DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(Autonomous)
College with Potential for Excellence, Linguistic Minority Institution
Affiliated to University to Madras
Arumbakkam

Department of Social Work
Academic Activities (June 2020 – April 2021)

S. No.	Date	Name of the Programme	Speaker	Organizer	No. of Students Attended
1	06-07-2020	Webinar on Lockdown and Mental Health Challenges	Dr. C K Dhanapandian	Dr. Sulupriya	160
2	25-07-2020	How to Unlock the Lockdown for Employees-Through the Lens of Positivity	Dr. Priyadarshini. N	Dr. Sulu Priya	171
3	29-07-2020	Guest Lecture on Role Play in Counseling	Mr. T. Thilip Kumar	Mr. Ramesh	40
4	05-08-2020	Employee Engagement: Manpower Matters	Ms Punitha Anotony	Dr. Akileswari	42
5	13-08-2020	Theoretical Approaches to Counselling	Mr. Jerus Albert Britto	Mr. Ramesh	40
6	29-08-2020	Employee Life Cycle Management	Ms. Suhasini,	Dr. Akileswari	44
7	01-09-2020	Orientation on Field work at Manufacturing Sector	Mr.Ajanth	Ms. Sindhu	38
8	18.09.20220	Alumini Engagement session : 1	M. Kamalashree	Ms. Aruna Kumari	45
9	22.09.2020	Alumini Engagement session : 2	Mr.Lakshmi Narasimman	Ms. Aruna Kumari	45
10	10-9-2020	Understanding the New Normal in Manufacturing Sector	Mr. N.Dinesh Kumar	Ms. Sindhu	40
11	09.10.2020	Alumini Engagement Session : 3	Mr. Sasikumar JayaKumar	Ms. Aruna Kumari	45
12	10-10-2020	Counselling for Mental Health	Mrs. P.P. Shantha	Mr Ramesh	40
13	13-10-2020	Significant Areas of Counseling	Mr. Anoop Macmillan	Mr Ramesh	40
14	17-10-2020	Employee Relations Management – An Experimental Sharing	Mr. M. Thomas	Dr. Akileswari	40
15	20-10-2020	Orientation on CSR Internship	Mr. Prijo Tharu K.,	Dr Akileswari	40
16	30.10.2020	Alumini Engagement Session: 4	Ms. Amritha	Ms. Aruna Kumari	45
17	04-11-2020 to 09.11.2020& 12.11.2020	Students Induction Program	Ms. Bonnika, Mr. Parasuraman, Ms.Vasanthi, Ms. Sangeetha	Ms. Vijayalakshmi	**45**

18	09.11.2020, 19.11.2020, 20.11.2020 & 28.11.2020	Observation Visits	Mr. Kailashgiri,Mr. Padmanabhan, Ms. Josephine.	Ms. Vijayalakshmi	45
19	13.11.2020	Alumini Engagement Session: 5	Mr. Harish Sridharan	Ms. Aruna Kumari	45
20	17.12.2020	SWASTI Inauguration	Mr. Karthikeyan	Mr. Ramesh	
21	07/01/2021	Placement Brochure release	Mr. Mohanvel Jayachandran	Dr. Akileswari	40
22	09.01.2021	Social Work Practice in India	Ms. Rohini Krishnan	Dr. Akileswari	45
23	11.01.2021	The Practice of Social Case Work	Dr.Sayee Kumar	Dr. Akileswari	45
24	22.01.2021	The Role of Professional Social Work in Community Development	Mr. Mohamed Zafrullah	Dr. Akileswari	45
25	11.01.2021, 12.01.2021, 13.01.2021, 18.01.2021, 20.01.2021 & 21.01.2021	Six Days certificate Program on " Business Management"	Madras Management Association (MMA)	Ms. Sindhu	40
26	01.02.2021	Pre- Campus Placement Training on " Campus to Corporate"	Mr. Rakesh Menon	Dr. Sulu Priya & Mr. Ramesh	40
27	02.02.2021	Placement Preparation 101	Mr. Arghya Mandel	Dr. Sulu Priya & Mr. Ramesh	40
28	05.02.2021	Orientation on Service Sector Internship	Mr. Ashish Dave	**Ms. Aruna Kumari**	40
29	02.01.2021, 09.01.2021, 23.01.2021 and 06.02.2021	Workshop on "Social Work Research	Dr. Alan Godfrey	Ms. Sindhu	40
30	16.02.2021	The role of Social Worker in correctional setting	Ms. Persis Marjorie	Ms. Sindhu	45
31	16.02.2021	Personality Development	Dr. N.R.Nappinnai	Ms. Sindhu	45
32	22.03.21 to 26.03.21, 30.03.21 & 31.03.21.	Rural Camp – Pondavakkam Village, Thiruvallur District	Ms. Anusha Mr. Gnanaraj Ms. Dhanya Jose	Ms. Aruna Kumari, Mr. Ramesh & Dr. Madhusudanan	45
33	23.03.2021	Total Quality Management	Mr. S. Ganesh	Ms. Sindhu	40
34	26.03.2021	Preparation to Separation: The HR Journey	Mr. J. Srikanth	Ms. Sindhu	40
35	27.03.2021	International Conference on "Pandemic Aftermath: Building Workplace Resilience	Mr. Anand Sivasankara Kurup	Dr. Sulu Priya & Dr. Akileswari	85
36	01.04.2021	Skill Development Program - Leadership performance- Re skilling and up skilling for digital workforce	Mr. Valliappan & Mr. Chandru	Ms. Vijayalakshmi	40

37	03.04.2021	HR metrics and HR Analytics	Mr. Ranjith Kuma	Ms. Vijayalakshmi	40
38	05.04.2021	Talent Management in Digital Age	Mr. Ranjith Kuma	Ms. Vijayalakshmi	45

A Report of the above Programmes are presented in the following pages:

WEBINAR

INVITATION

DATE	: 6th July 2020
DAY	: Monday
ONLINE PLATFORM	: Zoom
ORGANISER	: Dr. B, Sulupriya
	D.G.Vaishnav College
RESOURCE PERSON	: Mr.C.K.Dhanapandian Assistant Professor Department of Clinical Psychology NIEPMD
NO. OF STAFF PARTICIPATION	6
NO. OF STUDENT PARTICIPATION	: 160 students

INTRODUCTION

These can be difficult times for all of us as we hear about spread of COVID-19 from all over the world, through television, social media, newspapers, family and friends and other sources. The most common emotion faced by all is Fear. It makes us anxious, panicky and can even possibly make us think, say or do things that we might not consider appropriate under normal circumstances. There's a mental health crisis brewing in India right now. With the current coronavirus pandemic around the world and the lockdown in India many Indians are worried their time in isolation will lead to feelings of depression, uncertainty, worry, stress and anxiety. To address this issue and explain how to overcome this mental stress and depression, the PG Department of Social Work from DG Vaishnav College collaborated with Yuva Active Advocacy Forum presented a virtual webinar on "LOCKDOWN AND MENTAL HEALTH CHALLENGES" on July 06,2020 (Monday),. The session began by 4:00 PM, There were around one-sixty (160) participants who actively engaged in the event. One of the student co-ordinator Mr Abdullah belonging to II-year of the department delivered the welcome address and the co-ordinator Mr Naveen Kumar from II-year of the department gave a brief introduction of the Head of the department of social work Dr B.Sulupriya and also of the guest speaker Dr Dhanapandian. The head of Department addressed the members on the topic and emphasized the significance to take care of one's mental health in the current scenario. Ms Aishwaryaa V S R, the student member of the department read out the profile of Ms Aishwarya Kalpathi Aghoram - Founder & Chief Executive Officer. After that Ms Aishwarya Kalpathi shared her perspective about COVID-19 lockdown and its implacable situation.

Common Questions in our mind during this pandemic situation:

The resource person Mr C K Dhanapandian, started his session by explaining the common questions that might arise in the individual's mind during this lockdown.

The questions are like "How long it will take for an individual to settle in life, when the normal situation will arise, what will happen to my education, how will my career be, why is this even happen in my life, and at last what if my close one get affected".

Why these questions arise within us?

These questions arise due to various reasons "The series of changes overnight, The excessive feed about pandemic related information through social media, televisions, newspaper etc, The "New reality" created

stress and also made people to take time to adjust, This Pandemic situation made people to imagine about the negative consequences".

Consequences of Lockdown:

He clearly acknowledged the consequences of lockdown and how it has impacted the people's life, people failed to maintain routines, the feeling of being stuck, poor hygiene-sleeplessness, excessive use of gadgets, domestic violence, underestimate of our ability to cope up with this situation, expression of negativity emotions such as anxiety, worry, panic etc.

Strategies for strengthening our Mental Health:

The speaker also gave wide knowledge and to develop strategies on "how to strengthen one 's mental health" such as - by creating a structured routine, relying only on reliable sources, using some form of relaxation technique, trying to acknowledge and accept once negative emotions and to have better communication among the loved one, etc.

Helpline Number:

The Speaker also shared the Tamil Nadu Government Medical helpline number (104) and Covid-19 Mental Health Helpline Toll Free Number (08046110007).

Feedback of the Webinar:

Finally, there was a question and answer session where the participants clarified their doubts. The entire session was an interactive and easily understandable one. Once the speaker addressed the queries raised by the participants, the organizers collected feedbacks from the participants through google forms and issued E-Certificates to the participants virtually.

Vote of the Thanks:

Mr Jonathan Ravindran-District Coordinator from Yuva active advocacy forum winded up the session with vote of thanks. The virtual webinar came to an end at 5:00pm.

OUTCOME OF THE PROGRAM

The speaker equipped the audience to realize their mental state by questioning them. This made the audience understand the consequences of lockdown and how it has impacted one's life in and around the world. The insights on few strategies aided them to strengthen their mental health. Also, the speaker through the speech made the audience understand the "importance of belief in oneself, among them.
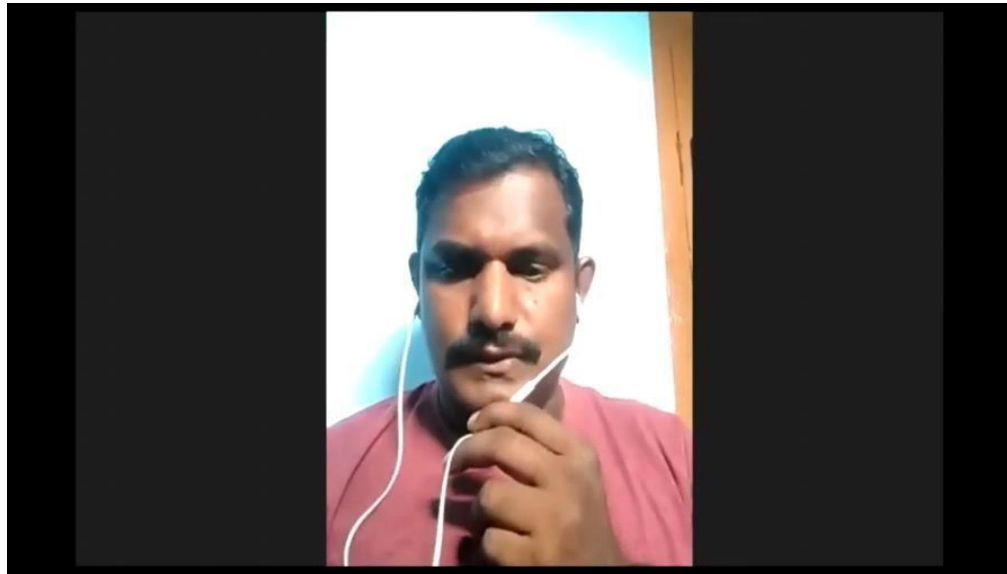
PHOTOGRAPH

Dr.B.Sulu Priya, Head of the department, Department of social work, D.G.Vaishnav college, Arumbakkam, Chennai-106
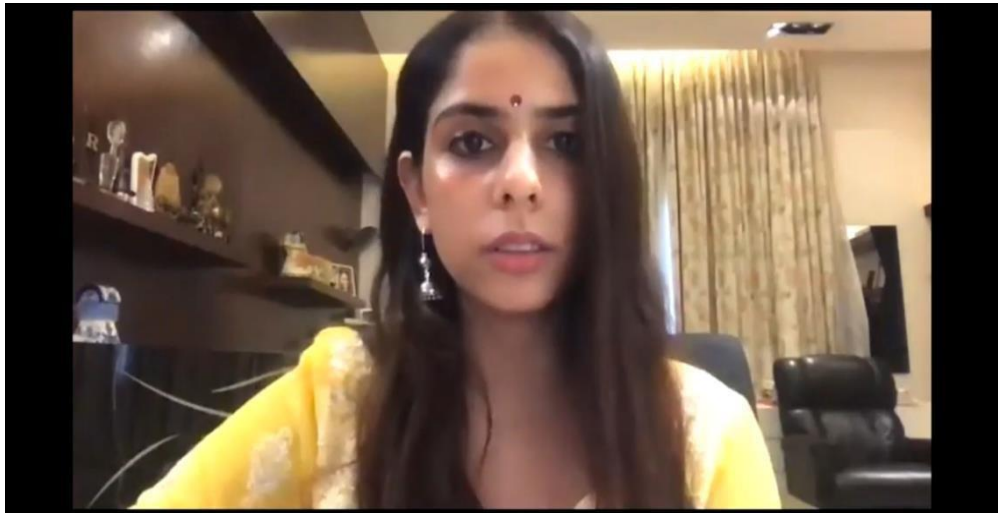
Ms Aishwarya Kalpathi Aghoram
Founder & Chief Executive Officer
YUVA Active Advocacy Forum

Mr.C.K.Dhanapandian Assistant Professor, Department of Clinical Psychology NIEPMD
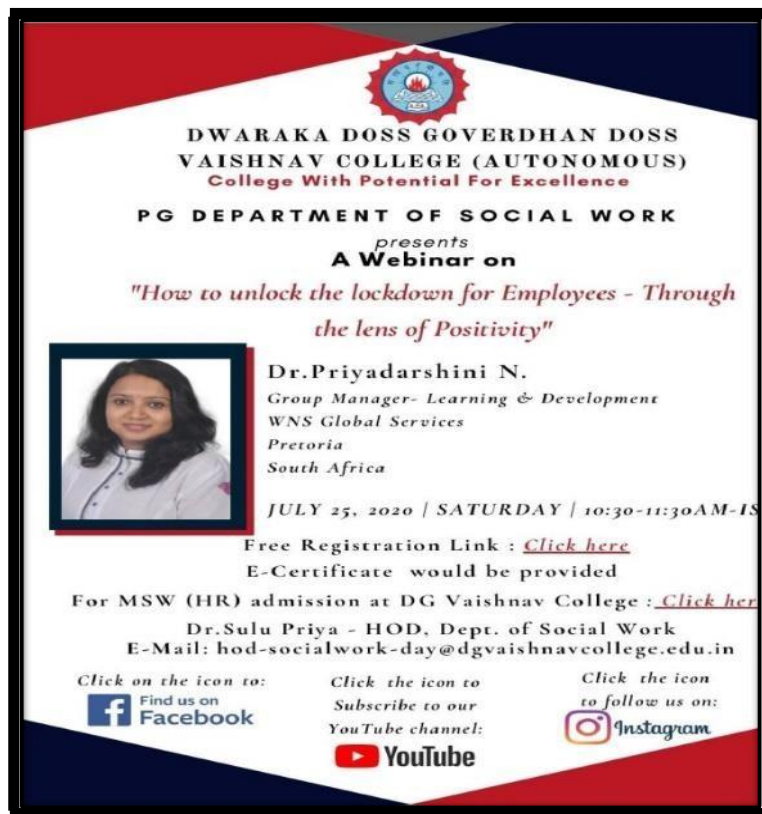
Slide Presentation

WEBINAR

Webinar Date	**:** 25th July2020
Venue	**:** Zoom Video Communication
Timings	**:** 10.30-11.30AM
Topic	**: "**How to Unlock the Lockdown for Employees- Through the Lens of Positivity"
Resource person	**:** Dr. Priyadarshini.N.
No. of Participants	**:**171 Participants

Invitation

Resource Person - Dr. Priyadarshini. N

Dr. Priyadarshini. N is currently a Group Manager - Learning and Development in WNS Global services located South Africa, with a total work experience of 11 years in Human resource management from many reputed companies. Dr. Priyadarshini .N is a University Rank Holder in Bachelor degree (Psychology), a Gold Medalist in Master degree MSW (HR) and further obtained Doctorate in "**Positive Organizational Behavior**" (IIT Madras). She had attended and presented her papers in many National and International conferences with professional certifications. Further she has extensive knowledge and experience in positive psychology, DISC profiling, Neuro- Linguistic Programming, psychometric assessments, Training delivery & Research.

Introduction

As the COVID-19 crisis progress towards the recovery and reshaping phases, many organizations look at new ways of addressing their workers changing social, emotional, physical and financial needs. One of the biggest challenges for businesses who have moved to a remote working strategy in response to the COVID-19 health emergency is how to support their employee's wellbeing. While there are many potential upsides to working from home-the end of the commute and more control and flexibility over the working day- there can also be downsides including insecurity, isolation, and anxiety.

To address this issue, and explain the problems faced by the employees during this pandemic and also to provide distinct solution to HR professionals to manage the employees effectively and for students to understand the situation from an HR perspective, the PG Department of Social Work from DG Vaishnav College, Chennai had conducted a Webinar on 25th July2020 (10.30-11.30 am) on the topic " **How to Unlock the Lockdown for Employees-Through the Lens of Positivity",** Resource Person by Dr. Priyadarshini. N Group Manager- Learning &Development from WNS Global Services at South Africa. The webinar was live streamed in face book and uploaded in both official department face book Id and official department YouTube Id "SWASTI DGVC"

Presentation of the Webinar:

"How to Unlock the Lockdown for Employees through the Lens of Positivity"

Presented By Dr. Priyadarshini .N (presentation recording).

New normal:

New normal is where the home has become one of the important parts in our present daily life and it's a primary center for the different institution such as work from home, online schools and colleges, online purchases, quality time with family, improving culinary skills.

Data/Research on Mental Health during COVID

- Hotline Federal Emergency in USA stated that they have registered more than 1,000% increased cases in calls since April 2020 when compared with the same time last year due to emotional distress for people.
- A report from an online therapy company called a Talk Space reported – 65% jump in clients calls since February 2020 mainly related to anxiety related symptoms.
- In India, a recent survey done by the Indian Psychiatry Society, reported an increased by 20% cases of mental illness since lockdown and at least one in five were affected. Post –COVID landscape
- will be a fertile breeding ground for a chronic stress, anxiety, depression, alcohol dependence and self harm where now started experiencing it present COVID Pandemic lockdown.
- A Study done by Municipal Corporation of Greater Mumbai, where also opened a Toll Free Helpline for 24/7. They have done a research on how the call centers have been operating , where resulted- 52% of calls are related to anxiety,22% of calls are related to isolation and adjustment related issues, 11% on depression, 5% on sleep related difficulties and remaining other cases exacerbation of previous mental health concerns. The age limits according to the study done by
- Municipal Corporation of Greater Mumbai, where ranges 18 – 85 years and 55% of the calls are between 26-40 years, 20% calls were abandoned call which means people call the Helpline, due to Mental Health stigma they hang up the call without any conversation.

These are the some of the data on Mental Health issues across the World and specifically in India.

Positive Resource

- Psychological Capital was coined around early 2000 by Fred lusen, a famous organizational behavioral psychologist.
- He state , the initial focus usually more on traditional economic capital(which mean what we have like finance, asset etc)
- Slowly industries evolved, so next focused on Human Capital which is an important asset on organization, to know the employee's experience, education, skills, and knowledge.Next focus on social capital, which is to know the relationship network and contacts, friends etc among the organization.
- Positive psychological capital is of 4 capital -hope, self- efficiency, resilience , optimism ; which are useful for any organization to maintain positive capital . this was proved through research , resulted with huge impact among the organization.

Psychological Capital

1. Self efficacy , which is believing in one's ability to mobilize cognitive resource to

obtain specific outcome. i.e. is more related to the individuals confidence to reach goal.

2. Hope is important thing , having the willpower and pathways to attain one's goals.
3. Optimism - making a positive attribution about succeeding now and in the future.
4. Resilience.

These 4 capacity are called as psychological capital, as they are unique positive resources, measurable (i.e. through survey scale capacities can be measured), developable (i.e. through experience and training can develop confidence in an employees). All these 4 capacity put together have an impact on performance and this is said to be positive psychological capital.

Resilience

Resilience is the capacity to bounce back from adversity and grow stronger from overcoming negativity events. It involves two elements such as proactive assessment of risk and assets. Strategies for resilience are facing reality, search for meaning and improvise the situation and building positive emotions.

Circle of Concern and Influence

According the book written by Stephen Covey "The 7 Habit of Highly Effective People", the author mentioned about the circle of concern and circle of influence. That is any factor which is outside to the individuals control and external to them, over which they have little or completely no control, it can be weather, natural disaster, epidemic, market condition, political situation, social media feeds which are absolutely no control but it affect them. This is known as circle of concern and circle of influence talks about the individual's attitude, thoughts, what he/she read, relationship, skills they learn. The success and failure depends on the mental health which is focused here.

Well-Being Model

Martin Seligman is a father of positive psychology framed a PREMA model for wellbeing. **PERMA** model – **P**ositive Feeling, which is focusing in positive emotion; **E**ngagement, finding flow or engage in any activities; **R**elationship, authentic connection with family; **M**eaning, purposeful existence change way at which look individuals life; **A**chievement, a sense of accomplishment which intends to improve mental health.

Focusing any one or all will improve the well-being of the employees as well as individual. Organizations can build up strategies to enhance each of these elements which are vital to mental or emotional wellbeing of the employees.

Virtual World

The problem related to remote working, organization face problems like isolation; to have face to face interacting using social platform; e-presentation, which is tend to be available all time in online; burnout; nuclear boundaries between work and family become unclear and blur as they do multiple work.

The solution for such problems as a leader or employees to deal with the situation are role model vulnerability; well being action plan; identify vulnerable and provide addition Support; regular communication; empathy; connect with each others; celebrate small achievements; be self- compassion and don't judge others.

Micro Habits

Micro Habit for employee to practice especially this pandemic lockdown are starting a day or end a day with gratitude, write one thank you letter to you employee or colleague about them, physical movements, meditations, journaling, express generosity to one person a day, practice self-take.

Threat or Opportunity

The COVID pandemic lock down can be thread/opportunity, which is up to the individual but in the lens of opportunity, the individual can improve creativity like reading books, learning new skills using technology, listen to new music, watch new genre movies, inculcation new hobbies, connect to people, do research survey on mental health, online support group like online counseling.

Outcome of the Webinar

The Participants from various college, districts and various university were able to understand Mental health of the employees and their problem and issues facing in this current COVID pandemic situation in HR perspective and clarified their doubts in Q&A session and through the webinar learned "If an individual put attention towards positivity and focus on opportunity can accomplish their goal".

Photographs of the Webinar

Image: Presence of the Participants
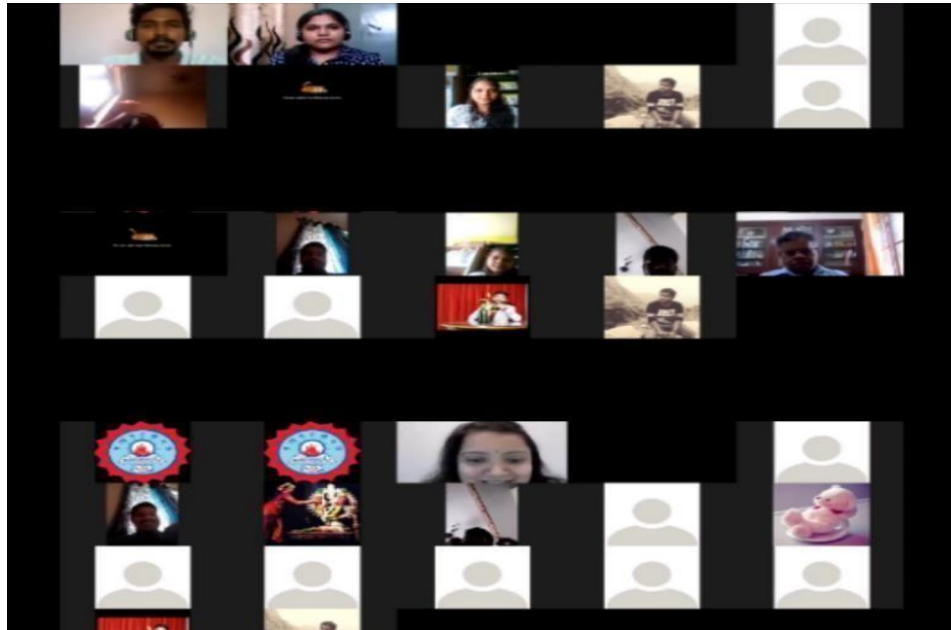
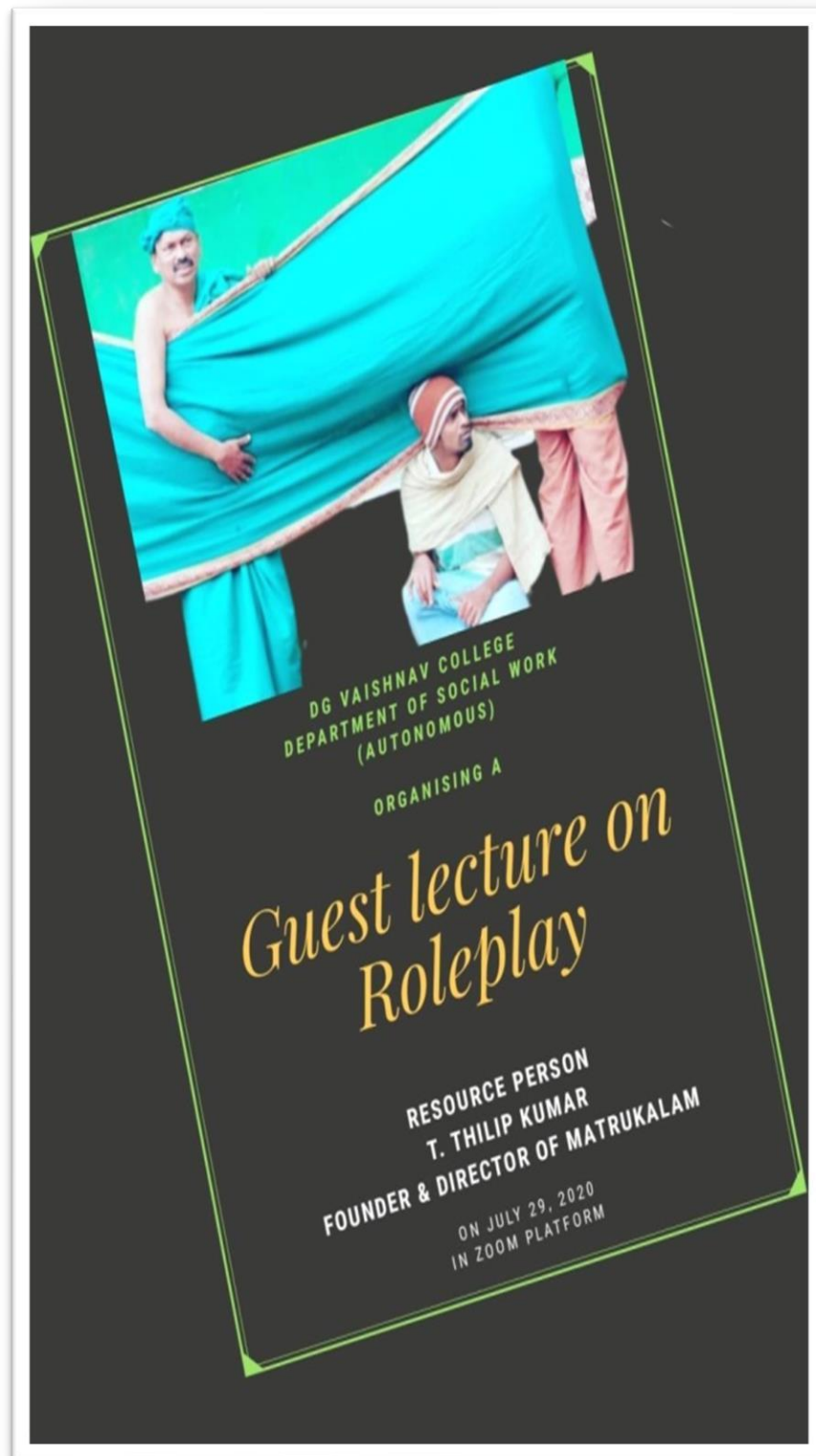Slides of the webinar

<u>Psychological Capital</u>

Self efficacy, Hope, Optimism, Resilience - These 4 capacity are called as psychological capital, as they are unique positive resources, measurable (i.e. through survey scale capacities can be measured), developable (i.e. through experience and training can develop confidence in an employees). All these 4 capacity put together have an impact on performance and this is said to be positive psychological capital.
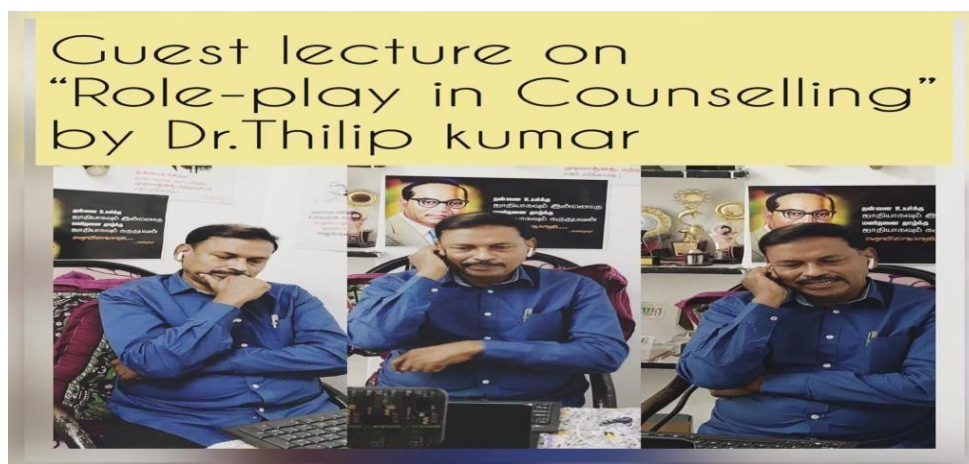
DG VAISHNAV COLLEGE
DEPARTMENT OF SOCIAL WORK
(AUTONOMOUS)

ORGANISING A

Guest lecture on Roleplay

RESOURCE PERSON
T. THILIP KUMAR
FOUNDER & DIRECTOR OF MATRUKALAM

ON JULY 29, 2020
IN ZOOM PLATFORM
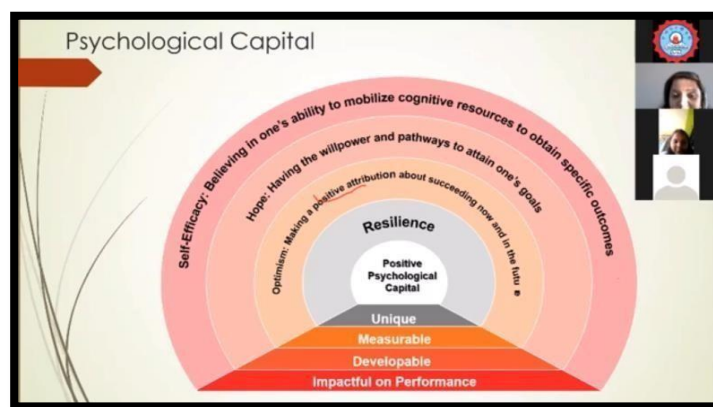
DATE : 29th July 2020

DAY : Wednesday

ONLINE PLATFORM : Zoom

ORGANISER : Prof. Ramesh,

D.G.Vaishnav College.

RESOURCE PERSON : T. Thilip Kumar, Founder and Director of Matrukalam

NO. OF STAFF PARTICIPATION 1

NO. OF STUDENT PARTICIPATION : 40 students

DETAILED REPORT OF THE PROGRAM:

On 29th July 2020, A Guest lecture was organised on the topic – Role play on Counselling for the MSW- HR students. This guest lecture was organised by Prof.Ramesh, Department of Social work, D G Vaishnav College. The guest speaker of the event was Mr. T. Thilip Kumar, Founder and Director of Matarukalam. This guest lecture was arranged to bring out the significance of the counselling. The session was more interactive. The session was carried on with more practical experiences so that the students can understand the concept clearly. The Practical experiences of the guest gave the students more insight into counselling. Many doubts were clarified and students understood that how a counsellor should deal with a client. Each story or imaginary situations shared by the guest, helped the students to understand what effective tools and techniques should be used in counselling process. The guest speaker also shared many real-life cases from his practical experience which gave insights and clear idea on counselling. The students were able to easily relate their theoretical concepts with the practical experience from the guest speaker.

OUTCOME OF THE PROGRAM:

The way he articulated every situation through story holds many counselling tools. Informative and wonderful session and it's even more special as the students were able to easily relate those circumstances with real life. It was a great session with more realistic examples which made the session really informative and it was very useful. The way the guest carried on with the session made students to get more involved. The real-life cases and experiences which he shared shows his professionalism.

Invitation

DWARAKA DOSS GOVERDHAN DOSS
VAISHNAV COLLEGE
(Autonomous)

DEPARTMENT OF SOCIALWORK

GUEST LECTURE

"EMPLOYEE ENGAGEMENT : MANPOWER MATTERS"

MS. PUNITHA ANTHONY
DIRECTOR ~ HRD

CSS CORP

AUGUST - 05 , 2020
11.00 AM - 12.00 PM

Google Meeting id :
https://meet.google.com/fsa-hcyb-cxh

TOPIC : Employee Engagement : Manpower Matters

DATE : 05-08-2020

VENUE : Google meeting

ORGANIZERS : Dr. S. Akileshwari

   Students : Tamilselvan, Ritu, Manjari and Dharmaraj

RESOURCE PERSON : Ms. Punitha Anthony, Director-HRD (CSS Corp.)

NO. OF PARTICIPANTS : 42

DETAILED REPORT OF THE PROGRAM :

   Employee engagement is an extent to which employees feel passionate about their jobs, are committed to the organization, and put discretionary effort into their work. Engaged workforce is the core of every business and a distinguished factor for achieving business success in today's times. Indeed, HR takes initiative and drives constant employee engagement program in the form of continuous training and development, providing flexibility in terms of working hours or just having an open door policy to propagate the culture of freedom both in terms of ideas and grievance handling.

   The Department of Social Work had arranged a guest lecture program on the topic "Employee Engagement : Manpower Matters" for the MSW-II year students to understand about the concept of employee engagement in an organization. The guest lecture program was started by giving a small introduction on the topic by Ms. Manjari, MSW-II year, who was the emcee for the program. The welcome address was delivered by Mr. Dharmaraj, MSW-II year. Then Mr. Tamilselvan, MSW-II year, introduced the guest speaker by delivering the guest profile of Ms. Punitha Anthony, Director of Human Resource Department in CSS Corp. She has 15 years of work experience in the field of HR. The guest speaker started the session by asking the students "why do you want to come to college?" or "what motivates you to come to college?". She explained the meaning of engagement in the words of Gallup and Hewitt. The employee experience is "a giant vortex for everything in HR". The employee's expectations combined with the organizational design of employee expectations results in employee experience. If the engaged employees work faster, harder and stronger because they like what they do then, it leads to increased productivity, higher retention, rise in profitability, decrease in absenteeism in the organization and also customer satisfaction. The key engagement drivers are:

- Employee wellness
- Empowered employees
- Workplace culture
- Career growth
- Brand alignment
- Workforce data
- Social relations
- Employee rewards

After the lecture, the students enthusiastically asked their questions to the speaker. Finally, the session got over by proposing the vote of thanks rendered by Ms. Ritu, MSW-II year.

OUTCOME OF THE PROGRAM : The guest lecture led by Ms. Punitha Anthony, was very informative and effective. The students gained knowledge on the concept of "Employee Engagement : Manpower Matters" and its application by the Human Resource personnel in the organization.

PHOTOS OF THE EVENT:

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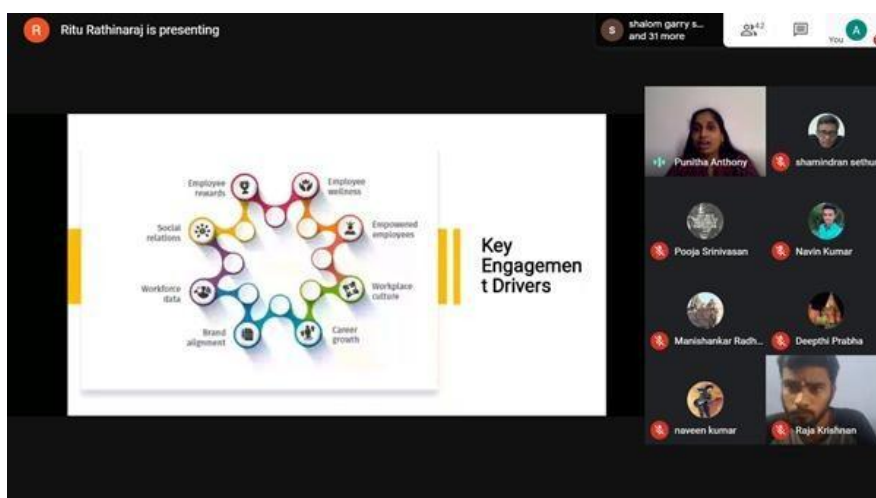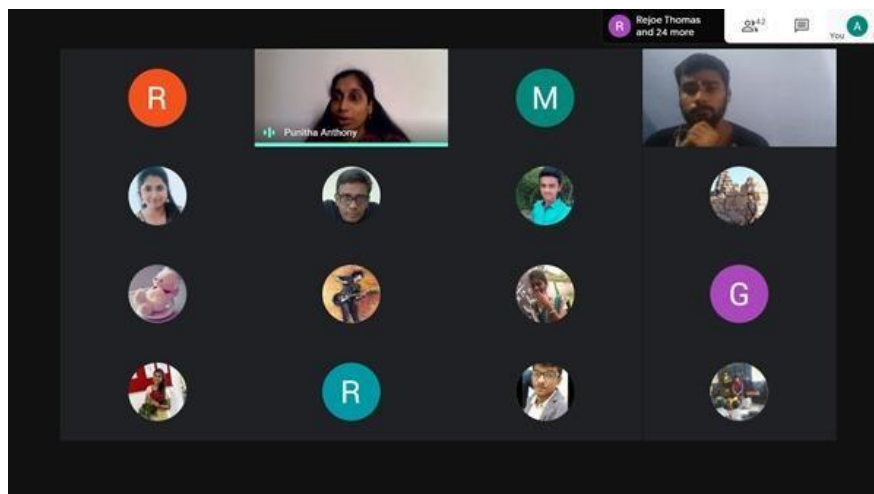
GUEST LECTURE

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TOPIC: THEORITICAL APPROACHES TO COUNSELLING

RESOURCE PERSON : MR. JERUS ALBERT BRITTO

DATE : 13th AUGUST   **TIME :** 11:30am-12:30 pm

SOFTCOPY OF THE INVITATION:

NAME OF THE EVENT **:**   Theoretical Approches to counselling

DATE **:** 13th August

MEDIUM **:** Zoom

ORGANIZERS **:** Prof. Ramesh, Deepthi Prabha, Rejoe Thomas

RESOURCE PERSON **:** Mr. Jerus Albert Britto

NO. OF STAFF PARTICIPATED **:** 02

NO. OF STUDENTS PARTICIPATED : 40

DETAILED REPORT OF THE PROGRAM   :

- The speaker for the guest lecture program was arranged by Prof. Ramesh who also helped the students to organise the program in the best possible way

- The program was started at 11:30 am on 13th august, the MC of the program was done by Deepthi Prabha who also gave the welcome address followed by the guest profile which was done by Rejoe Thomas and the lecture began.

- The guest started off by explaining about counselling which involves Professional relationships that empowers diverse individuals, families, and groups to accomplish mental health, wellness, education and career goal

- The guest also explained about the difference between advise, counselling and consultation

- Advice- No Professional Needed, No Systematic place, Subjective, Misguidance

- Counselling- Professional and trained, Systematic and controlled environment, Objective

- Consultation- Directed to guide on one particular field.

- The guest mainly focused on Cognitive Behavioural theory and explained about it very clearly with practical examples

- The guest said that a typical cognitive therapy schedule consist of about 15 visits over a three month period

- The guest explained that cognitive therapy is a psychotherapy approach based on the idea that behaviour is secondary in thinking

- Indication are depression, anxiety disorder, panic disorder, phobias, anticipatory anxiety and some centres use CBT (Cognitive Behavioural Therapy) for management of psychotic symptoms such as hallucination and delusions

- The guest also explained about the techniques of CBT which are as following

  1. Techniques for stopping intrusive cognitions

  2. Techniques to counterbalance faulty cognitions

  3. Techniques for altering cognitions

  4. Techniques to resolve problem directly

➤ The guest also encouraged the students as the students were interacted and the session was bilingual it was very easy for the students to get connected with the topic

➤ The guest also told that we could discuss even more and the psychological topics and discuss all the types of functions

➤ The guest lecture concluded by vote of thanks by Deepthi Prabha and the session got over by 12:45pm

OUTCOME OF THE PROGRAM:

The practical implication of CBT was clearly explained to the students as it was a very interactive session.The students were very much benefited by the program where it was very informative and very useful as the guest gave us a very good exposure about the CBT with practical examples and the students were able to clarify their doubts with the guest in the question and answer sessionThe students wanted another session with the same guest because they had many topics to discuss and the guest also told to the students that he will spend some time with the students.

PHOTOS OF THE EVENT:
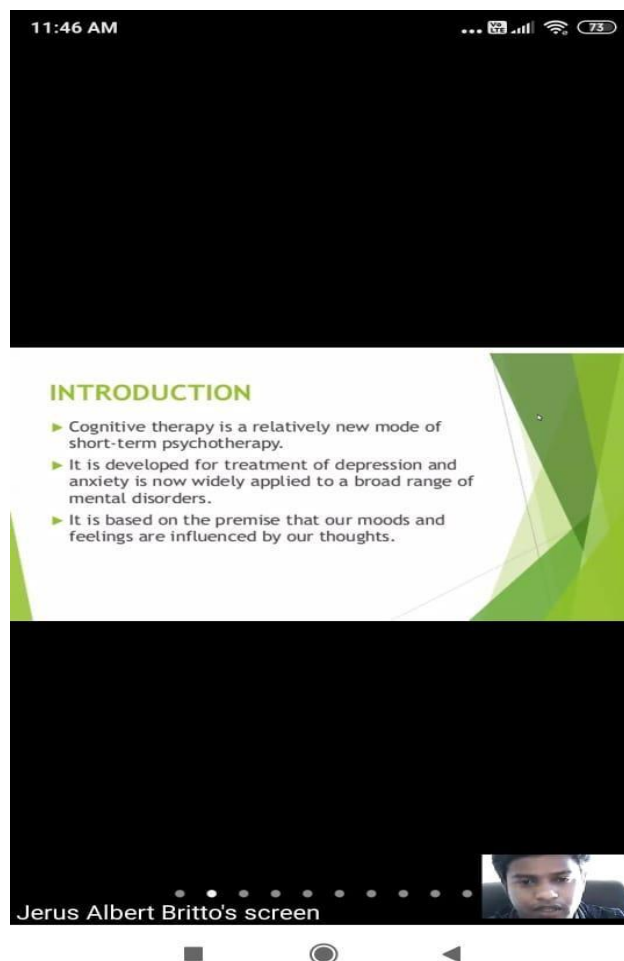
GUEST LECTURE

Invitation

Dwaraka Doss Goverdhan Doss Vaishnav College
(Autonomous)

DEPARTMENT OF SOCIAL WORK

GUEST LECTURE SERIES - II

Topic

Employee Life-Cycle Management

Resource Person
SUHASINI K
Head - Human Resources
Dr. Agarwals Eye Hospital
CHENNAI

https://meet.google.com/fao-geub-nea

August - 29, 2020
Saturday

11.00 am - 12.00 pm

TOPIC : Employee Life Cycle Management

DATE : 29-08-2020

VENUE : Google meeting

ORGANIZERS : Dr. S. Akileshwari

           Students : Manjari, Dharmaraj, Tamilselvan and Ritu

RESOURCE PERSON : Ms. Suhasini, Head HR, Dr. Agarwals Eye Hospital

NO. OF PARTICIPANTS : 44

DETAILED REPORT OF THE PROGRAM :

An employee lifecycle is the overall journey a staff member will take while they work at any given company. A typical employee lifecycle has four or five steps, though it can vary depending on what organization examining. They need to effectively turn engagement data into meaningful intelligence at the department and individual manager level to help employees recognize their contributions to the business. The role HR has during this process is very important. Each stage throughout the cycle has its challenges, but it's important for HR to continuously improve their process for each stage to better the success of their employees.

