January 2023 and attended the Youth Summit.
- The Principal, faculty members and NSS Volunteers of our college took a pledge on 25 January 2023 on the occasion of **National Voters Day**.
- **Sparsh Leprosy Awareness Campaign** was organised in association with the Tamil Nadu Public Health & Family Welfare Department in the college premises on 08 February 2023. **Mr. Balakrishnan**, Health Inspector and **Mr. Iyyappan**, Health Supervisor, Jaladampet addressed the participants on the causes, symptoms and free treatment offered by the Government of Tamil Nadu. Pamphlets on the treatment of the disease were distributed to the students and a Leprosy Awareness Oath

  
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was taken. Around 500 students participated in the awareness programme.

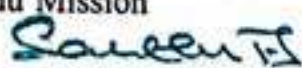
- Deworming tablets were distributed to 2150 students and 125 staff members on 14 February 2023 as part of a **National Deworming Day**, in association with the Public Health Department, Greater Chennai Corporation.

### YRC

- Mr. D. Rohith, III B.Com. (General) Shift II participated in a special session of Indian Youth Parliament on **Strengthening Democratic in the face of Future Crisis** at Jaipur, Rajasthan from 15 September 2022 to 17 September 2022.
- A field trip to **Good Life Center Children's Home**, Tambaram was organised on 04 March 2023, to donate basic supplies like clothing, toiletries, provisions and school supplies. Student volunteers also organised cultural activities like dance and singing.

### Rotaract


- Rotaract Club President Mr. Kishore and Secretary Ms. Pratheba participated in the session **ATOM: A Trail onto Milestones** organised by the District Rotaract Council & Rotaract Club of East Coast Chennai at Sri Sankara Senior Secondary School, Chennai on 19 June 2022.
- Our club's secretary Ms. Pratheba and joint secretary Ms. Sharmila participated in a workshop entitled **Ethos** at New College on 17 July 2022.
- A motivational session **Imagine to Inspire** was conducted at Ethiraj College for Women on 26 July 2022. The Club President and Secretary got a chance to meet Rotary International President, Mrs. Jenifer Jones.
- A **Mega Blood Donation Camp** in association with Rotaract Club of Chennai Gemini and Chennai Renaissance was organised on 10 August 2022. More than 100 units of blood were handed over to Hindu Mission Hospital, Tambaram.

  
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- **An Installation Ceremony - Sparkles** in our college on 23 August 2022. Where our parent club president RTN. Jawahar Nichani, took over the ceremony. Our new president, secretary and other club official directors have been honoured and badged to take over their positions and everyone pledged to look after the club in spite of everything.
- Members of the Club participated in **Coastal Cleaning** organised in association with the District Community Service on the occasion of International Coastal Day at Besant Nagar Eliot Beach on 17 September 2022.
- Members of the Club participated in **Alertathon** a Marathon & Cycling event at Dr. MGR Janaki College for Women, Chennai on 09 October 2022.
- A **Food Donation Camp** was organised at Besant Nagar Beach on 16 October 2022.
- An **Orientation Programme** was organised on 20 October 2022. **Mr. Rin Solomon Victor** urged the club members to be active for next rotary year.
- An online **Diwali Poster Designing competition** was conducted on 23 October 2022. Winners were honoured with prizes.
- An online event **Chennapatna** was conducted on 04 December 2023. 50 students of our college sent voice notes pledging "We stand for women safety".
- An **Environmental Walk** was organised at Pallikaranai Marsh Walkway on 22 February 2023. Around 20 Rotractors participated in the event.

#### **Women Studies Cell**

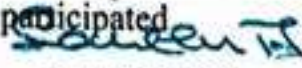
- An **Inauguration Ceremony** was organised on 31 October 2022. **Dr. Pavithra**, Internal Medicine and Diabetologist, Gleneagles Global Hospital, Chennai, was the chief guest and addressed the students on the need for health awareness.

