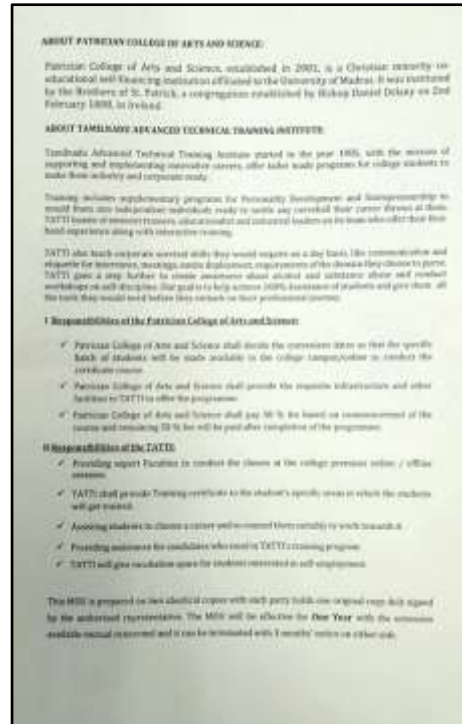




**MoU between Patrician College of Arts & Science, Chennai &  
TAMILNADU ADVANCED TECHNICAL TRAINING INSTITUTE  
B.SC DATA SCIENCE**





**MoU between Patrician College of Arts & Science, Chennai &  
TAMILNADU ADVANCED TECHNICAL TRAINING INSTITUTE  
B.SC DATA SCIENCE**

**Name of the Programme : Certificate course on “Digital Marketing”**

**Date** : 26-02-2024 to 02-03-2024 - 30 Hours

**No. of Participants** : 48

**Name of the Organization** : TATTI-TAMILNADU ADVANCED TECHNICAL TRAINING  
INSTITUTE & PATRICIAN COLLEGE OF ARTS & SCIENCE ,  
CHENNAI

**Objectives**

To make the students well informed about the

- Comprehensive ideas in Digital Marketing
- Industry Relevant Skill Enhancement
- Data Analysis and Interpretation
- Strategic Planning

**Invite**

**Patrician College of Arts and Science, Adyar**  
Affiliated to the University of Madras & Recognized "A" Grade by NAAC in 2021  
A Christian Minority Institution  
Ranked 17th in India among Non-Technical Colleges by Education World  
Awarded 4 Star A++ Status Grade by Education (U.S., M.E., Govt. of India)  
Given a Dignity Award 2022 for Governance of Excellence

**Dept. of Mathematics & Dept. of Computer Science with Data Science**

**Certificate Course - Digital Marketing**  
Conducted by  
**TAMILNADU ADVANCED TECHNICAL TRAINING INSTITUTE, CHENNAI**

**Date: Monday 26/02/2024 to Saturday 02/03/2024**  
**Venue: E Block - Room No 193**

**Dr. B. Anandaprasad**  
Vice Principal & M.O.  
Dr. B. Anandaprasad

**Dr. Archibazary Goutha Dass**  
Principal

**Dr. Palanis Vasanth**  
Academic Director

**Bro. Dr. A. Stanislaus**  
Director & Secretary



## Report

The certificate course on DIGITAL MARKETING was successfully conducted by the TATTI . This course was conducted from 26th February 2024 to 2nd March 2024 ( four offline and two online courses ). The trainer MS.Harinisha from TATTI took classes on various topics of Digital marketing .  
26/02/2024



Marketing funnels: A framework that visualizes the customer journey, typically consisting of stages like awareness, interest, decision, and action. It helps marketers understand and optimize the customer journey towards their business goals. Social media plan: A document outlining strategies and tactics for using social media platforms to achieve marketing objectives. It typically includes elements like content calendar, target audience analysis, and social media engagement strategies. Ad targeting options: Techniques used to deliver ads to

specific audience segments based on demographics, interests, behavior, and other criteria. This allows for more focused and effective advertising campaigns.

27/02/2024

Digital marketing:

SEO (search engine optimization): This involves optimizing a website to rank higher in search engine results pages (SERPs) for relevant keywords. This can help attract organic traffic to your website. Keyword optimization: This is a specific SEO tactic that involves researching and strategically using keywords throughout your website content. This helps search engines understand what your content is about and improves your chances of ranking for those keywords.

Email marketing: This is a digital marketing strategy that involves sending emails to a list of subscribers to promote products, services, or content. It's a great way to stay connected with your audience and nurture leads

28/02/2024

Ad manager: An ad manager is a software application or a person responsible for managing online advertising campaigns. They oversee the creation, placement, and optimization of ads across various platforms. Content planning: Content planning involves strategizing and creating content that aligns with your target audience's interests and your marketing goals. This includes defining content types, topics, schedules, and distribution channels. Media planning: Media planning is the process of selecting the most effective channels to deliver your advertising message to your target audience. This involves considering factors like reach, frequency, and budget to develop a media mix that achieves your campaign objectives.

29/02/2024

Difference Between Marketing and Sales: There is a differences between the marketing and sales. Marketing is trying to pulls the consumers and sales is trying to gives the need for consumers



01/03/2024

Ad management: In which location we put an ad for how many hours to get our ad more reachable and we change the location after the 48 hour

Forex Trading: Forex stands for Foreign Exchange which is the trading of one currency for another internationally. There are many established brokers who invest in the market on behalf of the investor and produce profitable results.

02/03/2024

Crypto and Bitcoin: key benefit of cryptocurrency from a marketing perspective is enhanced consumer data privacy and autonomy. With crypto wallets, users have more control over their digital identities, assets, and data. They can choose to share only the data that advertisers need for interactions or transactions. The certification course was completed and the students gave a positive response .

### Resource Person Profile



**Photos****Day 1 : 26/02/2024****/02/2024****Day 4 : 29/02/2024****Day 5 :01/03/2024 & Day 6:02/03/2024 - Online session**

Link for the Online Sessions

TATTI & PATRICIAN College - Value Added Course - Digital Marketing - Dept. of Maths and DS  
MARCH 01, 2024, 2:00pm – MARCH 02, 2024, 5:30pm -

\*Meeting Info:\*

<https://meet.google.com/ync-zigj-tie>

Dial-in: (US) +1 504-814-1614

PIN: 845 442 811#

**Attendance****MoU Copy**





## FEEDBACK QR

**Certificate****Outcome of the Program**

Upon completing a digital marketing certification course, students gained a comprehensive understanding of digital strategies, proficiency in industry tools, and the ability to analyze data for strategic decision-making. This certification enhances their career prospects, validating expertise and enabling effective navigation of the evolving digital marketing landscape.

## MoU between Patrician College of Arts & Science, Chennai &

## DON BOSCO VAZHIKAATTI

**B.COM G - SHIFT I**





**MoU between Patrician College of Arts & Science, Chennai &**

**DON BOSCO VAZHKAATTI**

**B.COM G - SHIFT I**

## **Patrician College of Arts and Science**






**MOU Signing and Collaboration of**

**PG and Research Department of Commerce**

**Day: Tuesday | Date: 21.11.2023 | Time:10.00AM |**

**Venue: Board Room**

**PATRICIAN COLLEGE OF ARTS AND SCIENCE**  
A Christian minority institution Affiliated to the University of Madras  
Re-accredited 'A+' Grade by NAAC in 2021  
Ranked No. 17th in India among top Non-Autonomous colleges by Education world  
Rated 4 star with mentor status by innovation cell, Mad, Govt of India

The PG & Research Department of Commerce  
Cordially invite to you

**MOU SIGNING**  
with Tuesday  
**Don Bosco Vazhikaatti**

VENUE: BOARD ROOM, "C" BLOCK  
TUESDAY

DATE & TIME: TUESDAY, 21.11.23, 10 A.M.

Dr. D. Unika  
HOD

Dr. Arokiamary Geetha Doss  
Principal

Dr. Fatima Vasanth  
Academic Director

Bro. Dr. A. Stanislaus  
Director & Secretary

**Program Schedule**

10:00 AM	Prayer	Dr. V. Mahendran Asst. Professor, Department of Commerce
10:05 AM	Welcome Address	Dr. B Meena Associate Professor Department of Commerce
10:10 AM.	Highlights of the MOU	Dr. D.Unika Head, Associate Professor, Department of Commerce
10:15 .AM	Signing of MOU	Bro. Dr. A. Stanislaus, Director and Secretary, Patrician College of Arts and Science  & Rev. Fr. James Raj SDB Director Don Bosco Vazhikatti Chennai
10:25 AM	Exchange Of Documents	
10:30 AM	Felicitation	Rev. Fr. James Raj SDB Director Don Bosco Vazhikatti Chennai  & Dr.Arokiamary Geetha Doss, Principal, Patrician College of Arts and Science.
10: 35 P.M	Vote Of Thanks	Mr S. Arunan Asst .Professor Department of Commerce

EMCEE: Dr. M.Krishna Assistant Professor Department of Commerce

**Event Report: Memorandum of Understanding (MOU) Signing Ceremony**

**Date:** [21-11-2023] **Venue:** [Board Room C Block]



**Objective:** The Memorandum of Understanding (MOU) signing ceremony held at [Venue] marked a significant moment for collaborative efforts between Patrician College of Arts and Science and Don Bosco Vazhikatti Chennai. The event aimed to solidify a partnership beneficial for both institutions, fostering academic growth and mutual cooperation.

**Agenda:**

*10:00 AM – Prayer* Dr. V. Mahendran, Assistant Professor, Department of Commerce, commenced the ceremony with an invigorating prayer, setting a reverent tone for the event.

*10:05 AM – Welcome Address* Dr. B Meena, Associate Professor, Department of Commerce, extended a warm welcome to the distinguished guests, emphasizing the importance of the collaboration in academic endeavours.

*10:10 AM – Highlights of the MOU* Dr. D. Unika, Head and Associate Professor, Department of Commerce, provided an overview of the key aspects and highlights encompassed in the Memorandum of Understanding, elucidating the shared goals and objectives.

