

**MID-TERM ACTION TAKEN REPORT FOR
THE FIVE-YEAR AND TEN-YEAR STRATEGIC
PLANS OF THE DEPARTMENTS**

DEPARTMENT OF ENGLISH (SHIFT 1)

Mid Term Action Taken Report

2021-2022

Implementation of courses/events/ publications

1. Paper publication

Name of the faculty	Title of the Paper	Title of the Book/Proceedings of the Conference	Publisher	Month & Year of Publication	ISBN
Dr. Annie Kuriachan Co-authored a book Annie Kuriachan & Usha Anthony	Writing a Technical Paper	Writing a Technical Paper	Nutrition society of India, Chennai Chapter	November 2021	ISBN: 977-93-5566-814-

2. Chapter in a Book

Dr. Annie Kuriachan	“Spirit of Resilience”, Book review of _Lamps in the Whirlpool – Translation	The Book Review	VolXLV Number 8, August 2021.ISSN -0970-3713	Scopus Indexed	https://www.thebookreviewindia.org/spirit-of-resilience/
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3. Introduction of new courses

Contemporary Tamil Literature in Translation -UEN/SU/19 November 2021 - May 2022.

4. Webinar on Translation in Academia: Recontouring English Literary Studies”

The Department of English conducted a webinar on the topic “Translation in Academia: Recontouring English Literary Studies” was organized on 8 September 2021. The objective of the webinar is to valorise the need to recontour English literary studies in academia through translated regional literature. Dr. T.S.Saravanan, Deputy Director (Translation) TNTB & ESC, and Ms.Mini Krishnan, co-ordinating Editor TNTB & ESC were the resource persons.

5. A Guest Lecture on the topic “Women’s Empowerment – A Myth or Challenge in Contemporary India”

A guest lecture on the topic “Women’s Empowerment – A Myth or Challenge in Contemporary India” was organized by the Department 22 October 2021. The objective was to expose students to professionals from the field of Journalism, to get tips from them and learn skills from their work. Professionals from the field of Journalism interacted with the students.

6. An online skill development workshop on the topic “Translating Literary Texts into English the Post- Colonial Indian Context”

An online skill development workshop on the topic “Translating Literary Texts into English the Post- Colonial Indian Context” was organized by the Department on 20 November 2021. The outcome was the inclusion of translated texts in the syllabus in the paper Contemporary Tamil Literature in Translation (UEN/SU/19).

7. Ecotrip by III BA English students

The students of the III year B.A. English class (64 students) went on a field trip escorted by 2 course teachers- Dr.Lilian I Jasper and Dr.C.Anupama to Pallikaranai Marshland and Crocodile Bank, Chennai as part of their coursework for Ecoliterature (UEN/CO/41M). Students presented a report on the indiscriminate dumping of toxic solid waste along the road, construction of buildings and a new road to connect Old Mahabhalipuram Road and Pallavaram that have shrunk Pallikaranai wetland to a great extent alongside the preservation initiatives of the Crocodile Bank.

8. An online lecture on the topic “Personality Profile Interviews”

An online lecture on the topic “Personality Profile Interviews” was organized by the Department to expose students to professionals from the field of Journalism, to get tips from them and learn skills from their work on 25 November 2021. Ms. Kamini Mathai, Senior Assistant Editor, Times of India, Chennai was the resource person.

9. A lecture on the topic “Life & Works of Jayakanthan - A Daughter’s Perspective”

A lecture on the topic “Life & Works of Jayakanthan - A Daughter’s Perspective” was delivered by Ms. Deepalakshmi J., Writer and Translator and daughter of Jayakanthan. This was conducted on 3 March 2022 to valorise the need to recontour English literary studies in academia through translated regional literature.

10. A lecture on the topic “The Social Relevance of Translating Tamil Literary texts into English”

A lecture on the topic “The Social Relevance of Translating Tamil Literary texts into English” was organized by the Department to valorise the need to recontour English literary studies in academia through translated regional literature on 29 March 2022. Dr. V.S. Ramakrishnan, Translator and Researcher was the resource person.

11. A lecture on “Skill of Crafting a Story”

A lecture on “Skill of Crafting a Story” was organized by the Department on 6 April 2022 to help students design a narrative by blending the spoken/written language with body language. Jacob Oommen Athyal, Actor & Playwright, USA was the resource person.

12. A talk on the topic “There is no formula for translation, so how to get it right?”

A talk on the topic “There is no formula for translation, so how to get it right?” was organized by the Department on 27 April 2022. The objective was to valorise the need to recontour English literary studies in academia through translated regional literature. Ms. Bharathy Singaravel, Editor, Translator and Reporter was the resource person.

13. A lecture on the topic “Working as a Journalist”

A lecture on the topic “Working as a Journalist” was organized by the Department to expose students to professionals from the field of Journalism, to get tips from them and learn skills from their work on 25 May 2022. Ms. Kannal Achuthan, Journalist, The Hindu was the resource person.

14. Publication of online campus newspaper/blog, Rivett

The publication of a campus newspaper/blog that gave the students hands-on experience in journalistic skills and practices, including gathering the information for a report, crafting a report, designing a newspaper, and the publishing of the same.

15. UGC Sponsored Business English course

The English Department offers a UGC Sponsored Business English course that is offered to students every week after college hours. It has takers from across departments.

2022-23

Implementation of courses/events/ publications

1. Paper publication in journals

Name of the Faculty	Title of the Paper	Name of the Journal	Volume & Page No.	Average Impact Factor	Specify UGC Care List/Scopus Indexed	Online Link
Dr. Annie Kuriachan	“Should Hunger like a Wild River Devour and be Devoured?”	The Book Review	Vol.no. XLVI Issue no. 9	-	UGC-Care List I	https://www.thebookreviewindia.org/should-hunger-like-a-wild-river-devour-and-be-devoured/
Dr. Anupama	A Return to nature for Life	Literary Explorer	Vol 17, No. I,	-	-	-

	and Completeness		Nov 2022 issue			
Ms. Anna Mathew	A Return to nature for Life and Completeness	Literary Explorer	Vol 17, No. I, Nov 2022 issue	-	-	-

2. Book published/ Chapters published in edited volumes with Publishers / year & Title

Name of the faculty	Title of the Paper	Title of the Book/Proceedings of the Conference	Publisher	Month & Year of Publication	ISBN
Ms. Srividya	-	Word Games for You: Play to Learn	Emerald publishers	Nov. 2022	9789392188046

3. A Lecture on the topic “The ‘What’ and ‘How’ of Proficiency in English”

A Lecture on the topic “The ‘What’ and ‘How’ of Proficiency in English” was organized by the department on 20/07/2022. Ms. Dinah Oommen former staff of the Dept. of English, WCC and former ELT trainer from the United States was the resource person. In her talk, she spoke about what constitutes proficiency in English and some ways in which it can be assessed.

4. A webinar on the topic “Effective Use of EBSCO library Resources for Quality Literature Search- EBSCO HOST Orientation”

A webinar on the topic “Effective Use of EBSCO library Resources for Quality Literature Search- EBSCO HOST Orientation” was organized by the department in collaboration with IRC to orient students about the proper usage of library resources on 27/07/2022. Dr. Periasamy Pradeep Ravichandran was the resource person.

5. A lecture on the topic “Live, Learn, Liverpool”

A lecture on the topic “Live, Learn, Liverpool” was organized by the department to introduce the students to inspire students to study abroad on 04/08/2022. Ms. Neha M Verghis & Ms. Swetha Bai were the resource persons.

6. Dr. Rita Jacob Cherian Memorial Endowment Lecture on the topic “How Embedding Poetry in Organizational Communication can add Value to Employees in Companies”

Dr. Rita Jacob Cherian Memorial Endowment Lecture on the topic “How Embedding Poetry in Organizational Communication can add Value to Employees in Companies” was organized by the department to demonstrate how integrating poetry into organizational communication can

enhance employee engagement, creativity, and well-being on 24/08/2022. Ms. Anupama Raju was the resource person.

7. “Book Launch” by the author, C Anupama Raju

A “Book Launch: C Anupama Raju” was organized by the department to provide insight about the art of writing and encourage students to publish their literary work on 03/09/2022. Ms. Anupama Raju was the resource person.

8. A Lecture on the topic “Forensic Linguistics”

A Lecture on the topic “Forensic Linguistics” was organized by the department to introduce students to the forensic techniques used by linguists to equip them with skills for this new career path on 15/09/2022. Dr. Fr. Francis M. Peter, Professor, Managerial Communication, XLRI School of Management, Jamshedpur was the resource person.

9. A Lecture on the topic “Learn to Predict and Predict to Learn: The Karadi Path Pedagogy”

The Karadi Path Pedagogy” A Lecture on the topic “Learn to Predict and Predict to Learn: The Karadi Path Pedagogy” was organized by the department to teach students about the use of multisensory experience in language learning on 01/10/2022. Ms. Preetika Venkatakrishnan was the resource person.

10. A webinar on the topic “Mendeley References”

A webinar on the topic “Mendeley References” was organized by the department to enlighten students about online tools available for research on 13/10/2022. Dr. J. Arumugam, Librarian, PSG College of Technology, Coimbatore was the resource person.

11. A lecture on the topic “Proficiency to Potentiality: Theorising Through Experience”

A lecture on the topic “Proficiency to Potentiality: Theorising Through Experience” was organized by the department to provide hands-on experience of working with language potentiality and using that experience to generalize and theorise on 25/10/2022. Dr. Geetha Durairajan, retired Professor, EFLU, Hyderabad and Dr. Shree Deepa, Associate Professor, University of Hyderabad was the resource person.

12. A lecture on the topic “Creating a story”

A lecture on the topic “Creating a story” was organized by the department to encourage students to engage in the process of creative writing and read regional literature on 13/01/2023. Dr. Perumal Murugan, Indian author, scholar and literary chronicler was the resource person.

13. A lecture on “The Increasing Need for a Safe Space to Create and Write”

A lecture on “The Increasing Need for a Safe Space to Create and Write” was organized by the departments to highlight the contribution of women in the literary space and create their niche on 27/01/2023. Ms. Anuja Chandramouli, Writer was the resource person.

14. Ecotrip to Pallikaranai Marshland, Chennai and Crocodile bank, Mahabalipuram

The students of III B.A. English went on a Ecotrip to Pallikaranai Marshland, Chennai and Crocodile bank, Mahabalipuram on 02.02.2023 with course teachers, Dr. Lilian Jasper and Dr. C. Anupama. The students were sensitized on the need to preserve the environment.

15. A PR campaign

A PR campaign was organized by the students of the course- Writing for PR and for Film (UEN/EO/05M), coordinator by the course Teacher: Ms. Anna Mathew as a 1-day initiatives that dealt with Menstrual Hygiene (called Ecoleaks), Playway Learning, and Skill Development (art, craft, music, dance, photography), which included Powerpoint presentations, PSAs, interaction with a doctor, playway learning activities and hands-on art training sessions respectively.

16. A PR Wall Painting campaign

A PR Wall Painting campaign was organized by the students of the course- Writing for PR and for Film (UEN/EO/05M), coordinator by the course Teacher: Ms. Anna Mathew which aimed at bringing out the contribution of tribal and rural women to light, to inspire others, and instill hope in all who spent a few moments of reflection near the two walls, situated just outside the college canteen.

17. Publication of online campus newspaper/blog, *Rivett*

The publication of a campus newspaper/blog that gave the students hands-on experience in journalistic skills and practices, including gathering the information for a report, crafting a report, designing a newspaper, and the publishing of the same.

18. UGC Sponsored Business English course

The English Department offers a UGC Sponsored Business English course that is offered to students every week after college hours. It has takers from across departments.

2023-24

Implementation of courses/events/ publications

1. Paper publication in journals

Name of the Faculty	Title of the Paper	Name of the Journal	Volume & Page No.	Average Impact Factor	Specify UGC Care List/Scopus Indexed	Online Link
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Dr. Lilian I Jasper (Co-author)	Vignettes of Food, Memory and History in Jaspreet Singh's <i>Chef</i>	Literary Voice	Vol. 1 326-332	5.465	UGC Care List	-
Ms. Anna Mathew	The Need to Include Media Literacy as a Subject/ Course in Schools and Colleges in India	Eleanor	Vol 5, Issue 5, May 2022, ISSN 2456-857X	-	-	-
	Journeying towards healing and a new identity in the memoir "Across Many Mountains"	Shodhak - A Journal of Historical Research. (ISSN: 0302-9832)	Vol. 52, Issue-2 (July-September) (Special Issue) 2023 pg 118-124.	5.9	UGC Care Group 1 Journal.	-
Dr. Anupama (Co-author)	When Memories Serve as Warnings: Remembering the Covid-19 Pandemic in the Digital Age	Eleanor	Vol 5, Issue 5, May 2022, ISSN 2456-857X	-	-	-
Ms. Karunya U. (Author) Dr. Lilian I Jasper (Co-author)	Vignettes of Food, Memory and History in Jaspreet Singh's <i>Chef</i>	Literary Voice	Vol. 1 326-332	5.465	UGC Care List	-

2. Books published/ Chapters published in edited volumes

Name of the faculty	Title of the Paper	Title of the Book/Proceedings of the Conference	Publisher	Month & Year of Publication	ISBN
Dr. Lilian I Jasper (Co-authored with Ms. Jayanthi Richard)	Women's Christian College and Women's Education	Christian Education and Democracy in India	Penprints, West Bengal	First Edition: 2004	ISBN: 978-81-966577-4-1 ISBN-10: 81-966577-4-9
Ms. Anna Mathew	Research paper published as book chapter – Narrativising Memory, Trauma and Healing - An Examination of “In the Shadow of the Mountain”, a Memoir by Silvia Vasquez-Lavado	Detangling the Modes of Distortions: Confronting the ‘Post’ in Contemporary Discourses	Co-Text, Kottayam	August 2023	ISBN: 978-81-957917-6-7

3. Introduction of new courses

- Food Writing (UEN/CO/59) Passed in the Board of Studies, 2021. Began teaching in June, 2023 to November, 2023.
- Understanding Disability (UEN/CE/16) Passed in the Board of Studies, 2022. Began teaching in November, 2023 June to April, 2024.
- Theatre in Context (UEN/CE/18) Passed through Circular Resolution, June 2023. Began teaching in November, 2023 June to April, 2024.

4. Dr. Rita Jacob Cherian Memorial Endowment Lecture

The Department of English (Shift I) of Women's Christian College, Chennai, had its Annual Dr. Rita Jacob Cherian Memorial Endowment Lecture on the 27 July, 2023. Ms Vandita Parikh, an alumna of the Department and the Founder of NSDA, Plano and Irving, Texas, USA was invited to be the Speaker and she spoke on the topic, “Art Therapy, Self –Expression and Creativity”.

5. Environmental Studies Stall of ecofriendly items at Alumnae Food Fair

The department arranged for an Environmental Studies Stall of ecofriendly items made by the I year students of the Environmental Studies course at Food Fair on 11/08/2023

6. One Day seminar titled “Changing Dynamics in Gender Perspectives”

The Centre for Women’s Studies, the UG Department of English (Shift I), the PG Department of English (Shift II) and the PG Department of Communication (Shift II) of Women’s Christian College, Chennai, jointly organized a One Day seminar titled “Changing Dynamics in Gender Perspectives” on 12 September 2023. Ms. Leela Meenakshi, the Director of All-India Radio, Dr. V. Padma, Associate Professor from Stella Maris College, Chennai and a renowned theatre practitioner, and activist, Ms. Geetha Elangovan, lyricist, film maker and writer and Ms. V Saradha, a journalist, were the resource persons.

7. Panel Discussion on the topic “The Need for Dialogue in Contemporary Media Platforms”.

The Department of English (Shift I), along with the Office of the International Programmes, Women’s Christian College, Chennai organized a Panel Discussion on 14 September 2023. This was organised in collaboration with the Good News Television. The panel discussion was on the topic “The Need for Dialogue in Contemporary Media Platforms”. The panelists were Mr. Philip Cooke, a writer, Television producer, Media Consultant and critic, Ms. Kathleen Cooke, an Author, Media Consultant, Actor and Producer, and Dr. Ronald Harris, the Founder of the media company, Medialliance and former Chairman of NRB.

8. Meet the Author” session – Mr Bava Chelladurai.

The Chennai Students’ Readers Forum, the Information Resource Centre with the Departments of English (Shifts I & II), Women’s Christian College, Chennai organised a “Meet the Author” session with the Tamil writer, Mr. Bava Chelladurai on 19 September 2023.

9. An exhibition on British Literature

An exhibition on British Literature in keeping with the course British Literature 1550-1750 was held by the students of the I year B.A English class on 07/10/2023.

10. Educational Tour to Chikmagalur

63 students of the III BA English class and 2 faculty members of the UG Department of English, Shift I, went on a 3-day educational tour to Chikmagalur, Karnataka from 4 October 2023 to 8 October 2023. The trip was an extension of their core course, Indian Literatures – Papers I & II. They visited several places of historical interest, including Bababudangiri, Belur-Halebidu Hoysala Architecture in the temples of Chennakeshava and Hoysalesvara, and Gandhi Park. They also visited places of ecological significance like Mullangiri, Seethalangiri, Hunnana Falls, Jeri Falls and Kemmangudi.

11. Skill Orientation Training Session

The A3 Minds Training Company with the Department of English (Shift I), Women’s Christian College, Chennai organised the Skill Orientation training session on 1 December 2023. Dr. Ramanan, The Joint Director of Collegiate Education, Chennai Region, Mr Antony, the Managing Director of A3 Minds Company, the Chief Guest, The Most Rev. George Antonysamy, Archbishop of the Madras- Mylapore Diocese, Justice Mrs. Vasuki, former Judge of the High Court of Madras

and Rev. Vicar General Fr. Stanley, Dr V. S Sashikumar addressed students on the indispensability of Skill based training and learning.

12. “Speak for India Intercollegiate Debate Contest”

The Federal Bank Hormis Memorial Foundation and Times of India in collaboration with the Departments of English (Shifts I and II), Women’s Christian College, Chennai, organised the commencement of the country’s largest Public Speaking competition titled “Speak for India Intercollegiate Debate Contest” on 11 December 2023, for which the Chief Guest was Dr. J Radhakrishnan IAS, Additional Chief Secretary to the Commissioner of the Greater Chennai Corporation.

13. Literati, The Inter-collegiate Department Culturals of 2023

Literati, The Inter-collegiate Department Culturals of 2023 was hosted by the Department of English- Shift 1 on Saturday, 16 December, 2023. Participants from six colleges across the city registered for the inter-collegiate events. The winners of the events were awarded cash prizes.

14. An exhibition on Eco Literature

An exhibition on Eco Literature was organized for and by the students of the III Year class on 29/01/2024.

15. A Street –play against Harassment of Women

As per directions from the University Grants Commission, the Department of English along with the Centre for Women’s Studies staged a street play, against harassment of women in public places. This was performed by the students of the Theatre in Context course of the department on 30/01/2024.

16. International Conference titled Redefining Narratives: Contemporary Perspectives and Representations

The Undergraduate and Postgraduate Departments of English organized an International Conference titled Redefining Narratives: Contemporary Perspectives and Representations on the 6th and 5th of February, 2024. Delegates and Speakers from across Continents and the country spoke and presented papers on emerging areas of interest and relevance to literature, such as Disability Studies, Food writing, Medical Humanities, Trauma Literature, Memory Studies, Culture studies and Ecocritical theory.

17. Presentation at the Chennai International Short Film Festival

The students pursuing a course in Short Film from the Department of English (Shift I) of Women’s Christian College, Chennai made a presentation of the short films “Rasavilasam Chennai” and “Documenting the Production of a Street Play” and the Department’s official entry “The Jackal People” at the Chennai International Short Film Festival through an exclusive “Institutional Sharing” session on Experiential Learning on 23rd February, 2024 at Satyam Theatres, Chennai through Short Filmmaking. Students also were extended the opportunity to volunteer at the festival, thus enabling them to understand the nuances of professional film making and meeting with stalwarts in the field.

18. PR campaigns on Self-care on campus

PR campaigns on Self-care on campus was organised on Feb. 19, 2024 by II BA/BSc students of Writing for PR and for Film course. Here is one such activity for the students of the Child Development Centre on campus.

19. Workshop on “Movement and Creativity in Theatre”.

The Department of English (Shift I) of Women’s Christian College, Chennai, organised a two-hour workshop on February 24, 2021 by Mr. Pravin Kannanur, a founding member of Magic Lantern along with Ms. Preethi Athreya, a Chennai-based contemporary dancer and choreographer on “Movement and Creativity in Theatre”. The resource persons conceptualised the workshop to enable each student to enjoy the activities and be equipped with the experience of using voice, body and space as expression to present theatre in its varied nuances.

20. A Guest Lecture titled ‘The Bumblebee Way’

The Department of English (Shift1), organised a lecture titled ‘The Bumblebee Way’ by Ms Sundari Sivasubbu, inclusion advocate, speaker and author on February 24, 2024 for the students of III B.A. English who had opted for a course on Disability Studies. The lecture focused on the implications of disability in the Indian context, as the speaker used her experiences to exemplify the challenges faced by people with disabilities in different aspects of life.

21. Expert Talk titled “From Idea to Impact: Navigating the Startup Landscape as a Woman”

The Department of English (Shift1) in collaboration with IIC, organised an Expert Talk titled “From Idea to Impact: Navigating the Startup Landscape as a Woman” by Ms. Roshni on March 7, 2024. The speaker focused upon the potential challenges faced by young women entrepreneurs, besides underscoring the skills required for successful entrepreneurship.

22. Lec-Dem titled ‘Skills and Nuances of Storytelling’

The Department of English (Shift1), organised a Lec-Dem titled ‘Skills and Nuances of Storytelling’ by Ms. Aparna Gopinath, on March 8, 2024 (Women’s Day Special Programme) for the Short Film Production class. It is to orient students to the skills needed for effective storytelling through film.

23. A hands-on training workshop on Short Film Production

A hands-on training workshop on Short Film Production (8th, 15th & 16th March 2024) offered to students of Core Elective Short Film Production in order to equip them with the skills needed for filming their short film, which is a mandatory requirement for their end of semester assessment. The session also trained them to operate the camera and direct their film.

24. Book Release

The Departments of English (Shifts I and II), Women’s Christian College, Chennai brought out a book, *Redefining Narratives: Contemporary Perspectives and Representations* consequent to the

International Conference of the same name that they jointly organised on the 5th and 6th of February, 2024.

25. Ecotrip to Pallikaranai Marshland and The Crocodile Bank

The students of III BA English, as part of their course “Ecoliterature” were taken to the ecologically sensitive Pallikaranai Marshland and The Crocodile Bank, an initiative of the Madras Crocodile Bank Trust on Feb. 24, 2024. The visit to the two places was instrumental in helping students develop an appreciation for the ecology of their neighbourhood and a sense of responsibility towards biodiversity.

26. Publication of online campus newspaper/blog, Rivett

The publication of a campus newspaper/blog that gave the students hands-on experience in journalistic skills and practices, including gathering the information for a report, crafting a report, designing a newspaper, and the publishing of the same.

27. UGC Sponsored Business English course

The English Department offers a UGC Sponsored Business English course that is offered to students every week after college hours. It has takers from across departments.