  
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**Arts & Science**  
**Jaladampet, Chennai-600 100**

- A **Women's Rights March** for "Creating Awareness on the Rights of Women" was organised on 12 December 2022. Volunteers carried placards with slogans on the theme of Women's Rights.
- A **Personality Development Workshop** was organised in association with Rexona Confidence Academy, Hindustan Unilever Limited, on 21 January 2023.
- With a vision to promote menstrual hygiene, **Free sanitary pads** supplied by Chennai Corporation were distributed to the students.
- **Silambam classes** were inaugurated on 01 February 2023. The classes are offered by Silambam trainer, **Ms. V. Sarojini** and the girl students of both shifts regularly attend the training.
- A **Surya Shakthi Yoga Programme** was organised in association with Isha Yoga Centre, Medavakkam on 22 February 2023. Yoga Instructors, **Mrs. Priya Murugan** and **Mrs. Sowmiya**, enlightened the students of different postures, asanas and meditation techniques thereby rejuvenating their mind and body.
- As part of the Asan Mahila various competitions like **Fireless Cooking and Memory Games** for the non-teaching staff and **Rangoli** competition for the housekeeping staff were organised from 28 February to 01 March 2023. The competitions were conducted.

#### **Literary Club**

- The **AMCAS Literary Club** was **inaugurated** on 21 January 2023. **Mrs. Sunitha Rao**, Assistant Professor, Department of English, Meenakshi College for Women, was the Chief Guest of the program. 60 students from various departments attended the programme where the office bearers for the next academic year were also elected.
- Various competitions on the occasion of **Republic Day** were conducted on 23 January 2023. Nearly 50 students from both Shifts actively participated in the competitions.
- A **Short Story Writing** competition was conducted in English and Tamil on 13 March 2023. Over 20 students from both Shifts participated enthusiastically.

  
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**Arts & Science**  
**Jaladampet, Chennai-600 100**

- The **Valedictory** session was organised on 17 March 2023. **Dr. B. Jai Ganesh**, Associate Professor & Head, Department of Tamil, SRM University, Chennai, was the Chief Guest. He gave away the prizes and certificates to the winners of the events conducted.

#### **Red Ribbon Club**

- A **Health Awareness Programme on "Facts and Myths of HIV-AIDS"** in association with Tamil Nadu State AIDS control Society was organised in our college premises on 15 February 2023. **Dr. A. Karthikeyan**, District Programme Manager, District AIDS prevention and Control Unit, Chennai, **Mrs. V. Bharani**, and **Mr. M. Muthumanikandan**, District Supervisor, District AIDS Control Unit, Chennai were the guests. Around 150 volunteers from all departments participated in the programme.

#### **Enactus Club**

- Club Members **Mr. M.V.Kishore** and **Mr. M. Mithin Kumar** of II B.Com(CA) actively participated in setting up a Game stall "**MONEY X MONEY**" during **Onachandha** in the college on 05 September 2022.
- A **Pongal Sandhai** was organised on the occasion of Pongal Celebrations in our college on 12 January 2023. Students were encouraged to put up stalls for food, garments and fancy accessories.
- An **Entrepreneurship Challenge Orientation Programme** was organised in the college on 04 February 2023. **Mr. S. Chandrasekhar**, Director, Hand-in-Hand Academy for Social Entrepreneurship and his team addressed around 220 students on the challenges of entrepreneurship.
- A **Grand Entrepreneurship Training Programme** was organised in association with Hand-in-Hand Academy from 09 to 14 March 2023.

#### **Book Club**

- To inculcate the habit of reading amongst students, **AMCAS Book Club** was launched on 10 January 2023. **Dr. Kanimozhi**, Dean of Administration & Associate Professor & Head, Dept of Microbiology

inaugurated the Club and gave away the badges to the office bearers. This was followed by a reading and discussion of *Jane Austen's Pride and Prejudice*. Nearly 50 students participated in the programme.

- The Club had its **second meeting** on 14 February 2023. Readings from and discussions on *The Alchemist* by Paulo Coelho were done by the students.
- The third meeting was an interactive session with **Dr. Annam Ragamalika**, Poet & Author of *Dialogues of a Different Kind and Other Poems* on 13 March 2023. The students read poems from her collection and also discussed the process of writing poetry and shared some of their own creations.

#### **Nature Club**

- A **Guest Talk** on "Prospects of Wheatgrass Cultivation" was organised in association with the Department of Microbiology on 21 February 2023. **Dr. C. Uthirakumar**, Director, Dr.UK Institute of Health Sciences & Research, Porur, Chennai elucidated the methods of cultivation and the health benefits of wheatgrass.

