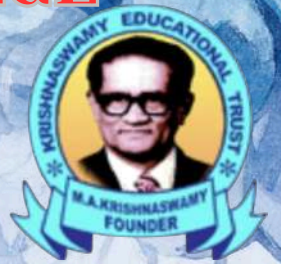


SHRI KRISHNASWAMY COLLEGE

FOR WOMEN

ANNA NAGAR, CHENNAI- 40



GEN ↔ **CORP**

CHRONICLES

Issue -V
June to July-2024



**DEPARTMENT OF COMMERCE
&
CORPORATE SECRETARYSHIP
SHIFT -II**

Sponsored by



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"INTERNATIONAL YOGA DAY"

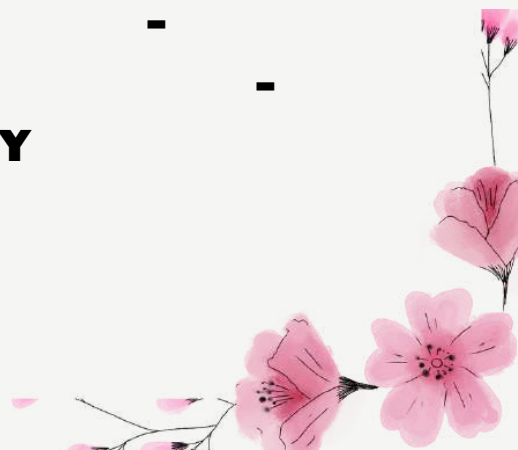


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International Anti-Drug Day ***-poster making competition***

The Department of Commerce & Corporate Secretaryship, Shift-II, organized an intra-department poster-making competition on June 26, 2024, in observance of Anti-Drug Day and to raise awareness against illicit trafficking. The event saw enthusiastic participation from students who creatively expressed the dangers of drug abuse through impactful posters.



The competition not only highlighted the harmful effects of drugs but also served as a platform for students to engage in meaningful discussions on the topic.

After the competition, an oath-taking ceremony was held, where students pledged to stand against drug abuse and trafficking. The event emphasized the importance of a drug-free society and reinforcing the department's commitment to social responsibility.



"INTERNATIONAL PLASTIC BAG FREE DAY AWARENESS PROGRAMMES"

On 4th July 2024, Students of shift-II celebrated International Plastic Bag Free Day with a "Say No To Plastic Bags" event. The programme focused in emphasizing the harmful effects of plastic bags and promoting the use of Manja Pai, a sustainable cloth bag.



The event concluded with an oath-taking ceremony, where everyone pledged to minimize plastic bag usage and adopt eco-friendly alternatives.



Students brought Manja Pais/plastic free bags on that day to showcase as a symbol of commitment. The event successfully raised awareness and encouraged sustainable practices in the community.



ORIENTATION ON OUT-BOUND TRAINING



On 29th of July, 2024, The orientation on Outbound training was organised by the department of Commerce and Corporate Secretaryship, Shift-II. The session successfully prepared the participants for the outbound training by setting clear expectations and building enthusiasm for the program.



Mr. Gowtham Anitha Loganathan, founder and CEO of Sky High Academy was the resource person. The students left the session with a better understanding of the training's objectives and the skills they would develop through this experiential learning opportunity. It also aims to outline safety protocols and the benefits of the training for personal and team development.



With effect from this orientation, students gained knowledge about the out-bound training. Students were very interested to join and develop through this experiential learning opportunity.



Insights for Progress & Empowerment



On July 20, 2024, a seminar titled "Insights for Progress & Empowerment" was conducted to guide students in setting and achieving their career goals. The event aimed to empower students by providing them with the knowledge and tools necessary to navigate their future careers effectively.

Guest speaker, Ms. Jayanthi, senior trainer and system administrator, ANEW offered practical advice on career planning, goal setting, and developing a strategic approach to personal and professional growth. The seminar emphasized the importance of self-assessment, continuous learning, and staying adaptable in a rapidly changing job market.