2024-2025

Implementation of courses/events/ publications

1. Paper publication

Name of the faculty	Title of the Paper	Title of the Book/Proceedings of the Conference	Publisher	Month & Year of Publication	ISBN
Ms Sweetlyn Moses	<i>Rebecca Curtis' Hansa, Gretyl and Piece of Shit – A Short Story: Through the Lens of American Postcolonialism</i> (Page Nos: 105-118)	Anandam Journal of Anundoram Borooah Institute of Language, Art and Culture, Assam Vol. XIII	Anundoram Borooah Institute of Language, Art and Culture, Assam	21st May, 2024	(ISSN: 2394-9023) UGC - CARE LIST-1:26

2. Chapter in a Book

Name of the faculty	Title of the Paper	Title of the Book/Proceedings of the Conference	Publisher	Month & Year of Publication	ISBN
Ms.	Childism in	Confluence of	Department of	January	ISBN -

Catharinal Silvia M	Children's Literature: A Study on the Reconstruction of Individual Identities of Children in selected Picture Books.	Tales, Myths and Culture in Literature	English, PSG College of Arts and Sciences, 20th August 2023. Papecoin Publications- 2024	2024	8196905025
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3. Dr. Rita Jacob Cherian Memorial Endowment Lecture

The Department of English (Shift I) of Women's Christian College, Chennai, organised the Dr. Rita Jacob Cherian Memorial Endowment Lecture on the 26th of July, 2024 at 10.20 pm in the Bamford Hall. Ms Anuja Chandramouli, an alumna from the Psychology Department of the college and a renowned writer was the Speaker. She spoke on the topic, *The Distortion of Feminine Desire in History and Myth*.

4. Programme on Drug Abuse Awareness

The Departments of English (Shifts I & II and Tamil), Women's Christian College, Chennai and the Antony Charitable Trust organised a Programme on Drug Abuse Awareness on the 30th of August, 2024 at the Bertha Corfield Auditorium between 10.00 am and 11.00 am. 410 students and 10 faculty members were present as audience. The Honourable Governor of Tamil Nadu, Thiru. R. N. Ravi was the Chief Guest. As a follow up to this programme, Intercollegiate competitions were held in different venues on campus on the 20th of September, 2024,

5. SamaBhav International Film Festival

The Departments of English and Visual Communication, Women's Christian College, Chennai in collaboration with SStraight Circles Foundation under the banners Kindness Campaign and Samabhav Program Type organised the Film Festival on Gender Equity, Diversity and Inclusion on the 16th of August, 2024. 192 students Short Films were curated and presented through a travelling film festival by MAVA (Men Against Violence and Abuse). The festival enabled attendees to gain insights into the serious challenges women face both in private and public settings.

6. Study tour of III Year students

Forty-eight students of the final year B.A. English class along with two teachers, Ms. Sweetlyn Moses and Ms. Jeevlin Abraham went on a Study Tour to Mysore and Coorg between 30th of August, 2024 and 3rd September, 2024. The tour included visit to places that exposed students to the cultural diversity of India that finds predominant exploration in two of their courses: Indian Literatures in English - Paper I and Indian Literatures in English – Paper II.

7. Media Chat- the Film Screening and Interaction Event

The Departments of English and Visual Communication organised the Screening of the film *Break the Cycle*, based on the true story of Cyril Prabhu, Founder of the Non-Profit Proverbs226, and 5&2 Trade School, USA, to help victims of incarceration and their children. Students of English, Shift I and Vis Com, Shift II attended the 2-hour long programme was held on 26 September 2024. 170 students of the Department of English and 3 faculty members participated.

8. Career Guidance Talk by Ms Kannal Achuthan: Sky is the limit: The Myriad Opportunities Open to a Student of English

The Department of English (Shift I) in collaboration with the Career Guidance Cell, Women's Christian College, Chennai organised the Career Guidance Talk by Ms Kannal Achuthan to enable students to explore opportunities in career for students pursuing their UG in the English Department. 180 students and 9 faculty members attended the talk.

9. One-Day International Conference

A One-Day International Conference titled, *Cross-Cultural Negotiations: Emerging Literary Discourses in Multicultural Societies* was jointly organised by the UG (Shift I) and PG (Shift II) Departments of English, Women's Christian College, Chennai on the 8th of October, 2024. 231 delegates, scholars and Speakers attended the same.

10. Publication of online campus newspaper/blog, Rivett

A campus newspaper blog that gave the students of Journalism hands-on experience in journalistic skills and practices, including gathering the information for a report, crafting a report, designing a newspaper, was released on 30th October, 2024.

11. UGC Sponsored Business English course

The English Department offers a UGC Sponsored Business English course that is offered to students twice every week after college hours in hybrid mode (both online & offline) The registration was open from 1-07-2024 to 10-7-2024 and classes commenced from August has 50 takers from across departments and years.

DEPARTMENT OF HISTORY

Five Year Strategic Plan 2021- 2026

- 1 Interdisciplinary & Multidisciplinary courses to be introduced
 - Courses like Entrepreneurship Development (UHS/CE/21) and Tourism and Travel Management (UHS/CE/22) were introduced
- 2 Service Learning to be introduced:
 - In this connection an MOU was signed between the Department of History and Chennai Volunteers to teach students in neighbouring Corporation Schools.
 - Service Learning Component was introduced in two papers – Human Rights in India (UHS/CO/73M) and Entrepreneurship Development (UHS/CE/23)
- 3 Research projects – Compulsory publication by the students & Capacity building programmes to be conducted with funding from ICSSR.
 - A Two Day National Conference sponsored by ICSSR was organised by the Department on 23rd and 24th March 2023 – titled "INDIA@75 : ACHIEVEMENTS, CHALLENGES AND PROSPECTS"
 - Research Paper Presentations and Publications:
 - "India@75 : Achievements, Challenges And Prospects" - Book edited by Ms. A. Anuradha, Dr. C. Joy Sheryl, Ms. Arokiya Anbazhagi. J and Dr. P.D. Sherlin - ISBN 978-93-93374-96-1
 - Ms. Anuradha. A: Chapter titled “Untouchability: A Great Social Challenge Since Independence” in the edited book India@75 : Achievements, Challenges And Prospects - ISBN 978-93-93374-96-1
 - Published a chapter Political Parties of Japan in the book History of Japan Since 1945 edited by Dr. P.D. Sherlin in 2024. ISBN: 978-81-19671-90-8.
 - Dr. C. Joy Sheryl: Chapter titled “Solar Energy and Energy Savings” in the edited book India@75 : Achievements, Challenges And Prospects - ISBN 978-93-93374-96-1
 - Presented a Paper in the National Conference on “Higher Education: Ethics in Academic, Administration, Community, Society Initiatives and Artificial Intelligence Impacts” Organized by the Center for Education Beyond Curriculum (CEDBEC), CHRIST (Deemed to be University), Bangalore held on 23 - 24 November 2023.
 - Ms. Arokiya Anbazhagi.J: Chapter titled “Weaving Sustainable Community into a Reality: The Chizami Model of Development” in the edited book India@75 : Achievements, Challenges And Prospects - ISBN 978-93-93374-96-1
 - Published a chapter Major Political Developments in Japan (1952 – 1974) Japan in the book History of Japan Since 1945 edited by Dr. P.D. Sherlin in 2024. ISBN: 978-81-19671-90-8

- Published a chapter Lost to History: Uncovering the Life of Gopala Nayak in the book *Unsung Heroes of Freedom Struggle in India* edited by Dr. J. Cinthia & Mrs. M. Jebaselvi in November 2023. ISBN: 978-93-6013-741-0.
- Chief Editor and one chapter in “Forgotten Veterans of INA” ISBN 978-93-6076-562-0.
- Dr. P.D Sherllin: Edited and published the book *History of Japan Since 1945* in 2024. ISBN: 978-81-19671-90-8
- Chapter titled “Tourism and Economic Development in India- An Overview” in the edited book *India@75 : Achievements, Challenges And Prospects* - ISBN 978-93-93374-96-1
- Published a chapter Major Political Developments in Japan Since 1974 Japan in the book *History of Japan Since 1945* in 2024. ISBN: 978-81-19671-90-8
- Published a chapter Rama Khandwala- The Women of Courage in the book *Unsung Heroes of Freedom Struggle in India* edited by Dr. J. Cinthia & Mrs. M. Jebaselvi in November 2023. ISBN: 978-93-6013-741-0
- Students have taken up research projects as Elective Project every year and they have also received Seed Grants.
2021-2022: Grace Deboral (19hst16) and Vanitha (19hst68)
2022-2023: Afroz Jahan (20hst03), Divya.A (20hst16), Madhumathi (20hst29) and S.Bharathi (20hst11)
2023-2024: Husanara Athher (21HST11), Janani. R (21HST12)
Poornima. B (21HST24), Indhumathi. A.P (21HST45), Malavika Ajithkumar, (21HST48) and Shanmuga Priyaa. S (21HST51)
- Students have presented research papers in Conferences and Seminars:

RESEARCH PAPERS PRESENTED

S N	Name	Title of the Paper	Conference/Seminar	Organised by	Date
1	Amruthavarshini V- 23HST02	Ramcharitmanas Aur Vartaman Jeevan Me Uski Daarshanik Praasangikta (Ayodhya Kaand Ke Sandarbh Me)	International Hindi Conference	DDGD Vaishnav College	10 and 11 January, 2024
2	Abhina Gandh S F 22HST01	A Study on Tomato Fluctuations in Chennai	National Level Conference	Hindu College	29 September 2023
3		Exploring the challenges of women Police officer in Chennai	Loyola Forum for Historical Research	Loyola College	November 2023

4		A study of consumer behaviour towards online shopping	International Conference on Marketing Research 2024	Loyola Institute of Business Administration	March 2024
5		An Analysis of Non-Performing Assets in Indian Banks	National Level Conference	Hindu College	29 September 2023
6	Priyadarshini A 22HST26	Debilitating problems faced by women Police with special reference to Pudukottai District	Loyola Forum for Historical Research	Loyola College	November 2023
7	Shakthi Devi V S 22HST35	Feminism through the lens of Modern Youth	Loyola Forum for Historical Research	Loyola College	November 2023
8	Ahalya K N 22HST53	A Perturbing Tale of Women in Red: Menstrual Stigma among Adolescent Females	Loyola Forum for Historical Research	Loyola College	November 2023

RESEARCH PAPERS PUBLISHED

S N	Name	Title of the Paper	Conference/Seminar	Organised by	Date
1	Amruthavarshini V- 23HST02	Ramcharitmanas ki vartaman jeevan mein daarshinak praasangikta	International Hindi Conference	DDGD Vaishnav College	10 and 11 January , 2024
2	Abhina Gandh S F 22HST01	A study of consumer behaviour towards online shopping	International Conference on Marketing Research 2024	Loyola Institute of Business Administration	March 2024

Ten Year Strategic Plan – 2021 - 2031

- 1 Syllabus framing and Course content for a MOOC Course is in progress

DEPARTMENT OF MATHEMATICS (UG)

Implementation of Five year plan

2021-2022

Student's Project (UMA/EL/12)

Dr.J.Renuka

1.Staff Supervisor and guide in semester VI for the student 19MAT24 -Jennifer.W
Project title-A Theoretical and Numerical Approach to Covid19 – Tamilnadu.

2.Staff Supervisor and guide in semester VI for the student 19MAT 53 Sheeba Sharon
Project title- Graph Theoretical analysis off PPI Network.

Paper publication (Scopus Indexed)

Dr.J.Renuka

S. No.	Teacher Name	No. of Publications
1.	J.Renuka	01

1. Homotopy Perturbation Method for Mathematical Modeling of Listeriosis and Anthrax Diseases Rekha, S and Balaganesan, P and Renuka.J, Annals of the Romanian Society for Cell Biology, Year 2021, Pages 9787—9809.
<https://www.annalsofrscb.ro/index.php/journal/article/view/3725>

2022-2023

Ms.Shibi Arunkumar

Student's Project (UMA/EL/12)

Staff Supervisor and guide in semester VI for the student 20MAT23 - Kanchana D
Project title- Impact of the COVID-19 Pandemic on Shopping Trends

Paper Publication

Presented a paper titled “Evolving Trends in Online shopping and Targeted Digital Marketing” in the International Conference on “Evolving Prospects & Challenges in the Indian Economy” organized by the Department of Economics, Chevalier T. Thomas Elizabeth College for Women, Chennai on 12th April 2023

Published in the Book of Proceedings -First Printing 2023 - Pg 21
ISBN : 978-81-958277-1-8

Dr.J.Renuka**Paper publication (SCIE)**

S. No.	Name	No.of Publications
1.	J. Renuka	01

1. Analysing the Analytical Formulation for Nonlinear Rollmotion of a Ship with Irregular Waves Utilising Homotopy Perturbation Method Larhyss Journal, Volume 2022, Year 2022, Pages 19-30. <https://Larhyss.Net/Ojs/Index.Php/Larhyss/Article/View/834/843>.

2023 -2024**Student's Project (UMA/EL/12)****Ms. P.Lizzie Angelina**

Staff Supervisor and guide in semester VI for the student 21MAT48 –Shreyaa. S
Project title- The Impact of Cross-Degree in the Career Based on Gender

Ms.Shibi Arunkumar

Staff Supervisor and guide in semester VI for the student 21MAT54 – Keerthana A K
Project title- An Analysis of the Trends in Financial Investment Preferences

Paper publication**Dr.J.Renuka**

S. No.	Name	No. of Publications
1.	J. Renuka	02

Scopus

1. Mathematical modeling of the effect of screening for unaware HIV/AIDS-infected patients using homotopy perturbation method, Vijayakumar P.N., Balaganesan P., Rekha S.Renuka J. HIV & AIDS Review, Volume 22, pages: 283-289. <https://hivaidst.termedia.pl/Mathematical-modeling-of-the-effect-r-nof-screening-forunaware-HIV-AIDS-infected,149705,0,2.html>

UGC

1. Mathematical Analysis of Virotherapy Treatment for Cancer, Renuka J., Balaganesan P., Vijayakumar P N, Cettinad Health City Medical Journal, Vol. 12 No. 4 (2023). <https://medical.advancedresearchpublications.com/index.php/CHCMJ/article/view/1700/15>
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DEPARTMENT OF PHYSICS

1. Project proposal and Availing Government Funding

Dr. Monica Chandramalar has applied for the faculty seed grant for her collaborative interdisciplinary project titled, 'ATMOSPHERIC WATER HARVESTING SYSTEMS '

2. Take students to places of scientific interest

Educational Trip to IISER, Trivandrum

The Department of Physics organized an educational study tour for the III B.Sc. Physics students to the Indian Institute of Science Education and Research (IISER), Trivandrum, Kerala, from the 23rd to the 25th of August 2024. A group of 40 students participated in the tour, which was a part of their academic curriculum aimed at providing exposure to advanced scientific research and experimental techniques. The students were accompanied by Dr. Hannah Ruben and Dr. J. Juanita Saroj, faculty members from the Department of Physics. The visit began on the 23rd of August 2024, with an outreach program organized by IISER Trivandrum. The students attended a lecture by Dr. Mayanglambam Suheshkumar Singh, which provided an introduction to the research activities and academic programs at IISER.

Following the lecture, the participants were provided with refreshments, allowing the students and faculty to interact informally with the IISER staff. The group visited the research laboratories of the Department of Physics. During the visit, students were introduced to the various ongoing research projects, experimental setups, and sophisticated instruments used in cutting-edge physics research. The Central Instrumentation Facility (CIF) at IISER was another highlight of the visit. The students were given a detailed tour of the facility, which houses advanced instrumentation critical to research in physics, chemistry, and biology. These activities provided a well-rounded experience, balancing academic enrichment with cultural exposure. The study tour concluded on the 25th of August 2024, with the students and faculty returning to their home institution, enriched by the experience of visiting one of India's premier research institutes.





3. Encourage UG students to get involved in research activities and present their work in conferences and publish papers

Students involved in research activities

Name: Chaarulatha S (23PHY11) Attended NIUS Astronomy Camp 2024 conducted by HBCSE-TIFR (02-12 July 2024) at Mumbai. She was one among 33 students across India who got to attend



the camp. She was selected for a 2-year NIUS project by HBCSE – TIFR titled “Investigation of Pulsars” under the guidance of Dr. Bhaswati Bhattacharya at National Centre for Radio Astronomy (NCRA), Pune.



Students presented scientific papers

Chaarulatha.S(23PHY11), Claret Roseline Priya.V(23PHY12), Volga.V.Chungath (24PHY46), Gracia.S.V.Merryn(22PHY14) took part in poster presentation at the National Symposium "A Sustainable Environment for the Next Generation" on September 30.9.2024 & 1.10.2024



4. Conduct week-long bridge course for the 1st years before commencement of regular classes

Bridge course – June 2024

Bridge course in colleges is a preparatory programme designed to help students transition smoothly from one level of education to another, or to bridge gaps in knowledge and skills. The primary objective of the Bridge Course offered by the Physics Department is to ensure that all students are adequately prepared for advanced studies in physics by achieving the following goals. These courses are especially useful for students who may not have the necessary background in a specific subject area and need extra preparation to succeed in more advanced coursework. The Department of Physics conducted an intense 7-day bridge course from 24th June 2024 to 2nd July 2024 for the first-year undergraduate students enrolled this academic year.

Day 1 (24.6.2024): Dr. A. Christina Nancy, Head of the Department of Physics, introduced the faculty of the department and spoke about the ethos of the department and explained the course structure of the undergraduate programme. The students felt enthusiastic and motivated after listening to the best practices and achievements of the department. Then Dr. Renuga Devi introduced the HI-PHY association to the students, highlighting its objectives and annual activities. During the session, students had the opportunity to interact with the Hi-Phy office bearers, gaining valuable insights into the club's operations and benefits. She also emphasized the importance of participating in seminars, workshops, and intercollegiate programs, encouraging students to take advantage of these opportunities for personal and professional growth. Dr. Hannah Priya conducted games and icebreaking activities for the students to help get to know each other in a better way. The informal activities paved way to break down social barriers between the students, made them feel more comfortable and facilitated social interaction.

Day 2 (25.6.2024): Dr. Sharmi Kumar began by outlining the objectives and expected outcomes of the laboratory work, providing a clear road map for the session. Basic instructions and the standard operating procedures of Physics lab were explained clearly to the new comers emphasizing critical practices and safety measures. She then explained the experiments in this semester's practical course with clarity and enthusiasm, ensuring the students grasped the essential concepts and the step-by-step procedures. She also delved into the theoretical background, connecting the experiments to the relevant scientific principles. By the end of her explanation, the students felt confident and well-prepared to conduct the experiments.

Day 3 (26.6.2024): Dr. I. Monica Chandramalar motivated the students by expressing strong belief in their unique talents and emphasized the exciting journey of discovery ahead. She assured them of the support of all the Physics faculty, encouraging open communication and collaboration. She also gave a brief introduction about the internal and external exams at WCC, evaluation pattern and the marks associated with them. Lastly, she provided practical advice for staying organized and maintaining a balanced approach in their studies.

Day 4 (27.6.2024): Dr. Renuga Devi conducted a session to introduce the fresh-year Physics students to the Institution's Innovation Council (IIC) of Women's Christian College. The primary aim of the session was to highlight the importance of the IIC in the student's academic journey. Dr.

Renuga Devi explained the different types of activities organized by IIC to nurture the young minds and encouraged them to pursue innovative ideas and entrepreneurial ventures. The session concluded with a strong encouragement for all students to get involved with the IIC. The session was well-received by the students, who expressed a keen interest in the opportunities presented by the IIC.

A bridge course session on the topic 'oscillations' was conducted by Dr. Renuga Devi. The session aimed to bridge the gap between high school knowledge and college-level understanding, ensuring a smooth academic transition. The key topics covered include motions and oscillations, types of oscillations and the key parameters. The nature of Simple Harmonic motion and measurement of time period of oscillation was explained by the demonstration of a simple pendulum experiment.

Day 5 (28.6.2024): Ms. Lynn, an accomplished alumna from the Department of Physics, currently pursuing her PhD in the Department of Medical Physics, Anna University, delivered a motivational talk that inspired and energized the students. As a distinguished guest speaker, she shared her personal story of overcoming challenges and persevering in her academic and professional journey. She emphasized the value of learning from failures and provided practical advice and tips on how to stay motivated and focused on their goals. Finally, she shared stories of role models or mentors who inspired her, demonstrating the impact of positive influence.



Dr. A.

Christina Nancy thoroughly explained the lab experiments to the first-year students, starting with the objectives and expected outcomes to ensure clarity. She provided essential background information of the experiments, emphasizing the theory behind the experiment. She then demonstrated the experiments and taught the importance of careful observation. She also encouraged questions to foster an environment of curiosity and understanding. Finally, the students were allowed to explore the basic instruments such as vernier callipers and screw gauge under her guidance and the students were highly thrilled to learn the usage of the instruments.

Day 6 (1.7.2024): Dr. A. Christina Nancy took the students to the carpentry workshop, where she began by explaining the importance of woodworking skills and their practical applications. She introduced the basic tools and equipment used in the workshop, demonstrating their proper use and emphasizing safety protocols. All the workshop machineries were introduced to the students and the lab experiments were taught with hands-on training.



Day 7 (2.7.2024):

Dr. Kalavathy Shanthi, retired Professor and the Head of the department of Physics, WCC gave a guest lecture on the theory of errors, starting with the fundamental concepts of precision and accuracy in measurements. She detailed the different types of errors, including systematic errors, which are consistent and predictable, and random errors, which occur unpredictably. She demonstrated various methods for error analysis and emphasized the importance of understanding and minimizing errors to ensure the reliability of experimental results. Her explanation provided students with a solid foundation in error theory, essential for scientific research and data interpretation. She also explained that in physics experiments, rounding off of numbers is crucial to simplify complex data and ensure precise calculations. She demonstrated how rounding off of numbers affects the outcome of calculations.



Dr. Hannah Priya, the course teacher for Environmental studies course, gave an introduction about the subject and instilled environmental and civic responsibility in the young minds. She also how studying this course will enable them to understand, analyze, and solve environmental problems using scientific methods and ethical principles. The continuous internal assessment pattern and the type of assessment for this course was also explained.

Outcome:

All the sessions concluded with Q&A segments, where students were encouraged to ask questions and clarify their doubts. The hands-on demonstrations and real-life examples provided during the bridge course helped students gain a clear and practical understanding of the basic of college level physics by filling in knowledge gaps. Overall, the 7-days bridge course created a smoother transition for the new comers into college, and helped them become more confident and better prepared for their course of study.

5. Sign MOUs with other academic institutions and industry

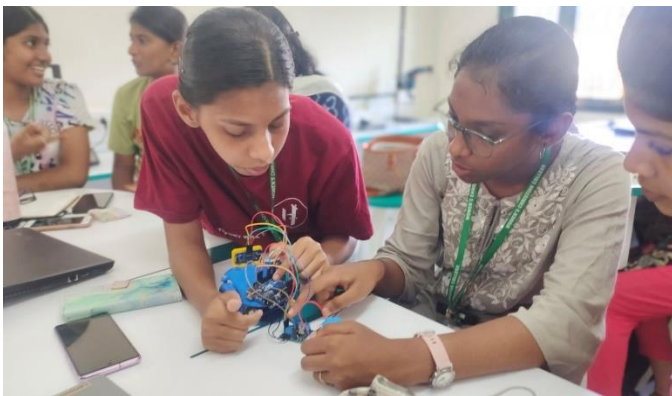
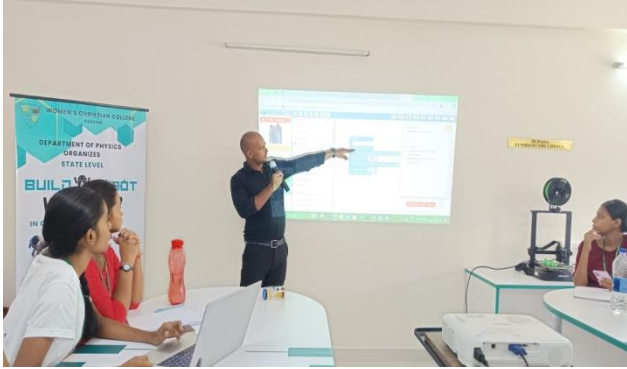
A Memorandum of Understanding (MOU) was signed on 20 September 2024, by and between PLANT GREEN INERTIA PRIVATE LIMITED and the DEPARTMENT OF PHYSICS, WCC for collaborative research initiatives for a period of 2 years.