#### **Career Guidance & Counselling Cell**

- A Seminar on **Career Opportunities in the Field of Finance** was organised on 12 August 2022. **Mr. Suresh Kumar**, Zebu Consultancy addressed the aspirants of UG final year.
- A flagship program **Kar Lo Safalta Mutthi Mein** in association with Gillette Guard Company was organised for the male students of our college on 02 September 2022. The program was organised to empower the students with tips for grooming, to build confidence and to excel in their upcoming professional journey.
- A **Power Seminar** entitled **Chasing the Dream** was organised in association with ICT Academy on 12 September 2022. **Mr. Sathish Raj**, CEO, E- Crusaders was the resource person. Around 200 students benefited through this seminar.

  
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Jaladampet, Chennai-600 100

- An **Online Mock Screening Test** was conducted for all final year students on 26 September 2023 to strengthen their skills to face competitive exams.
- An **MoU** was signed with **Eva Stalin IAS Academy** on 16 December 2022, for conducting awareness and guidance sessions for cracking government competitive Examinations like TNPSC/UPSC. The academy offers the students an opportunity to join their organisation with a concession in fees.
- An **MoU** was signed with **Magic Bus India Foundation** on 20 January 2023. Their youth-centred livelihood programme connects the aspirations and potential of youngsters by offering a 8 week training with a fee waiver and maps job potential based on individual strengths and mobility.
- A **Seminar on Acing TNPSC/UPSC Competitive Examinations** was organised on 20 October 2022. **Professor D. Stalin, Eva Stalin IAS Academy**, was the resource speaker for the session attended by 100 aspirants of final year UG departments.
- A Motivation session titled **LATCHIYAM- Reaching your Goal** was organised on 21 January 2023, for all UG final year students. **Professor D. Stalin, Eva Stalin IAS Academy, Chennai** and **Mr. Leo Vasanth, Magic Bus Foundation, Chennai**, addressed the students on preparing for various competitive examinations and enriching with personality skills to face the job market.
- A **One-week Training Programme on Personality Enrichment and Interview Skills** was organised from 25 January to 02 February 2023. Expert Resource Speakers including **Dr. K N Shoba, Assistant Professor, Anna university, Professor D. Stalin, Director Eva Stalin IAS Academy** and a team of faculty members of **AMCAS** handled the training and mock sessions on significant areas of career focus.
- The Career Counselling and Guidance Cell along with CSI organises a 40 hour Training Programme on **Tally-ERP-9 and GST Returns** in our

college in February 2023 to institute Interpersonal skills and chiselling the technical skills.

## **SPORTS**

The Physical Education Department of our college encourages active participation of our students in various sports activities in both the University A-Zone and inter-collegiate tournaments. Students have made marvellous strides in sports in the academic year, 2022-23:

- The college **Badminton** team secured **third place** in the Madras University A-Zone tournament held at D. B. Jain College on 27 November 2021.
- The college **Football** team secured **third place** in the Asan Memorial Intercollegiate Tournament held at Asan Memorial College of Arts and Science on 24 and 25 February 2023.
- The **XXIX Sports Day** was held on 16 March 2023. **Mr. R. Balasubramani**, former Indian Volleyball Player and Manager, IOB (Chennai) was the Chief Guest.
- The overall Trophy for Shift-I was bagged by the Department of B.B.A. & for Shift -II by B.Com.(G).

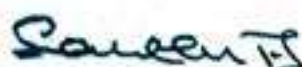
## **LIBRARY**

- AMCAS NDLI Club in Association with National Digital Library of India organised **User Awareness Programme on NDLI and NDLI Club** on 31 January 2023.

## **CELEBRATIONS AT AMCAS**

### **NATIONAL DAY CELEBRATIONS**

- The **75<sup>th</sup> Independence Day** was celebrated on 15 August 2022. **Captain Shyam Sundar, (Retd.)** Indian Navy hoisted the National Flag and addressed the students.

  
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Jaladampet, Chennai-600 100

- The 73<sup>rd</sup> Republic Day was celebrated on 26 January 2023 in the college campus. **Cdr. A. Krishnan, (Retd.)** Indian Navy hoisted the flag and delivered the Republic Day address.

### Onam

- Onam Cultural Festival **PONNIN CHINGAM** was celebrated on 06 September 2022 with the usual traditional spirit and a colourful festive mood. **Smt. Ramalakshmi Manoj Prabhakar**, Senior Software Engineer, Sopta Steria, Siruseri was the Chief Guest. Students from all the departments of both the shifts, participated in the Pookolam Competition and winners were awarded with prizes. Various cultural programmes were organised including traditional Kerala art forms like Vanchipattu, Thiruvathira and Onapattu gave an absolute visual treat.