*10:15 AM – Signing of MOU* Bro. Dr. A. Stanislaus, Director and Secretary, Patrician College of Arts and Science, along with Rev. Fr. James Raj SDB, Director, Don Bosco Vazhikatti Chennai, officially signed the MOU, signifying the formal initiation of the partnership.

1. *10:25 AM – Exchange of Documents* This segment witnessed the exchange of pertinent documents, symbolizing the commitment and cooperation between the two institutions.

*10:30 AM – Felicitation* Rev. Fr. James Raj SDB and Dr. Arokiamary Geetha Doss, Principal, Patrician College of Arts and Science, felicitated the collaborative efforts and expressed gratitude for the shared vision towards academic excellence.

*10:35 AM – Vote of Thanks* Mr. S. Arunan, Assistant Professor, Department of Commerce, delivered a heartfelt vote of thanks, acknowledging the contributions of all involved parties and expressing optimism for the successful implementation of the MOU.

**Conclusion:** The ceremony concluded on a note of optimism and commitment, highlighting the shared aspirations and dedication of both institutions towards fostering educational excellence through collaborative initiatives outlined in the MOU.

**Emcee:** Dr. M. Krishna, Assistant Professor, Department of Commerce, skilfully orchestrated the event, ensuring a seamless flow and engaging participation of all involved parties.



Welcome Address by Dr. MEENA Associate Professor



MOU Signing between  
Bro. Dr. A. Stanislaus, Director and Secretary Patrician College of Arts and Science  
&  
Rev. Fr. James Raj SDB Director Don Bosco Vazhikatti Chennai

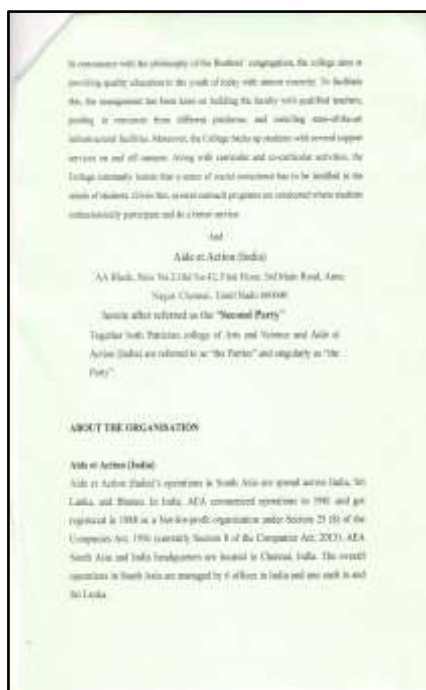


## 3.5. Collaborative Activities

2023 -2024



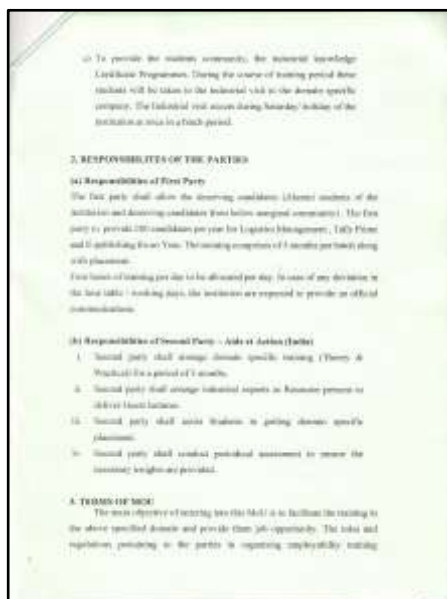
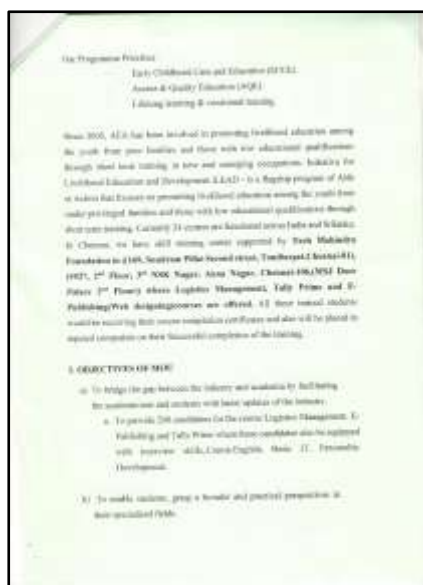
MOU Signing ceremony with PG &amp; Research Department of Commerce Staff Members

**MoU between Patrician College of Arts & Science, Chennai &****AIDE ET ACTION****B.COM G - SHIFT I**



## 3.5. Collaborative Activities

2023 -2024





**MoU between Patrician College of Arts & Science, Chennai &**

**AIDE ET ACTION**

**B.COM G - SHIFT I**

## **Patrician College of Arts and Science**



**MOU Signing and Collaboration of**

**PG and Research Department of Commerce**

**Day: Tuesday|Date: 27.02.2024 Wednesday | Time:10.00AM**

**Venue: Board Room**



## Report on MoU Signing Between Patrician College of Arts and Science and Aide et Action NGO

### Introduction

On February 27, 2024, the Patrician College of Arts and Science, through its PG and Research Department of Commerce, formalized a Memorandum of Understanding (MoU) with Aide et Action NGO. This collaboration seeks to enhance academic and industry linkages, with a special focus on equipping students with the skills and knowledge needed to thrive in the modern workforce. The MoU signing event was attended by key representatives from both institutions, including Patrician College's Director, Bro. Stanislaus, and Aide Action's Regional Manager, Mr. Suresh Gutta, who signed the agreement. Also present were Dr. Arokiamary Geetha Rufus, Principal of Patrician College, Dr. Ananda Priya, Vice Principal and Mrs. Nesam, Project Officer from Aide et Action, alongside faculty and students.

Dr. Unika, Head of the Department of Commerce, welcomed the distinguished guests, while Dr. S. Gopinathan organized and coordinated the MoU signing ceremony. The partnership is expected to offer students enhanced industry exposure, targeted skill development, and practical training.

### Objectives of the MoU

The collaboration between Patrician College and Aide et Action NGO is built on the following objectives:

1. Bridging Academia-Industry Gap: To connect academia with the latest industry practices, enriching students and faculty with insights on emerging trends and professional expectations.



2. **Logistics Management Course:** To provide specialized training in logistics management to 200 selected candidates, equipping them with relevant knowledge and skills required by the logistics industry.
3. **Skill Development in E-Publishing and Tally Prime:** To impart practical skills in e-publishing and Tally Prime, thus expanding students' employment opportunities and technical proficiency.
4. **Soft Skills and Personal Development:** To train candidates in essential job-seeking skills such as interview techniques, communicative English, basic IT, and personality development.
5. **Broadening Practical Perspectives:** To enable students to acquire a holistic and practical understanding of their specialized fields, which would be beneficial in real-world applications.

### **Outcomes of the MoU**

Through this partnership, Patrician College and Aide et Action NGO aim to achieve the following outcomes:

1. **Enhanced Employability:** The training provided is expected to improve students' employability in industries related to commerce, logistics, and management.
2. **Industry-Relevant Curriculum:** By incorporating industry insights, the program will align academic content with current industry standards, making students more job-ready.
3. **Skill Certification:** Candidates completing the course in logistics management, e-publishing, and Tally Prime will receive certifications, which will add value to their resumes.
4. **Improved Communication and IT Skills:** Students will develop essential soft skills, which will boost their confidence and adaptability in various professional environments.



5. **Broader Industry Exposure:** With workshops and sessions guided by industry professionals, students will gain exposure to real-world business challenges and best practices.

### Conclusion

The MoU between Patrician College of Arts and Science and Aide et Action NGO marks a significant step towards integrating industry-aligned training within the academic curriculum. This collaboration will not only benefit students by broadening their skill sets but also enhance the college's ability to produce industry-ready graduates. By fostering academic-industry ties, Patrician College reinforces its commitment to holistic education and professional development for its students. The event concluded on a positive note, with both institutions expressing enthusiasm for future collaborative initiatives.





## MoU between Patrician College of Arts & Science, Chennai &

### NIZHAL MOU

#### B.COM G - SHIFT I





**MoU between Patrician College of Arts & Science, Chennai &**

**NIZHAL MOU**

**B.COM G - SHIFT I**

## **Patrician College of Arts and Science**



***PG and Research Department of Commerce***

***MoU Signing***

***Collaboration of Patrician College of Arts and Science  
&  
Nizhal NGO, Chennai***

***Day: Saturday Date: 11.09.2023***

***Time:10.30 a.m***

***Venue: BMS HALL***





## PROGRAM SCHEDULE

10:30 a.m	Prayer	Mrs Sunitha John Asst. Professor Department Of Commerce
10:35 a.m	Welcome Address	Dr.D.Unika Head of the Department
10:40 a.m	Highlights of the MOU	Dr. B. Meena Associate Professor Department Of Commerce
10:45 a.m	Signing of MOU	Bro.Dr.A.Stanilaus Director and Secretary Patrician College Of Arts And Science & Ms Shobha Menon Founder and Managing Trustee Nizhal
11: 00 a.m	Exchange Of Documents	
11:05 a.m	Felicitation	Ms Shobha Menon Founder and Managing Trustee Nizhal & Dr.Fatima Vasanth Academic Director
11: 10 a.m	Vote Of Thanks	Dr.M Krishna Asst.Professor Department Of Commerce

EMCEE: Mrs. Y.M. Shiney, Assistant Prof. Department of Commerce

**Objectives**

- 1.Promoting volunteering inside the Patrician campus for working on various social causes
2. Organising social welfare events at Patrician College of Arts & Science engaging students
3. Mentoring sustainable social projects at Patrician College of Arts & Science
4. Setting up of Herbal Garden.



The ceremony aimed to formalize and celebrate the partnership between Patrician College of Arts and Science and Nizhal through the signing of a Memorandum of Understanding (MOU). The collaboration seeks to foster mutual growth and development in various domains.