6. Conduct Special lectures, Workshop, Summer Internship for school students and Faculty Development Program

State Level Robotics Workshop: 'Build a Robot'

The Department of Physics, in collaboration with Evolve Robot Lab, Chennai, hosted a State-level workshop titled 'Build a Robot' on August 14, 2024. The workshop attracted 55 participants from various institutions and disciplines, offering a comprehensive program on robotics fundamentals and practical applications. Sessions covered topics like Embedded Electronics, Circuit Design, Robot Fabrication, and Testing, culminating in a Robot Demonstration. The event successfully combined theoretical knowledge with hands-on experience, leaving participants equipped to build and test robots.



International Internship at Soochow University, Taipei, Taiwan

Ms. Chaarulatha S, Ms. Tanya Evangeline Dorothy and Dr. Hannah Ruben visited Soochow University, Taipei and National Taiwan Normal University (NTNU), Taipei, Taiwan from 13th May - 19th May 2024. The students were selected to do a hybrid internship which involved asynchronous work, online sessions and University visit at Taiwan.



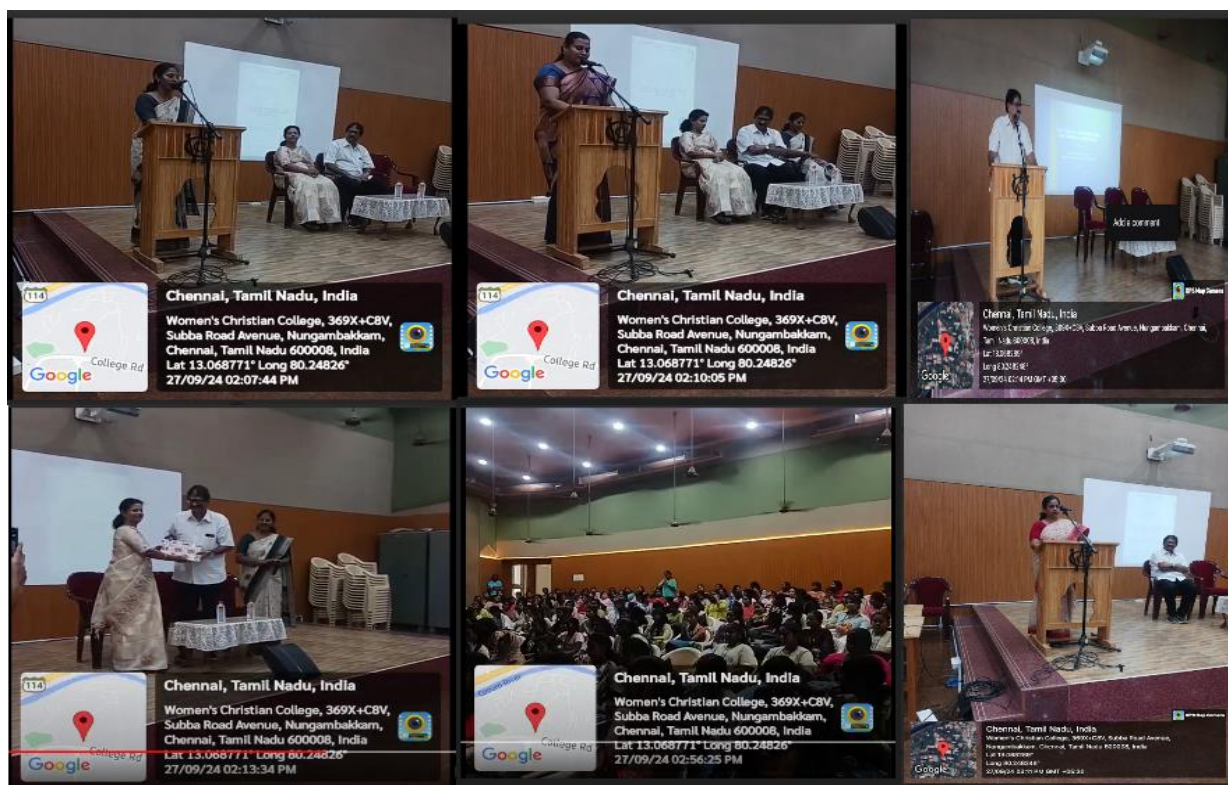


GATE-JAM 2025 Awareness programme

On September 20, 2024, the Department of Physics and the Career Guidance Cell organized a GATE-JAM 2025 awareness program led by Prof. Shiva Nagendra S.M., Chairperson of GATE-JAM 2025. The session, attended by 229 students from various departments, provided insights into the structure, syllabus, and preparation strategies for the GATE and JAM exams. Prof. Shiva emphasized the significance of these exams for higher education and career advancement. Students actively participated in a Q&A session, gaining clarity on preparation techniques and career opportunities. The event successfully motivated students to approach their exam preparations with confidence.



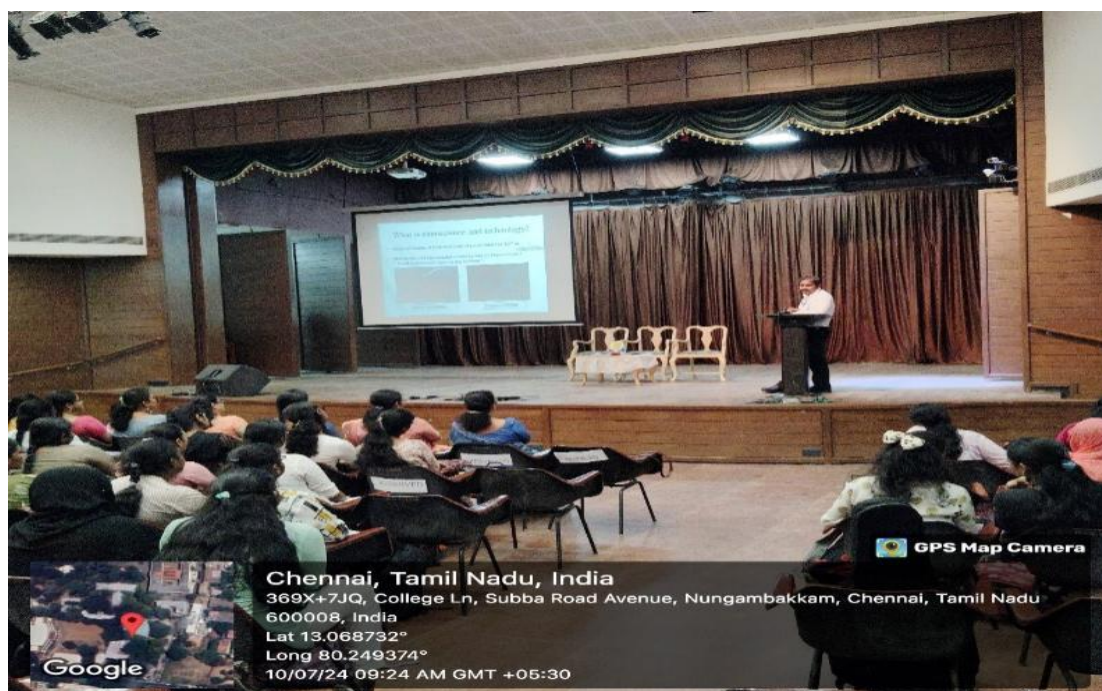
Invited talk on ‘Joy of Discovery in the Modern Era: Some Reflections and Directions’



The invited talk on ‘Joy of Discovery in the Modern Era: Some Reflections and Directions’ was organised by Department of Physics in collaboration with Institution’s Innovation Council (IIC) on September 27th 2024. Professor Subramanian Ananathanaryanan, Centre for High Energy Physics, Indian Institute of Science, Bangalore was the resource speaker.

A guest lecture on ‘Physics of Nanomaterials’

The events of the HI-PHY Association were inaugurated for the academic year 2024-2025 on 10 July 2024 with a guest lecture on ‘Physics of Nanomaterials’ by Prof. M. Arivanandhan in the Main Auditorium. It began with a prayer song rendered by the Physics Department Choir. Dr. Christina Nancy, Head of the Department, delivered the welcome address.





Dr. T. S. Renuga Devi, Faculty Coordinator for HI-Phy, introduced the speaker, Dr. M. Arivanandhan, who is a Professor at the Centre for Nanoscience and Technology and an Adjunct Professor at the Centre for Energy Storage Technologies at Anna University, Chennai. With over 22 years of research experience, his expertise spans the physics of crystals, photovoltaics, thermoelectrics of bulk and nanomaterials, crystal growth under microgravity, and defect engineering in Si and SiGe alloy semiconductors.

Dr. M. Arivanandhan delivered a lecture on 'Physics of Nanomaterials'. He began by explaining the basics of nanoscience and nanotechnology, followed by the applications of nanomaterials, the confinement of electrons as a fundamental aspect of technology, and a size comparison between bulk and nanomaterials. His presentation offered valuable insights into the advancements in nanomaterials. Following his talk, the incoming HI-PHY Office Bearers for 2024-2025 were initiated by the chief guest. Finally, the vote of thanks was delivered by Dr. Hannah Ruben.



DEPARTMENT OF CHEMISTRY

FIVE YEAR PLAN

Plan period 2021-26

Curricular aspects

We wish to envisage the department in the next five years as leader in providing education on par with first-class institutions at the national and international level.

We focus on linking education to emerging career patterns- Job oriented courses.

More practical-oriented classes with field work.

Open Book tests and exams

Experimental Learning- real time problems, exposure and experience.

Service Learning

Active Engagement of Chemistry Club

To give that edge to a student of WCC we plan to introduce Courses focusing on employability, entrepreneurship and skill development

Syllabus revision - 2022

A thorough revision of Chemistry syllabus as demanded by the post graduate degree programs in the country and abroad and also aims at enabling the students to tackle competitive examinations once they earn a degree.

Courses focusing on employability/ entrepreneurship/ skill development

- ❖ Cheminformatics
- ❖ Biophysical chemistry
- ❖ Molecular modelling dynamic simulations
- ❖ Clinical Biochemistry –
- ❖ Supramolecular chemistry
- ❖ Chemical Biology

Drug design: Chemistry, Theoretical modelling and SAR

Value-added certificate courses offered

- ❖ Chemistry of Art/Chemistry and Art
- ❖ Essentials of Green chemistry
- ❖ Dyes and polymers
- ❖ Astrochemistry

Department Activities

Programs to be organized by the Department

Workshop on Cyclic Voltametry- AR, SJ July

Seminar, Conferences – National and International level

Implementation of the five year plan during 2021-24

Curricular aspects:

Syllabus revision

Academic Year 2021-2022

In the academic year 2021-2022, the syllabus revision was done for the following core theory and practical papers in semesters I-IV.

1. Chemistry Paper-I (UCH/CO/53M)
2. Organic Chemistry Practical-I (UCH/CO/54)
3. Chemistry Paper-II (UCH/CO/55M)
4. Volumetric Analysis & Preparation of Inorganic compounds (UCH/CO/56)
5. Chemistry Paper-III (UCH/CO/57M)
6. Chemistry Paper - IV (UCH/CO/59M)

The new course entitled "Food Packaging, Contaminants and Food Analysis" (PCH/EL/01) was offered to the PG students of Home Science Department, passed in the BOS Meeting for the academic year 2021-2022 .

Academic Year 2022-2023

The syllabus revision was done for the following courses in semesters V-VI for the academic year 2022-2023.

1. Organic Chemistry-I (UCH/CO/59M)
2. Inorganic Chemistry-I (UCH/CO/60M)
3. Physical Chemistry- I (UCH/CO/61M)
4. Industrial Chemistry (UCH/CE/12)
5. Pharmaceutical Chemistry (UCH/CE/13)
6. Organic Chemistry-II (UCH/CO/62M)
7. Inorganic Chemistry-II (UCH/CO/63M)
8. Physical Chemistry-II (UCH/CO/64M)

Academic year 2023-2024

In the academic year 2023-2024, the syllabus revision was done for the following six supporting theory papers, four supporting practical papers, two core theory papers and two practical theory papers in semesters I-VI.

1. Basic Chemistry for Home Science (UCH/SU/06M)
2. Chemistry for Home Science (UCH/SU/07M)
3. Chemistry for Physical Sciences Paper -I (UCH/SE/23M)
4. Practical Chemistry – I (UCH/SE/27)
5. Chemistry for Physical Sciences Paper- II (UCH/SE/25M)
6. Practical Chemistry-II (UCH/SE/28)
7. Practical Chemistry- III (UCH/SE/29)
8. Chemistry for Biological Sciences Paper- I (UCH/SE/24M)
9. Chemistry for Biological Sciences Paper -II (UCH/SE/26M)
10. Practical Chemistry IV(UCH/SE/30)

11. Physical Chemistry Practical (UCH/CO/66)
12. Physical Chemistry Practical and Gravimetric Analysis (UCH/CO/67)
13. Inorganic Chemistry-II (UCH/CO/68M)
14. Physical Chemistry-II (UCH/CO/69M)

Service Learning

One unit was included in the two core elective papers - 'Industrial Chemistry' and 'Pharmaceutical Chemistry' in semester V as service learning components.

Value added certificate course offered

In the academic year 2021-2022, the department started offering the certificate course namely "Traditional Dyeing Methods-Tie & Dye and Batik" to both shift I and shift II students

Department activities

The Department of Chemistry, Women's Christian College, organized an '**International Conference on Advanced Materials**' during **21st and 22nd February, 2023**. The objective of this conference was to explore the scopes of various fields of research related to advanced materials and their applications for the modern civilization. In the same academic year the department also organized One Day National Seminar on '**New Frontiers in Organic Chemistry, Pharmaceutical Chemistry and Nano Science Research**' on 15th December, 2023 in order to commemorate the 70th Year of the Department. In order to celebrate '**National Science Day, the Department has organized Science Exhibition and Chemistry Olympiad**' during **23-24 January, 2024**. Students from both Government and Private schools across Chennai participated in these events.

Research Promotion

Research publications of faculty in refereed Journals 2021-2024

2021-22: 1 publication - Dr. Cynthia Jemima Swarnavalli
2022-23: -
2023 -24: -
2024-25: 1 publication - Dr. Cynthia Jemima Swarnavalli

Book publication by faculty 2021-2024

2021-22: -
2022-23: 1 publication - Dr. J. Margaret Marie
2023 -24: 2 publications - Dr. D.R. Shoba Jeykumari
2024-25: -

TEN YEAR PLAN

2026-31

Courses focusing on employability/ entrepreneurship/ skill development

- ❖ Medicinal Chemistry
- ❖ Computational Chemistry
- ❖ Energy and storage devices
- ❖ Environmental toxicology;

Value-added certificate courses offered

- ❖ Separation Techniques
- ❖ Chemistry of Materials

Support applied learning and complement other related fields.

- Efficient grading using rubrics and Honour code.
- Using more digital tools and media.
- Should teach students to master one or more skills in the related field.
- Design courses and programs to meet employer needs.
- Merge online and face-to-face learning.
- Hybrid learning should be encouraged.

Teaching –learning

Innovative teaching methodologies used

- Blended mode; Learning beyond the classroom; online teaching learning tools; Project-based learning & problem-based learning
- Peer group learning
- Peer assessment of faculty

Faculty activities

E-Content development (5 years)

- Per faculty – 5 videos

Fund raising through External Consultancy and Resource Services offered

- Water and soil testing - exploring viability and link with water TWAD board- Dr.Lily Margaret Priya, Dr. G.Libni,

- FDP for School teachers (Chemistry -PGT) – 1 per year
- Workshop on batik, tie and dye, block and screen printing techniques – 1 per year
- Chemistry coaching for competitive exams such as JAM, NEET, JEE.

-Dr.Banani.M,Dr. Margaret Marie,

Department Activities

Programs to be organized by the Department

Workshop on Cyclic Voltametry

Seminar, Conferences – National and International level

DEPARTMENT OF PLANT BIOLOGY AND PLANT BIOTECHNOLOGY

The mid-term review serves as a critical assessment of the progress made by the Department of Plant Biology and Plant Biotechnology in executing its proposed future plans. It provides insights into the achievements, challenges encountered during the implementation phase, offering a roadmap for further enhancements and improvements.

Research Initiatives:

The department's endeavors in securing faculty seed grants from the college management represent a significant milestone, providing the initial impetus for pursuing external research grants. While the number of student research projects remained relatively low, the successful presentation of a research paper at an international conference underscores the department's commitment to nurturing a research-oriented culture among students. The introduction of a core elective course on Research Methodology signals a proactive approach to equipping students with essential research skills, laying the foundation for future scholarly endeavors.

Academic Publications and Presentations:

The publication of research articles in international journals and the presentation of papers by faculty members reflect the department's scholarly contributions to the field of plant biology. However, there is a recognition of the need to enhance publication output and dissemination of research findings in the coming years to further elevate the department's academic standing and impact.

Introduction of New Courses:

Despite encountering challenges in implementing all proposed courses, the successful introduction of three new courses demonstrates the department's adaptability and responsiveness to changing academic landscapes. The focus on courses such as Entrepreneurial Botany and core electives in Research Methodology and Biostatistics reflects a forward-looking approach to addressing emerging trends and industry demands in the field of plant biology.

National/International Engagement:

While the department's efforts to conduct national-level programs fell short of the initial targets, the flexibility in program offerings and the diverse range of workshops and guest lectures organized underscore its commitment to providing holistic learning experiences for students. The emphasis on organizing more training sessions in response to student preferences reflects a student-centric approach to curriculum design and delivery.

Training Programs and Collaborative Activities:

The successful execution of training programs for PG assistants in Botany and the establishment of new collaborations through MoUs with industry partners highlight the department's proactive engagement with stakeholders. The positive reception of training programs by participants underscores their value in enhancing pedagogical practices and promoting knowledge exchange among educators.

Revenue Generation and Student Engagement:

The department's initiatives to engage students in revenue-generating activities, such as gardening, mushroom cultivation, and herbal product preparation, not only contribute to financial sustainability but also foster practical skills and entrepreneurial spirit among students. The active involvement of students in such activities serves as a testament to their enthusiasm and commitment to the department's goals and objectives.

Conclusion:

In conclusion, the mid-term review provides valuable insights into the department's progress, challenges, and future directions. By leveraging its strengths, addressing areas for improvement, and fostering a collaborative and student-centric environment, the Department of Plant Biology and Plant Biotechnology is well-positioned to realize its vision of excellence in research, education, and outreach. Through continued innovation, partnership building, and stakeholder engagement, the department remains poised for sustained growth and impact in the years ahead.

DEPARTMENT OF ADVANCED ZOOLOGY **& BIOTECHNOLOGY**

Following are the observations by the faculty of the Department of Advanced Zoology & Biotechnology after reviewing the short- and long-term plans of the department submitted to the IQAC in 2021:

2021-2022

ACADEMIC EVENTS

Rachel Philip Endowment Workshop: July 1, 2021

The Department of Advanced Zoology and Biotechnology organized an online workshop titled “Application of Data Analytics in Zoology Research using SPSS” on July 1, 2021, from 9.00 am to 1.30 pm. This event is held annually in memory of Ms. Rachel Philip. For the academic year 2021-22, Dr. N. Vishwanathan, Associate Professor in Statistics at Presidency College, Chennai, was the resource person. He introduced SPSS (Statistical Package for the Social Sciences), emphasizing its utility in processing complex data for market research, surveys, and data mining. The main objective of this workshop was to introduce students to statistical tools for analyzing scientific data and provide hands-on training with notable statistical tests.

National Webinar; 28 August 2021

The Department of Advanced Zoology and Biotechnology held its first National Webinar titled “Sustainable Living - the Way Forward for Earth’s Sake” on 28th August 2021, with 210 participants from various Arts and Science colleges across India. The guest speaker, Dr. Sultan Ahmed Ismail, an eminent soil biologist and ecologist, addressed critical issues regarding sustainable ecological practices. Dr. Ismail began by highlighting the detrimental effects of anthropogenic activities on the environment. The webinar was an eye-opener, underscoring the urgent need to adopt sustainable practices for the well-being of our planet. Dr. Ismail’s engaging and realistic presentation left a lasting impression on participants, emphasizing that while restoring nature might be impossible, rehabilitation through sustainable practices is achievable and essential.

International Webinar: April 1st and 2nd 2022

The Department of Advanced Zoology and Biotechnology organized a two day International Webinar on “Awareness towards Peace Education” on 1st and 2nd April 2022. The primary objective was to raise awareness among students and faculty about the importance of Peace Education. The event saw participation from 329 individuals from various Arts and Science colleges in India and four international delegates.

On the first day, the Inaugural Address was delivered by Dr. Christine Vertucci from the Mindanao Peacebuilding Institute Foundation, Philippines, emphasizing the crucial role of the academic community

in promoting peace. The keynote speaker, Dr. Angela Wai Ching Wong, stressed the impact of inner peace on broader society.

The first lecture session featured Jonathan E. Rudy discussing “Deep Connections: Why Peace Education’s Time Has Come,” followed by Maria Ida Giguiento on “My Philosophy of Peace Education.” A Q&A session concluded the day, with participants engaging actively with the speakers. On the second day, the third lecture by Rev. John Prasad addressed the “Challenges in Designing a Curriculum for Peace Studies.” Ms. Jenee Peter shared her personal experiences in establishing the Centre for Peace Studies and Dialogue, and Dr. V. Judia Harriet Sumathy discussed the “Role of Science in Peace Education.” An interactive Q&A session followed.

Alumna Talk: June 3rd 2022

On June 3rd, 2022, Dr. Shomita Steiner, an alumna of the Department of Zoology (1995-1998) and Associate Director for Laboratory Operations at the Indiana Center for Regenerative Medicine and Engineering, Indiana University, delivered a lecture on biofilms and their role in wound healing. She highlighted two treatment methods: Traditional and Emergent, with a focus on Electroceuticals, specifically Wireless Electroceutical Dressing (WED), which uses silver and zinc to generate an electric field to prevent biofilm formation. Future directions include DNA-protein inhibitors, Next-gen electroceuticals, and biomarkers of biofilm infections. The lecture provided valuable insights to the 106 students and 12 faculty members who attended.

PAPER PUBLICATION

Annie Rubens^{1*} and P. Philip Samuel (2021) Ovicidal, larvicidal and pupicidal activity of *Nelumbo nucifera* Gaertn against the filarial vector *Culex quinquefasciatus* Say (Diptera: Culicidae) ENTOMON 46(2): 105-112 Article No. ent. 46202

NEW COURSE INTRODUCED

Based on the feedback from students preparing for competitive exams and those pursuing their Master’s in Wildlife Conservation, a new course on Wildlife Biology (UZH/CE/13) was introduced. This will be effective from the 2022 batch onwards in Semester VI.