The Department of Social Work had arranged a guest lecture program on the topic "Employee Life Cycle Management" for the MSW-II year students to understand about the concept of employee life cycle in an organization. The guest lecture program was started by giving a small introduction on the topic by Ms. Ritu, MSW-II year, who was the emcee for the program. The welcome address was delivered by Mr. Navin kumar, MSW-II year. Then Ms. Manjari , MSW-II year, introduced the guest speaker by delivering the guest profile of Ms. Suhasini, Head HR of Dr. Agarwals Eye Hospital.

The guest speaker began the session by the topic of Employee Life cycle in that first explained about the transactional to business partner. Training has to be given in the organization on the base growth of organization goals. She also shared about the recruitment process in the organization. In every organisation training has to be given by identifying in which area they are lagging skills to match the skills and attitudes in the organization. She also shared many terms regarding Employee Life cycle Management and the main topics are:

- Transactional to business partner
- Talent acquisition
- Building capability
- Employee Development
- Performance Management
- Employee Engagement
- Transition

After the lecture, the speaker clearly explained the doubts of the students and gave relevant information regarding to the questions. Finally, the session got over by proposing the vote of thanks rendered by Mr. Dharmaraj, MSW-II year.

OUTCOME OF THE PROGRAM :

The guest lecture delivered by Ms. Suhasini , was very clear and informative. The students gained knowledge on the concept of "Employee Life Cycle Management" and how training need to be addressed on the basis of organization goals.

PHOTOS OF THE EVENT:
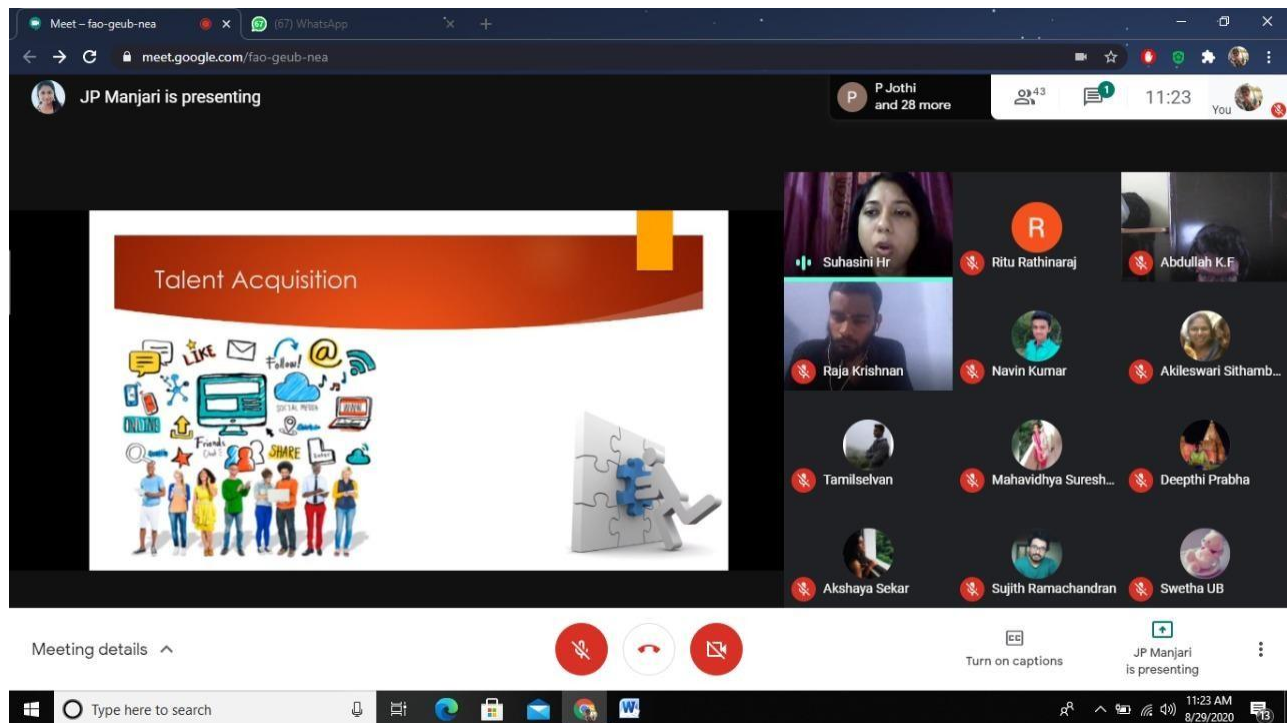
INVITATION

Name of the event:

Orientation on Field work at Manufacturing Sector

Date:

01/09/2020

Venue:

Google meet

Organisers:

Department of social work

Resource person:

Mr.Ajanth,

Senior Executive-HR,

Saint Gobain

Number of staff participant:

1 (Prof Sindhu)

Number of Student Participants:

38 (Msw II year)

Detailed report of the session

The guest speaker initiated the lecture on sharing his personal experience of him performing emcee at his college days at Loyola college. He said that, he would be very enthusiastic and eager to perform and to lead the events like the one which we have now.

Post sharing his personal experience on a lighter note, the guest lecturer for the day started updating the students how he joined saint gobain, his current role and responsibilities over there and the office atmosphere in saint gobain.

With regard to sessions topic- "Orientation on filed work at manufacturing sector" The guest lecturer informed, that intern in manufacturing sector will always be given more of paperwork and training on Excels at the initial stages, as we all know paperwork at manufacturing sector will be quite more compared to other industries it is very much necessary to get interns train to it. This is the normal way of working for a beginner in the manufacturing sector.

Since it is not possible to have in person training, the speaker advised the students to gain more to theoretical knowledge by studying more on:

- Industrial dispute act, which will play a mojor role for a HR in manufacturing field
- More understanding on Factories act and he stressed that as future HR it is more predominant to have the more clarity on the two topics.

He said that current batch of students are very unique as , they have more opportunity to enhance there skill set and abilities as connecting from home. This gives more space and time to enlarge knowledge on various aspects which are useful for a successful professional career. He also said that HR profile is not a monotonous work and we have to deal with different work and more people in their profession. So it is better to learn different thing so ther then HR based curriculum.

Outcomes of the session

The session was highly informative and useful for the students in learning about the work life in manufacturing sector roles and responsibilities over there.

This session ensured to students that they should have in-depth knowledge in the factories and Industrial dispute act. And it was also highly valuable to students during the times of pandemic where exposure to the industry has become very difficult. The session also helped the students to get updated on the current aspects and the working in the manufacturing company. Another important point which was stressed was to enhance skillset on various aspects required for an HR other then theoretical knowledge

Pictures of the session
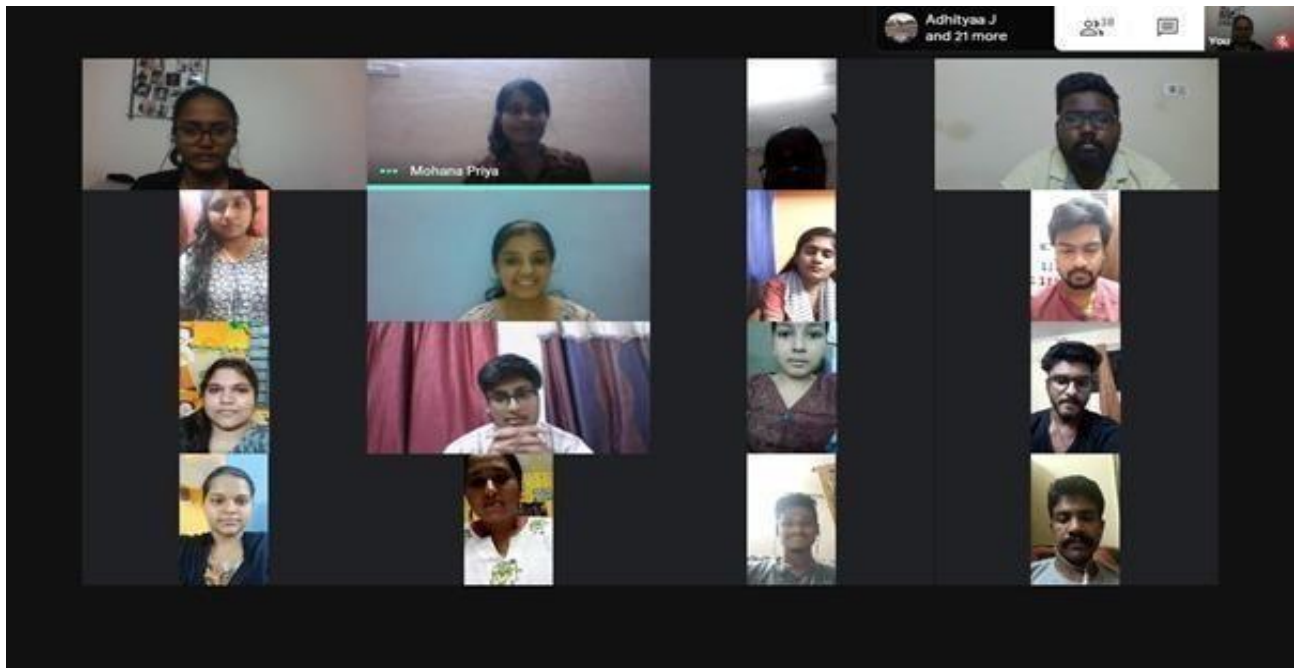
ALUMNI ENGAGEMENT SERIES

SESSION - 1

Soft copy of the Invitation

Let's Connect Virtually
with
Ms.KAMALASHREE G
MSW 2000-2002 Batch

Ms. Kamalashree is working as an HR Advisor in Mind Group Solutions. She is a Senior Human Resource Professional with extensive experience in industries relating but not limited to, Technology, Manufacturing and Management Consulting sectors. She has diverse professional HR exposure in international settings.

About the Session

One of the major factors of a successful Human Resource (HR) Manager is an array of skills to deal with a variety of situations.
It simply isn't enough to have knowledge of HR but it takes multiple skills to manage people and to be an excellent contributor to the business.
The future of an enterprise demands new outcomes, and HR has a critical role to play.
The session will address the proficiencies that every HR Professional needs to have.

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TOPIC   :   Critical Capabilities for Future HR

DATE   **:** 18th September 2020 (3:30 PM – 4:30 PM IST)

VENUE   **:**   Google Meet

MODE   **:**   Online

RESOURCE PERSON **:**   Ms. Kamalashree G, HR Advisor,
                             Mind Group Solutions,
                             D. G. Vaishnav College Alumna,
                             MSW (Batch 2000-2002)

Contact Info:

                             Email: gkamalashree@gmail.com

FACULTY COORDINATOR: Prof. Aruna Kumari

STUDENT COORDINATOR: Deepthi Prabha N (MSW II Year)

NO. OF STAFF PARTICIPANTS: 3

NO. OF STUDENT PARTICIPANTS: 52

Detailed Report of the Programme:

The Alumni Engagement series is aimed to develop the students to equip them and make them prepared for the industrial settings. The first session of the Alumni Engagement Series was on the topic "Critical Capabilities for Future HR".

The program was initiated with the welcome address by Ms. Deepthi Prabha of second year MSW, the Guest profile was facilitated by Ms. Nitya Kalyani of second year MSW.

About the Guest Speaker:

The Guest has a rich experience of 18 years in this field in different organisations such as Rane Break Lining limited, Totus consulting, Bharath Petroleum, and presently with the Mind Group Solutions. Initially the speaker shared about the roles of the HR in different types of organisation such as the corporate, medium sized industries and the family run firms. All these types of industries require different capabilities for the effective functioning as HR personnel.

The speaker explained about the key capabilities that would drive a person to success which would be a key to unlock the path to the career as a budding HR. She briefed on the HR career philosophy. While a healthy organization would facilitate employee's career growth by creating the required infrastructure, systems and processes, the individual needs to demonstrate complete ownership and responsibility for their performance and careers. One should have potential or ability to take on higher roles by demonstrating consistent Superior Performance and displaying the company values. Then she explained about the HR Career Tracks. The four HR Career Tracks are Specialist, Cluster Professional, Generalist – Business Partner and People Partner.

The session then moved towards the different career transformation that every HR would undergo and the all students should be aware of those and plan accordingly. There was a Q&A session following the discussion of these topics, students from both first and second years of MSW questioned about their specific doubts on this topic, and every question were answered in a satisfactory way.
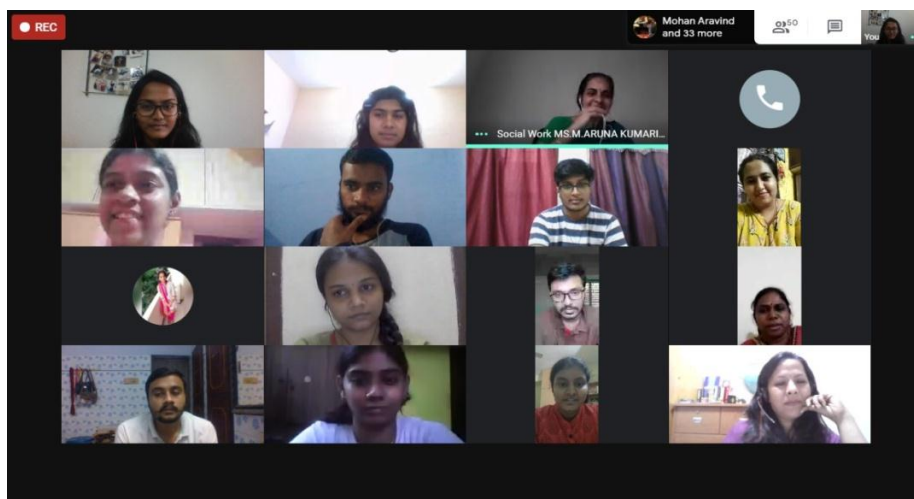
<u>Outcome of the Programme:</u>

- ➢ The interactive session gave a good impact about the key capabilities that has to be developed by the students for becoming future leaders.
- ➢ The session delivered insights on HR Capability Framework.

<u>Photos:</u>

Ms. Kamalashree while addressing the 1st and 2nd year students in Google Meet on 18th September 2020

ALUMNI ENGAGEMENT SERIES

SESSION - 2

<u>Soft copy of the Invitation</u>

TOPIC: Transformation of HR in the IT Industry - Adapting to 'the New Normal'

DATE   **:**   22nd September 2020 (6 PM – 7 PM)

VENUE   **:**   Google Meet

MODE   **:**   Online

RESOURCE PERSON   **:**   Mr. Lakshmi Narasimman
                                  Senior Manager, HR & Operations,
                                  TCS Financial Solutions Beijing
                                  Company Limited, China
                                  D.G. Vaishnav College Alumnus,
                                  (2005-2007 Batch)

Contact Info:

                                  Email Id: narasimman.m@tcs.com
                               laksh.narasimman@outlook.com

FACULTY COORDINATOR: Prof. Aruna Kumari

STUDENT COORDINATOR: Deepthi Prabha N (MSW II-Year)

NO. OF STAFF PARTICIPANTS   **:**   4

NO. OF STUDENT PARTICIPANTS :   54

Detailed Report of the Programme:

The second session of the Alumni Engagement Series was on the topic "Transformation of HR in the IT Industry – Adapting to the New Normal. The Welcome Address was given by Ms. Vaishnavi from II year MSW. Then the Speaker's profile was read.

About the Guest Speaker:

Mr. Lakshmi Narasimman has more than thirteen years of HR experience in IT Industry. He played a variety of HR roles in Asia's largest software company – Tata Consultancy Services (TCS). He has built and groomed diverse teams (multicultural and multilingual) within Asia Pacific region. In his current role, he manages HR and Operations for TCS Financial Solutions entity based in Beijing, China. As a HR Business Partner, he is responsible for end-to-end HR deliverables for the local teams spread across the Greater China region.

The Speaker started the session by giving a small introduction of him. He then gave a brief introduction of IT Industry. He explained about the Business 4.O and it's Evolution. In the First Industrial Revolution the machines were activated by mechanical power. In the 2nd Industrial Revolution there was introduction to Mass production and assembly-line. In the 3rd Revolution computers and automation were introduced. It facilitated the use of electronic and IT. In the 4th Industrial Revolution the Cybernetic systems, Internet and intelligent machines are evolving.

He explained on how HR evolve and transform in IT Industry. An introduction of Agile was given. Agile practices approach discovering requirements and developing solutions through collaborative effort of self-organising and cross-functional teams and their customers or end users. It advocates adaptive planning, evolutionary development, early delivery, and continual improvement, and it encourages flexible responses to change. It's transforming how organisations hire, develop and manage their people. It's also transforming how HR interacts with the workforce from doing things for employees to designing programs and technology with and for employees. In many ways agile is the backbone of efforts to design, understand and improve the employee experience.

Then he explained about the HRBP processes and how HR drive and thrive in the 'New Normal' through Employees safety and wellness, futuristic benefits, transition of WFO to WFH and WFH to WFO, work-life balance, virtual engagement, collaboration, business continuity and growth, productivity management and continual learning etc.

A Question and Answer session was held. The speaker clarified the doubts of the students patiently. Then at the end of the session Vote of Thanks was delivered. The students from both first year and second year of MSW had participated in the session.

Outcome of the Programme:

➢ The participants got insights on the role of HR in the IT industry.

➢ The Session covered the future HR trends in the IT industry how the companies drive and thrive in the New Normal.

Presentation Image:
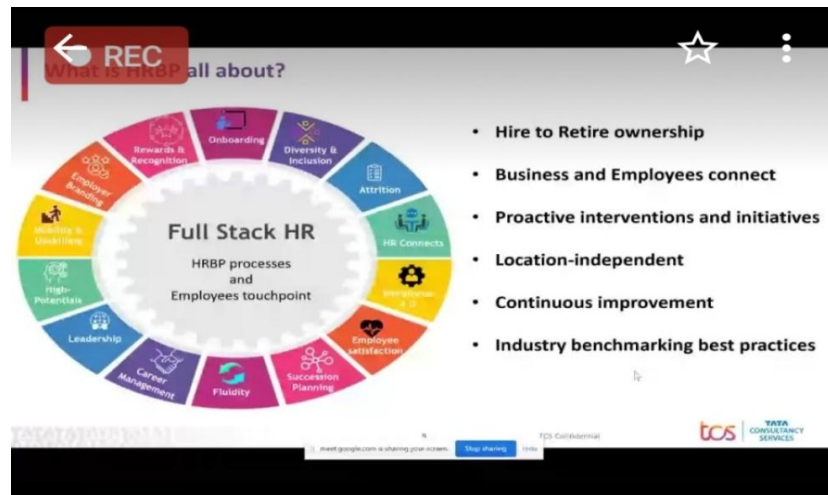
Photos:

<u>**INVITATION**</u>

Name of the event:

Understanding the new normal in manufacturing sector

Date:

10/09/2020

Venue:

Google meet

Organisers:

Department of social work

Resource person:

Mr.N.Dinesh Kumar, Personnel manager (TAFE)

Number of staff participant:

1 (Prof Sindhu)

Number of Student Participants:

40 (Msw II year)

Detailed report of the session

The guest speaker initiated the lecture with the concept of understanding the new normal and also shared the current situations and experiences he faced as an HR during pandemic. The session was taken up as interactive session, the speaker shared that the most important aspect that needs to taken into account during the pandemic situations is the changes in the design and implementation of HR policy and the necessity of safe workplace for employees. He shared some of the necessary actions taken up by TAFE,

- Social distancing was prioritised.
- Temperature scan at the entry gates.
- Facilities to wash hands before touching door knobs or entry places.
- Travel facilities with social distances taken into account.
- Counselling for family members regarding employee safety.
- Awareness video made by medical officers shared through WhatsApp chatrooms of employees.

He explained the importance of labour legislation and also the need for being updated with amendments. He shared the qualities that are highly required to have as an HR, he insisted that skills like communication, interpersonal, negotiations etc are must for an HR personnel. The speaker explained the legal process involved in Apprentice Act, 1961. He spoke about the types of apprentices such as,

- Vocational apprentice
- Technical apprentice
- Trade apprentice
- Graduates apprentice
- Optional apprentice

He went through step by step process involved in recruiting apprentices through Board of apprentice training. He explained that in olden days, apprentices were allotted in 1:7 ratio but in latest amendment the ratio or percentages of apprentice allotment has changed to min 2.5% to max 10% when the average number of employees are in ratio of Permanent being 700 to contract being 300. The steps that he shared were as follows,

- Approval from the statutory authorities
- Recruitment
- Enrolment process
- Registration of contacts
- Identifying the skillsets and areas to be trained
- Monitoring the performance of the apprentice
- Payment/Reimbursement of stipend
- Assessment of apprentice (Trade test/COP)

He explained that the recruitment of apprentice required approval from the board, and most of the process has become online. The online portal for registration provides form for application which requires the details of training modules to be submitted. And once the permission is provided, the recruitment process takes place. The most ease of recruitment for apprentices are done through camp asrecruitment, virtual interviews through online platforms such as zoom, teams etc. He also shared that some organisation would also give news lets and advertisements for the recruitment. The next step is the enrolment process, where the apprentice is required to submit his necessary information such as provisional certificate, Aadhar card, valid bank account, mobile number and email id etc. And within 15 − 30 days enrolment ID would be generated, which is required for registration of contract. He explained that during registration process the details such as Date of Joining, stipend information, and areas in which the training is provided (1 year training plan to be submitted). He shared the need of performance monitoring and explained that once in 3 months it has to be analysed. The speaker explained the percentage of stipend amount needs to be payed and the differences that rise depending on the type of apprentice. He also spoke on the importance of taking region into consideration for providing stipend. He explained on the divisions of zones. He finally shared about the assessment process and also about the national trade test for acquiring national trade certificate and for diploma and engineering graduates, the

process of acquiring certification of proficiency (COP). He also shared the other aspects such as leaves, eligibility and restrictions in the scheme and finalised his speech by comparing the NEEM and BOAT schemes.

Outcomes of the session

The session was highly informative and useful for the students in learning aboutthe practical procedures involved in the manufacturing company, and was also highly valuable to students during the times of pandemic where exposure to the industry has become very difficult. The session also helped the students to get updated on the current aspects and the workings of the company. The importance of legislative policies and its practical application is understood with the help of the session. The session also helped in understanding the significance of workplace safety, and framing management plans in reaching organisational goals especially during the times of pandemic.

Pictures of the session

ALUMNI ENGAGEMENT SERIES – SESSION 3

Soft Copy Invitation

NAME OF THE EVENT   **:**Alumni Engagement Series (Session 3)

TOPIC   **:**Managing Diverse Talent Workforce in a
                                     Global Context – Role of Human Resources

DATE   **:**09.10.2020

TIME   **:** 7:00 PM – 8:00 PM

VENUE   **:**Webinar (Google Meet)

ORGANISERS   **:**Department of Social work
                                D.G. Vaishnav College, Chennai

FACULTY CO-ORDINATOR: Prof. ArunaKumari

RESOURCE PERSON **:** Mr. SaikumarJayakumar
        Human Resources (TCS), United Kingdom
D.G. Vaishnav College Alumnus,
Batch (2003-2005)

NO. OF STAFF PARTICIPANTS : 5

NO. OF STUDENT PARTICIPANTS : 62

Summary of the Program

The session was on the topic "Managing Diverse Talent Workforce in a Global Context – Role of Human Resources. The Welcome Address was given by Mr. Santhosh from II Year MSW, followed by profile reading of the Guest Speaker. Mr. SaikumarJayakumar has more than 14 years of HR experience in which the initial 6 years of experience had been in Sanmar Group as Executive Manager - Human Resources. Later he joined TCS in June 2011. During his term of employment he had acquired multifarious experience in talent Management, and HRBP spread across various business verticals in India and overseas.

Then the Guest Speaker Mr. Saikumar initiated the session with a question regarding the percentage shift in diversity since industrial revolution, and infirmed that there is a huge percentage increase with regards to diversity that is 3000 times more in comparison to industrial revolution. He explained the importance of diversity inclusion in organisation in present scenario. He also explained that the global workforce not only raises the dimension aspect but also increases revenue and trying to find out the best model to cope with it. He spoke about the diversity inclusion in workforce leadership, and how it has increased the need of diverse leadership. The leading companies such as PEPSICO, SUDEX SO, COCO COLA etc has brought in the diverse leadership on board. He also informed that TCS has brought in 11% of the diverse workforce in leadership position. He further explained that diverse workforce would also help in better understanding of customers. He explained that there could penalties for opting out of inclusion which would cost the effectivity of the company greatly such as

- Company where there were less diversity for both gender and ethnic/cultural diversity were 29% less to achieve above average profitability.
- Companies with ethnic/cultural diversity on executive teams were 33% more likely to have industry leading more profitability.

He explained that culture and communication plays a significant role in understanding the diversity in workforce and that it also acts as major parameters for integration. He also addressed the setbacks that

could arise of such diverse workforces such as,

- Conflict of interests
- Labour law conflict
- Talent gap etc

He stressed on the tool of empathy and its need in the world of growing inclusions, he also explained that inclusion of heterogeneous diverse workforce would also help in better assessing the culture and including it on a global scales. He explained about the General Data Protection act, and the responsibility it holds in protecting the sensitive information of the employees and also the importance of employee consent and that the employer is obligated to inform the employee prior usage of data. He insisted on the work-life balance and explained the myth surrounding the Asian workers regarding long working hours.

(Presentation image)

Outcome of the Program:

The session was very proactive and helped the students in understanding the importance
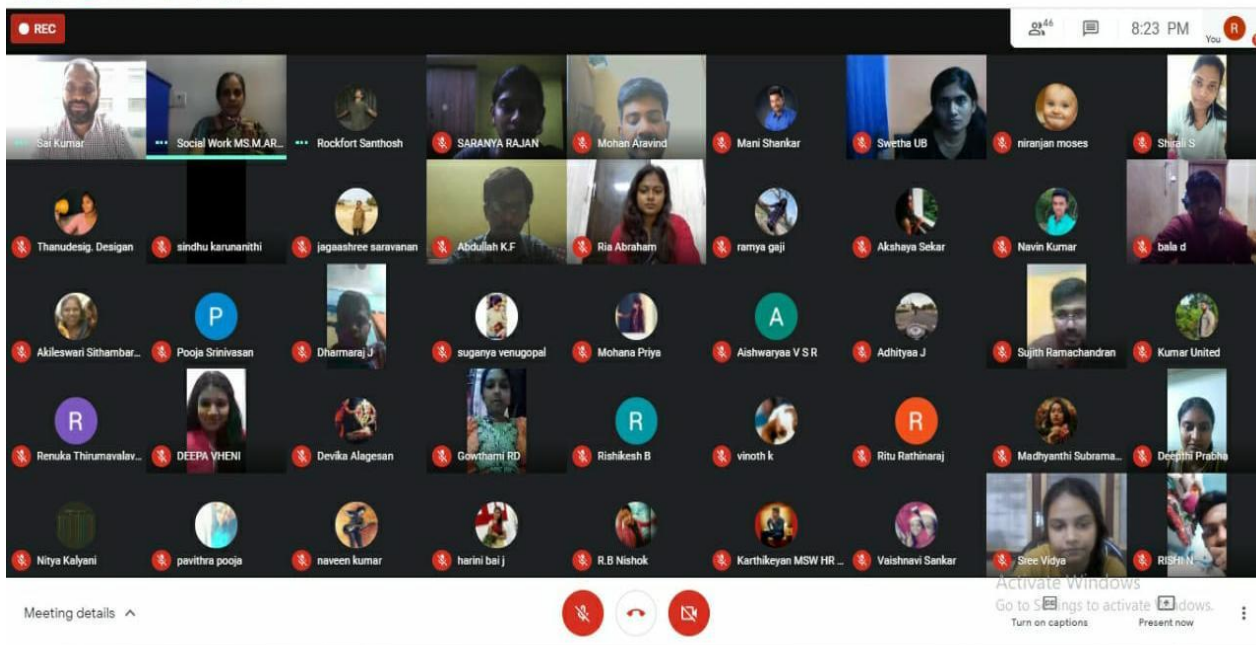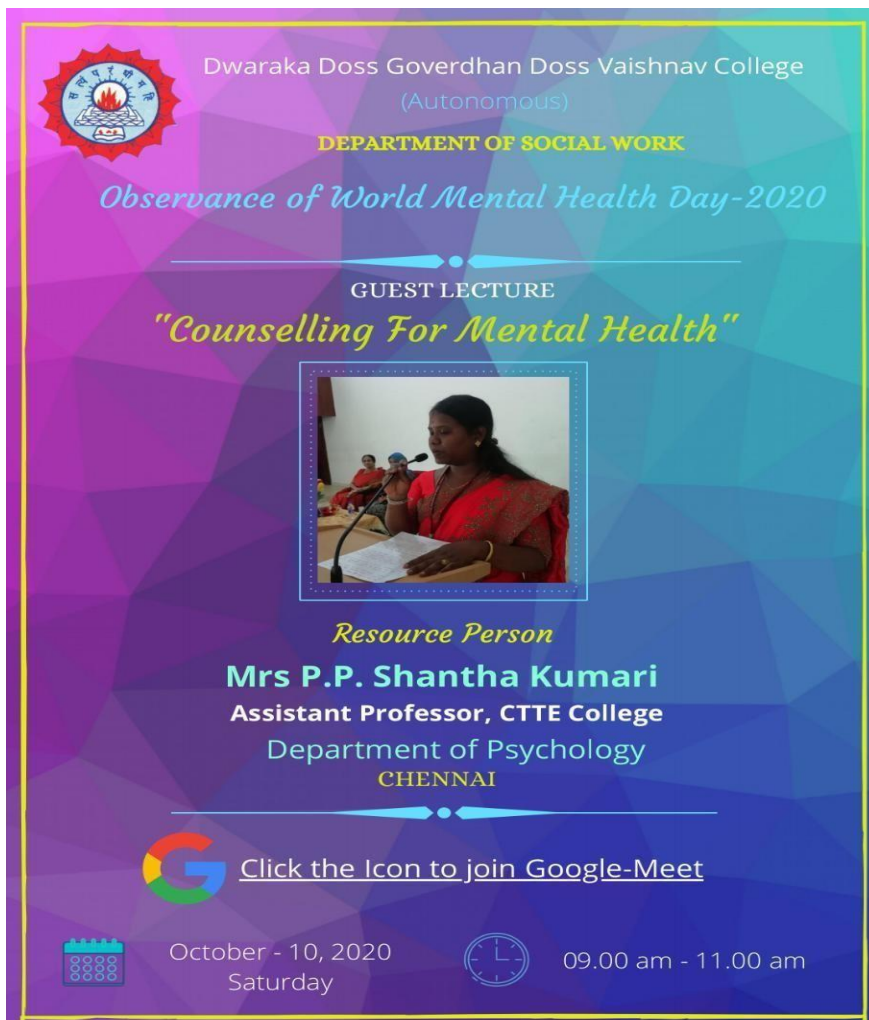

of growing diversity and the significant roles it plays in field of global work culture. The session also opened a broader perspective for the students with regards to diversity in global context; it also helped in exposing them to the importance of diversity inclusion and concepts of living diversity. The session reached the end and question and answer time was provided for the students to ask their doubts, the speaker also shared his personal experience in overseas and how he managed to adapt.

Event Picture

Guest Lecture Invitation

TOPIC: COUNSELLING FOR MENTAL HEALTH

RESOURCE PERSON: MRS. P.P.SHANTHA KUMARI

DATE: 10th October, 2020

MEDIUM: Google-Meet

ORGANIZERS: Prof. Ramesh, Mahavidhya, Shalom Gary Smith

RESOURCE PERSON: Mrs. P.P. Shantha Kumari, Assistant Professor, CTTE college, Chennai

NO. OF STAFF PARTICIPATED: 02

NO. OF STUDENTS PARTICIPATED: 40

DETAILED REPORT OF THE PROGRAM:

The guest for the guest lecture was arranged by Prof. Ramesh who also helped the students to organize the program. The program was started at 9:00 am on 10th October, the student organizers of

the program are Shalom and Mahavidhya. The welcome address and guest profile was done by shalom and the topic was started by the Guest Mrs. P.P.Shantha

Kumari. The guest started off with the question about what is counseling. The session went interactive by answering the question and the guest explaining about counseling which is the Professional relationship between the counselor and the client. The guest explained what is empathy and the importance of empathy in counseling and also said about transference and counter-transference to the students. Questions were raised form the student's side about counseling. The guest explained the students that what is counseling and how to handle and ventilate the clients. The guest said that if in case of the client is not interested in counseling, and then it would be the difficult session to handle them. Rather than solving their problems, it is very important to make the client to feel comfort.

The other question raised form student side was, how the counselor's handle the mental stress when they suppress their emotions while handling the clients and their problems? The guest answered it very nicely that "when the one who can't able to heal them self, cannot able to heal others". So, counselor's can take a period of time called healing time to heal them self and after they can come back to the client to solve their problems.

The guest summarized allover about what is counseling, process of counseling, empathy and importance of it in counseling, how the counselor can handle the clients, and how the counselor's can heal them self from suppressive emotions.

The guest presented with the PPT slides for easy understanding. The guest mainly focused on Mental Health and explained about it very clearly with practical examples

The guest also encouraged the students, as the students were interacted and the session was bilingual it was very easy for the students to get connected with the topic. The guest also told that we could discuss even more about the counseling in future sessions.

The guest lecture concluded by vote of thanks by Mahavidhya and the session got over by 11:15Am.

OUTCOME OF THE PROGRAM:

The practical implication of COUNSELLING FOR MENTAL HEALTH was clearly explained to the students as it was a very interactive session.

The students were very much benefited by the program where it was very informative and very useful as the guest gave us a very good explanation about the mental health with practical examples and the students were able to clarify their doubts with the guest in the question and answer session. The session was very informative and knowledgeable

PHOTOS OF THE EVENT:
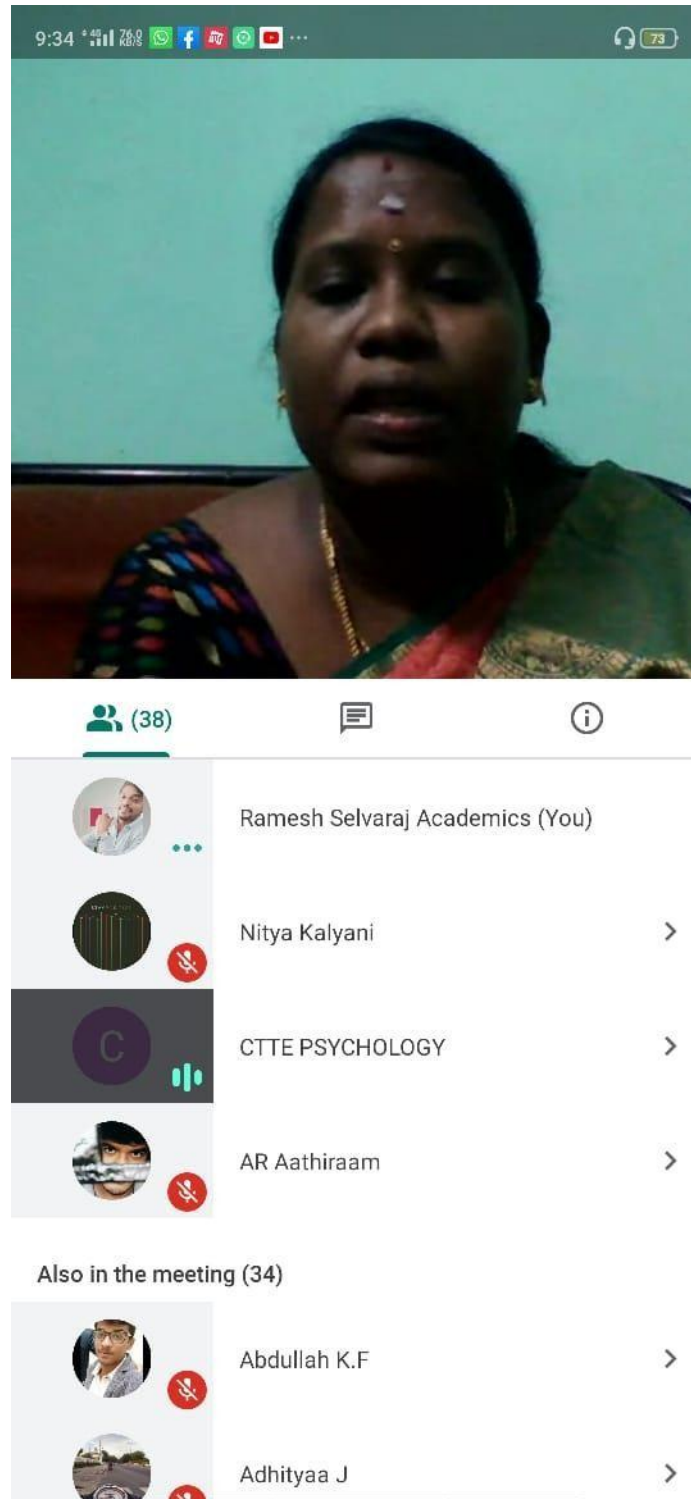
GUEST LECTURE

TOPIC: SIGNIFICANT AREAS OF COUNSELLING

RESOURCE PERSON: MR. ANOOP MACMILLAN

DATE: 13TH OCTOBER 2020   **TIME:** 3:30 pm TO 5:00 pm

SOFT COPY OF THE INVITE:
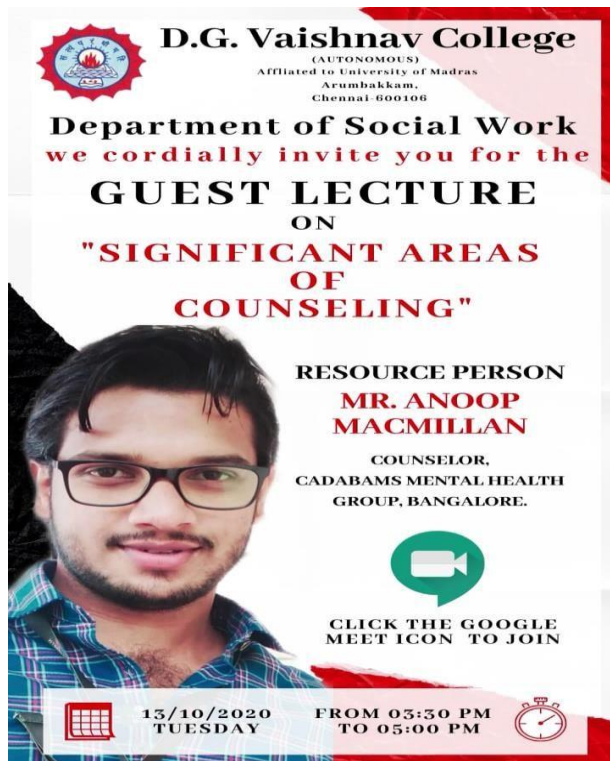
DETAILED REPORT OF THE PROGRAM:

- The guest for the guest lecture was arranged by Prof. Ramesh who also helped the students to organize the program in the best possible way.
- The program was started at 3:30 pm on 13th October, the MC of the program was Karthikeyan who also gave the welcome address followed by the guest profile which was done by him and the topic was started by the guest Mr. Anoop Macmillan.
- The guest started off by explaining about the counseling which is profession relationships that empowers diverse individuals, families and groups to accomplish mental health, education and career goal.
- The guest also explained about the characteristics of the counselor and explained that it is important to maintain the tolerance and accept the patient point of view.
- The guest said that the counselor should have the deep interest in helping people and should have the personal autonomy of the patient.
- The guest also explained that the counselor should be a person with cultural values and awareness.

- The guest said that there is a difference between guidance and counseling. The guidance is broader and comprehensive where the counseling is in-depth and narrow.
- The guest mainly focused on the significant areas of counseling where it deals with abuse like emotional, mental, physical and sexual, addictions like alcohol, drugs, exercise, gambling, shopping, smoking, sex etc, anger management, depression, low self esteem, eating disorders, relationship, stress, trauma etc.
- The guest explained that hand counseling can also be beneficial if the individuals or couples are going through a divorce and they want someone to support them through this.
- The guest encouraged the students as the students were interacted and the session was bilingual which made the students to get connected easily with the topic.
- The guest lecture concluded with vote of thanks by Aathiraam and the session got over by 5:00 pm.

OUTCOME OF THE PROGRAM:

The significant area of counseling was clearly explained to the students and it was a very interactive session. The students were very much benefited by the program where it was very informative and useful as the guest gave us a neat exposure about the significant areas of counseling with practical examples and the students were able to clarify their doubts with the guest in the question and answer session. The students wanted another session with the same guest because they had many topics to discuss and the guest also told to the students that he will spend some time with the students.

PHOTOS OF THE EVENT:
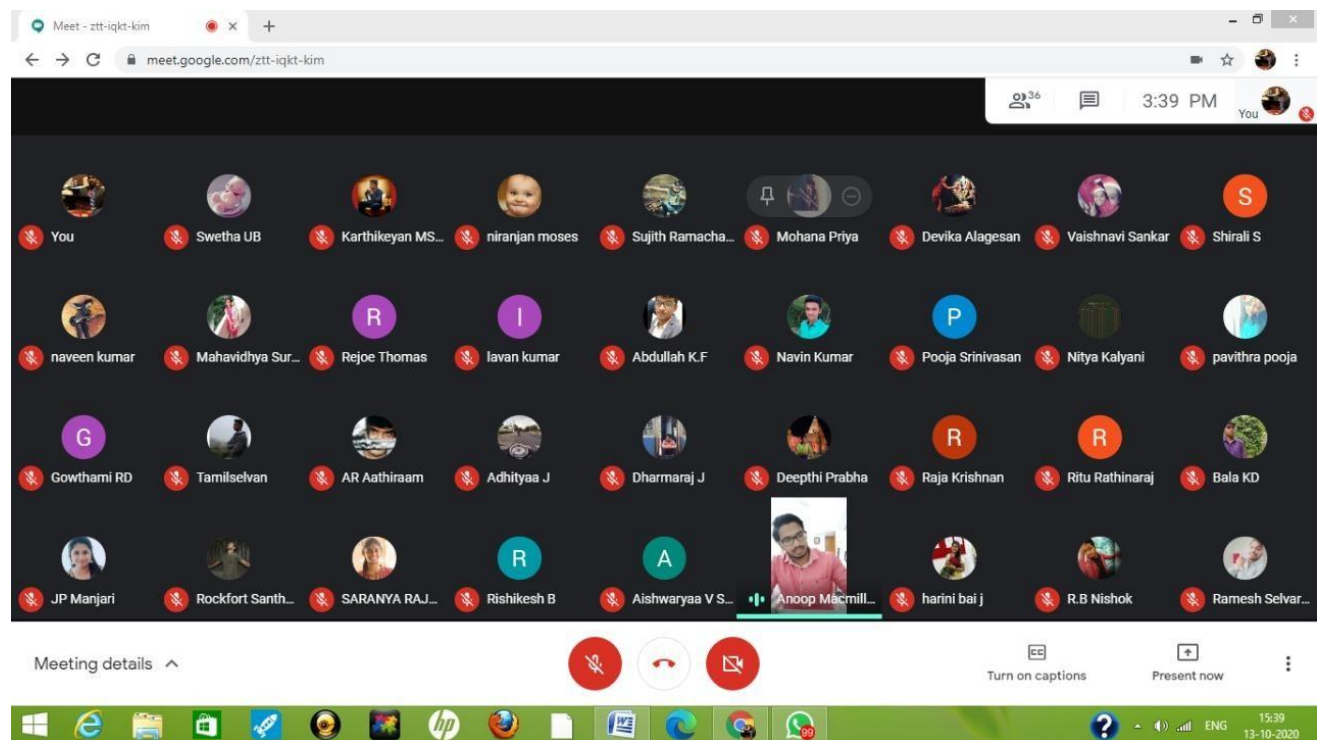
GUEST LECTURE

SOFT COPY OF THE INVITE:
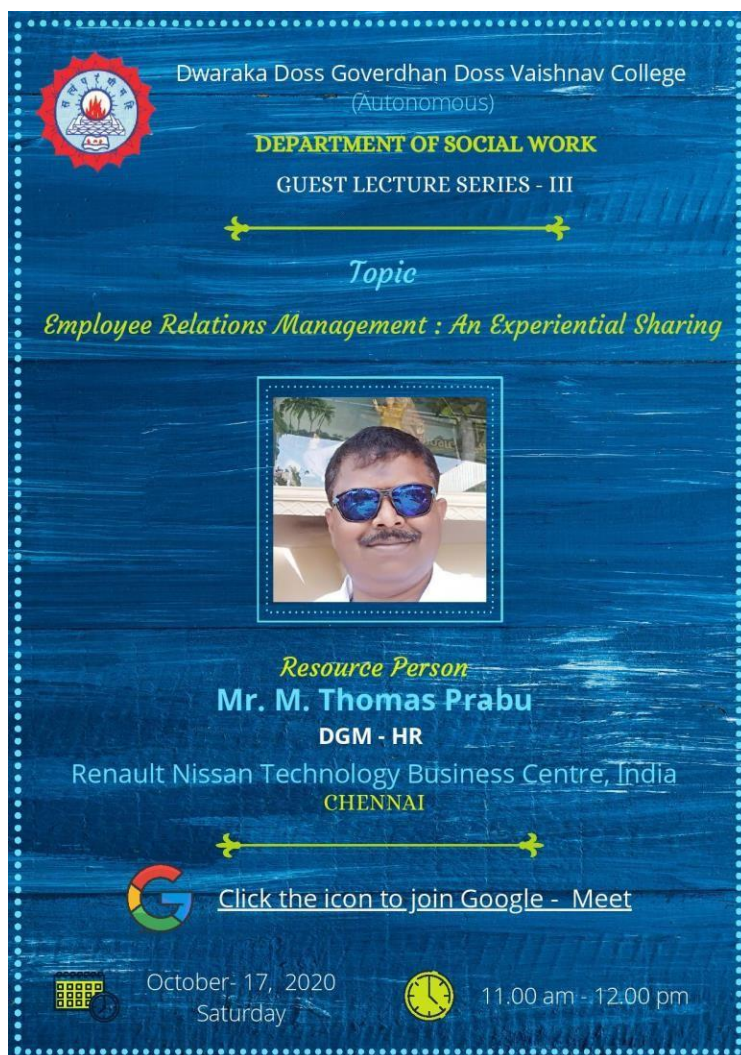
TOPIC : Employee Relations Management – An Experimental Sharing

DATE : 17-10-2020

VENUE : Google meeting

ORGANIZERS : Dr. S. Akileswari
　　　　　　　Students : Ritu, Dharmaraj, Manjari and Tamilselvan

RESOURCE PERSON : Mr. M. Thomas Prabu, DGM-HR, Renault Nissan Technology Business
Center, Chennai

NO. OF PARTICIPANTS : 42

DETAILED REPORT OF THE PROGRAM :

The Department of Social Work gave us this opportunity to finish off this guest lecture series on the topic "Employee Relations Management – An Experimental Sharing". The guest lecture program was started by Mr. Tamilselvan, MSW-II year, who was the emcee for the program. The welcome address was delivered by Ms. Manjari, MSW-II year. Then Ms. Ritu, MSW-II year, introduced the guest speaker by delivering the guest profile of Mr. M. Thomas Prabu, DGM-HR, Renault Nissan Technology Business Center, Chennai. He has a total of over 24+ years of multifaced experience in various fields. The guest speaker started the session by telling us the 3Cs which are important for an HR.