Students were encouraged to actively participate, ask questions, and seek guidance on specific career paths. The seminar was highly informative, leaving students with a clearer vision of their career objectives and a roadmap to achieve them. Overall, the event was instrumental in motivating students to take proactive steps towards their future success.

"RESUME BUILDING"



The Department of Commerce (General & Corporate Secretaryship), Shift-II, conducted a Resume Building webinar on June 29, 2024. The event was held in the Krish Auditorium. The session was designed to equip students with essential resume-writing skills, crucial for their professional development.

The guest speaker is Ms. Amrutha, Assistant HR Manager-Vendanta Sea. The webinar covered various aspects of crafting an effective resume, including formatting, highlighting key skills, and tailoring content to specific job roles. Experts shared valuable insights on how to make resumes stand out to potential employers. Overall, the event was a great success, significantly benefiting the attendees by enhancing their understanding of professional resume creation.



Online games - Pros & Cons

A seminar on "Pros and Cons of Online Games" was held on 29/06/2024 at Krishh Auditorium. Shri. M. Vivekanandan, Joint Secretary of All India ABGP, served as the Chief Guest. Shri. Venkatraman, President of North Tamilnadu ABGP, chaired the event, and Shri. Pasupathi, Secretary of North Tamilnadu ABGP, was the key resource person. The seminar highlighted both the positive aspects of online games, such as cognitive development and stress relief, and the negative impacts, including addiction and health risks. It concluded with an interactive session with the audience.





"ALUMNE TALK"



On 4th July 2024, an alumni talk was held in Room No. S-48 as part of the Student Induction Program(Lecture Series-1). The session featured Ms. Devasri Rameshbabu, HR at Info Edge India Ltd., and Ms. Princy Evangeline P, HR at JNJ Technologies. Both alumni shared their career journeys, emphasizing the importance of setting clear goals and developing strong communication skills. Ms. Devasri spoke about industry expectations and networking, while Ms. Princy offered insights on the transition from campus to corporate life and maintaining work-life balance. The session provided valuable guidance and inspiration to the new students.



"BE YOU"



On 5th July 2024, a motivational talk titled "Be You" was held as part of the of Student Induction Program(Lecture Series-2) at Krisssh Auditorium. The session was conducted by Mr. Kishore Srinivasan, a renowned life coach, public speaker, and PRO at All India Radio. He is also the founder of "Be You" Academy and Secretary of the Lions Club of Golden.

Mr. Srinivasan shared his journey of self-discovery and personal growth, encouraging students to embrace their true selves. He highlighted the importance of self-confidence, resilience, and a positive mindset in overcoming challenges. Drawing from his experiences, he emphasized that success is not just about achieving goals but also about staying true to one's values and beliefs.



The talk was highly engaging, with Mr. Srinivasan using real-life examples and interactive activities to inspire the audience. The session concluded with a Q&A, where he addressed students' queries, leaving them motivated to pursue their dreams with authenticity and determination.



"THE JOURNEY OF SELF-DISCOVERY: FINDING YOUR PASSION AND PURPOSE"

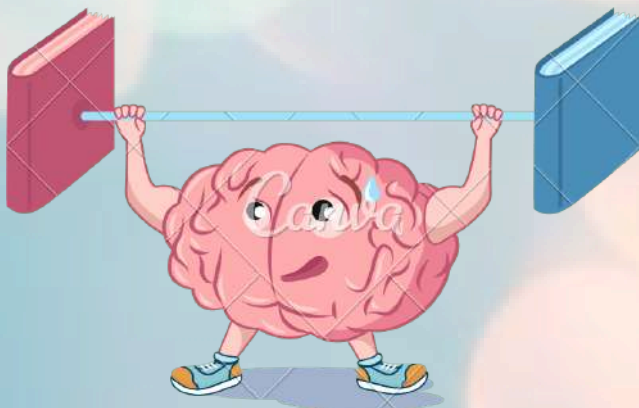


Department of Commerce-General and Corporate Secretaryship, Shift-II organised a SIP in continuation of the Lecture series-3 to understand the journey of discovering their talents and skills. Mr. Sebastian, Assistant Professor in Mar Gregorios College & Mr. Prabhuraj, Assistant Professor in Loyola College were invited as Resource persons.