CO-CURRICULAR EVENTS

Moth week Celebrations: July 19th to 23rd, 2021

National Moth Week (NMW) is a global citizen science initiative to study and document moth populations, celebrating their diversity, life cycles, and habitats. Held annually during the last full week of July, NMW encourages participation from both scientists and the public in night-time moth surveys, contributing valuable data to online biological databases. The Department of Advanced Zoology and Biotechnology has actively participated in NMW since 2014. For 2021, the department's Bioimage Club scheduled various events from July 19 to 23. Dr. Betsy Selvakumar, former Vice-Principal of Women’s Christian College and HOD of the Advanced Zoology and Biotechnology Department, presented "The Moth Talk." Dr. Betsy

Selvakumar took the audience on a virtual journey through the history of the department's involvement in NMW, starting from a dry run in 2013 to their first night mothning event in 2014, where they documented 19 species. Despite the lockdown, the department continued virtual events, such as Moth Art, Moth Haiku, and Moth Clicks.

Awareness on PCOS: September 30, 2021

Combat PCOS Inside and Out" was an enlightening talk organized by the Department of Advanced Zoology and Biotechnology on September 30th, 2021, via Zoom for final-year students. The guest speaker, Dr. Samundi Shankari, founder and Chief Consultant of Srishti Fertility Centre, provided an overview of Polycystic Ovary Syndrome (PCOS), its causes, symptoms, and management. Dr. Samundi Shankari emphasized the benefits of yoga and dietary changes, such as consuming complex carbohydrates and anti-inflammatory foods, to manage PCOS. Treatment focuses on regulating menstrual cycles, managing symptoms like hirsutism and acne, and addressing insulin resistance.

Challenges Faced by Budding Entrepreneurs August 23, 2021

The BioImage Club of the Department of Advanced Zoology and Biotechnology, in collaboration with the Institution Innovation Cell (IIC), organized a webinar on "Challenges Faced by Budding Entrepreneurs" on August 23, 2021. The event, part of the Entrepreneurs Week Celebration, was attended by 67 students and 9 faculty members. The session began with a prayer by Dr. Annie Rubens, followed by an introduction by Dr. Judia Harriet on IIC and the Entrepreneur Cell. Speakers Ms. Anne Aparna, Ms. Pavithra, Ms. Rachel Jennifer, and Ms. Sreeja shared their entrepreneurial journey and the challenges they faced. They discussed brainstorming, resource management, marketing, capital, and human resources. They emphasized practical thinking, teamwork, communication, and time management as crucial elements for success. Their start-up, "Wildly Pure," produces eco-friendly, chemical-free cosmetics. They highlighted their commitment to nature and reducing chemical impacts on health and the environment.

Invited Talk by a Budding Entrepreneur April 05, 2022

The Department of Advanced Zoology and Biotechnology, in association with the Institution Innovation Cell (IIC) of Women's Christian College, organized a special talk on April 5, 2022. The event aimed to motivate students to develop their entrepreneurial skills and turn their interests into budding businesses. The speaker, Ms. Gayathri Ranjan, an alumna and founder of The Sweet Saints, shared her journey of starting a small-scale home business. She discussed the challenges encountered and strategies adopted to overcome them. About 110 participants attended, including 13 from the Department of Home Science.

2022-2023

ACADEMIC EVENTS

Celebrating 100 Years of the Department of AZBT

Release of a Field Guide to the Moths of WCC: 3rd August, 2022

The Department of Advanced Zoology and Biotechnology at Women's Christian College launched "Moths of Women's Christian College-A Field Guide" during its centenary celebration on the 3rd of August, 2022. The Principal of Women's Christian College, Dr. Lilian I Jasper welcomed the gathering and fondly recollected the mothing adventures of the Department over the years. Dr. Vanitha Williams, Head of the Department of Advanced Zoology and Biotechnology, presented the History of the Department since its inception in 1922 and highlighted the leadership across the decades. She further elaborated on why we chose to study moths emphasizing their beneficial aspects and adding interesting facts about them.

The Chief Guest Dr. R.W Alexander Jesudason, Pro Vice Chancellor, Hindustan Institute of Technology & Science, Chennai congratulated the department and recalled the dedication and commitment of the former faculty of the department. He encouraged interdisciplinary research. He launched the field guide, authored by six faculty members, and presented the first copy to Dr. B. Vasantharaj David, an esteemed entomologist. The book, documenting 104 moth species from 13 families, aims to introduce readers to urban moths observed on campus over eight years. Dr. David emphasized the importance of taxonomic research and commended the department's efforts.

Rachel Philip Endowment Workshop: 20th September, 2022

The Rachel Philip Endowment Workshop, held on September 20, 2022, by the Department of Advanced Zoology and Biotechnology, featured Ms. Aganya Pari, co-founder of SACS Vanya, who discussed vermicomposting. She explained its basics, necessary materials, and how to economically prepare a worm bin using household products. Ms. Pari highlighted the red wiggler earthworm (*Eisenia foetida*) as ideal for vermicomposting due to its surface feeding, temperature tolerance, voracious appetite, and rapid reproduction. She outlined the worms' food preferences and provided detailed steps for using vermicompost for seeds, plants, indoor plants, and trees. During the hands-on training, participants prepared a vermicompost bed with leaves, soil, manure, water, and fruit waste. Ms. Pari guided them through the process, explaining large-scale vermicomposting and its benefits. She provided free compost to attendees, answered questions, and inspired students to start vermicomposting and plant more using compost.

Lecture By Faculty From Monash University: 28th September, 2022

On September 28, 2022, the departments of Advanced Zoology and Biotechnology and Plant Biology & Biotechnology, in collaboration with AECC Global, hosted a talk by professors from Monash University, Melbourne. The speakers were Dr. John Carroll, Foundation Dean of Biomedical Sciences, and Dr. Giuseppe Lucarelli, Lecturer and Manager of the Master of Biotechnology. Dr. Giuseppe Lucarelli's lecture focused on the principles and workings of fluorescent microscopes. He demonstrated the contrast between F-actin, nucleus, and mitochondria using laboratory images, explaining the use of fluorescent proteins and dyes such as fluorescein, and Hoechst. He detailed the process of forming images from various wavelengths emitted by cell samples. Dr. John Carroll's lecture on "Oocyte Mitochondria-Regulation of Fertility and Embryo Development" highlighted the impact of mitochondria on oocyte and embryo competency. Using research on mice, he discussed how mitochondrial dysfunction and reactive oxygen species affect fertility. He concluded with potential solutions like MitoQ and BGP-15 supplementation. Attendees included Students and faculty members from the department of Advanced Zoology and Biotechnology, Plant Biology and Biotechnology and the Department of HomeScience, representatives from AECC Global and Monash University.

Talk on Wealth from Waste: 28 February,2022

The Department of Advanced Zoology and Biotechnology, Women's Christian College, in collaboration with the Institution's Innovation Council (IIC) organized a Level 1 program on "IPR and Technology Transfer" on February 28, 2023, to commemorate National Science Day. Dr. Chitrlekha Ramachandran from Stella Maris College delivered a Special Talk and judged a Poster Competition on "Wealth from Waste- what nature can offer to you" The event aimed to educate students on vermicomposting and sustainable agriculture. Dr. Chitrlekha Ramachandran emphasized waste management and vermicomposting's potential in turning biodegradable waste into valuable compost. The poster competition showcased innovative ideas on waste management. The session included a lecture on soil pollution, vermicomposting, and water recycling. The event fostered learning and skill development among students, promoting environmental sustainability and innovative waste management techniques.

PUBLICATION DETAILS

Research Paper: By Dr. Jancy Merlin

Akila, M., Anbalagan, S., Lakshmisri, N. M., Janaki, V., Ramesh, T., Merlin, R. J., & Kamala-Kannan, S. (2022). Heavy metal accumulation in selected fish species from Pulicat Lake, India, and health risk assessment. *Environmental Technology & Innovation*, 102744.

Research Paper: By Dr. Judia Harriet

Sangeetha Maranand and V.Judia Harriet Sumathy (2022) Removal of dye from textile wastewater using Zero Valent Zinc Nanoparticle, *Eleanor WCC Journal Of Multidisciplinary research* Vol.5, Issue 5, May 2022, Page 226.

INTRODUCTION OF NEW COURSE

Role of Peace Education in Science and Biological Warfare (UZB/NM/10) will be offered to students of all departments

CO-CURRICULAR ACTIVITIES

Moth Week Celebrations

Moth Week Celebrations at Women's Christian College took place from July 25 to July 29, 2022. Organized by the Department of Advanced Zoology and Biotechnology, the event aimed to raise awareness about the importance of moths in ecosystems. The various events conducted were , **25/7/2022: Day Mothing** Students from the Department of Advanced Zoology and Biotechnology toured the campus, photographing moths,**26/7/2022: Moth Word** Paired students from different departments solved a crossword puzzle with visual cues related to moths,**27/7/2022: Moth Talk & Moth Messenger** Mr. Rohit, a young naturalist from Ahmedabad University, engaged students in a talk about moths. Students acted as Moth Messengers, sharing moth information and collecting signatures on campus,**28/7/2022: Moth Tales** Creative writing activity where students used 10 given words to write a 500-word story,**29/7/2022: Moth Bait & Tag a Moth** Moth posters with original pictures were geotagged and captioned. An Instagram picture contest was held, with the most-liked original, geotagged photo winning the prize

Wild Calls 2022: October 8, 2022

Wild Calls 2022 marked the triumphant return of the Advanced Zoology and Biotechnology department's cultural event on October 8, 2022, after a two-year hiatus due to the pandemic. Various events conducted during the intercollegiate cultural event included Photography, which captured the campus's flora and fauna, t. Canary Calls that celebrated singing talent. Pictionary brought excitement, with Justice Basheer Ahmed Sayeed College clinching first place. Adaptunes showcased dance artistry, whereas Canvas Painting highlighted creativity, Meme Creation showcased wit, and Treasure Hunt tested skills. Kahoot quizzed participants on their subject knowledge. Justice Basheer Ahmed Sayeed College emerged as the overall winner.

Zoobilate'23 – Department of Zoology, WCC-Chennai, Celebrating 100 Years of Learning

Zoobilate '23, served as a befitting platform where the students of Class III AZBT showcased their understanding of the inspirations that the Animal kingdom offered for innovative technology and strategy, through their Posters and specimens. The class was divided into 6 teams that worked on different topics such as Biomimicry, Defence strategies in the animal kingdom, Biotic interactions, Animal Architects, Parental care in Animals, and the campus Avian diversity. Each team searched for scientific literature, researched articles from publications in reputed journals, and created posters that highlighted the interface between zoology and technology.

The event was held on the 17th of February 2023. There was an overwhelming response from 12 Government and Government aided schools. Twenty students, ten from standard 8 and 9 from each school participated.

Campus Bird Count :18 February, 2022

Women's Christian College participated in the Campus Bird Count on February 18, 2023, as part of the Great Backyard Bird Count India, supported by Cornell Lab of Ornithology and the National Audubon Society. Led by Dr. Vanitha Williams and other faculty, 27 final-year students conducted bird counting across eight sites on campus from 8:45 AM to 9:45 AM. Using sight and calls, they identified 16 bird species. The data was consolidated and uploaded to the Campus Bird Count website.

Vermicomposting on Campus: From January 2023 to February 2023

The final-year students of the department of Advanced Zoology and Biotechnology along with the gardeners under the supervision of Dr. Benitha Golda and Dr. Jancy Merlin are involved in the process to give them hands-on training. The students were divided into six groups of four each. Every day they took turns monitoring the temperature, Humidity, observing moisture content, and checking the process of decomposition of the vegetable wastes mixed with dried cow dung in four decomposition pits which are then fed to the earthworm (*Eisenia foetida*). The temperature, pH, and moisture content of the soil are regularly monitored. Once partially decomposed, the material was transferred to the vermicomposting pits. After about forty days the vermicompost produced is used as a natural fertilizer for enhancing plant growth on campus. The majority of the harvested vermicompost is used on campus as manure for the garden plants.

2023-2024

ACADEMIC ACTIVITIES

Rachel Philip Endowment Workshop: 24th of July 2023

The Department of Advanced Zoology and Biotechnology organized the Rachel Philip Workshop on 24th July 2023, focusing on "Risk Management of Natural Science Collections." The workshop was led by Mr. Vinod Daniel, an internationally recognized museum specialist with three decades of experience at the Australian Museum in Sydney and the J. Paul Getty Trust in Los Angeles. The workshop aimed to provide practical solutions for addressing ten key risk factors affecting preserved specimens: disasters, fire, insects, theft, water, light, temperature, humidity, and custodial neglect. The lecture covered conservation principles and the risk factors influencing specimen preservation. Following the lecture, students observed and applied their knowledge in the museum, culminating in a brainstorming session to discuss solutions for various risks. Mr. Vinod Daniel highlighted preventive and interventive conservation methods. Preventive conservation involves proactive measures to prevent risks, while interventive conservation addresses problems after they occur. Participants were divided into four groups to develop short-, medium-, and long-term strategies for mitigating these risks. Students applied these solutions in the department's museum, enhancing their practical understanding. The workshop provided an enlightening experience, emphasizing diligent risk management as crucial for preserving natural science collections. By combining preventive and interventive approaches, participants gained insights into ensuring the long-term protection and prosperity of valuable specimens.

State Level Conference- 9th of September 2023

The Department of Advanced Zoology and Biotechnology hosted a one-day State Level Conference on "Conflict Analysis and Conflict Resolution" on September 19, 2023, sponsored by the United Board for Christian Higher Education in Asia (UBCHEA). The event saw 275 participants, including 125 from various Arts and Science Colleges in Tamil Nadu and Chennai, and 150 from Women's Christian College. The conference highlighted the interdisciplinary nature of Peace and conflict studies, which includes psychology, sociology, anthropology, political science, economics, and more. The conference aimed to create awareness about the importance of Peace Education, striving towards establishing a nation characterized by peaceful coexistence.

International Conference: 10th and 11th of January 2024

The International Conference on Recent Advances in Applied Zoology was held on 10th and 11th January 2024 at Women's Christian College, Chennai. The inaugural address was delivered by Dr. Jane Prasad, Registrar of IIT Madras and an esteemed alumna, who set an intellectually charged atmosphere. Dr. Elizabeth Vinod, Associate Professor at CMC Vellore, delivered the keynote address on cell-based cartilage reconstruction. This was followed by the first scientific session chaired by Dr. S. Karutha Pandian, with Dr. Alamelu Sunderasan our distinguished Alumna, discussing the effects of lunar dust on human immunity. Dr. Bivin Thomas highlighted the ecological impact of technological advancements. The second session, chaired by Dr. P. Agastian S. Theoder, featured Dr. Karutha Pandian's discourse on anti-virulence potential against *Pseudomonas aeruginosa*. In the third session, Dr. Shital Sarah Ahaley explored

the role of ChatGPT in scientific communications. The second day included a session chaired by Dr. Priya Iyer, featuring Dr. Ninan Abraham on cytokines and airway immunity, and Dr. Asha Palat, our alumna on next-generation sequencing. Dr. Shital Ahaley chaired the final session with talks by Dr. Mohan Kumar on cancer therapy and Dr. Hena Firdaus on *Drosophila melanogaster* in disease models. The conference showcased 44 scientific papers from 20 institutions, including an international submission from Ms. Neha Srinivasan, an alumna of the department. Ten research scholars presented their papers on Day I, judged by Dr. Shital Ahaley. One of our Alumna Ms. Rohini Murugan delivered a special talk on comparative cognition. The event underscored a successful exchange of research and ideas in applied zoology and biotechnology.

PUBLICATION DETAILS

Jose Begasia and Judia Harriet Sumathy (2023) Remediation of wastewater using Graphene Oxide Nanoparticle, International Journal of Creative Research Thoughts (IJCRT). Volume 11, issue 6, ISSN2320-2882

NEW COURSES INTRODUCED

A new skill-based course “Techniques in Biological Sciences (UZB/SK/04) “has been introduced in semester V for the 2023 batch of students.

BOOK RELEASE

Peace Education in Science and Biological Warfare (2022) Eds. Judia Harriet Sumathy, Annie Rubens and John Prasad, ISBN:978-81-958002-6-1

CO-CURRICULAR ACTIVITIES

Moth Week Celebrations: 24th to 28th of July 2023

This year the Moth Week celebration began with the class III students creating posters and charts for Moth Week, which were displayed around the campus to raise awareness among staff and students. The inauguration took place at Bamford Hall on the 25th of July, 2023, with speakers Ms. Jomi Jose and Ms. Aswathi Ashokan from the Palluyir Trust, who shared their experiences in studying the ecology, dynamics of moth populations, and moth identification. This was followed by events such as Flash Mob on the 25th of July 2023 raising awareness on the importance of Moths across campus, Day and Night Mothing where students engaged in day mothing from 10:30 am to 11:30 am, exploring the hostel areas and butterfly garden, and night mothing on campus, capturing geo-tagged photos of various moths. On the 27th of July, Competitions like nail art, T-shirt painting, and face painting were held for students from both shifts. The event concluded on the 28th of July, with students adorning moth-themed accessories to creatively raise awareness and the valedictory event which included speeches, a summary of the week’s events, and a presentation by Jeni Marx on moth observations. Dr. Kalpana Jayaraman from Stella Maris College shared her experiences.

Wild Calls: 2nd September, 2023

Wild Calls '23, organized by the BioImage Club, Department of Advanced Zoology and Biotechnology, took place on 2nd September 2023 was a successful event, smoothly executed by the Department of Advanced Zoology and Biotechnology with enthusiastic participation and coordination. This annual inter-collegiate cultural event saw participation from ten colleges across the city. Final-year students served as coordinators and volunteers. This year ten colleges namely Bharathi Women's College, Dr. MGR Janaki College, Ethiraj College for Women, Justice Basheer Ahmed Sayeed College for Women, Loyola College, Madras Christian College, Quaid-e-Millath College for Women, Queen Mary's College, Stella Maris College and Thyagaraya College participated. Various on stage items such as Picture Perfect (Pictionary), Zoological Blend (Potpourri), WizQuiz (Quiz) and Emotion in Motion (Mime) along with Off stage events such as Treasure Enigma (Treasure Hunt), Doodlepedia (Doodling), Folds of Nature (Origami), Photostatic (Photography), Aqua Artistry (Aquarium Setting), Ink and Echoes (Poetry), and Word Wizardry (Spell Bee) and an online events titled Flight in Frame (Film Making) allowed our students to interact with students from these colleges. The overall rolling trophy was awarded to Loyola College, with Ethiraj College as the first runner-up

Alumna Talk: 18th of December, 2023

On 18th December 2023, the Department of Advanced Zoology and Biotechnology hosted a talk by Ms. Neha Srinivasan, an alumna from the 2018-2021 batch, for final-year students. Titled “Navigating New Horizons: Pursuing a Master’s Degree Abroad and Exploring the World of Systematics,” the session aimed to guide students on pursuing postgraduate studies abroad. Ms. Neha Srinivasan began by explaining her choice to study in the UK, highlighting the one-year duration of UK master’s programs compared to two years elsewhere. She candidly discussed her experience with the GATE exam and her journey toward applying to high-ranked universities. She encouraged students to start researching universities and programs early, emphasizing the importance of comparing options and understanding application deadlines, typically close by February-March. Ms. Srinivasan shared practical advice on preparing for the visa process, managing finances, and planning for the rigorous one-year master's curriculum. She provided a visual tour of Imperial College London, showcasing its renowned facilities and Natural History Museum. In the final segment, Ms. Srinivasan discussed her assignments, including comparing Silurian and Devonian fossils, sequencing beetle mitochondrial genomes using Galaxy software, and her project on Caecilians of the Order Gymnophiona. The session concluded with an engaging Q&A, leaving students well-informed and inspired.

Campus Bird Count: 14th of February 2024

Women’s Christian College participated in the Campus Bird Count on February 14, 2024, as part of the Great Backyard Bird Count India, supported by Cornell Lab of Ornithology and the National Audubon Society. Fifteen final-year students who opted for field zoology with three faculty members, conducted bird counting across eight sites on campus. Using sight and calls, they identified 23 bird species. The data was consolidated and uploaded to the Campus Bird Count website.

2024-2025

ACADEMIC EVENTS

Moth Week Celebrations 2024

Day 1: 22nd July 2024 – Moth Awareness Campaign & Workshop

The first day of Moth Week kicked off with a Moth Awareness Campaign aimed at educating students and faculty about the ecological importance of moths. Volunteers from all three years of the BioImage Club took the initiative to place educational posters across the campus. These posters, featuring different species of moths and their roles in the ecosystem, were strategically positioned at eleven key locations, including the science block, the library, both entrances, the Mildred Allen Block, the Rivet Block, in front of CB, the psychology block, and the main auditorium foyer.

In the afternoon, the third-year students of AZBT participated in a workshop titled "Moth Memorabilia - Celebrating Moths," led by Ms. Jenisha, an AZBT alumna, mentor in the arts, and early-stage entrepreneur. Ms. Jenisha shared her inspiring journey from teaching to entrepreneurship, emphasizing the importance of passion and perseverance in achieving one's goals. She demonstrated how personal interests could be transformed into profitable ventures, encouraging students to link their passions with people's needs.

During the hands-on part of the workshop, participants created moth-themed fridge magnets using air-dry clay and paints. They learned to knead, cut, and texture the clay before painting it to resemble their desired moth models. This activity not only sparked creativity but also reinforced the lessons on entrepreneurship and artistic expression.

Day 2: 23rd July 2024 – Competitions & Flash Mob

The second day of Moth Week was packed with activities, starting with various competitions and culminating in a flash mob. Students from the department were encouraged to wear moth-themed accessories, with many showcasing their creative talents by making their own bright and colorful items.

Competitions:

1. Face Painting

Fourteen participants, grouped into pairs, transformed their partners' faces into vibrant moth-themed canvases. Each team explained their designs to the judge, Dr. Anne Beryl Catherine, highlighting the differences between moths and butterflies and emphasizing moths' ecological significance. The competition was evaluated based on creativity, adherence to the theme, and clarity of explanations.

2. Collage Making

Seven teams participated, using charts and colored papers to create collages depicting various aspects of moths, including their life cycles and habitats. The judge, Ms. Sweetlyn Moses, evaluated the collages based on creativity, thematic relevance, and overall presentation.

3. Poetry

Ten participants crafted poems describing the life cycle of a moth, using vivid imagery and expressive language. The judge assessed the poems based on creativity, accuracy in depicting the life cycle, and emotional impact.

Flash Mob:

The highlight of the day was a flash mob performed by third-year students in front of Doveton during the break. The performance aimed to raise awareness about the differences between moths and butterflies, emphasizing the significance of moths. The students also displayed posters describing different moth species during the flash mob, engaging students from other departments.

Day 3: 24th July 2024 – Day Mothing Event

The third day of Moth Week focused on practical learning with a Day Mothing event held within the campus. Third-year students participated in this activity, which involved observing and photographing various moth species in their natural habitats.

Equipped with cameras and field guides, the students explored different areas of the campus, capturing images of moths and studying their behavior. This hands-on experience allowed students to deepen their understanding of moth diversity and their ecological roles. The photographs taken during the event were later reviewed and discussed, providing valuable insights into the species observed and their significance in the ecosystem.

Day 4: 25th July 2024 – Valedictory Program

The Moth Week celebrations concluded with a valedictory program. Hannah Pearline, a third-year student, gave a heartfelt talk about her experiences with moths at WCC, sharing her newfound appreciation for these creatures. The Head of the Department also shared her reflections on Moth Week, discussing its evolution over the years and its impact on students.

The President and Vice President of the BioImage Club then presented a comprehensive report on the entire Moth Week celebration, highlighting the success of the various events and the enthusiastic participation of students.