### Pongal

- Pongal Celebrations were organised on 12 January 2023. Traditional competitions including Pongal Vaithal, Pulli Kolam, Karumbu Udaithal, Uri Adithal and Ilavattakkal were conducted. Traditional South-Indian folk art performances Silambam, Karagam and Bharatham by students and Parai Aattam, Oyilaatam, Karagaattam, Saattaikuchi Aattam, Naattupura Padal, and Kattaikkaal Aattam performed by **Student Artist Federation** as a part of the festivities. Tapping the entrepreneurial skills of students, the kiosks at *Pongal Sandhai* were a centre of attraction among students and staff members. **Mr. Suresh Kumar**, Singer-Composer & Founder – Kalaitthamizh Kalanjiyam was the Chief Guest.

### Thiran

- Thiran, an inter-departmental cultural festival was celebrated on 09 February 2023 with various on stage competitions including Group singing, Adaptune, Group dance. Various off stage events including Art from Waste, Pencil Sketching, Soap Carving, Flower arrangement, T – Shirt Designing, Mehendi, Tattoo and Cook a Treat were conducted as a part of the cultural fiesta. Over 200 students from various departments



exhibited their talents. **Mr. Srikanth Deva**, Music Composer and Singer was the celebrity guest for the Valedictory Session. The overall trophy was won by the **Department of Visual Communication**.

### **Yuva**


- A mega inter- collegiate cultural festival, **YUVAA 2023** was organised on 11 February 2023. **Mr. Santhosh Prathap**, renowned actor and celebrity was the chief guest for the cultural fiesta. Nearly 900 students from various city colleges participated in this cultural festival. Various on stage competitions including Battle of Bands, Adaptune, Rapid Rhythm were conducted. The off stage events included Block and Tackle, Tattoo, Meme Creation, Art from Waste, Maathi Yosi, Behind the Music, Fireless Cooking, Vegetable Carving, Bridal Makeover and Mobile Photography were conducted. The overall championship was bagged by **The Government College of Fine Arts, Chennai**.

### **Asan Mahila**

- Asan Mahila was celebrated in our college on the occasion of International Women's Day on 08 March 2023. **Dr. Renuka Ramakrishnan**, Humanitarian & Social Reformer and **Mrs. S. Meenakshi**, Entrepreneur and YouTuber of 'Amma Samayal' Channel were the Chief Guests. **Mrs. Raji Ashok**, a socially committed auto driver and **Miss. Vityasri**, a differently-abled achiever were honoured for their contributions to society.

### **Conclusion**

The academic year 2022-23 was an eventful year. The plethora of activities were made possible with the cooperation and dedicated team work of the staff members. I wish to acknowledge and thank our respected Chairperson Smt. **Shyamala Jayaprakash**, Joint Secretary, **Dr. Gautham Babu**, and other College Management Committee Members for their support, guidance and encouragement.

  
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**Arts & Science**  
**Jaladampet, Chennai-600 100**

I wish to place on record my heartfelt thanks to the Vice Principal, Co-ordinator Shift II, Deans of the college, Heads of all the departments and the faculty members for their invaluable contribution and dedication. Your commitment to excellence has been instrumental in shaping our institution. The countless hours spent in implementing policies to improve the quality of education and research have enabled us to achieve the objectives and goals for the academic year.

I also thank the Government of Tamil Nadu, the Director of Collegiate Education and the University of Madras for their support and encouragement for the College. It is my duty to thank one and all in the Jaladampet Campus. This includes the never-failing support that I receive from all our HODs, Teaching Staff and other administrative staff of the College and the Head Office, Estate Manager, Security Staff, Electricians, Drivers, Attenders, Housekeeping staff and my fellow students.

**THANK YOU**



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**ASAN INSTITUTE OF MANAGEMENT**

**ANNUAL REPORT 2022-2023**

“Education is the realization of the best in man – body, soul and spirit” – Mahatma Gandhi

Distinguished Chief Guest Thiru. K. Bharathirajan, Assistant Commissioner of Police, Chennai, Dignitaries on and off the Dias, Dear faculty, Students, Ladies and Gentlemen.

I deem it a great privilege to present the 25th, Silver Jubilee year Annual Report of Asan Institute of Management. Established in 1997, with the two AICTE approved courses of MBA & MCA the institute has created a unique identity with its quality education and conducive learning environment. Through its standard educational programme and innovative approaches, I am happy to say that AIM continues to be one of the premier institutes in Chennai.