### Beneficiaries

Providing support from Social Clubs such as Patrician SEEDS, NSS, Rotaract wherever possible for activities. First year students will serve the society along with Ngo.

### Resource person Profile

Shobha Menon is Founder Trustee, Nizhal, a Chennai based NGO that works towards connecting local communities for tree conservation in urban areas. Standing at the tree park in Kotturpuram, Shobha passionately shares some of the names of the trees—a delightful mix of scientific and common appellations—Flame of the forest, Pride of India, Scarlett Cordia, Scholar, Calophyllum Inophyllum, Nochi, Punnai, etc. The tree park is, after all, her pride and joy. Meet environmentalist Shobha Menon, one of the founder-trustees of Nizhal, a Chennai-based NGO, engaged in promoting tree culture in urban areas.

Currently, Shobha has been devoting much of her time and energy to the development of the tree park, which Nizhal (meaning shade in Tamil) is facilitating along with the Public Works Department (PWD). Another initiative which the conservationist is gung-ho about is the greening of prisons across Tamil Nadu. It all began when R Natraj, the then DGP (Prisons), invited Nizhal to green the Puzhal prison. Under the supervision of Nizhal's advisor Dr N Dayanandam and Dr T D Babu, coordinator of the programme, vegetable seeds and leafy compost were distributed to the Puzhal inmates. "At first, their manner seemed half-hearted, but once they were able to see the fruits of their labour, their attitude changed overnight. Some even expressed their desire to join us after being released," says Shobha. It has been a serendipitous journey and a collaborative effort for Nizhal. Shobha is quick to credit Nizhal's amazing success to its advisor, Dr Dattatri, former chief urban planner, Chennai Metropolitan Development (CMD).



Shobha Menon is Founder Trustee, Nizhal



MOU Signing Ceremony-Welcome Address **Dr Shiney Assistant Professor commerce Department**



Highlights of Nizhal by Shobha Menon is Founder Trustee, Nizhal



MOU SIGNING BETWEEN Nizhal and PG & Research Department of Commerce shift -1



Felicitation Address by **Academic Director Dr. Fatima Vasanth**

**Memorandum of Understanding (MOU) Signing Ceremony Date: [11-09-2023] Venue: Patrician College of Arts and Science**

**10:30 a.m - Prayer** Mrs. Sunitha John, Assistant Professor, Department of Commerce, initiated the ceremony with a prayer, setting a tone of reverence and mindfulness.

**10:35 a.m - Welcome Address** Dr. D. Unika, Head of the Department, extended a warm welcome to all attendees, emphasizing the significance of the collaboration and expressing gratitude for their presence.

**10:40 a.m - Highlights of the MOU** Dr. B. Meena, Associate Professor, Department of Commerce, presented the key highlights and components of the MOU, shedding light on its objectives, scope, and anticipated outcomes.

**10:45 a.m - Signing of MOU** Bro. Dr. A. Stanilaus, Director and Secretary of Patrician College of Arts and Science, along with Ms. Shobha Menon, Founder and Managing Trustee of Nizhal, officially signed the MOU, symbolizing the formalization of the partnership.

**11:00 a.m - Exchange of Documents** Both parties exchanged relevant documents, marking the commencement of collaborative efforts and responsibilities.

**11:05 a.m - Felicitation** Ms. Shobha Menon and Dr. Fatima Vasanth were felicitated for their instrumental roles in establishing and nurturing this partnership. Their dedication and leadership were acknowledged and appreciated by the attendees.



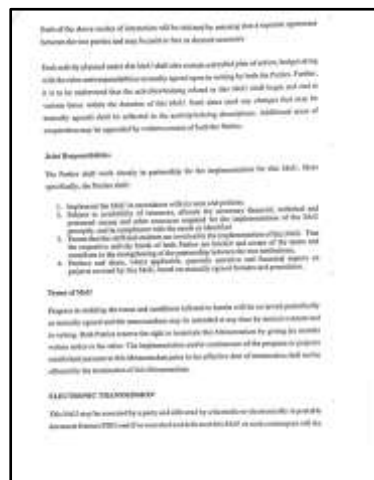
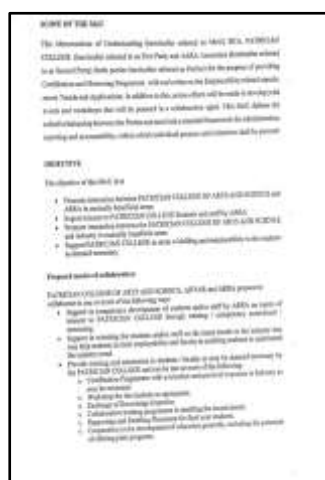
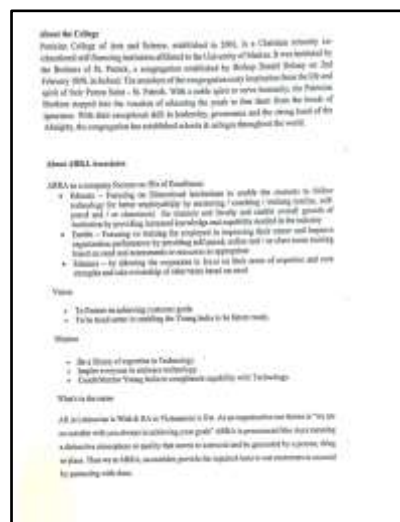
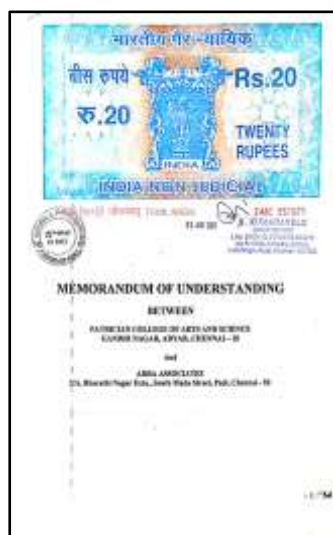
**11:10 a.m - Vote of Thanks** Dr. M. Krishna, Assistant Professor, Department of Commerce, expressed gratitude to all participants, highlighting their contributions and emphasizing the significance of the collaboration. He extended best wishes for the success of the partnership.

**Conclusion:** The ceremony successfully concluded with the signing of the MOU, signifying the formalization of the collaborative efforts between Patrician College of Arts and Science and Nizhal. The event not only marked a significant milestone but also set the stage for future cooperation and mutual growth in various academic and developmental spheres.

## MoU between Patrician College of Arts & Science, Chennai &

### ARRA ASSOCIATES

#### B.C.A - SHIFT I





## 3.5. Collaborative Activities

2023 -2024

all purposes be as effective as if the party had received and delivered the MOU, or a minor part, bearing an original signature.

**INTELLECTUAL PROPERTY AND CONFIDENTIALITY**

- In respect of each project and program, the Parties shall negotiate and mutually agree in writing on their respective rights to the intellectual property and commercial exploitation of the same (including without limitation, trademarks and service marks, copyrights, patents, designs and confidential information pertaining thereto).
- Neither Party shall, at any time disclose to any third party any confidential information of the other party which is acquired in the course of activities under this Memorandum, a collaborative project or a program, without the prior consent of other party in writing.
- The confidentiality obligations herein will not apply to information in public domain, information in the possession of the receiving Party prior to the disclosure of the information, information which is independently developed by the receiving Party, information required to be released by law, and information which is rightfully received by the receiving Party from third parties without any breach of confidentiality obligations.

**NON-BINDING NATURE OF MEMORANDUM**

Nothing herein shall be construed to create any contract, partnership or agency between the Parties. Further, the Parties agree that the provisions contained in this MOU do not create any legal obligations between the Parties, save for the confidentiality provisions in the MOU. This Memorandum is only a non-binding statement of intent to foster growth and mutually beneficial academic collaboration. Signing of this MOU does not result in any moral, financial or other obligation for either of the Parties herein. Specific initiatives may be considered and agreed upon, a case by case basis, including the contributions and obligations of each institution. Subsequent agreements may be signed as required.

**Non-Exclusivity**

Either Party may enter into similar arrangements with any other person or third party, subject always to maintain the confidentiality of the obligations stated herein.

**Limitations of Liability**

Except for claims that may arise pursuant to confidentiality claims, in no event shall either Party be liable to the other for any damages (including, without limitation, direct, special, indirect, incidental, special or consequential damages) in connection with this MOU.

**Modifications**

No variations, modifications or alterations of any provision of this MOU shall be made unless by prior written agreement of the Parties.

**Termination**

- This memorandum shall come into force immediately upon its signature by the Parties.
- The MOU shall be valid for a period of two years from the date of its execution and the same can be further extended on mutual agreement of the parties.
- In the event of any delay or difficulty in implementation the terms of this Agreement and associated activities/projects, the Parties shall communicate and consult each other promptly. If any of the Parties, decides to terminate this MOU earlier than the stipulated period, they shall issue a notice six months in advance, with reasons and without jeopardizing the accomplishment or completion of any of PATRICIAN COLLEGE OF ARTS AND SCIENCE students or the work of either institution. In any case, all possible attempts shall be made by Parties to remove the needs of the beneficiaries continue to be met by another or alternative means.

**Governing Law**

This MOU shall be governed by and construed in accordance with the law of the land. The signatures of the Parties below indicate their consent and willingness to comply with the terms of the agreement.

BE WITNESS WHEREOF, this Memorandum of Understanding (MOU) is executed by the

Parties hereto as they set their hands on the 16 day of August month, 2023.

This instrument, Memorandum of Understanding, contains 1-6 pages in total.