The program concluded with the distribution of certificates to the winners of the competitions, recognizing their creativity, knowledge, and dedication to raising awareness about moths.

1. Moth Memorabilia - Celebrating Moths

As part of the Moth Week Celebration, a distinguished session was conducted by Ms. Jenisha J, an esteemed alumna of AZBT, renowned for her expertise in artistic mentorship. Ms. Jenisha J is an entrepreneur specializing in the creation of a diverse range of artistic products, including refrigerator magnets, creatively designed Bible verse badges, customized key-chains, canvas paintings, educational props, and innovative wall decorations.

The session commenced with Ms. Jenisha J emphasizing the importance of having a goal and passion for achieving it, even when the path appears challenging. She delivered an enlightening talk on essential tips for emerging entrepreneurs, highlighting the significance of passion and innovation. Drawing from her own

experiences, she illustrated how artistic skills can translate into successful entrepreneurial endeavors. Ms. Jenisha J's words resonated with the sentiment: "Entrepreneurship is not about ideas. It's about making ideas happen. As she concluded her speech, she advised us to constantly try, fail, and learn.

Following her talk, Ms. Jenisha J led a practical workshop in which participants crafted moth-shaped refrigerator magnets. This activity involved sculpting moth figures from clay, which were then affixed to magnets. The hands-on session not only allowed participants to apply their artistic skills but also demonstrated how creativity can be integrated into everyday objects, adding a personal and unique touch to functional items.

The event offered participants both inspiration and practical skills. Ms. Jenisha J's integration of entrepreneurial advice with artistic practice provided valuable insights into how creativity can drive success in entrepreneurship. The session concluded with participants proudly displaying their moth-shaped magnets, symbolizing the fusion of artistic talent and entrepreneurial spirit.

2. Rachel Philip Workshop on “Drosophila: A versatile model organism in clinical and biomedical research”

The Department of Advanced Zoology and Biotechnology conducts **Ms. Rachel Philip Endowment program**, the endowment fund which offers opportunities to support a range of programs – Endowment lecture/ One day workshop/ Seminar/ Science exhibition year after year to benefit the students and staff of the department. **Ms. Rachel Philip was the former Head of the Department who served the department for 27 years.** Every year a lecture or workshop is organized to perpetuate her memory. This year the Department organized Workshop on “*Drosophila: A versatile model organism in clinical and biomedical research*” on 26th July 2024 **from 8.00 am – 2.00 pm**. The main objective of this Workshop was to enable students to have an overview of the *Drosophila* rearing and maintenance, observation of mutant forms and Dissection of larval brain and gut. Dr. Solomon F D Paul, Professor & Head, Faculty of Clinical Research, Professor, Human Genetics, SRIHER was the Resource person & his team of research scholars together with the organizing team of WCC compiled a lab manual encompassing a set of basic protocols compiled from standard books and resources, shared across laboratories in fly research. The Workshop began at 8.00 am with an Opening Prayer. Dr. Annie Rubens gave introduction to Rachel Philip endowment Workshop. Dr. Vanitha Williams, Head of the Department welcomed the gathering and introduced the resource person Dr. Solomon F D Paul, Professor & Head, Faculty of Clinical Research, SRIHER. Dr. Benitha Golda, Dr. Jancy Merlin & Dr. Lyndsay Priscilla introduced Dr. Solomon's team to all. The workshop provided significant insights into the Preparation of *Drosophila* culture medium, Exploration of the lifecycle, types of chromosomes, sex identification and polytene chromosome isolation of *Drosophila melanogaster*, Identification of various mutant forms of *drosophila* and witness the wing spot assay and Isolation of wing imaginal disc and a demo on larval brain/gut dissection.

3. Invited Talk - Objective of the Invited Talk on ‘Options in Higher Education for Graduates in Zoology’ on 16th September 2024, Department of Advanced Zoology & Biotechnology in association with the Career Guidance Cell, WCC

**Speaker – Ms. Neha Srinivasan (Alumna, Department of AZBT)
M.Sc., Department of Life Sciences,**

Imperial College, London

The event was organised in Bamford Hall from 12:30 – 2:00 pm on 16/09/2024 (Monday). The program began with a prayer song by the students of III AZBT. It was followed by a welcome address and introduction to the event by the Head of the Department Dr. Vanitha Williams. Dr. Annie Rubens introduced the resource person Ms. Neha Srinivasan who is going to pursue her Ph.D. in Developmental Biology at University of Warwick, London. The speaker Ms. Neha Srinivasan gave a talk on options in higher education to all the 3 years of Advanced Zoology and Biotechnology. She spoke about her journey to Imperial College where she pursued her master's program. Based on inputs she got from her classmates at WCC, she was able to give an idea on the various career options available in Zoology, like from a clinical embryologist to a public health care worker, a geneticist, a biochemist, forensics researcher and also other unique jobs like ecologist/ conservationist, zookeeper, and also as a curator in a museum. She emphasised the importance of checking the syllabus of opted courses, noting the deadline for admissions into colleges, shortlisting the courses and universities preferred. She also mentioned that once accepted, the suitable documents such as the visa should be ready. She also gave valuable tips for aspiring researchers to see every failure as a learning opportunity and never to give up. Good verbal and writing skills are very essential. After her talk, she answered the questions raised by the students. Feedback session was completed using Google forms sent by the CGC. The meeting ended with the vote of thanks and Alma Mater.

4. Workshop on Aquarium keeping: Opportunities for Students & Faculty - Early-Stage Entrepreneurs organized by Department of Advanced Zoology & Biotechnology in collaboration with Intellectual Property Rights, Institution's Innovation Council.

The workshop commenced with a quote by Jacques Cousteau, a renowned oceanographer: "The sea, once it casts its spell, holds one in its net of wonder forever." This quote perfectly captures the enchantment of the aquatic world, inspiring fascination and highlighting the opportunities it presents for aspiring entrepreneurs.

Participants were introduced to the diverse world of aquarium fish, exploring various species and their unique characteristics. The workshop included a key segment on identifying signs of fish illness, equipping attendees with essential skills for maintaining fish health. Additionally, the behavior of fish, particularly how they choose their sexual partners, was discussed, enriching participants' understanding of fish biology.

Dr. Annie Rubens presented videos that demonstrated techniques for safeguarding fish eggs from their parents and collecting the eggs, enriching participants' knowledge on these essential practices. The session emphasized the entrepreneurial potential of aquarium keeping, discussing its viability as a business idea. Attendees learned how to set up an aquarium, including optimal temperature, water quality, and lighting requirements to create a thriving environment.

To maintain engagement and encourage active participation, the workshop incorporated interactive activities, such as question and answer session. These activities allowed students to gain knowledge in recognizing the distinguishing features of fish, empowering them to effectively identify male and female specimens. Dr. Annie Rubens concluded the workshop with a tour of the aquarium tanks on display, showcasing various setups and species.

COCURRICULAR EVENT

1. Wild Calls 2024 - Marine Mysteries

Date: 31ST August 2024

Time: 9.00 a.m. – 2.30 p.m.

Venue: Bamford Hall, Centenary Block

The Bioimage club of the Department of Advanced Zoology and Biotechnology organized Wild call's 2024, themed 'Marine Mysteries' along with the III years and II years. It is an inter-collegiate event where students from various colleges showcase their dance, art, and intellectual talents. This event aims to promote creativity, teamwork, and healthy sportsmanship among students. This year's event featured impressive performances and active participation making it a successful and joyful event for everyone involved.

The Wild calls '24 began with an inauguration ceremony at 9.00 a.m. hosted by Ms. Sreshta, III year AZBT student. Sounderya Haily, the vice president of the Bioimage club, delivered the welcome address. Dr. Vanitha Williams, the Head of the Department declared the cultural event open. Harini, the Secretary of the Bioimage club, explained the general rules. The inauguration concluded with a vote of thanks from Joy Belinda, the class III representative.

Following the inauguration, a series of competitions took place across various categories in the respective venues. There were a total of 11 events of which 5 on-stage events, 4 off-stage events and 2 online events were held. The series of competitions are as follows:

EVENT	VENUE	TIMING
INAUGURATION	BAMFORD	9:00 - 10:00
QUIZ – PELAGIC PUZZLE	BAMFORD HALL	9:30 -10:30
POTPOURRI	BENEDICTA ROWE	9:30 -11:00
ART FROM WASTE	BIG LAB – SB	9:30 -11:00
FACE PAINTING	SMALL LAB - SB	9:30 -11:00
POETRY	SB- 35	9:30 -10:30
ADAPTUNE	BAMFORD HALL	10:30 -12:00
CANVAS PAINTING	BIG LAB – SB	11:00 -12:00
SILHOUTTE	BENEDICTA ROWE	11:00 -12:00

MIME	BAMFORD HALL	1:00 - 2:00
PHOTOGRAPHY	ONLINE	
DIGITAL ART	ONLINE	

Participants from Madras Christian College, Stella Maris College, Ethiraj College for women, Guru Nanak College, Loyola College, Quaid-E-Millath College, Bharathi women's College and Justice Basheer Ahmed Sayeed College were actively participated in all the events and won prizes. Dr Vanitha Williams, the Head of the Department, announced the overall winner, Madras Christian College, which achieved a total of 89 points out of 150.

The Intercollegiate Cultural Event was a resounding success, showcasing the talents and teamwork of all participants. The enthusiasm of students and organizers made the event memorable.

DEPARTMENT OF HOME SCIENCE (UG AND PG)

Mid Term Action Taken Report June 2024

Teaching

- E-content has been created for four courses

Research

- Collaboration for research has been established with four institutions wherein two of our faculty are co-guides for research scholars at the Madras Diabetes Research Foundation (MDRF) and five of our faculty are on the Research Advisory Committee of institutions like MDRF, Justice Basheer Ahmed college for Women, Sri Ramachandra Institute of Higher Education and Research and SRM Institute of Science and Technology. Thirty students have applied for and received seed grant for Research from the College.
- Dr. Gowri Ramesh Received a grant for a minor research project funded by TNSCST. Dr. Annette Beatrice and Dr. Shajini received grants from the United Board for Christian Higher Education in Asia (UBCHEA) for two major projects

Curriculum

- The Curriculum for the undergraduate programs and the post graduate programs were revised completely taking into account recent developments
- An Elective course on Food packaging, contaminants and Food Analysis (PCH/EL/01) offered by the Chemistry Department has been introduced in the PG Curriculum
- Food demonstration and presentation skills (UND/SK/05) has been introduced as a SKB course For Nutrition, FSM and Dietetics Students
- Service Learning has been integrated into the UG courses Community Nutrition (UNV/CO/47M) and Principles and Techniques of Food preservation (UND/CO/43M) and in the PG course Entrepreneurship (PFM/EL/01)
- The Service learning course Community Nutrition Project-Service Learning (PMN/co/29SL) has been introduced for PG students
- To Enhance employability internship has been made mandatory for all second year UG students after the 4th semester (From 2022 batch). Students are sent on internship to Hospital Dietary Departments/Food industry/ Fitness centres . PG students are already sent on Dietetic internship at the end of the first year.

Collaborations

- The Department has three MOUS with the University of Reading UK, Madras Medical Mission Hospital and OfERR Sri Lanka (an NGO) . Collaborations with the University of Reading UK has helped in conducting guest lecture, Workshop on Precision Nutrition-Translating the science of Nutrigenetics and Nutrigenomics into practice' and an International conference on Precision Nutrition in the era of artificial intelligence-implications in the management of Non-Communicable Diseases. Collaboration with MMM hospital has facilitated UG and PG

internships, Seminars and guest lectures whilst the collaboration with OfERR has helped in collaborative action research.

- Other collaborations with 6 Hospitals, 2 fitness centres and one food industry has helped organise internships for UG students. Collaborations with Eco Kitchen -YR Gaitonde Foundation, Savera Hotel, Hotel Leela Palace, Apollo Hospital, TNGMSS hospital has helped in organizing field visits every year.
- FoSTAC training and certification was organised for final year Undergraduate students through collaboration with Parikshan FSS Pvt. Ltd.

Conferences

- Regional workshop on Nutrition Entrepreneurship and motivational counselling (Feb 6th 2023)
- International conference on Precision Nutrition in the era of artificial intelligence-implications in the management of Non Communicable Diseases (29th and 30th August 2023)

Workshops and Webinars

- 7 workshops have been conducted in the areas identified.
- CNCREA – 1 webinar was conducted
- At least 1 awareness program has been conducted for the college every year

Outreach and Community Development

- Six outreach programmes have been conducted for parents of our Nursery and other schools through the UG & PG community Nutrition courses.

Publications

- 1 book “A compendium of Nutrition Research: From population to Precision” was brought out by the department with 2 faculty being the editors with 8 faculty contributing.
- 1 textbook “Basic and Applied Biochemistry, Nutrition and Dietetics for Nursing” brought out by 2 faculty
- Research publications: 27 papers published in 3 years

Resource mobilization

- Every year, funds are received through food sales and entrepreneurial initiatives of students.
- Funds have been mobilized through alumna class of 1997 and others

Infrastructure

Food analysis and sensory analysis laboratories, nutrition counselling Centre and textile and fashion designing lab have been set up

DEPARTMENT OF COMPUTER SCIENCE

Mid-Term Action Taken Report – 5 year & 10 year Department Plans

Parameters	Action Taken
Curriculum Certificate Courses	<p>Since 2022 initiatives have been taken to offer Certificate/Value-Added Courses to our students</p> <p>A certificate course on Business Intelligence Tool – Tableau was offered in Jan-Feb 2024 students in blended mode. 19 students registered and completed the course successfully.</p> <p>The Syllabi for the following certificate courses have been passed in the Board of Studies meeting held in Feb 2024 and will be offered during 2024-2025</p> <ul style="list-style-type: none"> ● Object Oriented Programming Using Java ● Web Application Development using PHP and MySQL ● Artificial Intelligence Tools
New Courses	<ul style="list-style-type: none"> ● The Syllabi for the following new courses are passed in Board of Studies meeting held in Feb 2024 and will be offered from 2024 batch onwards ● Mobile Application Development using App Inventor ● Data Visualization Using Tableau ● Generative Artificial Intelligence and Applications ● Internet of Things and Applications ● Computer and Mobile Hardware Maintenance ● Computer Vision ● Graph Theory and Social Network Analysis ● Ethics in Information Technology ● Geographic Information System
Teaching Learning	<p>E-Content Development</p> <p>Dr. V Narmadha - Solving Recurrence Relations in Youtube</p>
Research	<p>2022-2023</p> <p>Faculty Research Seed Grant Name: Ms. M. Mercy Evangeline Seed Grant Fund: Rs.10,000 /- Project: Text Processing in Tamil Language - Serthu Ezhuthudhal</p> <p>2023-2024</p> <p>Student Research Seed Grant Mentor : Dr. V. Narmadha</p> <p>Project 1 : ENHANCING USER EXPERIENCE: IMPLEMENTATION OF A CHATBOT FOR COLLEGE WEBSITE</p>

	<p>Fund: Rs. 6000/- Students : Fausul Hameetha Nasreen S (21CSC10), Jacintha Preethi I (21CSC15), Catherine Grace J (21CSC07)</p> <p>Mentor : Dr. V. Narmadha Project 2: VIRTUAL TOUR APPLICATION FOR COLLEGE Fund: Rs. 5000/- Students: Rabiya Fathima (21CSC30), Dharshini V (21CSC40), Shiny Catherine R (21CSC45)</p>
<p>Publications</p>	<p>Publication Details</p> <p>2021 - 2022</p> <ol style="list-style-type: none"> 1. Evangeline, M.M., Shyamala, K., Barathi, L., Sandhya, R., “Frequency Based Feature Extraction Technique for Text Documents in Tamil Language.” Advances in Computing and Data Sciences. ICACDS 2021. Communications in Computer and Information Science, vol 1441. October 2021. Springer, Cham. Print ISBN: 978-3-030-88243-3, Online ISBN: 978-3-030-88244-0, pp 76–84, https://doi.org/10.1007/978-3-030-88244-0_8. April 2021 <p>2023 - 2024</p> <ol style="list-style-type: none"> 1. Dr. Shoba Leslie, Pros and Cons of Multidisciplinary approach in Higher Education, Holistic Pedagogical Approaches, Emerald Publishers, February 2024, ISBN : 9788195800285 2. Shyamala, K and Mercy Evangeline M, A Framework for Extractive Text Summarization of Single Text Document in Tamil Language using Frequency Based Feature Extraction Technique - International Conference on Data Science and Network Engineering ICDSNE 2023, NIT Agartala , https://doi.org/10.1007/978-981-99-6755-1_12 <p>Student Paper Presentation</p> <p>2022 - 2023</p> <ol style="list-style-type: none"> 1. JEEVITHA (20CSC12) and YOGALAKSHMI K (20CSC43) - Presented a paper titled - Compound Word Formation using Sandhi Rules in Tamil Language - National Conference on “Emerging Research Trends in Computer Science and Information Technology” (ERTCSIT '23)Dr . Ambedkar Govt. Arts College Vyasarpadi, chennai -600039 <p>2023 - 2024</p> <ol style="list-style-type: none"> 1. Sharlin Tania A 22CSC41 & Shirley Christy J 22CSC46 - presented a paper titled “ Artificial Intelligence : The Golden Innovation for Smart Living”, National Conference on “ The

	<p>Proliferation of Artificial Intelligence and its implications on Social Media and Social Sectors”, College of Social Work, Nirmala Niketan and St. Pauls Institute of Communication Education for Women, Maharashtra</p>
<p>Collaborations</p>	<ol style="list-style-type: none"> 1. Collaboration with ICT Academy – Learnathon <ul style="list-style-type: none"> 2021 - 2022 <ul style="list-style-type: none"> ● 48 students took courses on Cyber Security Essentials offered by CISCO Networking Academy ● 7 students enrolled and obtained certification for Basics of Managing Money course ● 9 students obtained certifications for Microsoft Azure and AI Fundamental course offered by Microsoft 2022-2023 13 students obtained certification by enrolling in certificate courses 2023-2024 16 students enrolled for the courses 2. <u>Collaboration with NPTEL-SWAYAM – (2021-2022)</u> <ul style="list-style-type: none"> ● 21 Students have obtained Certification in 2019-20 ● 24 Students have obtained Certification in 2020-21 ● 4 Students have obtained Certification in 2021-22 ● 8 students have obtained certification in 2022-23 ● 20 Students have obtained certification in 2023-24 3. <u>MOU with ENTrust Software & Services Pvt. Ltd</u> has enabled the department to collaborate with them for student internships
<p>Workshops / Conferences</p>	<p>Workshops organized in collaboration with ICT Academy and other institutions</p> <ol style="list-style-type: none"> 1. The National Workshop on “Artificial Intelligence and its Applications” was organized by the departments of Computer Science of Shift-1 and Shift-2 on 19th and 20th January 2024 in collaboration with The India Cements Ltd. 2. An International Conference on “Advancements in Intelligent Systems and Computing” was organized by the departments of Computer Science of Shift-1 and Shift-2 on 11th and 12th January 2023 in collaboration with ICTACADEMY and The India Cements Ltd. 3. The National Level Online Workshop on “Machine Learning Using Python” was organized by the departments of Computer Science of Shift-1 and Shift-2 on 22nd and 23rd January 2021.

Consultancy	Faculty of the Department were the resource persons for the following programmes <ol style="list-style-type: none">1. FDP - Data Management and Analysis using Excel2. Online Workshop on Data Analysis using Microsoft Excel3. FDP - Graphic Designing using Canva4. FDP - Smart Tools for ICT Enabled Teaching
Infrastructure	5 IOT kits are purchased and the IOT lab is set up

DEPARTMENT OF PSYCHOLOGY SHIFT I

Mid-Term Action Taken Report- 5 Year Plan

Based on an Online meeting held on 7th June 2021, convened by Dr.M.Kanchana ,HOD, Psychology Dept, (Shift I), the following proposal is being submitted .The following members were present at the meeting. Dr.D.Sumathi, Dr.Usha Rani, Ms.Nazneen, Ms. Sruti Lall, Ms. Jemmy.S.,Ms. Jelin,Ms. Rini and Ms. Anuradha

Detail of projects planned

Plan

Dr. Usha Rani will be submitting a proposal to BPR&D / UGC on the topic: Training women to enhance emotional stability and self-esteem for prevention of dating violence, Principal Investigator: Dr. Usha Rani

Action taken

Proposal has been reworked to suit the revised requirements of BPR&D / UGC and will be submitted for Principal's approval (Info given by Dr.Usha Rani)

Plan

Information with regard to TANSCT, ICSSR, UGC and certain other funding sources were shared. Staff was encouraged to apply for certain projects as part of the 5 year plan.

Action taken

(2 ICSSR and 1 UNICEF) 3 Projects have been applied for grant and the details are as follows:

Year	Name of the faculty	Name of the funding Agency	Type(Government/Non-Government)	Title of the project	Total Grant applied for
2023-2024	Dr. Divya Dovina T. (co-investigator)	UNICEF	Government	A study on the extent, forms and causes of child labour in the selected districts of Tamil Nadu	
2023-2024	Dr. Zarina A. (Primary investigator) Dr. Jemmy S (co-investigator)	ICSSR Project	Government	Capacity Building Program on enhancing knowledge and skills for social sciences applied on 18th August	Rs. 7.90 lakhs

				2023	
2023-2024	Dr. Jemmy S., Dr. Praveena (Lady Doak College), Dr. Sankari S (Lady Doak College) are the primary investigators	ICSSR short empirical collaborative research	Government	From Policy to practice: An empirical investigation of socio economic impact of the PMAY in Tamil Nadu, 11th July 2023	Rs. 25 lakhs

Plan

Paper publications by students and faculty: PG students doing their dissertations to be encouraged to present/publish papers by their respective guides.

Action taken

7 papers have been published by PG Students during the years 2022-2024

Year	Name of the faculty	Title of the Paper	Title of the Book/Proceedings of the Conference	Month & Year of Publication	ISBN
2022-2023	Ms. Nazneen Polad Mogrelia (first author) Ms. Rini Rajan & Ms. Parvathy Mohan (co-authors)	Going Beyond Lifestyle Routine Activities: Establishing A Relationship Between Social Intelligence And Cybercrime Victimization	Published a chapter in the book titled - Victim Management Imperative in Work Culture	6 th March 2023	ISBN-13 : 979-8890020024
2022-2023	Dr. Zarina A. (co-authored) & Jameema John	Influence of Interparental conflict and Internet Dependency on Callous-Unemotional trait in Adolescents', (2022)	YMER Journal, Vol. 21. Issue 11	November 2022	ISSN 0044-0477

2023-2024	Ms. Priscilla A co-authored a paper with Sanchia	Effect of mindfulness based intervention problematic smartphone usage and mind wandering among college students in Chennai	International Journal of Creative Research Thoughts Vol. 12, Issue 4	April 2024	ISSN : 2320-2882
2023-2024	Ms. Jelin Rebekah A co-authored a paper with Kezia Arpana Sudhakar	Influence of identity crisis on fear of missing out among college students	International Journal of Advanced research in Science and Technology Volume 13 Issue 5	May 2024	ISSN : 2320-1126
2024-2025	Ms. Ezhil Meena co-authored a paper with M.Sc. students Disha Easwar, Janani P., Neha Mary Abraham, Perna Sharma, Riya Saji, Sneha George	Study on Life Skills Training among individuals with intellectual and developmental difficulties	INSPA Journal of Applied and School Psychology Vol.5 June 2024, Special Issue 166-174	June 2024	RNI No. PONENG/2019/80 436
2024-2025	Tisha Karen Satish (UG student) (co-authored by Ms. Priscilla A.)	The role of self-efficacy and perceived social support as predictors of test anxiety among	International Journal of Creative Research Thoughts Vol. 12,	August 2024	ISSN 2320-2882

		undergraduate students in Chennai	Issue 8,		
2024-2025	Mithra Malarvizhy, Poonthendral, Subhashree, Julisa, Sona Rachel Varghese and co-authored by Ms. Ezhil Meena	Effects of Positive Psychology Intervention on Adolescence	INSPA Journal of Applied and School Psychology Vol.6 No. 1 233-243	Oct 2024	

Plan

With regard to M.Phil students, CIA weightage of 25 marks is given for getting a research paper ready for publication based on their dissertation, before their thesis viva. The same can be published soon after their viva. (Introduced from 2020 batch onwards)

Action taken

Course has been discontinued as per the regulations of UNOM

Plan

Based on tie up with TTK hospital. Adyar, a certificate course on addiction counselling will be explored.