- Competence – ISO 9000 defines competence as Knowledge, Skill and Attitude. Work based skills and Hands on skills are very important.
- Communication – Communication is the key to develop relationship. Consultation approach is important.
- Commitment – Commitment to the internal customers (employees). It must be consistent, integrity, intent and passion.

He also explained the 4 cores of trust from the "Speed of Trust" book.

- ➢ Individual
- ➢ Interaction
- ➢ Process
- ➢ Tools

After the lecture, the students enthusiastically asked their questions to the speaker. Finally, the session got over by proposing the vote of thanks rendered by Mr. Dharmaraj, MSW-II year.

OUTCOME OF THE PROGRAM :

The guest lecture led by Mr. M. Thomas Prabu, was very interactive and he shared a lot of personal experiences with the students which cleared a lot of doubts among them.

PHOTOS OF THE EVENT:
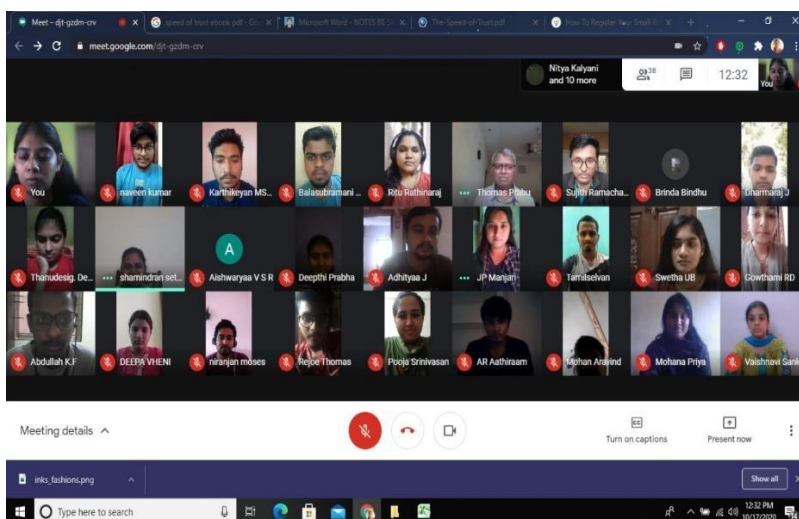
ORIENTATION ON CSR INTERNSHIP

Invitation:

TOPIC: Orientation on CSR Internship

DATE: 20.10.2020

PLATFORM: Zoom

RESOURCE PERSON: Mr. Prijo Tharu K., Manager- South, HCL Foundation, Chennai

NUMBER OF STUDENTS PARTICIPATED: 40

NUMBER OF STAFFS PARTICIPATED: 2

DETAILED REPORT OF THE PROGRAM

Corporate Social Responsibility (CSR) is one of the important areas where the practical application of the Social Work Concepts takes place through an Industrial setting. This is also an integral part of the curriculum. To get an overview about the CSR functions and to understand the core objective of the CSR were the objective of the session. To satisfy this objective the Department of Social Work, D G Vaishnav College has arranged a guest lecture for its second year students who are going to be placed in the CSR internship the next day.

The session was started with the key note and welcome address by Mr. Rajakrishnan V. of second year MSW, followed by Ms. Pooja with the guest profile, later the guest started with educating the audience. Initially the guest speaker started with the theoretical and legal background of the CSR concepts. The speaker then steeped into the SDG and MDG which are in direct link with the objective of the day. Later in the second part of the session the Guest speaker shared 2 video clippings and gave and overview of the CSR activities of HCL foundation which was helpful to understand the ground work done by the organisation. Later the guest speaker gave some important words such as sustainability, inclusivity etc and made the participants to think out of the box and include various industrial concepts with the thought process. Overall the session was an interactive and was more engaging the participants which made the session a good learning experience.

OUTCOMES OF THE PROGRAM

➤ The students were able to understand the core concept of CSR
➤ The students understood the important functions that could be performed by them during their CSR internship
➤ The session was more thought provoking; it made the students think out of the box.

PHOTOS OF THE EVENT:
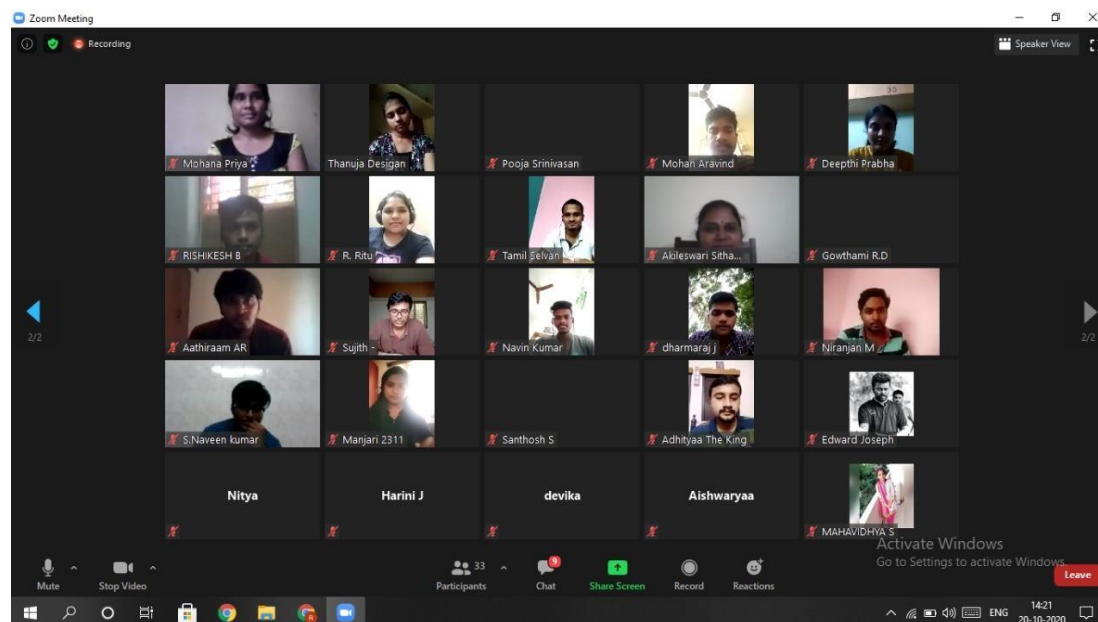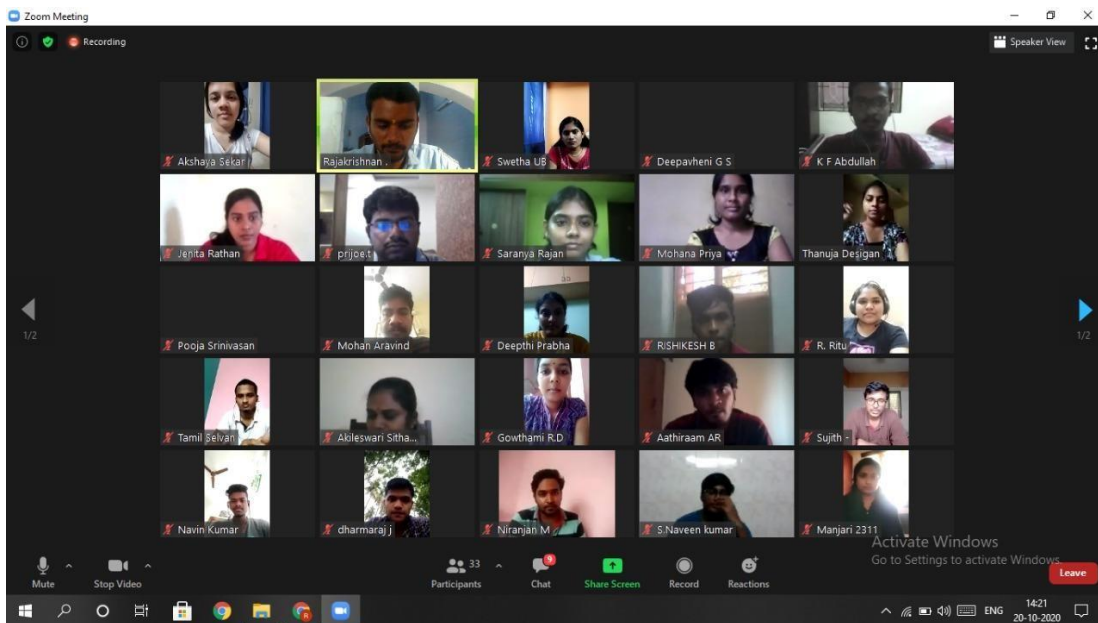
ALUMNI ENGAGEMENT SERIES

Session – 4

<u>Soft copy of the Invitation</u>

NAME OF THE EVENT   **:** Alumni Engagement Series (Session 4)
Topic: "Insights into Organisation Development – Employee Engagement and Employee Experience"

DATE   :   30th October 202 (8:30AM - 9:30AM IST)

VENUE   :   Google Meet

MODE   :   Online

ORGANISERS : Mohan Aravind, DeepthiPrabha N
(MSW II Year)
Department of Social Work
D.G. Vaishnav College, Chennai

FACULTY CO-ORDINATOR: Prof. ArunaKumari

RESOURCE PERSON : Ms. AmrithaRavindranathan
HR Adviser – Learning and Organisation
Development, Noble Energy/Chevron
Industry: Oil & Gas,
D.G. Vaishnav College Alumna,
MSW (2001-2003 Batch)
Email: amritharnathan@gmail.com

NO. OF STAFF PARTICIPANTS : 4

NO. OF STUDENT PARTICIPANTS : 68

Detailed Report of the Programme:
The session started with the Welcome Address delivered by Ms. MohanaPriya of II year MSW. Then the profile of the Guest Speaker was delivered.
About the Guest Speaker:
Ms. AmrithaRavindranathan is currently working as a HR Advisor in Learning and Organisation Development in Noble Energy/Chevron in Oil and Gas Industry. She is Strategic human resources partner & leader with 17 years diverse international experience in employee life-cycle management, culture & engagement, change management, leadership development, acquisition & integration, organization design, and HR Technology. She is also passionate about leveraging people development to drive organizational effectiveness and performance excellence. With the experience and opportunity of working in several cities in India, she then embarked on her international journey to Dubai and then to the USA.She is an avid learner and has currently completed second Master's program in Organization Development.
The speaker started the session by explaining her professional journey. Then she introduced Organization Development Concept. Organization and Organization are interconnected. Organization is a field that has become more common and is becoming a field that is very recognized. Anyone in the organization can perform Organization Development if they have required qualifications. Organization Development (OD) is an interdisciplinary field of study and application focused on creating and sustaining practices that eventually result in increased organizational effectiveness. Because organizations are made up of people, OD is deep-rooted in the discipline of behavior science. OD can be applied in a variety of organizational settings (corporate, non-profit, government, and trans-organization) and at different levels of system (whole organization, parts of organization, group and individual).

An effective OD intervention is planned change that is applied either to an entire system or a part of the system, managed yet flexible executed with the ultimate objective of building capability for the organization and its individuals to make them to effect and sustain the change on their own for long-term effectiveness. The goal of OD is to increase the organizational effectiveness. The way employee behaves affects the organization.

Then she explained about the Employee Engagement and Employee experience, Employees Hierarchy needs. In order to make employees to be engaged the employees must be recognized and their opinions must be heard. Employee Engagement are actively involved in enthusiastic about and committed to their workforce and workplace. Employees make decisions and take actions every day that can affect the productivity of the workforce and success of an organization.

Outcome of the Programme:
- The students got insights on Organisational Development.
- The session made the students to understand about Employee Engagement and Employee Experience.

Photos:

First Year MSW Students Induction Programme – Session 1

NAME OF THE EVENT: First Year Students Induction Programme
TOPIC: Induction Programme by the MSW Department Faculties
DATE: 04-11-2020
VENUE: Google Meet
MODE OF PROGRAMME: Webinar (Google meet)
ORGANIZERS: D.G. Vaishnav college, Social Work Department
FACULTY COORDINATOR: Prof. Vijayalakshmi. S

NO. OF STAFF PARTICIPANTS: 3
NO. OF STUDENT PARTICIPANTS: 44

The student induction programme is aimed to introduce and welcome the First year students of MSW Department into the new phase of the learning.
The post graduate department of social work has laid it's path from the year 1989 and has been striving to achieve excellence in the field of social work and human resource management.
The session was hosted by Prof. Vijayalakshmi S Assistant Professor MSW. Dr. B. Sulupriya Head of the department MSW addressed the First year students and gave brief introduction about the department and the Essence of MSW course. Dr.S.Akileswari assistant professor MSW explained the curriculum and various activities that the MSW course propound. She has explained about Intership/Fieldwork program given by the college and a brief introduction about IQAC (Internal quality assurance cell) and NAAC And Prof. S. Vijayalakshmi MSW Department enlightened the students with the rules and norms of the college and department.

OUTCOME OF THE PROGRAMME :
The session has made the freshers know in depth about the department and it's course by our inspiring professors.

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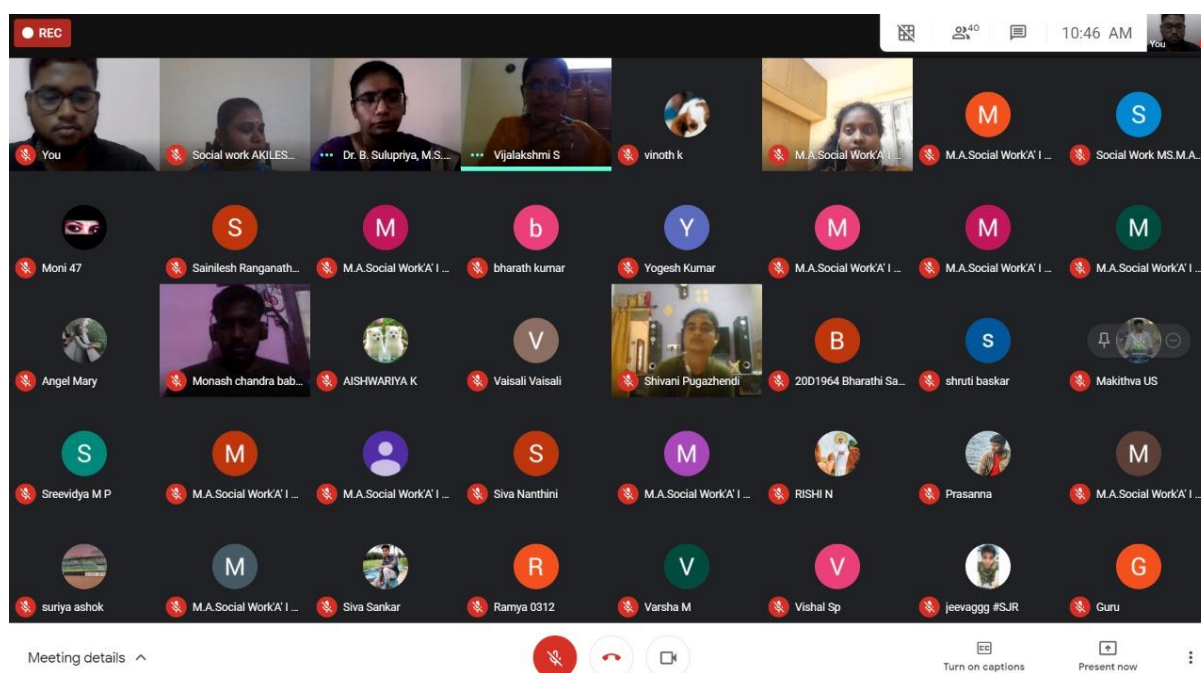
Session -2

Name oftheEvent	:	First year MSW Students Induction Programme(session-2)
Topic	:	Spirituality in BusinessScenario
Date	:	5th November 2020
Venue	:	GoogleMeet
Mode	:	Online
Organisers	:	DG Vaishnav College, MSWDepartment
Facultycoordinator	:	Prof. Vijayalakshmi.S
ResourcePerson	:	Mr. G. Subramanian (HR Functional Consultant and Trainer) 9381055794 gsubramanianpk@gmail.com

No. of Staff Participants : 3

No ofStudentParticipants : 44

The second Student Induction Programme on Spirituality in Business Scenario was held on 5th November 2020 on Google Meet. Our guest speaker for the day was Mr. G. Subramanian, who is working as a Functional Consultant and Trainer for SMEs, manufacturing and service industry to facilitate HR Process, systems and L&D Initiatives. Mr. Subramanian has an experience of 2 decades in HR in Verticals like manufacturing, telecom, health care, IT and ITES and is associated with organisations like Murugappa group, BhartiAirtel, Reliance Group and TAFE and Prodapt

The program mainly dealt with how the concept of Spirituality can be applied to the current business situation where everything has become a competition, which will soon turn into an unhealthy competition. Mr. Subramanian, began with how spirituality and religion are different and one should not confuse between the two. He substantiated his words by quoting verses from the Holy Bible, The Bhagwat Gita, and The Quran. He also elaborated on how both spirituality and business should coexist with each other to make an effective and productive business which will in return help the society progress. Furthermore, he elaborated on how the present pandemic situation has opened newer opportunities for Strengths, Weaknesses, Opportunities and Threat Analysis (SWOT) and how the COVID - 19 situation has made the companies realise the importance of people for any organisation to functioneffectively.

Besides, the speaker also explained key concepts like Inner Engineering which in simple words means the way we accept anything i.e. understanding and analyzing your inner self and thereby analyzing your inner values. The next concept that was highlighted was WIIIFM (What is in it for me?), which means that what purpose does it serve. Mr. Subramanian opines that positive thinking or being optimistic is very important for ensuring a good business world whereby, it is highly important to not become a cold blanket and ensure that one does not become the reason for other people's 'mood-off'. In addition to that, Mr. Subramanian also brought to the forefront the importance of transparency in business, ethical values which plays a key role as it highlights one's hold of spiritual values. Besides that, two kinds of transactions were also taught namely, business transaction and spiritual transaction. Business Transaction is mainly monetary in nature which mainly involves transaction of goods or money or services from one person to the other. However, on the other hand, spiritual transaction involves interactions that are not monetary in nature like, exchange of words or behaviours between people in a work or business context. In order words, Business

Transactions are interactions that deal with exchange of money and Spiritual Transactions deal with exchange of words, one is quantitative and the other is qualitative. The latter also involves ethical values like trust, honesty, integrity, compassion and respect towards co-workers. Finally, the importance of a healthy attitude towards work was also emphasized upon.

OUTCOME:

This program was a very informative program and, in this process, students learned the importance of spirituality and other key qualities that one must possess to become good human beings and also good employees as well as employers in the present business situation. This thought-provoking session gave the students an opportunity to relate textbook knowledge with real life experiences. It also gave the students an opportunity to learn something new and apply it in their lives.

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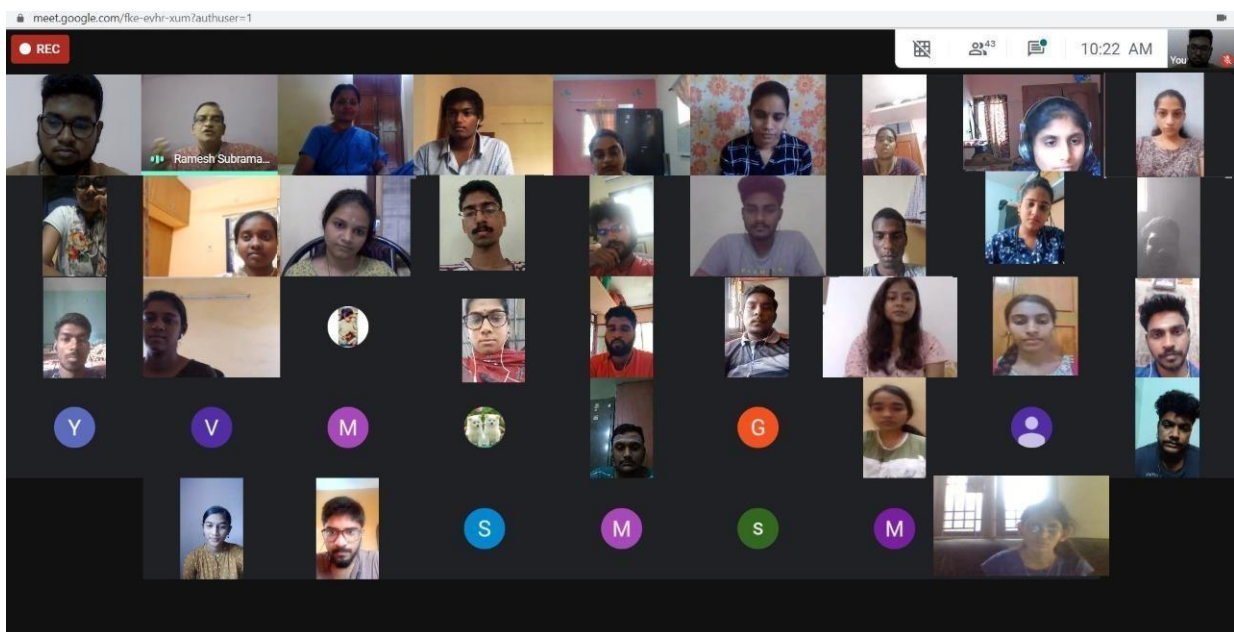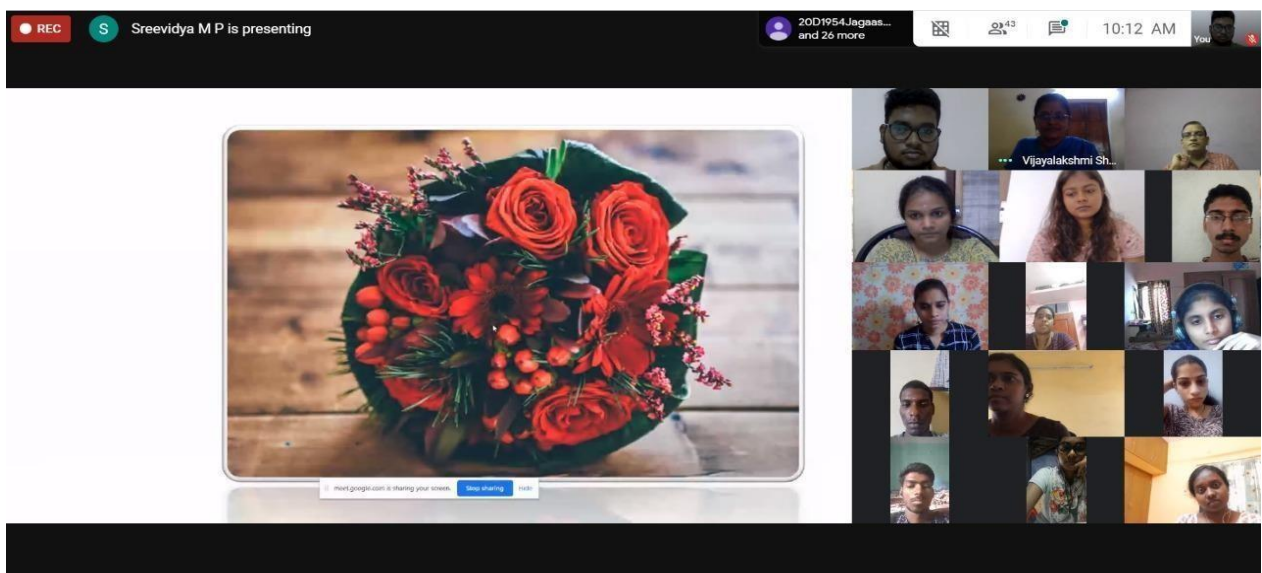
Name of the Event	:	First year Students Induction Programme (Session -3)
Topic	:	Communication Skills and its Relevance to Management Students
Date	:	6th November 2020
Venue	:	Google Meet
Mode	:	Online
Organisers	:	DG Vaishnav College, MSW Department
Faculty Co-ordinator	:	Prof. Vijayalakshmi. S
Resource Person	:	Ms. Bonnika Saraswathi. K (Lead Consultant L&D/OD) 9884169268/ 9840044914 bonnika.s@gmail.com
No. of Staff Participants	:	3
No. of Student Participants	:	44

The main purpose of this Student Induction Programme was to give the students an insight into the role of communication in a corporate environment. Our Guest lecturer for the day was Ms. Bonnika Saraswathi. K, who is a Gold Medallist in MBA(HR) from the University of Madras. She also holds a PG degree in Sociology and Human Resources Management. In addition to that, she is also a graduate from BITS, Pilani. Her rich and diverse experience in the fields of Training and Organisational Development, has played a part in helping her to conduct training sessions on Behaviour and soft skills. Over the past 15 years she has trained many students in the fields of effective communication, team building, leadership, problem solving skills and many more.

The topic for today's Student Induction program was Communication Skills and its relevance to Management students. Ms. Bonnika briefed us about how it is important to be concise, correct, coherent and also that the message conveyed should be full of content and clear. She trained us on how to deal with stage fright and nervousness while addressing an audience and also how preparation is important before any presentation. Ms. Bonnika believes that training is a 'transformational phenomenon' and uses many narratives in her training. The guest lecturer had included many programmes with innovative games and also kept the students very interactive and engaged during the session. Furthermore, she also taught us about the "sandwich technique" to ensure effective communication inclusive of all the 7Cs. Besides, Ms. Bonnika, also enlightened us about the importance of body language and gestures while communicating.

OUTCOME:

On the whole, this session was very compelling and insightful. We had many interesting take- aways from this session which will be very useful for students in future. This highly informative session gave the students a platform to clarify their questions and doubts about specific topics which were

rich with personal experiences. Besides, this session helped in enhancing interpersonal skills and communication techniques. As a result of this session, many important life lessons were learned which will be very helpful for the students.

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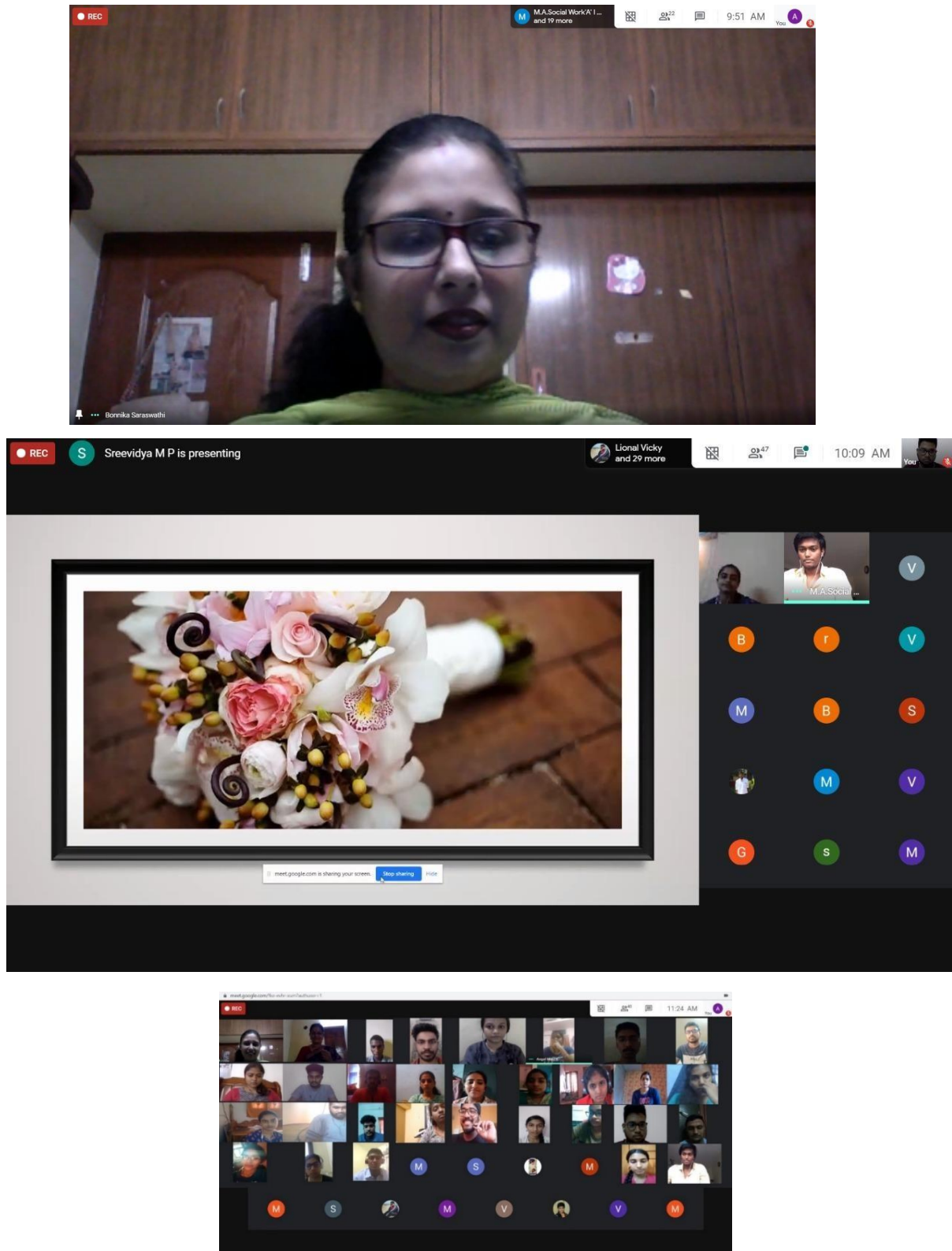
Name of the Event	:	First year MSW Students Induction Programme (Session -4)
Topic	:	Positive Attitude and Value Orientation/ Public Speaking Skills
Date	:	7th November 2020
Venue	:	Google Meet
Mode	:	Online
Organisers	:	DG Vaishnav College, MSW Department
Faculty Co-ordinator	:	Prof. Vijayalakshmi. S
Resource Person	:	Mr. K. Parasuraman (Personal Leadership Coach and Management Training Consultant) 9840041515 samrriddhila@gmail.com
No. of Staff Participants	:	3
No. of Student Participants	:	44

The fourth Student Induction Programme was held on 7th November 2020 on Google meet. The guest speaker for the day was Mr. K. Parasuraman, who is a motivational speaker and a corporate trainer with a rich experience of more than 16 years in the field of Behavioural Training and Development. He has successfully trained more than 1,00,000 people till date and has also received the prestigious Dronacharya Award for three consecutive awards. He is an active member of and faculty of Madras Management Association and is also a Guest Lecturer for BIM Trichy and SRM for their management programmes. Furthermore, he is an MBA and B. Com graduate and holds Six Sigma Green Belt from Indian Statistical Institute, Chennai. Besides, Mr. Parasuraman also offers programmes like Personal Effectiveness and Excellence, Stress Management, Time Management, negotiation Skills, Motivation, Body Language, Public Speaking, Leadership, Team Work and many more.

Mr. Parasuraman, in the session, mainly dealt with positive attitude and public speaking skills. He explained about the methods that are needed to deal with fear and nervousness. The speaker briefed us about how important it is to ask a lot of questions and the art of note making is the first key to success. Besides that, the speaker also enlightened us about how exposure plays a key role in success and stated that learning beyond the books is imperative to ensure maximum success in one's life. He also taught about ways to overcome fear which are not genuine and those that are internal. Mr. Parasuraman was of the opinion that fear is developed only as a result of the fear of the opinion of others. He stated that to deal with such a fear it is important to be factual and not emotional, one needs to take other's comments factually i.e. on the face value and should not react based on emotions. It is also important to have the courage to accept one's mistakes, correct them and also when required, to ignore them. Furthermore, he explained that love and gratitude are keys to success and also that one's attitude is totally dependent on one's mind and it is important to have a positive mindset in life. He also explained that it is very important to thank God, parents/ family, all the professions and one's teachers. Additionally, he also enlightened us about a strength finder technique whereby he stated that strengths need not always be related to work. He

then, highlighted about Dig Deep Within (DDW) technique. Finally, he taught about the convincing techniques which includes preparation and valid points.

OUTCOMES:

This value-added session was highly encouraging and motivating. Students got a lot of insights about positivity and its relevance to success; ways to maintain a positive attitude in life and how to keep fear and negativity away. Mr. Parasuraman's guidance gave the students an understanding about their future career paths and students also got a clarity about their goals which are very important in one's lives to achieve their dreams.

PHOTOS:
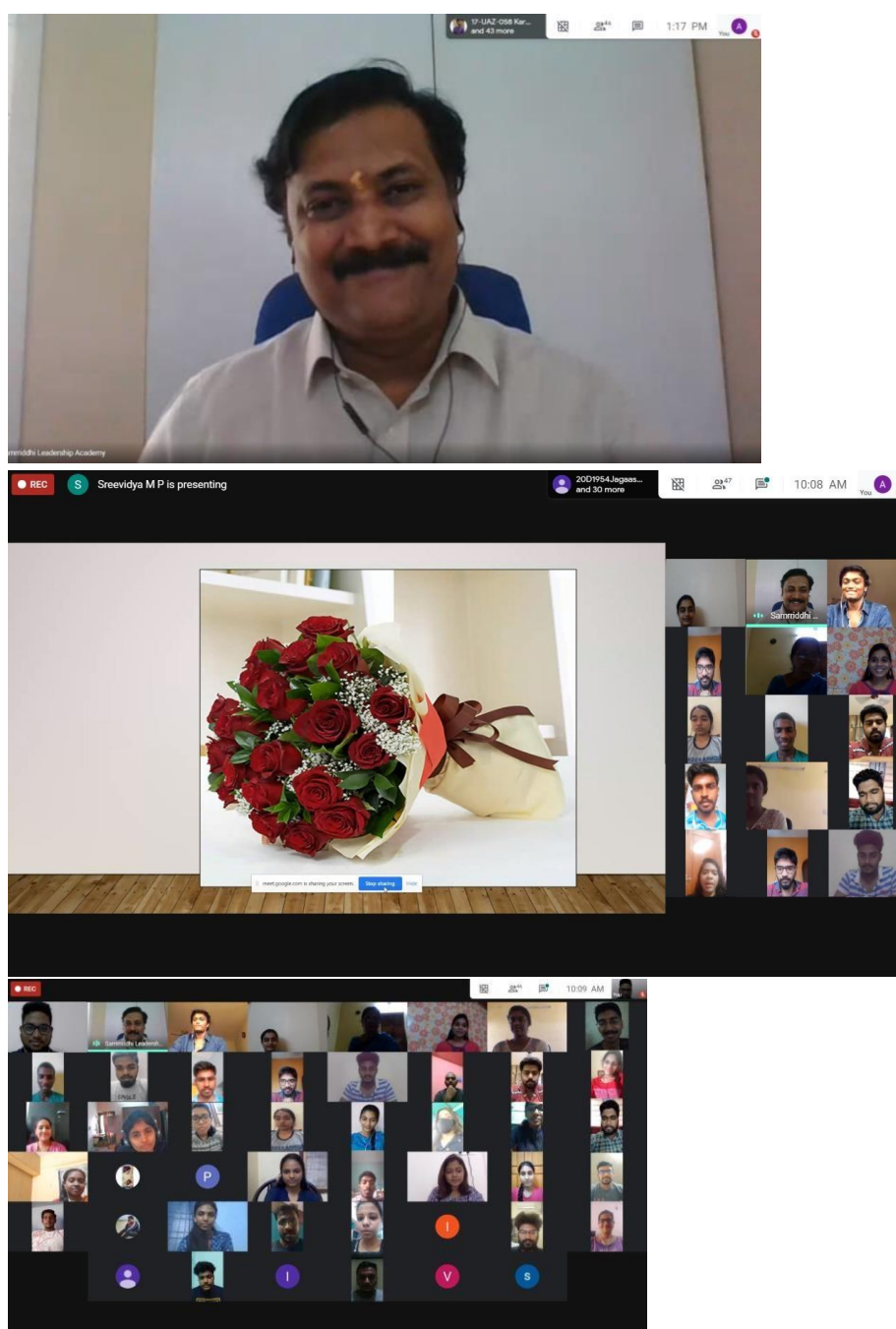
Name of the Event	:	First year MSW Students Induction Programme (Session-5)
Topic	:	Mental Health and Well-Being
Date	:	9th November 2020
Venue	:	Google Meet
Mode	:	Online
Organisers	:	DG Vaishnav College, MSW Department
Faculty Coordinator	:	Prof. Vijayalakshmi. S
Resource Person	:	Ms. Sangeetha. C (Psychiatric Social Worker)

No. of Staff Participants :   3

No of Student Participants : 45

Ms. Sangeetha Chandrasekaran, our guest speaker for the fifth Students Induction Programme, holds an M.Phil. Degree at Central Institute of Psychiatry (CIP), Jharkhand. She is currently working as a Psychiatric Social Worker in Schizophrenia Research Foundation (SCARF), where she is involved in various research projects related to Youth Mental Health. Ms. Sangeetha.C. works closely with clients with first episode psychosis and Youth Mental Programme.

She briefed us that health is a complete state of mental, physical and social well-being and not just absence of disease and also that these three terms are interrelated. A person who is in a state of well- being will contribute significantly to his/her community. Furthermore, she also explained to us about how one's emotional factors, psychological factors and social factors are connected with each other. The lecturer also taught us about the real meaning of 'mental' and how it is incorrectly perceived by the society. According to Ms. Sangeetha, Mental is just a psychic experience and the real meaning of mental is the way we think, we perceive and the way we act. Additionally, four different types of people namely, struggling, flourishing, Floundering and languishing, to explain mental health and mental illness. Finally, she explained to us about mental disorders and its causes; its symptoms were also explained, namely, Behavioral, Functional, Emotions, thoughts and Physical symptoms.

OUTCOMES:

This session was highly informative and engaging. It gave the students an opportunity to learn about mental health and well being and also about the taboos and stigmas associated with mental illness, well- being and disorders. This session was very thought-provoking and provided the students with insights that would be very useful in future.
PHOTOS:

Name of the Event	:	First year MSW Students Induction Programme (Session-6)
Topic	:	Awake to the Land of Opportunities
Date	:	12th November 2020
Venue	:	Google Meet
Mode	:	Online
Organisers	:	DG Vaishnav College, MSW Department
Faculty Coordinator	:	Prof. Vijayalakshmi. S
Resource Person	:	Ms. Vasanthi Ranganathan (Director, TREF)
No. of Staff Participants	:	3
No of Student Participants	:	45

Ms. Vasanthi Ranganathan, guest speaker for the sixth Students Induction Programme, holds PG Degrees in English from India, Management from UCONN and USA, Counseling & Guidance from USA and introduced the first abacus program in India in 1998. She is also a mentor for many entrepreneurs nationwide. Besides that, she is also a Qualified career counselor with extensive experience in downsizing, recruitment and induction, career pathing, metrics for career exploration anddocumentation.

In our induction programme, Ms. Vasanthi spoke about the need to find opportunities everywhere and in everything one does. The speaker spoke about how the norms have changed because of a changing land of opportunities. Therefore, Readiness to Change is fundamental for effective functioning of a social worker. Besides that, she also explained about the roles and responsibilities of a social worker in a changing context. She explained that a social worker should know to control their emotions and should also have high tolerance levels. Furthermore, the speaker briefed us about different professional fronts that are available to social workers and how to utilize them properly. She also briefed us about the true meaning of MSW which is all about people relations and also how despite changing times, ruleswill remain as it is forever. An HR acts as a representation of the company, hence if an HR fairs poorlyit automatically comes to mean that the company is not performing well and likewise when an HR performs well, it means that the company is working well. Therefore, Mrs. Vasanthi is of the view thatis highly important for an HR to be very knowledgeable and also very approachable. HRs must maintain a very good rapport with their employees. In addition to that, the speaker also explained to us key qualities that plays a pivotal part in the world of work, like the power to listen to others, punctuality andthe importance of meeting a deadline and finishing the assigned task on time.

OUTCOMES:

This session was highly engaging with a lot of activities, which were very though provoking as well as informative. Mrs. Vasanthi ensured that every student got an opportunity to speak which kept the moraleof the students very high. On the whole, the induction programme was very well designed and also very well planned which played a part in motivating students to start working towards their career goals.

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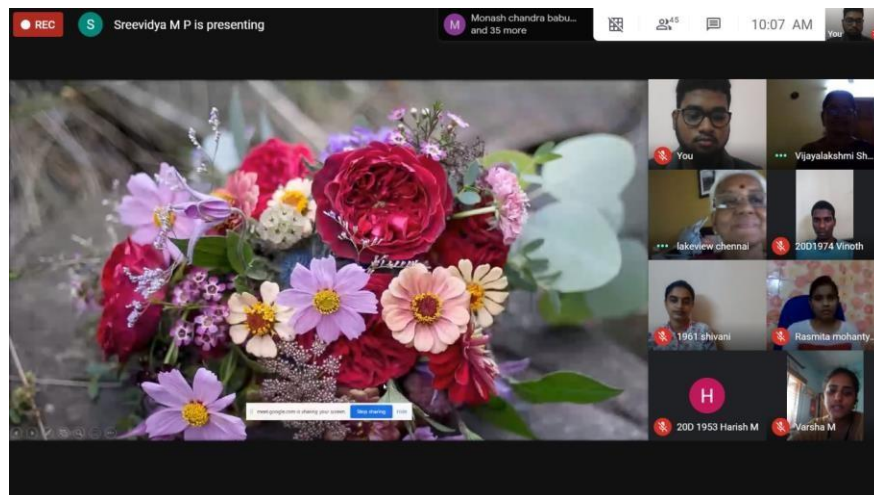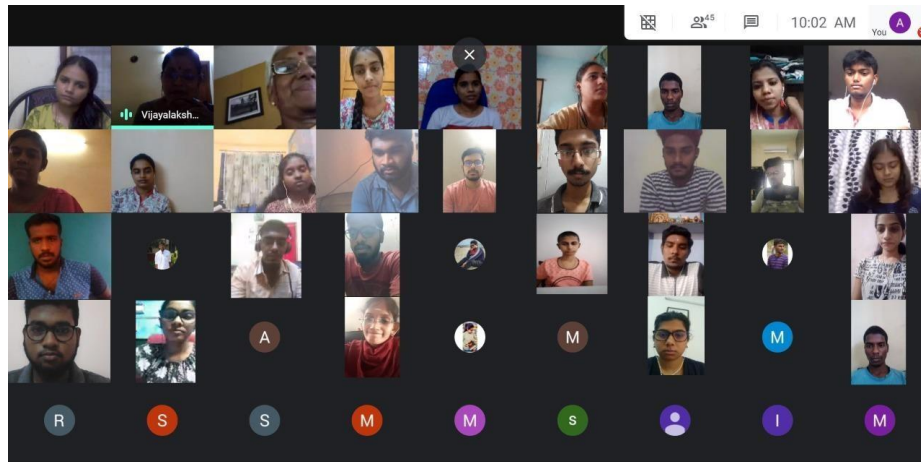
<h1 style="text-align:center"><u>Observation Visit - UDAVUM KARANGAL</u></h1>

Name of the Event	:	Field Visit Session -1
Orientation by	:	Mr. Vidhyakar
Date	:	9th November 2020
Day	:	Monday
Venue	:	Google Meet
Mode	:	Online
Phone No.	:	26216321 / 26216421 / 26222161
Email Id.	:	udavumkarangal@gmail.com

Organisers   :   DG Vaishnav College, MSWDepartment

FacultyCoordinator   :   Prof. Vijayalakshmi.S

No. ofStaffParticipants   :   3

No ofStudentParticipants   :   45

1.Introduction:

The meeting was carried out in virtual mode on google meet on 9th November 2020. The meeting was held from 11 am to 1.30 pm, where we were introduced to Mr. Vidhyakar, who is the founder of the organisation. We were also given a virtual tour of the NGO office. The campus had a temple, a church and a Sai Baba temple where one of their main functions of conducting marriages of the orphaned children takes place.

Udavum Karangal is a Non -Governmental Organisation which aims towards the upliftment of the poor, orphans and people who are in distress. These children are the ones who are homeless and require urgent care and protection. The centre provides services in the form of treatment, care, rehabilitation and education.

2. Objectives for the Day:
- To understand the main aims and visions of *Udavum Karangal.*
- To learn about the lifestyle of the people living there.
- To know about the projects, programmes and Activities carried out by the organisation
- To learn about the challenges and problems a social worker will have to undergo who has been employed for the formulation of an NGO.

3. Activities carried out by the Organisation

All the activities carried out by *Udavum Karangal* are always aimed at responding to human sufferings. The organisation takes care of children who are abandoned and left to streets by their parents - some are HIV+, spastic and some are free of any ailments also. Nevertheless, they are left to perish on the streets by their parents. What is more, the organisation takes special care in ensuring that these children are secured a safe home, good education, thereby ensuring a dignified life. In the last 34 years, about 25,000 children have been ensured a secured future. Furthermore, the children of *Udavum Karangal*, after finishing their schools are also sent to colleges and universities for their higher education. In fact, in the past 2 years, 114 girls and boys have received higher education and about 180 women and men have found jobs and are leading their independent lives.

The next important activity of the NGO is conducting marriages. After consulting the eligible candidates, the marriage is fixed. Marriages are arranged in such a manner which ensures utmost well- being and security for the married couple. Furthermore, the bride-to-be is also given counselling to equip her to face the challenges of a married life. During our virtual visit to the NGO, we were shown photographs of all the girls and boys whose marriages were arranged by the organisation.

Besides that, the NGO also works towards providing shelter to the people who are mentally impaired. They are sent back to their families after their proper treatment, whenever possible otherwise *Udavum Karangal* becomes their permanent homes. In addition to that, the NGO also provides food to the residents, under 'Known Meal Scheme' where they prepare their own food and also serve it to their residents. During our virtual visit, we were shown that they had a separate dining room, where food was being served to the children. The organisation also has trained medical practicians who ensure quick and proper treatment to the residents. Besides that, the NGO also runs creches and day care facilities for children of working parents.

In addition to that, the organisation also has different residential homes for people belonging to different age groups. They have: -

    a) *Pasamalar* for children between 0 and 5 years of age
    b) *Sishubavan* for children between 6 and 12 years of age
    c) *Thaayagam* for girls between 12 and 18 years of age

The organisation also provides employment opportunities in various fields as beautician course, paramedical courses, tailoring, nursing course, fashion designing and so on so that they can become empowered. Additionally, we were also informed by Mr. Vidhyakar that *Udavum Karangal* has helped the society by providing COVID relief kits to many migrant workers during the pandemic. He also informed us that in this process, he himself was diagnosed with COVID -19 virus.

4. Professional Learning

- The professional way of employing a person into any organisation
- I learned about the difficulties involved in ensuring proper distribution of work among peers
- I learnt that proper training and proper education is imperative to be successful in any field
- I also came to know about what qualities one must not possess to become good social workers like egoism and gossiping. Instead they should possess qualities like cooperation and should understand their colleagues' problems.
- I also learnt that one must have good communication skills and language efficiency to become good social workers.

5. Personal Learning

- I learnt that leadership skills are very difficult to possess.
- I also understood that determination and a strong will power is very important for success in any field
- I also learnt that extreme patience is what is needed to work in an organisation like this.
- I also learnt that one must have enough courage to face challenges as this field is full of hurdles in every activity they undertake.

OUTCOMES:
This virtual Session was carried out in a very organised way. Mr. Vidhyakar, being a professional social worker, gave the students great insights into the professional lives of NGO workers as well social workers. Besides, this session also the gave the students an opportunity to learn some important skills that will not only help them grow in professional lives but also in their personal lives. Mr. Vidhyakar's journey and the struggles involved in setting up of the NGO was very inspiring and motivating.

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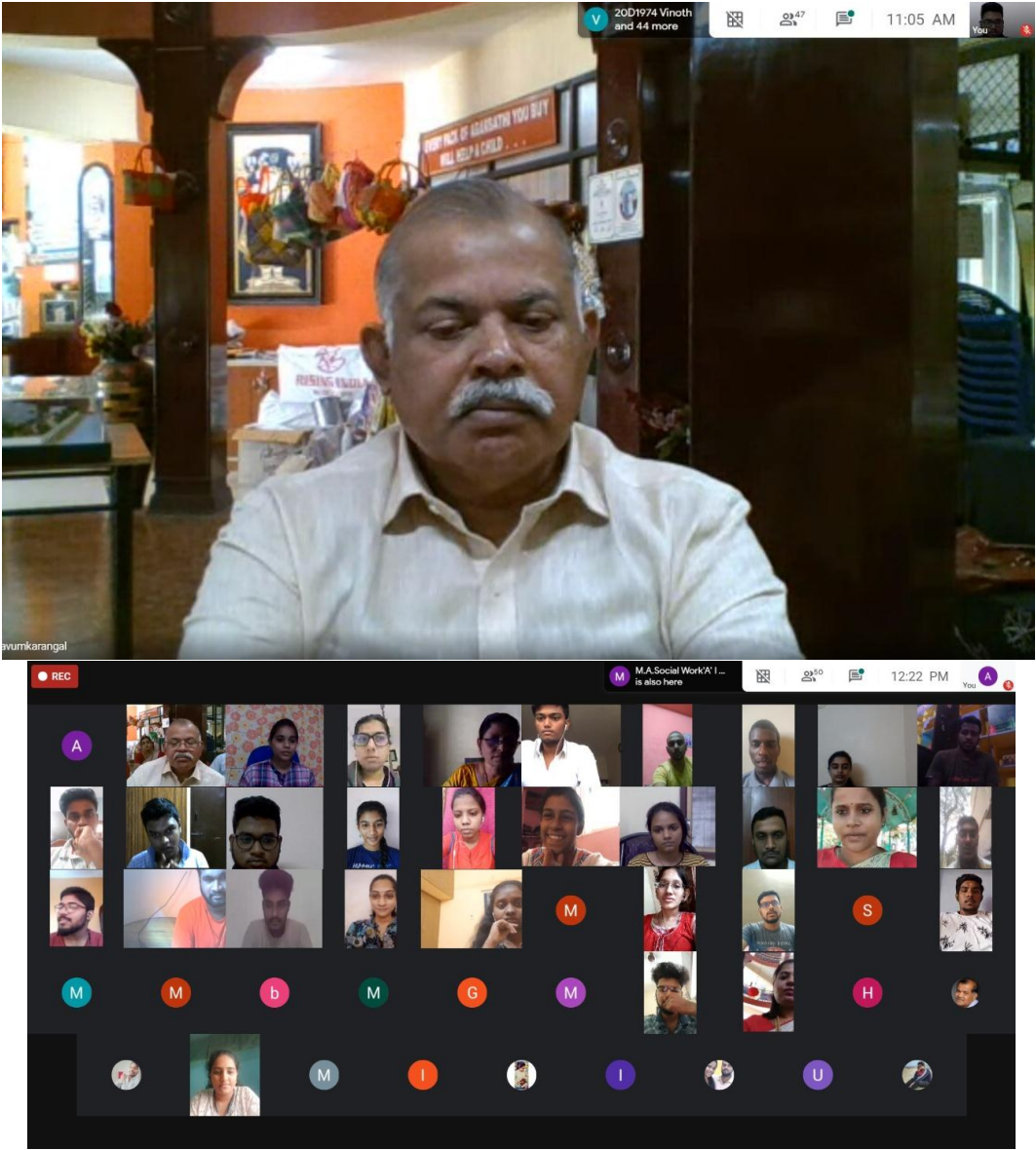
OBSERVATION VISIT -2

Orientation by	:	Mr. Padmanabhan
Name of the Organisation	:	Madras Christian Council of Social Services
Date	:	19th November 2020
Day	:	Thursday
Venue	:	Google Meet
Mode	:	Online
FacultyCoordinator	:	Prof. Vijayalakshmi.S
No. of Staff Participants	:	**3**
No ofStudentParticipants	:	45

1.Introduction:

Our second orientation programme was held on 19th November 2020 on Google Meet. The meeting was conducted by Mr. Padmanabhan, who came as a representative of MCCSS and we were introduced to many schemes and projects of MCCSS. The meeting was for a period of two hours from 10 am to 12 noon.

MCCSS is a non-profit development organisation, an ecumenical body, mainly focusing on ensuring basic rights through education and organization to empower the marginalized, especially, women, children and elders. As women play a vital role in sustainable development, at various levels, a holistic approach with their participation and leadership is the priority of MCCSS.

2. Objectives of the Day:

- To gain insights into the main aims and visions of MCCSS

- To gain knowledge about the various schemes, activities and services carried out by the organisation

- To understand the difficulties involved in establishing and running an NGO.

3. Activities carried out by the Organisation:

In September 2004, MCCSS started the project "Prevention of Trafficking in Women and Children." The purpose of this program is to prevent trafficking of women and children and to rehabilitate and re-integrate victims and their families. As a first step in this endeavour, research is conducted to identify and monitor trafficking areas. Informant relationships are secured all

over the city to learn about specific trafficking incidences and create a bond between the community, social service and law enforcement. MCCSS has undertaken many projects namely Women in Development, Family Counselling, Integrated Complex of Special Homes for Senior Citizens and Destitute Children and Prevention of Human Trafficking.

Women in Development (WID) is the core program. The primary focus of the WID programme is to promote effective leadership among the women living in the Chennai slums. The programme promotes female leadership in order to achieve gender-equality at the slum level. Mr. Padmanabhan informed us about the need to sensitise people about gender – equality. He explained to us that in slums there is a lot of gender insensitive parenting taking place and in order to reduce that, training is being given to these parents by MCCSS. Increased female participation allows the women to express their views and challenge the exploitation present in their society. MCCSS trains these women in leadership and communication in order to equip them for their pivotal role in transforming their society. The Women in Development Programme highlights violence against women and creates gender sensitivity in both men and women.

The WID programme is funded by an organisation called 'Bread for the World' which is located in Germany ('Bread for the World' is a globally active development and relief agency. In more than 90 countries all across the globe they empower the poor and marginalised to improve their living conditions). Besides that, MCCSS has many Self -Help Groups to empower women by providing them bank accounts so that they can free themselves from the clutches of money lenders.

Additionally, MCCSS also has initiated a programme called Family Counselling Centre (FCC). The services offered at the centre focus mainly on women's issues, due to women's vulnerable position in society. MCCSS aims to help and empower individuals by assisting them through the legal system, where cases regarding divorce, maintenance, and property disputes are handled.

FCC facilitates a favourable environment for women, men and children to improve their family and home life. The Family Counselling Centre accepts individuals and families dealing with

issues ranging from spousal problems, greater family disharmony or parent and child tensions. Counsellors work to find sustainable solutions that satisfy the mental and emotional needs of all individuals or family members involved in the counselling process. MCCSS also works in collaboration with the police on matters concerning marital problems, dowry harassment, and domestic violence. Infact, Mr. Padmanabhan also briefed us about some of these centres that have been established inside the police station itself because most of the victims usually contact police stations first for immediate help, hence they require immediate assistance in terms of shelter and proper counselling at the police stations itself. Therefore, MCCSS felt that establishing Family Counselling Centres at the police station would be of great help to the affected members.

The other project of MCCSS is called Integrated Complex Special Homes for Senior Citizens and Destitute Children, with the main objective of ensuring that the abandoned elders and children are provided with better quality care and protection in order to reduce their vulnerabilities thereby creating an opportunity to live in a safe environment. They provide care, protection and rehabilitation services in the Integrated Home. They also provide shelter to many senior citizens and children. The residents are encouraged to live as if they were family, in order to develop real connections between each other and make them feel as if they were at home.

Another project called 'The Ujjawala project', is a comprehensive scheme for the prevention, rescue, rehabilitation, and reintegration of trafficked survivors. This project is funded by the Ministry of Women & Child Development, New Delhi. We were also informed about the different people involved in trafficking – Procurer, Retailer and Wholesaler.

In order to prevent trafficking of women and children many awareness programmes are conducted by the organisation like poster making, short films; many posters were shown to us during our online session. Despite all these awareness programmes if any trafficking takes place, we were told that, rescue mission is the most challenging task, as the social workers need to sometimes engage in unethical practices to rescue the victims. The social workers need to use 'social worker's third eye' for the mission. They also need to change their attire, lifestyle and

sometimes also their outfit and profession to rescue the trafficked persons. After rescuing them, MCCSS also rehabilitates them in Protection Homes where 30 -50 can stay, and Government Vigilance Homes where they are given legal counselling to equip them face the challenges ahead. Sometimes, the residents in Protection Homes and Vigilance Homes wish to go back to their families and sometimes they are also illegal migrants, hence it is important to reintegrate them.

4. Professional Learning:

- I learned to be socially just and ensure that every human is guaranteed their right to lead a dignified life.

- I learned the importance of being inter-professional as MCCSS has developed many networks with organisations from all over the world to protect the marginalised community

- The need to be unbiased while dealing with the affected members.

5. Personal Learning

- Extreme patience and tolerance capacity exhibited by the staff and volunteers in rehabilitating and reintegrating the victims

- The need to be thick-skinned and practical for a social worker

OUTCOMES:

The dedication and determination exhibited by MCCSS is highly motivating. The information and personal experiences shared by Mr. Padmanabhan is very touching and shows his passion towards the field of social work. This session has given us lot of new information about trafficking, the pathetic position of women and children in slums and the need to empower them.

PHOTOS:
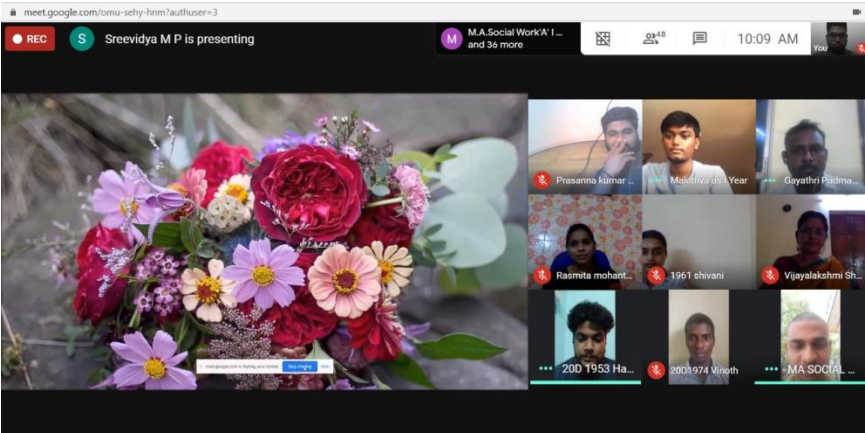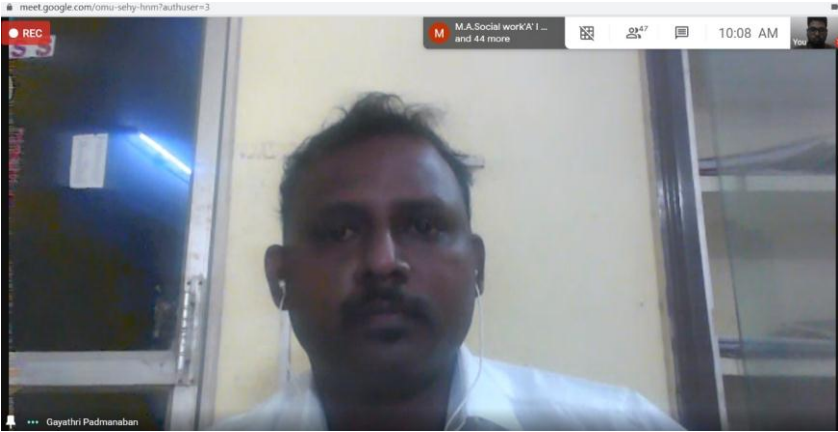
Orientation by	:	Mr. Kailash Giri
Name of the Organisation	:	Murugappa Group
Date	:	28[th]November 2020
Day	:	Saturday
Venue	:	Google Meet
Mode	:	Online
FacultyCoordinator	:	Prof. Vijayalakshmi.S
No. ofStaffParticipants	:	**3**
No ofStudentParticipants	:	4

Mr. Kailash Giri is an assistant HR manager working in Murugappa group. He is an qualified MBA from Anna University. His area of expertise includes Organisation Culture Development, Recruitment and Talent Management, Performance Management, Industrial Relations etc. Our session for the day was for a duration from 10.00 am to 12.00 noon on Saturday on Google Meet. The session was carried out by Mr. Kailash Giri who came as a representative of Murugappa group and we were introduced to many schemes and projects undertaken by the company.

We were informed that the five pillars of the organisation include integrity, passion, Responsibility, Respect and Quality. We were also informed that the HR department consists of Central Recruitment team. The main role of the CRT is to engage in hiring activities that will result in reducing the cost and turn around time for hiring. Additionally, to support business in formulating and in maintaining an internal talent matrix. Finally, to systematically collect information about each applicant's ability to meet the requirements of the vacant position. Then, we were briefed about Centralised learning and Development centre which further has many divisions. We were introduced to many forms of training which include Behaviour Training, Technical training and Sales training. The resource person also briefed us about the way recruitment needs

to be done which includes providing job description to the candidate and discussing their salary. We were also introduced to performance management and employee engagement. Finally, we were taught about the importance of holding back which means retaining good employees through conducting surveys and competence mapping. Through surveys areas of improvements are identified so that necessary changes can be made in those areas.

OUTCOMES
This session was very engaging and provided us with many valuable insights in the field of HR. We also got acquainted with new concepts like Performance Management and Employee Engagement and also got important information on how to become good HRs which will be very useful for us in future.

PHOTOS
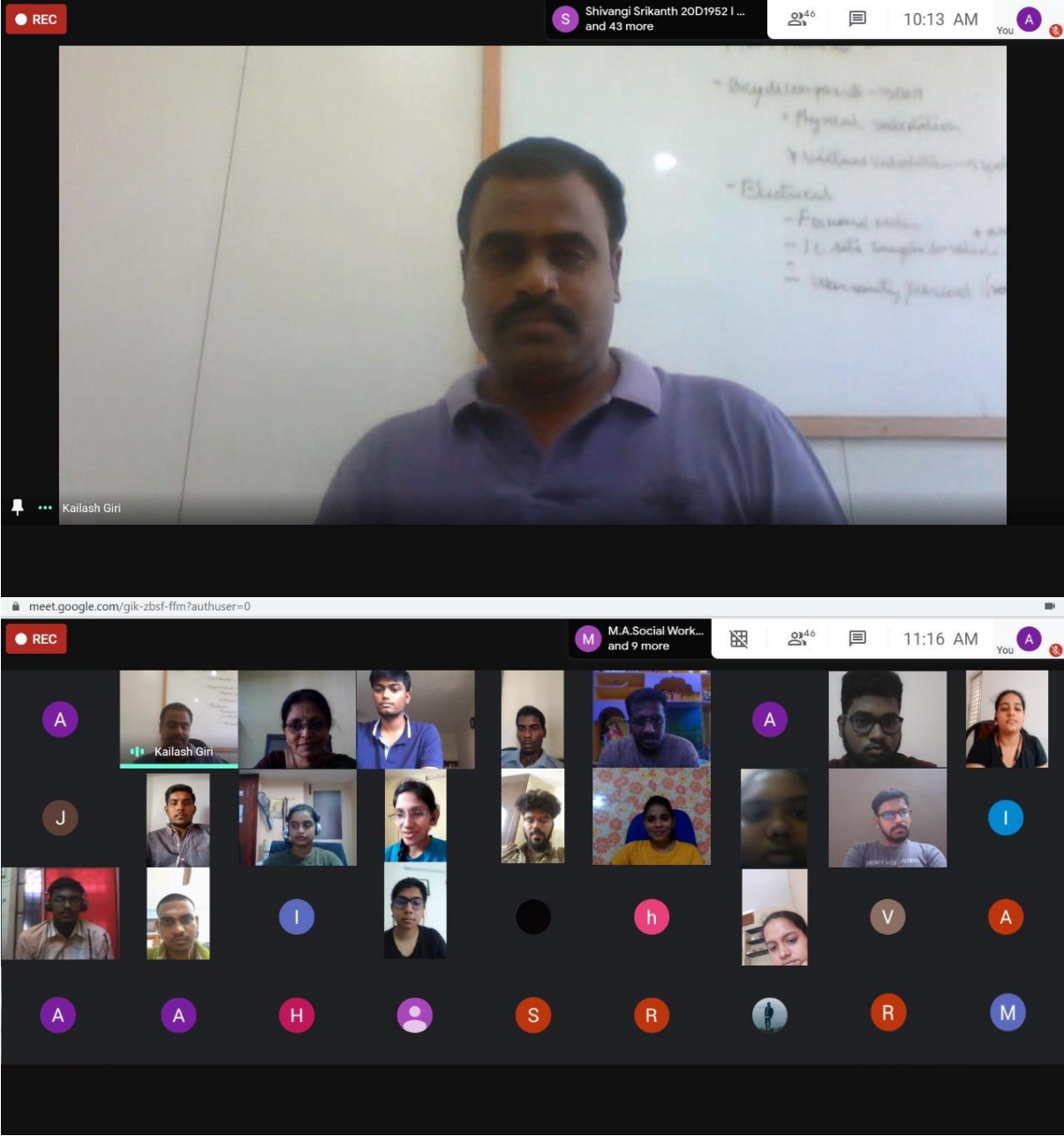
ALUMNI ENGAGEMENT SERIES
Session - 5

Soft copy of the Invitation

NAME OF THE EVENT : Alumni Engagement Series (Session 5)
Topic: An Overview of Performance
Management and Change Management

DATE : 13th November 2020 (1:00 PM – 2:00 PM IST)

VENUE : Microsoft Teams

MODE: Online

ORGANIZERS : Deepthi Prabha N (MSW II Year),
Balasubramani D (MSW II Year)
Department of Social Work,
D.G. Vaishnav College, Chennai

FACULTY CO-ORDINATOR: Prof. Aruna Kumari

RESOURCE PERSON : Mr. Harish Sridharan,
Consultant Talent Management
MSW Alumnus, D.G Vaishnav College,
(2001-2003 Batch)

NO. OF STAFF PARTICIPANTS: 1

NO. OF STUDENT PARTICIPANTS: 72

Detailed Report of the Programme:

The Fifth Session of the Alumni Engagement was on the topic "An Overview of Performance Management and Change Management." The Welcome Address was given by Ms. Thanuja from II Year MSW followed by the Profile Reading of the Guest.

The Guest Speaker gave an introduction of Performance Management in the beginning of the Session. Performance Management is creating systems, processes and practices that manage and leverage performance of individuals, teams, work units and consequently of the whole organization in a continuous and sustainable manner. Performance Management helps in displaying figures for key performance indicators so that employees can track individual and project performance relative to corporate goals and strategies.

It is important to our success as a HR practitioner that we can not only understand and execute these concepts but also articulate their importance and relevance to employees, managers and the business in general. The Performance Management System Process is designed to link the Performance Management System to the Strategic Decisions of the Company. Performance Management system is designed for ensuring that Individual performance can get directed for accomplishing the organizational goals.In order to ensure that the appraisal process is more proactive, in addition to Outcomes, competencies are also assessed. This helps in developing an

individual for ensuring success.The outcomes that are laid down as expectations need to be measurable.

The Guest Speaker explained about the traditional Performance Appraisal Mechanisms. Performance appraisal mechanisms are created to track performance over a period of time on the identified goals.The appraisal process would also take into account quantitative as well as qualitative parameters identified from the competency requirements for the role and the scorecard measures. It is critical to train managers on skills for managing performance and coaching to ensure an unbiased and developmental process. The important issues to be considered would be the process, fair and timely administration and avoiding the typical pitfalls of the process.Performance ratings are then "normalized" using statistical tools to identify clusters of performance. These can then form one of the inputs into making decisions on performance incentives, promotions & career growth, redeployment as well as succession planning. Then he elaborated on the Traditional Performance Appraisal Process. The Traditional Performance Appraisal Process includes Performance planning and Goal Setting, Ongoing Feedback, Employee Self Evaluation, Performance Evaluation and Performance Review.

The three pillars of Performance Management are Objectives, Competencies and Development. Then the Guest Speaker explained about the Change Management. He spoke about the importance of managing the change in the organization. There are consequences of not managing the people side of change.

The Consequences are lower productivity, passive resistance, active resistance, turnover of valued employees, disinterest in current or future state, arguing about the need for change, people revert to the old way of doing etc.

The primary reasons for applying change management are increase profitability of project success, manage employee resistance to change, capture people development, build change competency into the organization.

The five building blocks of successful change are Awareness, Desire, Knowledge, Ability, Reinforcement (ADKAR). Ultimately, for a project or initiative to be successful, individuals in the organization have to do their jobs differently. ADKAR provides a framework for understanding how individuals change. The Three phases of Change Management are Preparing for Change, Managing Change and Reinforcing Change. He explained about who is responsible for Change Management. Those who are responsible for the change management are Executives and Senior Managers, Middle Managers and Supervisors, Change Management Team, Project Team and the Employees.

<u>Outcome of the Programme:</u>

- The Session provided a broad knowledge on Performance Management and Change Management.
- The Guest Speaker explained about the topic clearly with relevant examples.
- The Content in the Power Point Presentation presented by the Speaker was very informative and the students could get insights on Performance Management and Change Management.

Photo:

Presentation Picture:
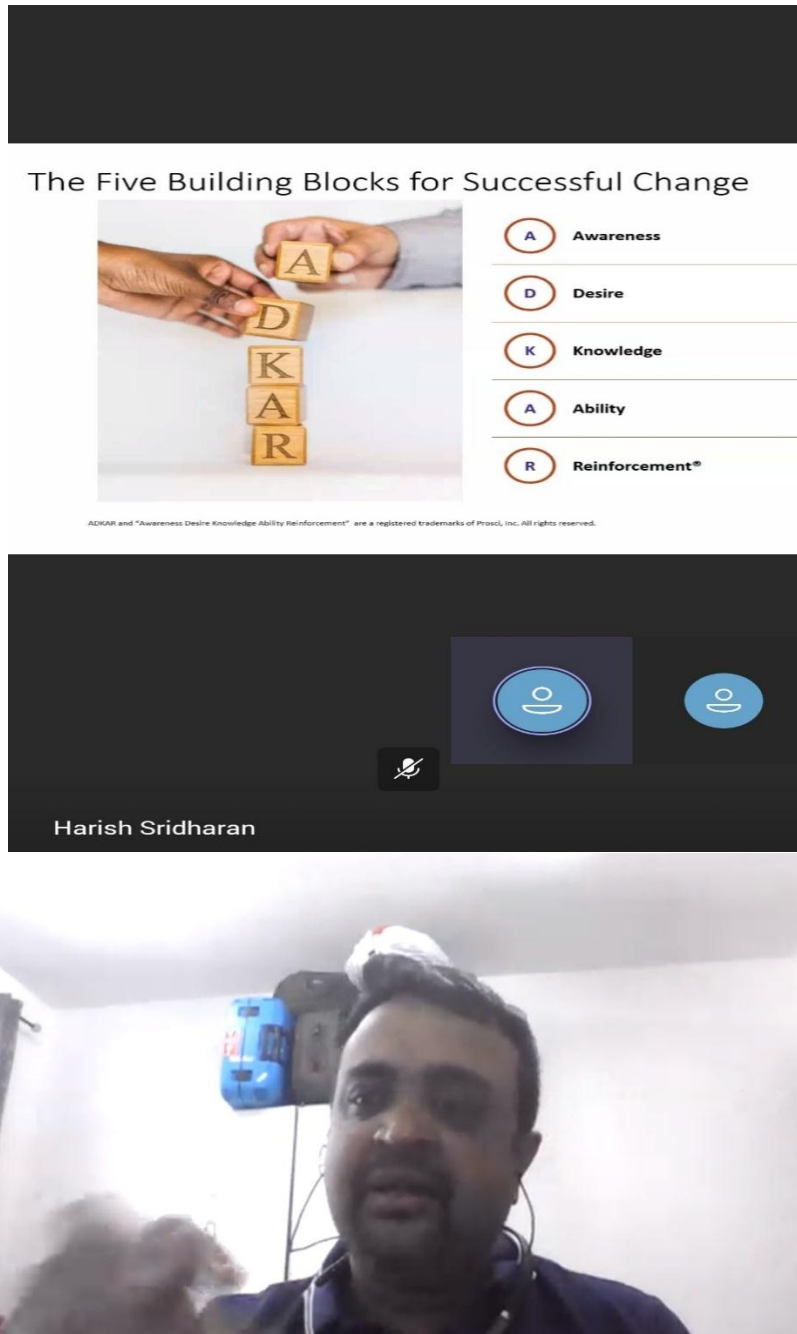
Mr. Harish Sridharan while addressing the 1st year and 2nd year students in Microsoft Teams on 13th November 2020.

Performance Management & Change Managem...
01:03:24 69 attendees

Mohan Aravind

Manjari

Thanuja desigan

Aruna (Guest)

Rajakrishnan (Guest)

Abdullah (Guest)

Unnamed Road, Sathyamurthi Nagar,
Poompozhil Nagar, Avadi, Tamil Nadu
600062, India

Mist
29 °C
84.2 °F

13 Nov 2020, 01:19 pm

Google

SWASTI INAUGRATION

Soft copy of the Invitation

NAME OF THE EVENT   :SWASTI INAUGURATION 2020 - 2021
                           Topic: "Inauguration of Social Work, Forum
                                              for year 2020 - 2021"

DATE   :17/12/2020 (11:00AM – 1:00PM IST)

VENUE   :   Google Meet

MODE   :   Online

ORGANISERS   : Department of Social Work
                       D.G. Vaishnav College, Chennai

FACULTY CO-ORDINATOR: Prof. Ramesh

RESOURCE PERSON   :   Ms. Sathyasri Sharmila,
                                 The country's first transgender lawyer,
                                 Legal degree (2007 Batch),
                                 Salem Central Law

Mr. Karthikeyaan Shanmugam,
 Doctorate in Psychology at,
California Southern University.
Counselling Psychologist &
Clinical Social Worker
Manufacturing sector, Academia.

P. PAVITHRA
 MSW (Medical and Psychiatry)
Bharathiar University
School social worker &
Digital program coordinator at
Mnemonics learning centre,
Coimbatore.

NO. OF STAFF PARTICIPANTS :   6

NO. OF STUDENT PARTICIPANTS : 79

Detailed Report of the Programme:

The inauguration of the Students' forum SWASTI (2020 – 2021), SOCIAL WORK ASSOCIATION FOR STUDENTS' TRANSFORMATION AND INNOVATION by Social Work department held on December from pm to pm. The forum has stepped into its 2nd year

and the objective for the upcoming year is on *"Social solidarity and Gobal connectedness"*. The new office bearers for the year (2020 – 2021), were provided with their batches and had taken up their oaths and pledges on their roles and duties. Finally followed by the event 'National conference on the theme Gender Stereotype' was addressed by the guest speakers.

In National conference on the theme gender stereotype we had prominent guest speakers of the day who is Satyashree Sharmila the India's first transgender legal practitioner has graced her presence for the discussion on gender stereotype, there is none other more suitable to express the opinion of the social stigmas and stereotypes that were attached towards transgender community, herself being a transgender person expressed her struggles and discriminations she faced due to the stereotypical views attached to her community. She also expressed that the community is largely stereotised for their behaviors and their identification with sex work. She also raised questions with regards to hiring rate of transgender persons in the factories. She expressed that due to lack of employment opportunities, the people of her community had been pushed to such demoralized works. She also strongly believes that the awareness of transgender has increased more widely than in past.

The next guest speaker, Mr. Karthickeyen, experienced consultant psychologist and clinical social worker had opened up with the psychological aspects of prejudice and discrimination and their association with stereotypes. He explained that attributes such as ignorance, lack of exposure, low esteem plays a vital role in contributing to have stereotypical views. he also further expressed that existence of stereotypical views is inbuilt and a natural survival instinct. He explained various theoretical aspects of stereotypical nature such as glass ceiling effect, self - fulfilling prophecy etc. MR. Karthikeyan spoke about the stereotype that are attached with men but less spoken on and how it affects the individual and the society resulting in child abuse and alcohol addictions among boy children and men.

The final speaker of the event Mrs Pavithra a school social worker and a digital program coordinator at Mnemonics, who explained the social aspects of stereotypes and the role of women in society and the status, position assigned to her in the social structure. Mrs Pavithra elaborated that cultural values contributes to the major aspect of the stereotypical views. She expressed that the women are largely stigmatized and are socially discriminated in various lines of work. She explained that during pregnancy the working women are criticized to be less responsible when they opt for work even due to economic constraints. She shared multiple examples on how women are criticized in family and work environment.

Outcome of the Programme:

- The social work forum was officially inaugurated for the year 2020 – 2021, the office bearers for the forum were appointed and the theme and objective for forum is disclosed.

- Through the national conference, the students were able to understand the social, psychological and legal aspects of gender stereotypes.
- The students were exposed to various theories involving gender stereotype and the discrimination caused as a result of it.
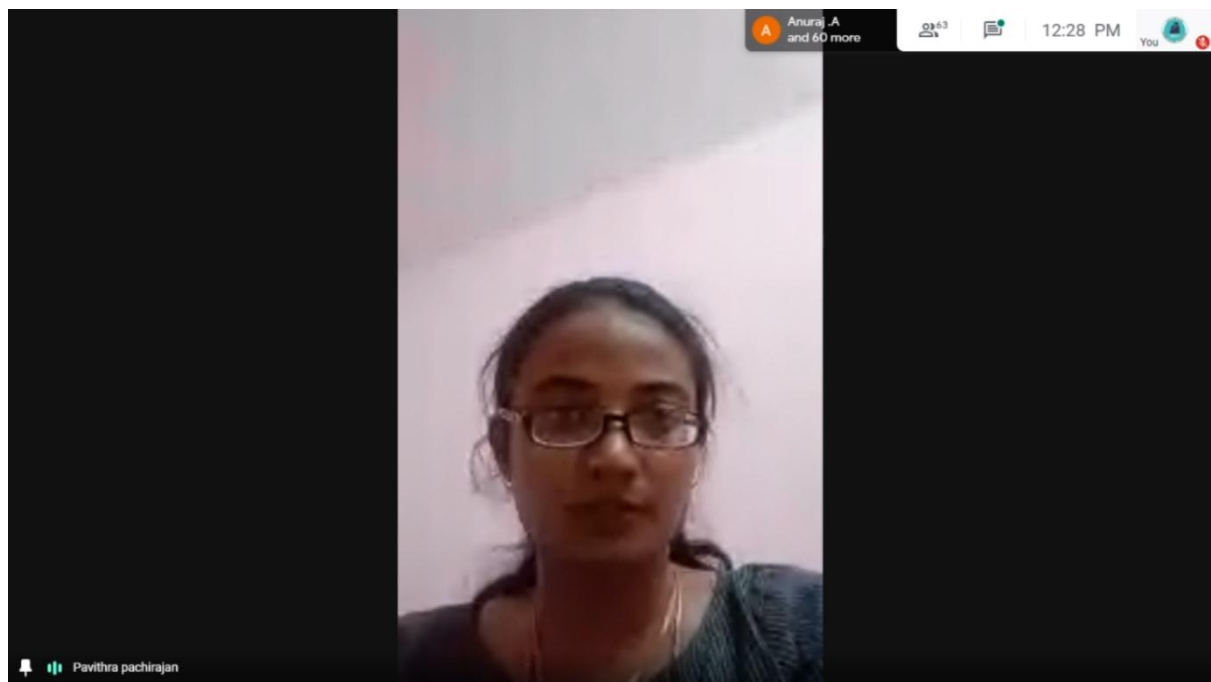
Photos:

(Office bearers, student coordinators and faculties of department of social work)

(Chief Guest: Satyashree Sharmila)

(Chief Guest: Mrs Pavithra)

(Chief Guest: Mr. Karthickeyen)

PLACEMENT BROCHURE RELEASE MSW BATCH 2019-2021

Soft copy of the Invitation

NAME OF THE EVENT : PLACEMENT BROCHURE RELEASE

MSW BATCH 2019-2021

DATE : 07-01-2021 (11:00 AM to 12:00 PM IST)

VENUE	**:**	Google Meet
MODE	**:**	Online
ORGANISERS	**:**	Department of Social Work,D G Vaishnav College
FACULTY CO-ORDINATOR	**:**	Dr.Akileswari S.
RESOURCE PERSON	**:**	Mr.MohanvelJayachandranVice President - Human ResourcesR. STAHL Private Limited, India
NO. OF STAFF PARTICIPANTS	**:**	6
NO. OF STUDENT PARTICIPANTS	**:**	79

Detailed Report of the Programme:

The release of the placement brochure for the MSW Batch 2019-2021, organised by the PG Department of Social Work held on January 7th, 2021 from 11:00 AM to 12:00 PM IST. The program marks the starting of Job placement process for the post graduate students of Social Work with specialisation in Human Resources Management. The program was open to the students of Department of social work and approximately 92 people were in attendance.The day's program began with theTamil prayer song 'Tamil ThaaiVaazhthu' followed by the welcome address presented by student Niranjan of II-MSW.

The Principal of the prestigious institution, Capt. Dr. S. SanthoshBaboo delivered the presidential address and addressed the industry stalwarts and wished the students success in their joint endeavours with the recruiters who continue to place their confidence in the knowledge and skills of social work post graduates. He appreciated the social work department for their continued hardwork and diligence in producing quality post graduates with managerial acumen for more than 25 years.

Followed by the Principal's message the program continued with the introduction of the guest profile by student Ritu of II-MSW, followed by that,as a token of gratitude, on behalf of the department of social work,student Abdullah of II-MSW felicitated the chief guest Mr.MohanvelJayachandran,Vice President - Human Resources, R. STAHL Private Limited, India with a memento.

Following the felicitation of the chief guest, Mr.MohanvelJayachandran, released the Placement

Brochure and issued the first copy of the placement brochure to student Aishwaryaa of II-MSW. After the release of placement brochure, a video presentation of students' individual profile was screened by highlighting their academic and personal achievements.

After the video presentation, the chief guest for the day, Mr.MohanvelJayachandran, Vice President - Human Resources, R. STAHL Private Limited, India, addressed the students and talked about the potential opportunities and threats in job placements during this pandemic. He further explained about the market's current trend and requirements in HR field. He also shared the results of a research study conducted by Harvard Business Review on the topic "21 HR JOBS OF FUTURE" with 100 respondents of experienced *CHRO, CLOs.*The study envisions how HR's role might evolve over the next 10 years. Later the guest took questions from the students and cleared their doubts on job placements such as the specific skills which will be expected from a HR Fresher who is willing to work in in an industrial sector, possible behavioural and situational questions which can be asked in an interview.

Followed by the chief guest's interaction with students, the Head of the Department Dr.B.Sulupriya, delivered the felicitation address by thanking the guestMr.MohanvelJayachandran, for sharing his insights and work experience with the students and also thanked the recruiters for their continued support in placing the students in their reputed institutions and believing in the potentiality of students. She also acknowledged the support from alumni who have helped in job placements successfully for the past 25 years.

Continued with the HOD's felicitation address the vote of thanks delivered by student Pooja of II-MSW. The day's program concluded with the National anthem.

<u>Outcome of the Programme:</u>

- The students were able to understand about the current Market demands which are expected from a HR Freshers.
- The students were explained about the opportunities and threatsamongst this pandemic time in HR Field.
- The students understood about the specific HR skills which are demanded in specific sectors such as manufacturing, IT, ITES, etc.,

Photos:

(Student Abdullah II-MSW Presenting the chief guestMr.MohanvelJayachandran with a memento)

(Chief Guest Mr.MohanvelJayachandran releasing the Placement Brochure)

Name of the Event : First year MSW Guest Lecture Series (Lecture-1)

Topic : Social Work Practice in India

Date : 9th January 2021

Venue :Zoom meeting

Mode : Online

Organisers : DG Vaishnav College, MSW Department

Faculty Coordinator :Dr. Akileswari S

Resource Person :Dr. Rohini Krishnan

(Former Senior Social Welfare Officer &M.Phil Clinical Social Coordinator,Government

Stanley Medical College & Hospital, Chennai)

No. of StaffParticipants : 1

No of Student Participants : 45

Dr.Rohini Krishnan, our guest speaker for the first Guest Lecture Series,completed her PHD from madras Christian college,did her M.Phil from Loyola college and her post graduation from Stella Maris college. She is a Former Senior Social Welfare Officer &M.Phil Clinical Social Coordinator, Government Stanley Medical College & Hospital, Chennai. Dr. Rohini Krishnan has 40 plus years of work experience .she has been a researchassistant for nearly a year. she was a Lecturer,Coordinator of medical social workproject,child welfare officer, psychiatric social worker,medical Social Worker and course Coordinator, honorary research consultant for nearly 31 years as a Medical Social Welfare officer and 34 years in the field of social Work and retired in the year2013.After her retirement,she has been a part time Counsellor in a private school.

She briefed us that the Social work as a profession promotes social change, problem solving in human relationships, empowerment and liberation of people to enhance well being. She explained the principles, values, goals, methods and fields of Social Work. Furthermore, she also spoke to us about her practice as a Professional and also shared the glimpses of the activities conducted, how one's emotional factors, psychological factors and social factors are connected with each other.

Dr. Rohini Krishnan ended the lecture with a quote given by Mother Teresa, "we can do no great things, but only small things with great love"

OUTCOMES:

This session was highly informative and engaging. It gave the students an opportunity to learn about Social Work Profession. This session was very thought-provoking and provided the students with information that would be very useful for academic purposes.

PHOTOS:

Name of the Event : First year MSW Guest Lecture Series (Lecture-2)

Topic :The Practice of Social Case Work

Date : 11th January 2021

Venue :Google Meet

Mode : Online

Organisers : DG Vaishnav College, MSW Department

Faculty Coordinator : Dr. Akileswari S
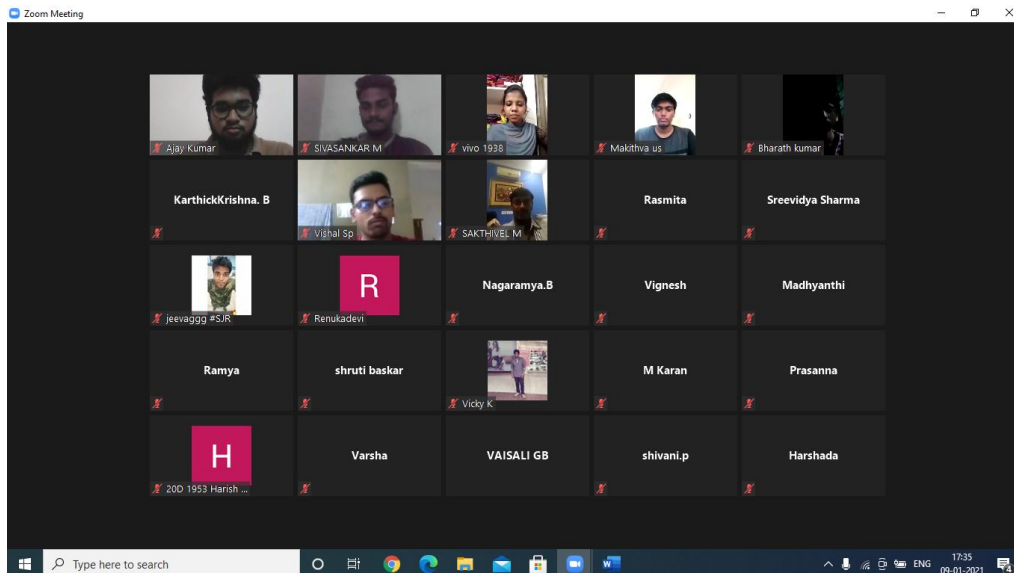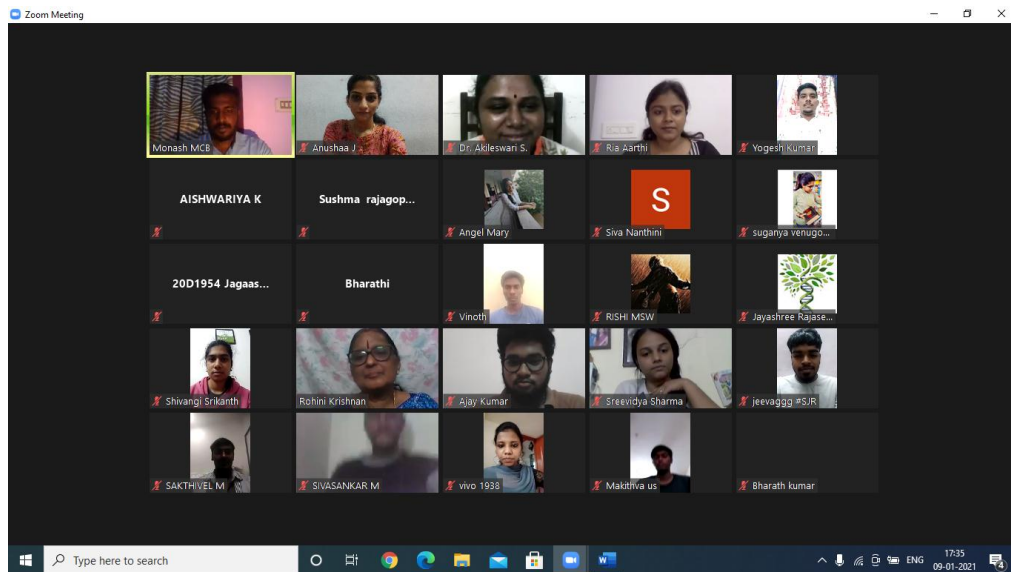
Resource Person :Dr.V.Sayee Kumar

(Former   HOD-HRM&   Ex   faculty   MSW,DG   Vaishnav   College,Chennai,   Consultant

Counselling, Psychotherapy & HRD, Chennai)

No. of Staff Participants : 1

No of Student Participants : 45

Dr.V.Sayee Kumar, our guest speaker for the second Guest Lecture series**.**He is aFormer HOD of HRM department &Ex faculty of MSW,DG Vaishnav College,Chennai, Consultant Counselling, Psychotherapy & HRD, Chennai.Dr.V.Sayee Kumarhas 33 plus years of experience which includes PG teaching apart from expertise in psychotherapy, training and research. He started his career in Sowmanasya Institution of psychiatry. He has attended hundreds of conferences, organized dozens of them and has been a resource person for many programs in Industries and institution.He was an advisor of HRD students' forum for years and works closely with mental health of HR bodies.

He briefed us on Social Case Work, Principles of Social Case Work, tools andtechniques of Social Case Work,applying Case Work in field and few examples on models of Social Case Work.

OUTCOMES:

This session was very interactive and informative. It gave the students an opportunity to learn about thePractice of Social Case Work.This session was very thoughtful and provided the students with information that would be useful for their present as well as for their future.

PHOTOS:
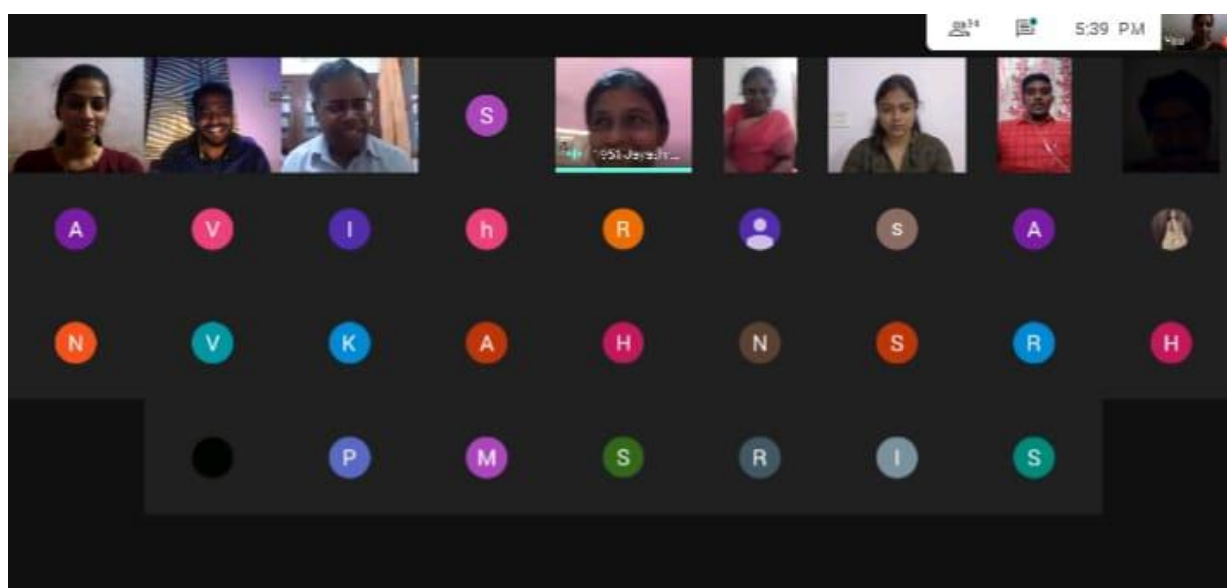
Name of the Event: First year MSW Guest Lecture series (Lecture-3)

Topic: The Role of Professional Social Work in Community Development

Date: 22nd January 2021

Venue:Zoom meeting

Mode: Online

Organisers: DG Vaishnav College, MSW Department

Faculty Coordinator:Dr. Akileswari S

Resource Person:Mr.R. Mohamed Zafrullah

(Chief Community Development Officer, Tamil Nadu Slum Clearance Board, Chennai)

No. of Staff Participants: 1

No of Student Participants: 45

Mr. Mohamed Zafrullah, our guest speaker for the Third Guest Lecture series,completed his B.AEnglish Literature from Madras Christian College, did his M.A Social Work from Madras School of Social Work and his PG Diploma in Labour Administration from Tamil Nadu Institute of Labour Studies. He passed the Indian Classical Music Lower Grade Examination (Vocal) conducted by the Directorate of Technical Education, Chennai in November 1982. He finished the Short-Term Course in Computer Operations (MS Word) with JAWS at the National Institute for Visually Handicapped, Chennai. Served as a Research Assistant in the MSSS, Chennai in a Central Government Project, "Evaluation of Institutions in the Handicapped in Tamil Nadu running with the aid of Central Government" during 1987-1988. Worked as an Assistant Project Officer in ST. Andrews Church, Chennai in a project, "ASHA for Handicapped" in 1988.

He briefed us that the Professional competencies needed for a professional social worker and the challenges. He explained about the community development activities. Furthermore, heralso spoke to us about her practice as a Professional and also shared the glimpses of the activities conducted, how one's emotional factors, psychological factors and social factors are connected with each other.

Mr. Mohamed Zafrullah ended the lecture with words, "Impossible is just an opinion; if the opinion is changed, everything is POSSIBLE."

OUTCOMES:

This session was highly informative and engaging. It gave the students an opportunity to learn about the Role of Professional Social Worker in Community Development. This session was very thought-provoking and provided the students with information that would be very useful for academic purposes.

PHOTOS:
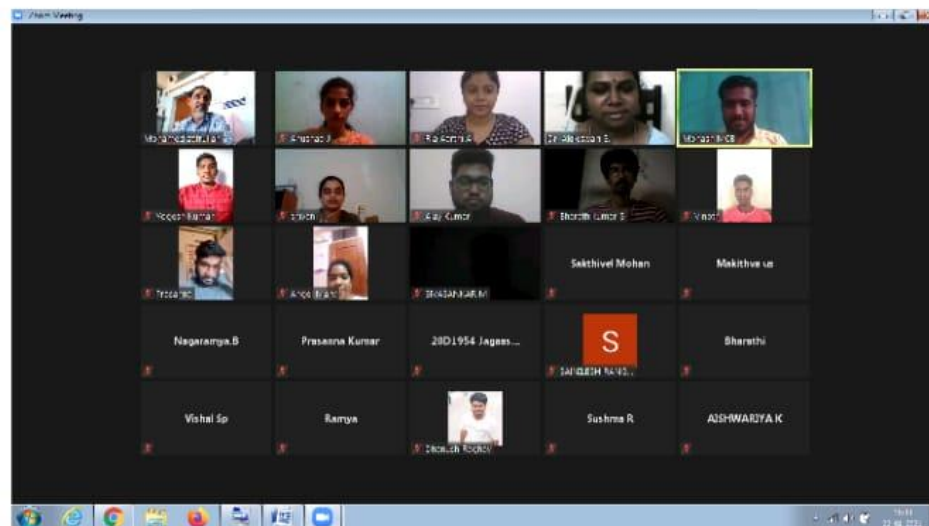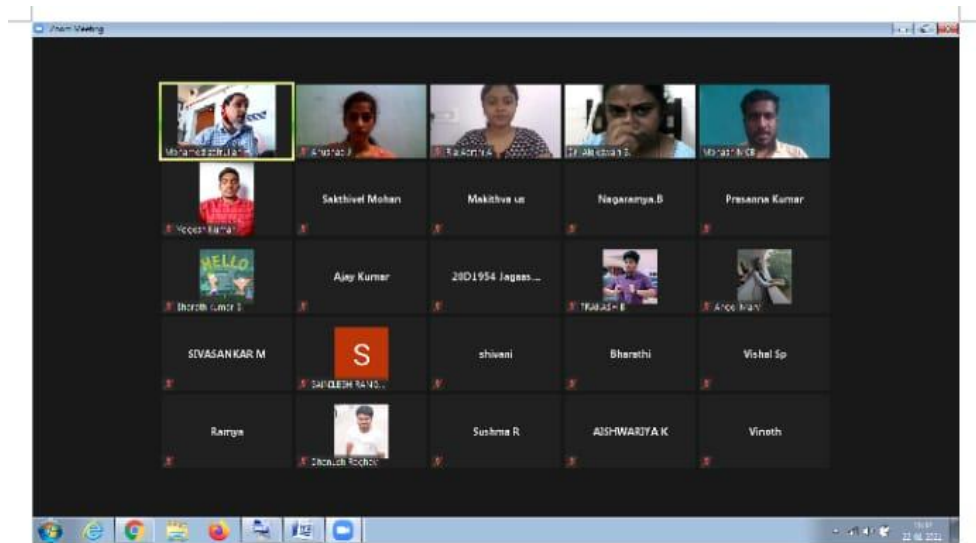
6 DAYS CERTIFICATE PROGRAM ON BUSINESS MANAGEMENT

SYLLABUS

Date	Subject	Broad Outline	Facilitator
11 Jan 2021	Business Strategy & Leadership	· Vision and Mission · Business Strategy · Leadership · Entrepreneurship	Dr S Vasudevan, CMA, PhD Director, Business Development, Institute of Analytics, USA
12 Jan 2021	An Overview of Operations in Business	· Elements of Operations · Production Planning and Control · Quality Management etc	Mr T R Sriram Director Niile Technical Skill and Consulting Pvt Ltd
13 Jan 2021	An Overview of Supply chain & Logistics	· Essentials of SCM · Logistics and Transportation · Inventory Mgt · Stores and Warehousing · Vendors/Purchase Mgt	Mr Ravi Valluri Mr Srinivasan Directors, Trusted SCM Consultant and Coach
18 Jan 2021	Employees Engagement & Inclusive strategies	· Employee Engagement initiatives · PMS Issues and Challenges · Diversity and Inclusion · Importance of Assessments · Case Studies	Mr Ramesh Srinivasan Assistant Director Graduate School of Coaching Coaching Foundation of India
20 Jan 2021	Overview of Sales, Marketing & Branding	· Fundamentals of Sales and Marketing · Sales Cycle Customer Relationship · Advertising Philosophy Brand Management	Mr Rakesh Gopinath Former Vice President Sales and Marketing IBSC India Sales Performance Coach
21 Jan 2021	Overview of Financial Management in Business	· Fundamentals of Financial Management · Budgeting and planning · Ratios – Introduction to Taxation	Dr S Vasudevan, CMA, PhD Director, Business Development, Institute of Analytics, USA
22 Jan 2021		Test conducted	

Topic: Business Strategy and Leadership

Dr S Vasudevan, CMA, PhD

Director, Business Development,

Institute of Analytics, USA

DATE	11th January 2021 (Monday)
DAY	1
TOPIC	Business Strategy and Leadership
VIRTUAL PLATFORM	Zoom
FACULTY COORDINATOR	Prof. M.K. Sindhu – D G Vaishnav college
RESOURCE PERSON	Dr. S Vasudevan, CMA, PhD Director, Business Development, Institute of Analytics, USA
NO OF PARTICIPATION	43

DETAILED REPORT OF THE PROGRAM

The Madras Management Association (MMA) program was coordinated by faculty coordinator Prof. Sindhu who helped the students to gain the knowledge of Business Strategy and Leadership. The program was stated at 1pm on 11th January. The program was presented by Gp. Capt. Dr. R. Venkataraman member of MMA. And followed the welcome address and guest profile was also given by Capt. Dr. R. Venkataraman. And then the lecture began. The guest started off by explaining about business strategy which involves public and private organizations. First he started with the types of organizations and its type of business. The guest also explained about the key differentiators of the business strategy. Like purpose, goal, financing, decision making and key stakeholders.

Then the guest gave the CANOE Theory as an example for the students for the good business strategy and leadership. The employees in the organization should be work as the team with same strength and coordination, then the guest explained about the features of successful strategic management. There are important 5M's in the organization for successful management which are man, machine, material, money, management.

Strategic management Model:

- ✓ Scanning - where are we now?

- ✓ Strategic formulation - where do we want to be?

- ✓ Strategic implementation - how do we get there?

- ✓ Measurement/Performance - how do we measure our program?

And some strategic management models are vision, mission, values, goals, objectives.

At last the guest explained about the Entrepreneurship and the steps for the good entrepreneur and also explained the role of the entrepreneurship in economic development.

After the lecture, the speaker clearly explained the doubts of the students and gave relevant information regarding to the questions. Finally, the session got over by proposing the vote of thanks rendered by Mr. Tamilslevan, II year MSW.

OUTCOME OF THE PROGRAM

The guest lecture delivered by Dr. S Vasudevan , was very clear and informative. The students gained knowledge on the concept of "Business Strategy And Ledership" and how strategic model need to be addressed on the basis of organization goals.

PHOTOGRAPHY OF THE PROGRAM

Topic: An overview on operations in businesses

Mr T R Sriram

Director
Niile Technical Skill and Consulting Pvt Ltd

DATE	12th January 2021 (Monday)
DAY	2
TOPIC	An Overview of Operations in Business
VIRTUAL PLATFORM	Zoom
FACULTY COORDINATOR	Prof. Sindhu – D G Vaishnav college
RESOURCE PERSON	Mr T R Sriram Director Niile Technical Skill and Consulting Pvt Ltd
NO OF PARTICIPATION	43

DETAILED REPORT OF THE PROGRAM

The Madras Management Association (MMA) program was coordinated by faculty coordinator Prof. Sindhu who helped the students to gain the knowledge of operations in business. The program was stated at 1pm on 12th January. The program was presented by Gp. Capt. Dr. R. Venkataraman member of MMA. And followed the welcome address and guest profile was also given by Capt. Dr. R. Venkataraman. And then the lecture began. The speaker spoke on the concepts of Operations, Lean Management, Quality systems and an overview on ISO9000 systems. The guest started with the basics of PPC (Production Plan Control) and its importance

with regards to operations in the manufacturing sector. Initially manufacturing sector was just a production plant which focused on mass production of raw materials and other manufacturing processes. At present PPC has been given more importance, he said that the organisations have understood the significance of production plans and need of strategic understanding towards market supply and demand. He said that the production plans are dynamic in nature and the changes in the schedule of production varies based on various elements. The plant is not only influenced by the internal factors but also the external elements such as demand or requirements in the market. He shared that production plans for the assembly suppliers to OEM (Original Equipment Manufacturers) are very dynamic and the OEM's demands are to be taken into account for devising production plans. PPC as a Business planning tool helps in covering the areas such as,

1. Customer Trend Analysis
2. Historical Sales Analysis
3. Market Intelligence
4. Technological Disruptions
5. Corporate strategy
6. LT Capacity Planning
7. Group Discussion

He also explained the influence of Technological Disruptions and the impact it creates in the society and that the impact could change the entire economy and market scopes. He also stated that the introduction of the new technology into the market could destroy the existing operations and thus it becomes crucial to cope up with the changes and to be proactive in devising the strategies based on the current changes and future predictions. He also explained the challenges that could surface while or in implementing PPC.

1. Forecasting Errors
2. Inventory Mismatch
3. Reliability of Supplier's Performance
4. Plant Capacity Constraints
5. BOM errors Revisions

BOM (Bill of Materials) is to be analysed properly and updates or customised products are to be included, if the product is undergoing a change. Mismatch in BOM could result in financial discrepancies. The speaker then spoke on the MPS (Master Production Schedule), he explained that the manufacturing industry contains both internal and external factors. The internal factors like labour, machinery etc and the external factors like the suppliers (Raw materials), customers and the market etc. In modern Manufacturing methods 80% is of external influence and 20% is of internal influence, therefore it is more important to have schedule and maintain a proper production schedule. Master Production Schedule helps in devising a systematic plan for the

operations in the manufacturing sector. He also explained about the Material Requirement Plan and the inputs taken in it such as MPS, BOM, Inventory, Pending orders and Logistics. The strategic influences in MRP includes Company policies, Internal lead time and the decision to make or buy. He explained on the importance of quality and how damaging it could be if the quality is compromised, he compared the damage lack of quality has caused for Boeing aircrafts. Therefore, quality maintenance or quality system becomes a major priority in industries. He spoke on the Deming award provided for TQM by the Japanese association called JUSE and how, many organisation invest huge sums of money to get certified. This is because of the benefit TQM enables for the organisation in saving crores of money. He further spoke on the concepts of LEAN, JIT, KAIZEN, 5S etc. He also explained in detail about the importance of waste maintainence and various methods used for effective functioning of operations in an organisation. He finally touched upon the standards and certifications with regards to it. He specifically spoke on the ISO 9001:2015 and also on the safety standard ISO 45000 and food safety standard ISO 22000. He also explained that there are separate standards available for IT, Medical, Aeronautical Industries.

OUTCOME OF THE PROGRAM

- The students were able to understand the various elements that are undertaken for the operations in the Manufacturing Industry.

- The students were also enlightened on the various concepts with regards to Total Quality Management and also introduced to the process of MPS, MRP and finally on the various standards followed in an organisation.

PHOTOGRAPHY OF THE PROGRAM
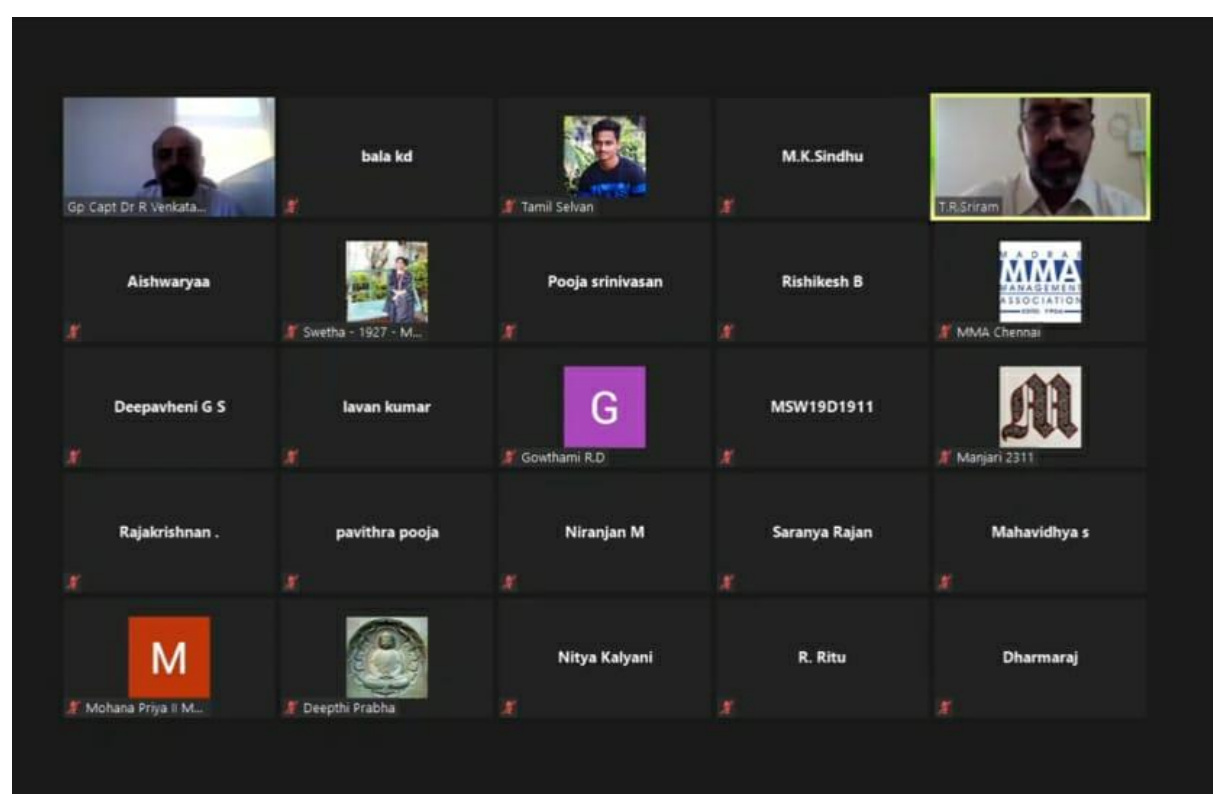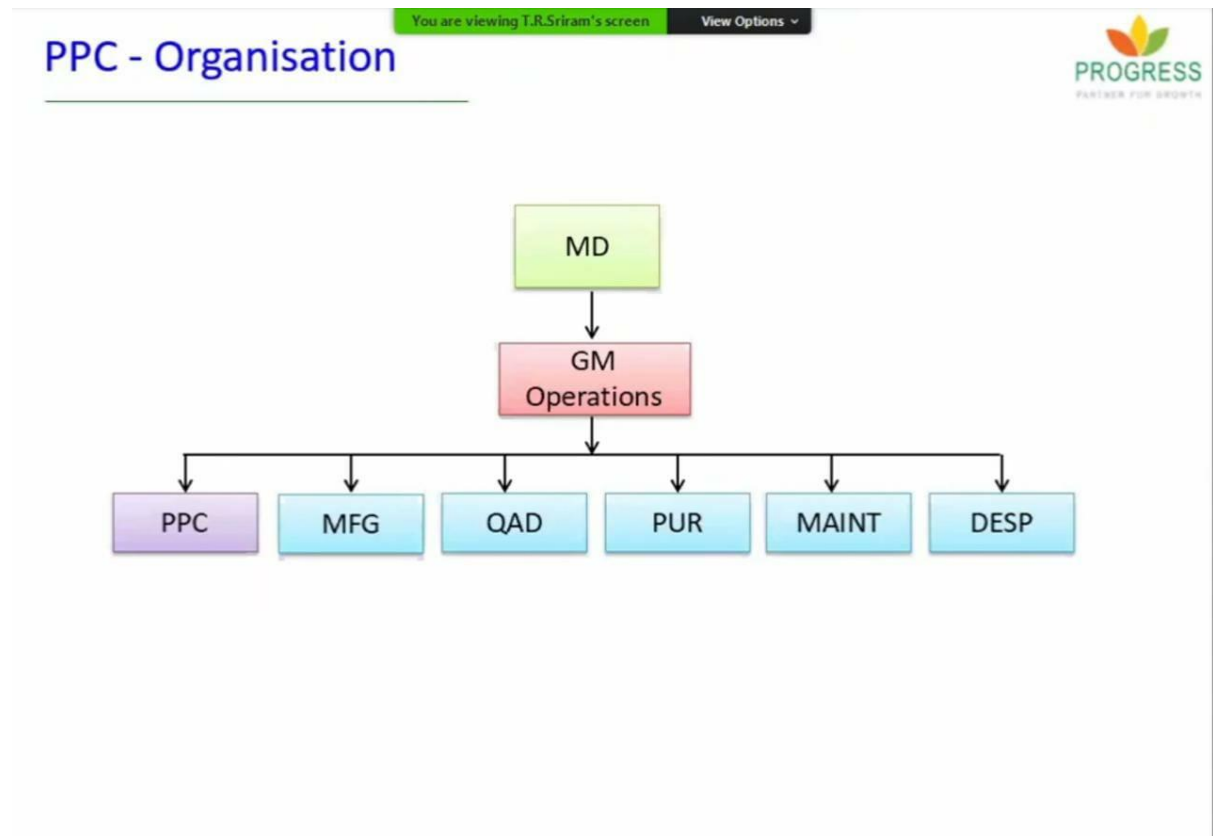
Topic: An Overview of Supply Chain and Logistics

Mr Ravi Valluri

Directors, Trusted SCM

Consultant and Coach

DATE	13th January 2021 (Monday)
DAY	3
TOPIC	An Overview of Supply Chain and Logistics
VIRTUAL PLATFORM	Zoom
FACULTY COORDINATOR	Prof. M.K. Sindhu – D G Vaishnav college
RESOURCE PERSON	Mr. Ravi Valluri Mr. Srinivasan Directors, Trusted SCM Consultant and Coach
NO OF PARTICIPATION	44

DETAILED REPORT OF THE PROGRAM

The Madras Management Association (MMA) program was arranged by Prof. Sindhu who helped the students to gain the knowledge about the Supply Chain and Logistics. The program was stated at 1pm on 13th January. The program was presented by Gp. Capt. Dr. R. Venkataraman member of MMA. And followed the welcome address and guest profile was also given by Capt. Dr. R. Venkataraman. And then the lecture began. The guest started off by explaining about supply chain management flow which follows consumers, shareholders, sales and product development, procurement, suppliers, manufacturing, warehouse and logistics.

Then the guest showed about the organization structure which a group of people work together in an organized way for a purpose. The organization structure contains sales, marketing, customer service, finance, supply chain, IT, HR, R&D and technical.

Then the guest explained about the supply chain management which encompasses the end to end information, products and money. And it is the most powerful engines of business transformation. SCM is delivering the right product to the right place to the right time in right price and also said about the SC process. And the guest gave some of the objectives and goals of SCM.

Supply chain functions are:

✓ Vendor management - Then the guest taught about the vendor management, it is a person or entity that is the source for goods and services. There are basic 8 steps for vendor life cycle management.

✓ Procurement - is a act of obtaining goods for business purpose, the guest explained some of the key elements for procurement planning.

✓ Inventory - list of all items in an organization is inventory management.

✓ Ware house - is a planned and organized space foe store and handle the goods. Ware house are public, private, bonded and climate control.

✓ Logistics - is an overall process of managing how resources are acquired, stored and transported to their final location.

At last the guest explained about the transportation service.

After the lecture, the speaker clearly explained the doubts of the students and gave relevant information regarding to their questions. Finally, the session got over by proposing the vote of thanks rendered by Mr. Tamilslevan, MSW-IIyear.

OUTCOME OF THE PROGRAM

The practical implication of An Overview of Supply Chain and Logisticswas clearly explained to the students as it was a very interactive session. The students were very much benefited by the program where it was very informative and very useful as the guest gave us a very good exposure about the An Overview of Supply Chain and Logistics with practical examples.

PHOTOGRAPHY OF THE PROGRAM

Topic: Employee Engagement initiatives· PMS Issues and Challenges Diversity and Inclusion Importance of Assessments Case Studies

Mr Ramesh Srinivasan

Assistant DirectorGraduate School of Coaching
Coaching Foundation of India

| DATE	18th January 2021 (Monday)
DAY	4
TOPIC	Employee Engagement initiatives· PMS Issues and Challenges Diversity and Inclusion Importance of Assessments Case Studies
VIRTUAL PLATFORM	Zoom
FACULTY COORDINATOR	Prof. Sindhu – D G Vaishnav college
RESOURCE PERSON	Mr Ramesh Srinivasan
NO OF PARTICIPATION	42

DETAILED REPORT OF THE PROGRAM

4th Day of the event was constructed on the topic employee engagement, Performance Management System and importance of Psychometrics and its usage in Industrial setting. Mr. Ramesh Srinivasan, an experienced with the experience of over years. The guest initiated the session on the basis of various stages of Industrial revolutions. He explained that the changes and influences that resulted because of Industrial Revolution was spontaneous and the time gap was not for a longer duration. This pushed for the skill adaption and natural development as a result of fast paced economy. The five stages of Industrial Revolutions were touched upon individually each resulting in development process in its own way.

Industry 5.0
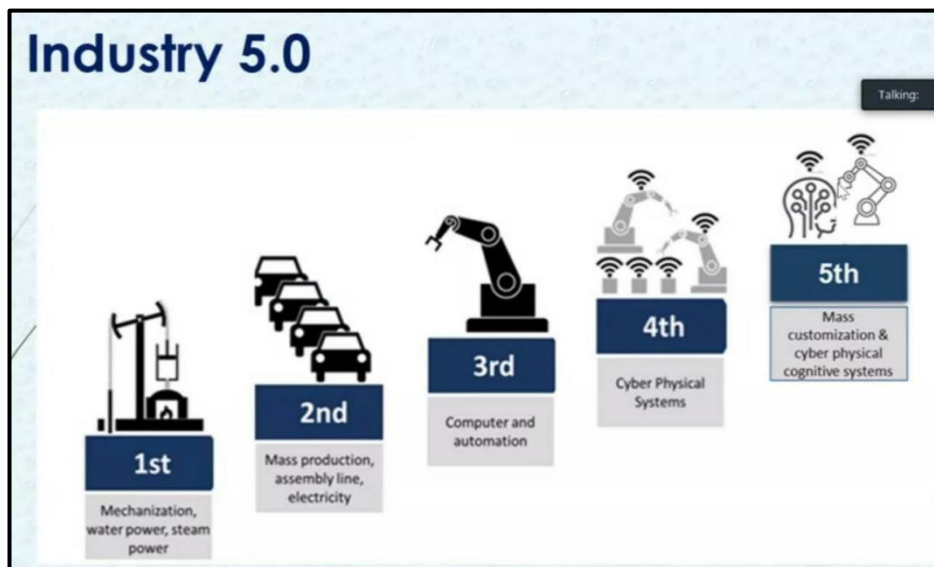
Industrial Revolution 1.0

The major focus in this period is the mechanisation of Industries, the introduction of Steam engines and a motor engine were highly developing the economic structure and was fast forwarding the industrial revolution. Usage of bullock carts for transporting material instead of manual labour. Usage of ships as major locomotive for transportation was also prominent. Trains were used for moving material from one place to another. Industrial Revolution was happening in the period of 1970's, the periods provided by the guest were not definitive but most certainly helps in understanding the Industrial Revolution.

Industrial Revolution 2.0

The guest speaker explained that at the end of the 1.0, mass mechanisation was happening assembly line concepts were put forth and electricity became a key or a major input for Industrial Revolution. Computer and automation process was radical in nature and specific to certain aspects of the field.

Industrial Revolution 3.0

Computer and automation were promoted and slowly computers began to enter in the manufacturing sectors. The natures of the computer usage were getting improved more and more.

Industrial Revolution 4.0

Humans began to work and interact with machines, Cyber physical systems were introduced. The process of usage of biometrics would be one of the examples to understand the cyber physical systems. The interaction between the humans and the machines became more prominent.

Industrial Revolution 5.0

Industrial Revolution 5.0 focuses on the aspect of customization and personalisation and during
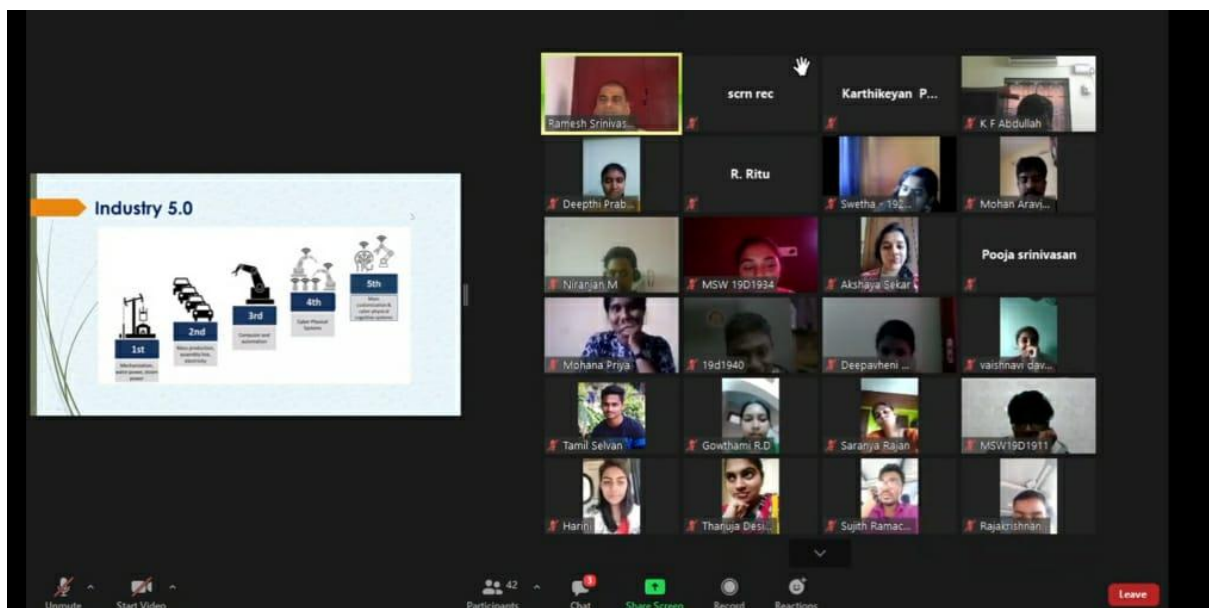
pandemic the changes in the schematics were quite evident. Cyber Physical systems would be evolved into much better outputs, the areas such as big data, analytics, machine learning, 3D printing etc. The things that were considered as expensive or luxury would become order of the day. The shifts between the revolution periods could be fast paced and many would remark that this would affect the work force. But on the contrary the work force by itself has evolved throughout the process.

The guest addressed the increased amount of necessity with regards to diversity and inclusiveness in global economy. He explained that the diversity was never new to India and the process of inclusiveness and diversity is strongly laid through legal system and that the process towards it was natural. He also shared that the inclusiveness of women in workforce was natural and the diversity factor was very evident in India prior to global phenomenon on the diversification of workforce. The guest explained series of case studies that spoke on the importance of employee leadership and engagement and how their contribution towards humanistic view of the individual. He gave series of group work activities that focused on engaging the students with each other and also to make the students understand the qualities that are essential to work as a team in a shorter duration of time. He also gave a detailed understanding on performance management system and its importance in improving performance by setting individual and team goals and devising strategic plans to attain it. He explained about the factors of engagement such as physiological, security, emotional, self-esteem and self-actualisation and also spoke that how most employees fixate on self-esteem and doesn't want to move into self-actualisation. He also spoke on the importance of collective responsibility and its importance in building team work. The guest explained the process involved in performance management and also on the concept of SMART goals (Specific, Measureable, Attainable, Relevant, Time based). The other areas such as Management by Objectives, Balanced Scorecard were also covered in detail. He also spoke on the Dr. Martin Seligman's concept of authentic happiness and the Hedonistic happiness and the difference between them and used his 24 character strength identification method to study and align the talents, skills, resources and interests to an organisation. The guest had provided an online assessment with questions focusing on understand the psychometrics of the students prior to the session, the test contained questions of about 234 and at the end displayed the strengths and weakness of students under the categorization of about 24 psychometric parameters. He explained how psychometrics is applied in the process of recruitment, Development, Career Planning, Succession Planning and Time Management. By the end of the session the speaker asked each of the students to enter their strengths and weakness and also helped in understanding the areas of necessary improvements for the students.

OUTCOME OF THE PROGRAM:

1. The students were able to learn and understand about various new concepts in regards to performance management.

2. The student also understood the value of employee engagement towards an organisation and the values and virtues must be incorporated in an individual through various case studies.

3. The student was also able to understand the importance of psychology in the area of employee engagement and also was able to learn ways to analyse character strengths.

PHOTOGRAPHY OF THE PROGRAM

Topic: Overview of Sales, Marketing & Branding

Mr Rakesh Gopinathan

Former Vice President

Sales and Marketing, IBSC India,
Sales Performance Coach

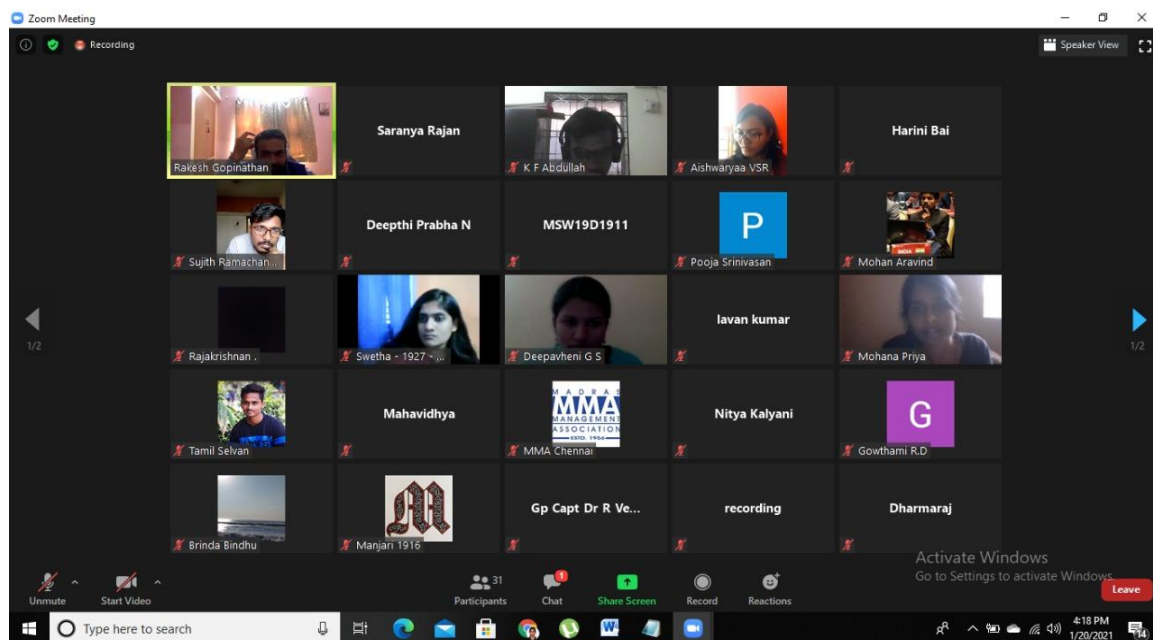| DATE	**20th January 2021 (Monday)**
DAY	5
TOPIC	Overview of Sales, Marketing & Branding
VIRTUAL PLATFORM	Zoom
FACULTY COORDINATOR	Prof. Sindhu – D G Vaishnav college
RESOURCE PERSON	Mr Rakesh Gopinathan Former Vice President Sales and Marketing, IBSC India, Sales Performance Coach
NO OF PARTICIPATION	43

DETAILED REPORT OF THE PROGRAM

The Madras Management Association (MMA) program was arranged by Prof. Sindhu who helped the students to gain the knowledge about the Supply Chain and Logistics. The program was stated at 1pm on 20th January. The program was presented by Gp. Capt. Dr. R. Venkataraman member of MMA. And followed the welcome address and guest profile was also

given by Capt. Dr. R. Venkataraman. And then the lecture began. The guest was ever interactive to the students from the beginning till the end. He was asking the smart intro of the students, by asking their name, place, their bachelor degree, their present plan and their five year plans. Then the guest slowly starts to enter into the topic "Stages in The Evolution of Sales Methodologies". Then the guest told about the stages of evolution of selling which contains provider, persuader, prospector, problem solver and procreator. The guest was interactive and boosting the students throughout the session. Then he explained about stages and objectives of personal selling process. Production, product, marketing, selling and societal marketing are the five marketing concepts which was explained by the guest speaker. He started from the history that how the business has evolved from 2000 to 2020. In 2000's data storage was the challenging one and computer data were even more challenging and expensive. In 2008 data cloud be started in third party locations. In 2012 cloud services were offered by the company. In 2020 AI, DL, ML, Robotics come in and cost human touch and also explained about role of marketing, advertising and sales. This contains S.W.O.T - Strength, weakness, opportunity and threats. He gave a brief explanation about all these things and the ideas to overcome all that.

OUTCOME OF THE PROGRAM:

The guest lecture delivered by Mr Rakesh Gopinathan, was very clear, informative and interactive. He was boosting the students throughout the session. He made the students to participate by making them involve. The guest was getting all his inputs from students by making them think. He also detailed explain the things with some videos to make easy understanding.

PHOTOGRAPHY OF THE PROGRAM

Topic: Overview of Financial Management in Business

Dr S Vasudevan, CMA, PhD

Director, Business Development,

Institute of Analytics, USA

DATE	21th January 2021 (Monday)
DAY	6
TOPIC	Overview of Financial Management in Business
VIRTUAL PLATFORM	Zoom
FACULTY COORDINATOR	Prof. M.K. Sindhu – D G Vaishnav college
RESOURCE PERSON	Dr S Vasudevan, CMA, PhD Director, Business Development, Institute of Analytics, USA
NO OF PARTICIPATION	42

DETAILED REPORT OF THE PROGRAM

The guest speaker spoke about the importance of accountancy and its needs and foundation of having effective business finance. He explained that accountancy is the core or essence of an organisation, it help in logical understanding of the organisation and it's a process of systematic transaction and an art of.

The process of Accounting consists of

1. Systematic recording,
2. Compile with the law,
3. Ensure control of assets,
4. Plan future activities,
5. Communicate financial status
6. Assist in decision making.

The guest spoke that accountancy helps in providing reasonable and logical assistance in decision making. He explained the concepts of fundamentals in regards to types of accounts. He spoke on the five types of accounts such as

1. Assets
2. Liabilities
3. Equity
4. Revenue and expense

Financial accounting, it is mandatory for tax calculations and also for the purpose of survivability of an organisations. Cost accounting is for cost centres for controlling and organising various functions with regards to finance. He explained that it is most important in the management process and with the financial and the cost accounting together forms into management accounting. He explained that the financial accounting becomes the foundation for the branches of accounting. He also spoke about the classification of accounts (I.e personal account and impersonal account), the personal accounts consists of Natural person's accounts, Artificial account etc and the impersonal account consist of . The speaker addressed the importance of balance sheet and its contribution in goal setting, balance sheet helps in understanding the profit and loss analysis with respect to assets and liabilities.

CLASSIFICATION OF ACCOUNTS W.R.T. BALANCE SHEET AND PROFIT & LOSS A/C

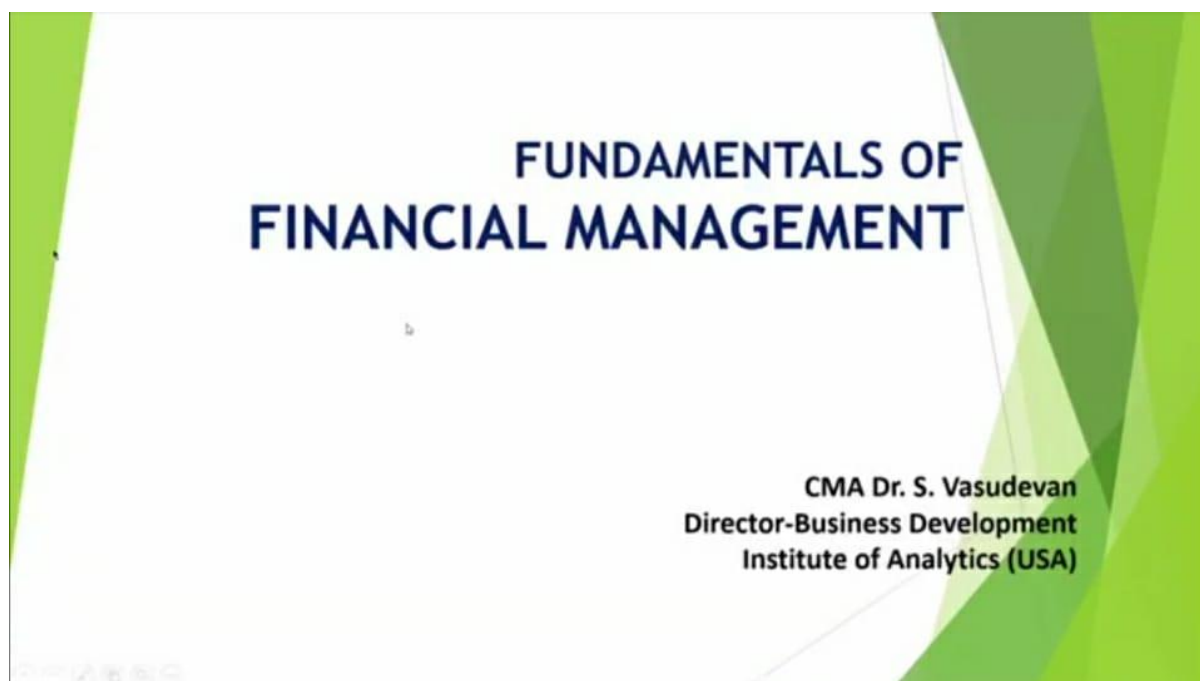| ACCOUNT TYPE	BALANCE	BALANCE SHEET	BALANCE SHEET	INCOME STATEMENT	INCOME STATEMENT
PERSONAL ACCOUNT	DEBIT BALANCE		ASSETS		
PERSONAL ACCOUNT	DEBIT BALANCE		ASSETS		
REAL ACCOUNT	CREDIT BALANCE	LIABILITIES			
REAL ACCOUNT	DEBIT BALANCE		ASSETS INCLUDING CLOSING STOCK	PURCHASE / SALES RETURN / OPENING STOCK	
NOMINAL ACCOUNT	CREDIT BALANCE				SALES / PURCHASE RETURN / CLOSING STOCK
NOMINAL ACCOUNT					
	DEBIT BALANCE			EXPENSES AND LOSSES	
	CREDIT				INCOME &

The summary of the financial accounting is reflected in the income and expenditure, Balance sheet and notes to the account notes to the accounts consist of information that explains the figures and policies of the organisation, in the end annual report is submitted to the director.
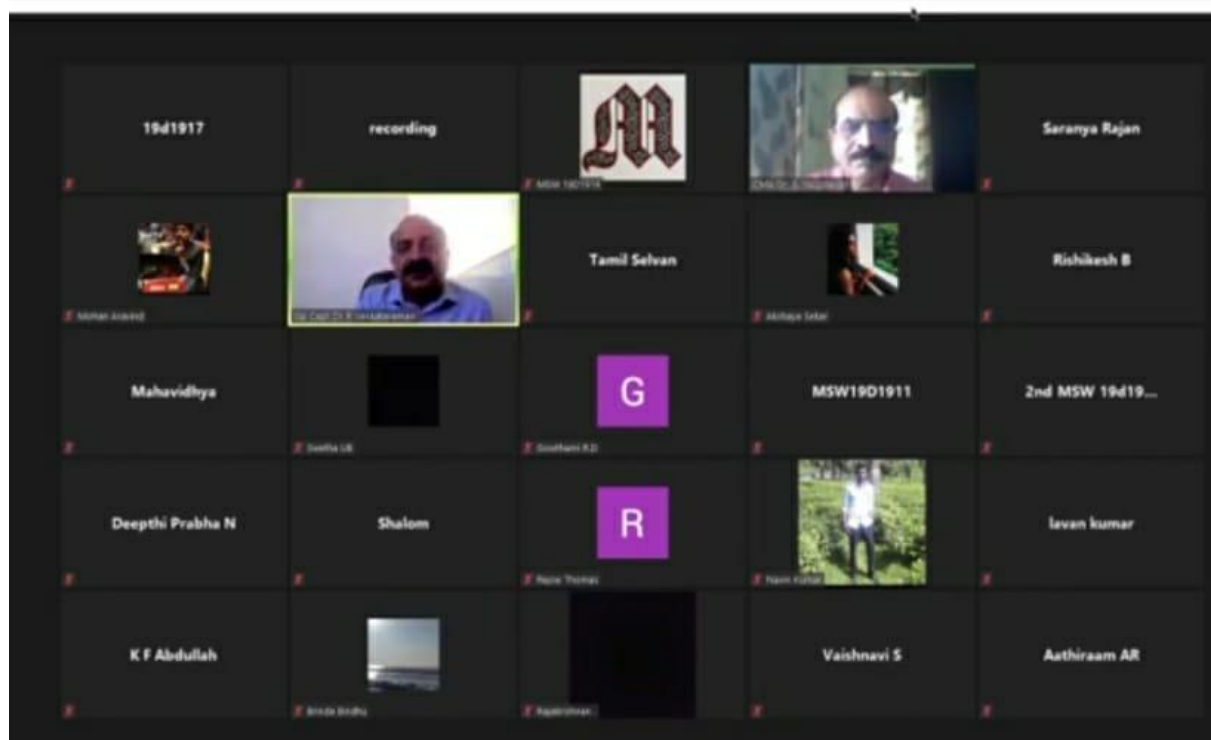
Balance sheet consists of the profits and funds or owner's equity and the liabilities with regards to long term (creditors or credits with repaying duration more than 1 year) and with current liabilities (creditors or credits that needs to be paid within 1 year). He also spoke about fixed and current assets. The guest then spoke on the long term sources such as capital and borrowing concepts. He also touched upon the concepts of cash flow, income statement and budgeting. He explained about the master budget and its two types such as operating budgeting and financial budgeting. Operating budget consists of sales plan, training, hiring and other activities with regards to it. Administrative and discretionary spending plan, are used to preserve the source and utilise the resource. He explained that importance of having optimum resource rather than excess or minimum. He also spoke on the ratio such as activity ratio and quick ratio, the formula for calculation of quick ratio was given. The formulas for calculating inventory are asset turn over, average collection period, average payment period and debt ratio. The guest also shred their balance sheet of Titan for explaining the concepts of the balance sheet.

OUTCOME OF THE PROGRAM:

1. The students were able to understand the importance of accountancy and its significance towards running successful organisation.
2. The session also touched upon the important concepts such as cash flow, budgeting, balance sheet etc.
3. The speaker explained the types and classifications of accounts and branches of accountancy with in the financial department of an organisation.

PHOTOGRAPHY OF THE PROGRAM

FUNDAMENTALS OF
FINANCIAL MANAGEMENT

CMA Dr. S. Vasudevan
Director-Business Development
Institute of Analytics (USA)

NAME OF THE EVENT	**:** Campus to Corporate
DATE	**:** 01-02-2021 (10 A.M. – 12 P.M. IST)
VENUE	**:** Google Meet
MODE	**:** Online
ORGANIZERS	**:** Department of Social Work, D.G. Vaishnav College
FACULTY CO-ORDINATOR	**:** Mr. S. Ramesh
RESOURCE PERSON	**:** Mr. Rakesh Menon, Consultant & Trainer
NO. OF STAFF PARTICIPANTS	2
NO. OF STUDENT PARTICIPANTS	40

DETAILED REPORT OF THE PROGRAMME:

The "Campus to Corporate" programme was organized for the students of 2nd MSW by the P.G. Department of Social Work. This placement training programme was organized to equip the students with life skills and to resolve their queries on placement. The session began at 10 A.M. by Mr. Rajakrishnan of 2nd MSW who welcomed the gathering and delivered the guest profile of Mr.Rakesh Menon, Consultant & Trainer.

Mr. Rakesh Menon is a Mechanical Engineer with an MBA in Marketing and a Masters in Psychology. He has 26 years of total working experience in India and abroad. His passion for training and development has got him into training. His training activities focuses on implementing practical strategies, performance management, goal setting, leadership development, people skills management, career skills enhancement, career planning and communication skills enhancement.

The speaker started the session by knowing the expectations of the students about the topics to be discussed on placement. He shared the top 8 essential skills which are required for professionals.

- Strong work ethics
- Being a good team player
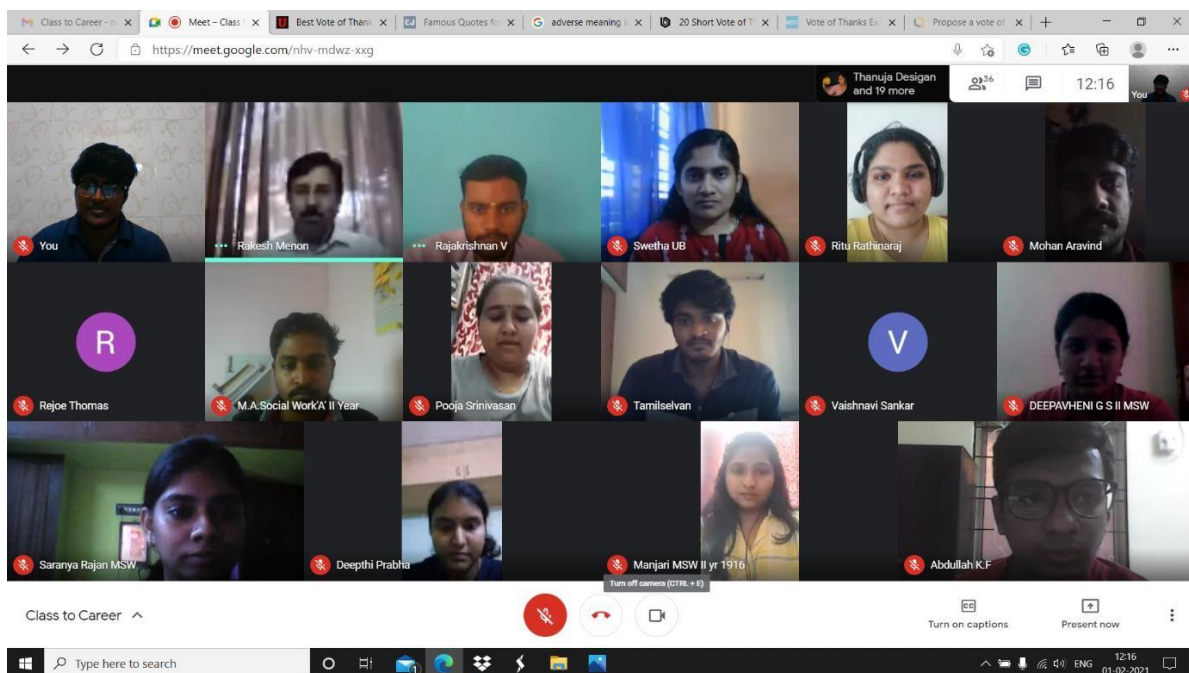- Ability to solve problems
- Adaptability
- Time management ability

- Self-confidence
- Performing well under pressure and
- Emotional intelligence

He stated that staying updated having dream position and dream job is very important for career planning. He also stated that having realistic and professional goals and having mentors or role models who can inspire is also important. He then answered then questions which was put forward by the students. He gave tips on answering unknown questions in interview, creating a presentable resume, on group discussion, etc., Finally the session got over by proposing the vote of thanks rendered by Mr. Naveen Kumar. S of 2nd MSW.

OUTCOME OF THE PROGRAMME:

The session was very interactive and the students were able to get a clear picture on the topics regarding placement. The guest explained about the skills that are required to become a professional.

PHOTOS:

NAME OF THE EVENT	**:** Placement Preparation 101
DATE	**:** 02-02-2021 (11 A.M. – 1 P.M. IST)
VENUE	**:** Google Meet
MODE	**:** Online
ORGANIZERS	**:** Department of Social Work, D.G. Vaishnav College
FACULTY CO-ORDINATOR	**:** Dr. B. Sulupriya
RESOURCE PERSON	**:** Mr. Arghya Mandal, Momentive, Bangalore
NO. OF STAFF PARTICIPANTS	1
NO. OF STUDENT PARTICIPANTS	40

DETAILED REPORT OF THE PROGRAMME:

The "Placement Preparation 101" programme was organized for the students of 2nd MSW by the P.G. Department of Social Work. This placement training program was organized to fulfill the expectations of the students about placement and equip them with some tips on placement. The session was started by Ms. Akshaya, MSW-II year, who was the emcee for the program. The welcome address was delivered by Dr. B. Sulupriya, the Head of the Department. Then Ms. Akshaya, MSW-II year, introduced the guest speaker by delivering the guestprofile of Mr. Arghya Mandal, Momentive, Bangalore.
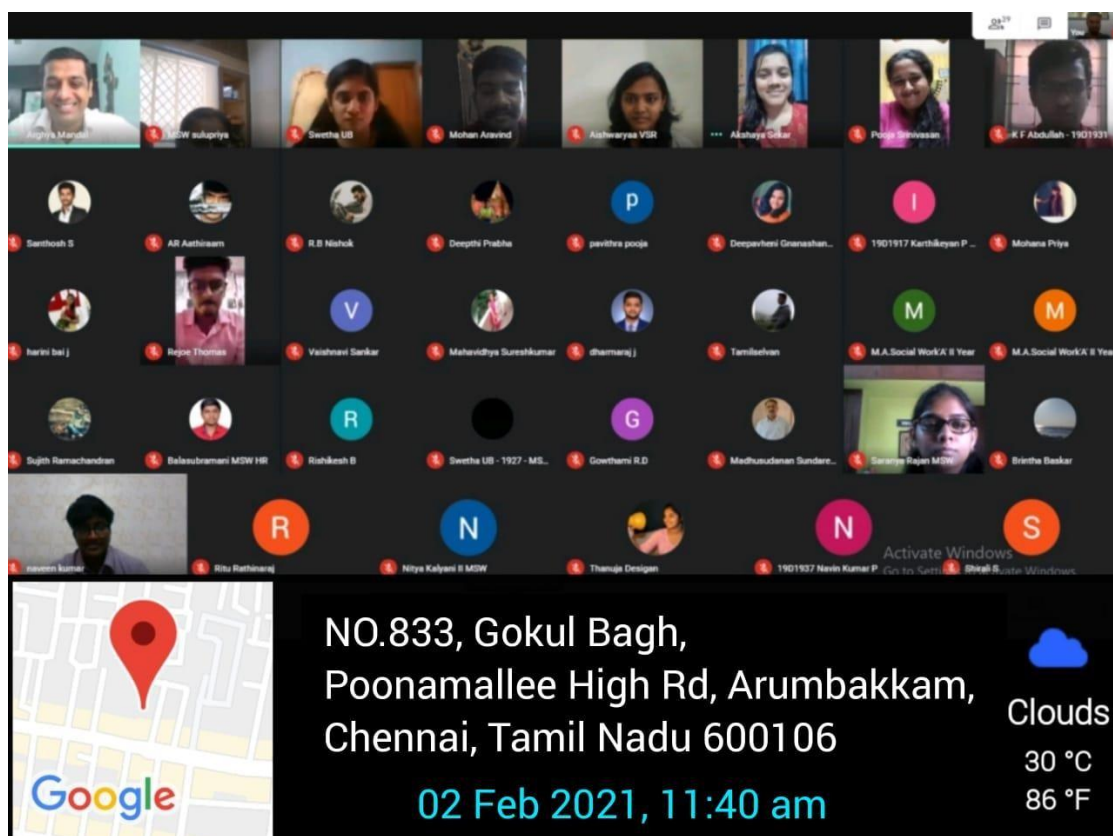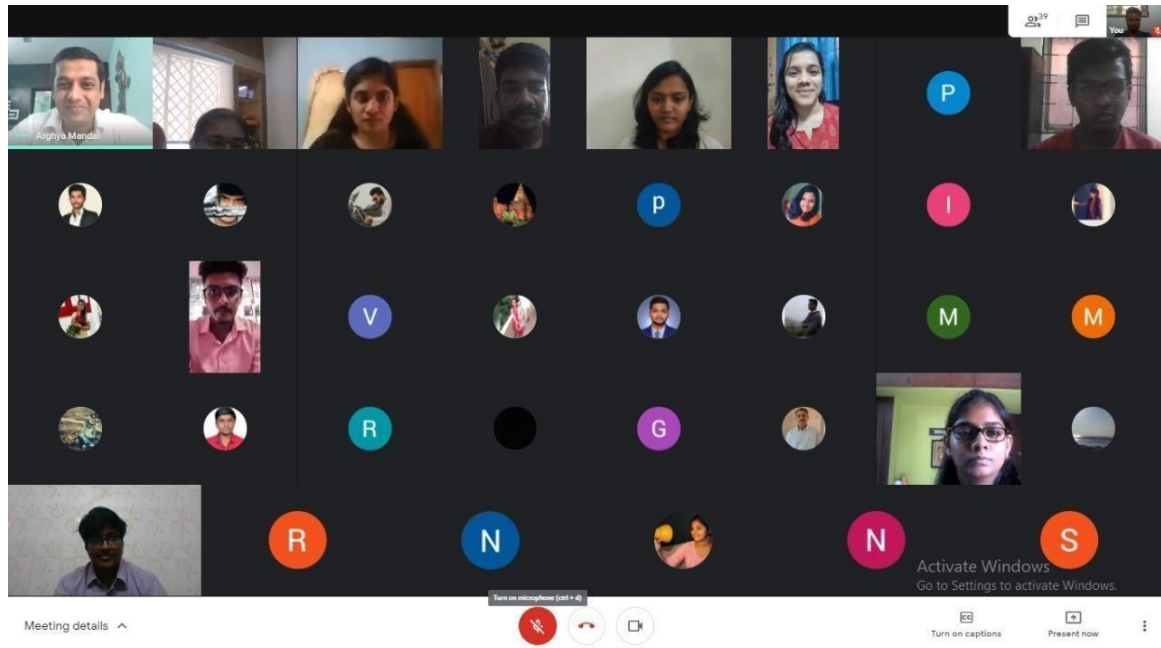
Mr. Arghya Mandal, currently leads the Talent Acquisition & Talent Management in different countries such as Europe, Middle East, Africa and India across the globe. He is a passionate Human Resource professional with 10 years of strategic and operational HR business partnership experience in Global Shared Services & Research and Development setup in American Multi-National companies, Momentive Performance Materials (Erstwhile GE Silicone). He is experienced in Human Resource process design, stakeholder management, Human Resource business partnership, developing and executing HR strategies, employee engagement, talent resource planning & budgeting, compensation & benefits. In addition to it, he is also an automotive enthusiast and a passionate singer. The Mr. Arghya Mandal started the session by stating the agenda for the day. He explained that getting to know about the company's values, competencies, HR policies, financial statement, etc., is very important when appearing for placement. Likewise getting to know the HR role in which the students are interested in will help them in planning the career and it will give a sense of direction while preparing for placement. He gave some tips on approaching placements. Highlighting the strengths, being flexible, proactive, open to experiences and exercises and having friendly, approachable attitude is important. Practicing for interview questions, projecting ourselves as a valuable resource for the company and building an impressive portfolio will help the students in placement preparation. He also gave some tips on preparing for placement like practicing for aptitude tests, working on communication skills and safeguard against common interview mistakes. Having a fall back option is also very important for a student. At last the students asked their queries and the speaker answered them clearly. Finally the session got over by proposing the vote of

thanks rendered by Mr. Aadhiraam of 2nd MSW.

OUTCOME OF THE PROGRAMME:

The session was very interactive and the students were able to get a clear picture on the topics regarding placement. The guest gave some tips on approaching and preparing for placement.

PHOTOS:

NAME OF THE EVENT	:	ORIENTATION ON SERVICE INTERNSHIP MSW BATCH 2019-2021
DATE	:	05-02-2021 (06:30 PM to 07:30 PM IST)
VENUE	:	Google Meet

MODE	**:**	Online
ORGANISERS	**:**	Department of Social Work,
		D G Vaishnav College
FACULTY CO-ORDINATOR	**:**	Prof. ArunaKumari .M
STUDENT CO-ORDINATORS	**:**	Mr.NavinKumar.P – II MSW
		Ms.Saranya.R – II MSW
RESOURCE PERSON	**:**	Mr.Aasish Dave
		Head – Human Resources,
		L & T Hydrocarbon Engineering,
		Modular Fabrication Business, Hazira, Surat
NO. OF STAFF PARTICIPANTS	**:**	2
NO. OF STUDENT PARTICIPANTS	**:**	40

Detailed Report of the Programme:

The orientation programme for the Service Internship for the MSW Batch 2019 – 2021, organised by the department of Social workheld on 5th of February, 2021 from 06:30PM to 07:30PM IST. The program began by introducing the chief guest to the participants, student Saranya – II MSW read the guest profile. The programme gives an orientation to the students to understand the dynamics of Service Sector and the Roles and responsibilities which are required to work as an HR in the industry.

The program was open to the students of Social Work with specialisation in Human Resources Management (II-MSW) and approximately 42 people were in attendance.The chief guest of the programme was Mr. Asish Dave, Head – Human Resources from L&T Hydrocarbon Engineering, Modular Fabrication Business, Hazira, Surat, Gujarat.The service Internship provides the students exposure to the practices of Human Resource Management in the Service Sector. The guest addressed the students to make best use of this Internship opportunity as this is the first internship which the students are going onsite to industries since the COVID pandemic began.

Service internship is an industry based internship where students can develop their knowledge, skills, attitude and values required for working in industries in the areas of personnel management, labour welfare, industrial relations. The guest explained about the scope of HR in service sector as it creates value by providing a bridge between the producers of goods and the beneficiaries, or between the production and consumption segments of society.

Later the guest explained about the various best HR practices that are very much important

in sevice based industries for managing employees such asPerformance Appraisal, Career Planning and Development, Employee Training, Executive Development, Organisation Development, Quality Circles, Employee Counselling, Monetary and Non-Monetary Rewards, Team Work, Role Analysis, Grievance Mechanism.

The guest also presented a video to explain the students about the operations which are performed in L&T Hydrocarbon Engineering, and later expained about the organisation history and its structure and explained about the different verticals in which they perform operations such as Offshore, Onshore, Construction Services, Modular Fabrication andAdVENT. He further explained about the organisation's management systems, corporate health, safety & environmental policies and CSR policy.

The programme was concluded with a Q&A session, the students cleared their doubts regarding their upcoming internship and HR practices which can help themselves to further develop their professional competencies. Student Mr.Navin Kumar – II MSW delivered the vote of thanks thanking the chief guest and the department. The programme got over by 07:30PM.

Outcome of the Programme:

- The students were able to understand about the current Market demands which are expected from a HR Freshers.

- The students were explained about the opportunities and threatsamongst this pandemic time in HR Field.

- The students understood about the specific HR skills and professional competencies which are demanded in service sector based industries.

Photos:
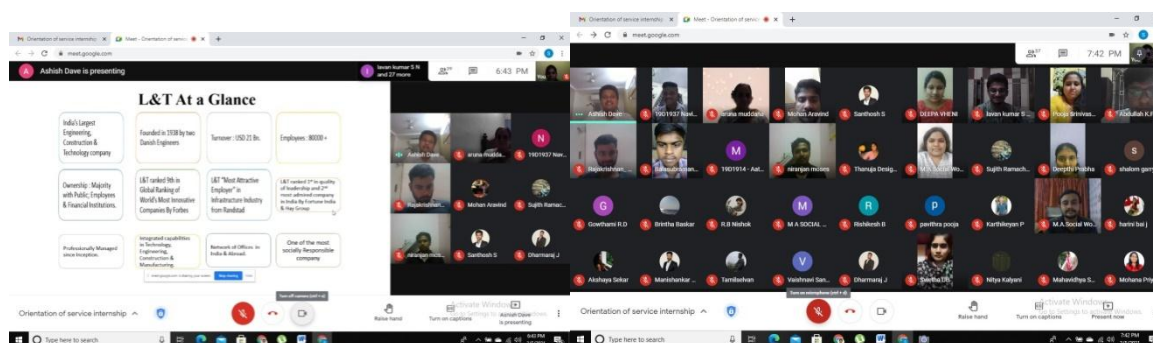
SOFT COPY OF INVITATION :
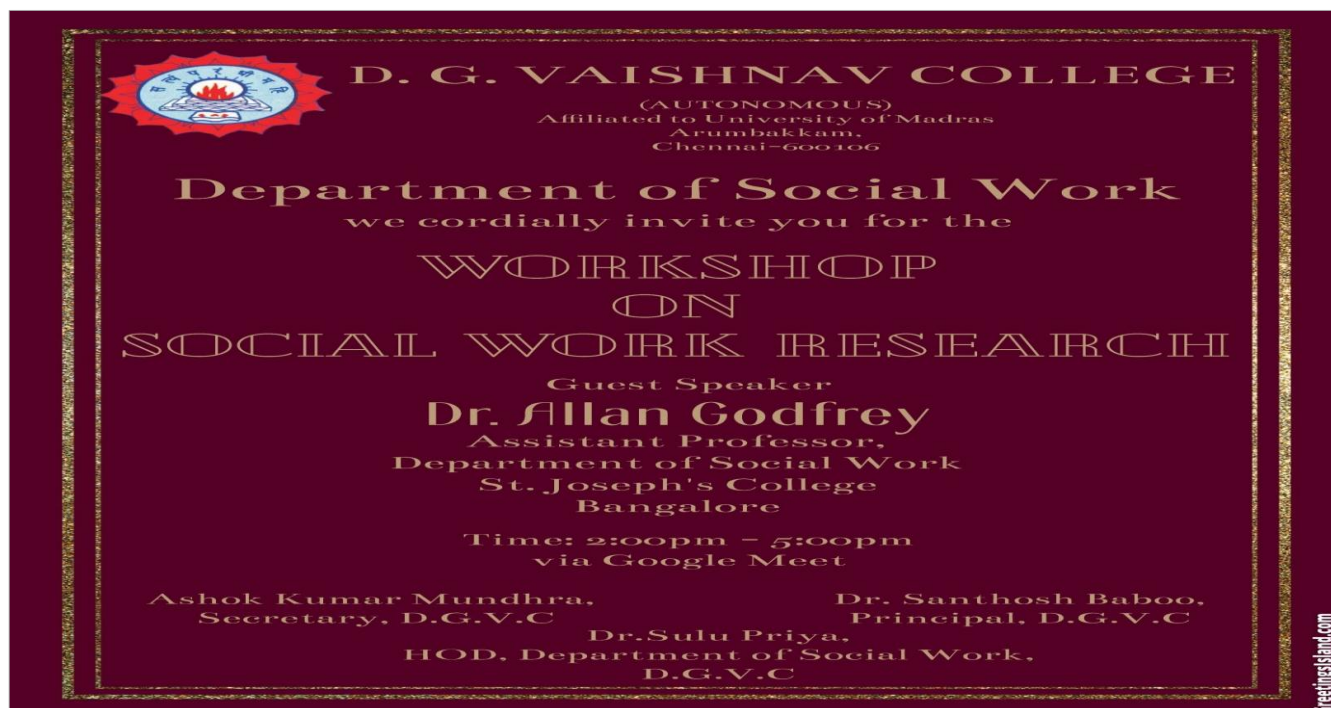
TOPIC: WORK SHOP ON SOCIAL WORK RESEARCH

DATE: 02-01-2021

VENUE: VIA GOOGLE MEET

ORGANISER: Prof. SINDHU

RESOURCE PERSON: Dr. ALLAN GODFREY, Assistant Professor, Dept.

Of. Social Work, St.Joseph College, Bangalore.

Contact Number: 9940560885

PARTICIPANTS: 40 STUDENTS

DETAILS REPORT OF THE PROGRAM :

The program started by the introduction of the guest speaker of the program Dr. Allan Godfrey. The guest speaker started the session by talking about social work (Human rights and social justice) Human Rights condenses into two words the struggle for dignity and fundamental freedoms which allow the full development of humanpotential. Civil and political rights have to be accompanied by economic, social and cultural rights.

The guest speaker explained about the 4ps (problem, people, place, passion) which the basic to form a topic in a research and these 4p's must be present and also about how to formulate our research topic.

The guest speaker also explained about the secondary data source where the sources of secondary data include books, personal sources, journal, newspaper, website, government

record etc. Secondary data are known to be readily available compared to that of primary data. It requires very little research and need for manpower to use these sources.

A literature review is a <u>scholarly paper</u> that presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are <u>secondary sources</u> and do not report new or original experimental work. Most often associated with academic-oriented literature, such reviews are found in <u>academic journals</u> and are not to be confused with <u>book reviews</u>, which may also appear in the same publication

The guest speaker also explained the do's and don'ts of research and the program was ended with a vote of thanks given by Tamilselvan

OUTCOME OF THE PROGRAM:

The guest speaker gave us homework to select a topic as per instruction given and also work on the review of literature and also gave assignment on labour codes. The students were very must benefited because the guest speaker explained each and every topic with suitable examples and the students also cleared their doubts whenever they had in between the session.

PHOTOS OF THE PROGRAM:
Medium of the program- Google meet
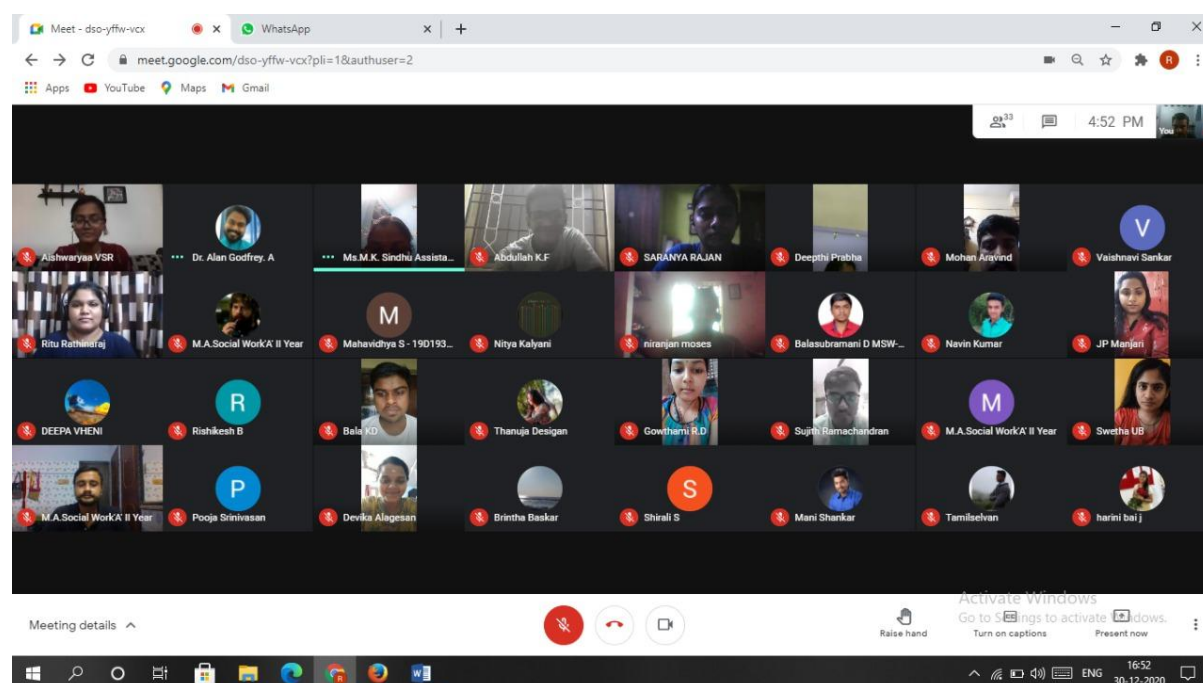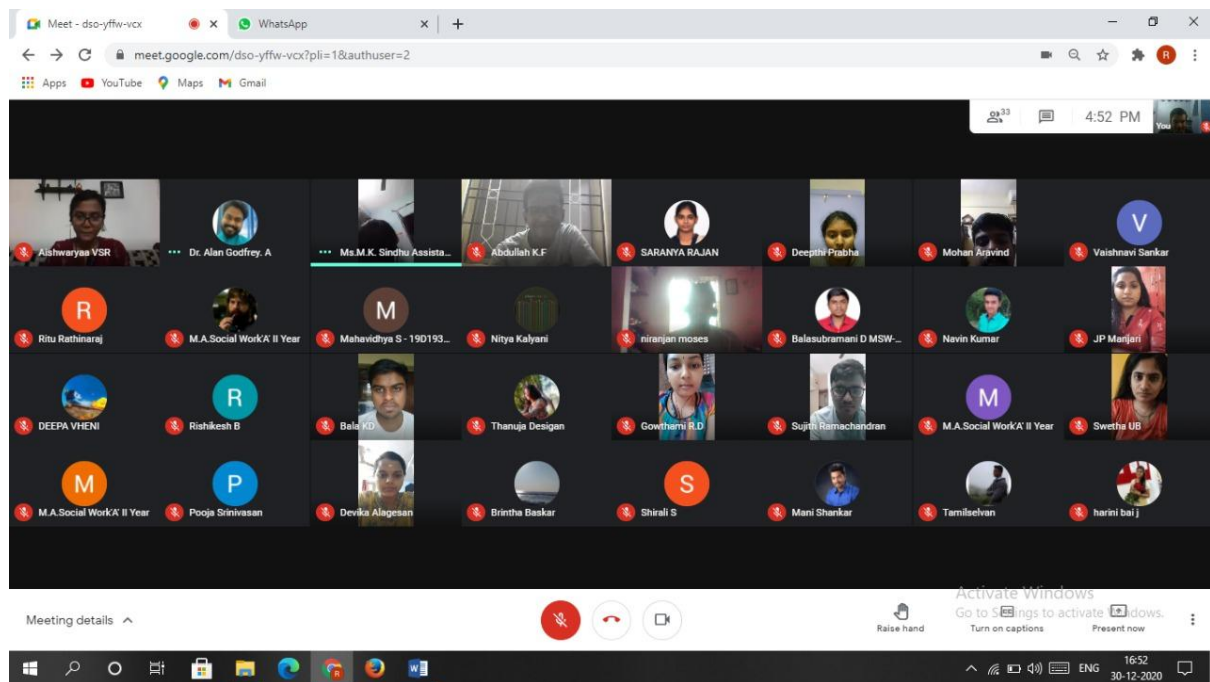
SESSION 2

TOPIC   **:** WORKSHOP ON SOCIAL WORK RESEARCH

DATE   **:** 09-01-2021

VENUE   **:** VIA GOOGLE MEET

ORGANISER   **:** Prof. SINDHU

RESOURCE PERSON: Dr. ALLAN GODFREY, Assistant Professor,   Dept. Of. Social Work, St. Joseph College, Bangalore.

Contact Number: 9940560885

PARTICIPANTS: 40 STUDENTS

DETAILS REPORT OF THE PROGRAM :

      The guest speaker started the session by asking about the homework and the students answered that they have selected their topic and few had doubts on the introduction and on the review of literature. He explained about pilot visit on the research topic they have selected and also ask the company supervision whether this study is feasible or not and ask their suggestion Review of literature should be collected from the last 10 years

      The guest speaker also explained about the types of research which are Descriptive research, Exploratory research, Analytical research, Experimental research, Comparative research, Action research and also Ramahuja book, C R Kothari, S K Gupta, Allen Briben are the book that was been referred by him and explained in detail about the types of research

- Descriptive research is the basic research that is mostly done by the beginners it describes a phenomenon where this research gives information
- Diagnostic research or explanatory research, it is one of the process in case work, identify the problem where it is exactly, cause effect relationship
- Exploratory research it is been done for the first time, 80% of the problem are been researched generally in the world, but there is still 20% of the problem which is not been researched when these areas are been research it is called exploratory research
- Experimental research is the one where the true social workers are supposed to work. For example, Two group are there, one you will intervene and the other is where they will kept constant and giving solution is called experimental research, action method and ex-pose factor method is a part of this research, treatment group is where we intervene, control group is where it is kept constant

Qualitative research – emotions, words, etc and Quantitative research – data, survey, questionnaire, etc are the main tools for research

The guest speaker explained about the methods of research. These are very common where they are survey, case study, interview, focus group discussion and observation. There is no big difference between case study and interview, counselling is one of the skills in case work, focus group discussion is a group discussion where you bring in people for finding out the problem in a broader point of view and bring to a specific point of view, observation consist of two participation and non-participation observation.

Research design explains about the process of research and its outcome, the types of research design are as follows

Descriptive research design, explanatory research or diagnostic design, exploratory research design, ex-pose facto research design, parallel convergent research design, sequential exploratory research design, sequential explanatory research design, dominant less-dominant research design and explained about these with suitable examples. Mixed research includes both qualitative and quantitative method and multiple research includes either quantitative or qualitative but make use of two techniques

The parallel convergent research design, sequential exploratory research design, sequential explanatory research design, dominant less-dominant research design is a mixed method where it uses both quantitative and qualitative method.

The session ended by thanking the guest speaker for the efforts taken and explaining in-detail about the social research by Sujith

OUTCOME OF THE PROGRAM :

The session ended by clearing doubts which the students had and explained that a

researcher must start his research with an empty mind and not to pre-assume things, true researcher must keep up their bias and the students were very must benefited by the examples giving by the guest speaker which was very helpful for the students to understand.

Homework: Difference between social work research and research, what is conflict resolution.

PHOTOS OF THE PROGRAM :

Medium of the program- google meet
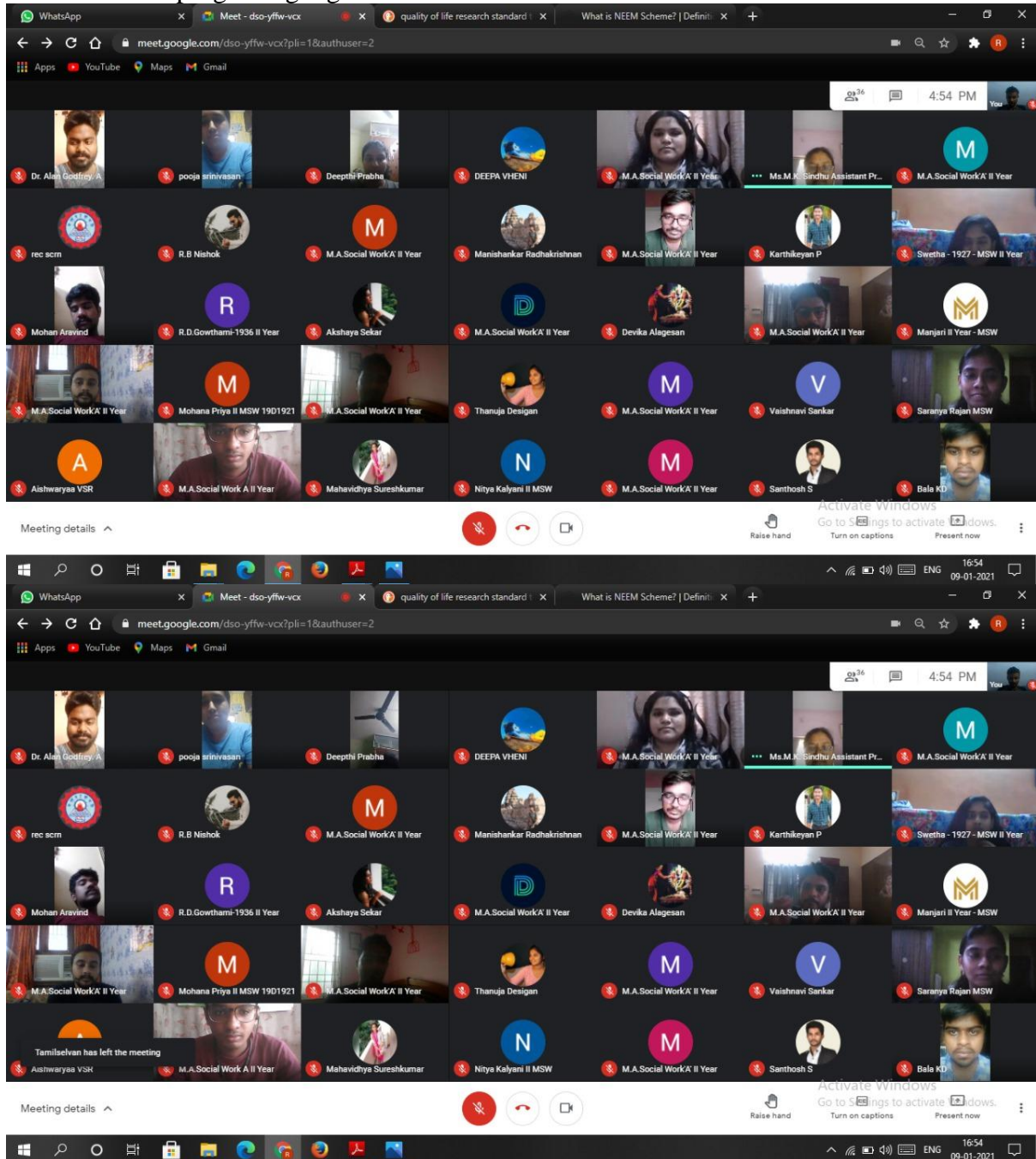
SESSION 3

TOPIC : WORKSHOP ON SOCIAL WORK RESEARCH

DATE :23-01-2021

VENUE : VIA GOOGLE MEET

ORGANISER: Prof. SINDHU

RESOURCE PERSON: Dr. ALLAN GODFREY,

                            Assistant Professor,

                            Dept. Of. Social Work,

                            St. Joseph College,
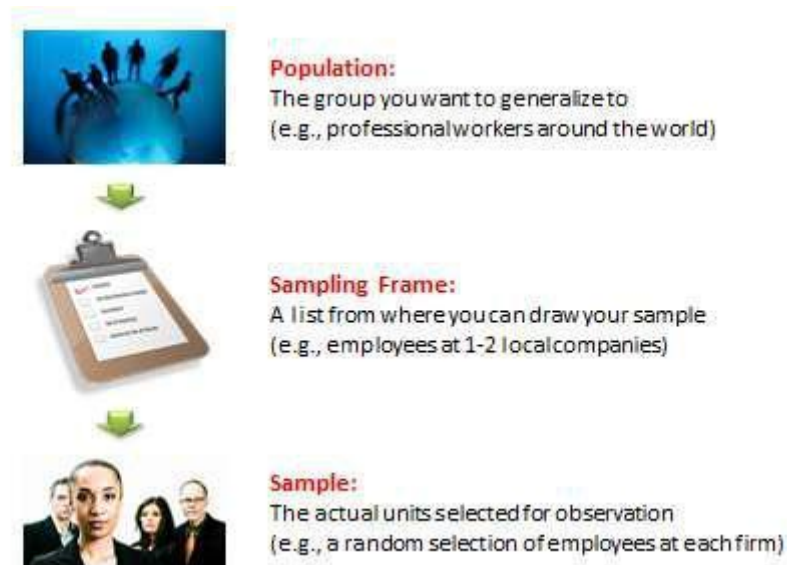
                            Bangalore.

PARTICIPANTS: 40 STUDENTS

Contact Number: 9940560885

DETAILS REPORT OF THE PROGRAM :

Today, the guest speaker started the session by revising topics that have been taken for the previous classes. He then initiate the class by covering following topics for the day:

- ➢ Sampling
- ➢ Process of sampling
- ➢ Sample size
- ➢ Methods of sampling
- ➢ Sampling techniques and
- ➢ sampling design

Sampling:Sampling is the statistical process of selecting a subset (called a "sample") of a population of interest for purposes of making observations and statistical inferences about that population. Social science research is generally about inferring patterns of behaviors within specific populations.

The Sampling Process

Population:
The group you want to generalize to
(e.g., professional workers around the world)

Sampling Frame:
A list from where you can draw your sample
(e.g., employees at 1-2 local companies)

Sample:
The actual units selected for observation
(e.g., a random selection of employees at each firm)

Sampling techniques:
 Sampling techniques can be grouped into two broad categories: probability (random) sampling and non-probability sampling.

Probability Sampling

Probability sampling is a technique in which every unit in the population has a chance (non-zero probability) of being selected in the sample, and this chance can be accurately determined.

The different types of probability sampling techniques include:

> ➢ Simple random sampling. In this technique, all possible subsets of a population (more accurately, of a sampling frame) are given an equal probability of being selected.
> ➢ Systematic sampling. In this technique, the sampling frame is ordered according to some criteria and elements are selected at regular intervals through that ordered list.
> ➢ Stratified sampling. In stratified sampling, the sampling frame is divided into homogeneous and non-overlapping subgroups (called "strata")
> ➢ Cluster sampling. If you have a population dispersed over a wide geographic region, it may not be feasible to conduct a simple random sampling of the entire population.
> ➢ Matched-pairs sampling. Sometimes, researchers may want to compare two subgroups within one population based on a specific criterion.
> ➢ Multi-stage sampling. The probability sampling techniques described previously are all examples of single-stage sampling techniques.

Non-Probability Sampling

- ➢ Nonprobability sampling is a sampling technique in which some units of the population have zero chance of selection or where the probability of selection cannot be accurately determined.
- ➢ Convenience sampling. Also called accidental or opportunity sampling, this is a technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient.
- ➢ Quota sampling. In this technique, the population is segmented into mutually-exclusive subgroups (just as in stratified sampling), and then a non-random set of observations is chosen from each subgroup to meet a predefined quota.
- ➢ Expert sampling. This is a technique where respondents are chosen in a non-random manner based on their expertise on the phenomenon being studied.

The guest speaker explained detail about sampling and its methods.The session ended by thanking the guest speaker for the efforts taken and explaining in-detail about the social research by Sujith

OUTCOME OF THE PROGRAM:

The session ended by clearing doubts which the students had and explained that a choosing sample and its types for the research plays an important role in overall research study and the students were very must benefited by the examples giving by the guest speaker which was very helpful for the students to understand.

PHOTOS OF THE PROGRAM :

Medium of the program- google meet

SESSION 4

TOPIC	:	WORKSHOP ON SOCIAL WORK RESEARCH
DATE	:	23-01-2021
VENUE	:	VIA GOOGLE MEET
ORGANISER	:	Prof. SINDHU

RESOURCE PERSON: Dr. ALLAN GODFREY,Assistant Professor, Dept. Of.

Social Work, St. Joseph College, Bangalore.

Contact Number: 9940560885

PARTICIPANTS : 40 STUDENTS

DETAILS REPORT OF THE PROGRAM :

Today, the guest speaker started the session by revising topics that have been taken for the previous classes. He then initiate the class by covering following topics for the day:

- ➢ Sampling
- ➢ Process of sampling
- ➢ Sample size
- ➢ Methods of sampling
- ➢ Sampling techniques and
- ➢ sampling design

Sampling:Sampling is the statistical process of selecting a subset (called a "sample") of a population of interest for purposes of making observations and statistical inferences about that population. Social science research is generally about inferring patterns of behaviors within specific populations.

The Sampling Process

Population:
The group you want to generalize to
(e.g., professional workers around the world)

Sampling Frame:
A list from where you can draw your sample
(e.g., employees at 1-2 local companies)

Sample:
The actual units selected for observation
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Probability sampling is a technique in which every unit in the population has a chance (non-zero probability) of being selected in the sample, and this chance can be accurately determined.

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- Stratified sampling. In stratified sampling, the sampling frame is divided into homogeneous and non-overlapping subgroups (called "strata")
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- Matched-pairs sampling. Sometimes, researchers may want to compare two subgroups within one population based on a specific criterion.
- Multi-stage sampling. The probability sampling techniques described previously are all examples of single-stage sampling techniques.

Non-Probability Sampling

- Nonprobability sampling is a sampling technique in which some units of the population have zero chance of selection or where the probability of selection cannot be accurately determined.
- Convenience sampling. Also called accidental or opportunity sampling, this is a technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient.
- Quota sampling. In this technique, the population is segmented into mutually-exclusive subgroups (just as in stratified sampling), and then a non-random set of observations is chosen from each subgroup to meet a predefined quota.
- Expert sampling. This is a technique where respondents are chosen in a non-random manner based on their expertise on the phenomenon being studied.

The guest speaker explained detail about sampling and its methods.The session ended by thanking the guest speaker for the efforts taken and explaining in-detail about the social research by Sujith

OUTCOME OF THE PROGRAM :

The session ended by clearing doubts which the students had and explained that a choosing sample and its types for the research plays an important role in overall research study and the students were very must benefited by the examples giving by the guest speaker which was very helpful for the students to understand.

PHOTOS OF THE PROGRAM:

Medium of the program- google meet

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

College with Potential for Excellence
Linguistic Minority Institution
Affiliated to the University of Madras ,
Chennai.

DEPARTMENT OF SOCIAL WORK

GUEST LECTURE-2

The Role of Social Worker in Correctional Setting

Resource Person

Ms. Persis Marjorie
**Project Manager in Prism Trust,
Chennai**

16-2-2021
Tuesday

11.00 am-12.30 pm

Shri. Ashok Kumar Mundhra
Secretary

Dr. S. Santhosh Baboo
Principal

Dr. B. Sulu Priya
Head of the Dept.

Faculty Organizer
Ms. Sindhu. M.K

Students Organizing Team

Monash

Yogesh

Anushaa. J

Ria Aarthi. A

**First Year, MSW
GUEST LECTURE 1**

Topic: The role of Social Workin Correctional setting

Date and Day: 16.02.2021, Tuesday

Venue: Vidyadarshan Auditorium (Offline)

Faculty Organizer: Ms. Sindhu M K

Resource Person: Ms. Persis Marjorie, Project Manager at Prism Trust, Chennai.

Contact Number: 9843741986

Staff participant(s): 1

Student Participants: 45

Ms. Persis Marjorie, our guest lecturer for the day is the project manager at the Prism Trust in Chennai, an esteemed organisation working with prisoners and providing pro bono legal aid to those in need.

Miss Marjorie set about her session with us students by asking a few questions regarding what we thought when we hear the terms 'correction', 'policy' and 'advocacy'. A few of us duly volunteered to answer these questions. She further abbreviated her organisation 'PRISM' as 'Prisoners Reform Intervention Support Mission'. She has been working here for the past 3 years, with earlier professional experience at Juvenile homes for boys and girls, as well as prison centers.

Prism was founded by a civil lawyer, Mr. Ravi Kumar Paul on the 12th of July 2014. He is a senior advocate at the Madras High court. Their primary mission is to provide Justice, Fairness and support for the prisoners in need. What is interesting was the Guest revealing that 60% of prisoners are held and arrested for conviction, most times found not guilty. But the sad part is that these people rather wish to remain behind bars than step back into society, for they feel deep bouts of depression, anxiety and shame. They are often found stating that those around them will berate them for "having been in jail".

There are also many cases of first time petty offenders i.e. those offences requiring them to serve less than 7 years, who are given equal attention, opportunity and empowerment to introspect and imbibe the choices they can make for their betterment and normal social functioning.

Miss Marjorie shared a scheme of theirs for re-integration, PATTAM:

Personality Attitude Transformation Therapeutic Assistance Management, launched in 2019 for the first time offender inmates (between 18-35 years of age) at the Central Prison 2, Puzhal. It is a 2 week rigorous psychological intervention programme, with experts and instructors in Yoga, Meditation, sport, problem solving and goal setting are provided through the day.

On our enquiry, our Guest firmly believes that all the first time petty offenders deserve a second chance at life. She cited many examples of inmates who later became well established in their lives after doing time and seeking professional help. She stated three ideals of us social workers in the correctional setting:

In every step we have to be **empathizing**, **Enabling** and **Non-judgmental** towards our client.

OUTCOME:

It was an engaging and informative session, with the speaker effectively building a rapport with us participants. She was realistic, honest and transparent in sharing what she goes through on most days of her professional life.

Photos:

FIRST YEAR MSW GUEST LECTURE SERIES
Lecture-2

Name of the Event: First year MSW Guest Lecture series (Lecture-2)

Topic: The Role of Social Worker in Correctional Setting.

Date: 16th February 2021

Venue: Google meet

Mode: Online

Organisers: DG Vaishnav College, MSW Department

Faculty Coordinator: Ms. M.K. Sindhu

Resource Person: Dr.N.R.Nappinnai

(Consultant psychologist department of psychology Meenakshi college hospital and research institute, Chennai)

Contact Number: 9444368200

No. of Staff Participants: 1

No of Student Participants: 45

Dr. N.R. Nappinnai Completed M .phil and Ph.d in Psychology and she had Certificate courses in hypnotherapy and transactional analysis. She is specialised in marital counselling and started her career as a teacher in Indonesia Practising for the past 15 years Working in Meenakshi medical collegesince 2004. She used to Visit psychologist SRM Faculty of Arts and Science.She was the honorary special counsellor for the family court for the past 15 yrs.

She is also a founder of Psy Hub brain and behaviour clinic a day care for psychiatric patients where cognitive retraining is done to make them functional and productive.

She had the privilege of being the member of the board of insurance wherein Autism was included in the CM scheme. She served 2 terms as a member in the social welfare board and executive committee member of ARPP representing Tamilnadu. She was a special counsellor for the prisoner's of puzhal prison, Ethical committee member of ESIC medical college and VIT Chennai, Guest lecture for SCARF Mental health diploma course Interview panellist in IOCL and faculty of Sugam psychological centre.

She have been invited by various colleges, schools and government organisations like Central excise and narcotics and southern Railways to deliver lecture in the field of Psychology, and received an award from Anugraha foundation

She briefed us about the personality development. And she also explained about the life skills and the basic life skills which we use in our day to day life:

- Self -awareness
- Empathy
- Creative thinking
- Decision making

- Effective communication
- Interpersonal relationships

She also explained about the spot analysis. In this analysis she explained about strength, weakness and opportunities and threat that everyone should know.

Dr. N.R. Nappinnai ended the lecture with an attainment of self actualization and also she explained about Maslow's hierarchy theory.

OUTCOMES:

This session was highly informative and engaging. It gave the students an opportunity to learn about personality development. This session was very thought-provoking and provided the students with information that would be very useful for academic purposes.

PHOTOS:

First year MSW

Rural Camp

Name of the Event : First year MSW Rural Camp

Date : 22nd March 2021

Venue :Pondavakkam Village

Mode : Offline

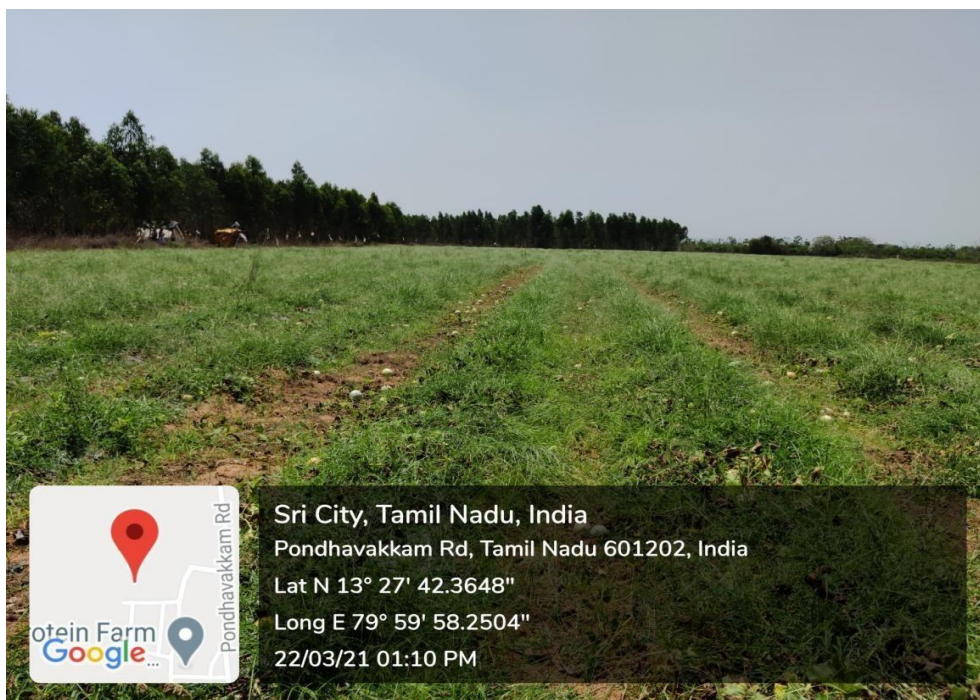Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person : Dr. Thilip Kumar, Founder and Director of Maatrukalam Contact No.
9443114580 and Mr. Nanda Kishore, HR, co-founder, Vidhaipom Foundation Contact
No.9500273154

No. of Staff Participants : 3

No of Student Participants :45

On 22nd March 2021, the students were asked to conduct a survey to the people living in Pondavakkam village. The student trainees were all set for the session which was "Narrative therapy". It is a form of psychotherapy that seeks to help one to identify values and the skills associated with themselves. The children of Pondavakkam were the audience, so the narrative therapy was conducted like a theatrical play, accompanied with humour and social message. The session was staged and performed by Dr. T. Thilip Kumar and his team who is the founder and director of Maatrukalam he is an actor, storyteller, theatre artist, script writer and creative head at Maatrukalam YouTube channel, he"s also has prior experience in film and press industry and he was the principal and the Head of the Department of Language at Hindustan college of arts and science, Coimbatore for 25 years. The play started in an interactive as the actors were constantly breaking the fourth wall and were directly addressing the crowd to involve the children, at this stage itself they began to inculcate their message and the children were keenly listening and the story started where the message was about the deforestation.

The socio demographic survey at the rural camp 2021 was conducted under the guidance of Prof. ArunaKumari, Prof. Ramesh and Dr. Madhusudhanan. The team VIDHAI conducted the socio economic survey in Pondavakkam village of Thiruvallur district.

PHOTOS:

Children gathered for the " KathaiSollaPorom" narrative therapy at the school in Pondavakkam village.

OUTCOMES:

- The student trainees have conducted surveys in the village and have collected 80 samples. All the questions were designed according to the objectives of the survey. It paved the way to acquire more knowledge about tribal community people.
- By conducting the survey the students learnt many aspects of the tribal community and also about many welfare policies for the development of tribal communities.

Name of the Event : First year MSW Rural Camp

Date : 23rd March 2021

Venue :Pondavakkam Village

Mode : Offline

Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person : Dr. Thilip Kumar, Mr. Nanda Kishore.

No. of Staff Participants : 3

No of Student Participants :45

On 23nd March 2021, the student trainees were taught about Participatory rural appraisal which aims to incorporate the knowledge and opinions of rural people in the planning and management of development projects and programmes .After the training the students were put together in groups and also they were also engaged in the activity which was facilitated by Mr. Nanda Kishore. N, Project Manager, Vidhaipom Foundation.

Green scenery view of rural camp venue - PONDAVAKKAM VILLAGE

OUTCOMES:
- PRA reflects the perceptions of the local people regarding seasonal variations on a wide range of items.
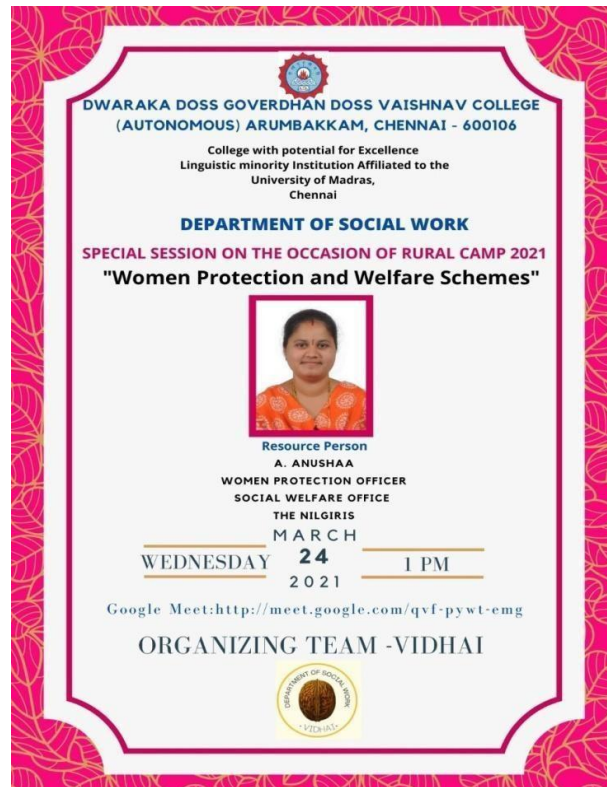
Name of the Event : First year MSW Rural Camp

Date : 24th March 2021

Venue : Google meet

Mode : Online

Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person : Ms. Anushaa. A, Women Protection Officer,Social Welfare Office, The Nilgiris Contact No.9943089307

No. of Staff Participants : 3

No of Student Participants :45

On 24th March 2021, A special session on the occasion of rural camp on the topic Women Protection and Welfare Schemes by Ms. Anushaa. A, Women Protection Officer,Social Welfare Office, The Nilgiris. Ms. Anushaa also explained about the procedural aspects of the women protection welfare scheme, where she elaborated on how the specified acts are put into practice in case of complaint filing and taking necessary actions against the perpetrators and how the victims are protected and taken care of, under the law.

OUTCOMES:

- The students learnt about several protection schemes for the welfare of women when they're put in harm's way.
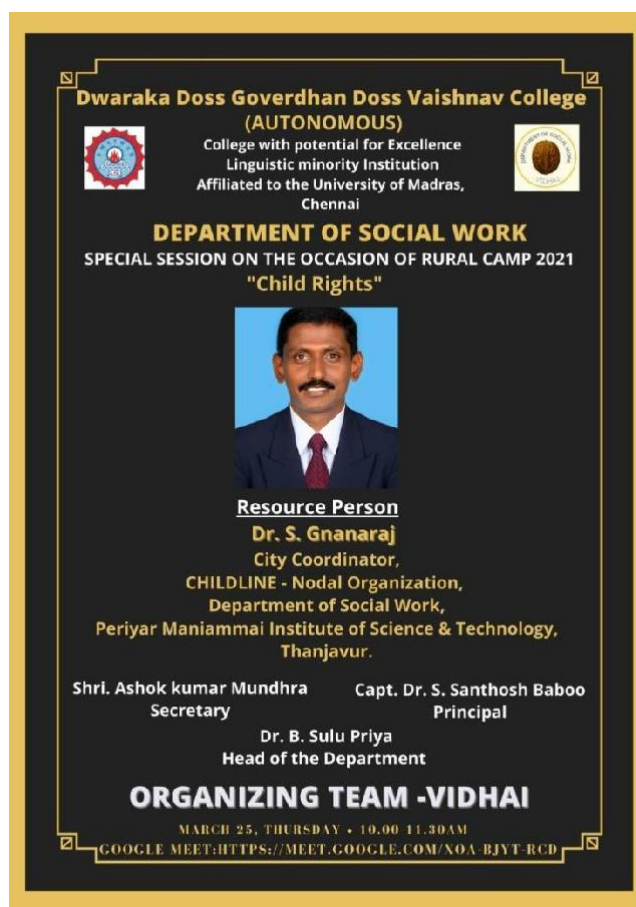
Name of the Event : First year MSW Rural Camp

Date : 25th March 2021

Venue : Google meet

Mode : Online

Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person : Dr.Gnanaraj. S, City Coordinator, CHILDLINE – Nodal Organisation, PMIST, Thanjavur,Cotact No.9159510279

No. of Staff Participants : 3

No of Student Participants :45

On 25th March 2021, A special session on the occasion of rural camp on the topic Child Rights by Dr. Gnanaraj. S, City Coordinator, CHILDLINE – Nodal Organisation, PMIST, Thanjavur. Mr. Gnanaraj shared a lot of case histories with regard to child marriages in Tamil Nadu where he also explained the role of District Social Welfare Board and its involvement in eradication

of bonded child labour and child begging for which 10988 is the helpline number to report where the children court and District protection board would penalise such exploitation and abuse. It was a factual and instructive session on child rights as the guest lecturer explained the entire history of child rights and he also gave an insight on the basic rights of the child and how it is being exploited and also how many children are taken out of misery with the help of child right laws and activists.

OUTCOMES:

● The students had in-depth learning about the entire history of child protection laws and how they evolved overtime.

PHOTOS:
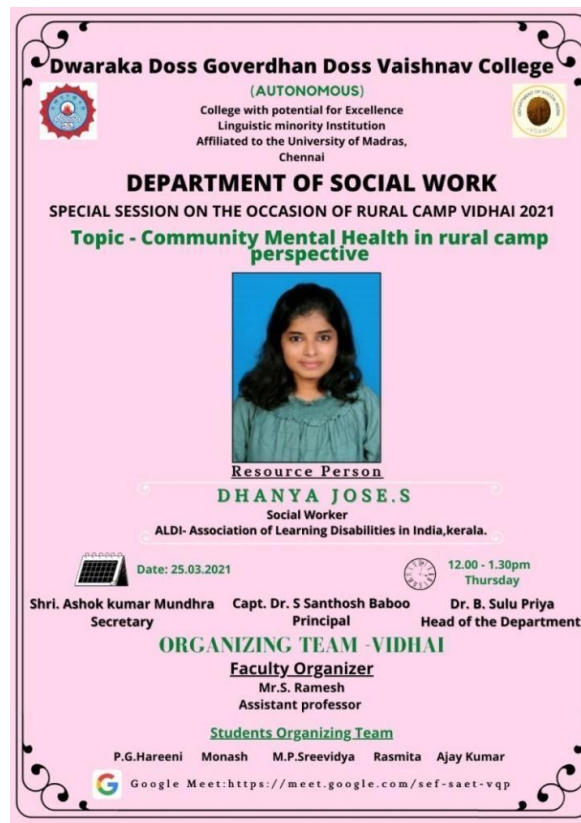
Name of the Event : First year MSW Rural Camp

Date : 25th March 2021

Venue : Google meet

Mode : Online

Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person : Ms.Dhanya, Social worker, ALDI – Association of Learning Disabilities in India, Kerala. Contact No.7592809726

No. of Staff Participants : 3

No of Student Participants :45

On 25th March 2021, A special session on the occasion of rural camp on the topic ALDI – Association of Learning Disabilities in India, Kerala. Ms. Dhanya was invited to deliver a lecture on 'Community mental health in the rural camp perspective', ably aided by her presentation. Community mental health is the application of specialised knowledge to the population and communities to both rehabilitate and empower people with mental illnesses.

OUTCOMES:

- It was eye opening to come to know of the variety of mental health problems in the rural communities. Normally, we associate mental health awareness to only employees and their welfare, but we need to give equal importance to the economically struggling class as well.
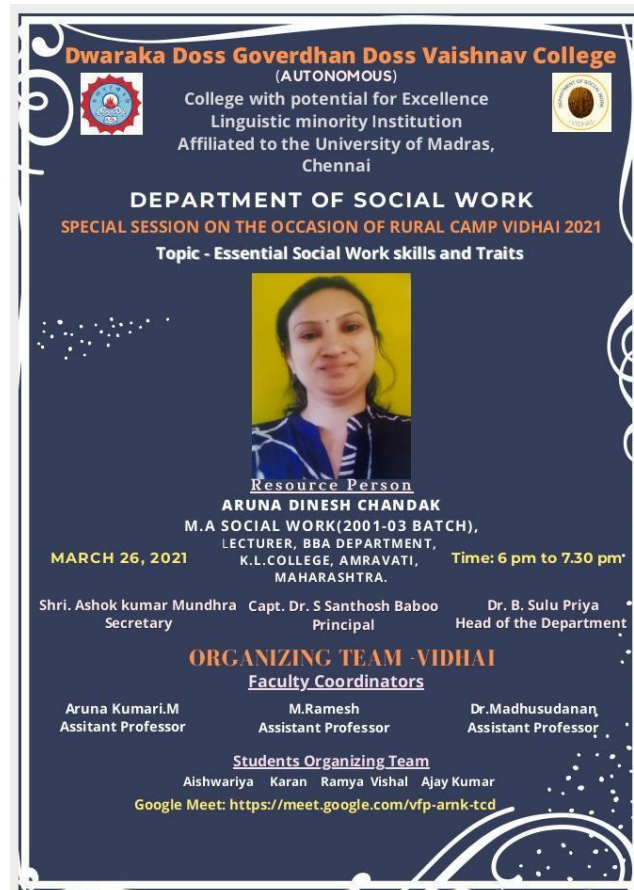
Name of the Event : First year MSW Rural Camp

Date : 26th March 2021

Venue : Google meet

Mode : Online

Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person : Ms. Aruna Dinesh Chandak, Lecturer, BBA Department, K.L. College, Amaravati, Maharashtra. Contact No.9420721580

No. of Staff Participants : 3

No of Student Participants :45

On 26th March 2021, A special session on the occasion of rural camp on the topic Essential Social Work Skills and Traits by Aruna Dinesh Chandak, Lecturer, BBA Department, K.L.

College, Amaravati, Maharashtra. "Stepping into someone else's shoes" and recognizing that experiences, perceptions and worldviews are unique to each individual enables social workers to better understand and build stronger relationships with clients. It is a vital skill that helps social workers to determine a client's needs based on their unique experiences in order to efficiently provide services.

OUTCOMES:

● It was a very informative session with sound theoretical knowledge dispersion. The guest took a lot of questions and answered them with relevant real-life examples.

PHOTOS:

Name of the Event : First year MSW Rural Camp

Date : 30th March 2021

Venue : Google meet

Mode : Online

Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person : Ms. Sharon John, Scholar, Co-Founder, Vidhaipom Foundation. Contact No.8870675795

No. of Staff Participants : 3

No of Student Participants :45

On 30th March 2021, Online workshop on the occasion of vidhai rural camp on the topic, NGO MANAGEMENT AND DEVELOPMENT" by Ms. Sharon John, Scholar, Co-Founder, Vidhaipom Foundation. The idea that an NGO is of 'Charitable Orientation' adds to the service ideology and the virtue of not expecting much in return for their rendering. To observe and

connect with people in need, is a pertinent issue that needs all of our attention. "We are a clan of 12 best friends from our Post graduation days. During those days we had a student's forum named Vidhaipom to fulfill our desires to serve the society. As post graduates of Social Work we work in various fields in different parts of the globe. The never ending common desire to serve the society brought us together to start Vidhaipom Foundation and work as an NGO", the guest revealed.

OUTCOMES:

● Using strengths based and asset work, we need to provide social justice in places where economic development occurs. In doing the social justice work, we enable communities to have a voice both for what they bring to the development table and what they lack/need.

Name of the Event : First year MSW Rural Camp

Date : 30th March 2021

Venue : Google meet

Mode : Online

Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person : Mr. UdhayaChandran, Managing Trustee and HR Recruiter, Vidhaipom

Foundation

No. of Staff Participants : 3

No of Student Participants :45

On 30th March 2021, Mr. UdhayaChandran, Managing Trustee and HR Recruiter, Vidhaipom Foundation; Online workshop on the occasion of vidhai rural camp on the topic "NGO MANAGEMENT AND DEVELOPMENT". The second session commenced with the

introductory address of the guest by a student Coordinator. The guest speaker wanted to share the broad concept of 'How to start an NGO' and visit all the steps involved in the process. At the top is the Board of Directors of the NGO. An NGO Board is a legal requirement in most countries in order to get it officially registered with the local authorities. Many NGOs stipulate that membership in a board is voluntary and non-remunerative . Board meetings are kept closed, though written proceedings, reports and minutes may be made public for transparency purposes. Depending on the type of NGO, a Board may be responsible for a number of tasks, for example hire and supervise the Executive Director, develop and approve budgets, etc. Board members will also be expected to champion the NGO's cause, and represent the NGO to the larger community. Many NGOs also expect board members to help raise funds for their projects. Next comes the Executive Director, who may also be called by other names such as Coordinator, Chief Operating Officer, or CEO. He or she is responsible for the overall direction in which the NGO moves, and the responsibility for managing the day-to-day activities of the NGO. The Executive Director is also a member of the board - usually its Executive Secretary. He or she reports to the Board.

OUTCOMES:

The session was theoretically informative and sound in message, a blueprint to be followed to all budding Social workers who are interested in starting an NGO of their own.

PHOTOS:
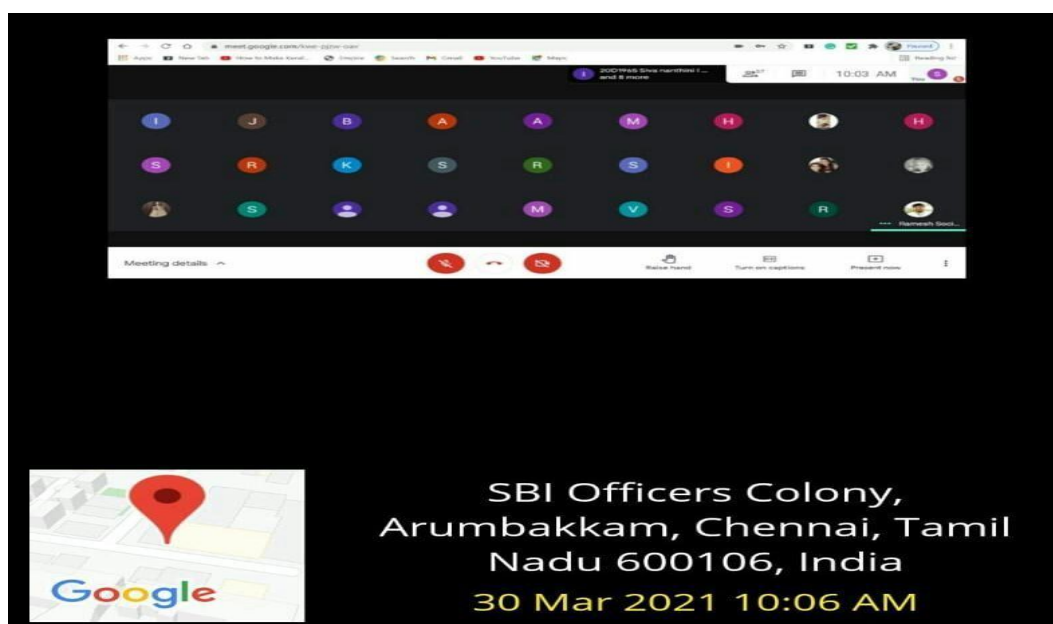
Name of the Event : First year MSW Rural Camp

Date : 30th March 2021

Venue : Google meet

Mode : Online

Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person : Ms. Pooja Francis, TGT (INFORMATION AND COMPUTER TECHNOLOGY), Sri Chaitanya Techno School

No. of Staff Participants : 3

No of Student Participants :45

On 30th March 2021, Ms. Pooja Francis, TGT (INFORMATION AND COMPUTER TECHNOLOGY), Sri Chaitanya Techno School; Online workshop on the occasion of vidhai rural camp on the topic "NGO MANAGEMENT AND DEVELOPMENT".The final session on day 1 for team VIDHAI was going to be a completely new concept to learn, as the earlier speaker had revealed.The topic was on 'Project formulation in NGO', steps involved, project proposal and the relevant method adopted by an NGO.

HOW TO WRITE A PROJECT PROPOSAL

1. It is necessary to find out in advance what sources of funding are available, through governments, United Nations agencies, some international NGOs or private foundations.

2. Most donors look for the degree of local initiative in the project proposal, the utilization of the available resources within the country itself and the plans for the project to be self-supporting once the initial funding has been spent.

3. Your project should be practical, not too costly, and have the potential for being repeated in other situations.

4. Increasingly, funding agencies are looking for integrated approaches to development projects. This means that you will want to see to what extent development projects. This means that you will want to see to what extent your project supports and supplements existing activities, and is designed to overcome identified problems.

OUTCOMES:

- It was a highly informative and useful session to discover new and professional learning techniques for business communication in the NGO setting.

PHOTOS:

Name of the Event : First year MSW Rural Camp

Date : 31st March 2021

Venue : Google meet

Mode : Online

Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person :Ms.RamyaChandran, HR, Co-Founder, Vidhaipom Foundation

No. of Staff Participants : 3

No of Student Participants :45

On 31st March 2021, Ms.RamyaChandran, HR, Co-Founder, Vidhaipom Foundation; Online workshop on the occasion of vidhai rural camp on the topic "NGO MANAGEMENT AND DEVELOPMENT" Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through

which a company achieves a balance of economic, environmental and social imperatives ("Triple-Bottom-Line- Approach"), while at the same time addressing the expectations of shareholders and stakeholders. In this sense it is important to draw a distinction between CSR, which can be a strategic business management concept, and charity, sponsorships or philanthropy. Even though the latter can also make a valuable contribution to poverty reduction, will directly enhance the reputation of a company and strengthen its brand, the concept of CSR clearly goes beyond that.

OUTCOMES:

- The team leaders were then instructed to consult with their teammates on building and forming a clear objective on what type of CSR activities can be done with relevance to their vision and mission revealed the previous day.
- The students came up with budgets and forecasts of how their investment decisions would be for CSR exercises.

PHOTOS:
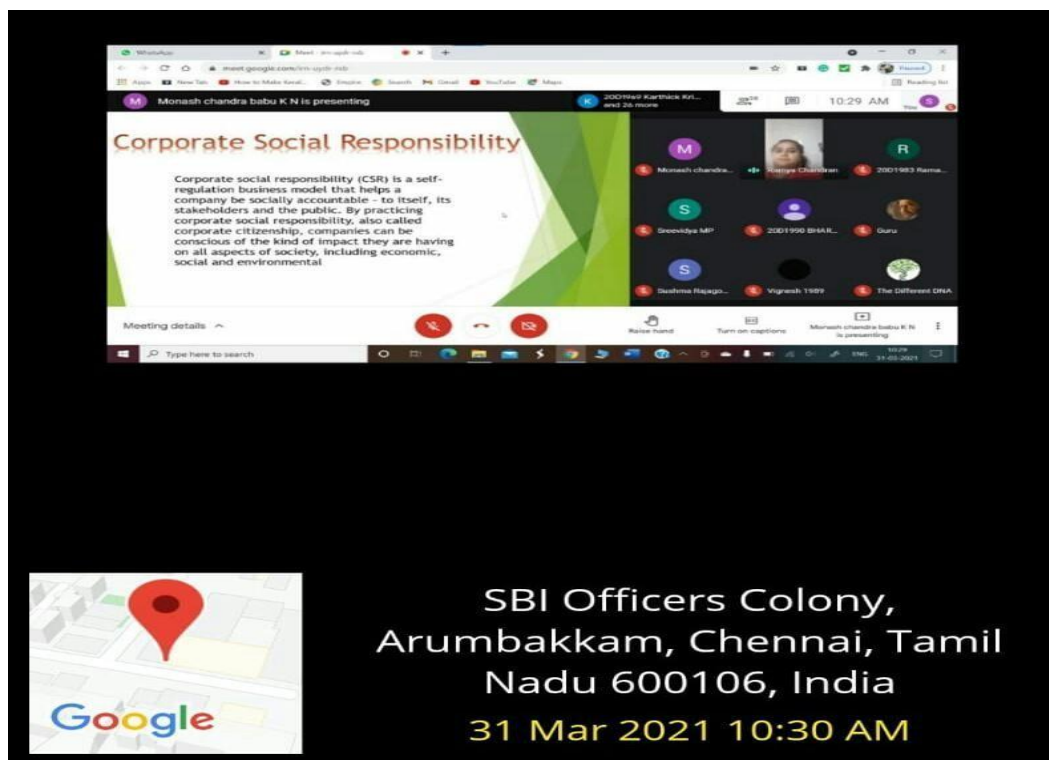
Name of the Event : First year MSW Rural Camp

Date : 31st March 2021

Venue : Google meet

Mode : Online

Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person : Mr. Nandha Kishore, HR, co-founder, Vidhaipom Foundation

No. of Staff Participants : 3

No of Student Participants :45

On 31st March 2021, The resource person for session 2 was Mr. Nandha Kishore who is the project manager of Vidhaipome foundation and his topic was on Monitoring and Evaluation in NGO management and Development. The topic for the two-day workshop was on NGO management and development so the guest speaker being a project manager of an NGO gave his insights on Monitoring aspects in an NGO setting.Monitoring is the systematic, regular

collection and occasional analysis of information to identify and possibly measure changes over a period of time. Evaluation is the analysis of the effectiveness and direction of an activity and involves making a judgement about progress and impact. With this as a basis he elaborated on the steps involved in the execution of these concepts.

OUTCOMES:

- The session was full of theoretical concepts and the learning was centredaround NGO management and development which was a different exposure the students and the speaker made the whole session informative.

Name of the Event : First year MSW Rural Camp

Date : 31st March 2021

Venue : Google meet

Mode : Online

Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person : Mr. Raj Preeth, HR manager,KFC

No. of Staff Participants : 3

No of Student Participants :45

On 31st March 2021, The guest for the third and final session was Mr. Raj Preeth who is an HR manager in KFC and he spoke about 'People management'. The objective of the session was to deliver the nuances involved with people management which are:

 Why to manage people How to manage people Choosing and retaining people

People management can be tough as every person in the team possess different personalities and they might go through several different pressures in their professional as well as personal lives but it is the duty of an HR to get the work done at the assigned time as organization should be prioritized not the individual. So, in order to get the work done, Relational skills would be the place to start. A leader's role is always to ensure his/her team achieves the task in hand, but an effective leader will also ensure they meet more substantial requirements.

OUTCOMES:

- It was a valuable session and when it comes to the learning about HR related concepts it is always innumerable as each HR would have a different method and with this session the students were exposed to some of the traditional aspects in people management.

PHOTOS:
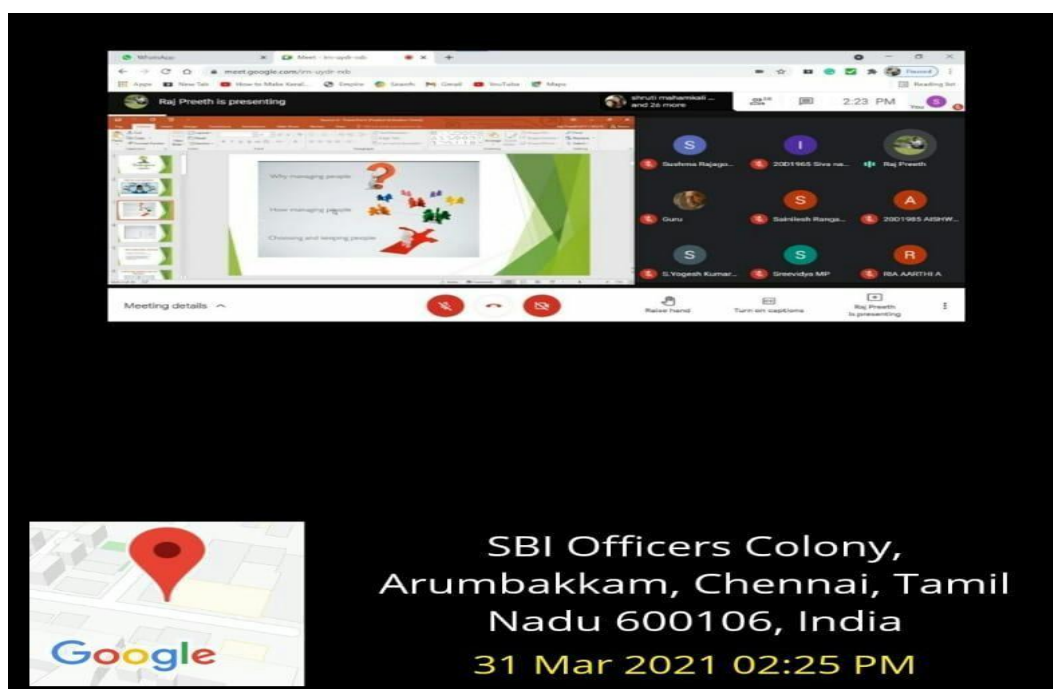
Name of the Event : First year MSW Rural Camp

Date : 31st March 2021

Venue : Google meet

Mode : Online

Organisers : Department of social work, DG vaishnav College

Faculty Coordinators : Ms. ArunaKumari, Mr. Ramesh & Dr. Madhusudhanan

Resource Person : Mrs. Sripriya - Founder, Gold Heart foundation,Chennai.

Contact details:9884629206

No. of Staff Participants : 3

No of Student Participants :45

Followed by the workshop on 31st March 2021,the valedictory was held in the evening and the founder of gold heart foundation was the chief guest. The students were delighted to welcome the founder of Gold Heart foundation Mrs. Sripriya - Founder, Gold Heart foundation to the
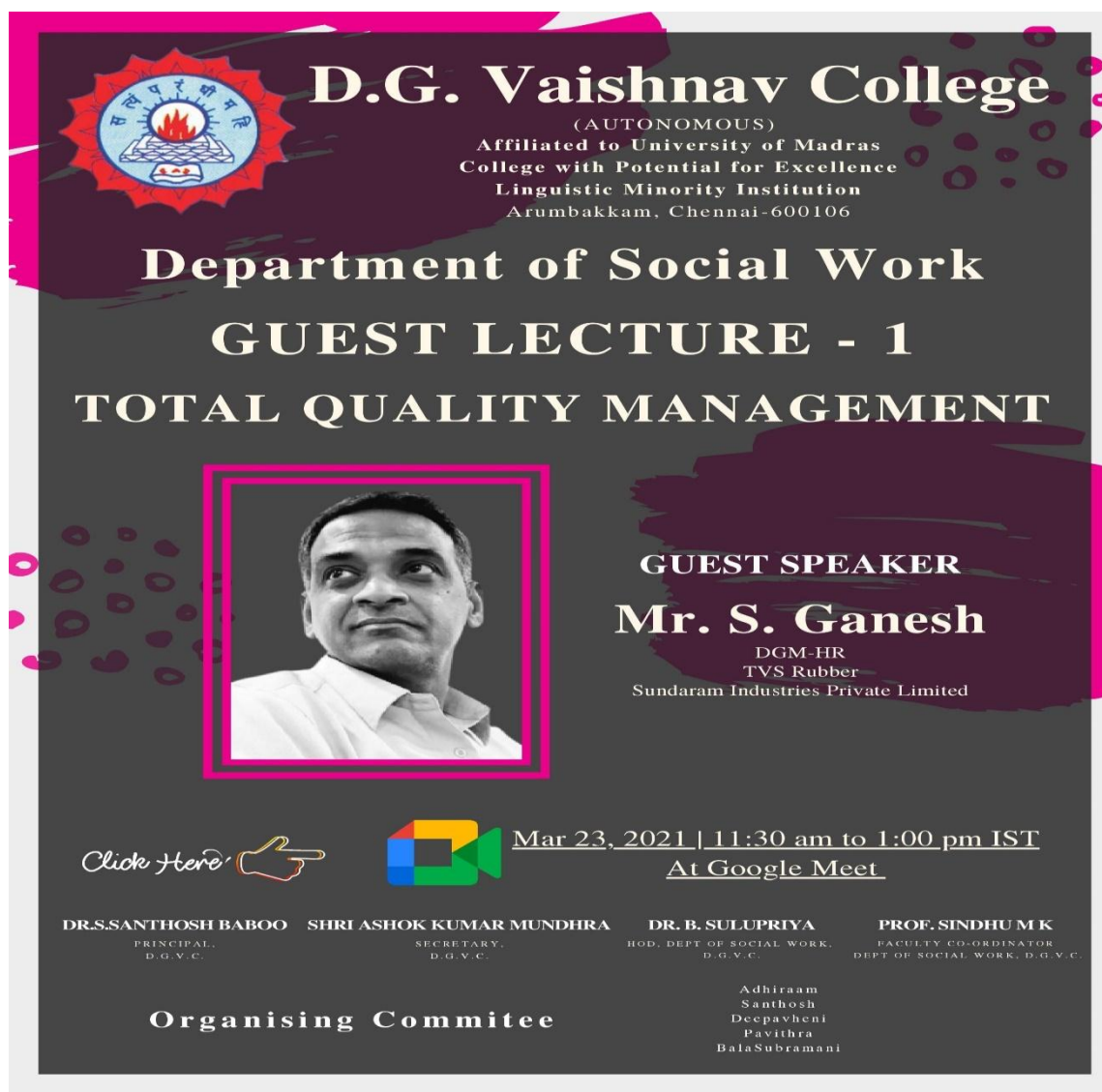
meet for the valedictory address and personal sharing. She came across as a fun and jovial person, with a lot of enthusiasm. She briefly shared her journey on how she was encouraged at the idea of serving the needy by her family. When she actually went to a school in a rural setting, she was confronted with the socio-behavioral patterns exhibited by the kids which made her want to take a back step. But when she went back the next morning, the reception she got from the kids that greeted her with a hug was moving and a turning point in her life. This was how the Gold Heart Foundation came about, with the sole aim to aid those who deserved it the most. She conveyed her heartfelt congratulations to team VIDHAI for their sincere efforts amidst the limitations of the limited time available.

PHOTOS:
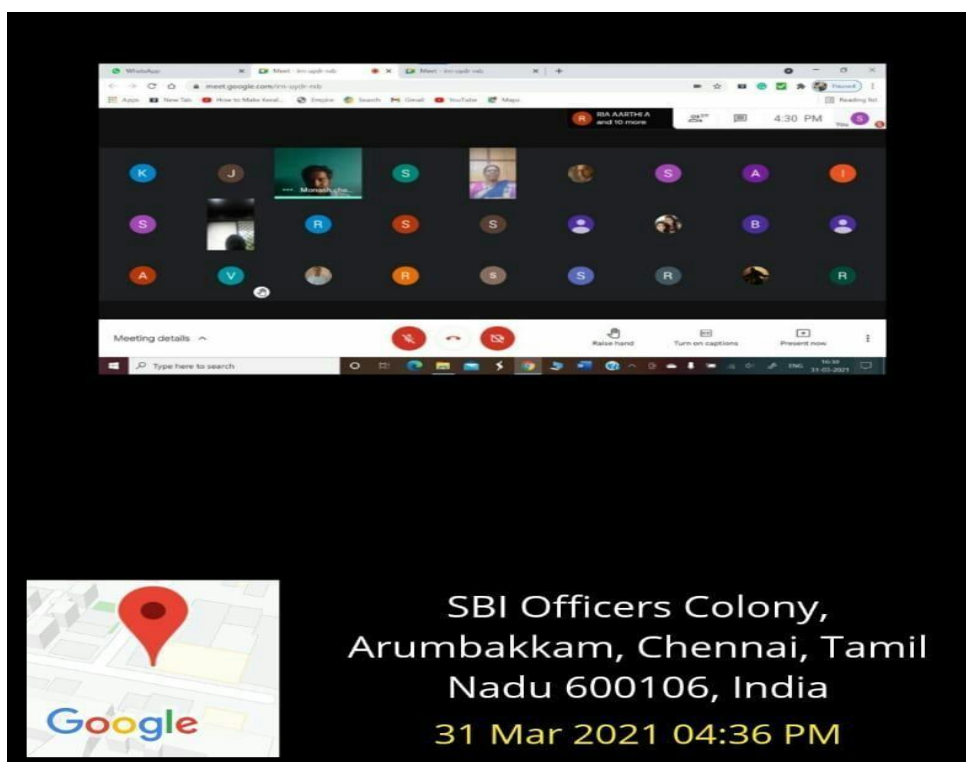
DEPARTMENT OF SOCIAL WORK

<u>Guest Lecture – 1</u>

GUEST LECTURE – I

NAMEOF THE EVENT	:	Guest lecture series - 1
LECTURE TOPIC	:	Total Quality Management
DATE	:	23.03.2021
TIME	:	11.00 AM - 1.00 PM
MODE	:	Online
ORGANIZERS	:	Aathiraam, Deepavheni, Pavithra, Santhosh.
FACULTY COORDINATOR	:	Prof. M. K.Sindhu
RESOURCE PERSON	:	Mr. S. Ganesh (DGM – Quality Assurance)
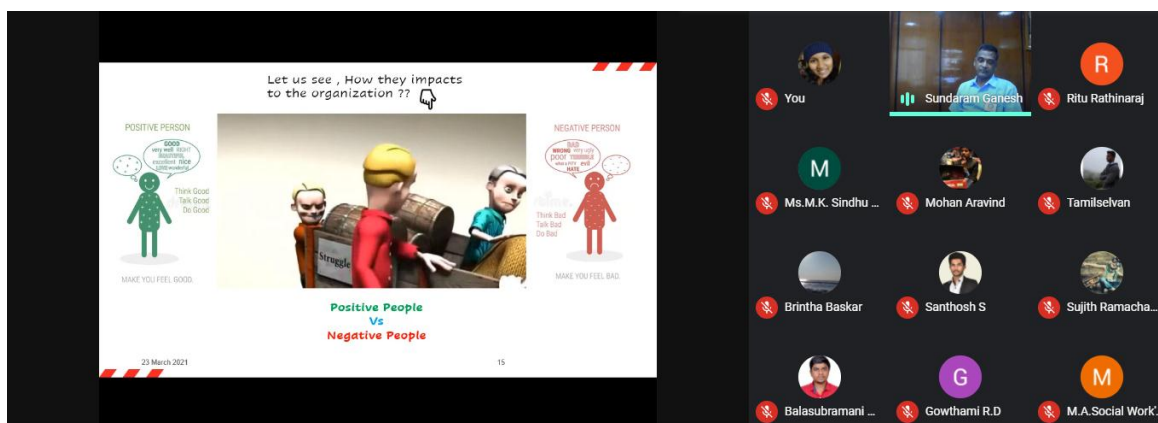
TVS Rubber

Sundaram Industries Private Limited.

NO OF STAFF PARTICIPANT : 1

NO OF STUDENT PARTICIPANTS : 40

DETAILED REPORT OF THE PROGRAMME:

Total Quality Management, or TQM, is a management approach to long-term success through customer satisfaction. All employees of a company or organization employing a TQM approach participate in improving processes, products, services and the culture. In general, TQM improves the HR processes. Hence, it is essential for HRM students to learn about TQM and it effective practice.

The Department of Social Work had arranged for a guest lecture program on the topic "Total Quality Management" for the MSW - II year students to understand the concept of TQM and the role of HR process in it. The guest lecture begun with the introduction about the topic of the day by Mr. Santhosh, MSW - II year, who was the emcee for the event and delivered the welcome address. Followed by, the lecture of the guest speaker about the introduction of

Total quality management. The resource person then elaborated about the quality systems followed in various organization including Total Productive Maintenance (TPM), Total Quality Management (TQM) and how it benefits the organizations. The guest speaker also explained about the International Standardization for Organization (ISO) certifications for various types of organizations. The resource person also described about the six sigma certifications and also used video presentations to elaborate about the types of employees present in an organization and the words of world famous entrepreneurs on TQM. At the end of the guest lecture, the students actively participated in the question and answer session. The students also interacted with the guest speaker about his professional experience. The guest lecture was concluded by proposing the vote of thanks by Mr. Aathiraam, MSW - II year.
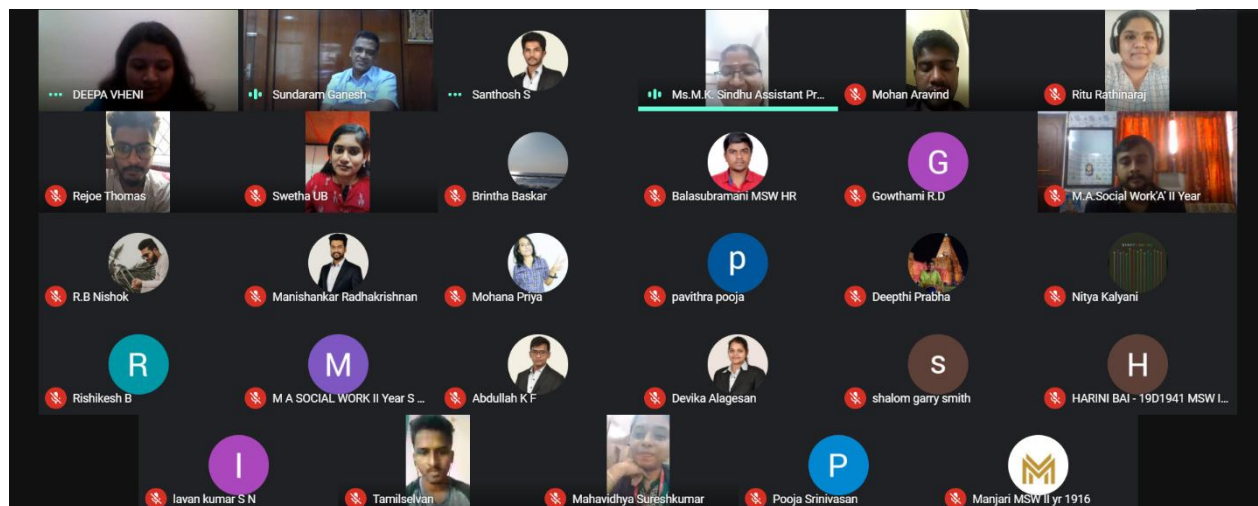
OUTCOME OF THE PROGRAMME:

The guest lecture by Mr. Ganesan was an eye opening session for the students about Total Quality Management. The students gained the practical observations of the guest speaker in professional experiences. The students obtained knowledge about the concept of benefit of TQM for an organization and the role of HR processes in the TQM.

GUEST LECTURE – II

NAME OF THE EVENT	:	Guest lecture series - 2
LECTURE TOPIC	:	Preparation to Separation: The HR Journey
DATE	:	26.03.2021
TIME	:	02.30 PM - 4.00 PM
MODE	:	Online
ORGANIZERS	:	Adhiram, Deepavheni, Pavithra, Santhosh&Balasubramanian.
FACULTY COORDINATOR	:	Prof. M. K. Sindhu
RESOURCE PERSON	:	Mr J.SRIKANTH Team Leader - HR Turbo Energy Pvt Ltd
NO OF STAFF PARTICIPANT	:	1
NO OF STUDENT PARTICIPANTS	:	40

DETAILED REPORT OF THE PROGRAMME:

The speaker started the session by explaining who is HR and what human resource does. The HR (Human Resources) department is a group that is responsible for managing the employee life cycle (i.e., recruiting, hiring, onboarding, training, and firing employees) and administering employee benefits. Human resource deals with the most uncomfortable aspects of work: HR violations, layoffs, and firing. But the truth is that human resources is there to support employees. It's quite literally a resource for humans. Hence it is useful and it is the basis that all HR should know the journey of their career.The Department of Social Work had arranged for a guest lecture program on the topic **"Preparation to Separation: The HR Journey"** for the MSW - II year students to understand the concept of who is HR, what human resource do and what is the journey of an HR. The guest lecture program began with the introduction about the event topic of the day by MrSanthosh, MSW - II year, who was the emcee for the event and Mr Shalom Garry Smith delivered the welcome address.

Followed by, the guest speaker started the session with an introduction about human resources. The resource person then elaborated on the HR roles and responsibility. The guest speaker also explained the journey from where to start the career and how to develop the career and how to prepare for the career of an HR. At the end of the guest lecture, the students actively participated in the question and answer session. The students also interacted with the guest speaker about his professional experience. The guest lecture was concluded by proposing the vote of thanks by MrAdhiram, MSW - II year.

OUTCOME OF THE PROGRAMME:

The guest lecture by MrSrikanth was an eye-opening session for the students about The HR Journey. The students gained the practical knowledge of the guest speaker in professional experiences. The students obtained knowledge about who is HR and what human resources do and the journey of an HR.

People   Information

M.A.Social Work'A' II Year	
Mahavidhya Sureshkumar	
Mohan Aravind	
Mohana Priya	
niranjan moses	
pavithra pooja	
Pooja Srinivasan	
R.D.Gowthami-1936 II Year	
Rejoe Thomas	
Ritu Rathinaraj	
shalom garry smith	
srikanth jagadeesan	
srikanth jagadeesan	
srikanth jagadeesan	
Tamilselvan	

INTERNATIONAL CONFERENCE ON PANDEMIC AFTERMATH:

BUIDING WORKPLACE RESILIENCE

SOFT COPY OF THE INVITATION

INTERNATIONAL CONFERENCE
ON
PANDEMIC AFTERMATH: BUILDING WORKPLACE RESILIENCE

PROGRAM SCHEDULE

Tamizhthai Vazhthu

Welcome Address
Mr. Abdullah K F
II MSW, Department of Social Work, D G Vaishnav College

Presidential Address
Capt. Dr. S Santhosh Baboo
Principal, D G Vaishnav College

Newsletter Release
Capt. Dr. S Santhosh Baboo
Principal, D G Vaishnav College

Dynamics of the Conference
Dr. S Madhusudanan
Assistant Professor, Department of Social Work, D G Vaishnav College

Profile of the Resource Person
Ms. Manjari
II MSW, Department of Social Work, D G Vaishnav College

Address by the Resource Person
Shri. Anand Sivasankara Kurup
Evaluation Officer, WHO, Geneva, Switzerland

Q & A Session

Vote of Thanks
Ms. Aishwaryaa VSR
II MSW, Department of Social Work, D G Vaishnav College

NAME OF THE EVENT	:	INTERNATIONAL CONFERENCE ON PANDEMIC AFTERMATH: BUIDING WORKPLACE RESILIENCE
DATE	:	27-03-2021 (1:30 PM IST)
VENUE	:	ZOOM
MODE	:	Online
ORGANISERS	:	Department of Social Work,D G Vaishnav College
FACULTY CO-ORDINATOR	:	Dr.Akileswari S., Dr. S. Madhusudanan
RESOURCE PERSON	:	ANAND SIVASANKARA KURUP
NO. OF STAFF PARTICIPANTS	:	7
NO. OF STUDENT PARTICIPANTS	:	140

Detailed Report of the Programme:

The guest speaker of the day explained on Pandemic Aftermath: Building workplace resilience. He further explained on Global Situation of COVID -19 Pandemic and about India's situation as well he explained about drivers of fragility which include exogenous factors and endogenous factors. He explained about how crisis affected the migrant workforce. He explained about the crisis resilient workforce model – which includes economic factor, psychosocial factors, need for proper and effective communication, interventions and roles and responsibilities. How COVID -19COVID -19 changed the future of work. He also explained about workforce transition to new occupations. He explained about occupational risk and risk perception The speaker empathized the importance in communication with the large gathering during a international emergency. Certain parameter such as identifying the need, addressing he concern, delivering accurate information in a timely manner, transparency and educating employee simultaneously are some of the factors important in a communication
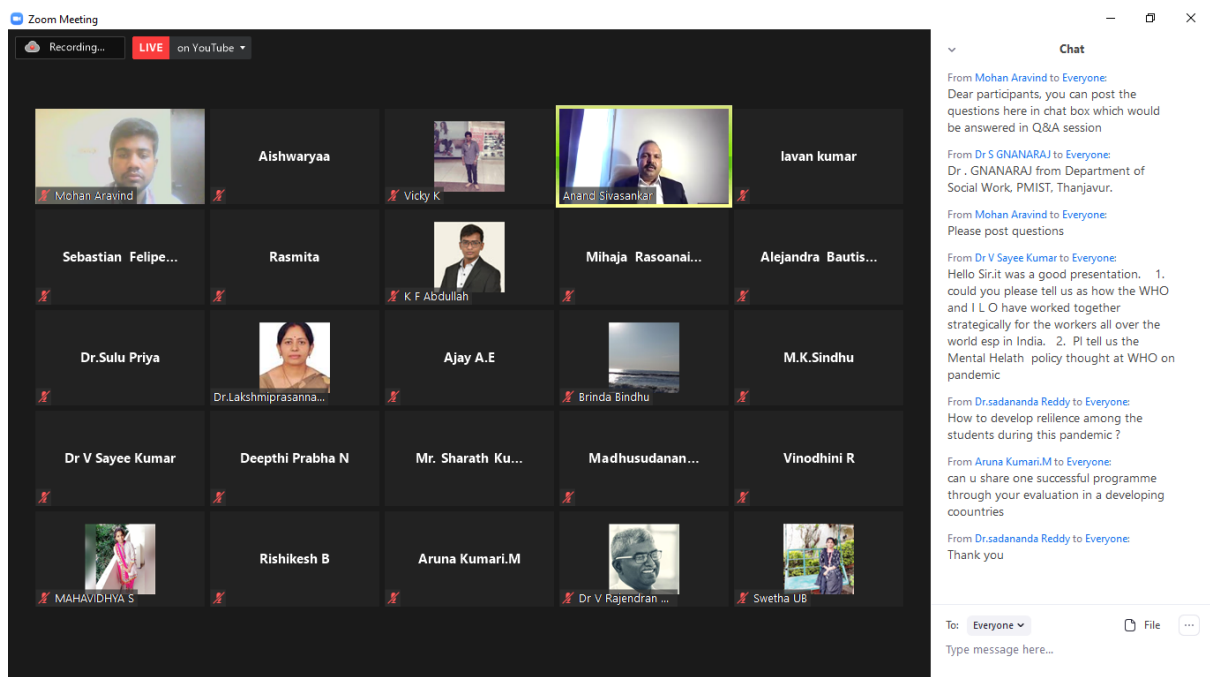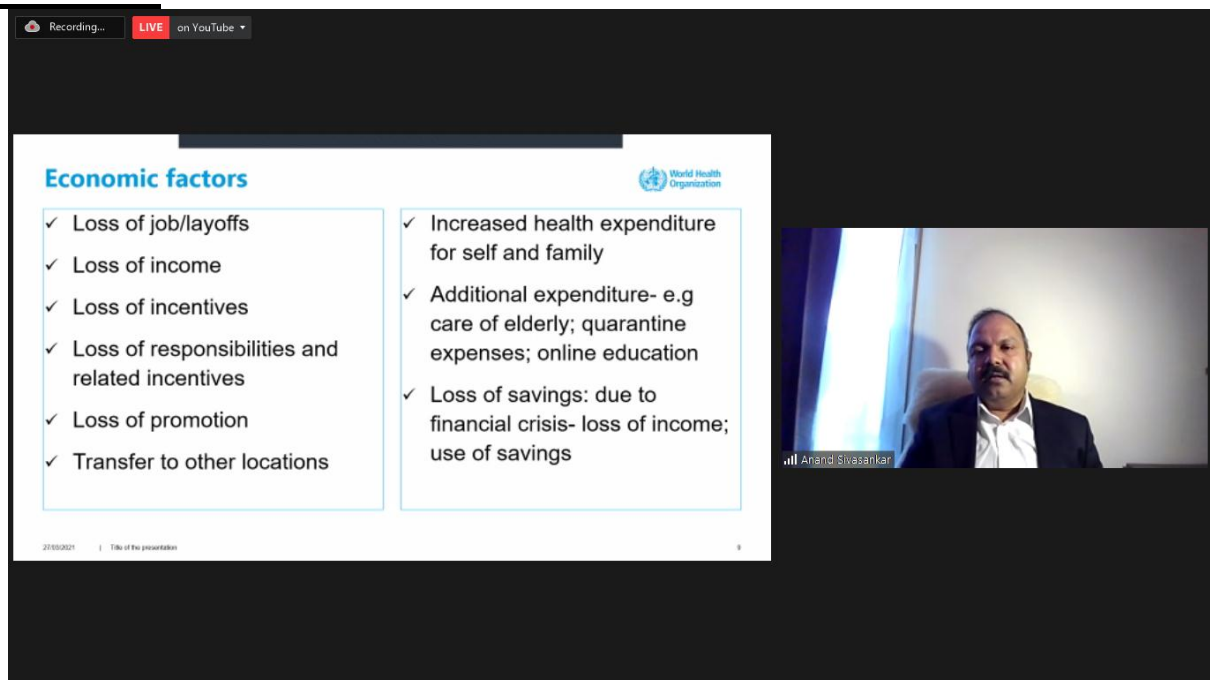
Everyone has two sides similarly the employer during this kinds of adverse effect on humans. The employer should tunes his thoughts towards positivity. An employer should rethink his vision, reprioritization, restructuring, retraining and upgrading technologies in the organisation. Which helps to sustain the organization and overcome the obstacles.

The speaker added that the existing welfare measures has to improved and upgraded. Suh as promoting regular hand wash, consulting national travel advice before going on business travel, advising the employee who are sick to stay in home et . The speaker stated that "welfare is a Love of man towards mankind" so, it's the employer responsibility to take are of employee in this pandemic vice versa

Outcome of the Programme:

- The studentslearnt about the role of human resource management towards improving welfare measures in organisation during pandemic time
- The students learnt about the importance of communication while handling a pandemic time period

Photos:

**Skill development programme on Leadership performance-
Reskilling and upskilling for digital workforce**

Date: 01.04.2021
Mode: Online
Participants: 1 MSW, 2 MSW, Faculty Coordinators.

Introduction:
The student coordinator duly welcomed the two guest speakers for the day, Mr. Valliappan and Mr. Chandru Chakrapani, elucidating on their academic background, contribution to their respective fields and current dispositions in their careers. The student participants too joined in on the warm welcome. The e-bouquet, a unique touch from the students of DGVC was presented to both the guests.

<u>**Resource person**</u>**:**
Mr. Valliappan

Head of HR, Faurecia, Chennai.

<u>**Pointers:**</u>

1. **Competency**
2. **Change management**
3. **Generational view points**
4. **Diversity**
5. **Tech access**
6. **Open mindset**

The content:

Mr. Valliappanbegan his session by generally discussing the need for competency at the workplace and moreover in life. For every task, big or small, we need to equip ourselves with the relevant knowledge and skill to be able to accomplish it satisfactorily. This not only is for getting the work done at that moment, but enables us to keep it in our psyche whenever we may come across a similar task in the near future. In a corporate setting, this becomes even more vital, as each employee across all dispositions are required to prepare for and execute avaried amount of responsibilities.

<u>**Change management:**</u>

Change management is defined as the methods and manners in which a company describes and implements change within both its internal and external processes. This includes preparing and supporting employees, establishing the necessary steps for change, and monitoring pre- and post-change activities to ensure successful implementation.

Significant organizational change can be challenging. It often requires many levels of cooperation and may involve different independent entities within an organization. Developing a structured approach to change is critical to help ensure a beneficial transition while mitigating disruption.

A generational view on work:
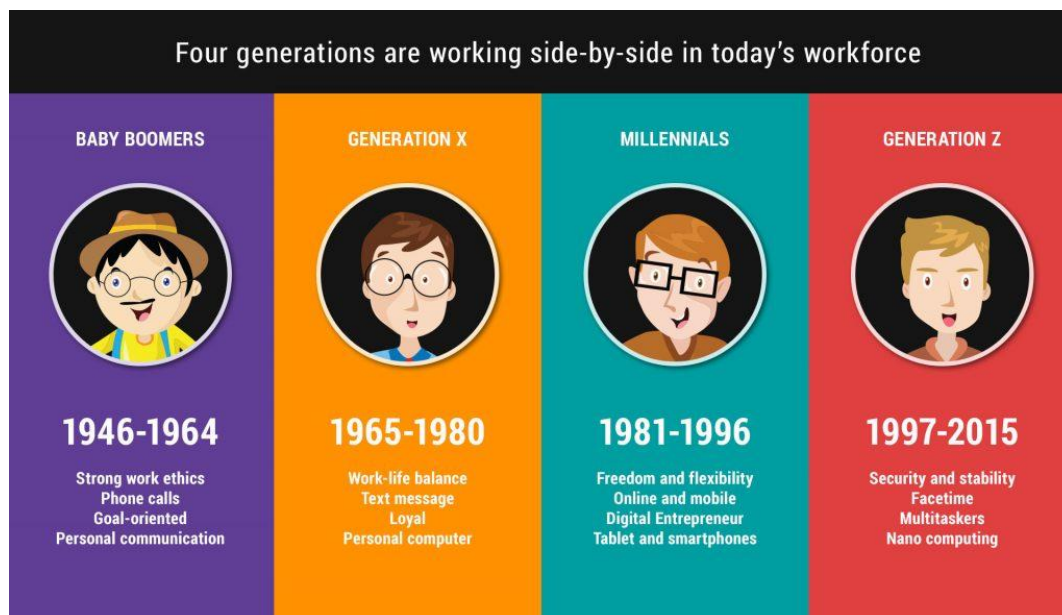
The illustration beautifully explains the stark difference and evolution of thoughts, habits and advancement in technology. Qualitative aspects too have changed massively over 3 generations of the world's economy.

Upskill and Reskill:

Reskilling means looking for people with 'adjacent skills', that are close to the new skills your company requires. It provides a lateral learning experience. The World Economic Forum estimates that over half of all employees (54%) will require 'significant' reskilling by 2022.

A culture of **upskilling**, on the other hand, means teaching employees new, advanced skills to close talent gaps. It involves your team members in continuous education and helps them to advance along their current career path. These employees may have worked for your organization for several years and possess an in-depth understanding of both your culture and your customers.

While two thirds of organizations believe that workforce development programs will help to address the skills gap, they are slow to take action due to financial constraints and the lack of suitable technology to support internal initiatives. Without taking action now, however, your company's ability to meet its long-term goals are at risk if you do not have access to the skills you need.

Conclusively,

This leads people and organisations towards embracing and constantly trying to understand the meaning of change in the environment, especially at work.Every generation preceding the current legion of workforce must be in a position to set aside their ego and learn from their younger colleagues on how they perceive 'work-life' balance.

The guest speaker also felt that the management should be on their toe to accommodate new and dynamic ideas of the youngsters, the face of change in the country's economic prosperity.
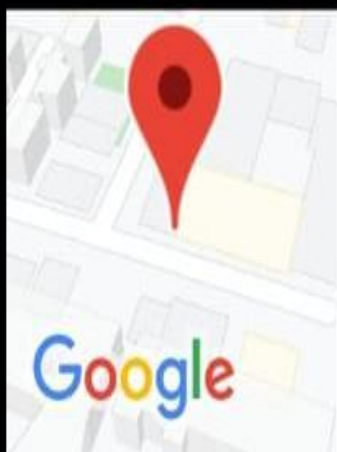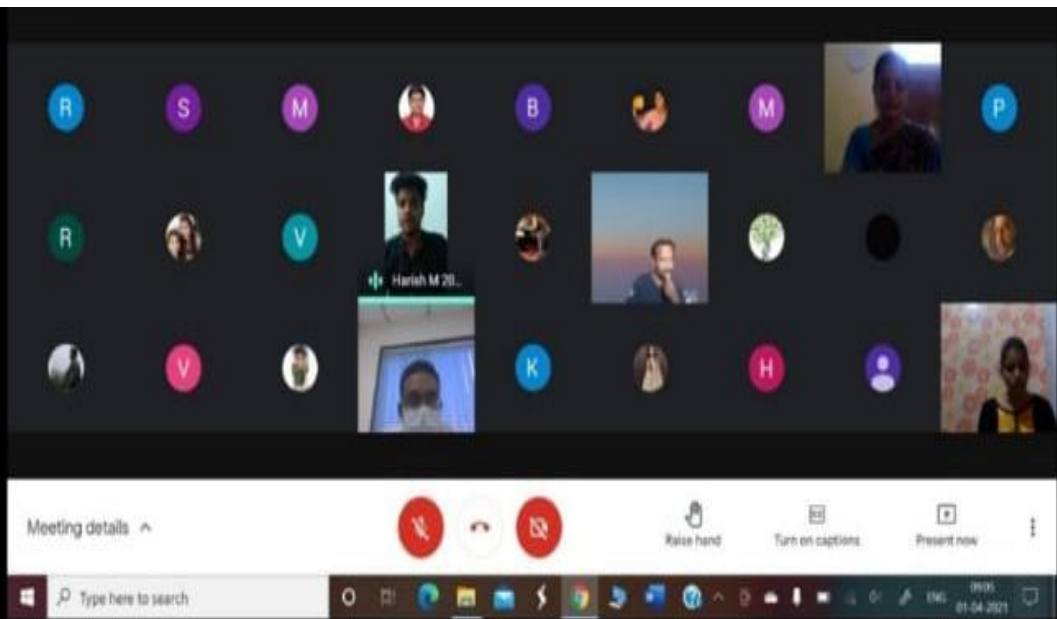
SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India

01 Apr 2021 11:51 AM

Resource person:

Mr. Chandru Chakrapani

Founder, Peogic solutions

Chennai.

Pointers:

1. **Leadership performance and direction of organization**
2. **Getting rid of "I am a fresher" attitude**
3. **"Be a HR strategist, not stay an admin"**
4. **Get in the shoes of your immediate leader**
5. **Talent and speaking out**
6. **Quality of work**
7. **Choose the right skill**

Content:

Mr. Chakrapani begun the session with a questionposedto the students: What is leadership performance?

Among the avid responses, one came through as most appropriate: "The marker or way in which we can assess the company's objectives through the style of leadership by the head, and whether that is consistent".

We all have experienced ineffective 'leaders' at some point in our careers. Many people are mistakenly referred to as leaders simply because of their title or the position that they hold in their organization. But just because a person occupies a 'leadership positon' does not mean that they actually perform as an effective leader. Just like any other business activity, the measure of leadership effectiveness must be based on actual performance. Effective leaders experience performance success because they have willing followers, they possess attractive leadership characteristics, and they actually use their leadership skills.

Leaders have willing followers

A leader without followers is simply not a leader – after all, without followers, who are they really leading? And since leaders and their followers need each other, their objectives and interactions must be mutually supportive. They both want something, and they rely on the other party(s) to help them to acquire it. On the one hand, the leader wants to achieve an outcome, and after they determine an appropriate direction, they will need their followers to complete activities that will bring forth their desired result. (This is why leaders try to surround themselves with the right people). And followers will support a leader who will satisfy a common collective need or desire, therefore they will be attracted, and their support will be

retained, based on their confidence in the leader's ability to accomplish this.

But the most effective leaders don't just have followers; they have willing followers. The commitment given is totally different between a follower who is required to support a leader and one from whom the leader has earned their willing support. Leaders who have followers simply because of their title, or position, will never have the same effectiveness as those who attract and retain truly loyal followers based on their actual leadership performance.

Leaders actually perform. It's really that simple.

Effective leaders don't promise to perform, they don't claim to have performed when they have not – they simply do what they say they will do. And, as humans will, should they make a performance mistake, they admit it, they learn from it and they correct it. We can say that, in addition to their actual performance, effective leaders gain credibility with their followers due to their honesty and integrity and their willingness to accept responsibility for their actions.
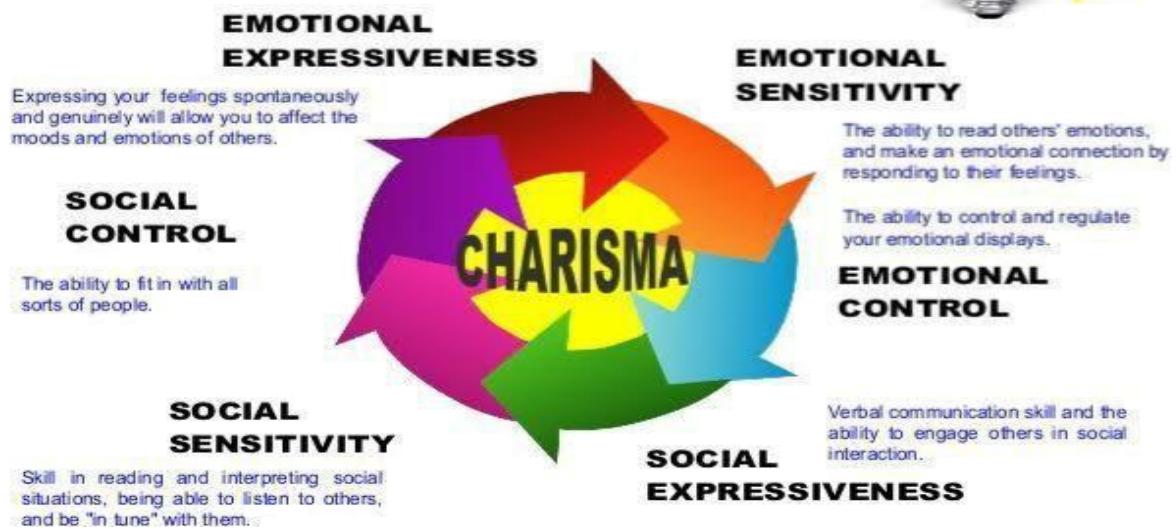
Getting rid of the vulnerability that surrounds a newbie to an organisation is critical, as the younger and more eager such employees are, the more scope they will have to make mistakes early on and learn from them. On the other hand, "I am a fresher. I won't have to do this/ I can't do that" is also a constant notion that the youth are constantly stuck with, sometimes a harsh reality check spurs them on to really committing themselves to involved action, Mr. Chakrapani expressed.

"Be a HR strategist, not stay an admin" was an emphatic statement that captured the students' imagination in a big way. We would know that there are stages that a budding HR manager must go through to establish themselves in an organisation, but the biggest factor lies in putting oneself in their immediate leader's shoes, soaking in the experiences from regularly conversing and see how you can do tasks that gradually increase in complexity. This is where a person from remaining 'stagnant' as a part of the HR admin, makes a case for themselves to be promoted as a genuine strategist.

Expression and Talent

Mr. Chakrapani constantly stressed upon two key facets that can drive an organisation in an efficient and reliable manner: **being open and being talented.** This was an attempt to bridge upskilling and reskilling, where skilled individuals are the way in which any organisation in any sector can function as business entities. When a person is talented enough to know what they're doing, and teach the same skill to the next guy in line without compromising on the message, that is true leadership. The diagram below further illustrates the same.

6 BUILDING BLOCKS IN DETAIL

EMOTIONAL EXPRESSIVENESS
Expressing your feelings spontaneously and genuinely will allow you to affect the moods and emotions of others.

EMOTIONAL SENSITIVITY
The ability to read others' emotions, and make an emotional connection by responding to their feelings.
The ability to control and regulate your emotional displays.

SOCIAL CONTROL
The ability to fit in with all sorts of people.

EMOTIONAL CONTROL

CHARISMA

SOCIAL SENSITIVITY
Skill in reading and interpreting social situations, being able to listen to others, and be "in tune" with them.

SOCIAL EXPRESSIVENESS
Verbal communication skill and the ability to engage others in social interaction.

The need for upskilling and reskilling, in context:

1. Think about your employees
2. Customers will always be out there needing a solution. Be that solution.
3. Efficiency is key

Building an organisational culture:

"Change is permanent. So build a strong culture of evolution among the employees".
Similarly, learning never stops. The culture created by the managers should induce every individual to learn off each other, as everyone has their own skill and domain of expertise.

It should always be growing internally. Only when that occurs, the results automatically start to show.

© Barrett Values Centre

Conclusion:

Our guest conclusively shared this excellent quote that inspires him:

"The nimbleness to make our workforce ready… will become the key factor"

SaurabhGovil, President and Chief HR, Wipro.

Outcome:

Both the sessions proved to be of a great standard of information, experience and most of all, fun and interesting to listen to. The students of both 1 MSW and 2 MSW thank both the guest speakers and all those who had made this a possibility.
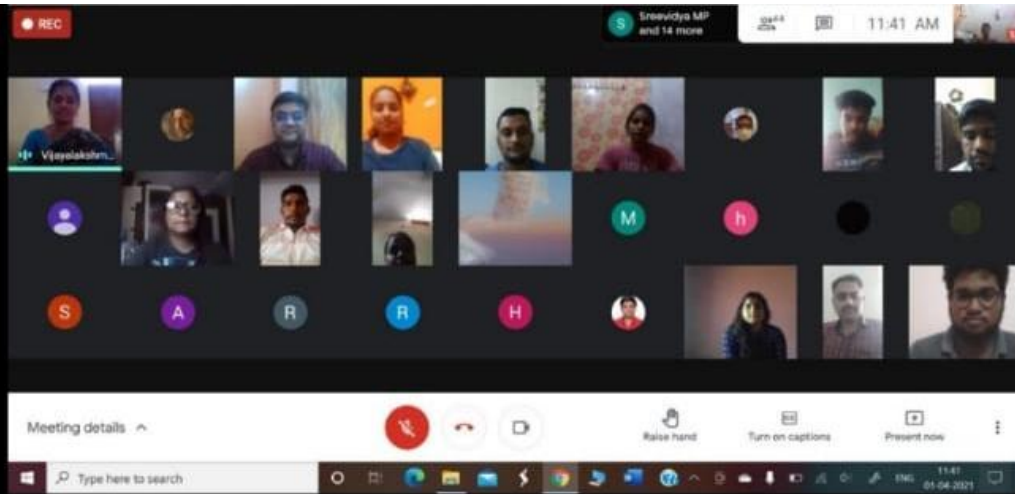
SBI Officers Colony, Arumbakkam, Chennai, Tamil Nadu 600106, India

01 Apr 2021 11:43 AM

Please Note: The attached link provides access to the feedback statistics for the session.
https://docs.google.com/spreadsheets/d/1uj0v3lGN-56_kTVvWQcs2A4DAp3STkOg_WEe9jH5KI8/edit?usp=sharing

Soft copy of the invitation

Name of the event : Training Programme on HR Metrics and HR Analytics

Date : 03-04-2021

Venue : Google Meet

Mode: Online

Organizer : Prof. S. Vijayalakshmi

Faculty coordinator : Prof. S. Vijayalakshmi

Resource Person : Mr. Ranjith Kumar,

Lead Analyst - Freshworks, Chennai.
9962976976 - ranjitniryan@gmail.com
No. of Staff Participants : 1
No. of student participants: 40

Detailed Report of the Programme

    The Department of Social Work had arranged a training programme on HR Analytics

and Metrics for the MSW-II year students to understand about the effectiveness and the importance of data analytics in HR. The program started at 9.00am. The welcome address was delivered by Prof. Vijayalakhmi. Then Mr. Tamilselvan, MSW-II year, proceeded with the guest profile of Mr. Ranjith Kumar, Lead Analyst – Freshworks

HR analytics is all about People analytics. Where people analytics is the analysis of employee-related data using tools and metrics. Mr. Ranjth gave us an overview of HR metrics and highlights that the goal of HR analytics activities is to understand, quantify, manage, and improve the role of talent in the execution of strategy and value creation. It entails collecting data from internal and external sources, preprocessing, storing, and analyzing it to get insights about people on whose competence and commitment an organizations performance depends.

Importance and challenges of HR analytics

- **Long term planning and strategic decision making**: Most top performing businesses use data not to make windfall gains but to forecast and plan for future. Using data to analyze the ROI of various programs and initiatives helps make better decisions for company's future.

- **Using automated tools**: Using automation tools and automated processes not only reduce data errors due to human factors but also give time for more important strategic tasks. Evolving to these tools is one of the easy ways to utilize the real power of HR analytics.

- **Building an analytics savvy HR team**: It is good to have data but without a team which feels comfortable with data, one is still stuck with age old methods. Therefore, building a HR Tech savvy team of human resource professional, either by training or reskilling or new hiring, is going to be mandatory in future. Top performing organizations are already working towards enabling digital transformation in their human resources department.

Benefits of HR Analytics and Metrics

- **Improved Hiring Decision** - HR analytics helps HR to make better choices based on historical data. A great HR analytics tool can make a difference by enabling HR to easily derive the best candidates to hire from the historical data.

- **Reduced Talent Scarcity** - Data-driven recruiting strategies provide the insight needed to cast a more accurate net to ultimately build a larger pipeline. With the help of HR Analytics, it is easier to know who to target for a particular position when a requirement

arises in the company.

- **Process Improvement** - Once the company has enough data to provide to the experts to come up with accurate statistics and patterns, the company can then use it to make the recruitment process much quicker and efficient.

- **Good Training** - Training is a necessary requirement for any organization. Gaps in the process of training can increase the cost to the company and unwanted issues. HR analytics provides the full swing to training programs. It helps the organization identify if employees are making full use of the opportunities and knowledge given to them during training programs

- **Better Insights** - HR analytics help the company look at the employee's professional life by tracking, sharing, and analyzing performance-related data.

- **Attrition** - When it comes to retention, HR analytics is the major tool to identify the retention rate of employees. It tells the company the reason why employees leave and why they stay. The reasons could range from under-performance, compensation, lack of skills to anything else. HR analytics could also be helpful in finding the gap areas where employees are finding difficulty in meeting goals and targets.

- **Improved Employee Experience** - Once your recruitment process becomes swift, it automatically gives a good impression to candidates you want to attract to your organization.

- **More Productive Workforce** - Since enterprises have a grip on the kind of people to hire for a job, it becomes easier to expect better performance and productivity from employees. With analytics, we get an understanding of the workforce and hence know what kind of environment, policies, and teams will make them work hard and give you results that you expect from them.
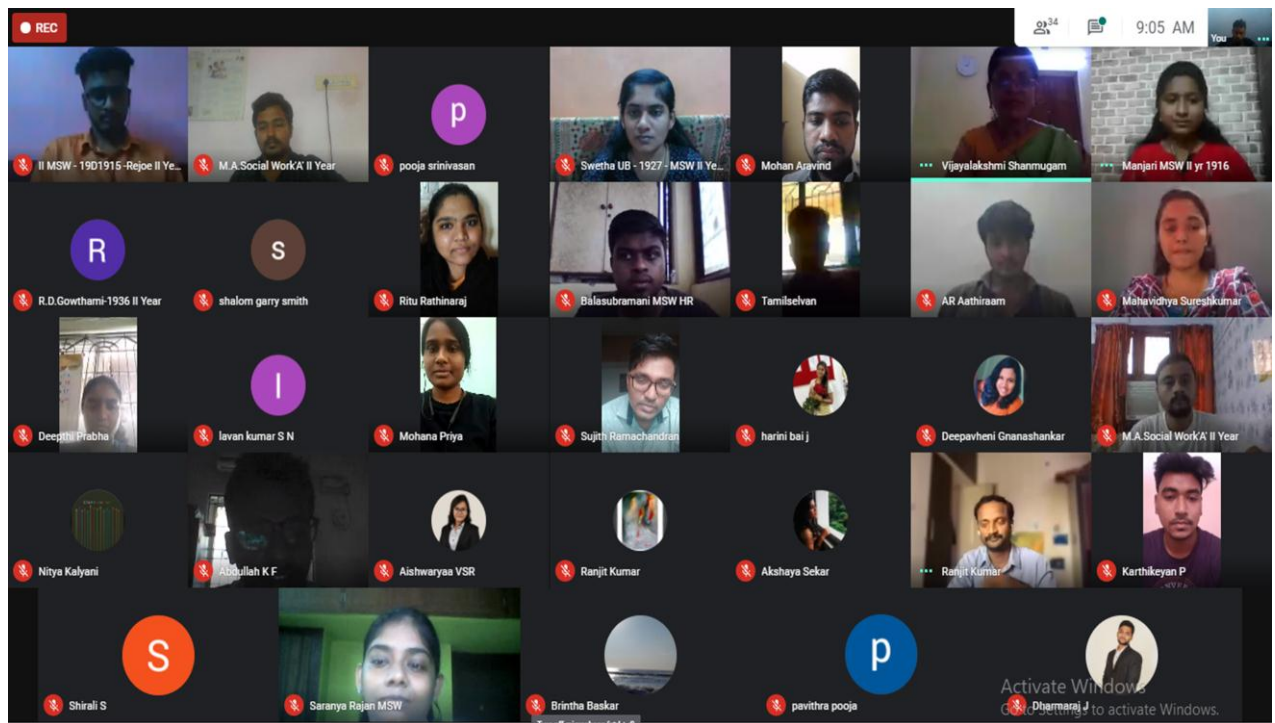
Key Takeaways

- Domains of strategic data- Insight, targeting, personalization and context.
- HR Bridge model – Impact, Effectiveness and Efficiency
- The Gartner analytic continum – Prescriptive, Descriptive, Diagnostic and predictive analysis.
- Analytical Domains in HR
- Functional and Technical Skills according to HR Analytics
- Analytics Maturity Model.

Outcome of the programme

The training programme led by Mr. Ranjith Kumar, was very informative and effective. The students gained knowledge on the concept of HR Analytics Metrics". They have learnt to work in excel functions such as VLOOKUP and Pivot table and chart for data analysis.

Photos

Name of the event	:	Talent Management in Digital Age
Date	:	5th April 2021
Venue	:	Google Meet
Mode	:	Online
Organisers	:	MSW Department, D.G. Vaishnav College
Faculty Coordinator	:	Prof. Vijayalakshmi. S
Resource Person	:	Ranjith Kumar Lead Analyst Freshworks Chennai 9962976976 ranjitniryan@gmail.com

No. of Staff Participants : 1

No. of Student Participants : 45

Our guest speaker for the day Mr. Ranjith Kumar, an alumnus of Madras School of Social Work, is an HR Tech enthusiast, having 12+ years of experience in handling various functions of HR andanalyzing HR tech market for promising solutions and to have them implement for multipleorganizations. A technology evangelist and a regular blogger ,hetriestocreate themindspaceforpractical HRTech.

The guest speaker elaborated on how technology has become a way of life and how an HR should be adept on technology to be able to sustain in this Gen- Z world. Mr. Kumar explained about what are the changes happening in technology and how an HR should be well-adept in technology. He further went on to explain the importance of redefining the meaning of work. An explanation was also given on 'SaaS' which is Software as a Service and the importance it plays in a digital world.

Additionally, he also explained how work has transformed wherein one is supposed to do work more optimally i.e., doing the same work more efficiently , redesigning work i.e., achieving the same work outputs with new combination of technology and people , reimagining work i.e., achieving new or different work outcomes with new combinations of technology and people. The guest lecturer also briefed us about the most important thing an HR can give an employee i.e., an organization that wins in the market place. Four of the most important parameters that have changed in the present era has been in terms of people, technology, work and HR. furthermore, Mr. Kumar briefed us about employee experience wherein he talked about terms like 'phygital', 'E-Touch' and 'P-Touch'. The resource person also elucidated Talent acquisition, Training and Development and curated learning. Finally, the speaker spoke about the future roles of HR.
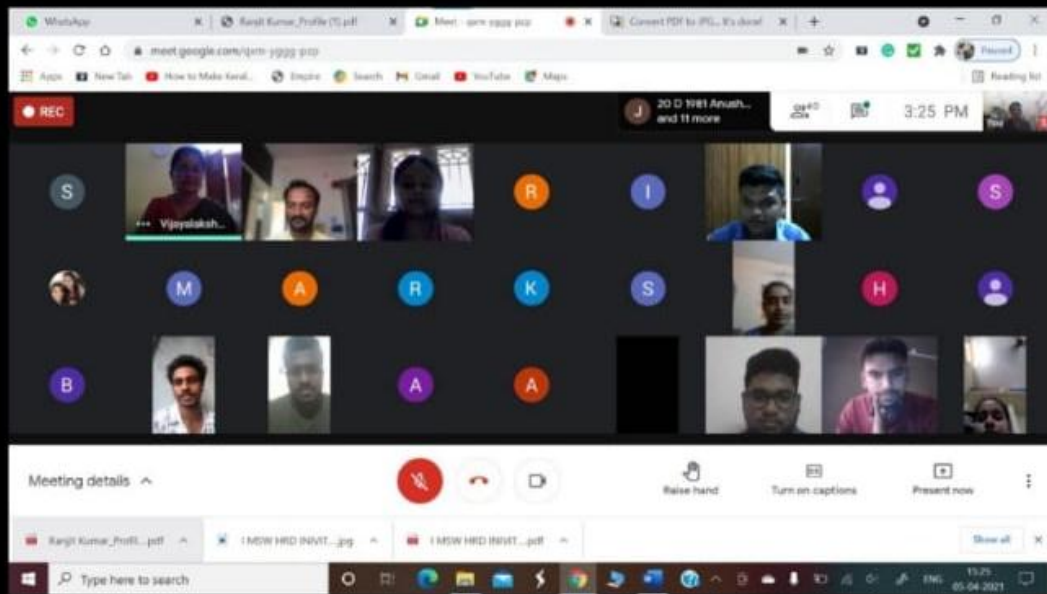
Outcome of the Programme

Overall, the session was very insightful and informative. This session was an eye opener as it gave the students a sneak peak into the future of HR and also showed the students the path towards achieving that. This session provided the students with many valuable thoughts which will be very useful in all their future endeavors.

Photos
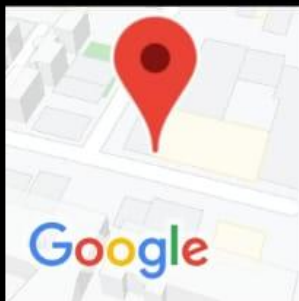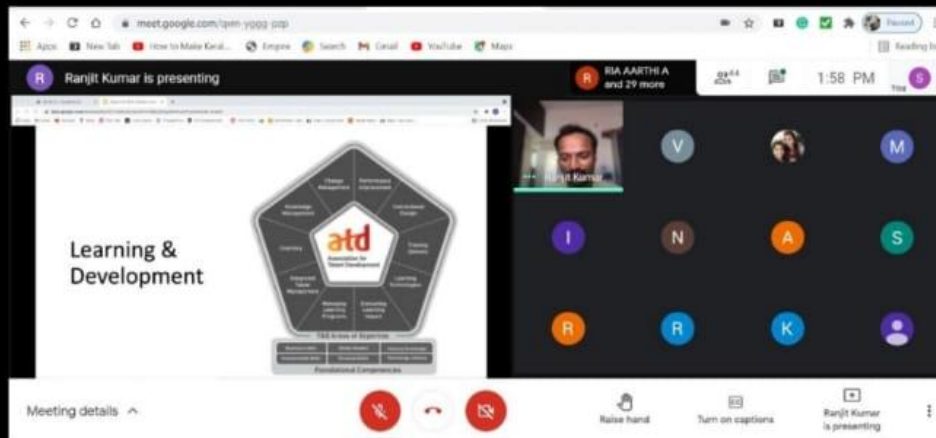
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Arumbakkam, Chennai, Tamil
Nadu 600106, India
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Arumbakkam, Chennai, Tamil
Nadu 600106, India
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Please Note: The attached link provides access to the feedback statistics for the session.

https://docs.google.com/spreadsheets/d/180NLRuCJhBrXw1bHEUdL-EH-a6JNWAKz-Om9ee_xDHw/edit?usp=sharing