The session covered defining passion and purpose, the importance of alignment, and self-assessment exercises like activities such as interview set-up to help students to identify their strengths and values in different stages of their life.

First and second year students of shift-II benefited and gained clarity on their personal passions and purpose through guided self-assessment activities.



College
Life

"BE THE SCULPTURE OF YOUR DREAM"



On 8th July 2024, Lecture Series-4 of the Student Induction Program was held in Room S-48, featuring Ms. Adeline Fredy, a psychologist and practicing counselor. The session focused on the mental well-being of students as they transition into college life.



Ms. Fredy began by addressing common psychological challenges faced by students, such as stress, anxiety, and the pressure to perform. She emphasized the importance of self-care, emotional resilience, and the need to seek help when necessary.

Through her talk, she provided practical strategies for managing stress, including mindfulness techniques, time management, and the importance of maintaining a healthy work-life balance.



The session was interactive, with students participating in activities designed to boost self-awareness and mental health. The lecture concluded with a Q&A session, where she answered students' concerns, leaving them better equipped to handle the challenges of college life.

Fresher's Day

CELEBRATION



Chennai, Tamil Nadu, India

The Department of Commerce (General and Corporate Secretaryship), Shift-II, at Shri Krishnaswamy College for Women, organized a vibrant Freshers' Day celebration on 20/07/2024 at Krisssh Auditorium. The event was a joyous occasion, welcoming new students into the department with a series of cultural activities.

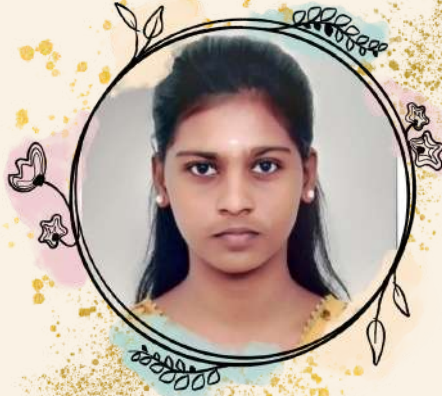
The day was filled with performances where students exhibited their diverse talents, including dance, music, drama, and more. The cultural program not only showcased the creativity and enthusiasm of the freshers but also helped them bond with their peers and seniors.



The event was a grand success, leaving the attendees with cherished memories and a strong sense of belonging within the college community.

CABINET MEMBERS

SHIFT-II



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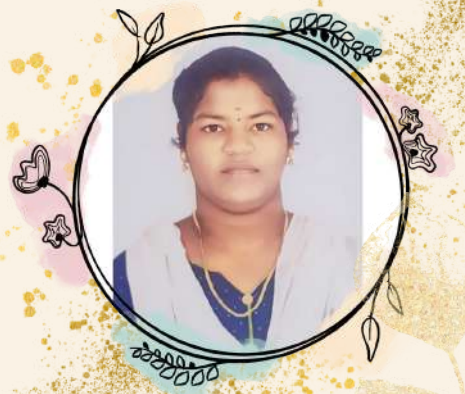
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Department of Corporate
Secretaryship



Ms.Malini D Karthika
Assistant Professor
Department of English

Creative Minds : Faculty's Corner



***Kundan
Rangoli***



Crochet

***Kundan Diya
Stand***



Mandala Art

~ BY Dr. Rajachitra Manivannan

கவிதை

அகத்தை மலர்வித்தவன் !