Action taken

An Assembly Program was organized on 18th October 2022 on the theme 'Substance Abuse and Digital Addiction'. A Talk delivered by Dr. Suresh as a part of the Golden Jubilee Celebrations of the Psychology Department which was attended by Students of Shift I on to promote awareness. Additionally, on World Mental Health Day 10th October 2024, a 2-hour talk on 'Psychosocial intervention for substance use disorder' was delivered by Ms. Sheeba Williams of TTK Hospitals which was attended by Psychology Shift I & II students and faculty.

Plan

Based on tie up with SCARF certificate course in psychosocial rehabilitation/ mental health counselling/Youth mental health and life skills will be explored.

Action Taken

A MoU with the Schizophrenia Research Foundation (SCARF) was signed in August 2021, where the Department collaborates with SCARF to run a Certificate Course in Psychosocial Rehabilitation (15 classes of 2 hours each). The same has been renewed in March 2024 for a period of 5 years

Plan

A course on career counselling in collaboration with Promise Foundation, Bangalore can be explored.

Action taken

Working towards networking with Promise Foundation, Bangalore to organize awareness and promotional workshops on career counselling to encourage student enrollment for the course

Plan

New papers to be introduced in the emerging areas. Introduction of the following papers will be looked into- 1) Cognitive Psychology 2) Indian Psychology and 3) Military Psychology

The first two papers will be generally very useful for those studying for competitive exams such as UGC NET and Civil services.

Action taken

Foundations in cognitive psychology -UPS/EL/03- will be offered from 31st January 2024

Service Learning in Psychology (B.Sc.) will be offered from the academic year 2024 and Service Learning in Community Psychology (M.Sc.) has been introduced during the year AY 2023-2024

Plan**Collaborations**

Possibility of introducing Online International learning with Psychology students at London South Bank University and WCC Psychology students will be worked out after discussion with the Principal. If the trial run proves successful the same can be implemented with about 10 student pairs from 2022-2023. Working online on a joint presentation over a 4-month period i.e. one semester. (A pair would mean one student from WCC and one from LSBU). Future collaboration opportunities could also be explored with LSBU.

Action taken

Trial run could not be implemented due to lack of sufficient enrollment of students

Other activities proposed

To commence a Psychology club

Action taken

Progressing towards establishing a team, planning on events and exploring a collaboration with Shift II Psychology department

To commence a research journal by the Department with ISBN.

Action taken

Working towards forming an editorial board, networking with sources of financial support and establishing a publishing plan

Plan

Reg. Golden jubilee year celebrations (2022-2023): As the Department is approaching its Golden jubilee in 2023.the year 2022-2023 could be celebrated as Golden Jubilee year.

Action taken

Golden jubilee International seminar cum workshop on Trauma and aftercare was held on March 1st – 2nd 2023 to commemorate the Golden jubilee of the Department of Psychology Shift I. 330 participants registered out of which 31 attended on the online mode. There were representations from various regional, national and international institutions. Resource persons of national and international repute (USA, UK and Philippines) addressed the gathering. Apart from students and research scholars, mental health professionals, college faculty and counsellors attended this prestigious academic event. Feedback from participants was positive and encouraging. The health care providers lauded the resource speakers as well as the organizers of the seminar. The students reported that they gained an in depth perspective about the experience of trauma in various cultures. Press coverage about the seminar appeared in both the online and offline versions of ‘The Hindu’ newspaper.

<https://www.thehindu.com/news/cities/chennai/chennais-womens-christian-college-organises-seminar-on-trauma-and-aftercare/article66603116.ece>

Plan

Capacity building program (15 days) in research methodology will be explored with UGC funding.

Action taken

Progressing towards formulating objectives and research plan to apply for UGC funding

DEPARTMENT OF TAMIL

5 Years & 10 Years Plan

5 Years Plan

- Conducting Inter Department Cultural
- Conducting two Workshop
- Conducting mother tongue Day

10 Years plan

- Conducting National Seminar

DEPARTMENT OF COMMERCE – B. COM GENERAL A

DEPARTMENT PLANS – IMPLEMENTATION [JUNE 2021- OCTOBER 2024]

5 YEAR PLANS	IMPLEMENTATION since 2021
<ul style="list-style-type: none"> • Restructuring the existing Academic Syllabi to include emerging trends in the respective courses and introduce new courses on latest developments 	<ul style="list-style-type: none"> • 14 courses were revised to include emerging trends: <ul style="list-style-type: none"> • UCO/CO/22 Financial Accounting • UCO/CO/23M Business Regulations • UCO/CO/24M Values & Ethics for Business • UCO/CO/25 Corporate Accounting – II • UCO/CO/21 GST Law & Practice • UCO/SU/04 Quantitative Analysis for Business Decisions • UCO/SK/03 Computing Skills for Business • UCO/CO/29M Banking and Financial Services • UCO/CO/27M Corporate Finance • UCO/CO/28M Marketing and Research • UCO/CE/09 Micro –Finance • UCO/CE/10M Customer Relationship Management • UCO/SU/03M Innovation & Entrepreneurship • UCO/SK/04M Self Leadership • 4 New courses were introduced <ul style="list-style-type: none"> • UGC/CO/02M Business Policy and Strategic Management with Resonance in Thirukkural • UGC/CO/11 Logistics and Supply Chain Management with Blockchain Technology • UGC/CE/08M Artificial Intelligence in Business • UGC/SL/01 Service Learning – Bright Horizons • 6 Learner Designed Courses were introduced. <ul style="list-style-type: none"> • Advertising • Green Marketing • Retail Management • Performance Management • Digital Marketing • Service Marketing
<ul style="list-style-type: none"> • Paper publications in peer reviewed journals/conferences by faculty and students 	<ul style="list-style-type: none"> • 4 Research papers have been published • 4 Best Paper awards won
<ul style="list-style-type: none"> • Organising Webinars and Workshops 	<p>The department has organised a series of Workshops [21] and Seminars [13] to augment student’s knowledge and skill sets.</p>
<ul style="list-style-type: none"> • Introduce job oriented/skill-based add-on 	<p>3 Job-oriented certificate courses were introduced</p>

Certificate courses.	<ul style="list-style-type: none"> Tally with GST, Digital Marketing , Data Analytics
<ul style="list-style-type: none"> Utilise various Technology based education platforms for improving teaching, learning and evaluation processes 	<p>Faculty develop and share regular e-content videos to supplement traditional teaching methods, making course materials more accessible and easier to understand.</p> <p>Learning Management Systems (LMS) are utilized for course management, content delivery, and administering online quizzes, which provide immediate feedback and reinforce learning. Additionally, faculty incorporate Massive Open Online Courses (MOOCs) and resources from the National Programme on Technology Enhanced Learning (NPTEL) as references to expand the educational content available to students. Students are encouraged to engage in library and internet research to develop their information literacy and critical thinking skills. Advanced technological tools, visual aids, and computer-based instructions are used to create a more interactive and engaging learning environment. The online submission of assignments is implemented to streamline the process and provide timely feedback. Online surveys conducted through Google Forms gather student feedback, assess learning outcomes, and help continuously improve teaching strategies. PowerPoint presentations are used to deliver structured and visually appealing lectures, while mind maps help students organize information, visualize relationships between concepts, and enhance memory retention. These integrated strategies collectively enhance the overall educational experience.</p>
<ul style="list-style-type: none"> Creation of Helpline for resolving student grievances 	<p>Faculty support average performers by providing detailed feedback after Continuous Internal Assessment (CIA) and offering simplified notes for better understanding. Important questions are distributed to assist slower learners.</p> <p>Advisor-advisee sessions are conducted to track and address other grievances, taking necessary actions when required.</p> <p>The department maintains a book bank, allowing financially disadvantaged students to borrow textbooks.</p>
<ul style="list-style-type: none"> Collaborating with NGOs and organize socially responsible / environment awareness activities. 	<p>Students have actively collaborated with NGOs to plan and execute socially responsible and environmentally relevant activities.</p> <ul style="list-style-type: none"> Chennai Volunteers Golden Butterflies We Jump program in collaboration with Christ University, Bangalore <p>These initiatives include teaching underprivileged children online through the raising and distributing stationery to needy school children in Corporation Middle Schools, spending time with kids in the Cancer Institute,</p>

	volunteering in fun filled carnival for children with illness and connecting with nature through the Eco Connect event.
<ul style="list-style-type: none">• To start a newsletter	Magazines released instead of newsletter [2022 and 2024]

DEPARTMENT OF COMMERCE (GENERAL B)

Mid Term Action Taken Report

Academic Year 2024-25 (June 2024 to Oct 2024)

ACADEMICS

Department Events/Programs

- Skill Based Workshop on “Mental Ability to Solve Quantitative Aptitude”
- Environmental Awareness Exhibition by 1st years on campus.
- Department Orientation program for 1st years
- Bridge Course was conducted for a week for 1st year students
- Service-Learning components were done on Marketing as part of curriculum
- Remedial Classes taken for weak students.

CSR Activities

- Students performed a **Mime** on ‘Education is Empowerment’ in the TN Government Museum Theatre.
- Students performed a **Skit** on ‘Empower: Shaping Tomorrow Together’ on the International Youth Day in the TN Police Museum.

Collaboration (MoUs)

- MoU was renewed with Tamil Nadu Advanced Technical Training Institute (TATTI)
- New MoU was signed with Plant Green Inertia (PGI)

Guest Lectures

1. Guest Lecture was arranged on the Insights of Law and Acts.
2. Guest Lecture was arranged on Blockchain Technology

STAFF AND STUDENT ACTIVITIES

Staff Activities

- Staff have registered and completed **NPTEL Courses** and mentored students.

Students Activities

- EVS Trip for 1st years to Solitude Farm, Auroville
- Educational Visit to TN Government Museum
- Industrial Visit for 2nd year students to Coca Cola Beverages Pvt. Ltd.
- Three Days Educational Trip for 3rd year students to Sea Blue Shipyard in Cochin.

In the Pipeline

- To commemorate the 10th anniversary of the department, an International Faculty Exchange and Development Program is being arranged to Vietnam Universities in April 2025.

- SPSS workshop for project students
- Entrepreneurship Stalls (E-Bazaar) and E-preneur Program
- Department Magazine
- Department Newsletter

DEPARTMENT OF COMMERCE- **ACCOUNTING & FINANCE**

Mid Term Action Plan

- To commence an additional section, in order to, accommodate the overwhelming response of applicants for A&F Department.
- To initiate a new Diploma Course in Accountancy and Auditing, for the purpose of furthering the students' knowledge
- To include Skill based courses such as business analysis (using Python programming and R) and digital visualisation course (using Power BI) in the curriculum.
- To introduce bridge courses on professional skills that lays emphasis on problem-solving, analytical thinking, critical thinking and design thinking which are the most preferred creativity imperatives that the workforce of today are expected to demonstrate.
- To release a yearly Magazine which would provide an insight into the Department happenings.
- To conduct Webinar on Financial Planning, Sustainable Environment, Career Guidance and Campus to Corporate Excellence.
- To conduct a workshop on SPSS, E-Filing and Life skill program
- For problem oriented papers like Statistics, Corporate Accounting, Management Accounting, Cost Accounting, Financial management, Income tax compulsory research based assignment to be incorporated.
- To have tie ups with esteemed institutions and offer global Accounting / Finance certification such as CMA/BSE etc. which will provide students an opportunity to complete their degree along with a professional certification. This also gives additional skills and knowledge essential to approach the corporate world.
- To involve industry partners in developing and designing the curriculum, continuously monitoring corporate expectations through their feedback and understanding and addressing industry needs by incorporating them in curriculum which will lead to better internship opportunities for the students and final placements.

DEPARTMENT OF COMMERCE

B.COM (COMPUTER APPLICATIONS)

Mid Term Report of the Department

Implementation of the Five-Year Plan

The Department has effectively implemented its five-year plan through various activities aimed at enhancing the skills and knowledge of both students and faculty.

Bridge courses

Bridge course was conducted from 24-06-2024 to 02-07-2024 for first year B.Com CA students. This course provides basic conceptual knowledge of commerce and a foundation in fundamental concepts and skills necessary for the main curriculum. The new upcoming batch also interacted with their seniors and the alumnae student.

Skill based Workshops, Seminars and Guest Lectures

Every year, the department organizes various skill-based workshops and seminar on 'Career Options and Project Way Forward' as well as guest lectures on competitive exams led by industry professionals and subject experts.

Professional Ethics and Universal Values

The department integrated professional ethics and universal values into its curriculum through webinars, workshops and various initiatives. Some of the activities are workshop on "Business Data Analysis using Machine Learning, employability skills, Eco Exhibition "Recreate- Best out of Waste".

Developing Entrepreneurial Skills

The department conducts a series of events every year aimed at developing entrepreneurial skills. These include Entrepreneurial Seminar on Creating Opportunities for Early Entrepreneurs. The department offers a platform for students to showcase their innovative business ideas through Entrepreneurship Stalls, which are organized annually under the title "Budding Impresario".

New Course Introduced

Leaner designer course on Business Data Analytics using Power BI was introduced in the curricular for the development of the interested students from the academic year June 2024.

Promoting Research

Two more faculties engaged in Ph.D program.

Ten Year Plan of the Department

- To organize National and International Conferences and workshops
- To introduce new courses in business intelligence and data driven innovations
- To have linkages with industries for internships, projects, resource persons and to have MoUs

DEPARTMENT OF COMMERCE

B.COM (HONOURS)

5/10 Years Plan Mid Term Action Taken Report

[A] Curriculum Development

Forensic Accounting and Fraud Examination (UHO/CO/48) and Digital Marketing (UHO/CO/49) papers were introduced for the batch 2023 passed in BOS Minutes as on 28/01/2022

[B] Student Development

For the year 2023-24 the following are activities organized for the student development:

✓ On June 23rd and 30th, 2023, the Department of B.Com (Honours) & IIC in association with itrack Solutions Pvt Ltd hosted the **Business Model Training Session on Lean Six Sigma Yellow Belt** for their final year Bcom Honours students. The two-day program was led by Mr. Vinothkumar Rajendran, Principal Consultant , itrack Solutions and his team.

✓ **Workshop on “ECOPRENEURSHIP AND SUSTAINABILITY”** Organised by Department of Commerce (Honours) & PG Department of commerce In association with Institution’s Innovation Council on 17th and 18th August, 2023. Chief Guest was Dr.Uthira Associate Professor and Head, Department of Commerce, Controller of Examinations, MOP Vaishnav College for women. And guest speaker was Mr. Chandhrasekar, Managing Director, Vaikari Business Solutions Private Limited. There was inter-collegiate events like Quiz, Business Plan and Budding Entrepreneur followed by Handcraft making session.

✓ **Placement Training Workshop:** “Professional Sustainability Factors and Career Development Strategies” on 15th December, 2023. The workshop was conducted by Mr. Varghese George, Managing Partner and Principal Consultant at Trinity Associates.

✓ **Workshop on AI for Research** was organized on 21st December 2023. guest speaker was Mr. Vinodkumar Rajendran , Co – founder of itrack solutions, a certified Business Analytics Practitioner.

✓ **Workshop On “Building A Culture of Academic Integrity- The Library’s Role”** was organized on 19th & 20th January, 2024 in association with Information Resource Centre,WCC.

✓ **Entrepreneurship Workshop on IRIDESCENT CREATIVITY** was organized on 5th March 2024. Inspiring speech on the topic “The Iridescence path of Innovation: An Entrepreneurial success story of Twisty Tails”- was given Ms. Rekha Dandey Founder, Twisty Tails Restaurant

and Entrepreneurship Magazine “IRIDESCENCE” as a part of their Service Learning Project was released.

- ✓ 30 subject specific guest lectures were organized.
- ✓ Bridge courses on Financial Accounting, Economics and Statistics was offered to first year students in order to prepare them to cope up with the regular courses.
- ✓ Students participated inter-collegiate event organized by Loyola, SRM, CTTE , Ethiraj, JBAZ, Stella Maris, MCC Shashun, IIT colleges.

[C] Staff Development

The following FDP and International Conference was organized for the benefit of the staff:

- ✓ Department of B.Com honours in association with IQAC and Centre for Research and development WCC, 23rd September 2022 organized ‘**Workshop on SPSS and AMOS for Data Analysis**’ as a Faculty development program
- ✓ **International Conference on Thriving in Turbulent times: Sustainable Growth through Innovative Practices** Organised by Departments of Commerce In association with Institution’s Innovation Council On 9th & 10th August, 2023. Chief Guest was Mr. Varindar Singh Sahney, Social Change Maker & Entrepreneur, Partner - Metaplast Adkrafts. Guest Speaker was Dr. Stanley K. Baker, from the LeTourneau University, School of Business, USA. There was 6 technical session with 104 research papers presented.
- ✓ From the year 2021-2024 around 30 National Seminar, 5 International Seminar, 3 National Conferences, 4 International Conferences and 26 FDPs are attended by department staff altogether. 13 papers were presented in International Conference.

[D] Research

The following number of research papers was published by students and staff

- ✓ 13 papers were published by students along with their guide in WCC Eleanor Journal for the year 2023-24.

[E] Collaboration

The following MoU were renewed

- ✓ United Techno Info Systems Pvt. Ltd- renewed for the period 22/12/22 to 22/12/23.
- ✓ Sivaprakash Audit & Assurance Services.(CA Firm)- renewed for the period 7/09/22 to 7/09/25.
- ✓ Indian Overseas Bank (Banking Sector) – renewed in the year 2023-24 for the period 29/11/23 to 28/11/28.

New MoU

The department entered MoU with Swaroop Anand & Co, an auditing firm for the period 17/04/2024 to 17/04/2029

DEPARTMENT OF CORPORATE ECONOMICS

2023-2024

- Research publication -1 international conference Impact of social welfare scheme on women's empowerment and the effect on public expenditure
- The department organized workshop on **Digital content marketing** for 2 days for the entire department 7th and 8th March, 2023.
- For application-oriented technical skills workshop on econometrics was conducted for students of III B.A – **Econometric Analysis with Excel , R studio and AI tools** from 19th August to 29th August (5days).
- As part of service learning the department collaborated with SIDBI and created awareness to women entrepreneurs on financial schemes and created a platform for digital marketing of the products available at the **Swavalamban Mela** 22 and 23rd February 2023.
- The department collaborated with TNHADB on Vada Chennai Valarchi Thittam a socio economic and psychological survey on 6th August 2023, the project is a government initiative towards the development of north chennai 128 students and faculty were part of this initiative.
- The department conducted Quiz and Box-speaking competition, and Budget Analysis-Viksit Bharat for the students.
- The department also conducted a dance workshop, programme and several intra department events like- chess, carrom competition.
- The department organized a business sale as part of business management course.
- The students are taken for Industrial Visits.

DEPARTMENT OF MANAGEMENT STUDIES - BBA

Five/Ten Year Plan

- Invoke and enhance creativity and innovation by coming up with ideas for funded projects
- To start a mentoring program and have a mentor-protégé set up.
- Paper presentation in UGC Care Journals, Scopus and SCI Indexed Journals by staff and students
- Publications of Top 5 students project work
- Introducing courses like MBA/ DBA,
- Introducing certification courses on emerging areas of marketing, finance and HRM
- Certificate course in Project Management.
- Introduce papers in emerging areas of management like Chatbots, Influencer Marketing, Social Media Marketing, Conversational Marketing, Green Marketing, Green HRM, Cryptocurrency, Digital Finance and Money, Workforce Diversity, Gender Studies

Implementation

- The Department Initiated Mentoring programs by inviting Alumnae to address the students on career opportunities, Skill Development sessions on entrepreneurship, Leadership and Personality
- Published 1 project in Scopus journal
- Students have participated in the various Paper Presentation competitions and won the best paper award and also published along with the faculty in UGC Care Journal
- Green Marketing and Social Media Marketing is included in the curriculum

DEPARTMENT OF COMPUTER APPLICATIONS (BCA)

Mid Term Action Taken Report– 2021 -2026

Academic Excellence

The department is dedicated to deliver quality education matching the technology advancements and strives to instill the moral values and principles to mold the students to be better citizens of the society.

Curriculum Review and Updation

Curriculum is reviewed annually through Departmental and Faculty Board of Studies and Academic Council. The review of the courses is undertaken according to prescribed norms of the university, feedback from all stakeholders, analysis of current market trends and industry requirements.

- New courses which are relevant in the market and futuristic were introduced.
- This will include courses on Natural Language Processing, Artificial Intelligence and Deep Learning, Robotics etc.

With the motive to enhance student learning, experience and outcomes the curriculum we have introduced the following new courses as core/core electives.

- Introduction to Block Chain
- Full Stack web development

Short- term Courses

Short-term courses are offered through hybrid mode for students seeking short-term professional development programs. This will bring in visibility and helps to generate funds.

- These courses can be offered on a standalone basis or in collaboration with industry / academic institutions.
- Courses such as Soft Skills and Graphics and animation are offered.
- E-content and learning materials are prepared and provided for these courses.

Introduction of new PG program

- New programs such as M.Sc Data Science was planned and introduced during the academic year 2022 and the classes commenced in October 2022.

- ✓ MSc in Data Science - Introduced by 2022

Value Added Courses

- Value-added courses imparting transferable life skills can be offered with
- 30 or more contact hours.
- Aims to provide skill-oriented training, with the objective of improving the employability skills of students and to bridge the skill gaps to make them industry ready.

The list of courses which are offered are listed as follows.

- ✓ **Graphics and Animation**
- ✓ Soft Skills Training

Innovation in Teaching/Learning

- ✓ The teaching – learning process should be supported with Pedagogical Innovations and technology which is crucial to the successful implementation of the academic plan.
- ✓ Initiatives are being taken to replace the traditional learning methodologies with experiential learning (learning through doing) and technology-enabled active learning.
- ✓ Hybrid learning a combination of online and offline, active learning and flipped classroom techniques are planned for the value added courses offered this academic year – 2024-25.

Seminars, Webinars and Workshops

- ✓ Organizing several webinars and workshops on recent trends and technologies helps the students gain a wide exposure on the subject.
 - ✓ The number of webinars offered on Recent Technologies were increased to six per academic year and on Career Guidance and Preparation for competitive exams and higher studies to three per academic year.
 - ✓ Workshops were organized to support the need and to boost the employable skills of the students.
- The list of topics for the webinars and workshops which were organised during the past three years.

- Project Development strategies
- Cyber Security
- Career Guidance
- Tips to crack Competitive Exams
- IOT and Embedded Systems
- Deep Learning
- Preparation for Higher Studies
- Advanced IOT and Embedded Systems
- Virtual Reality
- Artificial Intelligence and Machine Learning
- Blockchain Technology

Student Association-COMAP

The department plans to organize various activities throughout the academic year as part of the association including techno meet, online quizzes, inter-departmental competitions etc.

Research Excellence

Achieving research excellence would be key to addressing national and global challenges such as like development of cost-effective healthcare, socially sustainable transport planning, agricultural innovation etc.

Journal Publications and Conferences

1. Papers are published in the form of research articles and research papers in peer reviewed journals like UGC care, science index, Scopus, IEEE and other UGC recognized reputed journals
2. Faculty and students presented papers and posters in national-International conferences, symposium, colloquium, etc.
3. Every year a national/international conference in either self-disciplinary or inter disciplinary is organised.

Consultancy Services

1. Initiatives to be taken to actively participate in various sponsored research projects and consultancy services.
2. Faculty had served as resource persons for seminars and workshops and served as an external expert for the Board of Studies of external organisations.

Resource Mobilization activities

- ✓ Initiatives are taken to attract funds through research and to promote research culture through Industry sponsored projects, Government and other grants, endowments.
- ✓ To get high value consulting projects with industry which strengthens industry relationships and improves employer reputation.
- ✓ We are planning to organize Entrepreneurship Awareness Programmes (EAPs) and skill based training for the students to promote and market their ideas.

Research Proposals

- ✓ Initiatives will be taken to prepare the proposals and to apply for a minimum of two UGC Minor Research Projects and to get approval by 2023.
- ✓ The students will be prepared and guided to apply for Student Seed Grants for their projects.

Innovation Activities

As part of the Institution Innovation council of the institution the following activities were planned.

1. Inter departmental Hackathon

The students actively participated and collaborated intensively on innovative software projects.

2. Innovative product development

The students who excel in coding and debugging were motivated to develop an innovative product.

3. Collaborations

Academic Collaborations:

Established links for students, staff, faculty and program with partner universities around the world such as Liverpool Hope University, Concordia University and Le Tourneau University.

Collaboration with universities/ research institutes

Strengthening the existing collaborations with the partner universities around the world such as Liverpool Hope University, Concordia University and Le Tourneau University.

Industry Partnerships:

- ✓ More industry tie ups are being planned to get their inputs in designing a market-relevant curriculum and help in placements.
- ✓ Industry partnerships were developed through our Alumni to ensure facilitation of corporate training, recruitment process and employing student interns, getting resource persons for workshops, webinars and conferences.

Education

The department offers Service Learning project for the II year students to promote computer literacy of underprivileged students and to enhance experiential learning and shape holistic learning for the students.

Build strong alumni relations

- ✓ To build strong relations with alumnae, they are invited as resource persons for our workshop and Seminars and as chief guest and judges for our Techno events.
- ✓ Initiatives are being taken to create an Alumnae page on the website to support online alumnae registrations and to generate funds through online.

4. Best in class Infrastructure

The existing infrastructure for classrooms and Lab is being revamped by integrating modern technology, to include efficient use of space, and with flexible interior environments.

Upgrading the infrastructure with

- high speed Wifi connectivity
- high configuration servers for the lab
- security layer for the systems connected in the network.
- Private cloud to deploy ERP software with proper security features.

DEPARTMENT OF INFORMATION TECHNOLOGY

Action taken report of the 5-year and 10-year strategic Plan

Parameters	Action Taken
<p>Curriculum & New Courses</p>	<p>Certificate courses</p> <p>From 2018 to 2024, the certificate course “Designing Tools” consistently had over 25 students complete the course for each academic year.</p> <p>2024-2025</p> <p>Introduced Mobile Application Development Lab, Robotics Lab – NIX and Robotics Lab – Mark I as a Certification courses to enhance students' understanding and engagement with modern technology.</p> <p>From 2018-2024 , the following are the courses added in the curriculum</p> <p>M.SC. INFORMATION TECHNOLOGY</p> <ul style="list-style-type: none"> • Web Design Using Joomla • Multimedia Software Tools - Practical • Internship • PHP - Scripting - Practical • Python Programming • Python Programming - Practical • Web Development Using Word Press - Practical • Multimedia Software Tools – Practical • Python Programming • Python Programming - Practical • Web Development Using Word Press – Practical <p>M.SC. INFORMATION TECHNOLOGY</p> <ul style="list-style-type: none"> • Multimedia Tools Lab • REACT JS – Practical • AngularJS – Practical
<p>Teaching - Learning</p>	<p>E-Content Development and Publishing on YouTube</p> <p>2023-2024</p> <p>Ms. Sushmitha - ANOVA Table-One way Classification Part1 and Part2</p> <p>2022-2023</p> <p>Dr. J. Serin -Solving Expression using K-map Ms.E. Kiruba Nesa Malar -Software Reliability</p> <p>2021-2022</p> <p>Dr. V. R. Angela Deepa - Introduction to Biometric Systems Ms. K. Shwetha – IoT Logical Design Dr. M. Esther Hannah – Deadlocks</p>

	<p>Dr S Sandhiya - Mobile Communications - Wireless LAN</p>
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2020-2021

Ms. R Abitha – Keys in RDBMS

Ms. Eben Angel Pauline – Introduction to Operating Systems

Dr. Vanitha N - Easy Steps to solve Hamming Code

Dr. P. Alagambigai -Introduction to Compiler Design

Ms. J. Golda Margret Sheeba - Sorting Algorithms in Data Structure

DEPARTMENT OF VISUAL COMMUNICATION

2021- 2022

1. A Guest Lecture on “Designer role in trending Graphic and Visual Industry”, was conducted on 8thOctober, 2021. Resource person Mr. Dheebac, Product Manager & Operation Head, Base2Media works Pvt.LTD, reflected on the significance of recent software and students were enlightened on the trends in the Graphics and Animation industry.
2. One day online Workshop was conducted on 3D animation techniques in lighting and camera operations for the interior on 22nd October, 2021. The resource person Mr.Yogesh, Multimedia Specialist, provided useful insights on trends in the 3D animation industry. Mr.Yogesh guided and gave feedback to students in using appropriate lighting and camera techniques.
3. One day Workshop on “Human Portrait” was conducted on 27thOctober, 2021. The resource person, Mr.Narayanan V, Artist, taught the students to draw realistic detailed portraits and hands-on lessons on using a variety of tools, brushes and techniques. The focus was to study the figure through gesture, anatomy, and form, focus on portraits and hands in relationship to the rest of the human form, and finally, create a drawing from a live model.

2022- 2023

1. Two days International Conference on Narratives on Media Culture and Society was organised on 28th& 29th March 23.
2. One day Workshop on “The Transformative Power of Art – Photography and Social Entrepreneurship” was conducted on 16thFebruary, 2023.
3. One day Workshop was conducted on “Innovative Entrepreneurship” on 20th February, 2023.

2023- 2024

1. A Guest Lecture on “Data Visualisation for Entrepreneurs” on 22nd July, 2023. The Resource Person Ms.TanushreeDaga (Data Visualizer) oriented on use of data visualization techniques to make informed decisions, communicate complex information, and drive business growth.
2. Nuance’23 the Photography event was conducted on 18th and 19th of August, 2023, to make students showcase their photography skills and to explore professional opportunities in the field of Photography. Photo Marathon (Offline), Digital Poster-Making (Online) was conducted as part of the programme.
3. One day Online Photography Seminar was conducted with the resource person Ms SanthiyaKandaraja (Commercial Photographer &Retoucher, Dow Studios). The seminar focused on enlightening the students more on lighting, lens, editing and composition in photography. The seminar also covered possible professional opportunities in the field of photography with an added advantage of real-life experience of the resource person, herself.

2024-2025

1. The department visual communication organized the annual photography event Nuance'24 on 19th August, 2024 showcase the student's photography skills and explore professional opportunities in the field of Photography. The event themed "Natural Calamities and Climate Change," had various online and on the spot competitions for both students and teachers to celebrate World Photography Day.
2. The department organized a one day Drone Photography Workshop on 27th August, 2024, to explore the art of aerial photography. The workshop had an Interactive sessions with expert Mr. Vijay Balaji V, Aerial Cinematographer, and Hands-on flying time and practical exercises.
3. The department organized a Photography Exhibition themed "Natural Calamities and Climate Change," to showcases a diverse collection of student's captivating images that celebrate the beauty of everyday life.
4. The department in collaboration with the Institution Innovation Council of Women's Christian College, organized "World Entrepreneurship Day Celebration" on 21st August 2024. Our special guest, Ms. Anusha Banu, an accomplished educator and pioneer in the first 3D classroom in Chennai at Neo Gen Kidz International Pre School addressed the students on the topic "The Art of Visioning and Entrepreneurship,".
5. To give students experiential learning experiences to the first years one day Photography Field Trip was organized on 13th September, 2024, to Pondicherry.
6. The department in collaboration with departments of English, WCC (shift-1), organized a SamaBhav International Film Festival on "Gender Equity, Diversity and Inclusion", 16 August 2024. The festival enabled the students to gain insights into the social issues like domestic violence, sexual harassment, and women's safety in urban areas.
7. The department visual communication organized a one day workshop on UI/UX, on 14th September, 2024 to explore the principles of user interface and user experience design. Resource person Mr. Joseph Solomon the Founder, Lizid Eventz and a senior UI/UX designer VIACOM Marketing Tech Limited, curated hands-on activities for the students to identify user needs, create wireframes, and prototype effective solutions to enhance digital products.
8. The department in collaboration with the Income Tax Department, office of the PR. Additional Director General (Vigilance) (South) Central Board of Direct Taxes, Chennai, organized an awareness program "Culture of Integrity for Nation's Prosperity" on 7th October, 2024. Guest of Honour Mr. Sivakumar. C, IRS provided insightful perspectives on the program itself and the overarching theme of integrity. He emphasized the significance of education for pursuing careers in government services. Ms. Aarthi Srinivasan, IRS Assistant Director of Income Tax (Vig) (g), delivered a motivational speech, commending the students for tackling the challenge of creating short films on integrity within a limited timeframe. All participants received recognition from the Income Tax Department, with exciting gifts and cash prizes awarded to the winners. Fathima Amra and Sai Samanvitha claimed first place with a prize of Rs. 5,000, while second place went to Angel Tamang and Sharon Shinde, who received Rs. 3,000. Mageshnie and Aishwarya Samal secured third place, earning a cash prize of Rs. 2,000.

9. The department in collaboration with departments of English (shift-1), WCC, organized a Media Chat on “Exploring Global Narratives”, and Film screening “Break the Cycle”, on 26th September 2024. The resource person Mr. Cyril Prabhu, the Founder of Proverbs226, 5&2 Trade school, emphasized the power of storytelling in shaping perspectives and addressing global issues. The film screening of “Break the Cycle” complements this theme, highlighting critical societal challenges and the resilience of communities in overcoming them.

DEPARTMENT OF PSYCHOLOGY – SHIFT II

IMPLEMENTATION OF THE FIVE-YEAR PLAN TILL 2023

Introducing New Courses- Encouraging Holistic, Multidisciplinary Education

- Based on the five year plan Introduction to Cognitive Psychology was passed on BOS and will be offered from 2022 batch
- Workshops in terms of Counseling Skills and have been arranged for students in terms of skill development
- Lectures by Clinical Psychologist were arranged for students to better understand Abnormal Psychology along with real life case studies
- Students are encouraged to go for Multidisciplinary Research
- About 60% of the Five year plan is implemented so far

Enhancing student experience – pedagogy

- Remedial classes incorporating 1 to 1 approach to better understand the students need and difficulty is incorporated in Inclusive learning for slow learners while fast learners are given more advanced topics to learn and work on to feed their intellect and to optimize their thirst for knowledge to maximum.
- Every concept is taught by relating to day to day context adhering to Indian context. Students are also given activities and assignments where they are encouraged to apply the class room learning in the day to day and personal lives as well as to reflect on how it is different between Indian and other Western contexts. Students are also taken for field visits and are asked to submit a report of how what they learned in books can be applied in real life situation.

Enhancing Student Experience – Assessment

- CIAs and Assignments are used to get an understanding of how much students have gained the learning outcomes.
- Students are given assignments where they reflect the concepts studied into their personal life and prepare a write up or have a group discussion or they are asked to watch videos and write how various concepts they studied are incorporated in the videos
- They are also encouraged to conduct surveys, case studies and research to expand their understanding of the particular topic
- The Group discussion and assignments that are given to them checks the student accountability

Faculty Development

Faculties are encouraged to apply for seed grants and interdisciplinary research. Few of the works are on the process of publication

Facilitating Online Distance Education

Department is on the process of making online e content to make it accessible in online

Training

Students are given training and exposure by encouraging them to attend various conferences organizing workshops lectures and seminars. They are also taken for Educational field trips to give them exposure to how the classroom learning could be skillfully used in Field

Ten-year plan

- Faculty are working towards identifying and making content for National portal Swayam
- As a beginning step for initiating a cell to combat sexual abuse Department has organized talks and Industrial visits on the areas of Sexual abuse
- Department has collaborated widely with various Organizations and Institutions thereby providing a platform for the students to intern

DEPARTMENT OF M.SC COMPUTER SCIENCE AND TECHNOLOGY

[FIVE YEAR INTEGRATED COURSE]

Action Taken Report for the Activities planned for 5 Years 2021 – 2026

Curricular Aspects

1. As Robotics lab is set during 2024, the department will include an elective in 2025 BOS. Included Block Chain Technology and Introduction to Data Science in 2022. Included Cyber Security in the course Security in Computing, Augmented Reality, Artificial Intelligence in 2023.

2. As the other Collaborating Departments had difficulty in the multidisciplinary program proposal, the Department could not proceed.

3. As there were less than 10 registrations for the Certificate Course, the following courses were included as Non-Major Electives.

Fundamentals of Data Analysis with SPSS	UCT/NM/05
Rudiments of Data Analytics using Python	PCT/NM/05

4. An International Conference on Artificial Intelligence and Soft Computing was organized during January 2023.

Instead of International, A National workshop on “Artificial Intelligence and Its Applications” was organized for the students on 19/01/24 and 20/1/24

5. As there were practical difficulties from NIIT the proposal was not implemented. Instead, As part of Industry Collaboration, the students take up certificate courses every semester in Infosys SpringBoard Platform. III and V CST students are taking up Certificate courses from L & T EduTech.

Teaching Learning

1. Every year the faculty of the Department develops e content for the mentioned courses, one unit per academic year. So far three units have been completed.

2. An E Learning Package on “CST Learning Portal” is being developed where Course Teachers can upload video lectures on any topics for the students and short tests which can be taken up by the students.

3. The department organized the following FDPs.

- The Faculty Development Program on “Teaching Contemporary Computing in Tamil” was organized on 23rd March 2023.
- Online FDP on AI Tools for Teaching, Learning and Evaluation was organized from 19/02/24 to 23/02/24.
- Online Faculty Development Program on “Artificial Intelligence Tools in Higher Education: Opportunities & Challenges” was organized from 25/06/24 to 2/07/24.

Research & Innovation

2021 - 2022

- One Research Project utilizing Faculty Seed grant
- Four Publications by two faculty one in Scopus Indexed Journal and rest in UGC CARE
- One Book was published by a faculty

2022 – 2023

- Two Projects utilizing Student Seed grant
- Ten chapters was published in Conference Proceedings by five faculty

2023 – 2024

- Two Projects utilizing Student Seed grant
- Four Publications by two faculty two in Scopus Indexed Journal and rest in UGC CARE
- Four chapters was published in Conference Proceedings by four faculty

2024 - 2025

Student Support

1. Through the Alumnae Ms. Krishitha and Ms. Janna Jahana, resumes of the final year students were forwarded to NMS Works. Three of them got Placements in the year 2022.
2. An International Conference on Artificial Intelligence and Soft Computing was organized during January 2023.
3. A workshop on “Artificial Intelligence and Its Applications” were organized for the students on 19/01/24 and 20/1/24
4. Remedial Classes were arranged for below average students after CIA I and their performance is evaluated during CIA II
5. Many events and activities were organized for the students through the Department Association Renaissance every year.

PG DEPARTMENT OF MATHEMATICS

Mid term Action report

1. MoU :

Renewed two MoU's with

- a. TNSTC
- b. Aadithyaa Infomedia Solutions

Trying to sign Two More MoU's

2. Research :

In the process of applying Guideship (M.Phil./ Ph. D) for all faculty members and upgrade PG Department of Mathematics to Research Department

3. Publications:

- All faculty have published in UGC-CARE, Scopus, WOS Journals, also in Eleanor inhouse journal and published research work as book chapters in two books.
- Faculty and students will continue to publish in refereed journals, inhouse journal and in books.

4. Collaboration:

- On a regular basis students carry out summer internship and M.Sc. projects at various Colleges/Universities/Industries.
- In future this process will continue with other Colleges/Universities/Industries for Internship and Projects.

5. Institutional Social Responsibility:

- Faculty and students of the Dept have supported the children at the MMN school at Thousand Lights during Festival Seasons for their school needs.
- Department Scholarship was provided to ten students who needed financial support.
- The Dept Alumnae granted two convocation prizes for best outgoing student and for Research Excellence.
- The Dept has recommended less privileged students for management/government scholarships.
- In future, we will continue the same.

6. Organize workshop, conference, seminar, training FDP:

The Department organizes every academic year Conference (National/ International), Seminars, Workshop, FDP, Training Programs and Guest Lectures by inviting eminent

resource people nation wide. Additionally, IPR and Skill development lectures and workshops are also regularly organized.

The same will be continued each year.

7. Organize Certificate Courses:

Conducted regularly certificate course cum training programs for PG students on Quantitative Aptitude and Logical Reasoning, MatLab, LaTeX and NET exams.

Will continue to do the same and try to include other competitive exams too.

PG DEPARTMENT OF PHYSICS

Five-Year Plan (June 2021 – June 2026) Action Taken Report

- The department is working on the upgradation to research department report to be submitted to the university.
- The Department bought two more magnetic stirrers ,2 digital balances and an hot air oven for the research lab and is planning on procuring a research centrifuge and an impedance analyser if funds are available.
- The department had research publications every year and in addition book chapters too.
- Dr Meera and Dr Alison applied for the CM Research Grants for two years.
- All the staff apply for the TNSCST grant yearly and **Dr Meera has received the TNSCST student grant for three years in a row.**
- **The students have applied for the student seed grant in WCC under Dr Meera, Dr Alison and Dr Radha and have received the grants yearly.**
- **Dr Radha has received the faculty seed grant.** Dr Meera and Dr Alison have applied for the faculty seed grant in 2024.
- **All the staff of the department engage in interdepartmental and intercollege multidisciplinary research work for their student projects.**
- All the staff of the department use various ICT tools to better their teaching. Apart from power point presentations, Google quizzes, simulators and emulators for labs, basic AI tools are incorporated in teaching methods.
- Every year one or two staff upload teaching videos from the curriculum to be used as e resources.
- Students have been encouraged to take up NPTEL courses and courses from other online platforms and they have obtained certificates on completion.
- The department has organised online webinars on NET exam preparation, how to go about research work after M.Sc and what are the fields available .
- The department also plans on conducting a workshop on NET coaching in the month of December.

Ten-Year Plan (June 2021 – June 2031) Action Taken Report

- **The PG department along with the UG Department of Physics plan on signing an MOU with National Taiwan Normal University, Taiwan.** The talks are in process. Through this international collaboration student internships, conferences and workshops and faculty and student exchange programs will be planned accordingly.
- The Department has renewed the MOU with Floranix for the third time, through which the department has organised a workshop and the students have gained through internships and projects.
- The department working along with the PG and Research Department of Biotechnology and the Department of Chemistry with the help of funding from the college and external sources have helped set up the Central Instrumentation facility on campus last year which has been beneficial to the UG and PG students of the college for their projects and have also in discussion to make it available to other colleges in order to generate consultancy.
- The Department is working on the other avenues that have been given in the ten-year plan.



PG DEPARTMENT OF CHEMISTRY

This report summarizes recent initiatives by the PG Department of Chemistry, highlighting the periodic revision of course syllabi and the introduction of ten new courses to enrich the curriculum. The Department has established collaborations with national and international universities, leading to valuable research and internship opportunities, including a fully funded internship at NTUSCT for one student. Several students have also secured scholarships from esteemed institutions such as IITM, IGCAR, and NISER, reflecting our commitment to academic excellence. Faculty and students have published papers in reputable journals, contributing to the academic community, while workshops have been organized to motivate students to prepare for competitive examinations like NET, GATE, and SLET. The Department continues to prioritize enhancing academic quality, student support, and collaborative initiatives. We are committed to fostering an environment that encourages excellence and prepares our students for future challenges. These efforts demonstrate the Department's dedication to enhancing educational quality and supporting student success.

DEPARTMENT OF BIOTECHNOLOGY

Mid Term Action Taken Report

- Spoken to two organizations to teach medical transcription, so that there is skill building among the students
- Dr.C.Anchana Devi, has become an approved Ph.D research guide under University of Madras.
- MoU with Sathyabama University for advanced AI studies related collaborative research work has also been discussed and finalized.

DEPARTMENT OF MANAGEMENT STUDIES (MA HRM)

5 YEAR & 10 YEAR PLANS OF THE DEPARTMENT

5 YEAR PLANS

S.No	Category	Action Plan	Achievements
1.	Paper publications	<ul style="list-style-type: none"> • The department plans to publish a minimum of 4 papers in UGC Care Journals every year as a combined work by the faculty of the department and the final year students of the department. • The department also plans to ensure that faculty of the department publish papers in UGC care Journals individually or as a combined work between two/three faculty of the department. 	The faculty of the department have published minimum 2 papers each year as combined work between students & faculty in UGC Care Journals
2.	Introduction of New papers in Emerging areas	<ul style="list-style-type: none"> • The department ensures to review the academic syllabus every year and tries to introduce new papers in related areas of HR and management also in order to ensure to be in line with current trend in management the departments plans to introduce new papers in <ul style="list-style-type: none"> ✓ HR Analytics ✓ Knowledge Management 	The department has ensured to review the syllabus and introduce new components in the syllabus that are trending in the areas of HR.
		<ul style="list-style-type: none"> • The department also plans to Conduct certification courses on <ul style="list-style-type: none"> ✓ Digital HR ✓ Manpower Planning ✓ Employee On-boarding ✓ HR Agile ✓ Employer branding for talent acquisition 	Certification Courses on HR analytics & HR Payroll have been conducted every year for the students as part of the curriculum along with this Courses on Digital HR, Power BI has also been conducted.
3.	Introduction of new courses	<ul style="list-style-type: none"> • The department plans to introduce courses available on the various E- platforms as part of the Curriculum. • Students will be encouraged to take courses in areas such as <ul style="list-style-type: none"> ✓ Leadership ✓ Psychology related courses pertaining to management. 	Activities to develop Leadership skills/ Psychological aspects related to management for the students are being conducted through various guest lectures/Workshops/Seminars Every year.
4.	MOU	<ul style="list-style-type: none"> • Over the next five years, the department aims to establish partnerships through the signing of more than five Memoranda of Understanding (MOUs) 	The department has identified 2 corporate firms to sign MOUs for mutually beneficial

		with corporate firms, to facilitate service learning, internships, placements, certificate courses, and workshops.	relationship pertaining to learning and development.
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10 YEAR PLANS OF THE DEPARTMENT

S.No	Category	Action Plan
1.	Paper Publications	<ul style="list-style-type: none"> The Department plans to ensure that every faculty of the department publishes a minimum of one research paper during an academic year.
2.	Collaborate with foreign universities	<ul style="list-style-type: none"> The Department plans to collaborate with the foreign universities (LP/LU) and invite resource persons from the universities to conduct guest lectures ,webinars ,workshops and international conferences.
3.	Projects plan to apply	<ul style="list-style-type: none"> The department plans to research and develop projects in areas of Green HRM and Corporate social responsibility and sustainability.
4.	Academic upgradation	<ul style="list-style-type: none"> The department plans to introduce short term Diploma courses in areas relate HR and management. The department also plans to introduce dual specialisation courses in MA HRM

Mid-term Action plan:

1. Conduct training sessions on research methodologies, academic writing, and publication ethics for faculty and final year students.
2. Assign mentors to student groups to guide their research work in Green HRM practices.
3. Conduct a gap analysis to identify areas where new subjects such as HR Analytics and Knowledge Management can be introduced. Assess the relevance and demand for these subjects in the current job market.
4. Develop detailed course outlines, learning objectives, and materials for diploma course in HR Analytics and Knowledge Management.
5. Collaborate with industry professionals to ensure content is practical and current.
6. Identified experts in the field from universities abroad to conduct guest lectures online.

