

## INTERDEPARTMENTAL EVENTS

### MATHZEST 2019

The Department organized Interdepartmental fest “MATHZEST 2019” on 31st August 2019. Competitions like Collage, Treasure Hunt and Connections for UG students and Quiz, Paper Presentations for PG students were organised. First, second and third prizes were awarded to the students. The Paper Presentation competition was judged by Dr.C.Victoria Priscilla, Department of Computer Science, Quiz by Dr.M.Mahadevi, Department of Computer Science, Connections by Dr.N.Priya, Department of Computer Science, Treasure Hunt by S.Sivagama Sundari Department of Computer Science and Collage by G.Hemalatha Department of Computer Science.



## WORKSHOP

The Department organised a Workshop on “A Gentle Introduction to Scilab towards Research” on 10th December 2019 . The workshop was presided by Dr. S. Athithan, Assistant Professor Department of Mathematics, SRM Institute of Science and Technology, Kattankulathur. The Workshop consisted of plenary sessions with an introduction of Scilab. Concurrent sessions imparted practical knowledge on finding solutions to matrix operations, differential equations and numerical problems to the students. The students were interactive during sessions. The speaker insisted on the importance of practical knowledge in mathematics and its applications.



## TWO-DAY SEMINAR

The Department organised a two-day seminar on 7th & 8th of February 2020 on “Role of Mathematics in Technology and Industries”. The seminar aimed to update the students on the recent advancement of technology in the field of Mathematics. The two-day seminar was presided over by five Resource persons from the field.

### DAY 1 OF THE SEMINAR:

The seminar was inaugurated by the Principal Dr.R. Geetha. The first session “A Mathematician’s career-opportunities and challenges ahead” was presided by Dr.A.Swaminathan, Associate Professor in Indian Institute of Technology, Roorkee. The second session on “Encrypting and Decrypting numbers through square grid graphs” was presided by Dr.L.Shobana, Assistant Professor in SRM Institute of Science & Technology.





## DAY 2 OF THE SEMINAR:

The second day of the seminar had three sessions with speakers Dr.M.P.Jeyaraman, Assistant Professor in LN Government College, Dr.T.Karthick from Indian Statistical Institute and AP.Muthu IT Consultant to the Commissioner. The speakers addressed various topics like “Applications of conformal mapping, Graph theory algorithm and its applications”. The speakers also Motivated and guided students to work on their academic skill sets. The speakers highlighted the central importance of Mathematics in modern society and underpinned the knowledge of Mathematics in ICT and Industries. The speakers encouraged the students to take up Higher education on the topics discussed in the seminar. The speakers also congratulated the team for arranging a seminar on such emerging and relevant topics.



## NATIONAL MATHEMATICS DAY

The department conducted MATH FEST on 2nd March 2020 on the Account of “National Mathematics Day” Commemorating the 132nd Birth Anniversary of “Sri Srinivasa Ramanujan”. The aim of celebrating National Mathematics Day is to enlighten young minds with the biography of “Sri Srinivasa Ramanujan” and to exhibit the talent of the students. The inaugural address was given by Dr.S.Alamelu, Associate Professor of the Department of Mathematics. The speaker narrated the life history of Sri Ramanujan, the scope of Mathematics in various fields and emphasized the contribution of students to the society. Later, students exhibited their talents in Theatrical arts, Poster Making, Presentation, Articulation and Music. The session was concluded with the National Anthem.



## SEMINAR

On 22th July 2019 a Seminar on “Data Analytics”, by Dr.Vinod Kumar Murti was organized for the benefit of BCA and B.Sc Computer Science students.

A Seminar was arranged on “Python Programming with Data Science & Java Enterprises App with DEVOPS” on 31st August 2019. Ms.Deepalakshmi was the Resource person who gave an insightful talk on the topic.

The Department conducted a Seminar on the topic “How to get employed in CREATIVE SECTOR” on 3rd September 2019. Ms.Jayashree was the Resource Person for the seminar.

On 12th September 2019, a Seminar on the topic “Cyber Security Programme & Ethical Hacking”, was taken by Mr.V.Jayakumar and Ms.Saraswathy to educate the students about hacking.

## INTERDEPARTMENTAL COMPETITIONS

Interdepartmental events were conducted by the UG and PG Departments of Computer Science & Computer Application on 13th September 2019 to identify and glorify talents and promote a sense of sisterhood among the students of various departments. Students from every department enthusiastically participated in competitions like Tech Savvy, Technophilia, Wartech, Netsky Ex-quiz-me and Paper Presentation displaying their knowledge on today's technology and proving their capacity for creativity. The combined efforts of the organizers, participants and judges made the event a spectacular success.





## DEPARTMENT OF VISUAL COMMUNICATION

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### ONE DAY TRIP

A one day trip to Mahabalipuram and Dakshina Chitra Museum was organised for the II year students of the Department on 5th August 2019. The students visited the Shore Temple and various other historical sites in Mahabalipuram. At Dakshina Chitra, the students got an opportunity to capture tradition and culture. It was a huge treat to all aspiring travel photographers.



### INTERACTIVE SEMINAR

On 22nd October 2019 an energetic interactive session was organised with the resource person Dr.L.Chinnappan, Head of the Department of Visual Communication, Media Arts and Multimedia, Loyola College on the topic Career guidance and scope in the media industry for all the students of the department. It was an eyeopener for students wanting to work in the field of media.

The Department conducted another effective interactive session with Oviyar Pugazendhi, M.F.A, Professor in Painting from the Government College of Fine Arts, Chennai on 4th December 2019. His documentary on painting was screened followed by an interactive session on paintings. Students also got an opportunity to listen to Mr. Pugazendhi's journey in painting.

## WORKSHOP

60 students attended a two-day "Short-Film Making" workshop at SRM Shivaji Ganesan Film Institute, Ramapuram. The workshop focused on every part of short film making and its techniques. Students were able to learn more about the technical reality of short film making through the hands-on training and also from the experts at the Film Institute on 19th and 20th of December 2019.