இருபதாம் நூற்றாண்டின்
இணையற்ற கவிஞரே...
ஆவதும் அழிவதும் பெண் உன்னாலே
என்பதை ஆதியும் அந்தமுமாய்
அகிலத்தில் நிறுவிட
கவிபாடிய புலமையே...
மூடத்தனத்தின் முடைநாற்றம் வீசுகின்ற பாரினில்
பெண்ணும் ஆணும், சரிநிகர் சமானமாய்
தரணியில் தடம்பதிக்க,
புதுநெறி காட்டிய புரட்சியே...



பாடாத பொருள் இல்லை, அவனியிலே!
அவமாய் நின்ற உயிரை
நாட்டின் கண்களாய், மின்னல் ஒளியாய்
விலைமதியா ரத்தினமாய், கற்பூர பெட்டகமாய்
தூண்டா விளக்காய், பகுத்தறிவாளராய்
பார் போற்ற, பாவையினை - நீ
ஞானமாய் கண்டதனால், முற்றிழை
சமூக அரங்கில், முதன்மையாய் முன்னின்றாள்...!

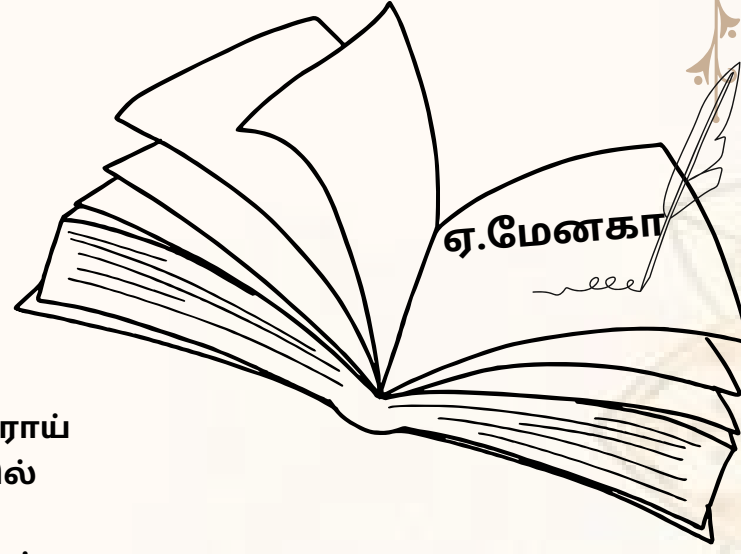
அடிமை, உரிமைமறுப்பு, கைம்மையெனும்
கருந்திரைக்குள் இட்ட பொற்குவியலாம் பெண்கள்
உமியல்ல, தீயர் உயிரை இடிக்கும் உலக்கை
என முழங்கியதால் அன்றோ...
பெண்மை, அடுக்களைப் போர் விடுவோம்

அட்டன ஆயுதத்தை - பெறும்
அட்டுழியத்தின் மேல் தொடுப்போம் - என
அகப்புவையாய் மலர்ந்தது...!

நுகர்வுப் பொருளாய், போகப் பார்வையாய்
விளம்பரப் பலகையாய், விமர்சன கருவாய்
அகத்தடிமையாய், சமூக இழிவுகளை
சுமந்த பெண் - அடிமை தீர
பெண்கல்வி ஒன்றே 'மூலதனம்'
கல்வி இல்லையேல் உரிமை இல்லை
என்று, தடம்பதித்தமையால் தானே
மனிதனின் அகவிருள் அகன்றது...!



பெண்ணுக்கென்ற நீதியை
வரையறுத்த சமூகத்தில்
பெண்ணடிமை தீருமட்டும்
மண்ணடிமை தீர்வதில்லை என
தீர்க்கமாய் தீந்தமிழில்
பறை அதிர்த்ததால், சமூக அறிவிலியின்
மதியீனம் மாண்டது...!

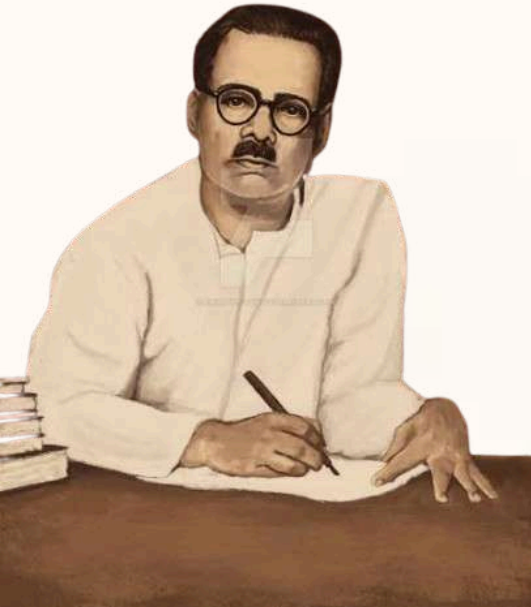


உயர்ந்த எண்ணமும், விரிந்த அறிவும்
கொள்கைக்குப் போராடும் குணமும்
இலக்கை அடைவதில், நிலைத்த நெஞ்சினராய்
நுண்மாண் நுழைபுலமாய், இலக்கிய உலகில்
நாவலராய் நடுநின்ற - நீர்!
பாரதிக்கு தாசனாய், புரட்சிக்கு புத்தொளிராய்
வையம் போற்றும் பாவேந்தராய்

கவிதைக்கு கவினுருவாய், முத்தமிழ் வேந்தராய்
எங்கெங்கு காணினும் சக்தியாய்
கவிதையினை மும்மாரி பொழிந்த, கவிஞனே!
பெண்மையினால் உண்டு, மனித நலமெல்லாம்... என்று
சொற்களால் சுட்டி காட்டி சமூக வளர்ச்சிக்கு
வித்திட்ட கவியே...! வாழ்க! நின் புகழ்!



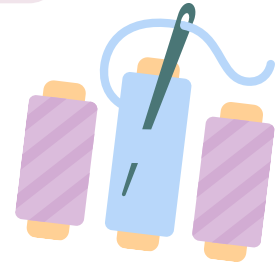
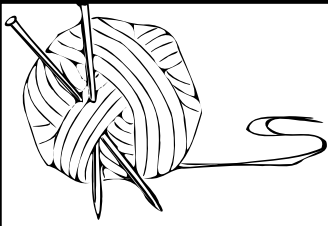
குறிஞ்சிக் கபிலர் தமிழ்ச்சங்கம் 'கபிலர் விருது 2013' என்ற விருதினையும், கவியரசர்
கலைத் தமிழ்ச் சங்கம், 'கல்விக் கலைமணி விருது-2014' என்ற விருதினையும்,
தமிழ்நாடு கலை இலக்கியக் கழகம், 'ஆசிரிய ஜோதி விருது-2015' என்ற
விருதினையும் இவருக்கு வழங்கி பாராட்டியுள்ளன.



★★★★★

~~முனைவர் .ஏ.மேனகா தமிழ்த்துறை.

**CREATIVE MINDS:
FACULTY'S CORNER**



By Ms.Malini D Kartika

By Ms.Dikshita.J



~Twenty~



Creative Minds : Student's Corner



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Raghavi.V
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GEN Z CORP CHRONICLES, is the official newsletter of SHIFT II, SHRI KRISHNASWAMY COLLEGE FOR WOMEN. It is released every two months, detailing the programmes, cultural events, students achievements, sports achievements and faculty achievements of shift-II. It's a source of inspiration and acts as a guide to self-discovery of the inherent potential that can be unleashed.

NOTE FROM THE STUDENT CO-ORDINATORS

We extend our thanks to DR. ANITHA RAJENDRAN, Principal of Shri KrishnaSwamy College For Women, for granting permission and encouraging us to work for the newsletter. Our sincere thanks are also due to Dr. K. SHIVA SHANKARI, Co-ordinator Shift II and Ms. J. DIKSHITA, Assistant Professor Shift II for their guidance and support throughout the process of completion of the newsletter. We also extend our sincere thanks to all the faculty and students of Shift II for their cooperation and encouragement to make this newsletter a grand success.