S. Ram Kumar  
NAME  
Mr. Ram Kumar S  
Founder  
ARBA Associates

20  
21A, Bharathi Nagar Extn., South Main Street,  
Pudh, Chennai-66

Date: 16.08.2023

Srinath  
NAME  
Rev Bro Dr Srinath  
Director and Secretary  
Patrician College of Arts and Science  
Gandhi Nagar, Adyar, Chennai-600 022

Dr. Fatima Vasanth  
NAME  
Dr. Fatima Vasanth, M.A., M.Phil, Ph.D  
Academic Director  
Patrician College of Arts and Science  
Gandhi Nagar, Adyar, Chennai-600 022

DIRECTOR & SECRETARY  
PATRICIAN COLLEGE OF ARTS AND SCIENCE  
Gandhi Nagar, Adyar, Chennai - 600 022



## MoU between Patrician College of Arts & Science, Chennai &

### ARRA ASSOCIATES

#### B.C.A - SHIFT I

### MoU Signing Programme Report

**Date:** August 21, 2023

**Venue:** Board Room, C Block

**Time:** 10:45 a.m.

**Organized by:**

- Department of Computer Science (Shift I)
  - Department of Computer Applications (Shift I)
- MoU Partner:** Teenofes Tech Solutions Private Limited

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### 1. Opening Invocation

The event commenced at 10:45 a.m. with an invocation led by **Dr. Frizilin R**, Associate Professor from the Department of Computer Science (Shift I). This set a solemn and formal tone for the occasion, emphasizing the significance of collaboration between academia and industry.

### 2. Welcome Address & Introduction of MoU Partners

At 10:50 a.m., **Mr. John Vaseekaran S**, Head of the Department of Computer Science (Shift I), extended a warm welcome to the guests and participants. He provided a brief introduction of both the college and **Teenofes Tech Solutions Private Limited**, highlighting the importance of the MoU in fostering practical exposure and industrial collaboration for students. His address underscored the college's commitment to providing its students with opportunities to bridge the gap between theoretical learning and real-world application.

### 3. Highlights of the MoU

Following the welcome address, **Mr. Krishnaprasanth**, the Founder and CEO of **Teenofes Tech Solutions Private Limited**, took the stage at 10:55 a.m. to present the key aspects of the MoU. He elaborated on how the collaboration would offer students hands-on training, internships, and real-world projects that would prepare them for careers in the tech industry. The partnership would also provide faculty development programs and collaborative research



opportunities. Mr. Krishnaprasanth emphasized the importance of nurturing young talent in emerging fields such as artificial intelligence, data analytics, and cloud computing.

#### 4. Signing of the MoU

The formal signing of the MoU occurred at 11:00 a.m. **Bro. Dr. A. Stanislaus**, Director and Secretary of Patrician College of Arts and Science, and **Mr. Krishnaprasanth** signed the MoU on behalf of the college and Teenofes Tech Solutions, respectively. This signing marked the official beginning of a partnership aimed at equipping students with the skills needed to succeed in the rapidly evolving tech landscape.

#### 5. Felicitation

At 11:05 a.m., **Dr. Fathima Vasanth**, Academic Director of Patrician College, delivered a felicitation address. She commended both departments for their initiative in forging this valuable partnership. Dr. Fathima emphasized that such collaborations are essential for ensuring that students are well-prepared for future challenges and can meet the demands of the industry. Her speech also highlighted the role of faculty in guiding and mentoring students to take full advantage of the opportunities offered by this MoU.

#### 6. Vote of Thanks

The event concluded with a vote of thanks delivered by **Dr. Subbulakshmi B**, Associate Professor and Head of the Department of Computer Applications (Shift I). At 11:10 a.m., she expressed her gratitude to the MoU partner, **Teenofes Tech Solutions**, for their willingness to collaborate and for the value they would bring to the institution. She also thanked the faculty, staff, and students for their participation and involvement in making the event a success.

#### Master of Ceremony

The program was expertly anchored by **Ms. Jenie Arock**, Assistant Professor from the Department of Computer Applications (Shift I), who ensured the smooth flow of events throughout the morning.

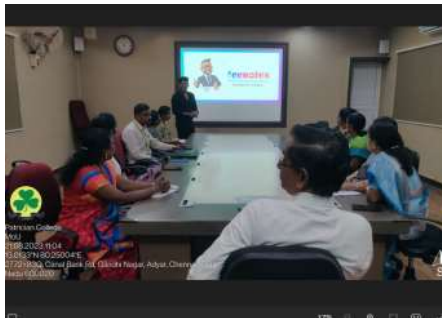
#### Conclusion

The signing of this MoU marks a pivotal step in the college's efforts to integrate industry-relevant training and experience into its curriculum. Through this partnership with **Teenofes Tech Solutions Private Limited**, students will be able to gain the necessary skills and exposure to excel in the field of information technology. The event not only formalized the collaboration but also reinforced the commitment of both parties to nurture and develop young tech professionals.

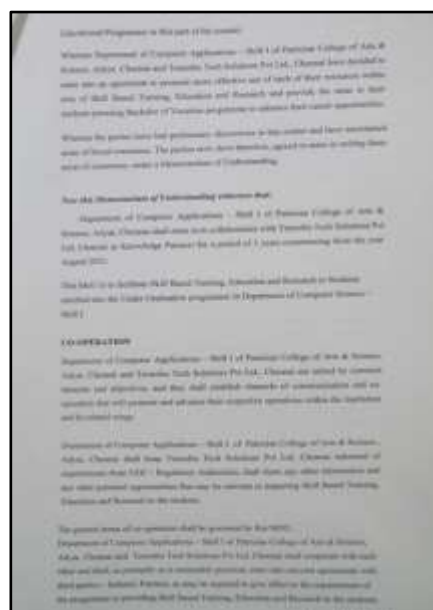
The MoU is expected to result in a series of beneficial initiatives, including student internships, collaborative research, and guest lectures by industry experts. The event concluded with optimism and enthusiasm for the opportunities that lie ahead.



## Photos



**MoU between Patrician College of Arts & Science, Chennai &  
TEENOFES  
B.C.A - SHIFT I**





## 3.5. Collaborative Activities

2023 -2024



Continued with Page 2





## MoU between Patrician College of Arts & Science, Chennai &

### TEENOFES

#### B.C.A - SHIFT I

## MoU Signing Programme Report

**Date:** August 21, 2023

**Venue:** Board Room, C Block

**Time:** 10:45 a.m.

**Organized by:**

- Department of Computer Science (Shift I)
  - Department of Computer Applications (Shift I)
- MoU Partner:** Teenofes Tech Solutions Private Limited

### 1. Opening Invocation

The event commenced at 10:45 a.m. with an invocation led by **Dr. Frizilin R**, Associate Professor from the Department of Computer Science (Shift I). This set a solemn and formal tone for the occasion, emphasizing the significance of collaboration between academia and industry.

### 2. Welcome Address & Introduction of MoU Partners

At 10:50 a.m., **Mr. John Vaseekaran S**, Head of the Department of Computer Science (Shift I), extended a warm welcome to the guests and participants. He provided a brief introduction of both the college and **Teenofes Tech Solutions Private Limited**, highlighting the importance of the MoU in fostering practical exposure and industrial collaboration for students. His address underscored the college's commitment to providing its students with opportunities to bridge the gap between theoretical learning and real-world application.

### 3. Highlights of the MoU

Following the welcome address, **Mr. Krishnaprasanth**, the Founder and CEO of **Teenofes Tech Solutions Private Limited**, took the stage at 10:55 a.m. to present the key aspects of the MoU. He elaborated on how the collaboration would offer students hands-on training, internships, and real-world projects that would prepare them for careers in the tech industry. The partnership would also provide faculty development programs and collaborative research opportunities. Mr. Krishnaprasanth emphasized the importance of nurturing young talent in emerging fields such as artificial intelligence, data analytics, and cloud computing.

### 4. Signing of the MoU

The formal signing of the MoU occurred at 11:00 a.m. **Bro. Dr. A. Stanislaus**, Director and Secretary of Patrician College of Arts and Science, and **Mr. Krishnaprasanth** signed the



MoU on behalf of the college and Teenofes Tech Solutions, respectively. This signing marked the official beginning of a partnership aimed at equipping students with the skills needed to succeed in the rapidly evolving tech landscape.

### 5. Felicitation

At 11:05 a.m., **Dr. Fathima Vasanth**, Academic Director of Patrician College, delivered a felicitation address. She commended both departments for their initiative in forging this valuable partnership. Dr. Fathima emphasized that such collaborations are essential for ensuring that students are well-prepared for future challenges and can meet the demands of the industry. Her speech also highlighted the role of faculty in guiding and mentoring students to take full advantage of the opportunities offered by this MoU.

### 6. Vote of Thanks

The event concluded with a vote of thanks delivered by **Dr. Subbulakshmi B**, Associate Professor and Head of the Department of Computer Applications (Shift I). At 11:10 a.m., she expressed her gratitude to the MoU partner, **Teenofes Tech Solutions**, for their willingness to collaborate and for the value they would bring to the institution. She also thanked the faculty, staff, and students for their participation and involvement in making the event a success.

### Master of Ceremony

The program was expertly anchored by **Ms. Jenie Arock**, Assistant Professor from the Department of Computer Applications (Shift I), who ensured the smooth flow of events throughout the morning.

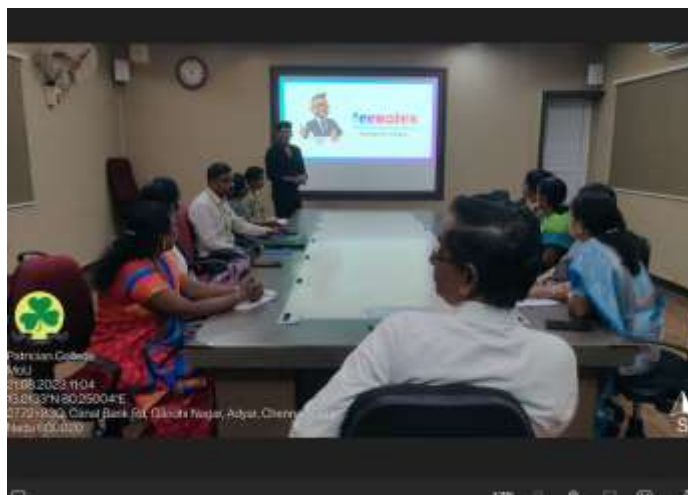
### Conclusion

The signing of this MoU marks a pivotal step in the college's efforts to integrate industry-relevant training and experience into its curriculum. Through this partnership with **Teenofes Tech Solutions Private Limited**, students will be able to gain the necessary skills and exposure to excel in the field of information technology. The event not only formalized the collaboration but also reinforced the commitment of both parties to nurture and develop young tech professionals.

