

V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai

(Belonging to Virudhunagar Hindu Nadars)

Re-accredited with 'A' Grade (3rd Cycle) by NAAC

Virudhunagar



IQAC BULLETIN

VOLUME 3 : ISSUE 1
NOVEMBER 2019

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CERTIFICATE

The Certification Body
of TÜV SÜD South Asia Private Limited
certifies that

V.V.Vanniaperumal College for Women (Autonomous)
Madurai Road, NH7, Virudhunagar - 625 001, Tamil Nadu, INDIA

has implemented a Quality Management System
in accordance with ISO 9001:2015
For Scope of

DESIGN AND DEVELOPMENT OF CURRICULUM AND
PROVIDING EDUCATIONAL SERVICES FOR UNDER GRADUATE,
POST GRADUATE AND RESEARCH PROGRAMMES IN THE FIELD OF
ARTS, SCIENCE, COMMERCE, MANAGEMENT, INFORMATION
TECHNOLOGY AND COMPUTER APPLICATIONS AFFILIATED TO
MADURAI KAMARAJ UNIVERSITY, MADURAI

The certificate is valid From 2019-12-24 until 2022-12-23
Subject to successful completion of annual periodic audits
The annual status of the certificate can be obtained on ISO 9001:2015
Further information regarding the scope of this certificate may be obtained by contacting the certification body

Certificate Registration No. 99 100 20586

Date of Initial certification: 2019-12-24

Prakash

Certification Body
of TÜV SÜD South Asia Private Limited, Member
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IQAC EXECUTIVE MEMBERS

- Chair Person** : **Dr. (Tmt.) S.M. Meena Rani**, M.Sc., M.Phil., Ph.D., PGDCA.,
Principal, V.V.Vanniaperumal College for Women, Virudhunagar.
- Members from Management:** **Er. Thiru. R. Ravisekar**, B.E.,
Secretary, V.V.Vanniaperumal College for Women, Virudhunagar.
Tmt. Rathika Vanni Anandham, B.A.,
Joint Secretary, V.V.Vanniaperumal College for Women, Virudhunagar.
- Nominee from Industrialist** : **Thiru. S. Ramamoorthy**
Moorthy Traders, Virudhunagar.
- Member from Local Society** : **Dr. S.M. Rathinavel**, MBBS, C.Diab.,
CARE AKPS Hospital, Virudhunagar.
- Nominee from Alumni** : **Tmt. Vani Muthukrishnan**, M.Sc.(IT),
Entrepreneur, Virudhunagar.
- Co – ordinator** : **Dr. (Tmt.) R. Barani**, M.C.A, M.B.A., M.Phil., Ph.D.,
Associate Professor, Department of Computer Science
- Senior Administrative Officers** : **Dr. (Tmt.) B. Nandhini**, M.Com., M.Phil., PGDCA., Ph.D., M.B.A
Assistant Professor, Department of Commerce (SF)
Dr. (Tmt.) S. Sharmelee, M.A., M.Phil., Ph.D.,
Assistant Professor, Department of English
Dr. (Tmt.) R. Hepzi Pramila Devamani, M.Sc., M.Phil., Ph.D., PGDCA.,
Assistant Professor, Department of Physics
- Senior Teacher Members** : **Dr. (Tmt.) B. Subasini**, M.C.A., M.Phil., Ph.D.,
Assistant Professor, Department of Computer Applications (PG)
Dr. (Tmt.) V. Navaneethamani, M.A., B.Ed., M.Phil., Ph.D.,
Assistant Professor, Department of English
Tmt. M. Rajakumari, M.Sc., M.Phil.,
Assistant Professor, Department of PG Biochemistry
Tmt. S. Rajapriya, M.S(IT).,
Assistant Professor, Department of Information Technology
Ms. A. Sujatha, M.Sc., M.Phil., PGDCA.,
Assistant Professor, Department of Mathematics (SF)
Dr. (Tmt.) P. Sooriyakala, M.Sc.,M.Phil.,Ph.D.,
Assistant Professor, Department of Mathematics
Dr. (Tmt.) A. Anitha, M.Sc., M.Phil., Ph.D.,
Assistant Professor, Department of Chemistry
Ms. S. Induja, M.Sc., M.Phil.,
Assistant Professor, Department of Chemistry (SF)
Dr. (Tmt.) R. Malathi, M.A., B.Ed., M.Phil., Ph.D.,
Assistant Professor, Department of History
Tmt. R. Atheeswari, M.Com., M.Phil.,
Assistant Professor, Department of Commerce
Ms. N. Malathi, M.Sc.,
Assistant Professor, Department of Mathematics (SF)
Tmt. P. Sudha, M.C.A., M.Phil.,
Assistant Professor, Department of Computer Applications (UG)
- Student Members** : **Ms. M. Sangeetha Alias Sheeba**, II M.Sc Computer Science
Ms. M. Sobana, I M.A English