6. The HR Management Dictionary comprising of HR terms is ongoing. About 50 buzz words in HR has already been documented.

7. Signing MOU s for workshops, certification programs, internships, placement in progress.

M.A. ENGLISH

Mid-Term Action Taken Report 2021-2024

Introduction

The PG Department of English, Shift II at Women's Christian College, Chennai, embarked on a five-year plan in 2021-2022 with a clear vision to strengthen academic foundations, enhance student development, and promote faculty research and innovation. This mid-term report serves to document the actions taken and the milestones achieved over the years. Guided by our commitment to fostering academic excellence and holistic education, we have successfully implemented key initiatives such as curriculum updates, student enrichment programs, and faculty development opportunities. As we reflect on our progress, this report highlights the transformative steps taken to align with contemporary trends in English studies, ensuring that our department remains dynamic and future-ready.

1. Activities Conducted to Enhance Academic Foundations

The PG Department of English undertook several key initiatives to strengthen the academic foundations of our students.

- **A bridge course** in General English was introduced for incoming undergraduate students, facilitating a smooth transition from secondary education to the more advanced academic demands of college life. This course helped students adapt to the expectations of higher education by reinforcing essential language skills and providing a solid grounding in English studies.
- In addition, the department regularly **updated its curriculum** to reflect emerging trends and critical approaches in English literature. **New papers** such as Multidisciplinary Approaches in Millennial Literary Studies, Language and Linguistics, and **Revised papers** like English for Academics, Gender Studies, and Postcolonial Literature were incorporated, enriching the academic experience and ensuring that students engaged with diverse, relevant, and contemporary literary themes. These updates aimed to equip students with a comprehensive understanding of current literary discourses and to prepare them for academic and professional success.

2. Activities Conducted as part of Student Enrichment Programs

The PG Department of English prioritized student enrichment by offering a wide range of skill-based workshops and other programmes aimed at enhancing both academic and professional competencies.

- **Workshops** were organized providing students with the tools necessary to excel in their academic pursuits and future careers.
- **Workshop on Taking Ownership, Convincing, and Handling Objection in social Groups via Critical Thinking** was conducted on 17/12/2022 and Mr. Likiteshwar, Freelance Social Media Manager, Communications and Interview Skills coach. was the resource person.
- **Workshop on Resume, Profile and Brand Building for Cracking Interviews with Ease and Grace** was conducted on 19/12/2022 and Mr. Likiteshwar, Freelance Social Media Manager, Communications and Interview Skills coach. was the resource person.

- The PG Department of English conducted a **Theatre Workshop** on 12 th December 2023 from 10.00 AM to 1.00 PM at Bamford Hall in Women’s Christian College, Chennai. Dr. David Wesley, Assistant Professor, Madras Christian College, Chennai, served as the resource person for the workshop.

- The department organized a **three-day workshop on Content Writing**, featuring Ms. Aneeta V. George, a former student of the department who is currently Content Manager, as the resource person. The event took place on the 5th, 6th, and 7th of August 2024 and offered participants in-depth insights into content writing as a career. Ms. George covered a wide range of topics, including the fundamentals of writing, the importance of understanding the target audience, and techniques to create engaging and effective content. The workshop aimed to equip students with essential content writing skills and present it as a thriving career choice.

- **Guest Lectures and Seminars** were organised.

- **Annual Intercollegiate Student Seminar on Digital Cultures** was conducted on 19/05/2022 and over 90 students participated.

- The PG Department of English organised a **Guest Lecture titled “Contemporary Indian Writing”** on 12.10.23 from 2.30 pm to 4.30 pm at Benedicta Rowe in Women’s Christian college, Chennai. Dr. J. Saranya, Assistant Professor, Department of English, Ethiraj College for Women, Chennai, served as the resource person for the programme. Students of I MA and II MA English attended the lecture.

These programs not only sharpened their intellectual and practical skills but also equipped them with the versatility needed to thrive in a variety of professional and academic contexts. By fostering a holistic development approach, these enrichment activities contributed to the overall growth of our students, preparing them to meet both academic and real-world challenges.

3. Activities Conducted as part of Holistic Development Initiatives

The PG Department of English placed strong emphasis on the holistic development of students by integrating programs that nurtured both ethical values and creative expression.

- To foster a sense of integrity and professionalism, **seminars on academic integrity, professional ethics, and universal values** were conducted, helping students navigate the challenges of the digital age with a firm ethical grounding.

- The PG Department of English along with Institution Innovation Council (IIC) organised a **talk titled ‘How to Start a Small Business’** on 21st July 2023 at Main Auditorium in Women’s Christian College, Chennai. Ms. Benita Sharon, Assistant Professor and Entrepreneur, served as the resource person for the programme.

- The PG Department of English along with Institution Innovation Council (IIC) organised a **panel discussion on ‘Academic to Business’** for the PG English students on 21.08.23 at Benedicta Rowe. The panellists were Ms Jemima, Ms Bargavi, Ms Steffi Reegia and Ms Hemashivani, all of whom are women entrepreneurs and alumni of the PG Department of English.

- **Seminar on ‘Changing Dynamics in Gender Studies’** was organised by the PG Department of English (Shift II), in collaboration with the Centre for Women’s Studies and UG Department of English (Shift I). The event was held on 12 th September, 2023 at Bertha Corfield Auditorium in Women’s Christian College, Chennai.

- The PG Department of English in association with the Institution's Innovation Council conducted a **two-day event on the topic, "Non-Scientific Innovations"** on 13 th and 14 th February, 2024. Science Exhibition was conducted on the first day where students presented models inspired from Sci-fi novels, movies, comics and cartoons. The second day included a panel discussion on the topic "Innovations in diverse fields of Arts Humanities".

- The department **observed Women's Empowerment Day** on 20th August 2024 with great enthusiasm. A variety of competitions were organized to encourage student participation and showcase their talents. The event successfully fostered an environment of intellectual growth and creative expression, aligning with the department's mission to nurture the voices of empowered young women.

- The department successfully **observed World Suicide Prevention Day** on September 10th, 2024. Which included a guest lecture by the college counsellor. A human chain formation was held from 2:30 PM to 2:45 PM in front of the principal's office. The primary objective of the event was to educate participants on mental health and extend support to those facing struggles in life.

• In parallel, the department actively encouraged **cultural and literary activities** to cultivate students' creativity and passion for literature.

- Inter-Collegiate **Culturals SANGAM'22** – *Into the Labyrinth of Surreality* was conducted on 30/04/2022

- Inter-Departmental **Culturals SANGAM'22** – *Nostalgia- Re-living Childhood* was conducted on 07.04.2022.

• **Field Trips** were organised to sensitize the students to the lifestyle of the tribal communities.

- **Field Trip to Anaimalai Tiger Reserve** in May (25.05.2022 to 27.05.2022). It was organised as a part of the Introduction to Eco-Literature and Folklore and Literature courses. This was to provide opportunity for the students to get first-hand experience in eco spots and understand the life and culture of tribal people in the area.

• The establishment of a **Reading Club**, and **drama performances**, provided students with platforms to express themselves and engage in collaborative literary endeavours.

These initiatives not only enriched the students' academic journeys but also promoted personal growth by blending intellectual engagement with values-based education, shaping them into well-rounded individuals equipped for both professional and personal life.

4.Activities Conducted to Promote Research

Recognizing the importance of research in academic growth, the PG Department of English implemented several initiatives to foster a strong research culture among both faculty and students.

• **Research workshops** were organized to provide in-depth training in research methodologies, academic writing, and the publishing process. These workshops equipped students with the necessary tools to conduct rigorous research and present their findings effectively.

- **A workshop on "Research Methodology"** was conducted by the PG Department of English on 9 th November 2023 from 2:00 PM to 4:00 PM at Benedicta Rowe in Women's Christian college, Chennai. Prof. R. Azhagarasan, Professor, Department of English, University of Madras, Chennai and Dr. D. Venkataramanan, Associate Professor, Department of English, University of Madras, Chennai, served as the

resource persons for the workshop. 31 students from II PG English attended the workshop.

- Encouragement was given to students to submit their research papers to reputed journals and conferences, which resulted in increased participation and contributions to academic forums.
- Additionally, faculty members were actively supported in their research pursuits, with efforts made to secure research grants and promote innovative projects.

By creating an environment that values and prioritizes research, the department not only enhanced academic excellence but also prepared students and faculty alike for impactful contributions to the field of English studies.

5. Activities Conducted to Promote Faculty Development Programmes

The PG Department of English actively promoted faculty development as part of its mission to foster a culture of continuous learning and academic excellence.

- Organised FDPs.
 - The department organised a **National level Online FDP on *Interdisciplinary Approaches to Literary Studies*** on 7th, 10th and 11th January 2023.
- Faculty members were encouraged to apply for research grants and pursue innovative projects that contributed to the advancement of knowledge in English studies.
 - Dr. A. Bavani Rekha was granted Staff Research Seed Grant for her research titled Digital Instructional design for the Course English language Teaching in December 2021 to April 2022.
 - Ms. Jeevitha A and Ms. Benitta Sharon P were granted Staff Research seed Grant for their project titled Crash Course for NET preparation English Paper II.
 - Ms. Elizabeth Rahel also received the Staff research seed Grant.
- To support professional growth, the department facilitated Organisation and participation in national and international conferences, workshops, and training programs, providing faculty with opportunities to engage with global academic communities and stay updated on the latest developments in their fields.
 - **The International Conference on “Redefining Narratives: Contemporary Perspectives and Representations”** conducted by the collaborative efforts of The Department of English (Shift I) and The PG Department of English (Shift II) was held over two days on February 5 and 6, 2024.
 - The UG and PG Departments of English of Women’s Christian College, in collaboration with BODHI International Journal of Research in Humanities, Arts and Science, successfully organized a **hybrid International Conference titled “Cross-Cultural Negotiations: Emerging Literary Discourses in Contemporary Multicultural Societies”** on October 8, 2024. The event featured a diverse range of speakers and scholars who discussed key topics such as postcolonialism, globalization, gender dynamics, identity, and migration, highlighting the intersection of culture and literature in today’s global context.

These initiatives not only enhanced the research output of the department but also enriched the learning experience of students, as faculty members integrated cutting-edge insights into their teaching. Through these efforts, the department created a vibrant academic environment where faculty development was prioritized, ensuring that the faculty remained at the forefront of scholarly and pedagogical innovation.

Conclusion

Over the past five years, the PG Department of English at Women’s Christian College has made significant strides in realizing its vision of academic excellence, student enrichment, and faculty advancement. Through a wide array of initiatives, the department has created a dynamic learning

environment that nurtures intellectual curiosity, professional competence, and personal growth. Faculty and students alike have benefited from the opportunities provided, which have enabled them to engage deeply with contemporary issues in English studies while developing critical skills. Looking ahead, the department remains committed to its long-term goals outlined in the ten-year plan. Future efforts will focus on expanding collaborations with industry and academia, enhancing digital and physical resources, and fostering community engagement. These steps will ensure that the department continues to thrive as a hub of innovation and learning, empowering students and faculty to make meaningful contributions to the academic and professional world.

M.A COMMUNICATION

2019 to 2024

FIVE-YEAR ACTION PLAN

Plan: To present and publish more papers in UGC approved journals

Action: Three faculty members published papers in UGC care listed journals

- DG Eugene and **Dr. D. Punitha**, 'The Influence of OTT Platforms on Theatre-going Audience Post-COVID Era: A Study' Journal of Oriental Institute, 72(1) (2022): 103–110.
- **Magarika VS**, 'The Cost of Googling: Search Engines and Data Privacy' Journal of Media and Communication, CUTN, 5(2) (2021): 18–38.
- **Dr. Asha Alexander** and Dr. I. Arul Aram, 'Communicating Climate Change through Cartoons' Journal of Media and Communication, CUTN, 3(1) (2019): 80–97

Plan: To organise workshops related to fact-checking, disinformation and misinformation among various segments of the society

Action: The students undertook seminars on debunking fake news, fact-checking and disinformation among the student community of WCC in 2023 and 2024.

Plan: To bring the alumnae of the Department to address the students

Action:

- Webinar on Challenges in Journalism – Post Covid World by Priyamvadha P, senior television journalist and WCC Alumna, Batch of 2004 of MA Communication on 30.05.2020
- Webinar on Storytelling: Harnessing the power in your story by Ms. Indu Divya, storyteller, story coach, speaker, founder of The Narrative and an alumna of Communication Department, WCC on June 2nd, 2020
- Two Decades of Writing: Five Biggest Lessons' by Ms. Vibha Batra, Author on March 8th 2021
- Lecture on 'Science Reporting' by Ms. Tejonmayam, Assistant Editor, Times of India, Chennai on Reporting Science and Technology on 12th of March 2024
- Interactive session with students by Ms. Sonu M Kothari, Journalist, The New Indian Express on 25 July 2024

Plan: To make the social media handles of the Department active

Action: Created a Google Business Profile for the Department to increase the visibility of the Department and traffic to the Department webpage. A Facebook page was created exclusively for Communication students of WCC in commemoration of the 25th year of the Department.

TEN-YEAR ACTION PLAN

Plan: To work on projects with United Board, ICSSR and UGC

Action: We have been applying for ICSSR Projects.

Plan: To have a state of the art studio setup and editing software for Television and Radio Production, Photography and other related courses

Action: The Department has equipped itself with state-of-art studio and we have started using the studio for photography and television production.

In addition, the following softwares were installed:

- Audio editing software

The studio is equipped with the software Pro Tools, a digital audio workstation which will be used for sound recording, editing, and mastering processes.

- Video editing software

The video editing room is equipped with two softwares- user friendly and widely used Adobe softwares such as Premiere Pro, After Effects, Animate and the professional Final Cut Pro.

- Graphic design and UI/UX

The studio is equipped with Adobe Creative Cloud Enterprise, offering graphic design softwares such as Photoshop, Illustrator, and InDesign. It also has web design softwares like Adobe Dreamweaver and Adobe XD, which enable students to create professional websites.

PG INTERNATIONAL STUDIES

5 YEAR & 10 YEAR PLAN

- **Career Orientation Forum** – Developed and 3 events concluded in line with the plan. Whatsapp group created to keep the parents informed wrt CGC and other related announcements.
- Collaborative Projects with Audacious Dreams Foundation and FarmGuru completed. Continuous collaboration with American Consulate and British High Commission resulting in exchange programs and prizes. Student internships facilitated with Madras Institute of Development Studies, Centre for China Studies, National Institute of Advance Studies, Bhumi, SHRC, etc
- Paper Publications- Faculty and students published papers regularly in Eleanor and UGC CARE journals- 2023 – 7 Publications
- Introduction of UGC courses- According to student feedback, topics on Africa and America have been introduced to cover UGC NET portions. Short term courses in Foreign Languages in collaboration with IJCCI and Inaword, students completed the course.
- Competitions and Field Trips: Continuous collaboration with American Consulate and British High Commission resulting in exchange programs and prizes. Won Scranton Essay prize of 2000 US Dollars.
- Faculty are a part of UNHCR sponsored Committee (along with other institutions such as Loyola and MCC) to draft and introduce syllabus for a core elective course on Refugee Studies in the next BOS.
- Conducted collaborative programs with other departments to commemorate international days such as “World Trafficking Day”. Events conducted published in “The Hindu”.
- Facilitated scholarly exchange initiative by the US Consulate for a student- Ms. Misha Sivaram. Article published in “The Hindu”.
- Two Students from 2022 batch recruited by the World Bank, Chennai.

PG DEPARTMENT OF COMMERCE

The PG Department of Commerce had initiated activities related to its purpose of inception since July 2018. The core areas of achievements are:

- i) Increasing the competency through providing practical knowledge and exposure
- ii) Capacity building through soft skill development.
- iii) Annual MOU activities
- iv) Students participation in curricular & co-curricular activities
- v) Research activities
- vi) Activities promoting social welfare and community development
- vii) Students qualifying competitive examinations, NET & JRF.

i) Increasing the competency through providing practical knowledge and exposure:

A. Since its inception the department had organised guest lectures, conferences and workshops in various titles, to enhance knowledge.

- * Sustainability & Innovative Practices
- * Logistics & Supply Chain Management
- * Entrepreneurship
- * Corporate Governance

B. Industrial visits were organised to Kailash Logistics Park, Oragadam, Auroville, Pondicherry, Info-tech solutions, Bangalore, EXIM warehouse and A2B factory Chennai.

ii) Capacity building through soft skill development

The department had organised capacity building and soft skill development workshop on the titles:

- * Career Compass - A Career Guidance Program
- * Analytical Skills for Research
- * Paper bag making workshop

iii) Annual MOU activities

The Department had signed an MOU with Bullockcart Workers Development Association (BWDA) in April 2022 for 3 years, to promote mutual welfare of the stake holders of both the Institutions.

* Students activities at BWDA College, Tindivanam, Rural Entrepreneurship Workshop, Workshop for SHG Women, Mushroom Cultivation Program at Villupuram.

iv) Students participation in curricular & co-curricular activities

* Students participated and won prizes in Intercollegiate programs and Competitions.

* Students had actively involved in events organised in the department

* One student from the department had participated in the International Students Service Learning Program, Ms.Joancy Pushpa - Philippines.(Batch 2022-24)

*Ms.Rasika, participated in the visit to BSE - Bombay. (Batch 2022-24)

v) Research activities

A.Publications: Total no. of publications - 11

Name of the Faculty	Title of the Paper	Name of the Journal	Volume & Page No.	Average Impact Factor	Specify UGC Care List/Scopus Indexed
Dr.B.S.Catherine Arokia Mary	Assessing the Awareness Levels of Health Insurance in Chennai City – An Empirical Study	<i>Infokara research Journal. ISSN No:1021-9056</i>	Vol.8, Iss.11 P.No.14 85-1491	5.3	UGC : Infokara research Journal
	Impact of COVID - 19 on purchase behavior of Genz consumers in India	<i>Turkish Online journal of Qualitative inquiry</i>	Vol 12, Iss 05 4337-4346	-	SCOPUS
Dr. R. Linet Christilda	Tourism towards sustainability and	IPE Journal of Management	14 & 35-44	7.138	UGC CARE LIST

	innovation post COVID 19 - A Literature Review				
	Perception of Mid-Aged people towards UPI applications in Chennai	Dogo Rangsang Research Journal (Print)	Vol 13 Issue 4 No 8 pg nos. 261-268	-	ISSN 2347-7180 UGC Care
	Students' Perception Towards Use of Artificial Intelligence Tools in Education	Humanities and Social Science Studies Journal (Print)	Issue 01, No 18, Jan-June 2023 pgs 109-116	7.28	ISSN 2319- 829X UGC Care (Group 1)
Dr.Eswari.M	Consumer s' attitude towards green products and environmental awareness with reference to Coimbatore City.	<i>International journal of humanities, Law and Social sciences</i> ISSN 2348-8301 Vol-8, Issue-9. P.197-201	-	7.0987	UGC Care
	A Study on consumer preference	<i>Mumbai</i> ISSN 0972-0766, Vol XCV, No.2, 2022			

	towards E-Shopping during Covid 19 Pandemic				
	A Study on the preference of Brands among IT professionals	<i>ANVESAK, ISSN 0378-4568</i> <i>Vol.51.</i> <i>No.02(XI)</i>			
	A study on the problems of Micro Enterprises with special reference to Ambattur Industrial Estate, Chennai	<i>Infokara research Journal. ISSN No:1021-9056</i>	Vol.8, Iss.11 P.No.69 4-705	5.3	UGC : Infokara research Journal
	A study on non-financial support given by financial institutions to micro entrepreneurs with special reference to Guindy taluk	Alochana Chakra Journal	Volume IX, Issue V, ISSN NO:223 1-3990. P.55-69	6.3	UGC Care List
	Financing Options	<i>International Journal of</i>	Vol. 5 Issue 3.	5.3	UGC CARE

	for Micro Enterprises in India	<i>Research and Analytical Reviews. ISSN 2349-5138</i>	P. No.165-170 August 2018		
Dr. Smitha Poulose	A study on Consumer Perception towards Food Ordering Portal with reference to Swiggy and Zomato in Chennai.	<i>Infokara research Journal. ISSN No:1021-9056</i>	Vol. 8, Iss. 11, P. No. 377-385 November 2019	5.3	UGC : Infokara research Journal
	Effectiveness of Social Media Marketing in transforming the lives of Business Users – An Overview	<i>Infokara research Journal. ISSN No:1021-9056</i>	Vol. 8, Iss. 11, P. No. 377-385 November 2019	5.3	UGC : Infokara research Journal
	A Study on Customer Satisfaction towards Cable TV Network and Online	Palarch's Journal of Archaeology of Egypt	Volume 17, No.6, pp.13811 to13820, Nov 2020,	2.87	Scopus Indexed

	Video Streaming Services in Chennai		ISSN No:156 7-214x		
Ms.Joy Demaris P	A Study on motivation of employees with special reference to Prophoenix technologies, Chennai	<i>Infokara research Journal. ISSN No:1021-9056</i>	Vol. 8, Iss. 11, P. No. 377-385 November 2019	5.3	UGC : Infokara research Journal

B. Student's Seed Grant

Name of the Students receiving seed money	Amount of seed money	Year of receiving grant
Esther (22PCM12)	5,000	2023
Yuvapriya (20PCM40)	5,000	2020

vi) Activities promoting social welfare and community development

*From the year 2022 onwards service learning component was included in the courses, Rural Marketing and Consumer Behaviour.

* The Department had received grants from MHRD (Rs.50,000), TANSCHER (Rs.20,000) and SIDBI (Rs.30,000) for Village adoption scheme UBA, Fostering Entrepreneurship & Rural Development and Women Entrepreneurship. The funds were effectively utilised for community development and social welfare.

* Awareness programmes were organised for students in Rural and Semi-urban areas on Consumer Awareness, Women Education and Entrepreneurship.

7 Students qualifying in state/ national/ international level examinations during the year

Examinations	Details of the Students
NET	18PCM09 Hibah Samar (December 2019)
	22PCM22 Joancy Pushpa (June 2024)
	23PCM32 Shyamala V (June 2024)
	18PCM03 Aparna (December 2020)
NET & JRF	20PCM37 Chitra M (December 2020)
CA (Intermediate Examination)	18PCM24 – Sangeetha Priya (November 2019) 617650 (Group 1)
CMA (Intermediate Examination)	18PCM24 – Sangeetha Priya (June 2019) 02181025213 (Group 2)