The MoU is expected to result in a series of beneficial initiatives, including student internships, collaborative research, and guest lectures by industry experts. The event concluded with optimism and enthusiasm for the opportunities that lie ahead.



### Photos





## MoU between Patrician College of Arts & Science, Chennai & Kongu Arts and Science College, Erode B.COM CS - SHIFT I







**Kongu Arts & Science College, Erode.**

**(An Autonomous Institution Affiliated to Bharathiar University,  
Coimbatore) Department of Corporate Secretaryship with CA  
and Professional Accounting.)**

Conducted on: 6<sup>th</sup>

September, 2023

Mode of

Conduct: Hybrid

Objectives:

The main aim of this conference was to provide an insight into latest concepts and emerging key areas and provide a detailed sharing of knowledge to the research scholars and to the students as well as for the benefit research community.

No. of Beneficiaries: 600 persons

The International Multidisciplinary Conference (Hybrid Mode) on “Emerging Trends in Humanities in the New Revolutionary Era- Industry 5.0” was organized by the Department of Corporate Secretaryship with CA and Professional Accounting of Kongu Arts and Science College (Autonomous) in collaboration with Department of Corporate Secretaryship and Accounting and Finance of Patrician College of Arts and Science on 26<sup>th</sup> September, 2023. The International conference was held by various reputed dignitaries from around the globe, all specializing in fields of business, artificial intelligence, sustainability development, resilience, reinvention, entrepreneurship, economy, globalization, humanities, etc. The conference provided the audience with a very holistic approach to the evolution of technology and industry and how the same has impacted the world throughout and its generations to come. Thereby teaching the youth on how to ethically and responsibly make use of the resources that will lead us further into a technologically advanced future. The conference was conducted from 9:00 am to 4:30 pm divided into 4 technical sessions including



tea break and lunch break. The Hybrid mode proved to be an excellent example on how we can utilize our technological resources to defeat the factors of distance, space and time. The collaboration between the two colleges separated by a distance of 450kms did not stop them from bringing forth a well organized international conference.

#### TABLE OF CONTENTS



NO.	SESSION and SPEAKER	TOPIC	TIMINGS
1	Inauguration and Technical Session 1 Speaker: Prof. Dr. Firdouse.	New Business Opportunities in the Digital Age	10 A.M – 11:15 A.M
2	Technical Session 2 Speaker: Prof. Ramanathan Karuppiah	Artificial Intelligence and Sustainability Development	11:30 A.M – 12:00P.M
3	Technical Session 3 Speaker: Dr. Arun Balakrishnan	Research and Economic Impact in Industry 5.0	12:00P.M – 12:45P.M
4	Technical Session 4 Speaker: Balaji Sadagopan	Resilience and Reinvention (Hardships and Challenges)	2:00P.M – 3:00P.M
5	Valediction		3:15P.M – 3:55P.M

#### INAUGURATION AND TECHNICAL SESSION 1

The International Conference began with its inauguration which was led by Dr. K.K.A Alaguappan, Head of Department of Corporate Secretaryship with CA and Professional Accounting of Kongu Arts and Science College, Erode.



Soon after which, Chief Guest, Professor. Dr. Firdouse Rahman Khan of SIT Abdul Haris College of Administrative Sciences, Makassar, Indonesia was welcomed by the Director and Secretary, Bro. Dr. A. Stanislaus, Patrician College of Arts and Science by honoring the chief guest with a shawl.

Vice Principal, Dr. B. Anandapriya of Patrician College of Arts and Science handed over a token of appreciation to the chief guest.



Proceeding the welcoming of the Chief Guest, Dr. Fathima Vasanth, Academic Director, Patrician College of Arts and Science rendered the welcome address, convincing the gathering that the industrial revolution is crucial and vital to our survival and how we can grasp knowledge from the same to help make the world a better a place. Thereafter, Dr. H. Vasudevan, Principal of Kongu Arts and Science college and Dr. Arokiamary Geetha Doss, Principal of Patrician College of Arts and Science felicitated the gathering.



### TECHNICAL SESSION 1

Before the session could commence, Dr. S. Muthukumaravel, H.O.D, Department of Corporate Secretaryship, Patrician College of Arts and Science introduced the guest speaker, Professor Dr. Firdous Rahman Khan, STI Abdul Haris College of Administrative Sciences, Makassar, Indonesia.



Technical session 1 was on the topic of New Business Opportunities in the Digital Age. Professor Dr. Firdous Rahman Khan, guest speaker for the same saw to it that he first educated the gathering on the history of the industrial revolution and its incredible progress throughout the century, how it influenced the generations, their standard of living, work culture, economic development, etc. Finally leading us to the very fundamental of the topic, new business opportunities in the Digital age. Now that humanity has reached so far in technological advancements, where technology is at that stage of nearly replacing all



forms of labour and work, Professor Dr. Firdous Rahman Khan convinced and gave the new generations hope that there are plenty of opportunities waiting for us to grab them.

His insightful knowledge on how we can manipulate the system, take control and most importantly have the courage to take the first step or take the initiative which allowed our minds to feel safe and comfortable.

## TECHNICAL SESSION 2

Technical session 2 was followed by technical session 1 at 11:30 A.M. The guest speaker, Professor. Ramanathan Karuppiah, an International Director, Financial Crime Compliance, Australia Griffith University and Director of Islamic Bank, Australia. Guest speaker, unfortunately could not be present at the conference in physical form. However, Sir did take the time to log into the conference via virtual mode and provide us with exceptional and invaluable information on the topic, Artificial Intelligence and Sustainability Development.

This challenging topic on how to sustain ourselves with the ever changing and ever progressive artificial intelligence could not be explained any better than Professor. Ramanathan Karuppiah. Sir organized the allotted time provided to him with care, keeping in mind the major topics and subjects to be covered.

The session was very well articulated as Professor Ramanathan Karuppiah, explained how we can live as one with Artificial Intelligence without having to constantly live in the fear of being replaced.

Artificial Intelligence has its dangerous effects if not dealt with precautiously, hence sir taught us how to ethically and morally make use of the same. All this took place while sir was thousands of miles apart from us in another continent (Australia), thereby proving his lecture true that we can live, connect and co-exist along with Artificial Intelligence.

## TECHNICAL SESSION 3

This session was conducted live at the Kongu Arts and Science College, Erode. The guest speaker, Dr. Arun Balakrishnan, Assistant Professor, Christ University, Kerala spoke on the topic Research and Economic Impact in Industry 5.0.

The session was a very fulfilling one with Sir explaining on how the new and upcoming industrial revolution would impact its way through our economy. Sir first explained how the previous industrial revolutions impacted the corresponding economies and how all that development led us to the economies we currently live in due to constant upgrades and innovations.

With every industrial or technological revolution there is a very intricate connection that takes place with the economy. It affects industries, companies, countries, people, livelihood, jobs, standard of living, environment etc. It creates place for creativity, innovation and imagination allowing human beings to work together and collaborate their ideas and plans to help benefit the entire world altogether. Through this we can change the world and its economy for a better tomorrow.

## TECHNICAL SESSION 4

The last session for the day ended with an astounding speech from guest speaker, Balaji Sadagopan, the Co- Founder and COO at Chai Kings. Mr. Balaji was present with us at the Patrician College of Arts and Science, engaging the crowd with his inspiring story of success and passion in entrepreneurship.

The topic for the session was on Resilience and Reinvention (Hardships and Challenges). Mr. Balaji Sadagopan kept us on our toes, making us imagine the hardships he initially faced while starting his



new business venture. Sir provided us with his own personal techniques on tackling difficulties related to business, marketing and consistency. Lot of advice, encouragement and motivation filled the student crowd making the day end in a state of bliss.

## VALEDICTION

Last but not the least The International Conference came to an end by bidding farewell to all our guest speakers, participants and audience. The college management of both colleges awarded certificates and prizes to the participants and student gathering. Thereby thanking them for their active participation, undivided attention and co-operation throughout. Thanking the people who have worked tirelessly behind the scenes goes without saying, without their presence and silent dedicated work none of the above would have taken place.

### Course Outcome:

The International Conference provided an opportunity to research community in sharing their knowledge and research expertise and students have gained knowledge on various research areas and opportunities available to them in the current scenario.