INTELLECTUAL EXUBERANCE

Prestigious Ph.D Awardees



Dr. J. Kavitha
Asst. Prof. of Chemistry



Dr. M. Sankareswari
Asst. Prof. of Physics



Dr. R. Vidhya
Asst. Prof. of Physics



Dr. R. Bagavathi Lakshmi
Asst. Prof. of
Computer Applications (UG)



Dr. P. Suganthi
Asst. Prof. of Business
Administration



Dr. M. Jothilakshmi
Asst. Prof. of Business
Administration

Amazing Accolades



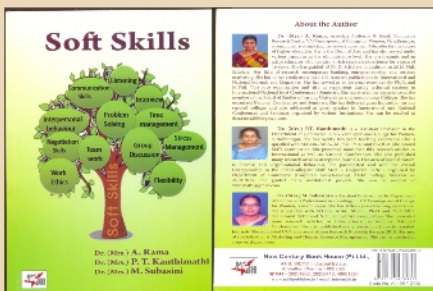
Dr. S. Yogam
Asst. Prof. of Tamil

முத்தமிழ்ச் கடர் விருது



Dr. J. Kaveri
Asst. Prof. of Tamil

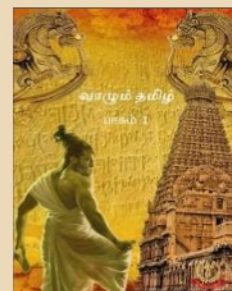
Admirable Authors



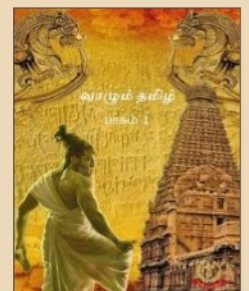
Dr. A. Rama
Head & Asso. Prof. of Commerce
Dr. P.T. Kanthimathi
Asst. Prof. of Commerce
Dr. M. Subasini
Asst. Prof. of Commerce(PA)



Dr. B. Nagajothi
Asst. Prof. of Tamil



Dr. B. Kanimozhi
Asst. Prof. of Tamil
Chapter Title: பதினெண்
கீழ்க்கணக்கு நூல்கள்
உணர்த்தும் அரசியல்
அறம்



Dr. J. Kaveri
Asst. Prof. of Tamil
Chapter Title: இன
வரைவியல் நோக்கில்
பதினெண்கீழ்க்கணக்கு

ACADEMIC ACCOMPLISHMENTS

International Conference

The Department of Commerce organized a Two-day International Conference on “Futuristic Vision in Functional Management for Global Green Economy” on 21st & 22nd August 2019. The conference brought the recent developments in functional management to the forefront and get exposed to Global Green Economy.



International Conference

With the joint venture of the Departments of Biochemistry, Zoology, Home Science & Botany, a Two-day International Conference on “Scientific & Social Approaches to Mental Well being - 2019” was organized on 3rd & 4th October 2019. The resource persons elaborated on the ways & means to attain mental well being.



National Conference

On 26th July 2019, the Department of Tamil (SF) organised a National Conference on “தமிழிலக்கியங்களில் மரபும் மாற்றமும்”. The Conference threw light on the transitional changes in tradition and heritage as reflected in Tamil literature. The souvenir of the conference with research articles of academicians and scholars was released on the day of the conference.



National Symposium

Departments of Biochemistry, Microbiology and Biotechnology conducted a National Symposium on “Emerging Viral Infectious Diseases” on 31st July 2019. Dr. R. Balasubramanian, National Institute of Virology, Kerala and Dr. M. Muniyaraj, ICMR Madurai enlightened the audience on ‘Risk of dengue’ and ‘Emerging mosquito borne viral diseases in India’.

ACADEMIC ACCOMPLISHMENTS

Intercollegiate Conference

An Intercollegiate Conference on “Advertising In & Out - Ad Buzz” was organised by the Department of Business Administration on 24th July 2019. Thiru. Lekha Rathnakumar, CEO, Lekha Productions, Chennai and Thiru. Samuel Timothy, Senior Manager, CRM Kellogs, Chennai delivered inspirational lectures. Intercollegiate competitions were also conducted.