A milestone like the Silver Jubilee should inspire an institution to evaluate the purpose of its actions and the quality of the service it renders to society. Providing the best services in instructional facilities and freedom of choice in academic matters are services offered not just to the students, but to society in general. A growing institution like Asan Institute of Management could also consider a value based intervention of management professionals to encourage industry linkage, active involvement of alumni and better social outreach in the campus.

It is with great pride and pleasure I share the information that our Alumni have always succeeded and proved themselves outstanding in academics and placements. Our growth map would prove my words true as there is always a steady progress in terms of on-campus & off-campus placements in India and abroad, and as several well-established entrepreneurs.



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**Jaladampet, Chennai-600 100**

The academic excellence of the students is proven by their outstanding performance in the University examinations. The department of MBA and MCA continues to produce excellent results with a good number of students with First class and Distinctions.

I wish to congratulate all the MBA and MCA students for their significant performance and I wish to place on record my sincere appreciation and thanks to the faculty members for their earnest efforts in training and developing the students.

I am proud that the Department of Management Studies has conducted many academic discussions, seminars and workshops to celebrate its Silver Jubilee Year. The environment at the institute is vibrant and dynamic throughout the year with all its academic, curricular, co-curricular activities, which are planned in such a way as to bring out the skills of our students and help them to excel in it.

I am happy to take you all through a presentation of our activities for the academic year 2022 -2023.

### **INDUCTION PROGRAMME**

The Imperial MBA is a transformational experience that helps the students to reshape them from ambitious professionals into confident and successful leaders. The MBA induction programme was designed to build a foundation for learning throughout the course

Students are judged not only on their knowledge. Grooming plays a very crucial role in today's corporate world and it is imperative to recognize the importance of first impressions on our professional effectiveness at the workplace.

- Considering the importance of grooming, Scale up Salon organized a session on 21 September 2022, for students to explain and exhibit how looks can enhance their confidence.



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Arts & Science  
Jaladampet, Chennai-600 100

- A one-day Orientation entitled **Cooperative expectation from fresh MBA** was organized on 12 October 2022. **Mr. J. Ragunathan**, Founder & CEO of Knowledge Capital Investment Group was the resource person.

### **WORKSHOP WITH SPECIALIZATION**

To gain operational knowledge on the functional areas of their specialization, a number of workshops were arranged. These workshops were planned in a way to impart knowledge management and intellectual skills to facilitate the budding professionals. Successful corporate teams were invited to enlighten the students with their valuable insights.

- A One-day **Finance Workshop** was conducted on 02 September 2022. **Mr. A K. Narayan**, Chartered Accountant, Ex-President, and Investors Association of Tamil Nadu, trained the students on Finance Management.
- The Department of MCA organized a **Seminar** in association with **NEON Computer Education** on the topic "Growing Role of Technology in Management and Dependencies of Internet" on 29 September 2022. **Mr. Gokila Krishnan S**, Specialist Programmer, Infosys Limited, Chennai was the Resource person.
- A One-day **Workshop on 'Research Methodology'** was conducted on 21 September 2022. **Dr. S. Vasantha**, Professor & Head, School of Management Studies, VISTA was the resource person.
- A One-day **Seminar on "Career opportunities in Logistics and Shipping Industry,"** was organized on 21 January 2023. **Mr. A. Seeni Mohamed**, CEO of Galaxy International Institute of Logistics, Chennai, addressed the students.
- A One-day **International e-training Program on "Intellectual Property Rights"** in collaboration with **National Intellectual Property Awareness Mission (NIPAM)** on 23 January 2023.

*Rajesh TS*

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- A One-day Workshop on “Health and Mind Management” was organized on 25 January 2023. Aasaan. Jai Manicka, Varmakalai and Acupuncture Specialist was the resource person.

## MEGA EVENTS

### ONA CHANDA

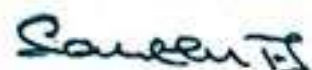
- Ona Chanda, A Mega Shopping festival was conducted on 05 September 2022. It gave the students real time experience of entrepreneurial skills. Around 24 stalls were put up by the students of Asan Memorial College of Arts and Science.