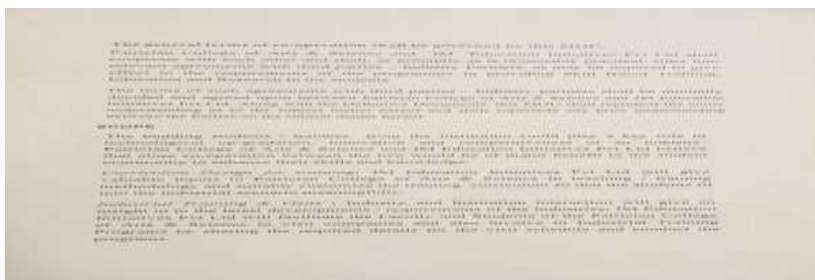
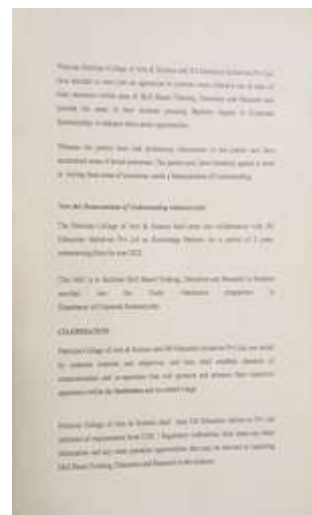


### Sample certificate



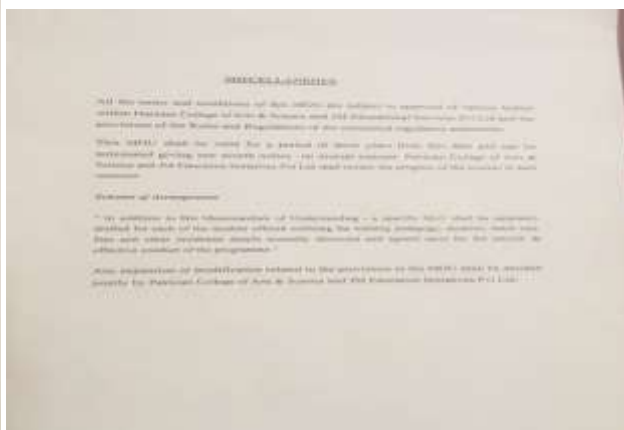
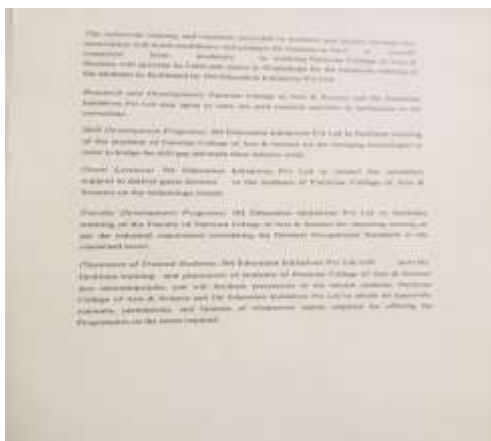
**Registration Details:**

[https://docs.google.com/forms/d/1PpnPCWwagIOtHsyCZL8IV8MAhOLchZj\\_ykVJWhgpksQ/edit?pli=1#responses](https://docs.google.com/forms/d/1PpnPCWwagIOtHsyCZL8IV8MAhOLchZj_ykVJWhgpksQ/edit?pli=1#responses)

**MoU between Patrician College of Arts & Science, Chennai &****Mou JM Education****B.COM CS - SHIFT I**



### 3.5. Collaborative Activities



## MoU between Patrician College of Arts & Science, Chennai &

**Mou JM Education**

**B.COM CS - SHIFT I**

Objective:

The budding students / trainees from the institution could play a key role in technological up gradation, innovation and competitiveness of an industry

Curriculum Design for training: JM Education Initiatives Pvt Ltd will give valuable inputs to Patrician College of Arts & Science in teaching / training methodology and suitably customize the training curriculum so that the students fit into the industrial scenario meaningfully.

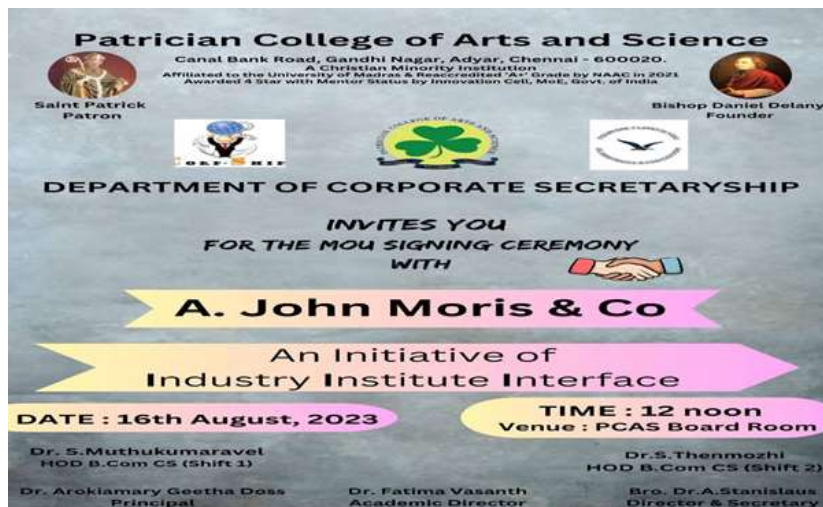
Industrial Training & Visits: Industry and Institution interaction will give an insight in to the latest developments / requirements of the industries; JM Education Initiatives Pvt Ltd will facilitate the Faculty and Students of the Patrician College of Arts & Science to visit companies and also involve in Industrial Training Programs by sharing the required details for the visit schedule and conduct the programs.



## 3.5. Collaborative Activities

2023 -2024

E-Invite:



Venue: Board Room, C Block @ 12.00 noon

Programme Schedule – 16th July 2023 (Wednesday)

12.00 p.m. Invocation : Ms. Thenmozhi

Assistant Professor &amp; Head

Department of Corporate Secretaryship (shift II)

12.05 p.m. Welcome Address &amp;

Introduction of the MoU Partners : Dr. Sweetie Regina Mary

Head, Department of Commerce &amp; A&amp;F (Shift II)

12.10 p.m. Highlights of MoU : CA Vijay Stephen

A Fellow Chartered Accountant Partner in charge Centre of Education &amp; Development

John Moris &amp; Co

12.15 p.m. Signing MoU : Bro. Dr A. Stanislaus

Director &amp; Secretary

&amp; CA Vijay Stephen

A Fellow Chartered Accountant

Partner in charge Centre of Education &amp; Development A. John Moris &amp; Co

12.25 p.m. Felicitation : Dr. Anandapriya



Photos:



MoU Signing Ceremony







## MoU between Patrician College of Arts & Science, Chennai &

### MoU- Magic Bus Foundation

#### B.COM CS - SHIFT I & II





## MoU between Patrician College of Arts & Science, Chennai &

### MoU- Magic Bus Foundation

#### B.COM CS - SHIFT I & II

### Objective

The objective of a Memorandum of Understanding (MoU) between the Department of Corporate Secretaryship and Magic Bus is to establish a formal framework for collaboration and partnership. This agreement outlines the areas of cooperation, which may include academic exchange programs, joint research initiatives, sharing of resources and facilities, faculty development programs, and student mobility opportunities. Through this MoU, both parties aim to leverage their respective strengths and expertise to enhance the quality of education, promote innovation, and foster academic excellence. Additionally, the MoU facilitates the exchange of knowledge, ideas, and best practices between the college and the institution, ultimately contributing to the overall advancement of education and research within their respective domains.

### Invite



## Highlights of MOU

1. That the Parties on this day have executed this MOU with an intention to enhance the quality of the educational experience and training for students in the Institution and also for industry institute collaboration between the Parties for mutual benefit and pursuant thereto the Parties agreed for:

(a) Magic Bus and BMW India Foundation may as mutually agreed from time to time, provide Institution with certain material and collateral and Institution shall use the materials under the guidance of Magic Bus and BMW India Foundation and only for the purposes of this MOU.

(b) This HOD would require a dedicated Staff from the college who will be the full time coordinator (SPOC) during the training period which could strengthen communication and coordination.

(c) The final year students to be trained will be selected by Magic Bus and BMW India Foundation (hereinafter referred to as the 'selected Students').

(d) The course will be imparted for the duration specified by Magic Bus and BMW India Foundation as an additional training program. This program will be run during the pre-final/final semester of the graduation. course being offered by Institution for the selected students.

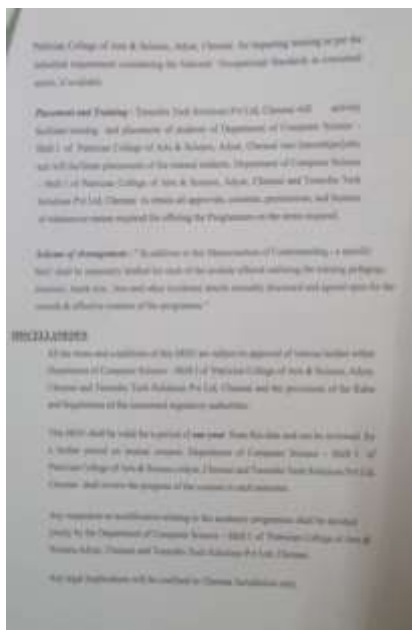
(e) Institution shall train all the selected students pursuant to this MOU for the curriculum agreed with Magic Bus and BMW India Foundation .

(f) Selected Students who undergo this program as part of their pre-final/final semester may also be given an internship opportunity by Magic Bus and BMW India Foundation either in its office or through virtual mode.

(g) Selected Students who undergo this program shouldn't be encouraged for any further placements. Any drop outs will definitely be a huge setback because we would have spent considerable time from both ends on training. This also is a vital parameter of the continuation of CoE for the next year.

## Photo Gallery







### 3.5. Collaborative Activities

2023 -2024



**MoU between Patrician College of Arts & Science, Chennai &****Teenofes Tech Solutions Pvt Ltd, Chennai****BSC CS SHIFT I**

This Memorandum of Understanding is entered into on Memorandum of Understanding at Chennai between Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai and **Teenofes Tech Solutions Pvt Ltd, Chennai**.

Whereas Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai provides knowledge to the students about the latest technologies . Whereas **Teenofes Tech Solutions Pvt Ltd, Chennai (Knowledge / Industry Partner)** is an acknowledged Professional Body, currently focusing on rendering Corporate Training Services and imparting Skill based and Professional Educational Programme in this part of the country.

Whereas Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai and Teenofes Tech Solutions Pvt Ltd., Chennai have decided to enter into an agreement to promote more effective use of each of their resources within area of Skill Based Training, Education and Research and provide the same to their students pursuing Bachelor of Vocation programme to enhance their career opportunities.

Whereas the parties have had preliminary discussions in this matter and have ascertained areas of broad consensus. The parties now, have therefore, agreed to enter in writing these areas of consensus, under a Memorandum of Understanding.