National Seminar

The Department of History organised a National Seminar on “Numismatics: Array Of Coins & Rumination Of Indian Culture” on 18th September 2019. The seminar proved a platform to interact with resource persons from Numismatic Research Centre and Epigraphists. A fabulous coin exhibition was also arranged on the day of seminar.

Workshop

The Department of History organized a Two-day Skill Development Workshop on “Entrepreneurship” on 19th & 20th August 2019. Students were trained in the preparation of Organic Soap, Candle, Phenyl, Soap Oil, and Cleaning Powder, making of cuisines like Cake, Jam and Juice and designing Original and Artificial Flower arches.



Workshop

Department of Mathematics organised a One-day Workshop on “Delay Differential Equations” on 20th September 2019. Dr. M. Pitchaimani, Assistant Professor, Ramanujan Institute for Advanced Study in Mathematics, Chennai gave hands-on training to the students on the Applications & Solutions of Delay Differential Equations in Biological Models using MAPLE Software.



ACADEMIC ACCOMPLISHMENTS

Workshop

Department of Chemistry organised ‘Chemcompete 2019’, a Two-day Workshop on “Challenging Chemistry in Competitive Exams (CSIR-NET/SET/TRB/TET)” on 12th & 13th September 2019. Dr. A. Gubendran, Associate Professor of Chemistry, Saraswathi Narayanan College, Madurai prescribed the strategies to crack Competitive Exams.



Inter-Collegiate Meet

The Department of Computer Science (SF) organized an “Inter-Collegiate Meet - V3 Techderby ‘19” on 21st August 2019. Competitions like Paper Presentation, Quiz, Web Development, Rangoli, Poster Making, Debugging, Tik-Tok were conducted. VHNSN College, Virudhunagar won the overall shield among 10 colleges.

START-UP COMPANIES

Techie Tree Solutions

The Department of Computer Science has launched a start-up company “Techie Tree Solutions” on 14th August 2019 with the view to develop a software for automating the various tasks in the college and to design software for the customers outside the college. ‘Hostel Students’ Details Management’ project has successfully been completed as an initial enterprise.



Virutcham & Trendy Turn

Two start-up companies “Virutcham” and “Trendy Turn” were launched on 6th September 2019 by the Department of Home Science and Department of Costume Design & Fashion respectively. “Virutcham” proposes to manufacture and sell food products prepared by students. “Trendy Turn” involves the student in the preparation & sales of garments, bouquet, foot mat etc.



ACTIVITIES OF IQAC

Administrative & Academic Audit

On 9th May 2019, Academic & Administrative Audit was conducted in the IQAC Office. Dr. V. Balamurugan, Professor, Department of Computer Science & Engineering, Director, IQAC from MS University examined, verified the IQAC documents & gave his comments about IQAC based on SWOC analysis.



Health Awareness Programme

IQAC, in Collaboration with JCI India Zone organised a special Health Awareness Programme on “Menstrual Hygiene Prayas” for the first year residential students on 22nd June 2019. Jc Vidhya Kodieswaran, Member of Prayas Committee shared her ideas and insisted the importance of practising hygienic habits at the time of menstruation.

IQAC Executive Meeting

IQAC Executive Meeting was held on 1st July 2019 with the members from Management, Industrialist Nominee, Members from Local Society, Student Alumni, Faculty Members of IQAC & Student Members. Dr. R. Barani, IQAC Coordinator introduced the newly appointed IQAC members and discussed the work plan for the academic year 2019-2020.



Hands on Training Programme

IQAC, in Collaboration with ICT & Soft Skill Cell, organised a Hands - on Training Programme on “ICT Tools for Effective e-Learning” for the faculty members on 5th July 2019. Dr. M. Chengathir Selvi, Assistant Professor, Department of Information Technology, Kamaraj College of Engineering and Technology, Virudhunagar shared her expertise on effective teaching through ICT Tools.

ACTIVITIES OF IQAC

Awareness Programme

An Awareness Programme on “To Relate.....To Redeem: Premarital Guidance” was organized by the IQAC in collaboration with JCI BLISS on 8th July 2019. Dr. Synthia Mary Mathew, Associate Professor of Psychology, Department of Social Sciences, Lady Doak College, Madurai rendered an effective session on Premarital Guidance.



Faculty Orientation Programme

IQAC organised an Orientation Programme for faculty members on “Professional Ethics” on 11th July 2019. Dr. N. Ponmathi, Former Head & Associate Professor of Tamil (Retired), ignited the minds of the teachers by emphasizing Professional code of Ethics. The programme motivated the newly appointed faculty members towards dedication and steered up their devotion in career.