### MAGMA 2K22

- Magma 2022 an Intercollegiate Management Fest was organized on 19 October 2022 at College Auditorium. Mr. Muneer Ahamed, Managing Director, Digital Track Solutions inaugurated the fest.
- Competitions like Business plan, Business quiz, smart marketing, corporate bidding, paper presentations and channel surfing were conducted. Post graduate students from 15 colleges registered and nearly 300 students participated in the events.
- Mr. R. B. Kenneth Jeyaseelan, AVP-HR TCS, Head Talent Development (CBO) delivered the valedictory address and distributed the prizes. The Overall championship was bagged by AMET University.

### HR CONCLAVE 2K23

HR CONCLAVE 2K23-Campus to Corporate was organized on 07 March 2023. HR conclave is an enlightening platform that instills within students practicality and an arena of real-life situations. A live discussion by HR professionals from various industries provided the students with a deeper understanding of the corporate world and its operations. The following were the resource persons:



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Jaladampet, Chennai-600 100

- Dr. S. T. Krishne Kumar, Vice President and Principal Officer, Bancassurance, IndusInd Bank, Chennai.
- Ms. Anitha Simon, Senior HR Manager, THE TRIDENT, Chennai.
- Mr. Rakesh, Manager HR, Capegemini Technology Services India LTD.
- Ms. V. Shreya, Team Leader – HR, Saint Gobin Glass India. Pvt. Ltd.

### **HACK ON '23**

- Department of MCA, organized an intercollegiate **Hackon '23** event in association with Hand in Hand Academy for Social Entrepreneurship on 23 February 2023. The event aimed to empower the participants in solving a problem or creating a new product or service using technology.
- Around 200 students from 36 colleges have enthusiastically participated and showcased their projects to a panel of judges, who evaluated the projects. The Jury Members include **Mr. K. Ravilochanan**, Data scientist, Belstar Microfinance limited, **Dr. R. Kumaravelu**, Technocrat, KP Technologies, **Mr. K. Balaji**, Deputy General Manager; **Mr. V. Shyam Sundar**, Software Architect, Novac technologies.
- Teams from DRBCCC Hindu College won the first prize, SRM Institute Of Science & Technology, Ramapuram won the second prize & St. Thomas College of Arts & Science won the third prize.

### **AIM TO IGNITE 2K23**

- **AIM TO IGNITE 2K23**, a mega inter-collegiate management fest was conducted on 15 March 2023. Various events were conducted for the undergraduate students from colleges across Chennai. Around 180 students from various colleges participated in events such as ADZAP, QUIZ, CORPORATE BIDDING, and TALENT SHOW. The events were organized to bring out the students' talents, and to get experience in conducting such Professional events.

*Saujanya*

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- The Chief Guest of the Inaugural Session was **Mr. J. Raghunathan**, Director, Alparithm Technologies. **Ms. Husaina Kutub**, Creative Art director from Thought pencils, **Mr. Arvind Rajeev Sarathy**, Founder and Partner / X Quiz It and **Mr. Vijay Lenord**, MD Lenord Enterprises were the judges of various events conducted on the day.
- **Mr. Sundar Ramu**, actor and photographer was the Chief Guest for the Valedictory Session.

### **CERTIFICATE PROGRAMME**

- A Training Programme on **Stock Market Operations** (10 hours Certificate Programme) was organized from 17 to 21 November 2022. **Mr. A.K. Narayan**, from NISM, conducted the programme.
- A Certification Program in Java full stack cum Campus Placement Drive for final year MCA students in partnership with EduBridge and Capgemini was conducted on 27 January 2023.


### **MEMORANDUM OF UNDERSTANDING**

- An MoU was signed with Digital Track Solutions Private Limited, on 05 January 2023.
- An MOU was signed with Grand Alliance Management Excellence and Consulting on 03 March 2023.

### **VALUE ADDED PROGRAMME**

The gap between the skills of formal education and those skills that the students need to build a future for them can be bridged by providing employability skills. Hence AIM provides several value-added programmes.

- Hand in Hand Academy offers a 40 hours English communication enhancing programme for I year MBA and MCA students.

  
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- A 12-Hour value added training programme on CV Enhancement, Placement interview and Group Discussion training, PPT skills and public speaking, in conjunction with Knowledge Capital Investment Group (KCIG) was offered to II MBA students.


### **INDUSTRIAL VISITS**

Industrial visits are arranged to provide a visual experience of production and operational process of the manufacturing and service industries

- I MBA students visited 'Modern Bakers'–Parle-G operational unit, Madhavaram on 22 February 2023.
- II MBA students visited 'Medimix' AVA - holayil Health care Private Ltd operational unit, Madhavaram Branch on 04 March 2023.