***Now this Memorandum of Understanding witnesses that:***

Department of Computer Science – Shift I of Patrician College of Arts &



Science, Adyar, Chennai shall enter into collaboration with Teenofes Tech Solutions Pvt Ltd, Chennai as Knowledge Partners for a period of 1 years commencing from the year August 2023. This MoU is to facilitate Skill Based Training, Education and Research to Students enrolled into the Under Graduation programme in the Department of Computer Science – Shift I.

### **CO-OPERATION**

Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai and Teenofes Tech Solutions Pvt Ltd., Chennai are united by common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations within the Institution and its related wings.

Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai shall keep Teenofes Tech Solutions Pvt Ltd, Chennai informed of requirements from UGC / Regulatory Authorities, shall share any other information and any other potential opportunities that may be relevant in imparting Skill Based Training, Education and Research to the students. The general terms of co-operation shall be governed by this MOU.

Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai and Teenofes Tech Solutions Pvt Ltd, Chennai shall cooperate with each other and shall, as promptly as is reasonably practical, enter into relevant agreements with third parties – Industry Partners, as may be required to give effect to the requirements of the programme in providing Skill Based Training, Education and Research to the students.

The terms of such agreements with third parties – Industry partners shall be mutually decided and agreed upon between the Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai and Teenofes Tech Solutions Pvt Ltd., Chennai. Along with the Definitive Documents, this MOU shall represent the entire understanding as to the subject matter hereof and shall supersede any prior understanding between the Parties on the subject matter hereof.



## SCOPE

The budding graduates from the institutions could play a key role in technological up-gradation, innovation and competitiveness of an industry. Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai and Teenofes Tech Solutions Pvt Ltd, Chennai believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge.

**Curriculum Design:** Teenofes Tech Solutions Pvt Ltd, Chennai will give valuable inputs to Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai in teaching / training methodology and suitably customize the curriculum so that the students fit into the industrial scenario meaningfully.

**Industrial Training & Visits :** Industry and Institution interaction will give an insight in to the latest developments / requirements of the industries; Teenofes Tech Solutions Pvt Ltd, Chennai will facilitate the Faculty and Students of Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai to visit companies and also involve in Industrial Training Programs by sharing the required details for the visit to schedule and conduct the programs.

The industrial training and exposure provided to students and faculty through this association will build confidence and prepare the students to have a smooth transition from academic to working. Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai will provide its Labs and assist in Workshops for the hands-on training of the students as facilitated by Teenofes Tech Solutions Pvt Ltd.

**Research and Development:** Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai and Teenofes Tech Solutions Pvt Ltd, Chennai may agree to carry out joint research activities in furtherance to the curriculum.



***Skill Development Programs:*** Teenofes Tech Solutions Pvt Ltd, Chennai to facilitate training of the students of Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai on the emerging technologies in order to bridge the skill gap and make them industry ready.

***Guest Lectures:*** Teenofes Tech Solutions Pvt Ltd, Chennai to extend the necessary support to deliver guest lectures to the students of Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai on the technology trends.

***Faculty Development Programs:*** Teenofes Tech Solutions Pvt Ltd, Chennai to facilitate training of the Faculty of Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai for imparting training as per the industrial requirement considering the National Occupational Standards in concerned sector, if available.

***Placement and Training :*** Teenofes Tech Solutions Pvt Ltd, Chennai will actively facilitate training and placement of students of Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai into internships/jobs; and will facilitate placements of the trained students. Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai and Teenofes Tech Solutions Pvt Ltd, Chennai to obtain all approvals, consents, permissions, and licenses of whatsoever nature required for offering the Programmes on the terms required.

***Scheme of Arrangement :*** " In addition to this Memorandum of Understanding - a specific MoU shall be separately drafted for each of the module offered outlining the training pedagogy, duration , batch size , fees and other incidental details mutually discussed and agreed upon for the smooth & effective conduct of the programme "

**MISCELLANEOUS**

All the terms and conditions of this MOU are subject to approval of various bodies within Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai and Teenofes Tech Solutions Pvt Ltd, Chennai and the provisions of the Rules and Regulations of the concerned regulatory authorities.

This MOU shall be valid for a period of **one year** from this date and can be reviewed for a further period on mutual consent. Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai and Teenofes Tech Solutions Pvt Ltd, Chennai shall review the progress of the courses in each semester.

Any expansion or modification relating to the academic programme shall be decided jointly by the Department of Computer Science – Shift I of Patrician College of Arts & Science, Adyar, Chennai and Teenofes Tech Solutions Pvt Ltd, Chennai.

Any legal implications will be confined to Chennai Jurisdiction only.

In witness whereof the parties have signed this Memorandum of Understanding of the day, month and year first herein above written.

**For**  
**Patrician College of Arts & Science**

**For**  
**Teenofes Tech Solutions Pvt Ltd**

**Bro. Dr.A.Stanislaus,**  
**Director & Secretary**

**Mr. Krishnaprasanth**  
**Founder & CEO**

**Witnesses:**

- 1. Dr.Fatima Vasanth**  
**Academic Director**  
**Patrician College of Arts and Science**
- 2. Miss. Saranya**

**Business Development Manager, Teenofes Tech Solutions Pvt Ltd****MoU between Patrician College of Arts & Science, Chennai &****Bossgorun Foundation, Chennai****BSC CS SHIFT I****MoU between Patrician College of Arts & Science, Chennai &****Bossgorun Foundation, Chennai****BSC CS SHIFT I****INVITE :**



## PROGRAMME SCHEDULE

		
<b>PATRICIAN COLLEGE OF ARTS AND SCIENCE</b>		
<b>CANAL BANK ROAD, ADYAR</b>		
<b>CHENNAI - 600020</b>		
<b>Department of Computer Science (Shift I)</b>		
<b>Patrician College of Arts and Science</b>		
<b>Signing an MOU</b>		
<b>with</b>		
<b>Bossgorun Foundation, Chennai</b>		
<b>Venue:</b> Board Room, C Block @ 10.45 a.m.		
<b>Programme Schedule – Thursday, 3<sup>rd</sup> August 2023</b>		
10.45 a.m.	Invocation	: Mrs. Mashiya Afroze F Associate Professor Department of Computer Science (Shift I)
10.50 a.m.	Welcome Address & Introduction of the MoU Partners	: Mr. John Vaseekaran S Head of the Department Department of Computer Science (Shift I)
10.55 a.m.	Highlights of MoU	: Ashokkumar R Founder Bossgorun Foundation
11.00 a.m.	Signing MoU	: Bro. Dr A. Stanislaus Director & Secretary & R. Ashok Kumar



## OBJECTIVE :

The purpose of conducting signing such MoU's is to have a good relationship with the foundation to conduct,

1. Workshops, seminars and awareness programmes
2. Carry out publishing e-magazine.
3. Implement campaigns, programmes as mutually decided.

## ABOUT THE MOU:

# Memorandum of Understanding

(MoU)

between

**PATRICIAN COLLEGE OF ARTS & SCIENCE, ADYAR, CHENNAI**

**DEPARTMENT OF COMPUTER SCIENCE - SHIFT I**

**Bossgorun Foundation, Chennai**

**Memorandum of Understanding**

The Memorandum of Understanding between Bossgorun Foundation, Chennai hereinafter referred to as the "Agency" and Department of Computer Science – Shift I of Patrician College of Arts and Science, Adyar, Chennai hereinafter referred to as "College".

It is agreed by the foresaid parties to be of mutual interest and advantage, so that the students enrolled in Department of Computer Science – Shift I of Patrician College of Arts and Science, Adyar, Chennai are given the opportunity to involve themselves in the Social Activities and conduct programs for the benefit of the society.

The aforesaid therefore understands that:

- I. The Agency agrees to,



1. Provide planned seminars which are mutually acceptable to both the Department of Computer Science – Shift I of Patrician College of Arts, Adyar, Chennai and Science and agency.
2. To involve students in conducting various awareness programs.
3. The agency will provide persons from their own organization or from their partnering organizations.

II. The college agrees to,

1. Make the students available for the campaigns, awareness programs organized by the agency as per the feasibility of the college mutually agreed upon.
2. Make available faculty members to discuss with the agency regarding the assignment to be assured by the students in the awareness program.

III. The Department of Computer Science – Shift I of Patrician College of Arts and Science, Adyar, Chennai and Bossgorun Foundation, Chennai will jointly organize

4. Workshops, seminars and awareness programmes
5. Carry out publishing e-magazine.
6. Implement campaigns, programmes as mutually decided.

IV. Terms and condition,

1. This Memorandum of Understanding is signed for the period of one year.
2. Either party here to may upon giving sixty days written notice or terminate this memorandum at the end of the academic year.
3. Revisions to this Memorandum become effective upon approval of the parties here to return communication from both parties.

**For Patrician College of Arts & Science**

**For Bossgorun Foundation**

**Bro. Dr. A. Stanislaus**  
**Director & Secretary**

**R. Ashok Kumar**  
**Founder**

**Witnesses:**

**1. Dr.Fatima Vasanth**  
**Academic Director**



**K. R. Kathirmurugan M.B.A, M.C**

**170 Ward Councillor**

**mou Copy :**



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Scanned with CamScanner

## PHOTOS OF THE MOU SIGNING



**(College Officials along with Ashokkumar R, CEO of Bossgorun foundation)**



(Mr. Ashokkumar R, CEO of Bossgorun foundation explaining about Bossgorun Foundation)

MoU between Patrician College of Arts & Science, Chennai &

ROTARY CLUB OF CHENNAI GALAXY

DEPARTMENT OF MANAGEMENT

**DATE :** 13<sup>th</sup> September 2023

**TIME :** 12:00 – 1:00 Pm

**Venue :** Board Room

### PROGRAM SCHEDULE

## Patrician College of Arts and Science



**Day: Wednesday | Date: 13.09.2023 | Time:12 noon |**

**Venue: Board Room**

12:00 p.m	Prayer	Mrs. Mary Louisa. A, Asst. Professor, Department of Management
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## **RESOURCE PERSON PROFILE**

**Rtn. Ravi Kandaswamy,**

**President, Rotary Club of Chennai Galaxy**

**Rtn. Venkatesh SR,**

**Vocational Services Director, Rotary Club of Chennai Galaxy**

**Rtn. Saravanan,**

**District Governor Elect and Chairman, Managing Director, YENNES INFOTEC Private Limited**

## **OBJECTIVE OF PROGRAM**

The main objective of the program is to impose an agreement between the Management Department and Rotary Club of Chennai Galaxy and Yennes Infotec Private Limited as they collaborate to educate the students of management department on Tally course.