Workshop

To invigorate and enkindle the spirit of Research endeavour, a One-day Workshop on “The Art of Writing Effective Project Proposal” was organized by the IQAC on 3rd August 2019. Dr. A. Balaji Ganesh, Professor, Registered Patent Agent India and IPR Consultant, Velammal Engineering College, Chennai enlightened the faculty members on project proposals by encouraging them to pursue minor & major project.



Awareness Programme

IQAC organised a special Meeting for residential students on 24th August 2019. Volunteers of Master Choa Kok Sui (MCKS) Pranic Healing Centre, Virudhunagar introduced the Art of Pranic healing to the students. V. Ramya, pranic healer from MCKS educated the students how to feel the energy, how to do away with negativity and also demonstrated “Super Brain Yoga and Twin Heart Meditation”.



ACTIVITIES OF IQAC

Awareness Programme

IQAC organized a Health Awareness Programme for the Non-teaching faculty members on 10th August 2019 on “Health Benefits of Yoga Mudras”. Thiru.Jayabalan, Trainer and Practitioner of yoga mudras motivated the audience to practice the yoga mudras, and clarified the doubts raised by the audience regarding yogas.



Inauguration of RO Drinking Water

The Opening Ceremony of RO Water plant was organized by IQAC on 19th September 2019. Rotary Club of Virudhunagar Elite has benevolently donated 10 Hand Washing Stations besides the RO Water Plant to our college. The chief guest Rtn. DG. Dr. Sheik Saleem addressed on the involvement of Rotary Club in serving the society.



Leadership Camp RYLA - 2019

A two-day Leadership Camp RYLA (Rotary Youth Leadership Awards) – 2019 was conducted by the IQAC in collaboration with the Rotary Club of Virudhunagar Elite on 28th & 29th September 2019 for the enthusiastic inmates of the hostel. The programme proved to be an awesome opportunity to elate, elevate and enunciate the positive spirits of the young minds and instill hope and confidence in them.



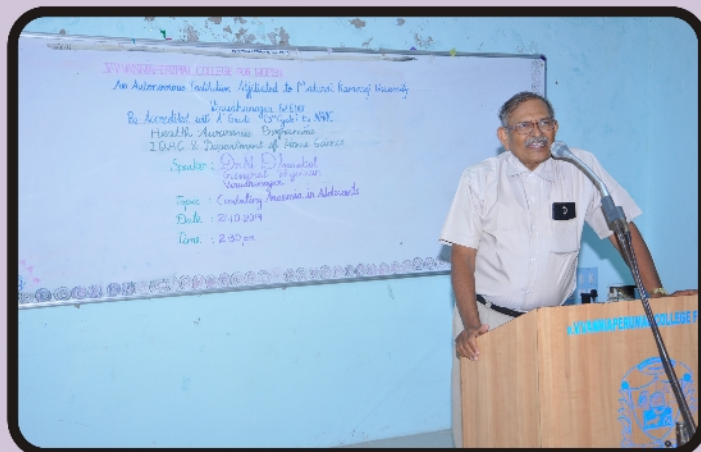
Guidance for NIRF 2020

A Special Meeting was organized by the IQAC on 12th October 2019 to clarify the doubts regarding NIRF 2020. The renowned academician, Prof. Dr. S. Sivasubramanian, Former Vice Chancellor of Bharathiar University & Noorul Islam University & Former Advisor, Research and Development, Vels University elaborated on the details of required parameters to be filled in NIRF 2020.



Health Awareness Programme

IQAC, in Collaboration with the Department of Home Science organized a Health Awareness Programme on 21st October 2019. The Programme exclusively focused on the anaemic students diagnosed through Hemoglobin screening test. Dr. N. Dhanapal, General Physician, Virudhunagar addressed the audience on “Combating Anaemia in Adolescents”.



STUDENTS' UNION CABINET



Orientation Programme

On 20th June 2019, a General Orientation Programme was conducted by college students' Union Cabinet to familiarize the students with the new environment. As a part of Orientation programme, a meditation session was organized by Dr. Sankarganesh Arunachalam, Heartfulness Meditation Trainer, Heartful Institute. He also delivered a lecture on “Relaxation Techniques”.