The aspiring photographers of the department attended an exclusive Food - Photography Workshop at MGR Janaki College on 21st February 2020. The students learnt the techniques of lighting, framing, exclusively for food photography.

## MEDIJI



Mediji, a magnificent two days intercollegiate cultural event which was held on 23rd and 24th January 2020. Mediji has always been a platform for many enthusiastic students wanting to showcase their talents and prove their mettle. The event was filled with fun and learning where spectacular ideas were displayed. Students learnt, felt inspired, got a chance to meet and interact with their favourite celebrities and some of the well-known personalities from the media fraternity.

Mediji was bigger and better this year with nearly 900 registrations from other colleges for both participation and as an audience. The event had 10 competitions where students could showcase their talents and creativity.





Mediji 2020 - Ela was inaugurated by the most promising contemporary cinematographer Mr. Omprakash of Rowdy Baby fame. The mega event was sponsored by more than 15 brands such as Green trends, RR constructions, Niruba Organic, Arena Animation, Chennai Mobiles, McDonald's, Poorvika, Pro-Active, Zimson Watches, Red Bull and Bohra stationeries. The grand event witnessed 30 eminent media personalities, 13 Walk-in celebrities, 14 celebrity judges including the "V1" film crew members for the valedictory function. The "Aadhan Tamil" youtube channel was the digital media partner and "Team Kollywood" was the social media partner for the event. The whole two days event was supported by the Tamil Nadu's prime entertainment channel, Adithya TV. Mediji was surely a platform that provided an opportunity to interact and enhance students' skills.





## MOVIE SCREENING

An exclusive screening of the International award-winning film, "The Window Seat" only for the students of the Department of Visual Communication was organised on 21st February, 2020. It was followed by an interactive session with the cast and crew of the film in the preview theatre. Students understood the crew's effort and received practical guidance from the young and energetic filmmaker Mr. Bharath Raj, Director of The Window Seat.



**B.Sc. VISUAL COMMUNICATION – STUDENTS ACHIEVEMENT  
RECORD OF THE YEAR 2019 – 2020**

<b>BATCH</b>	<b>NAME</b>	<b>PARTICIPATED IN</b>	<b>CONDUCTED BY</b>	<b>DATE</b>	<b>REWARDS/ PRIZE/ AWARDS</b>
<b>2017 - 2020</b>	Haritha.M	Paper Presentation	Inter-District Culturals - Chinmaya Mission	11 <sup>th</sup> August 2019	II Prize
		Quiz			
		Paper Presentation	Inter Departmental Fest - SDNB Vaishnav College for Women	13 <sup>th</sup> September 2019	II Prize
		Script Writing	Intercollegiate Culturals - Ethiraj College for Women	30 <sup>th</sup> November 2019	I Prize
		Shipwreck	Intercollegiate Culturals (DIVA) - SDNB Vaishnav College for Women	10 <sup>th</sup> March 2020	I Prize
	Alankritha.P	Hand Art	Sri Kanyaka Parameswari Arts Science College for Women		III Prize
		Channel Surfing	Intercollegiate Culturals (DIVA) - SDNB Vaishnav College for Women	10 <sup>th</sup> March 2020	III Prize
	Alankritha.P	Group Dance	Intercollegiate Culturals (DIVA) - SDNB Vaishnav College for Women	11 <sup>th</sup> March 2020	II Prize



2018 - 2021	Aishwarya.J	International Women's Day Painting Competition	SRM Institute of Science and Technology	8 <sup>th</sup> March 2019	I prize
		Comic Strip	Shri Shankarlal Sundarbai Jain College for Women	3 <sup>rd</sup> August 2019	II Prize
		Drawing Competition	Kaviyarasu Kalai Thamizh Sangam	15 <sup>th</sup> August 2019	III Prize (State level)
		Mural Competition	KRTI – A.M. Jain College	22 <sup>nd</sup> February 2020	III Prize (Cash award)
	Abinaya.M	Face Painting	Shri Shankarlal Sundarbai Jain College for Women	24 <sup>th</sup> September 2019	III prize
		Mehendi Competition			III prize
	Reena.G	T-Shirt Painting	Valliammal College for Women	19 <sup>th</sup> January 2019	II Prize
		Drawing Competition	Kurinji Kabilar Thamizh Sangam	26 <sup>th</sup> January 2019	I prize (State Level)
		International Women's Day Painting Competition	SRM Institute of Science and Technology	8 <sup>th</sup> March 2019	I prize
		Talent Hunt Competition	Inter-District Culturals - Chinmaya Mission	10 <sup>th</sup> August 2019	I prize
		Mural Competition	KRTI – A.M. Jain College	22 <sup>nd</sup> February 2020	III Prize (Cash award)

	Swetha. B	International Women's Day Painting Competition	SRM Institute of Science and Technology	8 <sup>th</sup> March 2019	I prize
		T-Shirt Painting	Shri Shankarlal Sundarbai Jain College for Women	23 <sup>rd</sup> September 2019	I prize
		Drawing Competition	Kurinji Kabilar Thamizh Sangam	26 <sup>th</sup> January 2019	V prize (State level)
		Drawing Competition	Kaviyarasu Kalai Thamizh Sangam	15 <sup>th</sup> August 2019	V prize (State level)
		Javelin Throw	SDNB Vaishnav College for Women	14 <sup>th</sup> February 2019	III prize
		Mural Competition	KRTI – A.M. Jain College	22 <sup>nd</sup> February 2020	III Prize (Cash award)
	Harini.S .C	International Women's Day Painting Competition	SRM Institute of Science and Technology	8 <sup>th</sup> March 2019	I prize
	Shrividhya.S	International Women's Day Painting Competition	SRM Institute of Science and Technology	8 <sup>th</sup> March 2019	I prize
		T – Shirt Painting	Ethiraj College for Women	10 <sup>th</sup> December 2019	III Prize
	Malvitha.R	T – Shirt Painting	Ethiraj College for Women	10 <sup>th</sup> December 2019	III Prize

