Principal’s Desk:
Learning throws up several challenges. We are equipped for it only if we tap into the talents and allow them to blossom. The students of our college are given several opportunities to develop their personality by participating in several activities of varied dimensions. The faculties are committed to provide learner-centric programs with a hands-on experience.

As this edition of IQAC Newsletter is placed in your hands, we look forward to seek greater heights in higher education and make stimulating and enduring path of success for us to tread on.

Progressive outlook..

Dr. N.C. Rajashree, Controller of Examinations, Guru Nanak College, and Chennai addressed students on the topic “Value of Education” on 4th October 2016.

On 27.01.2017, the Department of Management studies organized a Lecture on “Impact of Demonetization”. The session was hosted by Mr.CMA CA V Murali, B.Com., FCA., ACMA., Chairman, Chartered Accountant,

The Department of Tamil organized three day Tamil festival “Iyal,Isai Nataka Tamilvizha from 31.01.2017 to 02.02.2017. Chaired by Dr.Ashokkumaran, Bharathidasan Govt. Womens’ college, Puducherry, Smt. Padma Mohan, and Yuvakalabharathi Smt. Gayathri Lakshmanan, Bharathanatyam exponent respectively.

On 17.02.2017 the Departments of Computer Science and Computer Applications conducted ‘Jain-IT Vista’ a
technical meet with Muthukumar. A, Consultant- platform Manager, TCS, Chennai as the Chief Guest. He distributed prizes to the winners of Paper Presentation, Software debugging and Web Designing events.

On 18th February 2017, the Department of Computer Science organized Parent-Teachers meet for UG and PG students. During the meeting the parents interacted with the staffs-in-charge concerned and shared their views about their wards. It gave an opportunity for parents to interact with the class-in-charge on aspects like attendance, academic progress and Semester results of their respective wards.

On 3rd March 2017, the department of Computer Science hosted a State level Technical fest, ‘JAIN TECHNO-MEET 2017’. Students from more than 15 colleges showcased their technical skills in events like Technical Paper Presentation, Software Debugging and tech-quiz. The valedictory function was chaired by Shri. Satyajit A, General Manager, Future Works Media (P) Ltd., Chennai. D.G. Vaishnav College, Chennai bagged the Overall Shield.

On 21st and 22nd February 2017, the Department of Economics conducted ECO-QUIZ-2017, inter-departmental competitions for the students. Dr. Balasaravanan, Associate Professor & Head of the Department of Computer Science, SIVET College, Gowrivakkam, Chennai encouraged the students and distributed the prizes to the winners of the various events.

On 24.02.2017, the Chief Guest of the valedictory function of the Dept. of English was Mr. S. Rajesh Kumar.
Kennedy, Manager, QA Services, Exteris IT Pvt. Ltd, Inc, USA.

**Women’s Empowerment Cell:**

Tapping and nurturing the potential of the student is the hallmark of an Institution. Based on their aptitude, 63 girls were trained by Equitas Gyan Kendra, Chennai in hairstyling, beauty tips, fashion design and embroidery, jewellery design, etc. Giving an opportunity for a hobby to be a profession.

**Womens’ Day** celebration was marked by colorful events for the girl students and women faculty of the college. The day commenced with a talk on “Responsibility” by Mrs. Usha Sundar, Infinitethiesm Spiritual Pvt. Ltd. Chennai.

From this year, it has been decided to honour an alumnus in recognition of her achievements. Accordingly, Mrs. Savitha Subject Expert for e-content preparation, TCS, Chennai, a student of B.Com in 1984-87 batch was honoured. This was followed by a variety entertainment by the girls of the college.

**Cultural Activities:**

In connection with the Jain Cultural Meet, (JCM), thirty three offstage and onstage events were conducted this year. More than thousand students participated in these competitions.

The Cultural Day was inaugurated by Writer, Director and Actor Mr. Arun Chidambaram, the recipient of two Remi awards and seven international awards, for his very first movie “Kanavu Vaariyam”.

![Image of cultural activities](image-url)
Entrepreneurship Development Cell

An interactive Session on “Awareness on Entrepreneurship” was presided over by Dr. C.P. Rosy Fernando, Founder & CEO, Startup Solution, Chennai on Oct. 1, 2016.

The ED cell of the college organized a seminar for the support of the students on orienting towards entrepreneurship. The speaker of the day was Mr. Phillip Vaseekaran, Startup Whatsup, an initiative of Emmaus Foundation, Chennai in association with NSIC Technical Services Centre, Chennai. The seminar was organised to enhance the entrepreneurial skills of the students.

Dr. Jayshree Suresh, Dean, Hand-in-Hand Academy for Social Entrepreneurship, Kaliyanoor, Kancheepuram addressed ED cell members on “Entrepreneurship Oriented Programme (EOP)” organised by the ED cell of the college on 30.11.2016.

WORKSHOP ATTENDED:

The following students participated in the inter-collegiate workshop on Pudukkavithai conducted on 7th and 8th Oct.2016 by the Department of Tamil, Guru Nanak College, Chennai: S.Rajalakshmi (II B Com., S-I), A. Dinesh II Bsc., (M) and K. Prabudev II B.Sc., (Vis.Com).
Manogaran and N. Prasath Kumar of III BBA (Shift-II) attended a workshop on communication skills in English in the American Library, U.S. Consulate on 04\textsuperscript{th} and 5\textsuperscript{th} Nov.2016. K. Soundarya and V. Soniya of III BBA (Shift-II) participated a workshop on communication skills.

R. Anuradha of B Com.(Co-op.) won the second Prize in Folk Dance competition held in Thiruthangal Nadar College, Selavayal, Chennai. R.Prasith of III B.com (Co-op.) won prize Best out of wealth, B. Pavithra of I B.com (Co-op.) won Second place in Quiz competition. R. Ramya of I B.Com (Co-op.) won II place in Essay writing in English, B.Pavithra of first B.Com (Coop) won first place, E.Firdouse Fathima of III.Bcom (Coop) won second place, M.Vijay of III.Bcom (Co-op.) won third place in Essay writing in Tamil.

**GRADUATION DAY**

43\textsuperscript{rd} Graduation day of SHIFT-I was held on 19.11.2016.

The chief guest was Dr.S.Vaidhya Subramanian, Dean-Planning & Development, SASTRA University, Thanjavur, who has dedicated his life to the cause of higher education. In the industry, he is known for his strategic plans provided to the top level management. 257 graduands received their degree certificates from the chief guest Dr.Vaidhya Subramanian. He highlighted about the “values of one’s own self “. Each value is important for an individual. Students must contribute towards healthy growth of the nation as students have enough capacity to solve each and every problems.
On 17th Dec 2016 The 36th graduation day for Shift II students was presided over by Dr. K. Nirmala Prasad, Member, Tamil Nadu State Council For Higher Education, Chennai. In her address, Dr. K. Nirmala Prasad spoke the initiations in new courses aimed to bridge the gap between academics and industry. She highlighted the points of success in career planning. Life skills should be developed. Effective communication can be built by continuous learning. Students can utilize the opportunities and their growth depends on practice.

Community Services:
Youth Red Cross:
On 29-12-2016 Blood Donation Camp was organized in association with Indian Red Cross Society, Egmore, Chennai - 600 008. Dr. K. Baskaran, Co-ordinator, NSS Units, University of Madras, Chennai – 600 005 was the chief guest for the event.

On 25-01-2017 Blood Donation Camp was organized in association with Indian Red Cross Society, Egmore, Chennai. Dr. Sathiyarayanan, Treasurer & Honorable Secretary, IRCS, Chennai – 600 008 was the Guest of Honour.

On 13th Feb 2017, the college unit bagged second best donor award in Tamilnadu
on the occasion of the International White Cane (Flag) Day.

On 15\textsuperscript{th} Feb 2017 student and staff benefited with Nilavembukashayam. The services rendered by 10 YRC volunteers.

During 06-03-2017 to 10-03-2017, Medical Health Camp was conducted in association with Apollo Shine Foundation, Nungambakkam, Chennai.

25 YRC Volunteers and TCS company staff from Velachery and Perungudi Branches, were involved in Tree Plantations Programme. About 120 saplings were planted in the campus.

On 16\textsuperscript{th} March 2017, 10.00 am to 5 pm Disaster Management Training programme was conducted in association with IRCS..Dr.Harish L Metha Honrable Chairman, IRCS, Egmore, Chennai -8. Mr.M.KARNAN (Trainer) & Mr. Lawrence, Resource person (IRCS) were the Guests of Honour.

On 13\textsuperscript{th}, 16th,17th March 2017, students volunteered to the Sakthi Academy, Mylapore for Data Entry Operation.

On 22-03-2017 four YRC Volunteers rendered Services to Sri Sakthi Academy, Mylapore for the 8\textsuperscript{th} Annual Day Programme.

NCC:

The NCC Unit of the college has been vibrant with several activities at the state and national level. Our NCC Cadets participated in Combined Annual Training Camp cum Thal Sainik Camp held at Pachaiyappa College for Men,
They participated in several events. Cadets S. Ajithkumar and R. Manoj Kumar won first place in Cross Country Race and Cadet M. Ganapathy won First place in Solo Song.

**SPORTS**

For a healthy mind in a healthy body, Yoga Sessions are mandatory for all first year students.

The Annual Sports Day was held 14th March 2017. Thiru J. Natarajan, International Volley Ball Player, Manager IOB, was the Chief Guest
LAURELS WON

TAEKWONDO

<table>
<thead>
<tr>
<th>S. No</th>
<th>Date</th>
<th>Name</th>
<th>Organiser</th>
<th>Prize Won</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>20th May 2017</td>
<td>M. UDAYA KUMAR. III BCS &amp; Jayakumar III B.com (CS)</td>
<td>International Level Malaysian Tournament</td>
<td>Second 2 Silver &amp; Bronze</td>
</tr>
</tbody>
</table>

IQAC

E-Content:
As a step to evolve learner – centric techniques and adopt technology, the faculty have designed e-content in several disciplines. This has made learning more inclusive and caters to the needs of the students by making learning more interactive and experiential.

IQAC Workshop
To enable the faculty with a set of skills that can be put for personal and institutional use, the IQA Cell of the College conducted a FDP workshop on 21st and 22nd September 2016, on “Time Management” in collaboration with our academic partner, The ICT Academy of Tamilnadu, an initiative of the Ministry of Information Technology, Government of India.

Participation
The faculty also participated in the “Think edu conclave” organised by the Academy. In promoting measures for a quality enhancement, a workshop on Yoga was organised for the faculty, in collaboration with the Krishnamacharya Yoga Mandiram, Chennai.

As a part of Teachers’ Day celebrations, a workshop on “work-life balance” was conducted on Sept.9, 2016 by Dr. Jayshree Suresh, Dean, Hand-in-Hand, Kanchipuram. Besides these, our faculty participates in workshops for organised by other Institutions too.
The AQAR of the College was submitted to the NAAC on September, 2016. The faculty have to continuously upgrade themselves in their fields of specialisation and also optimise their efficiency through increased research to design the future road map of Higher Education. As a step towards this and towards quality enhancement of our faculty, a NAAC-sponsored National Seminar on “Quality Enrichment And Excellence In Indian Higher Education System In The Era Of Globalisation” was conducted on 25th and 26th February 2017.

Inaugurated by Dr. B S Madhukar, Deputy Advisor, NAAC, Bengaluru, the resource persons comprised senior members from the academia and the industry. Over 200 participants and nearly 80 papers were presented during the Seminar.

WOMEN’S EMPOWERMENT CELL:

Empowering the woman is empowering the entire family. Her holistic growth is one of the key objectives of D B Jain College. The Cell has conducted awareness programmes on health and hygiene to the woman students of the college. Interactive sessions have also been arranged with the clinical psychologist from the Apollo Shine Foundation, the healthcare partners of the college. Tapping and nurturing the potential of the student is the hallmark of an Institution. Based on their aptitude, 63 girls were trained by Equitas Gyan Kendra, Chennai in hairstyling, beauty tips, fashion design and embroidery, jewellery design, etc. Giving an opportunity for a hobby to be a profession.
**Women’s’ day** celebration was a day of colorful events for the girl students and women faculty of the college. The day commenced with a talk on “Responsibility” by Mrs. Usha Sundar, Infinitethiesm Spiritual Pvt. Ltd. Chennai. From this year, it was decided to honour an alumnus in recognition of her achievements. Accordingly, Mrs. Savitha, Subject Expert for e-content preparation, TCS, Chennai a student of B.Com in 1984-87 batch was honoured. This was followed by a variety entertainment by the girls of the college.

**Training and Placement:**

Several training programmes were organised for improving the communication skills, interview skills and etiquette, preparation of CV etc. Mock interviews, Group Discussions, simulated situations etc., form a part of the training.

Resource persons are drawn from the Industry. TCS-Industry-Academia programme trains students to improve their communication skills and provide them with perspectives in what they do and what they want to do. Out of 500 students, 463 students were offered placements in prominent MNCs like Capgemini, First Source Solutions, Sutherland, Sundaram Business Services, and the Murugappa group.
Add-on courses:

To increase the employability of our students, several certificate and diploma courses are conducted throughout the year. For the first year students, certificate programmes on CRM, HRM, Hotel Management, Travel Tourism Communication and Public Speaking.

Stock Market was some of the courses conducted. For the second year students certificate programmes, Retail marketing, Communication and Public Speaking, All third year students had Finishing school programmes on computer skills for the non-computer students, personality enrichment programmes as also on life-coping skills.

COLLEGE DAY

On 1\textsuperscript{st} April 2017, Dr. S Sasikala, Regional Joint Director, Collegiate Education was the Chief Guest of 45\textsuperscript{th} College Day Shift I.

On April 6, 2017, Shri.S. Anandhanarayanan, Assistant Director, Doordarshan Kendra (Podhigai) Chennai and Head of Programmes (Additional In-charge), Doordarshan Kendra, Port Blair was the Chief Guest for the 45th College Day (Shift II).

L.E.A.P. Value Education club:

On 17\textsuperscript{th} Feb. 2017, Value education club organised events like rangoli, best out of waste, essay writing in Tamil, and English and quiz competition. More than 40 students enrolled their names in each of these competetions.
Faculty as Resource Persons

- On 7th and 8th September 2016, Dr. Pankaja R P was the Chairperson in the general session of the International Multi-lingual Conference held on August Organised by the school of languages, Ethiraj College, Chennai.

- On November 5&6, 2016, Dr. Pankaja R P was the guest faculty at the Department of English, University of Madras to address the M.Phil. scholars on “Dhvani and Indian Aesthetics”.

- On Feb.20,2017, Dr. Pankaja R P, was the Resource Person for the session on “Temples and Symbolism” in the National Seminar on “Facets of Temple Architecture” conducted by the Dept. of Sanskrit, JBAS College, Chennai.

Publications

Dr. M. SAKTHIVEL MURUGAN

1. Published a article in “GE-International Journal of Management Research” titled ‘A STUDY ON IMPACT OF COMPETENCY MAPPING ON ORGANIZATIONAL EFFECTIVENESS WITH SPECIAL REFERENCE TO IT INDUSTRY IN CHENNAI’, Vol. 4, Issue 12, December 2016 Impact Factor- 5.779 ISSN(O): 2321-1709, ISSN(P): 2394-4226

2. Published a article in “International Research Journal of Management and Commerce” titled ‘CONSUMERS’ BEHAVIOURAL INTENTION TOWARDS INFORMATION TECHNOLOGY ADOPTION IN MOBILE PHONE USAGES IN CHENNAI’, Vol. 3, Issue 12, December 2016 Impact Factor- 5.564 ISSN: (2348-9766)
3. Published a article in “International Journal of Management, IT & Engineering”, titled ‘**A STUDY ON CUSTOMER PREFERENCES AND SATISFACTION TOWARDS INTERNET BANKING IN CHENNAI**’, Vol. 7 Issue 2, February 2017, ISSN: 2249-0558 Impact Factor: 7.119

4. Published a article in “International Journal of Research in Social Sciences”, titled ‘**A STUDY ON THE IMPACT OF EMOTIONAL INTELLIGENCE OF EMPLOYEES ON ORGANIZATIONAL EFFECTIVENESS IN IT INDUSTRY WITH SPECIAL REFERENCE TO CHENNAI CITY**’, Vol. 7 Issue 2, February 2017, ISSN: 2249-2496 Impact Factor: 7.081

5. Published a article in “International Journal of Marketing and Technology” titled, ‘**A STUDY ON THE IMPACT OF CELEBRITY ADVERTISEMENT ON SHOPPING MALL CONSUMERS – A STUDY WITH REFERENCE TO CHENNAI CITY**’, Vol. 7 Issue 2, February 2017, ISSN: 2249-1058 Impact Factor: 6.559.

**Prof. S. Ganapathy**

1. Participated the National seminar and presented the paper on “**A STUDY ON THE FINANCIAL PERFORMANCE OF SELECT PUBLIC AND PRIVATE SECTOR BANKS IN INDIA**” Organized by GSS Jain College on 10.11.16.

2. Participated the National seminar and presented the paper on “**AFTERMATH OF DEMONETIZATION OF INDIAN CURRENCY**” Organized by University of Madras on 20.12.16.

3. Participated the Corporate Training on “**ACADEMIA INTERACTION PROGRAM (AN AIP INITIATIVE)**” Organized by Tata Consultancy Services during January 2017.

4. Participated the National seminar on “**FUTURE PROSPECTS OF E-COMMERCE IN INDIA**” Organized by MASS College on 27.02.17.

**Prof. A. Narmadha**

Participated the National seminar and presented the paper on “**AFTERMATH OF DEMONETIZATION OF INDIAN CURRENCY**” Organized by University of Madras on 20.12.16.
**Dr. S. Vijay**

Presented a paper titled **A STUDY ON THE NECESSITY ECO FRIENDLY BUILDINGS IN THE FAST GROWTH OF REAL ESTATES AND RESIDENTIAL DEVELOPMENT IN INDIA**, UGC-SAP seminar Organised by Department of Economics, Annamalai University

**Prof. S.R. Sathyanarayanan**

1. On 13th Jan 2017 Mr. S.R. Sathyanarayanan, Dept. of Commerce, was awarded for the best paper in the national Education Seminar **“SINTHANAI SANGAMAM”** conducted by, Azim Premji Foundation, Puducherry

2. Presented and Published a paper titled **AFTERMATH OF DEMONETISATION AND HURDLES OF USING E-WALLETS BY THE PEOPLE IN URBAN AND RURAL AREA OF KANCIPURAM DISTRICT** in Two Day International Conference on Contemporary Development in Business on 10th & 11th Feb 2017 organised by Commerce & Related Departments

3. Presented a paper Titled **“A CONCEPTUAL STUDY ON AFTER EFFECTS OF DEMONETIZATION AND PROBLEMS OF USING E-**
Forthcoming Event

ICSSR Sponsored National Seminar on Innovations & Challenges in Global Business Management (NS- ICGBM’17) on 28th July 2017
Principal’s Desk:
Learning throws up several challenges. We are equipped for it only if we tap into the talents and allow them to blossom. The students of our college are given several opportunities to develop their personality by participating in several activities of varied dimensions. The faculties are committed to provide learner-centric programs with a hands-on experience.

As this edition of DBJC Newsletter is placed in your hands, we look forward to seek greater heights in higher education and make stimulating and enduring path of success for us to thread on.

An impressive beginning….

- Orientation program was organized by the IQAC department for first year UG and PG students from 05/07/2016 to 05/08/2016. The program made the students to understand the transformation in their role and responsibilities as student and the reason for the transformation.
- An awareness camp for the final year students was organized by IQAC cell and Department of Training and Placement from 16/06/2016 to 20/06/2016. The program was conducted with a notion to encourage the final year students to participate in campus interviews. Placement coordinator of the college addressed the final year students of various departments in batches and encouraged them to participate in the campus interviews.

Frame work for the academic year…..

- On 22nd July 2016, Post Graduate and Research Department of Computer science inaugurated their activities for the year. Dr.S.Harini, Occupational Therapist addressed the students of computer science on “Life Coping Skills”.
- On 8th August 2016, Department of Management studies inaugurated their activities for the year. Dr. V. Raghu Raman, Professor, Department of Business Studies, IBRA college of Business, Sultanate of Oman delivered the inaugural address on the topic “Leadership Styles for Studies”.
- On 17th August 2016 Department of Tamil (Shift I) inaugurated their activities for the year and conducted various competitions. Students from various departments participated in the events. Dr.Easwaran, Associate Professor, Department of Tamil, AM Jain College, Chennai addressed the students on the topic “KalviyumVaazhkaiyum”.
- On 19th August 2016 Post graduate and Research Department of Commerce (Shift I) inaugurated their activities of the club “E-com – B2C”. Dr.V.Selvanathan, Head & Associate Professor, Department of Commerce, Presidency College, Chennai addressed the students on the topic “Career opportunities and qualities required for a successful student”.
- On 22nd August 2016, Department of English (Shift I &II) inaugurated their activities for the year. Dr. Prof. H. Abdul Hadi, Assistant Professor, Department of English, The New...
College, Chennai addressed the students of various departments of shift I and II on “Language Skills for Career”.

- On 24th August 2016 Department of Tamil (Shift II) inaugurated their activities for the year. The inaugural address was delivered by Dr. S.E. Revathi Kirubakaran, Assistant Professor, Department of English, Government Arts College, Nandhanam, Chennai.

- On 9th September 2016, Department of Mathematics inaugurated Math club activities of the department by Dr. P.R. Vittal, former Principal of Ramakrishna Mission Vivekananda College, Chennai. The inaugural address was on the topic “Application of Mathematics in Real Life Situations”. Keynote address was delivered by Prof. T. Subramaniam, Head, Research and Post graduate department of Commerce, Gurunanak College, Chennai.

Learning beyond classroom….

(a) Industry Visits

- Final year students of Department of Co-operation visited 13 co-operative societies from June 2016 to October 2016. The details of the same is as follows

<table>
<thead>
<tr>
<th>Date</th>
<th>Cooperative Societies visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-07-16</td>
<td>The Thiruporur Primary Agricultural Co-operative Society Limited, Chennai.</td>
</tr>
<tr>
<td>21-07-16</td>
<td>The Chennai Teachers Guild Cooperative Society, Chennai.</td>
</tr>
<tr>
<td>22-07-16</td>
<td>Thiruvalavvar Transport Corporation Employees Cooperative Credit Society Ltd, Chennai.</td>
</tr>
<tr>
<td>29-07-16</td>
<td>The IMCOPS Limited, Chennai.</td>
</tr>
<tr>
<td>04-08-16</td>
<td>The Tamilnadu State Cooperative Marketing Federation Limited, Chennai.</td>
</tr>
<tr>
<td>05-08-16</td>
<td>The Tamilnadu State Cooperative Agriculture and Rural Development Bank Limited, Chennai.</td>
</tr>
<tr>
<td>18-08-16</td>
<td>The Tamilnadu Handloom Weavers Cooperative Society, Chennai.</td>
</tr>
<tr>
<td>23.08.16</td>
<td>Tamilnadu State Coir Cooperative Marketing Federation Limited, Chennai.</td>
</tr>
<tr>
<td>26.08.16</td>
<td>The Tamilnadu State Cooperative Housing Federation Limited, Chennai.</td>
</tr>
<tr>
<td>08.09.16</td>
<td>The Tamilnadu State Cooperative Union Limited, Chennai.</td>
</tr>
<tr>
<td>19.09.16</td>
<td>The Nilgris District Cooperative Milk Producers Union Limited, Connur</td>
</tr>
<tr>
<td>20.09.16</td>
<td>The IthalarIndustrail Cooperative Tea Factory Limited, Nilgris.</td>
</tr>
<tr>
<td>21.09.16</td>
<td>The Nilgris Cooperative Marketing Society Limited, Nilgris.</td>
</tr>
</tbody>
</table>

(b) Knowledge updates for students:

(a) Through Guest Lectures:

- On 20th July 2016, the Department of Management Studies organized a guest lecture on the topic “Impact of Technology on the Nature of the Work: Work in a...
Technology-Infused Environment” by Dr. Sathiadev Mahesh, Professor, University of New Orleans, Louisiana, United States of America.

- On 1st August 2016, the Department of Visual Communication organized a workshop on the topic “Visual FX and its use in cinema” by Mr. Karthikeyan, Department of VFX Image, Chennai.
- On 3rd August 2016, Department of Corporate Secretaryship organized a guest lecture Mr. M.S. Devaseelan, Senior Faculty, NIIT, TFBT, Chennai addressed the students on the topic “Career Opportunities in Banking Industry”.
- On 9th August 2016, Department of Corporate Secretaryship organized a guest lecture Dr. Mohamed Abdul Madhar, Assistant Professor, College of Applied sciences, Sultanate of Oman addressed the students on the topic “Stress Management in Academic Life”.
- On 19th August 2016, Post graduate and Research Department of Computer Science organized a guest lecture on the topic “Born to Win” by Mr. M. Manikandan, Technical Consultant, Tech Mahindra, Chennai.
- On 26th August 2016 Post graduate and Research Department of Computer Science organized a guest lecture by Mr. D. Bala Murugan, Technical Consultant Mind Tree Technologies, Chennai on the topic “Three-Tier Architecture”.
- On 9th September 2016 Department of Management Studies organized a guest lecture. Dr. Jayshree Suresh, Dean, Hand in Hand Academy for Social Entrepreneurship, Kaliyoor, Kancheepuram addressed the students on the topic “Entrepreneurship - an Opportunity”.
- On 27th September 2016, Department of Tamil (Shift I) organized “ManavarMandram”. Dr. M. Murthy Head & Associate Professor, Department of Tamil, Guru Nanak College, Chennai served as a resource person.
- On 4th October 2016, Department of Corporate Secretaryship organized a guest lecture, Prof. Ramesh Shankar, Consultant for Financial Planning and Execution, Securities Exchange Board of India, Chennai addressed the students on the topic “Financial Education”.

Achievers Section:
- On 15th August 2016, Mr. S. Sathiyanathan, final year student of B.Com ‘B’ Section won the fifth place in the State Level KavitaiPotti conducted by KaviyarasarKannadasan Tamil Sangam. He was also awarded the title “KavithaiKalaimani”
• On 15th August 2016, Ms.B.Lavanya & Ms.R.Anuradha of final year B.Com ‘A’ participated in PechuPotti conducted by Kaviyarasar Kannadasan Tamil Sangam and won consolation at state level.

• On 30th October 2016, Mr.A.Gaurav of II B.Com ‘B’ won the fourth prize in the Hindi Oratorical Competition held at Sri Chandra Prabhu Jain College, Minjur, Chennai

• On 30th October 2016, Mr.S.Sasankof III B.Com ‘B’ won the fifth prize in the English Oratorical Competition held at Sri Chandra Prabhu Jain College, Minjur, Chennai

• On 19th September 2016, 18 Students from B.Sc (Computer Science), participated in Technical Exhibition conducted by the Dr.MGR Janaki College for Women, Chennai and won Overall Championship.

Placement Cell:

Preparations for Campus Interviews:

(a) Through Guest Lectures:

• On 3rd August 2016 all the final year students of Commerce departments attended a lecture on “Career Opportunities in Tally” by Mr. Fareed Ahmed, Edinbridge Skills Solutions Private Limited, Chennai.

• On 15th September 2016 final year students of various departments attended a lecture on “Career Opportunities in Insurance Industry” by Mr. Y. Idris, Development Officer, Mr. ChinnaRaju, Branch Manager, Life Insurance Corporation of India, Chennai.

• On 5th August 2016, second year students of Commerce department attended a guest lecture on “Importance of Communication skills & computer education” by Mrs. Razeetha, HR manager, Moral Hand EP technologies.

(b) Through Workshops:

• On 19th September 2016, a Mock Interview session was conducted for final year undergraduate students with Mrs. Uma Krishnamurthy, Tata Consultancy Services, Chennai as the resource person.

• On 30th September 2016 and 1st October 2016 final year students of MBA and MCA attended a workshop on “Interview Techniques” conducted by Ms. Deepa & Ms. Krithika, Trainer, Image Consulting Business Institute, Chennai.

(c) On 1st October 2016 final year students of under graduate courses attended a workshop on “Interview Techniques” with the resource persons Ms. Deepa & Ms. Krithika, Trainer, Image Consulting Business Institute, Chennai.

(d) Through Skill Development Programs:

• A well-structured Soft Skill Training Program was conducted for all under graduate students from 22nd June 2016 to 4th October 2016 by Mrs. Uma Krishnamoorthy, trainer from Tata Consultancy Services, Chennai.

• A training program on Employability skills, Communication skills, Basic Computer skills and Personality...
development was conducted from 27th July 2016 to 20th September 2016 for all final year undergraduate students by Trainers from Magic Bus India Foundation, Chennai.

- All final year undergraduate shift II students attended a training program on “Aptitude Training” from 27th September 2016 to 1st October 2016 by Mr. Jayaraman, Project coordinator, Mahindra Pride, Chennai.

Entrepreneurial Development Cell:
The Entrepreneurial Development cell of the college was inaugurated on 1st August 2016 by Dr. C.P. Rosy Fernando, Dean & Head, Department of Students Training and Development, MOP Vaishnav College, Chennai.

- On 9th August 2016, a guest lecture on the topic “Financial Assistance for Startups” was delivered by Mr. Amit Ravi, Manager, SIDBI, Chennai.
- “DBJC Expo” was organized on 28th August 2016. Students of various departments participated in the event. 25 stalls were organized by the students of various departments. Food, Cosmetics, Stationery, and some artistic works of the students were displayed in the stall.

Value Education Club:
- On 24th August 2016, The Value Education Club of the college was inaugurated. Dr. Neelai Subbaiah, Department of Tamil, SRM University, Chennai addressed the students on the topic “Value based Education”.

- On 9th September 2016, DB Jain College celebrated “Teachers Day” in the college campus. Dr. Jayashree Suresh, Dean, Hand in Hand Academy for Social Entrepreneurship Kaliyanoor, Kancheepuram, addressed the faculties of the college. She stressed on the importance of the innovation in teaching methodology and further mentioned the change in the roles and responsibilities of teacher in modern era.
- On 4th October 2016, Department of Management Studies and Value education Club organized a guest lecture on the topic “Value makes life” by Dr. N.C. Rajashree, Controller of Examination, Guru Nanak College, Chennai.

Community Services:
(a) National Service Scheme:
- On 26th August 2016 activities of NSS were inaugurated for the academic year by Dr. Pankaja R.P., Principal, DB Jain College. To create an awareness and need for the healthy mind in healthy body a lecture on the topic “Medicine and Humanity” was delivered by Dr. P.A. Sathiyanarayanan, Dr. B. Balaji, Acupuncture and Varma Clinic, Chennai.
- On 9th September 2016 NSS Volunteers and Faculty members of the college contributed Rs 7,850 towards Visually Challenged Children Education and the Demand draft for the above said amount is handed over to Indian Association of the Blind, Madurai.
- On 26th and 27th September 2016 a “Health Check-up Camp” was organized by the
NSS team in the college campus. More than 2400 students, teaching and non-teaching faculties were benefitted from the camp.

- On 23rd August 2016, College NSS team and volunteers celebrated “Azadi 70-YaadKaroKurbani” by singing our National Anthem as an initiative to educate the students about freedom fighters.

(b) Youth Red Cross:
- On 21st June 2016, YRC Coordinator Mr. Palanivel and 13 Student Volunteers of YRC participated in “Yoga Day” celebrated by Indian Red Cross Society, Chennai.
- On 24th June 2016 Human chain was organized by YRC volunteers in Rajiv Gandhi Salai against “Drug Abuse and Illicit Trafficking of Students”.
- From 23rd August 2016 to 27th August 2016, 35 Volunteers and YRC Coordinator participated in 67th Anniversary of Geneva Convention conducted by Indian Red Cross Society, Egmore, Chennai.
- On 26th August 2016 an orientation program was conducted for 100 volunteers by Shri. Dr. Sathiyanarayanan, Dr. Balaji and Dr. Paramanandham, Yoga experts from Chennai as resource person.
- On 3rd and 19th September 2016, 15 volunteers of Youth Red Cross donated blood for cancer affected patients at Voluntary Health Services Hospital, Adayar, Chennai.

(c) National Cadet Corps:
- On 21st June 2016, 135 NCC cadets of the Agarsen College and Queen Mary’s College participated in “Yoga Day” organized by the college.
- On 15th August 2016, “70th Independence Day” was celebrated at our college campus. Principal, Dr. Pankaja R. P, DB Jain College hoisted the flag and encouraged the students to work for country’s development.
- On 28th September 2016, 143 cadets of our college conducted a program “SwachhBharath” with a mission to clean the college campus.
- The 148 cadets of DB Jain College participated in the 11 camps held in South India from June 2016 to September 2016.

Sports:
The tournaments organized by the Department of Physical Education of our college are
- “Independence Day Cup -2016” a State level Intercollegiate Volley ball and Kabaddi Tournament conducted on 14th and 15th August 2016.
- Madras University ‘A’ Zone and Inter Zone Kabaddi Tournament 2016 from 16th September 2016 to 20th September 2016.
- Madras University Inter Zone Volley ball Women Tournament from 3rd October 2016 to 5th October 2016.
- Madras University ‘A’ Zone Football Tournament on 13th & 14th October 2016.
**Representatives at National Level:**

- The following students have represented our college in Senior National Level sports events.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name</th>
<th>Class</th>
<th>Game</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>B.Vinoth</td>
<td>1 B.Sc</td>
<td>Kabaddi</td>
</tr>
<tr>
<td>2.</td>
<td>R. Jaikumar</td>
<td>1 B.Sc</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>R.Rahul</td>
<td>I B.A.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>M.Sathis</td>
<td>III BCS</td>
<td>Kho Kho</td>
</tr>
<tr>
<td>5.</td>
<td>P. Jayakumar</td>
<td>III BCS</td>
<td>Taekwondo</td>
</tr>
<tr>
<td>6.</td>
<td>M.Udayakumar</td>
<td>III BCS</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>V.Vishal</td>
<td>III BCom</td>
<td>Body building</td>
</tr>
<tr>
<td>8.</td>
<td>D.Tamilselvan</td>
<td>III BCom</td>
<td>Rugby</td>
</tr>
<tr>
<td>9.</td>
<td>P.Madhavan</td>
<td>III BCom</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>S.Joseph Antony Raj</td>
<td>III BCom</td>
<td></td>
</tr>
</tbody>
</table>

**Tournaments Won:**

(a) **Kabbadi:**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Date</th>
<th>Name</th>
<th>Organiser</th>
<th>Prize Obtained</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>14.08.2016 to 15.08.2016</td>
<td>Independence Day Cup – State Level Inter Collegiate Volley Ball and Kabaddi Tournament</td>
<td>D.B.Jain College (Autonomou)</td>
<td>First</td>
</tr>
<tr>
<td>2.</td>
<td>16.08.2016</td>
<td>Madras University A – Zone Inter Collegiate Kabaddi Tournament</td>
<td>University of Madras, Chennai</td>
<td>First</td>
</tr>
<tr>
<td>3.</td>
<td>18.09.2016 to 19.09.2016</td>
<td>Madras University Inter Zone Kabaddi Tournament</td>
<td>University of Madras, Chennai</td>
<td>First</td>
</tr>
<tr>
<td>4.</td>
<td>09.08.2016 to 11.08.2016</td>
<td>Kongu Trophy 2016, State Inter Collegiate Kabaddi Tournament</td>
<td>Kongu engineering College Erode</td>
<td>Second</td>
</tr>
<tr>
<td>5.</td>
<td>02.08.2016 to 05.08.2016</td>
<td>Buck sport Festival 2016, State level inter collegiate kabaddi tournament,</td>
<td>YMCA College, Chennai</td>
<td>Third</td>
</tr>
</tbody>
</table>

(b) **Volley Ball:**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Date</th>
<th>Name</th>
<th>Organiser</th>
<th>Price Obtained</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>14.08.2016 to 15.08.2016</td>
<td>Independence Day Cup – 2016, State level inter Collegiate volleyball (Triples) tournament</td>
<td>D.B.Jain College</td>
<td>First</td>
</tr>
</tbody>
</table>

(c) **Foot Ball:**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Date</th>
<th>Name</th>
<th>Organiser</th>
<th>Price Obtained</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>18.08.2016 to 19.08.2016</td>
<td>Cunnan Trophy State level inter Collegiate Foot ball tournament,</td>
<td>DRBCCC Hindu College</td>
<td>First</td>
</tr>
<tr>
<td>2.</td>
<td>06.10.2016 to 07.10.2016</td>
<td>Madras University A – Zone Foot ball tournament, organized by University of Madras.</td>
<td>IIT Madras, Chennai</td>
<td>Second</td>
</tr>
</tbody>
</table>

(d) **BodyBuilding:**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Date</th>
<th>Name</th>
<th>Organiser</th>
<th>Price Obtained</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>18.08.2016 to 19.08.2016</td>
<td>V. VISHAL, III B.COM, Secured Madras University Body Building Championship</td>
<td>University of Madras, Chennai</td>
<td>First</td>
</tr>
</tbody>
</table>
(e) Taekwondo:

<table>
<thead>
<tr>
<th>S. No</th>
<th>Date</th>
<th>Name</th>
<th>Organiser</th>
<th>Price Obtained</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>18.08.2016</td>
<td>M. UDAYA KUMAR, III</td>
<td>Tamil Nadu &amp; Kerala Inter State Taekwando Championship, Madurai</td>
<td>First</td>
</tr>
<tr>
<td></td>
<td>To 19.08.2016</td>
<td>BCS Secured Gold medal in 2nd Tamil Nadu &amp; Kerala Inter State Taekwando Championship,</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(f) Athletics:

<table>
<thead>
<tr>
<th>S. No</th>
<th>Date</th>
<th>Name</th>
<th>Organiser</th>
<th>Price Obtained</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>14.08.2016</td>
<td>A. SIVA, III B.A (ECO) Secured Madras University cross country race,</td>
<td>University of Madras, Held at Kanchipuram</td>
<td>Third</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Secured 10,000 MTS in Chief Ministers Trophy,</td>
<td>SDAT, Chennai,</td>
<td>Second ( Cash Prize of Rs.10,000)</td>
</tr>
<tr>
<td>2.</td>
<td>21.10.2016</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Faculty Corner:

- Dr. R.P. Pankaja, Chaired the General Session on Language Teaching: Challenges encountered and Solutions Proposed, in the International Multi Lingual Conference Organised jointly by Language Departments, Ethiraj College on 7th and 8th September 2016.
- On 21st and 22nd September 2016, Faculty Development Program was conducted by the IQAC department for both shift I & II teaching staff members. Experts from ICT academy addressed the teaching staff members on the topic” Time Management”.
- Prof.S.Gothadaraman, Prof.T.Siva Kumar, Prof. A Muruganatham, Prof. Ayyappan, and Prof.C..Mekkal Roy was awarded Doctoral degrees in their respective field of specialization.
- On 6th August 2016, Prof.J.BenitaSelvakumari and Prof.K.Shoba of Department of English attended a National level seminar. The theme of the seminar conducted by Spell Bee Graduates was “English Language skills development for students career and placement advancement connecting with learning”.
- On 15th August 2016, Prof.A.Vijayalakshmi, Head, Department of Tamil (shift I), was awarded “Kalvi Sevaka Kalaimani” by Kaviarasar Kalai Tamil Sangam, Paramathivelur.
- On 16th October 2016, Prof.M.Neelabai, Department of Management studies an active speed skating expert participated in District level Speed Skating Open championship A-16 and secured 1st place.