Student Induction Programme

The Department of English offered ‘Communication Skills Programme’ and ‘Mentoring with Universal Human Values’ session for all the first year UG students from 21st to 25th June 2019 in collaboration with ‘College Students’ Union Cabinet’. The programme proposed to impart speaking and writing skills & knowledge of functional grammar and Vocabulary usage to students.



Union Inauguration cum Investiture Ceremony

The activities of the college Students' Union Cabinet were inaugurated by Dr. G. Sivaraman, Managing Director, Arogya Health Care (P) Ltd, Chennai. The cabinet members and the secretaries of UG & PG Associations took charge of their duties in the investiture ceremony by swearing oath on that day.



PLACEMENT CELL

Job Fair - I

Job Fair I was conducted on 8th August 2019. Five Multi-national IT and Non-IT companies - Zen Corp Techno solutions, Bright Star Educational Institution, English Edge, Coimbatore, Magus Dialog, EOS Globe, TVR Enterprises, Chennai and ABI Educational Trust, Nagarcoil visited our college and nearly 313 students got placed in various companies.



Job Fair - II

On 27th September 2019, Job Fair II was organised in which Multi-national companies like Alliance Technologies, M Power Young India, Chennai, JSK Career Car Pvt. Ltd, Madurai and The English Academy, Sivakasi came to recruit students and all the outgoing students actively participated. Nearly 90 students were offered job placements. Besides this 5 students were placed through Off-Campus interview.



INTERCOLLEGIATE TOURNAMENTS

Three Madurai Kamaraj University Tournaments were organised by the Department of Physical Education in our sports ground in the month of September 2019. Nearly 12 colleges participated in these tournaments.

- ✦ Lady Doak College won the Overall Trophy in the Ball Badminton Tournament held on 5th & 6th September 2019.
- ✦ In the Basketball Tournament held on 11th & 12th September 2019, Yadava College bagged the Overall Trophy.
- ✦ The American College clinched the Overall Trophy in the Hockey Tournament held on 30th September & 1st October 2019.



Ball Badminton Tournament



Basketball Tournament



Hockey Tournament

LIBRARY CARNIVAL

State Level Library Carnival

On 6th August 2019, One-day State Level Intercollegiate Library Carnival - Vaasika Vanga - 2019 was celebrated by conducting Quiz, Bookmark Creation, Word finder, e-finder, Author finder, Book finder, Sudoku, Story-telling contest. S.S.M.Selvarajan Meenakshi Rolling Trophy was bagged by Rajapalayam Raju's College.



Intra-Collegiate Library Carnival

On 19th September 2019, 4th One-day Intra-Collegiate Library Carnival was conducted. A series of competitions - Quiz, Bookmark Creation, Word finder, e-finder, Author finder, Book finder, Sudoku, Story-telling contests were conducted. Students from various departments participated enthusiastically and won many prizes.



FACULTY-STUDENT EXCHANGE PROGRAMME

To create diversified teaching-learning opportunities, Faculty-Student Exchange Programme has been initiated by signing MOUs with the fellow colleges.

- ❖ On 15th July 2019, the Department of Commerce and on 12th August 2019, the Department of History undertook the programme at SFR College, Sivakasi
- ❖ The Department of Chemistry offered the programme to the chemistry students of SRNM College, Sattur on 5th August 2019.
- ❖ The Department of Maths (Aided) conducted a six-day programme on 16th & 20th August & from 19th to 22nd August 2019 at SRNM College, Sattur.
- ❖ The Department of Physics involved in the exchange programme at Devanga Art College, Aruppukottai on 21st & 25th August 2019.



OBSERVANCE OF NATIONAL DAYS

Kamarajar Birthday

To commemorate the 117th Birth Anniversary of our former Chief Minister Shri. K. Kamaraj, the Department of History organized a special meeting on 15th July 2019. 124 students formed a human chain to depict the name "KAMARAJ". Our Secretary Er. Thiru. R. Ravisekar, B.E., paid tribute to the portrait of Thiru. Kamaraj with a garland and the students sang in praise of his achievements.



Independence Day



Our College President Thiru. O.M.S.R.J. Mahesh Babu, B.A., hoisted the National Flag in the 73rd Independence Day and Dr. M. Tamilselvi, Assistant Professor of Tamil gave the Independence day message.

Teachers' Day

Teachers' Day was celebrated on 5th September 2019 on the occasion of which Dr. Muhilai Rajapandian, Registrar(Rtd), Central Institute for Classical Tamil Research, Chennai delivered the Teacher's Day message. The students honoured the faculty members with gifts. There was a grand gala of cake cutting ceremony to make the day memorable.



