

## ANNUAL REPORT 2023-24

“Education is not the preparation for life; Education is life itself.” John Dewey.

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 essence of the college’s ethos stems from a profound philosophy rooted in faith in humanity which honours the multicultural fabric of society. It endeavours to create a dynamic and enriching learning environment, offering a range of activities aimed at nurturing the holistic development of young individuals. The academic year 2023-24 witnessed a plethora of activities that added vibrancy and dynamism to the academic calendar.

### 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 Rupees Nine lakhs fifty-six thousand only.

### PLACEMENT

The initiatives of the placement cell are highly appreciable. The meticulous efforts of Placement Cell headed by Dr. D. Baskar and his team of Dr. B. Shaji, Mr. I. Simon, Dr. C. Radhakrishnan and Dr. S. Senthilkumar, ensured maximum employment opportunities for the final year students. In the academic year 2023-24, 10 organisations have visited so far including Capgemini, Shri Ram chits, Altruist, Omega health care and Indian Institute of Logistics. 168 students have been selected during the campus drive from the above listed companies.

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386 students participated in job fair organised under the Naan Mudhalvan scheme in Queen Mary's College. 3 students from B. Sc. Computer science and 3 students from B.C.A have been selected for free Full stack Developers course and mini project assistance from Neon Computer education private limited, Chennai.

## 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.	NAME	DEPARTMENT	SUBJECT	RANK
1.	RAMYA	(B.COM (CS)	<b>MALAYALAM</b>	1
2.	BHOOMI. H. K	B.COM (CS)	<b>FRENCH</b>	9
3.	CHARAN MARY.G	MCA (III YEAR)		5
4.	HELEN KIRUBA. M	MCA (II YEAR)		7
5.	ARSHITHA. S. J	BBA- SHIFT- II		7
6.	SANGEETHA. S	MBA		7
7.	AAKASH. S	MCA (II YEAR)		8
8.	PRIYANKA. I	MCA (III YEAR)		9
9.	JANANI. R	MBA		9

## MoUs

In the academic year 2023-24, the institution has signed over 30 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 collaborating with us include MCCI, ICT Academy, Hand-in-Hand Academy, Dr. UK Institute of Health Sciences and Research, Parivarthan Corporate Training Academy and Chennai Institute of Bartending.

## **VALUE-ADDED COURSES**

The college offers value-added courses to the students to acquire specialized knowledge and skills that are relevant to their field of study. By participating in these courses, students can broaden their skill set, improve their employability, and gain a competitive edge in their careers. Additionally, these courses also contribute to holistic development by fostering critical thinking, problem-solving abilities, and lifelong learning habits among students.

- Asan Memorial College of Arts & Science in association with ICT Academy and Atos Prayas Foundation (An Atos CSR initiative), organized a 15-day Value Added Program on “Banking Financial Services Insurance (BFSI): Overview and Financial Products” for 60 final year students of BCom and BBA from 10 July 2023 to 26 July 2023.
- Thirty students from both UG and PG of Microbiology and Biochemistry departments successfully completed the Diploma course in Medical Laboratory Technology on 3 August 2023 which was offered in collaboration with Dr. UK Institute of Health Sciences and Research, Chennai.
- The Department of English in association with Spark Academy, Chennai offered a 1-week Certificate Course on Content Writing for the final year students from 18 October 2023 to 25 October 2023.
- The Department of Microbiology offered an 18-hour Value Added Course for the Microbiology and Biochemistry students on “Prospects of

Mushroom Cultivation Technology” conducted by Y. J. Honey Farm, Chennai, from 11 October 2023 to 02 November 2023.

- The Departments of Commerce (Shift I & II) in association with CSI offered a 40-hour Value Added Course on Tally-ERP-9; GST Returns in February 2024.
- The Department of Microbiology in association with Mahathi Biotech, Chennai offered an 18-hour Value Added Course on “An Entrepreneurial Approach in Spirulina Farming” for the Microbiology and Biochemistry students from 05 March 2024 to 09 March 2024.
- 930 students of all streams registered for Swayam, various NPTEL courses in their discipline. Over 190 students appeared for the exam.
- First year students of all streams are offered a value-added course called QUEST by Consonare Media Pvt. Ltd. The course aims to equip students with essential interpersonal communication skills which is crucial for academic and professional success.
- Final year students of all streams are offered a value-added program called Employment Enhancement Skill Training Program from 29 February 2024 to 03 March 2024. This aims to equip graduating students with the necessary skills and qualities to excel in the job market and enhance their overall personality.
- The college in association with Youth Employability Skill Training Co-operative Educational Society Ltd., Kerala offers an Add-on Programme (Diploma & Certificate Course) on Logistic and Supply Chain Management, Web Technology and Multimedia and Photoshop.

## **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 103 faculty members more than

83 are qualified and approved which includes 53 Ph. D. holders.

Congratulations to the faculty members who have been bestowed with awards for the contribution to the fields of education and research.

## **AWARDS**

- **Ms. N. Vanaja**, Head & Associate Professor, Department of Business Administration was awarded “Consumer Service Award for Education 2022-23” for her exemplary service in Education, by People’s Consumer Protection Federation, Tuticorin District, on their 27<sup>th</sup> Annual Day Celebrations. A Citation with a Shield was presented on 06 July 2023.
- **Dr. N. Manjula**, Librarian received the Best Librarian Award for the year 2023 from Indian Academic Researchers Association on 13 August 2023.
- **Dr. D. Baskar**, Associate Professor & Head, Department of BCom (CA), **Dr. Y. Beulah Jeba Jaya**, Associate Professor, Department of MCA and **Dr. B. Shaji**, Associate Professor, Department of Computer Science were honoured with Certificate of Appreciation on “Guru Devo Bhava” – Teacher’s Day Program organised by Gleneagles Global Health City, Chennai on 09 September 2023.
- **Dr. J. Girija**, Assistant Professor of Tamil published an exemplary research work entitled ‘Sevviyal Ilakana Ayivu - Idaichorkal Padhinenkeezhkanaku’ which received the K. Chinnapabharathi Foundation Award for her contribution towards the growth of Tamil language, in an Award function held at Thakkar Baba Vidyalaya on 07 January 2024.

## **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. M. Jaya**, Dean – Academics and Research, Associate Professor & Head, Department of Commerce attended as Special invitee for the Board of Studies meeting of M.Com. in University of Madras on 13 August 2023.
- **Dr. M. Jaya**, Dean – Academics and Research, Associate Professor & Head, Department of Commerce attended the Board of Studies meeting in Stella Marris College on 04 October 2023.
- **Dr. S. Kanimozhi**, Dean - Administration, Head, P.G. & Research Department of Microbiology acted as Judge in the event Kala Sangamam in ‘Sathak Utsav 24’ - A Fiesta Unscripted organized at Mohamed Sathak College on 31 January 2024.
- **Dr. V. Ajay Ramakrishnan**, Assistant Professor of English was invited as an Alumnus representative for the Board of Studies of the Department of English, Presidency College, Chennai on 12 September 2023.
- **Dr. S. Porkodi**, Associate Professor of Commerce was appointed as University - Domain Expert for the Board of Studies of UG Department of B. Com. A&F in S.D.N.B. Vaishnav College on 19 September 2023.
- **Dr. P. Padmavathi**, Associate Professor, Department of Hindi, recorded her two stories in ALL INDIA RADIO, Chennai on 28 August 2023. The stories were broadcast on 100.1 GOLD FM from 10 to 17 September 2023.
- **Mrs. N. Shyamala**, Assistant Professor, P.G. & Research Department of Microbiology, won first prize in Poster presentation at “International Conference on Biotechnological Emergence in Science and Technology (ICBEST 2.0)”, organized by Department of Biotechnology,

College of Science and Humanities, SRM Institute of Science and Technology, Ramapuram Campus, Chennai on 05 & 06 October 2023.

- **Dr. P. Ramesh Kumar**, NSS Programme officer, served as a Programme Coordinator, a special appreciation for his excellent efforts and performance in the State Level Selection for National Youth Festival - 2023 held at Jawaharlal Nehru Stadium, Chennai on 21 & 22 November 2023.
- **Ms. M. Maragatha Gowri**, Assistant Professor of French - Shift II was invited for the Board of Studies, Department of French, Women's Christian College, Chennai on 31 January 2024.

#### **Invited as Speakers / Resource Person**

- **Dr. P. Ramesh Kumar**, Assistant Professor & Head, Department of Tamil, was invited and graced the programme as the Chief Guest at the Kalvi Valarchi Naal Vizha (Kamarajar Birthday Celebration) organized by Zion School, Chennai on 14 July 2023.
- **Dr. P. Padmavathi**, Associate Professor, Department of Hindi was the main speaker in the Virtual Seminar conducted by Vishwa Hindi Sahitya Seva Sansthan on 30 July 2023.
- **Dr. P. Ramesh Kumar**, NSS Programme officer, YRC District organizer, Chengalpattu District, Assistant Professor & Head, Department of Tamil was the Resource Person for Fresher's Orientation Programme conducted by the Youth Red Cross of BRBCC Hindu College, Pattabiram, Chennai on 31 July 2023.
- **Dr. P. Padmavathi**, Associate Professor, Department of Hindi was invited as a resource person to conduct workshop "Kacchi Mitti" on the topic 'Technique and Methodology of Story Writing' at Agarwal Vidyalaya and Junior college, Vepey, Chennai on 26 August 2023.



- **Ms. M. Maragatha Gowri**, Assistant Professor of French - Shift II was invited for à Guest lecture Français, C'est Facile at S.D.N.B Vaishnav College for Women on 16 August 2023.
- **Dr. S. Porkodi**, Associate Professor of Commerce was appointed as an External Examiner for B.Com. (A&F) in S.D.N.B Vaishnav College on 10 and 11 October 2023.
- **Dr. K.A. Sheebha**, Assistant Professor of Commerce was appointed as External Examiner for B.Com. (I.S.M.) in S.D.N.B Vaishnav College on 12 October 2023.
- **Dr. S. Annapoorni**, Assistant Professor and Head, Department of English delivered an Online Guest lecture on “Defamiliarization in A.K. Ramanujan’s Translation of Sangam Poems” for Chrysalis III (Commemorative Lecture Series) organised by PG and Research Department of English along with IQAC of St. Aloysius College, Thrissur, Kerala on 08 February 2024.
- **Ms. M. Maragatha Gowri**, Assistant Professor of French Shift II was invited for a Guest lecture and as the Chief Guest for the Valedictory Function for Français, Facile-Decouvrons les idees at A.M Jain college, Meenabakam on 27 February 2024.

### **Workshops & Conferences Attended**

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

- **Dr. T. S. Santhi**, Principal, AMACS attended the MCCI meeting.
- **Dr. M. Jaya**, Dean – Academics and Research, Associate Professor & Head, Department of Commerce attended the MCCI meeting.

- **Dr. S. Kanimozhi**, Dean - Administration, Head, P.G. & Research Department of Microbiology attended an International Advanced Faculty Development Program on “Mechanics of Qualitative and Quantitative Research Design” organized by Eudoxia Research Centre and Eudoxia Research University – USA from 16 to 23 June 2023.
- **Mrs. Ch. Radha Madhavi**, Assistant Professor & Head, Department of BBA Shift II participated in an International Seminar on “Innovation in Personal Financial Management” on 17 June 2023.
- **Ms. M. Maragatha Gowri**, Assistant Professor of French attended a 7-day Faculty Development Programme on ‘Enseignons le français et Créons l'avenir’ organized by Department of French, College of Science and Humanities, SRMIST, Chennai, between 14-20 June 2023.
- **Mr. S. Shanmugam**, Associate Professor, Department of Biochemistry attended an Online Training Program on Development of E-content Audio Resources organized by NCERT from 26 to 30 June 2023.
- **Dr. S. Annapoorni**, Head & Assistant Professor, Department of English was a part of the Book Release of Indira Parthasarathy’s *Two Plays*. In the event, she performed a scene from one of the plays entitled ‘Ramanujar’ on 10 July 2023.
- **Mrs. V. Raja Rajeswari**, Assistant Professor, Department of BBA - Shift I, attended a one-week Faculty Development Programme on “Banking and Financial Services” organised by University of Madras in association with Six Phase-BFSI, Chennai, under the auspices of Government of Tamil Nadu from 17 to 21 July 2023.
- **Mrs. Ch. Radha Madhavi**, Head & Assistant Professor, Department of BBA Shift II participated in two-week National Level Virtual Workshop on Advanced Research Methodology conducted by the Department of Commerce, SRM Institute of Science & Technology, Ramapuram Campus, Chennai from 3 to 18 July 2023.

- **Mrs. Ch. Radha Madhavi**, Head & Assistant Professor, BBA Shift II participated in an International Webinar on “Combining the Global Pandemic through Motivation Using Life Skills”, on 21 July 2023.
- **Dr. C. Radhakrishnan**, Assistant Professor, Department of English, attended the NAAN MUDHALVAN FDP course on ‘Graphic Design’ at Sri Kanyaka Parameswari Arts and Science College for Women, Chennai. from 24 to 28 July 2023.
- **Ms. Aishwarya Mani**, Assistant Professor, Department of English participated in a Five Day Online Academic Writing and Publishing Workshop organized by the Department of HSS, NIT Tiruchirappalli & Department of Humanities, IIST, Thiruvananthapuram, India from 24 to 28 July 2023.
- **Ms. R. Jeyasree & Dr. V. Ajay Ramakrishnan**, Assistant Professors of English attended a 7 Day Online International PDP on Emerging Trends in English Studies, organised by Patrician College of Arts and Science from 22 to 29 July 2023.
- **Dr. N. Manjula**, Librarian participated in a National-level seminar on Enhancing 21<sup>st</sup> Century Skills for Library Professionals organised by D.G. Vaishnav College, Chennai on 17 August 2023.
- **Dr. S. Nazreth Arokiya Mary**, Assistant Professor, Department of Biochemistry attended the First National Conference on ‘Biomaterials in Health care’ on 18 and 19 August 2023.
- **Dr. S. Kanimozhi**, Dean - Administration, Head, P.G. & Research Department of Microbiology participated in a One week International Virtual Faculty Development programme on “Empowering Pharma Educators: Transformative Teaching and Research for future Healthcare Leaders" organized by Chettinad School of Pharmaceutical Sciences (CSPS), Chettinad Academy of Research and Education (CARE),

Chennai in association with College of Pharmacy, Mother Theresa Post Graduate and Research Institute of Health Sciences (MTPGRIHS), Pudhucherry from 21- 28 August 2023.

- **Ms. V. Umakasthuri**, Assistant Professor, Department of English, Shift II attended a lecture on ‘The cultural landscape of Chennai in the 1930s’ by A.R.Venkatachalapathy organized by the Madras Literary Society on 12 August 2023.
- **Dr. V. Seetharaman**, Assistant Professor, Department of Tamil participated in a FDP on the topic of *Mozhipaadam: Katral Karpithal* conducted by the Department of Tamil, Tagore College of Arts and Science, Chrompet, and IQAC, from 23 to 29 September 2023.
- **Dr. S. Nazreth Arokiya Mary** and **Dr. P. Sangeetha**, Assistant Professors, Department of Biochemistry conducted a Medical Camp for the school teachers of Govt.Hr.Secondary School, Thiruvenchery on 13 October 2023.
- **Dr. C. Radhakrishnan** and **Dr.V. Ajay Ramakrishnan**, Assistant Professors, Department of English, attended a One-day FDP on ‘Live with Bliss and Peace’ organized by Asan College of Engineering and Technology, Chengalpattu on 28 October 2023.
- **Dr. V. Seetharaman**, Assistant Professor, Department of Tamil attended a One-day FDP on the topic ‘Live with BP (Bliss and Peace)’ organised by Asan Memorial College of Engineering and Technology, Chengalpattu on 28 October 2023.
- **Dr. V. Seetharaman**, Assistant Professor, Department of Tamil attended an online FDP on the topic *Thamizh Bakthi Ilakkiyangal* conducted by On in Art and Culture Trust from 25 October to 02 November 2023.

- **Mr. R. Anandkumar**, Assistant Professor, Department of English, attended the Naan Mudhalvan Faculty development program titled Digital Marketing at Sri Kanyaka Parameswari Arts and Science College for Women, Chennai from 08 to 12 January 2024.
- **Dr. B. Shaji**, Associate Professor, Department of Computer Science, attended Naan Mudhalvan FDP in association with Nasscom on Business Process Management at New College, Chennai from 10 to 12 January 2024.
- **Mrs. Jancy Joseph**, Assistant Professor, Department of Commerce (CS) attended a Webinar on ‘Fintech & Future of Finance’ organized by St. Joseph’s College, Tiruchirapalli and Jayaraj Annapackiam College for Women, Periyapalayam District on 07 February 2024.
- **Mrs. Jancy Joseph**, Assistant Professor, Department of Commerce (CS) attended a one-week Faculty Development Program on ‘Teaching Pedagogy’ organized by Mar Gregarious College of Arts & Science dated 26 February to 01 March 2024.
- **Dr. S. Kanimozhi**, Dean - Administration, Head, P.G. & Research Department of Microbiology attended an event “Inspire Inclusion Count her in” celebrating International Women’s Day, organized by the Women Business Council of the Madras Chamber of Commerce & Industry (MCCI) on 08 March 2024.
- **Dr. G. M. Gaythari, Ms. Aishwarya Mani and Ms. D. Usha Devi** Assistant Professors, Department of English attended a Five day Online National Faculty Development Programme on ‘Recent Trends in English Literature’ organised by the Department of English, Dr. MGR - Janaki College of Arts and Science for Women from 11- 15 March 2024.
- **Ms. V. Uma Kasthuri**, Assistant Professor, Department of English, Shift II was invited as a panelist to an International Conference titled

“Rethinking the Emergence of the Novel in India through Madhaviah,” organized by the Department of English at Madras Christian College in collaboration with Goldsmiths, University of London, on 27 March 2024. She also delivered a talk there on the topic ‘The Emergence of the Widow Question and *Madhar Marumanam*’.

## **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, AMCAS presented a paper entitled ‘Optimizing Business performance enhancing strategies competence in small & medium sized enterprises’ organized by School of Business Studies in association with SSACCI at Hindustan College, on 10 January 2024.
- **Dr. M. Jaya**, Dean – Academics and Research, Associate Professor & Head, Department of Commerce and **Dr. K.A. Sheebha**, Assistant Professor of Commerce published a paper entitled “An exploratory Analysis on the influence of demographic factors on the customer loyalty of Public and Private Sector Banks” in an International Conference on Financial inclusion in Digital ERA: Challenges & Opportunities organized by Sankara College of Science & Commerce, Coimbatore on 11 September 2023.
- **Dr. M. Jaya**, Dean – Academics and Research, Associate Professor and Head, Department of Commerce presented a paper entitled ‘Optimizing Business performance enhancing strategies competence in small & medium sized enterprises’ organized by School of Business Studies in association with SSACCI at Hindustan College on 10 January, 2024.

- **Ms. Aishwarya Mani**, Assistant Professor, Department of English, presented a paper entitled ‘The Path to Recovery of Fat Girls in Julie Murphy’s Novels FAITH: TAKING FLIGHT AND DUMPLIN’ in LITFEST - A National Conference on “Resilience & Reinventions in Contemporary Literature” organized by The Literary Seminary: A Professional Society of Dr. M.G.R Educational and Research Institute on 11 & 12 August 2023.
- **Dr. P. Padmavathi**, Associate Professor, Department of Hindi, wrote a story and it has been selected and included in the III semester Hindi syllabus for RVS College students, Coimbatore.
- **Dr. G. Sankaravadivoo**, Assistant Professor & Head, Department of Commerce (A/F) authored a book on the subject “Financial planning & Performance” Published by Vijay Nicole ImPrints Private Limited.
- **Dr. S. Annapoorni**, Head & Assistant Professor, Department of English did a Tamil translation of an article on Kanjeevaram Saris in the Tamil edition of the Hindu newspaper.
- **Ms. M. Poongumari**, Assistant Professor, Department of Tamil published an article titled *Ariyapadadha Aalumai - K. Paramasivam*, a Tamil linguist, in *Kaalachuvadu*, a UGC journal.
- **Mrs. Jancy Joseph**, Assistant Professor of Commerce presented a paper entitled “E-Banking: A Sustainable Growth” in an International Conference on Digital Revolution in Banking Era of Industry 5.0 organized by P.G. and Research Department of Commerce, S.I.V.E.T College on 05 October 2023.
- **Mr. R. Anand Kumar**, Assistant Professor of English published a paper titled ‘Exploring Cultural Identity in Chitra Banerjee Divakaruni’s ‘Sister of My Heart’ in Bodhi International Journal of Research in Humanities, Arts and Science, Volume 8, October 2023, Special Issue 1, ISSN: 2456-5571.

- **Dr. V. Seetharaman**, Assistant Professor, Department of Tamil participated and presented a paper titled *Ilakkiyangal Kaatum Sutrusoozhal* presented in an International Conference organised by the Department of Tamil, Crescent University, Chennai in 12 & 13 October 2023.
- **Mrs. Ch. Radha Madhavi** participated and presented a paper titled ‘Consumer Attitude towards Organic food products – Sustainable Consumption’ in the International Conference organized by Shri Ratanlal Kanwarlal Patni Girls’ College, Kishangarh in collaboration with Inspira Research Association -IRA, Jaipur on 29 January 2024.
- **Dr. P. Sangeetha**, Assistant Professor and Ms. Shebha Uliyal Iswariya of I MSc Biochemistry presented a paper on the topic “Invitro Activity of drug standardization of *Alternanthera Sessilis* in different type of extract” in an International Conference conducted by D.G.Vaishnav College on 06 & 07 February 2024.
- **Dr. K. A. Sheebha**, Assistant Professor of Commerce published a Monograph entitled “Customer Relationship Management Practices in Public and Private Sector Banks in City” with ISBN: 78-81-19243-28-0.
- **Mrs. S. Srividhia Balaji** Assistant Professor, Department of Commerce (Gen) Shift II, presented a paper on the topic ‘Flexible payment options’ in a National level Seminar organised by King NandhiVarman College of Arts and Science, Thellaar on 08 February 2024.
- **Dr. C. T. Santhi & Dr. A. Suguna**, Assistant Professors, Department of Commerce (Gen) Shift II presented a paper on the topic ‘Self-help group and Women Entrepreneurs’ in a National level Seminar organised by King Nandhi Varman College of Arts and Science, Thellaar on 08 February 2024.
- **Dr. S. Annapoorni**, Assistant Professor and Head, Department of English presented a paper titled ‘Home as a gendered ideological space in Indira Parthasarathy’s *Ramanujar*’ at the International Conference on “Framing



Gender: Text, Space and Power” organised by PG and Research Department of English in collaboration with AWARE India Trust at CTTE College for Women, Chennai on 20 February 2024.

- **Dr. S. Sanuja**, Assistant Professor, Department of Biochemistry, presented a paper on Moringa Olifera - Zinc oxide nano composite films for active food packaging application in the International Conference on ‘Emerging Nanomaterials in biological, chemical and engineering’ organised by Vels Institute of Science, Technology and Advanced Studies on 28 & 29 February 2024.
- **Mrs. Jancy Joseph**, Assistant Professor, Department of Commerce presented a paper entitled ‘Artificial Intelligence in Social Media’ in the National Conference on “Artificial Intelligence Powered Social Media Marketing - A Conference on Future Digital Engagement” conducted by Government Arts & Science College, Chennai on 14 March 2024.

## **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.

### **School of Science – Departments of Biochemistry, Computer Science, Psychology and Microbiology**

- Mr. B. Mahendran of III B.Sc. Microbiology and his team participated in “the Grand Entrepreneurship Challenge programme” and received a cash prize of Rs.50,000/- organized by Enactus Club of AMCAS and Hand in Hand Academy for Social Entrepreneurship on 09 August 2023.
- Mr. D. Tamizhselvan and Mr. V. Kishore of II M.Sc Biochemistry have jointly presented a paper in the National Conference titled “Comparative

Study of Antioxidant effect in Crude extract and Synthesized Nanoparticles in Sphagneticola Calendulaeca” organized by Sri Balaji Medical College and Hospital, Chennai on 18 & 19 August 2023.

- Mr. M. Akash of II B.Sc. Microbiology has participated and won second prize in the event of “Micromatsuri 2023”, organized by the Post Graduate & Research Department of Microbiology, Dwaraka Doss Goverdhan Doss Vaishnav College on 21 October 2023.
- Ms. V. Sarojini of II B.Sc. Computer Science participated in the South Zone NSS Pre-Republic Day Parade Camp 2023 held at Cauvery College for Women, Tiruchirappalli from 30 October 2023 to 8 November 2023.
- Ms. R. M. Princy, Ms. P. Gomathi, Ms. K. Kalpana and Ms. R. Tharani of III B.Sc Biochemistry presented a poster entitled “Nanotechnology Based Drugs” in the National Conference in Green Healthcare-innovations and Perspectives at Justice Basheer Ahmed Sayeed College for Woman, Chennai on 23 & 24 January 2024.
- Mr. R. Srikant of III B.Sc. Microbiology and S. Priyadharshini of II B.Sc. Microbiology bagged I Runner-Up Trophy and awarded with an Amazon gift voucher worth Rs.2000/-in the National Level Environment and Nature Quiz 2024 organized by Apollo Tyres Limited as a part of Mangrove Conservation Project in Kerala on 10 January 2024.

### **BCA (Shift II)**

- Ms. S. Preethika and Ms. S. Reshma of II BCA participated in “Scrabble Tournament” conducted by Queen Mary’s College, Chennai on 08 September 2023.
- Students of III BCA have participated and won in intercollegiate event “Karanthi 2k24” conducted by SSS Jain College for Women, Chennai on 13 March 2024.

## **School of Commerce & Management – General, CA, CS & BBA Shift I**

- Around 10 Students of III BBA attended a 15 days course on “Banking Finance Services and Insurance” organised by Atos Prayas Foundation- Youth Empowerment Program from 10 July 2023 to 26 July 2023.
- Mr. V. Shiva of II B. Com General presented a paper in symposium entitled “The Signox’23” at Jeppiaar Engineering College, Chennai on 07 & 08 September 2023.
- Mr. V. Shiva of II B. Com General presented a paper in Hackerz National Level Technical symposium on “Green Operation for Milk Package”, organized by Chennai Institute of Technology, Chennai on 19 September 2023.
- Students of III BBA attended a seminar on “Navigating Career Expectations” conducted by NMS Naandi Foundation on 06 October 2023.
- Ms. A. Jai Bhavani of B.Com (CA) won the Cash prize of Rs. 5000/- in an Elocution competition on the topic “Parukkule Nalla Naadu” organised by Tamil Ilakiya Manram of AMCAS in association with Central Institute of Classical Tamil on 5 January 2024.
- Mr. S. Dileep Kumar and Ms. S. Srivarshini of II B.Com (CS) secured the third place in Business Quiz Competition titled “COMFIESTA 2024”, organized by PG & Research Department of Commerce, Patrician College of Arts and Science, Chennai on 20 January 2024.
- Ms. T. Sangeetha of I B.Com. General won third prize in the event of “Doodling” at M.O.P. Vaishnav College, Chennai on 02 February 2024.
- Mr. G. Navin Kumar of III B.Com. General participated in the Drawing competition and won III prize, organised by the Ministry of Youth Affairs & Sports, Nehru Yuva Kendra, Chennai for the observance of National Road Safety Awareness week 2024 on 14 February 2024.

- Ms. S. Brindha of I B.Com (CS) participated in the Speech Competition and won II prize, organised by the Ministry of Youth Affairs & Sports, Nehru Yuva Kendra – Chennai National Road Safety Awareness week 2024 on 14 February 2024.

### **School of Commerce & Management – Shift 2**

- Mr. Barath and Mr. Dhanush of III B.Com General presented a paper in the National level seminar at King Nandhi Varman College of Arts and Science, Thellaar on 08 February 2024.
- Ms. Meena of II B.Com General won third place in “Yaathisai-24” mime competition conducted by D B Jain College, Chennai on 29 February 2024.

### **School of Media & Languages – Visual Communication & English**

- Mr. P. Vijay Anandan of III B.Sc Visual Communication participated and won first prize in “Wall Painting” at Hindustan College of Arts and Science, Chennai on 01 March 2024.
- Mr. P. Vijay Anandan & Mr. Maheshwaran of III B. Sc. Visual Communication won first prize in “Face Painting” conducted by Mar Gregorios College of Arts and Science on 13 March 2024.
- Ms. S. Dhanalakshmi of III BA English won first place and received a cash reward for the group competition in “Grand Entrepreneurship Challenge programme” organised by the Enactus Club in association with Hand in Hand Academy for Entrepreneurship at Veritas Finance, Chennai on 09 August 2023.
- The Second year of BA English students won II Prize in “Creative Interpretation event at Novella,” organised by Department of English, Stella Maris College for Women, Chennai on 01 March 2024.

- The Final year of BA English students attended Internship at various media and publishing house in Chennai during the semester break to gain experience in content writing, proof-reading, email newsletters and editing blog posts skills.

### **School of Hospitality – BHM**

- Around 10 students of BHM Department actively participated in a Television Show on “World Record of most Millets based Dishes in 100 minutes” organised by Chithram TV Private Limited, Chennai on 30 July 2023. Celebrity Chef Palani Murugan was the judge.
- Students of BHM Department have gone for Hospitality Service to the NAAC Committee members at University of Madras from 09 & 10 August 2023. The students have been highly appreciated for their commendable endeavour.

### **DEPARTMENT ACTIVITIES**

#### **School of Science – Departments of Biochemistry, BCA, Computer Science, Psychology and Microbiology**

- **The Department of Biochemistry** organised a Guest Lecture on Biomics-2023 on 11 August 2023. The resource person was Dr. Selvaraj.V
- The Department of Biochemistry conducted an Awareness on Food Adulteration at “Genesis 2K23” held at Asan Memorial Matric HSS, Chennai on 11 & 12 August 2023
- The Department of Biochemistry organised a Career Guidance Programme on Medical Coding on 04 September 2023. The Resource person was Mrs. Lavanya, Training and Placement Coordinator, Health Care Pvt. Ltd, Chennai.

- The Department of Biochemistry organised a competition on Interdepartmental Poster Presentation for 1 year & 3year Biochemistry students on 08 September 2023 & 15 September 2023.
- The Department of Biochemistry visited the organic farm “Farm Guru” on 24 September 2023.
- The Department of Biochemistry conducted a “Medical Camp” for the school teachers of Govt. Higher Secondary School, Thiruvencherry on 13 October 2023.
- The Department of Biochemistry conducted an Interdepartmental Poster Presentation competition for first year students on 13 October 2023.
- The Department of Biochemistry conducted a Food Adulteration Camp at Govt. Hr. Secondary School, Kovilanchery on “Biochemistry” to XII students on 27 October 2023.
- The Department of Biochemistry organised an Awareness Programme on “Knock of Lifestyle Diseases in Future Generations” on 13 February 2024. The Resource person was Dr. G. Lokeshwari, Gleneagles Global Health City, Chennai.
- The Department of Biochemistry organised an “One day workshop on Molecular techniques” on 27 February 2024 for the PG students in collaboration with OPRL Biosciences, Chennai.
- The Department of Biochemistry organised an “Industrial Visit” for the final year students to Madhavaram Dairy on 09 March 2024.
- **The Department of Computer Applications** organised a Guest Lecture about “Current Trends by Livewire for II BCA students on 11 August 2023. The Resource person was Miss Karthiga, Trainer, Livewire, Chennai.
- The Department of Computer Applications organised a Seminar for BCA III Year on the topic “Full Stack Development” on 21 August 2023. The

Resource person was Mr. Ramesh, Business Head, Neon Computer Education, Chennai.

- The Department of Computer Applications organised a Seminar for BCA III Year on the topic “Opportunities after Graduation” on 15 September 2023. The Resource person was Mr. M. Hanumantha Rao, Times Institute, Chennai.
- The Department of Computer Applications organised a Seminar on “Web UI/UX Design” for BCA III year students on 20 September 2023. The Resource Person was M. Anbazhagan.M, Image Creative Education Private Ltd, Chennai.
- The Department of Computer Applications organised a Guest Lecture on “Prepare Yourself for Industry 4.0” for III BCA students on 11 October 2023. The Resource person was Muhammed Ilyas, CEO IT Expert Training Trainer & Developer.
- Department of Computer Applications organised an orientation Program for II BCA on “IT Training in Software Development” on 20 February 2024 “. The Resource Person was Mrs. Farhenn, IT Trainer in TECHVEEL EDUTECH.
- **The Department of Computer Science** organised a Seminar on “Corporate Industry Exposure” on 4 October 2023 by Lead, Smart Tail Pvt Ltd. Mr. Ramanan Kalirajan was the Resource Person.
- The Department of Computer Science organised a Guest Lecture on “Automation Testing” on 19 January 2024. The Resource person was Ms. Prathima, Senior Testing Engineer, CTS Chennai.
- The Department of Computer Science organised a Guest lecture on “How to Develop a Project in Python, .Net and Java” on 23 January 2024. The Resource person was Mr. Saravana Balan, Data Science Trainer, Besant Technologies, CTS Chennai.

- The Department of Computer Science organised a Guest Lecture on “Data Analysing” on 24 January 2024. The Resource person was Ms. Karthiga, Trainer, Livewire, Chennai.
- The Department of Computer Science organised a Guest lecture on “Data Science and Machine Learning” on 29 January 2024. The Resource person was Ms. Shobana Tech Head & Ms. Abinaya Tech Mentor from NIIT, Chennai.
- The Department of Computer Science organised a Guest lecture on “Data Analytics” on 30 January 2024. The Resource person was Mr. Shahul Hameed Sha T S, Lead Data Analyst, Amazon, Chennai.
- The Department of Computer Science organised a Guest lecture on “Exposure to IT” on 02 February 2024. The Resource person was Mr. Praveen (proud Alumni), Senior Software Engineer II, Comcast, Chennai.
- **The Department of Psychology** organized a Guest Lecture on “Psychology in Practice & The Scope of Psychology” on 31 August 2023. Mrs. A Thendralarasi, Counseling Psychologist & founder of CHERISH was the Chief Guest.
- The Department of Psychology has organized an one day visit to “Trust Way Foundation” De-addiction Centre on 13 September 2023, at Keelkattalai Chennai.
- **The P.G. & Research Departments of Microbiology and Biochemistry** conducted the “1st Graduation Ceremony of Diploma in Medical Laboratory Technology” course of batch 2022 – 2023 on 3rd August 2023 organised by Dr. UK Institute of Health Sciences and Research, Chennai.
- The P.G. & Research Department of Microbiology, presented the certificates of Value-added Courses for the PG and UG students on “An Entrepreneurial Approach in Spirulina Farming” on 3 August 2023.



- The P.G. & Research Department of Microbiology put up a stall for two days on 11.08.23 and 12.08.23 at “Genesis 2K23” organized by Asan Memorial Senior Secondary School, Chennai as part of an activity to promote admission.
- The P.G. & Research Department of Microbiology organized a Guest talk on “Modern Lifestyle - Cause for PCOS, PCOD and Fatty Liver” on 31 August 2023. The Resource person was Prof. Dr. Grace Nagendran, Proprietor, G&G Aesthetic and Cosmetic Clinic, Medavakkam, Chennai.
- The P.G. & Research Department of Microbiology, organized an Industrial Visit on 15 September 2023 to a Food and Pharma Testing Laboratory-Neoscience Labs Pvt. Ltd. Sithalapakkam, Chennai.
- The P.G. & Research Department of Microbiology, organized a Lecture on “Impact of Global Warming on Microbial Diseases - A Warning to Humanity” on 20 September 2023. The Resource person was Dr. A.K. Kathireshan, Director, School of Life Science, VELS Institute of Science Technology and Advanced Studies, Chennai.
- The P.G. & Research Department of Microbiology in association with Avigen Biotech PVT.LTD., Chrompet, Chennai, offered a value-added Course on “Prospects of Mushroom Cultivation Technology” for the Microbiology and Biochemistry students and the course commenced from 11 October 2023.
- The P.G. & Research Department of Microbiology organized a one-day workshop on “Advanced Molecular Techniques” for the I M.Sc. and III B.Sc. Microbiology students on 29 January 2024. The Resource person was Mrs. T. Shanthi, Production Manager, ORANGE progene, OPRL Biosciences (P) Ltd., Chennai.
- The P.G. & Research Department of Microbiology organized a Lecture on “Breast Cancer Awareness” on 2 February 2024. The Resource was Dr.

Saritha Damodaran, Senior Clinical & Radiation Oncologist, Parvathy Hospital, Chennai.

- The Department of Life Sciences, Microbiology & Biochemistry represented the college for the “7<sup>th</sup> Youth Health Mela 2024 - an Awareness Stall” organized by Cancer Institute (WIA), Adyar, Chennai from 15 February 2024 to 17 February 2024.
- The Department of Life Sciences, Microbiology & Biochemistry in association with Mahathi Biotech offered a Value-added Course on “An To enrich the subject knowledge of the students, the Department of Microbiology Entrepreneurial Approach in Spirulina Farming” for the Microbiology and Biochemistry students from 5 March 2024.

### **School of Commerce & Management – Departments of B. Com General, CS, CA, BBA & Shift 2**

- **The Department of Commerce** organised an “Industrial Visit” for the final year students of B. Com. Gen., C.A. & C.S. to Chennai Port on 17 & 18 August 2023.
- The Department of Commerce organised a seminar on “Opportunities in Logistics and Shipping Industry” for the final year students of B. Com. Gen., C.A. & C.S. on 22 August 2023. Dr. S. Madhanagopal, Senior Faculty, Indian Institute of Logistics was the Resource person.
- The Departments of Commerce organised a Guest Lecture about “Investors Awareness” on 12 September 2023. Ms. N Harshini- Communication Trainer and Consultant Certified Business, Chennai was the resource person.
- The Commerce Departments of both the shifts organized a National Level Workshop on "College to Corporate (C2C) Transition" on 16 September, 2023. CMA. Divya Abishek, Chairperson, Southern India Regional Council of the Institute of Cost Accountants of India was the Chief guest

for the Inaugural function. Mr. Haroon Nizam, Managing Director, Unique Technologies and Consultancy Private Limited, Chennai, was the guest for Valediction.

- The Department of Commerce organised a Workshop on “FINANCIAL LITERACY” on 09 February 2024 for the II Year students of B. Com (G), C.A. and C.S. Mrs. Hinduja, Senior Manager, Tamil Nadu Grama Bank, and Mrs. K. Nilavathy, Manager, Tamil Nadu Grama Bank, were the resource persons.
- The Department of Commerce organised a seminar on Communication on 15 March 2024. Mrs. Hema Narasimhan, Auditor, Freelance Trainer, Infocareer Pvt., Ltd was the Resource person.
- **The Department of Business Administration** organised a One Day Guest Seminar on “Future Skills 2030 - Prepare for the 4th Industrial Revolution" for III BBA students on 01 September 2023. The Resource Person was Mrs. Vandhana V, Learning & Development Specialist, Cognizant.
- The Department of Business Administration in view of 11<sup>th</sup> edition of EVS EXPO on 26th September 2023, EVS related competitions were conducted to all the 2<sup>nd</sup> year students of Shift I & II on 14 September 2023.
- The Department of Business Administration organized a three-day employability skills training programme for III BBA students on 25,26 and 27 September 2023.
- The Department of BBA organised the 11<sup>th</sup> Edition of Syllabus Based Environmental Studies Exhibition - EVS EXPO - 2023 on 26 September, 2023.
- Guest Lecture on “Changing Role of HR - 2023” was organised by Department of Business Administration shift II on 4 October 2023. The

resource person was Mr. Joseph Irudayaraj, ITExpert in Training, Program Management, Project Management, Quality Control and Assurance Management.

- Final Year BBA students attended a seminar on “Navigating career Expectations” conducted by NMS by Naandi Foundation on 6 October 2023.
- The Department of Business Administration organised a Professional Orientation Workshop entitled “METAMORPHOSIS” in association with Parivartan Corporate Academy, Kochi Kerala on 16 and 17 October 2023 to enhance the career skills of the final year BBA students.
- The Department of BBA organised a one-day Seminar on EVS - “A Healthy Planet, A Healthy Life” on 27 October 2023. Dr. Ashika MBBS, MD, Associate Professor, Dr. MGR University was the resource person.
- The Department of BBA organized a one-day seminar entitled “Understanding Self” for first year students on 1 March 2024. The resource person was Mr. B. Sai Kishor, HR-Learning & Development, Senior Associate, Ford Motor Private Ltd. Chennai.
- The Department of BBA organized a one-day seminar entitled “Women Entrepreneurs – Avenues & Challenges” for Girl students on 8 March 2024. The resource person was Ms. Anitha Bai R P, Designated Partner, B.R.Shastry Logistics LLP, Chennai.
- The Department of BBA in association with Parivartan Corporate Academy, Kochi, Kerala organized a Professional Orientation Workshop entitled “CAREER BOOSTER” on 14 & 15 March 2024, for the Final year BBA students. The Training expert was Mr. Arun B. Nair, CMD & Chief Mentor.
- **The Department of B. Com A&F** organised a Guest Lecture on the topic “Digital Marketing” is Inevitable in today’s business scenario on 29

September 2023. Resource Person was Mrs. Vijayalakshmie, CEO & principal consultant VRG Technologies, Chennai.

- **The Department of Commerce Shift II** conducted a Guest Lecture by Mr. Kishore Mohan Founder, Stock Trade corps on the Topic “Financial freedom for young minds” on 10 October 2023.
- **The Department of Business Administration Shift II** organised a Guest Lecture on “Changing Role of HR - 2023” on 4 October 2023. The resource person was Mr. Joseph Irudayaraj, IT Expert in Training, Program Management, Project Management, Quality Control and Assurance Management.

### **School of Media & Languages – Departments of Visual Communication, English and Languages**

- **The Department of Visual Communication** organized “Infinity – Let’s Rewrite” a creative event for students to display their talents on 28 July, 2023. Ms. Vijayalakshmi Gopalakrishnan, Artistic Director of Team Vishakdha was the Chief Guest.
- The Department of Viscom celebrated 383rd Madras Day celebration in a spectacular fashion in the college campus on 22 August 2023.
- Department of Visual Communication and Asan School of Hospitality jointly organised the Madras Street Food festival on 08 September 2023.
- The Department of Viscom organised “16th International Short Film Festival, Drishya 2024” on 15 February 2024. Mr. Natarajan “Natty” Subramanian was the Chief Guest.
- **The Department of English** organised a workshop on “Literary Theory” for BA English students on 17 August 2023. The Resource person was Dr. Sivaraman, Associate Professor of Presidency College, Chennai.
- The Department English put up stalls for “Genesis 2023” on 12 August 2023 at Asan Memorial Senior Secondary School, Egmore, Chennai.

- The Department of English organised “Atlantis 2023’ – An Inter-collegiate Literary festival” on 15 September, 2023. Ms. Aparna Srinivas, Emerald Dove Academy was the Chief guest for Inauguration. Dr. P. Lalitha, Associate Professor, Department of English, JBAS College for Women (SIET) was the guest for Valedictory. Over 15 competitions were conducted for students from city colleges. The overall trophy was bagged by Stella Maris College.
- The Department of English, in association with Spark Academy conducted a One-week Certificate Course on Content Writing for 3BA English students from 09 Oct to 16 October 2023. Mr. Subramaniam of Spark Academy was the Resource person.
- **The Department of Tamil** organised the inaugural ceremony of Thiruvalluvar Tamil Literary Forum on 10 October 2023. Dr. Aranga Ramalingam, Professor and Head in the Department of Tamil Language, University of Madras was the Chief Guest.
- The Department of Tamil and Central Institute of Classical Tamil Studies jointly organised a program on Bharathiyar’s birthday celebration on 05 January 2024. Dr. P. Dhanavanthini, Principal, Prince Sri Balaji College of Arts and Science, Chennai, was the Chief Guest.
- **The Department of French** along with 45 students who have taken French as Second Language attended a *Workshop on Francais par les Textes* by Dr. Ashish Agnihotri Associate Professor, Centre for French and Francophone studies JNU on 22 March 2024, at University of Madras, in association with AITF to have an exposure towards the Foreign Language French.
- **The Department of English (Shift II)** organised a Guest Lecture for the students of first year about “Government policies and their impact” on 03 August 2023. Ms. Oviya Thangaraj was the Resource person.

- The Department of English (Shift II) organised a Guest Lecture on The Significance of Obtaining Knowledge and Methods to on 18 August 2023. Mr. Mathur Sathya, Public Policy Consultant was the resource person.

### **School of Hospitality**

- **The Department of Hotel and Catering Management** organised a seminar on “Opportunity Abroad” on 10 August 2023. The Resource person was Mr. Dev Malik, Capstone E Solutions, Chennai.
- The Department of Hotel and Catering Management conducted an Orientation on the topic “Bakery and Pastry” on 02 August 2023. The Resource person was Chef Boopesh, Pastry Corporate Chef, Advantage Private Ltd., Tharamani, Chennai
- The Department of Hotel and Catering Management put up stalls for “Genesis 2023” on 12 August 2023 at Asan Memorial Senior Secondary School, Cochin House, Chennai.
- The Department of Hotel and Catering Management and Visual Communication organised "Madras Street Food" on 08 September 2023.
- The Department of Hotel and Catering Management had an "Industrial Visit" on 29 September 2023 at Writer's Cafe, Taramani, Chennai.
- The Department of Hotel and Catering Management participated in "JITO" a world record for female chefs on 30 September 2023 and 1 October 2023.
- The Department of Hotel and Catering Management put up stalls in AMPS EDUCATION EXPO 2023 on 07 & 08 October 2023.
- The Department of Hotel and Catering Management organized a Guest Lecture by Alumni Chef Venkatesh Bhat CEO of Accord Group on 02 February 2024.

- The Department of Hotel and Catering Management organized a “Campus Recruitment” by Le Royal Meridian Chennai for the final year students on 12 February 2024.

## **CLUB ACTIVITIES**

### **NSS**

The NSS unit of our college under the guidance of Dr. P. Ramesh Kumar and Mr. 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. This year the contributions of this unit was recognized when they were given an award for being the best NSS unit among all institutions under the University of Madras. The unit conducts a number of awareness camps, drives, rallies and government organized programs.

- **Yoga Camp** to commemorate “International Yoga Day” organized on on 21 June 2023. The camp was attended by more than 50 teachers who were taught the benefits of pranayamam and yoga.
- **Awareness Programme** on International Day against Drug Abuse & Illicit Trafficking along with the Enforcement Bureau CID, Tamil Nadu State NSS Cell & University of Madras, organized at signal points in Pallikaranai & Medavakkam on 26 June 2023. 50 NSS Volunteers of the college and 10 police officers from Pallikaranai police station participated in the event.
- **Tree Plantation Drive** to commemorate the death anniversary of Dr. A.P.J Abdul Kalam on 27 July 2023. 50 saplings were planted inside the college campus in memory of the former president of India.
- Around 50 NSS volunteers participated in the **Kalaignar Memorial International Marathon** at Marina Beach, Chennai, on 06 August 2023.



- **Awareness Programme** on “Drug Free Tamil Nadu” in association with Tamil Nadu Police Department on 11 August 2023. Around 2400 students of the Institution took the pledge.
- **Tree Plantation Drive** in the premises of Arulmigu Aathipurishwarar and Lakshmi Narayana Perumal Temple in Pallikarnai on 14 August 2023, under the banner of "Meri Maati Mera Desh". Around 50 NSS volunteers participated in the drive by planting more than 100 saplings.
- **Leprosy Eradication Awareness Campaign** organized in association with the Tamil Nadu Public Health & Family Welfare Department on 16 August 2023. Mr. Y. Isac Arul Kumar, District Health Educator, Mr. Raam Suresh, Zonal Supervisor (Zone – XIV), and Mr. Balakrishnan, Health Inspector (Zone – XIV), addressed the participants. Pamphlets on the treatment of the disease were distributed to the students and a leprosy awareness oath was taken. Around 300 students participated in the programme.
- As per the advice of the Regional Director of NSS, Chennai, Dr. P. Ramesh Kumar, Program Officer, NSS along with 15 NSS volunteers of Asan Memorial College of Arts and Science, received Shri. Anurag Singh Thakur, Honourable Minister for Youth Affairs and Sports, Government of India and Shri. Nithish Kumar Mishra, Joint Secretary, Minister for Youth Affairs and Sports, Government of India on 12 August 2023 at the Chennai Airport.
- **Distribution of deworming tablets** to 2350 students and 127 staff members in association with the Public Health Department, Greater Chennai Corporation was conducted on 19 August 2023.
- Six NSS volunteers donated blood for an emergency at SIMS Hospital, Chennai on 16 August 2023.

- 100 NSS Volunteers participated in the awareness programme on “Drug Free India - Tamil Nadu” organised by The Art of Living in collaboration with Anna University at Anna University, Chennai on 26 August 2023.
- **Voluntary Blood Donation Camp** organized in association with Kilpauk Government Medical College Hospital on 05 September 2023. Around 201 participants including teaching faculty, staff and students donated 201 units of donated blood to Dr. M. Chithra, Blood Bank Officer, Kilpauk Government Medical College Hospital.
- 30 NSS volunteers planted around 100 saplings at the Marina Campus, University of Madras under the scheme "Meri Maati Mera Desh" on 25 August 2023. Dr. Vaneeta Aggarwal, NSS Coordinator, University of Madras, and Dr.Palani, Marina Campus Director, University of Madras, inaugurated the event by planting the saplings.
- Around 2100 students participated in "Social Justice Pledge Taking Ceremony" on 15 September 2023 and took the pledge.
- **Walkathon for POCS Awareness** was conducted in association with Kauvery Hospital, Radial Road on 24 September 2023. 200 NSS volunteers participated in the event.
- Around 50 NSS Volunteers participated in the program launch of Prime Minister’s Vishwakarma Yojana scheme conducted by Shri. Bhupender Yadav, Honourable Union Cabinet Minister for Labour and Employment, Environment, Forest and Climate Change, at Patrician College of Arts and Science, Chennai on 17 September 2023.
- **Heart & Brain Health Awareness Walkathon** organised in association with Gleneagles Health City, Chennai on 29 October 2023. Around 100 NSS volunteers participated in the rally from NIOT, Radial Road to Pallikaranai.

- **Seminar on Vigilance and Anti-Corruption**, in association with the Vigilance and Anti-Corruption Department, Government of Tamil Nadu was organized on 01 November 2023, as part of the Tamil Nadu Government's Vigilance and Anti-Corruption week (30th October to 5th November). Mrs. Sharmu Rajan, Assistant Commissioner, Department of Vigilance and Anti-Corruption addressed the students. Mr. Albin Raj, Inspector (Law & Order), Pallikaranai Police Station along with officers from the vigilance department participated in the programme.
- **Cancer Awareness Workshop** on "Prevention of Cancer through Lifestyle Changes" organized in view of National Cancer Awareness Day on 07 November 2023, by Cancer Institute (WIA), Adyar. Around 30 NSS Volunteers participated in the event.
- **Distribution of Michaung Flood Relief material** to 40 members of the Irula community residing in Madayambakkam & Atchivilagam in Cheyyur Taluk, Chengalpet District, in association with Indian Red Cross, Tamil Nadu Branch and Anna Nagar Lion's Club, Chennai. Relief materials worth Rs.1,50,000 (Rs. 3,750 per family) including Tarpaulin, rice, dhal, bed sheets, oil, biscuits, along with stationeries for the students like notebooks, pen were distributed.
- 10 NSS volunteers served **Michaung cyclone relief work** at Indian Red Cross Society, Tamil Nadu Branch, Egmore, Chennai on 08 December 2023.
- Around 200 NSS volunteers along with two NSS program officers participated in the concluding ceremony of **Entrepreneurship & Rural Development Conclave (ERDC)-2024** at Students Activities Centre, IIT Madras, on 19 January 2024.
- **Road Safety Awareness Campaign** in association with Nehru Yuva Kendra, Chennai of the Ministry of Youth Affairs & Sports,

Government of India organised on 20 January 2024. The rally between Medavakkam and Pallikaranai area witnessed over 200 enthusiastic NSS volunteers carrying placards promoting road safety awareness for the welfare of the public. Mr. K.Kunhammed, State Director, NYKS, Tamil Nadu & Pondicherry was the Chief Guest & Dr. J. Sampath Kumar, Deputy Director, NYK, Chennai was the Guest of Honour.

- 50 NSS volunteers participated in the **Road Safety Awareness Program** organised along with Nehru Yuva Kendra, Chennai of the Ministry of Youth Affairs & Sports, Government of India with Nehru Yuva Kendra, and Chennai of the Ministry of Youth Affairs & Sports, Government of India and Greater Chennai Traffic Police, at E.V.K. Sampath Salai, Chennai on 24 January 2024.
- **National Voters Day Pledge** was administered to the Principal, faculty members and NSS Volunteers on 24 January 2024
- **World Cancer Day Awareness Walkathon** organised in association with Gleneagles Health City, Chennai on 04 February 2024 Around 100 NSS volunteers participated in the rally from NIOT, Radial Road to Pallikaranai.
- **Elocution, Drawing and Essay competitions** for college students in association with Nehru Yuva Kendra, Chennai of the Ministry of Youth Affairs & Sports, Government of India conducted on the topic “Road Safety” on 09 February 2024. Around 100 students participated in the competitions with great enthusiasm. Prizes and certificates were distributed to the winners.
- **Pulse Polio Immunization (PPI) Camp** in the Pallikaranai, Jaladianpet area in association with the Department of Public Health and Preventive Medicine (Zone-14), Greater Chennai Corporation on 03 March 2024. Around 5100 children were vaccinated in the camp. 50 NSS volunteers went door to door in order to vaccinate children with Polio drops.

- **7-day Special Camp** on the theme “Healthy Youth for Healthy India” in Medavakkam village from 07 March 2024 to 13 March 2024.
- Day 1: Inauguration Program at Medavakkam Panchayat Office. Special Chief Guest Mr. Mahesh (Ward Member), Mr. Gopu (Vice-President), Mr. Bose (Union Councillor). Created Environment Awareness among College Students through a Street Play.
- Day 2: Environmental Conservation: NSS Volunteers, alongside forest Rangers, planted nearly 100 saplings With Tree Guard on a vast empty ground in Sai Ganesh Nagar Near Pallikaranai contributing to Afforestation efforts. Women’s Empowerment: In collaboration with the Nehru Yuva Kendra team organised “Nari Shakti Fitness Rally” promoting health and fitness among women. Voter Education: To encourage informed participation in the democratic process, volunteers conducted awareness sessions on the voting process and voting machines, particularly targeting first-time voters.
- Day 3: Community Service: Nearly 100 NSS volunteers undertook a Cleaning Drive in the thousand years old Pallikaranai Arulmigu Lakshmi Narayana Perumal Temple.
- Day 4: Environmental Restoration: A Pond in Vijayanagaram near Medavakkam Village was cleaned and made completely litter-free. Nearly 100 NSS volunteers were involved in removing Plastic Waste and Seemai Karuvelam Trees from the Pond.
- Day 5: Religious Site Maintenance: NSS volunteers engaged cleaning the Pillayar Kovil in Jayanagar, Medavakkam, the Pachaiamman Temple near Medavakkam.
- Contribution to the Nation: Mr. Arjun, Social Activist taken a session based on the “Students Contribution to the Nation” and also discuss about the Government Exams.

- Day 6: Voter Awareness Rally: Awareness Walkathon on the “Importance of Voting” in the upcoming parliamentary elections. Pamphlets emphasising the Democratic Duty of Voting was also distributed to the Public.
- Day 7: Valediction Ceremony with our Principal Dr.T.S.Santhi , Medavakkam First Grade Panchayat President Mrs.R.Sivapooshanum Ravi and Lokesh TVS Owner and Social Activist Mr.R.Lokesh.
- The various activities addressed vital issues such as Environmental Protection, Community Well-being, and Voter Awareness, contributing positively to the Medavakkam Village and its residents.
- NSS Annual Day was organized on 27 March 2024. Thiru. J. Kamaraj, Director (News), Head of Regional News Unit, All India Radio was the Chief Guest. NSS volunteers were awarded for their exemplary service throughout the academic year.

## YRC

- YRC volunteers collected provisions and clothes from the faculty and college students and distributed flood relief materials to the needy people at Kamatchi Nagar, Pallikaranai on 11 December 2023.
- **Road Safety Awareness Program** in association with Nehru Yuva Kendra and NSS on 20 January 2024. 50 Volunteers and 4 faculty members of participated in the event.
- **Seminar on Substance Abuse – Prevention** was organized on 18 March 2024. Mrs Bhanu Suresh Babu, founder of CONCERN Charitable Trust, Consultant and Therapist discussed about drug addiction, prevention and rehabilitation. Mr. T. Rajesh, Project Coordinator shared the mission of drug demand reduction. 00 students from various departments attended the seminar.

## Rotaract Club

- **A two-day Workshop** entitled “Stellar” was participated by the club's secretary and president at New College from 03 June 2023 to 04 June 2023.
- **The “Sirpi” Secretarial Workshop**, organized by District Rotaract Council, Rotary International District, along with Rotaract Club of Madras Millennia & Rotaract Club of Sri Venkateswara College of Engineering at RV Towers, Guindy on 30 July 2023, was participated by members of the club.
- The old age home, “**Idhaya Vaasal**”, situated in Pallikarnai, Narayana Puram, was visited by the Rotaract Club of Asan Memorial College under the banner “Manav seva Madhava seva” on 04 August 2023. More than 75 kgs of rice, dal, pulses, fruits, and vegetables were collected by the club and handed over to the ashram by student volunteers.
- **An Awareness Rally- Walk for a Cause** to promote 'Drug-Free India', organized by The Art of Living at Anna University Ground on 05 August 2023, was participated by our club members.
- An **Installation Ceremony** titled "Sparkles" was held in our college on 24 August 2022, where the ceremony was taken over by Rtr. Bina Boaz, president, and Rtr. Sibi Rajan, chairperson of Rotaract club of south. Our new president, secretary, and other club official directors have been honored and badged to take over their positions, and everyone pledged to look after the club in spite of everything.
- **Punnagai 2023** was organized by Rotaract club on 02 September 2023 in the college premises. The event was filled with fun, food, & frolic for differently-abled kids.

- The “Hogwarts - The Chamber of Secrets” event, organized by District Rotaract Council was conducted on 17 September 2023 at Santhom School Auditorium, Mylapore.
- **POCSO Awareness Walkathon** was organized, in association with Kauvery Hospital and Rotaract Club of Akash, on 24 September 2024 at Kauvery Hospital.
- The “15th Terry Fox Run” was organized by Rotary Club of Akash on 01 October 2023 at Besant Nagar, was actively participated by our club members."
- **Online Poster Designing competition** for Gandhi Jayanthi was conducted on 02 October 2022. Winners were honored with prizes.
- **Orientation Programme** titled “Glitzz ‘23” was organized by Rotary International District-3232 on 08 October 2023 at Mylapore, was actively participated in by our club members.
- **Orientation Programme** titled "INSPIRON" was conducted on 13 October 2023 in the college premises. The session was taken over by Rtr. Solomon Victor in a very grand manner.
- Online group discussion "Vaanga Pesalam" with our Rotractors was conducted on 16 October 2023 in Google Meet.
- **Online Poster Designing competition** on account of Ganesh Chaturthi was conducted on 17 October 2022. Winners were honored with prizes.
- **Orientation programme** titled "Sattam Arivom" was conducted on 26 November 2023 in Google Meet. Experts took over the session and explained the basic laws to our students.
- **Online Craft Workshop** titled "Kuppai Kaaviyam," a craftwork from waste, was organized on 30 November 2023 in Google Meet.



- **Online Orientation Programme** titled "Urimaigal Rights for Right " was organized, in association with District Rotaract Council and Rotary International Council, on 06 December 2023 in Google Meet.
- Food and necessities were offered to people in affected areas during the Michuang Cyclone as "EEGAI" phase - I on 05 December 2023 at Mahalakshmi Nagar.
- Food and necessities were offered to people affected areas during the Michuang Cyclone as "EEGAI" phase - II on 08 December 2023 at Madipakkam.
- **Online orientation programme** about the "SHARE MARKET" on 31 January 2024 in Google Meet. Share market expert Ms. Narmata Arora took over the session and provided detailed information about the share market and its activities.
- **Online Project on Photography** in association with the Rotaract club of R.K.M. Vivekananda College was conducted on 04 January 2024.
- A session on **Wise Money Management**, titled "₹ Artha Vidhya phase 2", was organized by our club along with The Rotaract Club of R.K.M. Vivekananda College on 20 March 2024 at the college premises.

## **WOMEN'S STUDIES CELL**

- **Inauguration** of the cell was organised on 07 September 2023. Mrs. Rachana Prasad, a dubbing artist, script writer, and translator was the Chief Guest. An awareness program on breast cancer was given by Dr. Madhuri Sudhakar, a surgical oncologist. Student's office bearers were elected, and badges were distributed.
- **One-day Certificate Programme** for women's students in association with CASI GLOBAL on the topic "Financial Literacy" on 11 September 2023. Ms. Harshini Neralla was the resource person.

- One day Workshop was conducted on “Self-Grooming” by Ms. Divya, an AMCAS alumni on 07 February 2024.
- **Mega Medical Camp** in association with Kauvery Hospital for all the staff members of the institutions was organized on 04 March 2024 to provide them with a safe and healthy lifestyle.

### **ENACTUS CLUB**

- Mr. Gurumurthy and Mr. Pooarasan of II MBA won First place and a cash reward of Rs. 1,00,000 in the **Grand Entrepreneurship Challenge Programme** organized by Hand in Hand Academy for Entrepreneurship at Veritas Finance, Kancheepuram on 09 August 2023."
- Mr. Velmurugan R, Mr. Shanmugavel S, Ms. Vaishnavi R, Ms. Durga S, Ms. Lavanya M, Ms. Boobharathi A, and Ms. Dhanalakshmi S won Second place and a cash reward of Rs. 50,000 in the **Grand Entrepreneurship Challenge Programme** organized by Hand in Hand Academy for Entrepreneurship at Veritas Finance, Kancheepuram on 09 August 2023.
- **Pongal Sandhai** was organized 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.

### **CAREER GUIDANCE & COUNSELLING CELL**

- **Webinar** on “Strategies to Crack Competitive Examination” in association with IQAC and the Institute of Advanced Studies, Pune on 01 September 2023. Students from the Science Departments attended the webinar.
- **Seminar** on “Campus to Corporate” was organized on 22 September 2023 in association with ICT academy with approximately 80 students participating in the program from the Departments of B.Com &

BBA (Shift I & II). Mr. Ashok VK, Principal Consultant, ATOS was the resource person.

- **Seminar** on how to Crack Competitive Examinations was organized on 27 September 2023. 70 students attended the event.
- **Mock Screening Test** for all final-year students along with ACME Academy on 06 October 2023 for both shifts by online mode.
- **Motivation session** on Career Opportunities for all UG final year students was organised on 09 January & 10 January 2024. The session had a prominent speaker from Magic Bus India Foundation, Chennai.
- **MOU** was signed with Veranda Learning Solutions Private Limited for various Competitive Examinations on 31 January 2024.
- **Seminar** on Digital Marketing was organised on 08 February 2024. The resource person from NIIT Chennai conducted the session for B.com stream and BBA Departments.

## **LITERARY CLUB**

- **Inauguration** session was on 14 August 2023. Dr. V.C. Santhilakshmi, Assistant Professor, Dean Students, Dr. MGR Janaki College for Women, was the Chief Guest. In her special address, the Chief Guest talked about the importance of literature and how it transforms our mind and mould us into a better person. Nearly 70 students from various departments attended the program. The office bearers for the academic year were also awarded their badges.
- Competitions were conducted on the occasion of “Independence Day” like English Quiz, Treasure Hunt, English and Tamil elocution, Hindi essay writing, Malayalam essay writing, French poster making on 14 August 2023. Nearly 50 students from both Shifts actively participated in

the competitions. Winners were awarded prizes during the Independence Day Celebration.

- Competitions such as Critical Analysis of Bharathiyar Poems, Short Story Analysis, Short Story Writing were conducted through the year.
- Valedictory Session was organised on 26 March 2024. Ms. Cynthia George, Assistant Professor of French, Providence College for Women, Coonoor was the Chief Guest. She appreciated the efforts taken by the Literary Club in encouraging students to exhibit their creativity. The winners of the various competitions were awarded prizes and certificates. BLOSSOMS, a bi-annual hand-written magazine of the department of English was released by the Chief Guest.

### **Dramatics Club**

- Neil Simon's *A Defenceless Creature & A Game of Dice*, scripted by Dr. Ajay Ramakrishnan was performed on 02 November 2023.
- World Theatre Day was observed with the performance of 5 short monologues from different play texts on 27 March 2024.

### **BOOK CLUB**

- **Inauguration** session for this academic year was on 31 August 2024. Dr. Arul Scott, Assistant Professor & Head, Department of English, Shift II, Patrician College of Arts & Science, Chennai was the resource person. He discussed Harper Lee's "*To Kill a Mocking Bird*" Student Office Bearers were awarded badges.
- **Special Meeting** of the Book Club was organised on 06 February 2024. The event saw Dr. Sugi, Assistant Professor, Department of English, Stella Maris College reading and discussing her collection of poems entitled *Mixed Media* with the students.

### **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 sports meet such as Football, Cricket, Volleyball, Kabaddi and Athletic. Students have made marvellous strides in sports in the academic year 2023-2024.

- The 17th Annual Asan Memorial College of Arts and Science Intercollegiate Volleyball & Football Tournaments were organised on 19 & 20 March 2024 in the college premises. 30 teams of players from various city colleges participated enthusiastically in the matches. The team from Hindustan College of Arts and Science bagged the shield in Volleyball against Guru Nanak College. The Football team from Dr. MGR Educational & Research Institute won the championship against Nazareth Colleges of Arts and Science.
- The 30<sup>th</sup> Annual Sports day was organized by the Department of Physical Education of our college on 26 March 2024. Mr. M. Madhan of II B. Sc. Viscom secured the individual championship for men and the individual championship for women was won by T. Pratheba of II B. Com (G) Shift II. The Overall Championship for Shift I was won the Department of B. Com (G) and the Department of BCA for Shift II.

## **CELEBRATIONS**

- **Onam Cultural festival** was celebrated in a grand scale to bring out the vibrant festive spirit, on 23 August 2023. Inter-school and inter-departmental Pookalam competitions were conducted as a part of the celebrations.
- The **76<sup>th</sup> Independence Day** was celebrated in the campus on 15 August 2023. Mr. D. Gnanasundaram, Ex. Indian Navy, (POMA) was the Chief guest. The Chief guest hoisted the flag, delivered the Independence Day

address and also distributed prizes for the winners of various competitions conducted by the Literary Club of the college.

- **Pongal Celebrations** were organized in a superlative fashion on January 12 2023 in the college premises. The Guest of Honor was Mr. R. Suresh Kumar, Music composer, Singer, famous Youtuber and Founder, Kalai Tamil Kalanjiyum, Chennai. Traditional competitions and South-Indian traditional folk-art performances as a part of the festivities, kept upbeat the spirit of the three-day harvest festival.
- The **75<sup>th</sup> Republic Day** was celebrated in the College campus on 26 January 2024. Colonel A. Krishnaswamy, VrC, VSM and Bar was the Chief Guest of the day. He unfurled the National Flag and delivered the Republic Day Address. Cultural events like group song, flag song and group dance were rendered by the students. Prizes were distributed for various competitions conducted, as a part of the Republic Day Celebrations.
- **Thiran 2024**, an Interdepartmental Cultural Festival was organised on 16 February 2024. Esteemed choreographer Kalaimamani Sridhar Master and his daughter Ms. Akshadha Sridhar were the chief guests. They distributed prizes to the winners of the competitions. The Department of Visual Communication bagged the overall championship.
- The vibrant spirit of creativity and talent took centre stage at the **Yuva 2024**, the annual Mega Inter-Collegiate Cultural fiesta on 17 February 2024. The event witnessed an impressive array of performances and competitions by students from over 81 colleges across the city. The presence of celebrated actor Mr. Ashok Selvan, who was the chief guest of the valedictory session, Popular vloggers, Mr. Harshath Khan and VJ Siddhu, graced the stage, energizing the crowd and further enhancing the festive ambiance. The students of A. M. Jain College who showcased

exceptional talent across multiple categories, bagged the coveted overall championship trophy.

- **Asan Mahila**, the Women's Day Celebrations of Asan Memorial College of Arts and Science, was held on 07 March 2024. Ms. Neerja Malik, Inspirational Speaker and Cancer Counsellor was the Chief Guest. Ms. T. Mary Raju, Inspector of Police, Kaval Karangal, Chennai was the Guest of Honour. Ms. V. Umarani was honoured for her selfless service to society. Ms. M. Subaja, a differently-abled achiever was recognized for exhibiting exceptional determination and confidence despite the odds. As a part of Women's Day celebration, a series of competitions were conducted for the non-teaching staff of the College and prizes were distributed.

## **Conclusion**

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.

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. This includes the unwavering support that I receive from the Head Office, people at Jalladanpet Campus including Administrator, Estate Manager, Non-teaching staff and other administrative and supportive staff of the College and my dear students.

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. Last but not the least, I thank God Almighty for guiding us in all our endeavours. Once again, I thank each and everyone. THANK YOU!