### **STUDENT ACHIEVEMENTS**

- Students of II MBA participated in One day International Seminar on "Sustainable Economy Stability: Impact of the Blooming Fintech" conducted by AM JAIN College, Chennai on 18 September 2022.
- Students of I MBA participated in the National level Technical Symposium conducted at SRM University on 10 November 2022.
- Students of I MBA participated in a one-day seminar on "Skill Development Program – for future ready managers" at Vels University on 30 November 2022.
- Students of II MBA participated in, "Inter-Collegiate Management Fest" at Stella Maris College on 06 March 2023.
- Students of I and II MBA participated in "National Level Symposium" at Jerusalem College of Engineering on 10 March 2023 at Jerusalem College of Engineering.

  
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## FACULTY AWARDS AND HONOURS

- **Dr. M. Jaya**, Academic Head & Dean Academics and Research participated as Expert Member of the Education committee of the Madras Chamber of Commerce & Industry on 22 February 2023.
- **Dr. M. Jaya**, Academic Head & Dean Academics and Research was awarded with Edvishan Global Peace Award for significant contributions in the society from Edvision Key to Success, Chennai on 10 October 2022.
- **Dr. M. Jaya**, Academic Head & Dean Academics and Research was awarded with Best Head of the Department Award from CST Achiever's Academy on 05 November 2022.
- **Dr. P. Parameswari**, Assistant Professor, Department of MBA was honoured with the **Academic Excellence Award- 2022**, by the InSc Institute of Scholars, (Registered under the Ministry of MSME & Corporate Affairs, Government of India), Bangalore.
- **Dr. P. Suganya Devi**, Assistant Professor, Department of MBA received the **Best Achiever's Award – 2022**, by 'Magic Book of Record' on 26 October 2022.
- **Dr. D. Jaichitra** Assistant Professor, Department of MBA received the **Best Paper Award** for the Paper presented in the International Conference on Contemporary Issues in Sciences and Management Research, organized by Sree Venkateswara College of Engineering (SVCM) on 07 & 08 January 2023.
- **Dr. D. Jaichitra**, Assistant Professor, Department of MBA was the resource person for a One-day National Seminar on "Innovation Entrepreneurship" at Kanchi Shri Krishna College of Arts and Science, Kancheepuram on 31 January 2023.
- **Dr D. Jaichitra**, Assistant Professor, Department of MBA was the Judge for Entreprenre an Intercollegiate competition organized by University

  
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Jaladampet, Chennai-600 100

Women's Association, Madras in association with Dr. MGR Janaki College of Arts and Science, Chennai on 09 February 2023.

- **Dr. P. Parameswari**, Assistant Professor, Department of MBA was the resource person for a One-day National Seminar on "Managing Individual Portfolio" at Kanchi Shri Krishna College of Arts and Science, Kancheepuram on 03 March 2023.
- **Dr. P. Suganya Devi**, Assistant Professor, Department of MBA conducted a program on 'Knowledge Enrichment: Dream to Achieve', for IX standard students of Government Higher Secondary School, Pallikarnai, Chennai.
- **Dr. D. Jaichitra**, Assistant Professor, Department of MBA has obtained the Fellow membership in Indian Academic Researchers association (F271/2022).
- **Dr. P. Parameswari**, Assistant Professor, Department of MBA has obtained the Affiliate Membership in International Association of Academic plus Corporate for Annual Membership. FRT JQC – CE00375.
- **Dr. D. Jaichitra** Assistant Professor, Department of MBA is the Editorial board member of the Peer Reviewed journal "The Shiv Shakti International Journal in Multidisciplinary and Academic Research" (SSIJMAR) ISSN: 2278 – 5973.

#### **FACULTY PUBLICATIONS**

- **Dr. M. Jaya**, Academic Head, AIM published a paper titled "Career Advancement Problems and Personal variables of Women employees in Indian Information Technology Industry" in Vegueta Journal Vol.22, No.7 ISSN : 2341-1112, July 2022.
- **Dr. M. Jaya**, Academic Head, AIM published a paper titled "An Investigative Study on the Switching Attitude of Mobile Phone Users in Chennai" in "A Journal for New Zealand Herpetology" Vol.12, issue 1, ISSN: 2230-5807, January 2023.



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**Arts & Science**  
**Jaladampet, Chennai-600 100**

- **Dr. M. Jaya**, Academic Head, AIM published a paper titled "Factors Enticing Student & Selection of Higher Educational Institutions", in UGC Care Journal - Purakala Vol. 32, Issue 1,2023, ISSN: 0971-2143.
- **Dr. P. Parameswari**, Assistant Professor, co-authored a book titled "Financial Market Institutions and Instruments", published by Wisdom India Publications, Bangalore.
- **Dr. D. Jaichitra**, Assistant Professor, Department of MBA published a paper entitled "A study of on the job training programs for village Engineering graduated candidates" in Specialusis Ugdymas Special Education 2022 1(43), 11025-11033, ISSN 1392-5369, (Scopus Indexed) in November 2022.
- **Dr. D. Jaichitra**, Assistant Professor, Department of MBA, published a paper entitled "A study on Financial performance analysis of credit company with reference to Chennai" International Journal of Accounting and Financial Management Research (IJAFMR),12(2), 47-52, ISSN (P): 2249-6882; ISSN (E): 22497994. Impact Factor (JCC): 8.7203 NAAS Rating: 3.17 in December 2022.
- **Dr. D. Jaichitra**, Assistant Professor, Department of MBA published a paper entitled "A study on work life balance of women employees with reference to Indian Overseas Bank" International Journal of Human Resource Management and Research (IJHRMR) 12(2),61-66, ISSN(P): 22496874; ISSN (E):22497986. Impact Factor (JCC): 9.5928 NAAS Rating: 3.38 in December 2022.
- **Dr. P. Parameswari**, Assistant Professor, Department of MBA published a paper in Manager-The British Journal of Administrative Management, on the topic, "Analyzing Organizational Performance Innovative Management Practices: Evidence From Hospitality Industry." ISSN - 1746 1278, Volume 59 Issue 158 in January 2023.

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- **Dr. P. Parameswari**, Assistant Professor, Department of MBA published a paper in The Scientific Temper (2023) on the topic, "The role and relation of emotional intelligence with work-life balance for working women in job stress" on 21 January 2023 Vol. 14 (1): 1-5 E-ISSN:0976-8653.
- **Dr. P. Parameswari & Dr. P. Suganya Devi**, Assistant Professors, Department of MBA presented a paper on "A Perspective view on Pygmalion Effect" in HR Symposia 2K23, a Three-day Hybrid Mode Seminar conducted by Yuvakshetra Institute of Management from 06 to 08 February 2023.

#### **Workshops and Conferences Attended**

- **Dr. D. Jaichitra**, Assistant Professor, Department of MBA, participated in a Five-day International Virtual FDP on "Personality Grooming-Handling Stress and Emotional Intelligence" organized by PSG College of Arts and Science, Coimbatore, Tamil Nādu from 02 to 06 January 2023.
- **Dr. D. Jaichitra & Ms. Lavanya Jothi Lakshmi**, Assistant Professors, Department of MBA participated in IP Awareness/Training program organized by Indian Patent Office on 16 January 2023.
- **Dr. P. Parameswari, Dr. D. Jaichitra & Ms. Lavanya Jothi Lakshmi**, Assistant Professors, Department of MBA participated in a One-Week Online Short term Program on "Ethics in Academic Research Writing", conducted by Human Resource Development Centre and AMET Business School, from 30 January to 04 February 2023.

To conclude, I wish to thank all those who continue to encourage and support us in taking the Institute towards a future of growth and development.

I am thankful to Dr. C. K. Revi, President- Asan Memorial Association, Mrs. Shyamala Jayaprakash, Chairperson, Dr. Gautham Babu, Joint Secretary, Dr. E. K. Purushothaman, Vice Chairman, College Management committee,

  
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Dr.T.S.Santhi, Principal in-charge and all the members of the College Management Committee, the Members of the Governing Council, for their continued support and encouragement. I am thankful to the Administrative Officer, Estate Manager, and other officers both in the campus and at the Head Office for helping us to build and maintain our excellent facilities and other resources.

Finally, I wish to thank the Vice Principal, Director AIM, Coordinator Shift II, Deans of the College, HOD's, Faculty, Office Manager and all the administrative staff, supportive staff and students of the Institution for their cordial support, hard-work and assistance all through this year. I conclude my Report by invoking the Blessings of the Almighty in all our endeavours.

Thank You

  
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