150th Birth Anniversary of Gandhiji

As a part of 150th Birth Anniversary celebration of Gandhiji, the Department of History conducted Intra-Collegiate Competitions on 30th September & 1st October 2019. To spread Gandhian Values among the student community, Faculty members of History and the Students paid tribute to the statue of Father of our Nation by offering flowers.



INTERNATIONAL/NATIONAL DAYS



- ✧ To raise awareness on the benefits of Yoga in daily life, the Department of Physical Education and National Service Scheme (NSS) celebrated the **“International Day of Yoga”** on 21st June 2019.
- ✧ On 10th July 2019, on the occasion of **“World Population Day”**, the Green Club organised an extensive Tree Plantation Programme and conducted various competitions for students on the theme of population control.
- ✧ In connection with the commemoration of **“Kargil Vijay Diwas”**, the Department of History staged an Audio Visual Play on **“Sacrifice of Our Real Heroes in Kargil War”** for the students on 26th July 2019.
- ✧ **“College Campus Day”** was observed on 26th July 2019, on the occasion of which Human chain was formed and the campus was made green by planting trees.
- ✧ **“World Breast Feeding Week”** was celebrated by the Department of Home Science on the 1st week of August 2019. Various Interdepartmental Competitions were organised.
- ✧ Department of Physics observed the **“Hiroshima - Nagasaki Day”** by conducting Poster Making and Essay writing competitions related to it on 6th August 2019.
- ✧ **“National Nutrition Week”** was celebrated by the Department of Home Science on 5th September 2019 by assessing the BMI & providing diet counselling for the students.
- ✧ **“Rashtriya Hindi Diwas”** was celebrated by the Department of Hindi on 14th September 2019. Dr. K.A.S.O. Marimuthu, Head, Department of Hindi from Sri Kaliswari College gave a special lecture on ‘Basha Vikas - 2019’.
- ✧ Department of Zoology celebrated the **“Wildlife Week 2019”** from 24th to 26th September 2019. Various competitions were conducted based on the theme ‘Life below water; for people and planet’.
- ✧ Department of Computer Science celebrated the **“International Day of Universal Access to Information 2019”** on 27th September 2019. A Guest Lecture on **“Impact of social networks on society”** was delivered and interdepartmental competitions were conducted in connection with it.
- ✧ Department of Commerce celebrated the **“Indian Postal Week”** from 9th to 15th October 2019. Various interdepartmental competitions were conducted for the students.



PARENT TEACHERS MEETING



The Parents Teachers Association (PTA) meeting was held on 8th August 2019. The meeting was presided over by Dr. S.M. Meena Rani, Principal. The Secretary, Er. Thiru. R. Ravisekar, highlighted the infrastructural developments made in the last few years and assured the support of the management for the overall development of the institution. The Principal elaborated on how PTA could play a proactive role in the governance of the institution. There was a very cordial interactive session between parents, teachers and the managing board. Parents offered their suggestions and constructive criticism regarding the amenities in the college. The Principal and the management answered the queries raised by the parents & guaranteed the students welfare in all aspects.

EXTENSION ACTIVITIES



“Awareness on Poly Cystic Ovarian Disease”
Sulakkarai - 24th August 2019
Department of Biochemistry (PG)

“Cleanliness Awareness Programme”
Sengundrapuram - 5th September 2019
Department of Computer Science



“Donation of Tree Saplings”
Chinnamoopanpatti - 14th September 2019
Department of Mathematics (Aided)

Skit & Rally on “Jal Sakthi Abhiyan”
Paavali - 24th September 2019
Department of History

EXTENSION ACTIVITIES



“Ozone Awareness Programme”
 Chatrareddiapatti - 30th September 2019
 Department of Chemistry



“Hemoglobin level checking”
 K. Usilampatti - 24th September 2019
 Department of Physics



“Dengue Awareness Programme”
 Chatrareddiapatti - 24th September 2019
 Department of Commerce



“Plant More Trees - Get More Rain”- Rally
 Meenakshipuram - 1st October 2019
 Department of Tamil



“Blood Group Identification Camp ”
 Paavali - 1st October 2019
 Department of Zoology



“Unnat Bharat Abhiyan” - Household Survey
 Vadamalaikurichi - 3rd October 2019
 Department of Computer Applications

FORUM ACTIVITIES

College Planning Forum

As a part of College planning Forum activity, “Road Safety Awareness” was given by inviting Thiru. M. Prabaker, B.Tech., Motor Vehicle Inspector, Virudhunagar on 10th July 2019. The Programme accentuated on abiding by the traffic rules and staying vigilant while crossing busy roads.