## **ABOUT THE SESSION:**

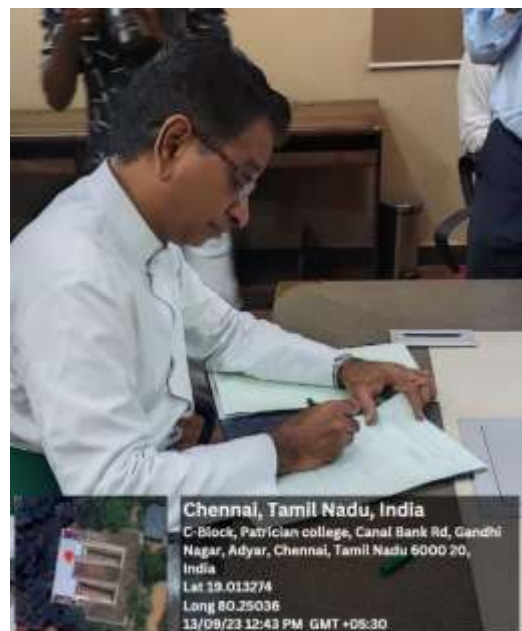
The session started with prayer to invoke God's blessings by Mrs. Mary Louisa A, Asst. Professor, Department of Management recited the prayer and the gathering welcomed by Dr. A. Raja, Asst. Professor, Department of Management the highlights of the MOU was read by Dr. B. Sasikala, Asst. Professor, Department of Management. The Mou was signed by Bro. Dr. A. Stanislaus, Director and Secretary, Patrician College of Arts and Science, Rtn. Ravi Kandaswamy, President, Rotary Club of Chennai Galaxy, Rtn. Venkatesh SR, Vocational Services Director, Rotary Club of Chennai Galaxy and Exchanged the Felicitation address was given by Rtn. Saravanan, District Governor Elect and Chairman, Managing Director, YENNES INFOTEC Private Limited & Dr. Arokiamary Geetha Doss, Principal, Patrician College of Arts and Science and at last the Vote of Thaks was read by Dr. Vijaya Kumari S, Asst. Professor, Department of Management.



*Dr.B.Sasikala, Asst. Professor Department of Management reading the highlights of the MOU*



*Kandaswamy & Bro. Dr. A. Stanislaus Signing MOU*



*Rtn. Ravi*

*the*



*Exchanging of the MOU*

**MoU between Patrician College of Arts & Science, Chennai &**

**ROTARY CLUB OF CHENNAI GALAXY**

**DEPARTMENT OF MANAGEMENT**

**NAME OF THE CERTIFICATE COURSE- TALLY**

**DATE: 5<sup>th</sup> February to 15<sup>th</sup> February 2024**

**Scope: Students of II MA HRM**

**YENNES Infotech Private Ltd.** organised a 10-day **Certificate course on “TALLY”** from 5<sup>th</sup> to 15<sup>th</sup> February 2024 for the class of II MA HRM students. The course instructor **Mr. Edison** provided extensive theoretical and practical knowledge to students on the course and was also very interactive and clear in explaining the working of “TALLY”.

**COMPANY PROFILE:**

YENNES Infotec (P) Limited with its Head Office (HO) at Chennai and Branches at Coimbatore, Madurai, Puducherry, Salem, Tirunelveli, Trichy and Tirupur is a Government and Very Large Accounts (GVLA) 5-star certified Sales & Solution



Partner of Tally, India's leading business management software company. YENNES has expertise around all Tally products and has been selling, implementing, customising and supporting customers all over India for more than 3 decades.

Being a long-standing partner, the relationship with Tally ensures YENNES access to a much broader range of software tools and solutions for its clients. YENNES, by leveraging this is able to innovate on the Tally platform developing new skills and capabilities. This armed with in depth knowledge of Tally helps YENNES add that extra bit in value to customers.

While YENNES delights the customer with its domain and technological expertise, the belief is that the real value created to the customer always lies in the relationship. The contracts, while having an eye for detail are also flexible enough to ensure a relationship beyond the contract, as future is always a changing constant. These

values and beliefs are deeply ingrained in the YENNES team that they are empowered to bring in a relationship rather than just a contract.

This course was developed:

- To empower the students and to enable the students with practical skills of Accounts/ Audit/ Tax.
- To analyse and finalise the books of Accounts.
- To understand the concepts of GST along with the practical training on Tally
- To develop competency and self- reliance for maintaining books of accounts

The students of II MA HRM were taught the following content:

- I. Theory Lecture of Tally – History of Tally, Use of Tally, Handling of Account, ledger Info, Company Info, Balance Sheet and Profit & Loss A/c, Display Day Book, Tally & Accounting Fundamental
- II. Create a company, alter a company, delete a company, creating ledger, Alter & Delete Ledger, Creating Trial Balance, display trial balance in detail, Accounting Voucher, Use Single Entry Mode, Alter/Delete Voucher.
- III. GST Theory and Practical
- IV. Debit & Credit Note, Analyse Statement of Account, Inventory Creation, Create Stock Group, Split Company, Invoice Bill printing, Cheque Printing, Bank Reconciliation Statement.

The students highly benefited from the course and gave positive feedback for it.



## PHOTOS



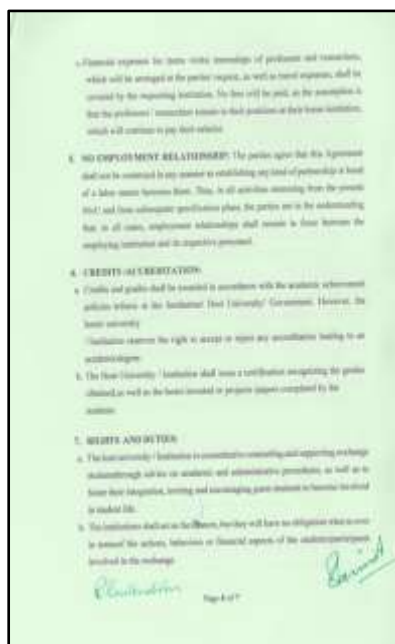
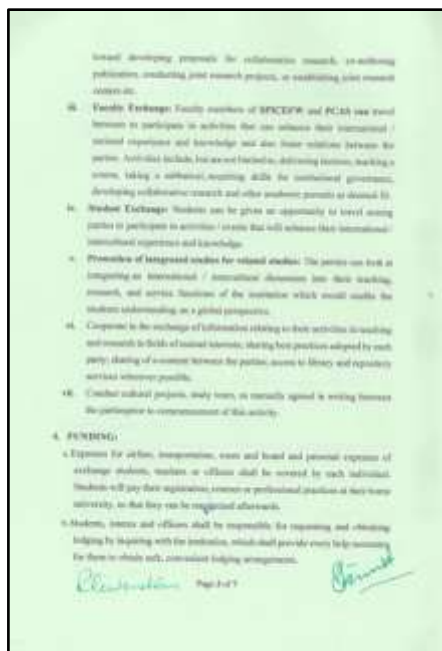
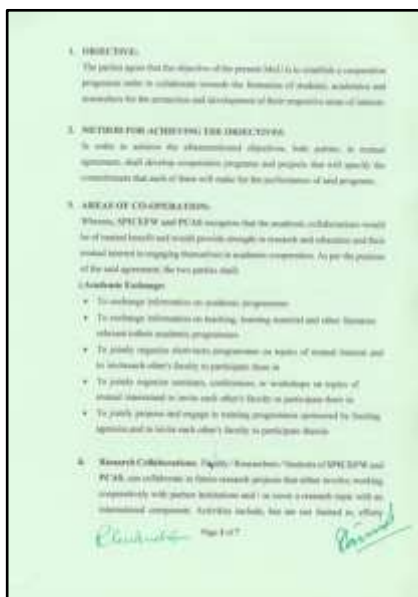


## Certificate





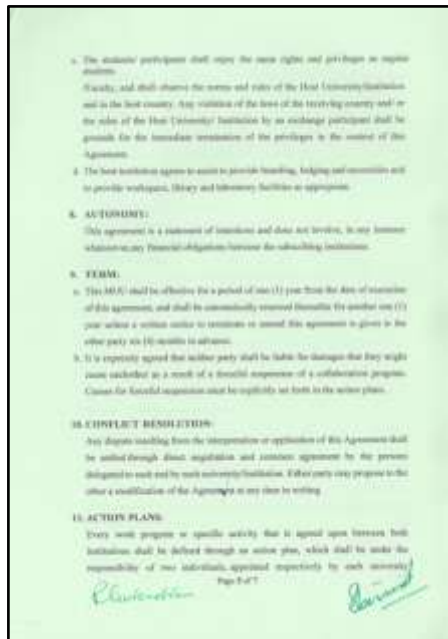
**MoU between Patrician College of Arts & Science, Chennai &  
St Paul's Institute of Comm and Education  
Media Studies**





## 3.5. Collaborative Activities

2023 -2024





**MoU between Patrician College of Arts & Science, Chennai &  
St Paul's Institute of Comm and Education  
Media Studies**

**Invitation**



**Program Schedule**

**10:00 AM** - Prayer - Ms. Rani Preethi M, Asst. Professor, School of Media Studies, PCAS

**10:05 AM** - Welcome Address - Mr. Ahamed Rasool S, Asst. Professor & Head, Department of Electronic Media, PCAS

**10:10 AM** - