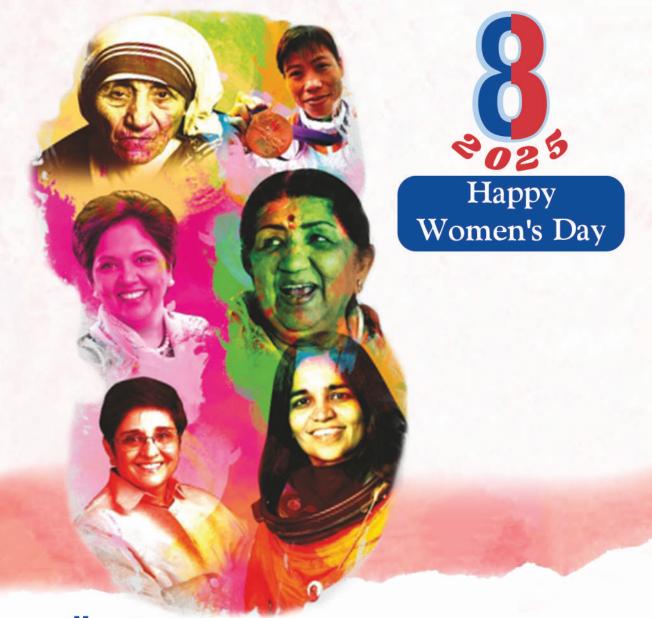
CO-ED



DON BOSCO ARTS AND SCIENCE COLLEGE

(Affiliated to University of Madras)



# "Women are the real ARCHITECTS OF SOCIETY"

- Harriet Beecher Stowe

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#### Unlock Your Superpower: Discover the Art of Self-Discipline and Transform Your Life

My dear friends,

Greetings to all of you. The month of March highlights two events: Women's day and the season of Lent for Catholics highlighting the values that are valid for all.

#### Empowering Women, Empowering Humanity

On this occasion of "Women's Day", two incidents that highlight the humiliation and inequality faced by women, hurt us even today:

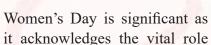
The Mathura Rape Case (1972): Mathura, a 16-year-old tribal girl from Maharashtra, India, was raped by two policemen while in custody. The case gained widespread attention due to the gross miscarriage of justice. The Supreme Court of India initially acquitted the accused, citing that Mathura had "consented" to the act. This ruling sparked widespread outrage and protests, leading to changes in India's rape laws.

The Nirbhaya Case (2012): Jyoti Singh, a 23-yearold physiotherapy student, was brutally gang-raped and murdered on a bus in Delhi, India. The incident shocked the nation and sparked widespread protests, demanding justice and stricter laws against sexual violence. The case led to significant changes in India's laws and policies related to sexual assault.

These and many other recent incidents highlight the need for continued efforts towards gender equality, challenging the deep-rooted societal attitudes that perpetuate violence and discrimination against women. It can serve as a catalyst for the young people to take action and promote gender equality:

- *Raise awareness:* Organize workshops, discussions, and campaigns to raise awareness about gender-based violence and discrimination.
- Challenge stereotypes: Encourage young people to question and challenge societal stereotypes and biases that perpetuate gender inequality.
- Promote empathy: Foster empathy and understanding towards survivors of genderbased violence and discrimination.
- **Support policy changes:** Advocate for policy changes and laws that promote gender equality and protect women's rights.

Involve men and boys: Involve men and boys in the conversation and encourage them to become allies in promoting gender equality.





women play in the state's social, cultural, and economic fabric. While in Tamil culture and literature, the dignity of women is highlighted, in reality, they are humiliated. Gender equality remains a huge challenge.

## Ash Wednesday and Lent: Prayer, Penance and Charity

Christians observe Ash Wednesday this year on 5th March. It marks the beginning of Lent that serves as a powerful reminder of the importance of penance, sacrifice, and spiritual growth in the Christian journey and helps Christians prepare for Easter and deepen their relationship with God. During Lent, Christians often observe various practices, such as:

**Fasting:** Giving up certain foods or habits to discipline the body and focus on spiritual growth.

**Abstinence:** Refraining from certain activities or pleasures to detach from worldly attachments.

**Prayer:** Increasing prayer and reflection to deepen one's relationship with God.

**Almsgiving:** Engaging in acts of charity and kindness to help those in need.

These themes of Lent are not just for Catholics but for all. In Tamil culture and literature, self-control, sacrifice, and dhavam are essential virtues, deeply rooted in the state's rich philosophical and spiritual heritage.

#### Self-Control ((தன்னியல்பு )

It refers to the ability to regulate one's thoughts, emotions, and actions. It involves:

- *Emotional regulation:* Controlling emotions like anger, desire, and greed.
- *Mindfulness:* Being aware of one's thoughts and actions.
- **Discipline:** Cultivating self-discipline to achieve goals and overcome challenges.



In Tamil literature, self-control is often depicted as a key virtue for achieving spiritual growth and success. For example, the "Tirukkural", emphasizes the importance of self-control. In Chapter 11, "Aram" (Virtue), Thiruvalluvar writes:

"தன்னை വെത്றവത് தன்னை വെல്லும்

ப்றனை வெல்லும் பெருமை உடையன்"

("One who has conquered oneself is greater than one who has conquered others.")

#### Sacrifice (தயாகம்)

It refers to the act of giving up something precious or desirable for the benefit of others or for a higher cause. It involves:

- Letting go: Releasing attachment to worldly possessions or desires.
- **Selflessness:** Prioritizing the needs of others over one's own needs.
- **Renunciation:** Giving up worldly pleasures or comforts for spiritual growth.

Sacrifice is often depicted as a noble virtue that leads to spiritual growth and liberation. For example, the Tamil epic, the "Ramayana", tells the story of Rama's sacrifice of his kingdom and family for the sake of duty and righteousness.

"Silappatikaram" tells the story of Kannagi and Kovalan in which Kannagi's sacrifice and dhavam are exemplified when she:

- Gives up her wealth and status to follow her husband, Kovalan
- Undergoes severe austerities to prove her chastity
- Ultimately, sacrifices her life to avenge her husband's death

#### Dhavam (தவம்)

It refers to spiritual austerity or penance. It involves:

Meditation: Focusing the mind on spiritual growth and self-realization.

Fasting: Practicing self-control and detachment from worldly desires.

Prayer: Cultivating a deep sense of devotion and connection with the divine.

In Tamil literature, dhavam is often depicted as a means of achieving spiritual growth, self-realization, and liberation. For example, the Tamil poet, Thiruvalluvar, writes about the importance of dhavam in his Tirukkural, emphasizing its role in cultivating self-control, compassion, and wisdom.

Thiruvasagam (figuresis), is a Tamil devotional text that emphasizes the importance of self-control and dhavam. In one of the poems, Manickavasagar writes:

"தன்னை வென்றவன் தானே வெல்லும்

ப்றனை வெல்லும் பெருமை உடையன்"

Translated to: "One who has conquered oneself is the greatest conqueror."

These three virtues – self-control, sacrifice, and dhavam – are deeply intertwined in Tamil culture and literature, reflecting the state's rich spiritual and philosophical heritage. These are the virtues Lent highlights and these are the virtues that will lead us to promote gender equality.

God bless you all. Special wishes to all our women in the campus, teaching and non-teaching staff and the girl students.



Rev. Fr. Jayapalan Rahael Sdb Rector Don Bosco Arts and Science College



#### **Embracing the Art of Mentoring: A Call to Professors**

In the fast-paced, ever-evolving world of higher education, the role of professors has never been more critical. As we navigate the complexities of mentoring the next generation of leaders, it is essential to recognize that the traditional methods of control, information dissemination, and protection may no longer suffice. Instead, we must embrace a new paradigm that fosters connection, interpretation, and preparation. This article aims to guide professors in making the necessary shifts to bring out the best in their students.

#### **Shift 1: From Control to Connect**

In a world where young people are bombarded with information and choices, the old approach of exerting control is becoming increasingly ineffective. Studies show that parents who over-program their child's schedule often breed kids who rebel as teens. Instead of trying to control every aspect of a student's life, we must focus on building meaningful connections. When we connect with our students, we create a bridge of trust and relationship that can withstand the weight of honest feedback and guidance. Once we connect, we build a bridge of relationship that can bear the weight of truth. We earn our right to influence them.

Example: A professor who takes the time to understand a student's interests and aspirations, rather than dictating a rigid academic path, is more likely to inspire genuine engagement and commitment.

#### **Shift 2: From Inform to Interpret**

The digital age has made information more accessible than ever before. Students today have the world at their fingertips, but they often lack the context to make sense of it all. This is the first generation of kids that don't need adults to get information. What they need from us is interpretation. Our role as educators should shift from being mere sources of information to becoming guides who help students interpret and contextualize the vast amount of data they encounter.

Example: Instead of simply lecturing on a historical event, a professor can facilitate a discussion that explores the event's broader implications and its relevance to contemporary issues.

#### Shift 3: From Entertain to Equip

The pressure to keep students engaged can sometimes lead to a focus on entertainment rather than education.

However, If I give them relevant tools to succeed, they'll stay engaged. Happiness is a byproduct. True satisfaction comes from growth. Our goal should be to equip students with the skills and knowledge they need to thrive in the real world,



rather than merely keeping them entertained.

Example: A business professor who incorporates real-world case studies and practical projects into the curriculum is more likely to prepare students for the challenges they will face in their careers.

#### Shift 4: From Do It for Them to Help Them Do It

The well-intentioned desire to boost students' self-esteem can sometimes lead to doing things for them rather than helping them achieve on their own. According to the American Psychological Association, "Healthy and robust self-esteem actually comes from achievement, not merely affirmation." As educators, we must focus on long-term development rather than short-term gratification.

Example: A writing professor who provides constructive feedback and encourages students to revise their work, rather than simply correcting it for them, is fostering a sense of achievement and self-efficacy.

#### **Shift 5: From Impose to Expose**

When students struggle, it's tempting to impose rules and behaviours to ensure compliance. However, If kids feel forced to do it, they usually don't take ownership of it. It becomes someone else's idea, not theirs. Instead, we should expose students to new ideas and opportunities, allowing them to take ownership of their learning and growth.

Example: A science professor who organizes field trips and hands-on experiments, rather than just lecturing, is more likely to spark students' curiosity and passion for the subject.

#### **Shift 6: From Protect to Prepare**

While ensuring the safety and well-being of our students is paramount, we must also prepare them for the challenges of adulthood. The greatest gift we can give our children is the ability to get along without us. We should focus on equipping students with the skills

and resilience they need to navigate the complexities of the real world.

Example: A psychology professor who discusses reallife scenarios and coping strategies, rather than just theoretical concepts, is better preparing students for the

#### Conclusion

The art of mentoring the next generation of leaders is not about control, information, entertainment, or protection. It is about connection, interpretation, equipping, helping, exposing, preparing, and creating meaningful

experiences. professors, we have the unique opportunity shape the future by fostering a learning environment empowers students to grow, learn, and lead. Let us embrace shifts these and commit to being the mentors and leaders our students need and deserve.

By making these seven shifts, we can ensure that our students are not just well-informed, but well-prepared to face the challenges of the future with confidence and resilience.



emotional and psychological challenges they will face.

#### Shift 7: From Lecture to Lab

The traditional lecture format, while still valuable, may not be the most effective way to transform students' lives. When young people do wrong, we're predisposed to lecture them. While it's a quick way to transmit an idea, it's not the best way to transform a life. We must create experiential learning opportunities that allow students to process and internalize the lessons we teach.

Example: A history professor who incorporates roleplaying exercises and simulations, rather than just delivering lectures, is more likely to engage students and help them understand the material on a deeper level. Rev.Fr. Raj Kumar SDB Secretary and Treasurer

#### Unlock Your Superpower: Discover the Art of Self-Discipline and Transform Your Life

It is a pleasure to meet everyone this March. This month signifies new beginnings, growth, and rejuvenation, heralding the onset of spring. March is notable for several important observances, including Zero Discrimination Day, World Consumer Rights Day, International Day of Action for Rivers, and International Women's Day, among others. During this month, we will focus on a crucial life skill that is essential for both personal development and the well-being of others: the skill of self-discipline.

When one cultivates self-discipline, it resembles the acquisition of a superpower; this newfound strength enables individuals to engage in regular exercise, adopt healthier eating habits, and focus more intently on their studies and overall well-being.

Self-discipline is an essential quality that encompasses the capacity to regulate one's impulses, emotions, and actions to attain particular objectives. It necessitates maintaining concentration, making necessary sacrifices, and demonstrating perseverance in the face of obstacles or temptations. Cultivating self-discipline can result in enhanced productivity, superior time management, and a greater sense of overall well-being.

Failure to cultivate self-discipline can lead to a variety of issues, including health complications, distractions, procrastination, financial difficulties, disorganization, and an accumulation of tasks that may become overwhelming, among other concerns.

One of the most crucial steps to enhance self-discipline is to engage in small, manageable actions. Large and daunting projects can often feel overwhelming. The journey of self-discipline begins the moment you rise from your bed. Start your day by waking up early, neatly arranging your bedding, and placing it in its designated spot. Follow this with prayer, morning exercise, studying, preparing for your daily responsibilities, and enjoying a nutritious breakfast. Depart from home early to arrive at college well in advance, participate actively in your classes, engage in sports, return home punctually,

take time to relax, assist your parents, and ensure you go to bed at a reasonable hour. Consider how many of you consistently wash your dishes after meals or maintain a tidy living space. These may seem like simple tasks, yet they form the very foundation of self-discipline.

One of the reasons we lack self-discipline is our tendency to avoid challenging and uncomfortable tasks. We often prefer to engage in activities that are easy, comfortable, and familiar.



Rather than facing hard, uncomfortable tasks, we often seek refuge in mobile distractions, video games, and similar activities. This avoidance of discomfort is detrimental to our lives.

Tackle one minor task at a time and challenge yourself to embrace discomfort. Observe your feelings and recognize that it is not catastrophic. Acknowledge your capability to manage discomfort and understand that the outcomes are highly rewarding. Practice mindfulness in relation to your urges.

One may experience a strong inclination to abandon challenging tasks or to postpone them indefinitely. Such inclinations are not beneficial. It is essential to cultivate mindfulness regarding these urges, recognizing that one is not obligated to act upon them. Establish a commitment to practicing self-discipline, thereby preventing further self-sabotage. Enhanced self-discipline empowers individuals to lead a liberated life by facilitating healthier decision-making rather than succumbing to emotional impulses.

Evaluating present outcomes in comparison to previous ones can serve as a valuable strategy to maintain focus, motivation, and discipline. The sole method can guarantee that an individual possesses sufficient long-term resilience to remain committed to their objective is through this approach.

These essential qualities can enhance an individual's accomplishments and overall happiness; however, one quality stands out as the foundation for enduring, long-term success across all areas of life: self-discipline.

As Aiyan Thiruvalluvar says

ஒழுக்கம் விழுப்பு் தூலான் ஒழுக்கம்

உயிறினும் ஓம்பப் படும். (131)

Dr. S. Xavier Raja Rathinam Principal



#### Celebrating the Remarkable Qualities of Women on Women's Day

## "God could not be present everywhere, that's why he created women." – Rudyard Kipling

As we celebrate Women's Day, we honor the invaluable role women play in our lives. A mother's love, care, and nurturing presence are often seen as reflections of God's love in the world. Women, as one of God's most beautiful creations, embody qualities that make the world a better place. Their strength, compassion, and resilience shine through in every role they take on. Let us explore some remarkable qualities that make women truly extraordinary.

#### **An Inspiring Personality:**

Women inspire those around them with their intelligence, wisdom, and strength of character. Their determination and exemplary lives often serve as a source of motivation for others.

#### **Resilience in Every Challenge:**

Resilience is a defining trait of women. No matter how difficult life gets, they face challenges head-on with courage and never give up, emerging stronger each time.

#### **Creativity and Commitment:**

Known for their creativity and dedication, women approach every task with innovative thinking and unwavering commitment. Whether in their personal or professional lives, they strive to complete every endeavor with excellence.

#### **Compassion at Heart:**

Compassion is deeply ingrained in every woman. Their ability to empathize and care for others brings warmth and kindness to the world, making a difference in the lives of those around them.

#### **Masters of Multitasking:**

Women are natural multitaskers, balancing multiple roles with grace. They nurture their families as loving mothers, excel as professionals in diverse fields, and manage daily responsibilities with remarkable efficiency. Their hard work and dedication are truly commendable.

#### Sacrificing Like a Phoenix:

Much like the legendary phoenix that sacrifices itself to protect its young, women selflessly put the needs of their loved ones before their own. Their ability to make sacrifices, big or small, is a testament to their strength and love.

#### Vigilant and Watchful as an Owl:

Women are vigilant caretakers, often sacrificing their sleep to ensure the well-being of their families. Their watchful eyes and protective instincts make them pillars of support and safety.

On this Women's Day, let us celebrate and appreciate the remarkable qualities of women. Their strength, resilience, compassion, and unwavering dedication make the world a better, more beautiful place. We salute women everywhere for their invaluable contributions and the love they bring into our lives.



Rev.Fr. Fr.Sagayaraj Kasi SDB Vice Principal



#### 4 February 2025 Beyond the Pitch: Effective Sales & Marketing for Entrepreneurs



On February 4, 2025, the Department of Visual Communication successfully organized an insightful Workshop on Effective Sales and Marketing Strategies for Entrepreneurs & Startups at DBICA Hall. The session, which commenced at 11:30 AM, was designed to equip aspiring entrepreneurs and startups with essential marketing techniques to thrive in a competitive business landscape.

The workshop was led by Mr. Anto Jerry, a distinguished Entrepreneur, Short Filmmaker, Creative Head, Mentor, and Holistic Wellness Trainer. With his diverse expertise, he provided valuable insights into modern sales tactics, branding strategies, consumer engagement, and the role of digital

media in business growth. His interactive approach and real-life experiences captivated the participants, making the session both engaging and informative.

#### PEOPLE DON'T BUY WHAT YOU DO; THEY BUY WHY YOU DO IT."

#### - Simon Sinek

The event was convened by Mr. Irshad Mohamed, Assistant Professor & Head, Department of Visual Communication, with Mr. Joseph Aloysius serving as the Organizing Secretary. The workshop's smooth execution was ensured by the Faculty Coordinators, Ms. Haritha and Mr. Dinesh, Assistant Professors, Department of Visual Communication. Students actively participated in discussions, gaining practical knowledge on marketing strategies tailored for the digital age. The session concluded with a Q&A segment, where attendees clarified doubts and received expert guidance.



#### 7 February 2025 Empowered Youth, Healthy Campus: Anti-Drug Awareness in Action

On February 7, 2025, the Department of Commerce (General) took a significant step towards raising awareness about the dangers of drug abuse by organizing an Intra-Departmental Competition under the theme "A Drug-Free Campus" The event, held in Room No: 16 from 9:30 AM to 11:45 AM, saw enthusiastic participation from students across the first, second, and third years.

## "Life does not get better by chance; it gets better by change." – Jim Rohn

The competition featured a diverse range of creative and artistic events, including Face Painting, Drawing, Poster Making, Essay Writing, Singing, Painting, Mehandi, and Poem Writing. Each category provided students with an opportunity to express their thoughts, emotions, and commitment to a drug-free society through art, literature, and performance. The participants poured their creativity into their works, emphasizing the importance of staying away from drugs and leading a healthy, responsible life. The event was convened by Dr. S. Jebaseeli Novaleena, Assistant Professor & Head, Department of Commerce (General), with Ms. A. Kenisha serving as the Faculty Coordinator. The seamless execution of the event was ensured by the Organizing Secretaries, Dr. S. Sivaraman and Ms. S. Reeta Selvarani. Their dedication contributed to the smooth conduct of the competition, inspiring students to actively engage in the cause. Through this initiative,





the Department of Commerce (General) successfully spread the message of "Say No to Drugs" and reinforced the importance of a drug-free campus.



#### 7 February 2025 ESOTERICA: A Celebration of Technology and Talent

#### "The future belongs to those who learn more skills and combine them in creative ways."

- Robert Greene



On February 7, 2025, the Department of Computer Applications hosted ESOTERICA, a National Level Technical Symposium, at the Bi-Centenary Hall. The event, which commenced at 10:00 AM, brought together tech enthusiasts, industry experts, and aspiring professionals to explore emerging trends in the world of technology.

The symposium was graced by two distinguished Chief Guests: Mr. Merwin Dhanaraj, Senior VP of HR, and Ms. Reni Rozario, President - Corporate, Inspirisys Solutions Limited, HCL Technologies. Their

presence added immense value to the event, as they shared insights on technological advancements, industry expectations, and career opportunities in the ever-evolving IT sector. The event was convened by Ms. Rajalakshmi B, Assistant Professor & Head, Department of Computer Applications, with strong support from Prof. Allen Cornelius, Prof. Kanaparthy Jaswanth, and Prof. Jocil D, all Assistant Professors from the department. Their dedication and meticulous planning ensured the smooth execution of the symposium.

More than 200 participants from various institutions actively engaged in technical paper presentations, coding challenges, and interactive workshops. The event fostered knowledge sharing, networking, and skill enhancement, making it an enriching experience for students and professionals alike. With thought-provoking discussions and an inspiring atmosphere, ESOTERICA 2025 successfully achieved its goal of bridging the gap between academia and industry, preparing students for the dynamic world of technology. The symposium concluded with a vote of thanks, leaving participants with new perspectives and a drive to excel in their careers.













#### 8 February 2025 Stride for Glory: 9th Annual Sports Extravaganza

The 9<sup>th</sup> Annual Sports Day of Don Bosco Arts and Science College was held on February 8, 2025 with great enthusiasm and energy. The event was graced by esteemed dignitaries, faculty, students, and sports enthusiasts who gathered to celebrate the spirit of sportsmanship and excellence. The event was eloquently hosted by the Master of Ceremony, Ms.Immaculate Catherine Anitha C from the department of English, and Mr. Asai Kannan from the department of Tamil, ensuring a smooth and engaging flow of the day's proceedings.



#### "Champions keep playing until they get it right."

#### - Billie Jean King

The grand event was led by the Director of Physical Education, Jai Infant Rahul, who orchestrated the various segments of the program. The felicitation ceremony was a moment of pride and honor as distinguished members of the institution were recognized. The respected Rector, Rev. Fr. Jayapalan Raphael SDB, graced the occasion alongside Rev. Fr. Rajkumar Mervyn SDB, the dynamic Secretary of the institution. Their presence, along with the esteemed Principal, Dr. Xavier Rajarathinam, the dedicated Vice Principal, Fr. Kasi Sagayaraj SDB, and the revered Campus Minister, Fr. Oswald Devdoss, added immense value to the event, reaffirming their commitment to the holistic development of students and their unwavering support in fostering a culture of sports and discipline.

The Chief Guest for the event was Mr. Devarajan, a venerable Olympian and recipient of the prestigious Arjuna Award. A world cup medalist, he truly exemplifies leadership and inspiration, setting a benchmark for aspiring athletes. Additionally, the Guest of Honor, Mr. Vanan Selvakumar, a highly renowned sportsman and chivalrous men's physique athlete, graced the event. Holding prestigious titles such as Mr. Tamil Nadu and the UIBFF Mr. World Junior-2024, he inspired the gathering with his remarkable achievements.

#### "Excellence is not a singular act but a habit. You are what you repeatedly do." - Shaquille O'Neal

The Sports Day witnessed exhilarating competitions, where students showcased their athletic prowess and team spirit. The much-anticipated results were announced with Rua House emerging as the March Past Winner. Bosco House secured the Overall Winners title, while Rinaldi House was declared the Overall Runners-Up. The event concluded on a high note, leaving behind memories of perseverance, sportsmanship, and celebration of talent.













#### 10 February 2025 Institution Innovation Council (IIC) 7.0 Quarterly Council Meeting – Quarter II

The Institution's Innovation Council (IIC), conducted its Quarterly Council Meeting for Quarter II on February 10, 2025, at the Media Clinique.

#### "Innovation distinguishes between a leader and a follower." - Steve Jobs

The meeting was attended by Vice Principal Rev. Fr. Sagayaraj Kasi, Principal Dr. Xavier Rajarathinam S, and external expert Dr. A. Marcus, who brings 35 years of professional experience at the university level. Dr. Marcus currently serves as the Coordinator of Pondicherry University – Loyola College Society (PU-LCS), where he has developed innovative academic frameworks and research initiatives.

Total 8 IIC faculty coordinators and 20 IIC student coordinators participated in the meeting. Dr. Aayushi Sharma, Assistant Professor and IIC Convenor, led the session, reinforcing the institution's commitment to nurturing innovation and entrepreneurship.

The council deliberated on three key strategic areas:

- 1. Encouraging student participation through entrepreneurship programs, startup incubation, and hands-on learning opportunities
- 2. Strengthening interdisciplinary collaboration to create a more integrated innovative learning environment
- 3. Enhancing institutional support for IPR and innovation

Dr. Marcus shared effective strategies to elevate IIC's impact, highlighting best practices from other institutions and suggesting adaptable frameworks for Don Bosco Arts & Science College.

The meeting concluded with a roadmap for the upcoming quarter, setting clear goals to enhance innovation, research, and entrepreneurial initiatives. With the active involvement of faculty and student coordinators, the IIC continues its journey toward nurturing innovation and shaping future leaders.





#### 12 February 2025 Banking & Finance Unveiled: A Seminar on Financial Literacy and Growth



On February 12, 2025, Department Commerce (General) organized an insightful Seminar on "Banking and Finance" for the I & III B.Com General students at Room No: 16. The session, held from 9:30 AM to 10:30 AM, aimed to enhance students' understanding modern banking systems and financial strategies.

#### "The secret to getting ahead is getting started." - Mark Twain

The seminar was led by Ms. S. Abinaya, Tech Mentor, NIIT Limited, Chennai, who provided a comprehensive overview of banking operations, financial management, digital banking trends, and career opportunities in the finance sector. Her engaging presentation and real-world insights offered students valuable knowledge about the evolving financial landscape.

Dr. S. Jebaseeli Novaleena, Assistant Professor & Head, Department of Commerce (General), served as the Convenor, ensuring the seamless execution of the seminar. The event was coordinated by Dr. S. Sivaraman, Organizing Secretary, with support from Faculty Coordinators Ms. S. Reeta Selvarani and Ms. A. Kenisha. also contributed to the success of the event.

The seminar concluded with an interactive Q&A session, where students eagerly discussed financial concepts and career prospects. The session proved to be an enriching experience, equipping students with practical knowledge in banking and finance for their academic and professional growth.



#### 12 February 2025 "Shaping Society: The Power of Awareness and Responsibility"





Department English, in collaboration with the Institution's Innovation Council (IIC), organized impactful event titled "Driving Change with Awareness and Social Responsibility" February 12, 2025, at 11:40 AM in the Bicentenary Hall. The event aimed to foster

awareness and instill a sense of social responsibility among students, highlighting the power of informed action in creating meaningful change.

#### "The world changes according to the way people see it,

#### and if you can alter the way people look at reality, then you can change the world." - James Baldwin

The distinguished chief guest for the occasion was Mr. Krishnapuram Narayanaswamy Murali, former Additional Deputy Commissioner of Police, whose illustrious career began as a direct Sub-Inspector of Police.

In his enlightening address, Mr. Murali spoke passionately about road rage, the dangers of drug abuse, and the critical importance of responsible behavior in society. He motivated students to consider joining the Police Force and emphasized the significance of respecting women. His message underscored that while youth should enjoy life, they must also understand their responsibilities toward society. The students were visibly inspired by his practical insights drawn from years of distinguished service.

The event also featured Mr. Anthony, Head of Fraud Investigation at Axis Bank, who brought over 20 years of valuable experience from his tenure at Axis Bank. Mr. Anthony delivered an informative session on fraud awareness, equipping students with essential knowledge to navigate today's increasingly complex digital landscape. His practical advice on identifying and preventing various types of fraud resonated strongly with the

audience.



The event was coordinated with Ms. Abisha, Head of the Department of English, serving as the Convenor of the programme, and Dr. Aayushi Sharma, Assistant Professor of Department of English and Convenor of IIC, who served as the Organizing Secretary.

The Bicentenary Hall was filled to capacity,

with all final-year and second-year students in attendance. The interactive nature of the session encouraged meaningful dialogue, allowing students to explore practical ways of contributing to social progress. Many students described the event as "enlightening" and "transformative," noting how it changed their perspective on their role in society.

The event concluded with a vote of thanks, acknowledging the efforts of all contributors and reinforcing the commitment to driving positive change. "Driving Change with Awareness and Social Responsibility" successfully instilled a renewed sense of purpose and responsibility among participants, marking another milestone in the institution's dedication to holistic education and societal transformation.

#### 12 February 2025 From Fear to Freedom Strengthening Women's Security





On February 12, 2025, the Women's Cell organized a crucial seminar focused on raising awareness about women's safety and security. Held at the Fr. Schoolz AV Hall, the event commenced at 12:30 pm and drew seventy-five student participants. The

seminar's core objective was to educate students on the critical issue of women's safety, equipping them with knowledge and strategies to navigate potential risks.

#### "The best protection any woman can have is courage." - Elizabeth Cady Stanton

Ms. Abisha. X, the Women's Cell Coordinator, inaugurated the seminar by underscoring the pressing need to educate students on self-defense techniques and essential safety measures. She highlighted the timeliness of the event in the context of rising concerns about women's safety. The keynote address was delivered by Ms. Vahitha Begam, Inspector of the Kilpauk Police Station in Chennai, who served as the chief guest.



Ms. Begam's address painted a stark picture of the prevalence of violence against women and children, emphasizing the urgent need for heightened safety and security measures. She passionately urged female students to cultivate vigilance regarding their surroundings and to develop the courage to speak out against any form of harassment they might encounter. Her message resonated strongly with the audience, emphasizing the importance of proactive measures.

A key recommendation from Ms. Begam was for students to learn martial arts to enhance their self-defense capabilities. She stressed that physical preparedness could be a significant factor in ensuring personal safety. Acknowledging the significant strides women have made in various fields, Ms. Begam also encouraged attendees to leverage technology for safety by downloading the "Kavalan" app, presumably a safety or emergency response application. The seminar proved highly effective in addressing the critical issue of women's safety and security. The event successfully raised awareness, offered concrete strategies, and fostered a sense of collective responsibility in ensuring a safer environment for women.

#### 13 February 2025 Decoding Bottle Radha: A Conversation with the Makers





On February 13th, from 11:30 AM to 1:30 PM, the Department of Visual Communication proudly presents an interactive session on the film Bottle Radha at Bi-centenary Hall. This special event will offer students and film enthusiasts a unique opportunity to engage with the creative minds behind the movie and gain valuable insights into the filmmaking process.

#### "Cinema is a mirror by which we often see ourselves."

#### - Alejandro González Iñárritu

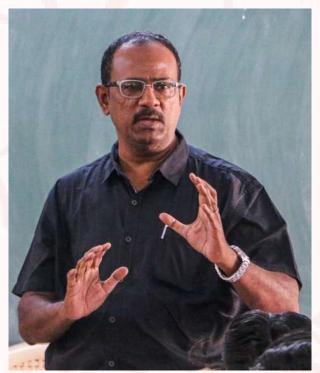
We are honored to host Mr. Dhinakaran Sivalingam, the writer and director of Bottle Radha, along with Mr. Roopesh Shaji, the film's Director of Photography, and Mr. A. Raja and team. Their collective expertise will provide an in-depth exploration of the film's narrative, cinematography, and creative direction. Through this session, attendees will get a firsthand understanding of the artistic and technical aspects of filmmaking, from script development to visual storytelling.

This event is organized under the guidance of Mr. Irshad Ahmed, Head of the Department of Visual Communication, and Mr. Dinesh Balaji. M, Assistant Professor. The organizing secretaries for this session are Dr. E. Tamilarasu, M.F.A., Ph.D., and Ms. Kavitha D, both Assistant Professors in the Department of Visual Communication.

We invite all aspiring filmmakers, students, and cinephiles to participate in this enriching discussion. This is an excellent opportunity to interact with seasoned professionals and gain industry-relevant knowledge. We look forward to your enthusiastic participation!



#### 14 February 2025 Higher Education Abroad



On February 14, 2025, the Department of Commerce (General) organized an informative session on Higher Education Abroad to guide students toward global academic opportunities. The seminar, held under the esteemed leadership of Dr. S. Jebaseeli Novaleena, Assistant Professor & Head of the Department of Commerce (General), aimed to provide valuable insights into international education prospects.

"Study abroad is the single most effective way of changing the way we view the world."

– Chantal Mitchell

The keynote speaker for the event was Mr. H. Abdul Navas, General Manager of KC Overseas, Velachery, who delivered an enlightening session on various aspects of studying abroad, including admission processes, eligibility requirements, scholarship opportunities, and career prospects. He highlighted the significance of choosing the right country, university, and course, emphasizing how global education can shape a student's career trajectory. The event was meticulously coordinated by Ms. A. Kenisha, Assistant Professor and Organizing Secretary,

along with faculty coordinators Dr. S. Sivaraman and Ms. S. Reeta Selvarani, both Assistant Professors in the Department of Commerce (General). Their dedicated efforts ensured a well-structured and engaging session.

The session was attended by III B.Com General students, who actively participated by posing queries regarding entrance exams, financial planning, and visa procedures. The interactive discussion provided students with clarity on the challenges and advantages of studying abroad. The event concluded with a vote of thanks, acknowledging the valuable contributions of the speaker and organizers. The session proved to be a great success, equipping students with essential knowledge to make informed decisions about their higher education aspirations.



#### 14 February 2025 Don Bosco Vazhikaatti 10th Annual HR Summit 2025: Transformation for Excellence



On February 14, 2025, Don Bosco Vazhikaatti organized its 10<sup>th</sup> Annual HR Summit titled Transformation for Excellence 2025 at Don Bosco Arts & Science College, Kilpauk, Chennai. The event, held from 2:00 pm to 6:00 pm, brought together over 100 HR professionals, educators, and impact leaders to discuss the evolving landscape of human resources, skilling, and upskilling in the corporate and academic sectors.

The summit commenced with an inspiring panel discussion led by Prof. Hermon Carduz. The panelists shared insights on the transformative power of continuous learning, workforce adaptability, and emerging HR trends in a rapidly evolving job market. Their discussions underscored the importance of

equipping students and professionals with industry-relevant skills to enhance employability and career growth.

"Leadership is not about being in charge.

#### It is about taking care of those in your charge." - Simon Sinek

A highlight of the event was the awards ceremony, recognizing exceptional contributions in HR development and industry-academic partnerships. The following distinguished individuals and institutions were honored:

Mr. Kirthivasan Srinivasan, Head HR, MMC InfoTech - Best HR Support

Mr. Arun A., Product Owner, Tech Mahindra Americas – Best Mentorship and Guest Speaker

Mr. Gnanaraj Thangadurai (GT) – Effective Digital Marketing on Social Media

Mr. Udhaya Kumar – Voice Over Expert and Motivational Speaker

Carisma Solutions Private Limited – Best Digital Learning Platform Supporter

Sacred Heart College, Thirupattur – Continuous Supporter for BEST Programs

Don Bosco Arts & Science College – Best Partner for HR Summit

Annai Violet Arts & Science College, Ambattur – Best Supporter for Women-Centric Programs

Fr. Gabriel Karunaraj, SDB, Director, DB JPN – Best Guiding Star and Supportive Partner

Additionally, leading colleges such as MAR GREGORIOS COLLEGE, Bharathi Women's College (BWC), and Government College, R.K. Nagar, were recognized as Best Supporters for Training and Placements. The event also celebrated top hiring companies, including ProgressX Technologies, Star Health and Allied Insurance Co. Ltd, HDB Financial Services Ltd., and Equitas Development Initiatives Trust.

With an inspiring lineup of speakers and awardees, the HR Summit 2025 reinforced Don Bosco Vazhikaatti's commitment to



bridging academia and industry, fostering excellence in training, and driving impactful career transformations for students and professionals alike.



#### 15 February 2025 Healing Hands: Free Medical Camp for Community Wellness

On February 15, 2025, the National Service Scheme (NSS) unit of Don Bosco Arts & Science College, in collaboration with SIGA DBYC (Rinaldi) and the Catholic Women's Cooperative Society - Chennai, organized a Free Medical Camp. The event, sponsored by Broekman Logistics India Pvt Ltd, was held within the college premises and commenced at 7:30 AM.

The camp aimed to provide essential healthcare services to the community, ensuring early detection and preventive care. A team of dedicated doctors and medical professionals offered the following medical services:

- Eye Check-up To assess and provide necessary vision corrections.
- Blood Pressure Screening To monitor and detect hypertension.
- Dental Examination To evaluate oral health and provide guidance on dental hygiene.
- Diabetes Testing To identify early signs of diabetes and provide necessary consultation.
- Doctor Consultation Personalized medical advice and treatment suggestions.

A key highlight of the event was the emphasis on accessibility and inclusivity. All participants received a nutritious breakfast to ensure their well-being during the camp.

To ensure smooth coordination and efficiency, prior registration was made mandatory, with the deadline set for February 13, 2025, by 6:00 PM. This initiative not only provided free healthcare but also strengthened community engagement and social responsibility among students and volunteers.

The Free Medical Camp was a resounding success, benefiting numerous individuals and reaffirming the commitment of Don Bosco Arts & Science College and its partners to public welfare and holistic well-being.









#### 17 February 2025 Ist CIA EXAMINATION

On February 17, 2025, Don Bosco Arts & Science College successfully conducted the Continuous Internal Assessment (CIA) for students across various disciplines. The assessments aimed to evaluate students' academic progress and understanding of their coursework. Faculty members meticulously supervised the examinations, ensuring a fair and smooth process. Students demonstrated commendable dedication and preparedness, reflecting their commitment to academic excellence. The CIA served as a crucial milestone in their learning journey, allowing them to gauge their strengths and areas for improvement. The day concluded with a sense of accomplishment and motivation for future academic endeavors.





#### 24 February 2025 Bridging Innovation and Analytics: Career Prospects in Business



The Department of Commerce, in collaboration with the Don Bosco Institute of Communication and Entrepreneurship (DICE), organized an insightful Guest Lecture on Institution's Innovation Council and Job Opportunities in Business Analytics on February 24, 2025. The event, designed exclusively for final-year Commerce students, provided an indepth understanding of the evolving landscape of business analytics and its career prospects.

The session commenced at 9:30 AM in Rooms 15 & 25, with an enthusiastic gathering of students and faculty members. Mr. Suresh Kumar B, Assistant Professor from the Department of Management

Studies at St. Peter's Engineering College, Avadi, was the distinguished speaker. With his expertise in business analytics and industry trends, he captivated the audience by discussing the significance of data-driven decision-making in today's competitive market. He elaborated on the growing demand for skilled business analysts and provided valuable insights into the necessary skill sets, certifications, and emerging opportunities in the field.

## "The goal is to turn data into information and information into insight." — Carly Fiorina

The event was meticulously coordinated by the Convenors, including Dr. S. Jebaseeli Novaleena (Head, Department of Commerce – General), Prof. Mathews (DICE Director), and Ms. Lavanya D (Head, Department of Commerce – CS). The Organizing Secretaries, Dr. S. Sivaraman and Mr. Adhithya Pandiyan A, played a pivotal role in ensuring the seamless execution of the session. The Executive Committee Members, including Ms. S. Reeta Selvarani, Ms. Bemisha S, Ms. A. Kenisha, and Mr. John Benjamin S. D, contributed significantly to the event's success.

The interactive session concluded with an engaging Q&A segment, where students clarified their doubts and gained practical insights into career pathways. The event not only enriched students with knowledge but also inspired them to explore dynamic career options in business analytics.





#### 24 February 2025 Unleashing Potential: Personal Strengths for Business Leadership

The Institution's Innovation Council (IIC), in association with the Entrepreneurship Development Cell, organized seminar inspiring "Leveraging Personal Strengths Business Success" for February 24, 2025, at the DIBCA Hall from 11:45 AM to 12:45 PM. The session was exclusively curated for ED Cell students, aiming to equip them with entrepreneurial insights and strategies for personal and professional growth.

The seminar was graced by J. Amala Ruth, CEO of S.S. Agrow Traders, who shared her journey of entrepreneurship and the significance of identifying



and harnessing individual strengths to build a successful business. She emphasized the importance of resilience, adaptability, and strategic thinking in navigating the challenges of the business world. Her session was not only informative but also deeply motivating for aspiring entrepreneurs.

The event was led by Ms. A. Kenisha (Organizing Secretary), Ms. Bemisha (Convenor), and Mr. A. Matthews (Director – DICE) played a pivotal role in ensuring the smooth execution of the event.

The session concluded with an engaging Q&A segment, where students actively participated and gained practical insights into entrepreneurial success. The seminar was an enriching experience, leaving students inspired to explore their strengths and embark on their entrepreneurial journeys.



#### 24 February 2025 From Concept to Creation: Innovation Development Unveiled



The Department Computer Applications, in collaboration with the Institution's Innovation Council (IIC), organized insightful Expert Talk on the Process of Innovation Development February on 2025, at DBICA Hall. The session. which commenced at 9:00 AM, provided students with an in-depth understanding of how innovations are conceptualized, developed, implemented in the tech industry.

The esteemed speaker for the session was Mr. Mike Boese, VP of Apexon AI Practice, USA, who shared his expertise on innovation in the digital era. He elaborated on the key stages of innovation, from ideation to execution, emphasizing the role of artificial intelligence, data analytics, and emerging technologies in shaping business solutions. His talk highlighted how industries today are leveraging AI-driven strategies to enhance efficiency and competitiveness.

The event was held under the guidance of Chief Patrons, and the organizing team, led by Mr. Kanaparthy Jaswanth (Organizing Secretary) and Ms. Rajalakshmi B (Convenor & Head, Department of Computer Applications), along with Mr. Allen Cornelius and Mr. Jocil D (Faculty Coordinators), ensured the smooth execution of the event.

The session concluded with an engaging Q&A segment, where students and faculty members actively participated in discussions about the future of AI-driven innovation and career prospects in technology-driven industries. The event was a valuable learning experience, inspiring students to embrace creativity and technological advancements in their academic and professional pursuits.



#### 27 February 2025 ARTECOVOGUE – A Celebration of Eco-Friendly Artistry

On February 27 2025 at 12:30 PM, the Eco Club organised ARTECOVOGUE, an innovative competition at DB Square that encouraged students to transform waste materials into artistic masterpieces. This creative initiative aimed to promote sustainability, environmental consciousness, and artistic expression among students from various departments.

The competition saw enthusiastic participation, with students forming teams of 2-3 to craft unique and ecofriendly artworks. Each team showcased remarkable creativity, demonstrating how discarded materials could be repurposed into aesthetically appealing and functional products. The event emphasized the importance of recycling and upcycling, inspiring students to rethink waste as a resource.

The judging panel, led by secretary Rev Fr Rajkumar Mervyn SDB and principal along with other esteemed judges, evaluated the students' artwork based on originality, creativity, sustainability, and practicality. The judges commended the participants for their innovative approach and thoughtful execution. Their final verdict recognized the most outstanding creations, highlighting projects that effectively combined artistic vision with environmental responsibility.

Beyond competition, ARTECOVOGUE served as a platform to raise awareness about sustainable living and encourage students to adopt eco-conscious practices in their daily lives. The event successfully blended art, innovation, and environmental responsibility, proving to be a celebration of eco-friendly artistry.













#### 27 February 2025 Beyond Borders: Unlocking Opportunities in Overseas Education



The Department of Commerce (General), in collaboration with the Institution's Innovation Council, organized an insightful seminar on Overseas Education on February 27, 2025, at Bicentenary Hall. The session, scheduled from 12:30 PM to 1:30 PM, was exclusively designed for final-year students to explore global academic opportunities.

The distinguished speaker, Dr. Maria Daya Thomas, an esteemed academic leader and educator from Bangalore, delivered an engaging session on the various prospects of overseas education. She highlighted crucial aspects such as scholarship opportunities, admission processes, visa regulations, and adapting to international academic environments. Her presentation provided students with valuable insights into global career pathways.



The interactive session allowed students to clarify their queries regarding university selections, financial aid, and cultural adjustments. The seminar successfully broadened the students' perspectives on pursuing higher education abroad.

"Education is the passport to the future, for tomorrow belongs to those who prepare for it today."

– Malcolm X

The event concluded with a vote of thanks, acknowledging the efforts of the organizing team and the enthusiastic participation of students. The seminar proved to be an enriching experience, inspiring many to consider global academic aspirations.







#### 28 February 2025 Literary Exhibition 2K25 – A Celebration of Characters and Creativity

The Literary Exhibition 2K25, organized by the Department of English, was a vibrant celebration of literature, creativity, and artistic expression. Held on February 28, 2025, from 12:00 PM to 1:30 PM, the event brought literary characters to life through an engaging cosplay competition. Under the guidance of Mr. Manivalan S. R., Organizing Secretary, and Ms. Abisha, Convenor and Head of the Department, the exhibition was a spectacular platform for students to immerse themselves in the world of storytelling.

Participants from various departments enthusiastically took part, portraying iconic



characters from classic and contemporary literature. From Shakespearean heroes to modern fantasy icons, each participant embodied the essence of their chosen character through detailed costumes, compelling performances, and remarkable storytelling. The event not only showcased the artistic and literary talents of the students but also emphasized the significance of literature in shaping culture and identity.

The panel of judges, comprising esteemed faculty members, evaluated the performances based on authenticity, creativity, and stage presence. The event was filled with excitement as students stepped into the shoes of their favorite literary figures, creating an immersive experience for the audience.

"All the world's a stage, and all the men and women are merely players."

- William Shakespeare

The Literary Exhibition 2K25 was more than just a cosplay event—it was a tribute to literature's enduring power and a testament to the imagination and enthusiasm of young minds. The event concluded with the announcement of winners, leaving participants inspired to continue their literary journey beyond the pages of books.











## A Milestone Achievement: NOVA ICE DAY and MEDIA CLINIQUE Receive Trademark Acceptance

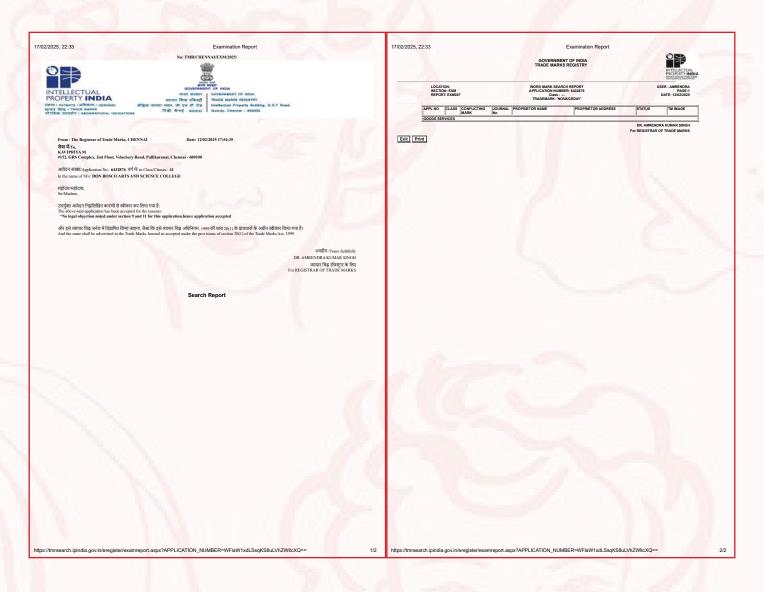
We are delighted to announce that Don Bosco Arts and Science College has received official trademark acceptance for two significant initiatives: NOVA ICE DAY and MEDIA CLINIQUE.

The Registrar of Trade Marks, Chennai, has formally accepted our application for NOVA ICE DAY. This innovative concept, thoughtfully named by Vice Principal Rev. Fr. Sagayaraj Kasi, represents our commitment to fostering new ideas, innovation, creativity, and entrepreneurship among our students.

Additionally, our digital wellness initiative MEDIA CLINIQUE has also received trademark acceptance. Branded as "MEDIA CLINIQUE: A DBICA Digital Wellness Mission," this platform aims to promote healthy digital practices and media literacy within our campus community.

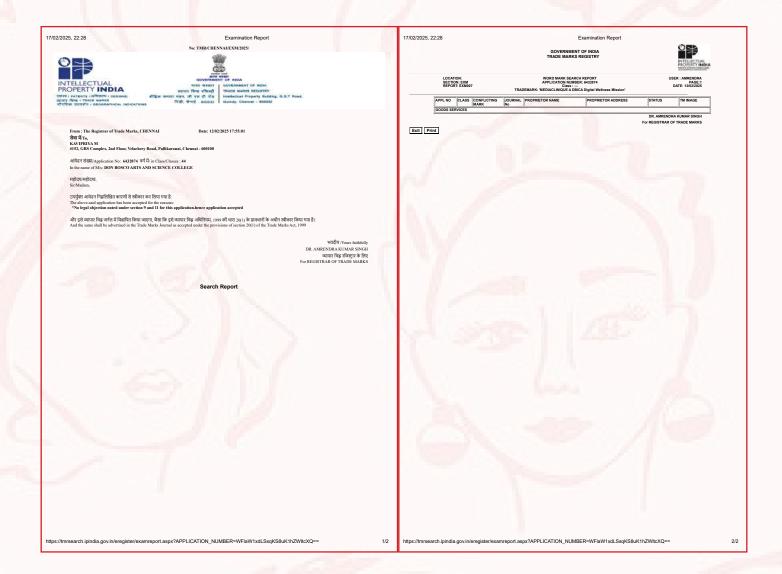
These trademarks will now be advertised in the Trade Marks Journal as accepted under the provisions of section 20(1) of the Trade Marks Act, 1999. This recognition from the Government of India strengthens our institution's unique identity and protects our innovative educational initiatives.

#### NOVA ICE DAY Acceptance Order\_250218\_190641





#### MEDIA CLINIQUE Acceptance Notice\_250218\_190631





#### College Athletes Shine at Annai Violet Athletic Meet

On 25<sup>th</sup> February, Athletes from our college showcased exceptional talent at the Annai Violet Athletic Meet held at Nehru Stadium, Chennai. Competing against top institutions, they displayed remarkable determination, securing commendable positions in various track and field events. Their hard work and perseverance paid off, bringing pride to the college. The event provided a platform to test their skills, fostering sportsmanship and teamwork. Coaches and faculty members applauded their efforts, motivating them for future competitions. The meet not only celebrated athletic excellence but also strengthened our college's presence in the sports arena. Congratulations to all participants for their outstanding performance!





#### Remarkable Achievements

We are thrilled to announce the remarkable achievements of Department of Commerce (General) students at the MCG Intercollegiate Competitions held on February 28, 2025, In the Solo Singing category, Ashwin (III BCG) secured an impressive 4<sup>th</sup> place, followed by Vignesh (III BCG) in 5<sup>th</sup> place, Samuel (III BCG) in 6<sup>th</sup> place, and Yuvasree (III BCG) in 9<sup>th</sup> place. Out of a total of 40 participants, this shows the exceptional talent and dedication our students bring to the stage. Additionally, our college team showcased great team work and musical talent, securing 4<sup>th</sup> place in the Light Musiccategory. We extend our heartfelt congratulations to all the participants for their outstanding performances. A special thanks to the Management and the Department of Commerce for their continued support of our students' growth and success.

Let's all celebrate these accomplishments and continue to inspire excellence!

#### Mind Bug Competition at Vels University



#### **Intercollegiate Competition at MCG College**





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