Student/Faculty Research Forum

With a view to foster the Research temper of students as well as faculty members, the Student/Faculty Research Forum organised a guest lecture on “Enhancing Writing Skills of a Research Paper” on 15th July 2019. Mrs. S. Saroja, M.E., from Mepco Schlenk College of Engineering, Sivakasi delivered an effective talk on how to write & publish a research paper.



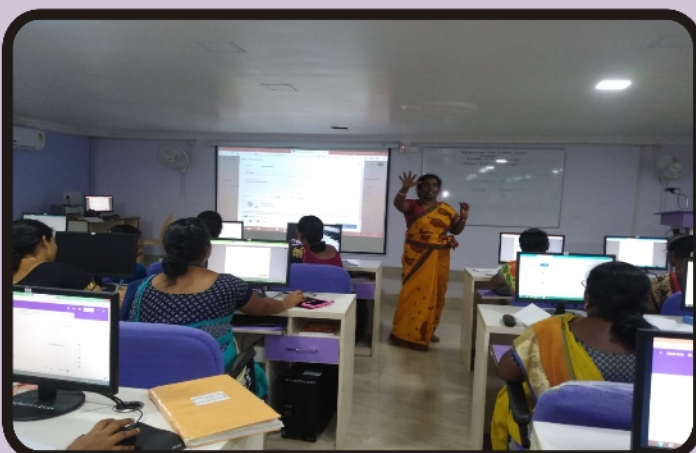
Curriculum Development Cell

Realizing the inevitability of the curriculum to cater to the needs of the student community and to train the faculty members on the techniques & incorporating behavioural and cognitive learning among students, Dr. S. Sivasubramanian, Former Vice-Chancellor, Bharathiar University gave a lecture on “Understanding Bloom’s Taxonomy” on 18th July 2019.



ICT & Soft Skill Development

The ICT & Soft Skill Development Cell organised a Hands-on Training Programme for the faculty members on “Google Classroom Creation and Access” and “e-Content Development” on 1st August 2019 intending to upgrade the teaching-learning process and to keep in pace with the growing technology.



FORUM ACTIVITIES

Youth Welfare Organisation

The Youth Welfare Organisation organised You(th)nique - 2019, a series of Intra-Departmental competitions from 16th to 24th August 2019 on Jai Sakthi Abhiyan, which brought out the latent talents of the students to the forefront.



National Cadet Corps

The activities of National Cadet Corps was inaugurated on 29th August 2019 by Commanding Officer Colonel Bipal Chandrananth, GCA. Rehana Parveen and Lt. Captain Rajendran. 35 Cadets were enrolled in "VVV College 2TN Girls Battalion". The Cadets were actively involved in regulating the two-wheelers and inspecting licence & the usage of helmet by the students and faculty members at the college entrance.

RRC & YRC - Blood Donation Camp

The RRC, in collaboration with the YRC of our college, Rotary Club of Virudhunagar Elite and Unja Dhanasamy - Parimala Devi Charitable Trust organized a Blood Donation Camp on 17th September 2019. Nearly 100 students and faculty members donated their blood to save the life of needy people.



Equal Opportunity Centre

The Equal Opportunity Centre organised a One-day Workshop on "Employability and Entrepreneurship Skills for the Special Student Aspirants" on 21st October 2019 apprehending the significance of creating job opportunities for the differently abled student aspirants and to hone their entrepreneurial skills.

NSS SPECIAL CAMP

- ◆ The National Service Scheme Special Camp 2019-2020 at Paavali and Meenakshipuram was inaugurated on 26th September 2019.
- ◆ Tmt. Ganga, B.A., Counsellor, AACHI Counselling Unit, Virudhunagar gave a lecture on "Tips to Mental Health for Women" at Paavali on 27th September 2019.
- ◆ Dr. S. Senthil Lingam, Department of Folklore, Madurai Kamaraj University addressed the NSS students on "Globalisation and its impact on Folklore" at Meenakshipuram on 27th September 2019.
- ◆ Thiru. G. Karuppasamy, M.A. B.L, Lawyer, Madurai District Court addressed the inhabitants of Meenakshipuram on "Women's Rights" on 28th September 2019.
- ◆ Thiru. V. Ram Kumar, B.E., Communication Trainer, Virudhunagar trained the NSS volunteers on "Communication Skills and Life Skills" at Paavali on 28th September 2019.
- ◆ Rally on "Women's Rights" at Paavali and Survey for UBA Baseline household at Paavali on 28th September 2019.