	Shalini. T	District Badminton Championship Tournament	Tejesh Sports Academy	7 <sup>th</sup> July 2019	Semi-finalist (mixed doubles)
		University of Madras A-Zone (Women) Badminton Tournament	S.I.V.E.T College	22 <sup>nd</sup> August 2019	Runner Up
		Athletics 200 mts	SDNB Vaishnav College for Women	14 <sup>th</sup> February 2019	II Prize
		Athletics 100 mts			
<b>2019 - 2022</b>	Shobica. S.R	Book review	SDNB Vaishnav College for Women	13 <sup>th</sup> September 2019	II Prize
		Comic strip	Shri Shankarlal Sundarbai Shasun Jain College for Women	3 <sup>rd</sup> August 2019	
	Kathija Refayat hunnisa M.A	Fashion walk	Shri Shankarlal Sundarbai Shasun Jain College for Women	3 <sup>rd</sup> August 2019	III prize



## B. COM GENERAL ( EVENING)

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### INTERDEPARTMENTAL COMPETITION

An Interdepartmental competition named “Block & Tackle” was conducted on 22nd January 2020. Students enthusiastically participated in the competition.



## INTERCOLLEGIATE

### COMFEST 2020

Intercollegiate competition (Comfest 2020) was conducted on 10th February 2020. Various competitions were conducted for students of different colleges, who participated enthusiastically and won prizes. Adzap was conducted by the Department of B.Com General Evening. Adzap is set to bring out the creativity, time management, marketing skills of the innovative minds and to shape their team spirit and coordination.

The winners of the competition were:

- 1st Prize     Loyola College
- 2nd Prize     Ethiraj College For Women
- 3rd Prize     Guru Nanak College



Felicitatation of the Judges Mr. Rohith Ragu and Mr.Ashwin





Judges with the prize winners

## INVITED TALK

B.Com General (Evening) conducted an Invited talk on “E-Filing” which was given by Chartered Accountant Aarthi.C on 14th October 2019 . The beneficiaries were III B.Com students who acquired knowledge about tax filing.

## GUEST LECTURE

A Guest Lecture on “Logistics” was conducted on 16th October 2019. The Guest Speaker Prof C.Vasudevan gave a talk exploring, in depth logistics to the students of III B.Com.



## INVITED TALK

An invited talk on “Recent amendments in Companies Act 2013” was conducted by the Department on 26th February 2020. The resource person was Mr.Santhanagopalan Jayaraman(Company Secretary). II B.Com Students were the beneficiaries of the event.



# DEPARTMENT OF B.COM. BANKING AND INSURANCE MANAGEMENT

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## SEMINAR

The Department along with the Department of B.Com Information and Systems Management invited Mr. D.N. Bharat Padmanabhan to give a Talk on “Awareness & Employment Opportunities in Banking Sector” on 27th September 2019. The session was very informative.



Awareness Talk on “Employment Opportunities in Banking Sector”



## CASE STUDY ANALYSIS

On 17th December 2019, the department organised Case study Analysis for the Second year students on “Principles & Practice of Life Insurance”. Mr. R.M. Prasad, currently, working as Regional Training Manager with Edelweiss Tokio Life Insurance, handling Tamilnadu, discussed various life Insurance policies, calculation of premium, financial planning and tax-saving methods. The session was very enlightening.

## INTERDEPARTMENTAL COMPETITION

As part of the Interdepartmental Events, Product Packaging Competition was organized on January 22<sup>nd</sup>, 2020.

The intent behind this event was to enable students to think of innovative ways of wrapping packages as this is what a consumer sees first, even before they see the product. The best packaging solutions serve a practical purpose, yet also carry a story and communicate a brand’s values. The world needs billions of packages every day and alternatives that reduce environmental impact and reflect brand values. The students participated with much enthusiasm.





## GUEST LECTURE

The BIM Department along with B.Com (General), organised a Guest Lecture on “Recent Amendments in Company Law” which was delivered by Mr. C.S. Santhanagopalan, Associate Member of Institute of Company Secretaries of India. He threw light on the recent amendments in Companies Act, 2013 and briefly explained about the various provisions of the Law. The session was very elaborate and informative.



Guest Lecture on “Recent Amendments in Company Law” by C.S. Santhanagopalan

## INSURANCE AWARENESS PROGRAMME

An Insurance Awareness Session was conducted for BIM first and second-year students by Probus Insurance Broker Pvt Ltd on 5<sup>th</sup> March 2020. Ms. Trupti Balasubramiam, CEO, Probus Insurance spoke about insurance awareness and job opportunities in the insurance industry. The programme got tremendous support and overwhelming response from the students.





## B. COM HONOURS

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### INTERDEPARTMENTAL

Interdepartmental Competition “Business Connections” was conducted on 20th January 2020. The Chief Guests of the event were Dr.D.Lalitha Associate Professor, M.Com Department and Mrs.V.Subhashini, Head In-charge, B.Sc Clinical Nutrition & Dietetics.



### INTERCOLLEGIATE COMPETITIONS

The Intercollegiate competition “Business Connections” was organized on 10<sup>th</sup> February as part of VAISH COMCREATE 2020 by the Department of B.Com (Honours & Accounting and Finance). The active participation of students from various colleges made the event a grand success. The Chief Guests of the event were Dr.Sundaramееna Senthil of SSS Jain College and Dr. M. Kavitha of Guru Nanak College who judged and announced the prize winners of the event.





## NATIONAL QUIZ

A National level E-Quiz “COMM QUIZ” 2020 on “Cost and Management Accounting and GST” was organised from 24th to 28th June 2020 on a virtual platform. Participants from various fields enthusiastically participated and received E-certificates for the E-Quizzes based marks secured by them.

## CASE STUDY

Case Study classes were conducted during odd and even semesters on all major subjects for I,II and III year students that helped them acquire knowledge on the data relevant to the field of Commerce and Management.



## STUDENT'S ACHIEVEMENTS

**Batch: 2019**

**Academic Year: 2019 - 2020**

Rollno	Name	Title	Venue	Award	Month & Year	
E19BH012	Padmapriya.R	Business Quiz	Alpha College of Engineering	II Prize	2	2020
E19BH013	Pradharshana.R	Potpourri	JBAS College for Women (SIET)	III Prize	2	2020
E19BH016	Reshma.K	Potpourri	JBAS College for Women (SIET)	III Prize	2	2020
E19BH027	Anitha.T	Ramp walk	Gurushree Shanthi Vijai Jain College For Women	II prize	7	2019
E19BH028	Deepika.B	Ramp walk	Gurushree Shanthi Vijai Jain College For Women	II prize	7	2019
E19BH030	Amrutha Varshini.M	Talent Expo	Chinmaya Mission	I Prize	8	2019
E19BH030	Amrutha Varshini.M	Talent Expo	Chinmaya Mission	I Prize	8	2019
E19BH032	Padmavathy.T	Quiz	Anna Adarsh College for Women	III Prize	2	2020
E19BH037	Sowandriya.R	Potpourri	JBAS College for Women	III Prize	2	2020

Roll No.	Name	Title	Venue	Award	Month & Year	
E18BH001	Aarthe Prabha.M	Speech	SDNB Vaishnav College For Women	I Prize	3	2019
E18BH001	Aarthe Prabha.M	Thirukkural Writing	Ulaga Tamil Peravai	II Prize	3	2019
E18BH001	Aarthe Prabha.M	Cookery	SDNB Vaishnav College For Women	II Prize	1	2020
E18BH001	Aarthe Prabha.M	Gandi	Gandhi Study Centre	II Prize	3	2019
E18BH003	Ashvika.K.S	Adzap	MOP Vaishnav College For Women	III Prize	8	2019
E18BH008	Gayathri.B	Business Presentation	Guru Nanak College	I Prize	9	2019
E18BH008	Gayathri.B	Quiz	DB Jain College	I Prize	2	2020
E18BH008	Gayathri.B	Block & Tackle	SDNB Vaishnav College For Women	I Prize	2	2020
E18BH010	Hari Priya.P.R	Maths Model	Sri Kanyaka Parameswari College For Women	III Prize	8	2019
E18BH012	Janani.V	Pictionary	Shri Krishnaswamy College for Women	III Prize	0	2020
E18BH014	Keerthana.M	Logo Design	Shri Krishnaswamy College for Women	I Prize	9	2019
E18BH014	Keerthana.M	Hand Art	SDNB Vaishnav College For Women	I Prize	8	2019
E18BH014	Keerthana.M	Maths Model	Sri Kanyaka Parameswari College For Women	III Prize	8	2019
E18BH014	Keerthana.M	Insignia Logo Designing	Shri Krishnaswamy College For Women	II Prize	9	2019
E18BH015	Keerthana.S	Wartech	SDNB Vaishnav College For Women	I Prize	1	2020
E18BH015	Keerthana.S	Hand Art	SDNB Vaishnav College For Women	I Prize	1	2020



E18BH022	Nithya Sai.V	Pictionary	Patrician College of Arts and Science	I Prize	9	2019
E18BH022	Nithya Sai.V	Adzap	Mop Vaishnav College For Women	III Prize	8	2019
E18BH022	Nithya Sai.V	Pictionary	SDNB Vaishnav College For Women	I Prize	9	2019
E18BH026	Priyadharshini.V	Pictionary	SDNB Vaishnav College For Women	I Prize	9	2019
E18BH026	Priyadharshini.V	Adzap	MOP Vaishnav College For Women	III Prize	8	2019
E18BH026	Priyadharshini.V	Pictionary	Shri Krishnaswamy College for Women	III Prize	9	2019
E18BH026	Priyadharshini.V	Pictionary	Patrician College of Arts and Science	I Prize	9	2019
E18BH034	Subhashree.M	Business Presentation	Guru Nanak College	I Prize	9	2019
E18BH038	Deepika.V	Adzap	MOP Vaishnav College For Women	III Prize	8	2019
E18BH038	Deepika.V	Presented In International Conference-Leadership In Management	SDNB Vaishnav College For Women		3	2019
E18BH038	Deepika.V	Young Managers Event	AM Jain College	II Prize	2	2020
E18BH038	Deepika.V	Block & Tackle	SDNB Vaishnav College For Women, Vaish Comcreate 2020	I Prize	2	2020
E18BH038	Deepika.V	Best Manager	SDNB Vaishnav College For Women	III Prize	2	2020
E18BH038	Deepika.V	Debate	SDNB Vaishnav College For Women	II Prize	9	2019
E18BH039	Priyanga.K	Adzap	MOP Vaishnav College For Women	III Prize	8	2019
E18BH040	Revathy.K	Wartech	SDNB Vaishnav College For Women	II Prize	1	2020

Roll no.14	Name	Title	Venue	Award	Month & Year
E17BH002	Akshaya.G	A Study on Perception of Income Tax Payers Towards Electronic Filing System	Paper Publication in UGC Care List-Group I		3 2020
E17BH002	Akshaya.G	International Conference On 'Innovations and Challenges in Global Business'	The New College		3 2020
E17BH013	Harini.P	Paper Presentation	Sri Kanyaka Parameswari College for Women	III Prize	8 2019
E17BH013	Harini.P	Paper presentation	Chinmaya Mission	I Prize	8 2019
E17BH024	Sangeetha Priya.S	Potium Pudhirum	SDNB Vaishnav College For Women	III Prize	10 2019
E17BH025	Shalini.K	Crack the Dish	SDNB Vaishnav College For Women	I Prize	1 2020
E17BH026	Soundarya. D	Potium Pudhirum	SDNB Vaishnav College For Women	III Prize	0 2019
E17BH026	Soundarya. D	Tamil Essay Competition	Kurinji Kabilar Tamizh Sangam	V Prize	1 2019
E17BH030	Swetha.P	Crack the Dish	SDNB Vaishnav College For Women	I Prize	1 2020
E17BH032	Aparna.S	Loud Speaker	SDNB Vaishnav College For Women	I Prize	10 2019
E17BH034	Varthiny N	Panorama Drawing	Sri Kanyaka Parameswari College for Women	I Prize	8 2019
E17BH034	Varthiny.N	Loud Speaker	SDNB Vaishnav College For Women	I Prize	10 2019
E17BH034	Varthiny.N	Ras-Navras	SDNB Vaishnav College For Women	II Prize	10 2019
E17BH034	Varthiny.N	Block and Tackle	SDNB Vaishnav College For Women	II Prize	10 2019

# DEPARTMENT OF B. COM. INFORMATION SYSTEMS MANAGEMENT

## SEMINAR

On 24<sup>th</sup> September 2019 the Department conducted an Invited Talk on “Strategies of Social Media Marketing”. The Resource person was Mr.Raj Joseph, Managing Director, Big Bytes. The students were greatly enriched by the talk.



## Strategies of Social Media Marketing – Invite Talk

An Invited Talk on “Awareness and Employment Opportunities in the Banking Sector” was conducted by the Department on 27<sup>th</sup> September 2019. The seminar was given by Mr.D.N.Bharath Padmanabhan, Manager, Indian Bank.



## Banking Sector-Invite Talk

The Department conducted an Invited Talk on 21<sup>st</sup> February 2020 on the topic “Emerging Trends in Block Chain”. Mr.Santhosh Kumar Jain, Senior Architect, Cognizant was the Resource Person for this session. The Talk was highly motivational.





## COMCREATE 2020

As part of Association Activities, the Department conducted the Interdepartmental competition “Business Quiz” on 10<sup>th</sup> January 2020



An InterCollegiate competition on “Logo designing” was organized on 10<sup>th</sup> February 2020 where students from various colleges participated and won prizes.





## STUDENT ACHIEVEMENTS FOR THE ACADEMIC YEAR 2019-2020

S.No	Roll No	Name	Year	Conducted By	Month/ Year	Event Name	Status
1	E17BI043	Swathy.D	III Year	Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women	Februar y 2020	Inter Dept Busine ss Quiz	3 <sup>rd</sup> Prize
2	E17BI047	Kavitha Devi.C					
3	E18BI049	Sugabradhayi ni M	II Year				
4	E18BI048	Soundharya V.S					
5	E18BI026	Monesa S					
6	E18BI035	Pavithra S					1 <sup>st</sup> Prize
7	E17BI040	Srividhya R	III Year			Sudok u	Cash Prize
8	E19BI049	Sugabradhayi ni.M			August 2019	Tamil Speech	3 <sup>rd</sup> Prize
9	E19BI047	Suman.D	I Year	GSS Jain College	July 2019	Ramp Walk	2 <sup>nd</sup> Prize
10	E19BI050	Shriya Balaji.D		Shasun Jain College	August 2019	Treasu re Hunt	3 <sup>rd</sup> Prize

## JOURNAL PUBLICATION /PAPER PRESENTATION

S. No	Roll No	Name	Year	College Name	Month/ Year	Title	Isbn / Issn Number
1	E17BI044	Yasmeen Begum.A	III Year	The New College	March 2020	Green Marketing	ISBN NO:979-86-20039 1-6-6
2	E17BI047	Kavitha Devi.C					
3	E17BI037	Shabna.M Sumera.G.L	III Year	The New College	March 2020	Opportunities Of Digital Marketing	ISBN NO:979-86-20039 1-6-6
4	E17BI038	Shalini.M					
5	E17BI010	Divyalakshmi .R					
6	E17BI053	Varsha.M.R	III Year	The New College	March 2020	Human Resources Management Recruitment And Selection Process	ISBN NO:979-86-20039 1-6-6
7	E17BI051	Akshaya.S					
8	E17BI040	Srividhya .R					
9	E17BI052	Aishwarya.S					
10	E18BI048	Soundharya.V .N	II Year	The New College	March 2020	The Usage Of Corporate Social Responsibility Of Public Limited Company With Special Reference To India Tobacco Company Ltd(ITC)	ISBN NO:979-86-20039 1-6-6
11	E18BI049	Sugabradhayin. M					
12	E18BI027	Monika.S					
13	E18BI026	Monesa.S	Ii Year	The New College	March 2020	Innovative Online Business Strategies	ISSN NO:2347 -6648
14	E18BI035	Pavithra.S					



15	E18BI011	Devanai.R	II Year	The New College	March 2020	Artificial Intelligence In Business	ISBN NO:979-86-200391-6-6
16	E18BI027	Monika.S					
17	E19BI046	Mathumita Sundaram	I Year	The New College	March 2020	Artificial Intelligence In Business	ISBN NO:979-86-200391-6-6
18	E19BI004	Akshaya.M.V					

## SPORTS

S. No	Roll No	Name	Year	Organized By	Month/Year	Sports	Status
1	E17BI010	Divyalakshmi.R	III	India Open National, Goa	December 2019	Taekwondo (Under 30kg)	Group Performance -Gold Medal
							Individual Performance - Silver Medal
2	E17BI010	Divyalakshmi.R	III	State Match, Perambalur -multipurpose Indoor Stadium	August 2019	Taekwondo	Bronze Medal
3	E17BI011	Harshini.N	III	Sivet College	August 2019	Ball Badminton	Runner
4	E19BI031	Ritika.G	I	University Of Madras	September 2019	Ball Badminton	Runner





# DEPARTMENT OF B.COM ACCOUNTING AND FINANCE

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## DEPARTMENT ACTIVITIES

Intradepartmental Competition “Fix the Mix” was conducted on 10.01.2020 for the department students in which they enthusiastically participated and won prizes.





“Business Connexions” was conducted on 10.02.2020 along with the B.Com (Honours) Department. It was an Intercollegiate event. Students from various colleges actively took part and bagged prizes in the event.



## STUDENTS ACHIEVEMENT REPORT

1. B.Vaishnavi - B.Com (Accounting and Finance) III Year B batch won the first prize in Paper Presentation competition held at Chinmaya Mission.
2. B.Vaishnavi and K.Dipika - B.Com (Accounting and Finance) III Year B batch won second prize for Mehendi competition conducted by Hindustan College.
3. Students of II and III year B.Com (Accounting and Finance) participated in the drama for Krishna Jayanthi Vizha conducted by the college and won IIInd prize.

4. Students of I and II year B.Com (Accounting and Finance) participated in Mime competition conducted at SIET College and bagged the 2<sup>nd</sup> prize.



5. Department students participated and won the Overall Trophy at Hindustan College of Arts and Science during Intercollegiate Culturals.

6. I and II year students of B.Com (Accounting and Finance) participated in ADZAP competition conducted by Shasun Jain College for Women and won 1<sup>st</sup> Prize.

7. Overall Trophy at Shasun Jain College for Women was won by the department students during Intercollegiate Cultural Event.





8.P.Bhavani and Amritha. J -B.Com (Accounting and Finance) III Year A batch won second prize for Crack the Dish competition conducted by NFSMD Department.

9.II and I year students of B.Com (Accounting and Finance) won the 1<sup>st</sup> prize in Group Singing Competition held at Kanyaka Parameshwari College.

10.B.Vaishnavi - B.Com (Accounting and Finance) III Year B batch won the first prize in Mono Acting held at MOP Vaishnav College for Women.

11. II year A batch student S.Harini won the 1<sup>st</sup> prize in the singing competition conducted by Loyola College.

12. I year B batch student Bhaviya won the 2<sup>nd</sup> Prize in T-Shirt Painting competition conducted by the college.

13. II year A and B batch students participated in Wealth out of Waste Competition conducted by Vel's University and won the 1<sup>st</sup> prize.



14. I year B batch students participated in Business Quiz Competition conducted by Prince Shri Bhavani College and won the 2<sup>nd</sup> Prize.





## DEPARTMENT OF BUSINESS ADMINISTRATION

### INVITED TALK



The Department of Business Administration organised an Invited Talk on “ENTREPRENEURSHIP” on 30<sup>th</sup> August 2019. Eminent speaker Dr. C.Thomas, Professor and Head of Management Studies from Rajalakshmi Engineering College Chennai empowered and motivated students towards becoming Entrepreneurs.

### FACULTY DEVELOPMENT PROGRAMME

A three day (5<sup>th</sup> - 7<sup>th</sup> July 2019) “FACULTY DEVELOPMENT PROGRAMME” by Tata Consultancy Services was organised by the Department of Business Administrations to enlighten the faculty regarding Capital Marketing.



## ORIENTATION PROGRAMME



A TCS orientation Programme was organised to create awareness regarding Diploma Courses offered by Tata consultancy Services under Academic Interface Programme.

## INTERDEPARTMENTAL EVENT

The Department conducted the “Best Manager Event” as part of the Association activity on 9<sup>th</sup> January 2020. The aim of this Event was to identify the students with the traits of a Good Manager. It also aimed to find out how he/she demonstrated the skills, Knowledge and Talents of Good Managers. It was a future test on how they use the strategies to solve the problems. The students actively participated and won prizes.



## INTERCOLLEGIATE COMPETITION

An Intercollegiate Event was organised by the Department on 10<sup>th</sup> February 2020. The aim of this event was to identify students with best managerial skills. The event was titled ‘Best Manager’. Students from various colleges participated and won prizes. The Judges for the event were, Dr.M.Valliammal, Department of Management Studies (SRM Institute of Science and Technology) and Mrs.J.Kirubha, Department of Business Administration (SRM Kattankulathur)



S.NO	NAME	NAME OF THE COLLEGE (SHIFT)	PLACE SECURED
1	ARJUN ANANDAN	ASAN MEMORIAL B.COM GENERAL (SHIFT- I)	I
2	ABDUL MATIN ALI DASTAGIR	MADRAS CHRISTIAN COLLEGE B.COM GENERAL (SHIFT-II)	II
3	JEYAUDHAIYA	MADRAS CHRISTIAN COLLEGE B.COM GENERAL (SHIFT-I)	III



## STUDENTS ACHIEVEMENT

BBA students of SDNB Vaishnav College participated in the Paper Presentation Competition conducted by Annai Veilankanni's College for Women on 26<sup>th</sup> September 2019. First Prize was won by two students Ms.Poornima.L and Ms.Pavithra.R.





## DEPARTMENT OF B.COM. PROFESSIONAL ACCOUNTING

B.Com Professional Accounting is a course that was initiated and started by SDNB Vaishnav College in the year 2019, as the first in Chennai and is affiliated to the University of Madras.

B.Com (Professional Accounting) programme has been designed for Commerce students aspiring to become professionals. The intensive course content provides a more focused approach to a career in Finance and Accounting and students opting for B.COM (PA) will have an edge over the rest. The curriculum covers the syllabus of professional programmes run by the Institute of Chartered Accountants of India, the Institute of Company Secretaries of India and the Institute of Cost Accountants of India, which facilitate them to take up these programmes concurrently. This Degree programme is designed with a professional outlook to enhance the student's chances of succeeding in the professional exams. As the course was just opened in the year 2019, the students were filtered on the merit basis to join this course. There are only 29 students who are currently doing this course and they have a really good talent to tackle both academics and other activities.

### GUEST LECTURES

Various professionals were invited for guest lectures to enlighten the students and give an in-depth knowledge of their course and subject.



### INTRADEPARTMENTAL FEST

On January 21<sup>st</sup>, 2020, the department conducted an intradepartmental competition on logo designing. The event was titled “LOGO-GEN (ERA-TION)”. The entire competition was based on corporate logos and the student's ability to create and find the logo of a company.

The criteria for selecting the winners were based on creativity, relativity, ideas of the students and the ability to find and analyse. Judges for the event were Mrs.R.Subaratinam (M.Sc. Home Science-Food Science, Nutrition and Dietetics) and Mrs.P.Amirtha (M.Com Accounting and finance)

The winners of the event are

**1<sup>st</sup> prize-** Priyanga.M and Kirthika. V.S -B.Com (PA)

**2<sup>nd</sup> prize-** Deepika.L and Keerthana.G - B.Com (PA)

**3<sup>rd</sup> prize-** The third prize was split between two teams  
Shraddha Vaishnavi and Divya. V - B.Com (PA)  
Poornima Renjith and Pooja. V - B.Com (PA)



## EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS

### Inter-collegiate winners

Renga Padma Srinidhi.S won the first prize in tattoo making and a cash prize of Rs.3000 for the event conducted by ASAN Memorial College of Arts and Science.

### Interdepartmental winners

Shruthi.S and Renga Padma Srinidhi.S won the third prize in business connections conducted by the department of B.Com Honors of SDNB Vaishnav College.

## Sports Achievement

### Name of the Sports: Cricket

Name	Year of the match	Opponent	Level	Result
Renga Padma Srinidhi.S	2019	MOP Vaishnav	A-Zone match	Lost
	2019	Bharathi Girls	Inter-college	Lost
	2019	MGR Janaki	Inter-college	Won
	2019	Ethiraj College	Inter-college	Won
	2019	Ethiraj College	Inter-college	Won
	2020	Quaid-E-Millath	All India GNC Tournament	Won
	2020	WCC College	All India GNC Tournament	Won
Divya. V	2019	MOP Vaishnav	A-Zone match	Lost
	2019	Bharathi Girls	Inter-college	Lost
	2019	MGR Janaki	Inter-college	Won
	2019	Ethiraj College	Inter-college	Won
	2019	Ethiraj College	Inter-college	Won
	2020	Quaid-E-Millath	All India GNC Tournament	Won
	2020	WCC College	All India GNC Tournament	Won





## DEPARTMENT OF CLINICAL NUTRITION AND DIETETICS

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### WORKSHOP - “Nutrition in Critical Care”

“With a wrong diet, no medicine can help. With a right diet, no medicine is necessary” is a famous proverb that signifies the importance of eating healthy food for a vital life. The Department of B.Sc. Clinical Nutrition and Dietetics has always put forth its best efforts in developing a wide array of programmes that reinforces the knowledge of health and wellbeing. The Department club “NUTRIZEST” serves as a platform in organizing a plethora of events every year that benefits the students as well as the community. This year, the department club was inaugurated with a great splendour on 12<sup>th</sup> July 2019.

With an upsurge in the prevalence of non-communicable diseases, right nutrition and dietary practices play a significant role in the management of patients at home and hospitals. With this need in mind, the Department of Clinical Nutrition and Dietetics organized a workshop on “Nutrition in Critical Care” to add to the grandeur of the club inauguration.

The workshop served as a platform to provide hands-on training in the application of enteral nutrition therapy in a clinical setup. Mrs. B. Manimegalai and Mrs. K. Jayalakshmi, renowned Senior Dieticians from Christian Medical College, Vellore simplified the theoretical principles of enteral nutrition. A significant insight on nutrient recommendations, feeding routes, characteristics and types of enteral formulas were provided. Students also gained a clear perspective about the contraindications of enteral feeding to manage the arising nutritional challenges.

The students were provided with worksheets to work on different case studies. The activity challenged the young minds to think across different dimensions to meet the needs of the patients. It was an exciting session that brimmed up with calculations and scientific knowledge. Students were taught to address the shortcomings to achieve nutrient sufficiency in critically ill patients. Thus, the workshop proved to be an insightful and fruitful deliberation.

### WORKSHOP - “Heart Champs”

The “Heart Champs” workshop organized by the Department of Home Science on 18<sup>th</sup> September 2019, was appertaining to, a small, intricate organ, one which works non-stop and pumps life with its every beat, the heart. Improper diet, lack of exercise, stress, smoking, could be some of the major causative factors for developing cardiovascular disease (CVD).

Cardiovascular disease is on the rise and has become a global threat. Heart Champ had addressed the multifaceted aspects to ensure optimum heart health. The facilitators for the workshop were, Dr Priya Chockalingam, Director, Mr. Vaishnav Natrajan, Chief Physiotherapist and Ms. S.Tharani, Chief Dietitian from the Cardiac Wellness Institute. As the famous saying goes, “Prevention is better than cure”, the subject matter for every session was based on ways by which CVD can be prevented and about ways to become a champion of heart health.

The first engrossing session for the day was presented by Dr. Priya, who conveyed the keynote messages on the benefits of cardiac rehabilitation, which involves inculcating healthy dietary habits and promoting exercise. The session by Ms.Tharani had conveyed the message of, “Let food be thy medicine”. The basic aspects of healthy eating were taught to the students by using the food guide pyramid and eatwell plate. The lively physical activity session by Mr. Vaishnav brought out the zeal in the students. The captivating session had brought about the significance of aerobic exercises in daily life.

The unique session on relaxation techniques helped both the staff and the faculty to relax. The topics discussed had engaged its listeners from the very beginning as they were focused on simple yet intriguing, practical aspects of maintaining heart health.

## OUTREACH PROGRAMMES

- As a part of the National Nutrition Month Celebrations, the Department of Clinical Nutrition and Dietetics in association with the Indian Dietetics Association conducted a Nutrition education programme in the SOS Village, Tambaram, on 8th September 2019. The programme was presided by Mr. P. Krishnamurthy, Former President, Indian Dietetics Association, Chennai Chapter. Students of the Department provided a nutrition education programme to the village people, using various interesting audio-visual aids. They emphasized the importance of healthy lifestyle and dietary choices to enhance health and well-being.





## National Nutrition Month Celebrations at the community in collaboration with Indian Dietetic Association



- On 11th October 2019, the Department organized a nutrition education programme for 8th-grade students of Government High School in old Pallavaram. Demonstration using charts, role plays, and group discussions were conducted to promote healthy nutritional practices among the students. Exclusive sessions were also conducted for boys and girls to provide an integrated education on healthy lifestyle habits. The programme was attended by the students with enthusiasm.





- The students of the department volunteered in the Women's Day Medical Camp, conducted by DORAI Foundation on 7<sup>th</sup> March 2020 at Chinna Neelankarai Kuppam area for the fishermen community. Nutrition Counselling was given to the women of the community, to educate them about healthy eating habits and dietary modifications. Tremendous response was shown by the women who participated in the camp.



## **INTERDEPARTMENTAL COMPETITIONS – NUTRIFIESTA 2020**

As a part of Nutrifiesta-2020, the Department of Clinical Nutrition and Dietetics hosted interesting and innovative competitions on 23rd January 2020. The events “Crack the Dish” and “Connections” attracted students from other departments to participate. Students exhibited their creative thought process in both the events. Their participation spirit brimmed in solving various questions and identifying innovative solutions to the game formats. The competitions had an enormous number of participants who cherished the learning experience and bagged several prizes also.



## INDUSTRIAL VISITS

The Department regularly organizes various field visits to enhance the learning credentials of the students. These industrial visits help them understand the standards and practices followed in the food and health sectors. A field visit to Brakes India was organized on 8<sup>th</sup> February 2020 to learn and observe the working principles of a food service establishment. On 21<sup>st</sup> January 2020, the Department organized an industrial visit to Jallikattu Milk Factory, where students were demonstrated about various techniques and processes involved in the processing of milk.

## STUDENT ACHIEVEMENTS

- Nagalakshmi V, III B.Sc. CND received the Youth Icon Award presented by DORAI Foundation.
- The overall trophy was won by the students at the NUTRIUTSAV event organized by Madras Medical Mission, Chennai.

## MERITORIOUS ACHIEVEMENTS IN SPORTS

- Jayashree S, I B.Sc. CND received the honourable Chief Minister's trophy and district level Gold medal in swimming
- R Rabiathul Bhashira and S. Ajitha of I B.Sc. CND received the Honourable Chief Minister trophy for the district-level Hockey match.
- Harini .C.C, I B.Sc. CND received first place in Interdepartmental Badminton Competition and 2nd prize in Intercollege Women's Volleyball Tournament.
- Pavithra S, I B.Sc. CND received first place in Triple Jump at Jawaharlal Nehru stadium

## INTERDEPARTMENTAL COMPETITION WINNERS

Name	Department	Competition	Organiser	Prize
V.J Adline Vijay, K. Ponkirthika, S. Pooja, R. Parveen Nisha, R. Rabiathul Bhashira, C C Harini, R Nandhini	I Year B.Sc. CND	Tamil Drama	Tamil Department, SDNB Vaishnav College	Third
S. Sandhya, C C Harini, R Nandhini	I Year B.Sc. CND	Mathematics Quiz	Maths Department, SDNB Vaishnav College	First

G. Archana	I Year B.Sc. CND	Rus Navrus	Hindi Department, SDNB Vaishnav College	Third
S Jayashree	I Year B.Sc. CND	Tamil Poetry	Tamil Department, SDNB Vaishnav College	Second
R Nandhini	I Year B.Sc. CND	Spell Bee	English Department, SDNB Vaishnav College	Third

## INTERCOLLEGIATE COMPETITION WINNERS

Name	Department	Competition	Organiser	Prize
V J Adline Vijay, Indumathy K, Meloshini L, Nevetha Sri S, Brindha B, Keerti R	B.Sc. CND	Fashion Show	Madras Medical Mission	Second
Nirmala R	II Year B.Sc. CND	Sanskrit Conversation	Shahsun Jain College	First
Nirmala R	II Year B.Sc. CND	Sanskrit Quiz	MOP Vaishnav College	First
Srimathy V, Gayathri S	II Year B.Sc. CND	Fireless Cooking	Guru Nanak College	First
Bhuvaneshwari S, Keerti R	III Year B.Sc. CND	Bouquet Making	Sri Kanyaka Parameswari Arts and Science College	First
Bhuvaneshwari S, Priyadharshini R	III Year B.Sc. CND	Poster Designing	Stella Maris College	First



Brinda A	III Year B.Sc. CND	Poster Presentation	Madras Medical Mission	Special Mention
Karthika R	III Year B.Sc. CND	Tamil speech	Murasoli	First
Priithy C	III Year B.Sc. CND	Quiz	Madras Medical Mission	Second
Priyadharshini R	III Year B.Sc. CND	Poster presentation	Madras Medical Mission	Second
Swathi J and Karthiga R	III Year B.Sc. CND	Tamil poetry competition	Kannadasan arakattalai	Second
Sowmya C	III Year B.Sc. CND	Cookery competition	Madras Medical Mission	Second
Sandhya D and Lavanya V	III Year B.Sc. CND	Cookery competition	Guru Nanak College	Second
Swathi J	III Year B.Sc. CND	Yoga Competition	Krishna Yoga Foundation	Third
Priyadharshini R	III Year B.Sc. CND	Poster presentation	JBAS College	First
Gayathri S	II Year B.Sc. CND	Sanskrit quiz	MOP Vaishnav College for Women	Second
Gayathri S	II Year B.Sc. CND	Sanskrit paper presentation	Sri Kanyaka Parameswari Arts and Science College	Second
Gayathri S	II Year B.Sc. CND	Sanskrit Storytelling	MOP Vaishnav College for Women	First
Gayathri S	II Year B.Sc. CND	Sanskrit events	MOP Vaishnav College for Women	Miss. Sumeru title
Gayathri S	II Year B.Sc. CND	Sanskrit Conversation	Shri Shankarlal Sundarbai Shasun Jain College	First
Gayathri S	II Year B.Sc. CND	Sanskrit Quiz	Samskritha Bharathi - Yuvotsavah	First
Gayathri S	II Year B.Sc. CND	Sanskrit Pictionary	Justice Basheer Ahmed Sayeed College for Women	First
Gayathri S	II Year B.Sc. CND	Sanskrit Crossword	Justice Basheer Ahmed Sayeed College for Women	First
Gayathri S	II Year B.Sc. CND	Sanskrit Block and Tackle	Ethiraj College	Third