- ◆ Tmt. S. Balasaraswathy, M.sc., M.Phil., M.C.A., PGDCA., PGDPP.Ed., Assistant Professor of Home Science delivered a lecture on "Healthy Diet for a Wealthy Life" at Paavali and Meenakshipuram on 29th September 2019.
- ◆ Thiru. Bala Krishnan, B.Sc., Retired Revenue Inspector trained the NSS Volunteers on how to prepare for the competitive examinations at Paavali and Meenakshipuram on 29th September 2019.
- ◆ Dr. B. Thanga Pandian, BVS., Veterinary Doctor & Assistant Surgeon, Vadimalaikuruchi conducted a special Medical Camp for Domestic Animals at Paavali on 30th September 2019.
- ◆ Tmt. A. Josphine, Case Worker and Tmt. R. S. Subashini, IT Staff, One Stop Centre Social Welfare Department, Virudhunagar created awareness on "Women Helpline 181" at Paavali and Meenakshipuram on 30th September 2019.
- ◆ V.V.V. College Pazhaiya Manaviyar Sangam donated 20 fruit saplings and fence to Paavali. Students enacted a play signifying the importance of tree plantation & rallied around Meenakshipuram and created awareness on "Go Green, Be Clean" on 30th September 2019.
- ◆ On 1st October 2019, Thiru. T.S.S. Sabari Muthu, B.sc., Proprieter, Nice Roasted Gram, educated the students on "Leadership and Communication Skills through Group Discussion". He also enlightened students on "Vaanaamae Ellai" (Sky is the Limit).

ENTREPRENEURSHIP DEVELOPMENT CELL

Workshop

Under the “Students as Trainers - Workshop Series”, a workshop was organized to train the students in making ‘Wind Chime with Photo Frame’ from 8th July 2019 to 10th July 2019. Ms. V. Minminishree and Ms. R. Madhushree of I M.B.A were the trainers for the workshop. 34 students from various departments participated and got benefited through the workshop.



Startup

A Marketing Research Project was undertaken through the startup **Viyugam Consultancy** on the topic “A study on effectiveness of distribution channel of Idhayam Products” on 30th July 2019. The student members of the startup company presented the report to the CEO of V.V.V & Sons Edible Oils Ltd., Thiru. V.R. Muthu. A consultancy remuneration of Rs.25,000/- was charged for this project.

Workshop

A workshop on ‘Bakery and Confectionary’ was conducted in association with Bell Institute of Hotel Management, Sivakasi on 14th August 2019. Mr. Leo Robert, Principal, Bell Institute of Hotel Management, Sivakasi trained the students in the preparation of cakes, muffins, brownies & puffs. The workshop helped the students to improve their entrepreneurship skills.



Workshop

On 13th September 2019, a workshop on “Digital Marketing” was conducted in association with Tech Volt Technologies, Coimbatore. 50 students from MBA & BBA departments participated in this workshop. Mr. Vinayaga, HR Manager, Techvolt Software Pvt. Ltd. elaborated on the marketing of products using digital technologies through mobile phone Apps and other digital mediums.

Workshop

Under the “Students as Trainer - Workshop Series”, a workshop was organized to train the students in the art of Flower Arrangement on 25th September 2019. S. Sulthana Fathima and N. Narmatha of III B.Sc. Zoology and M.N.R. Ramharshini of III B.A. English were the trainers for the workshop. 30 students from various departments got benefited.



Corporate Social Responsibility

As a part of Campus Company activities, the students visited Thiyagam Trust, Madurai a trust for differently abled Women on 17th October 2019. They offered Entrepreneurial Skills Training to 23 differently-abled Women and also provided a seed money of Rs. 4000/- to two differently-abled Women to enable them to start business.



INSTITUTION INNOVATION COUNCIL

Leadership Talk

A motivational speech on “Entrepreneur’s Life & Crossroad” was held on 4th July 2019. An interaction was held with Thiru. Vijaya Dharshan Jeevagan, Managing Partner, Wings Chimney Multi Cuisine Restaurant, Madurai. He shared many experiences of his entrepreneurial journey and inspired the audience by narrating how he overcame the challenges with appropriate solutions.



Paper Presentation

A paper presentation on “Social Innovation & Entrepreneurship” was organised on 3rd October 2019. The students of Management Studies presented papers on Social Innovation. They discussed about the concepts of social entrepreneurship and the impact created by social entrepreneurs. More than 60 students presented their papers effectively.

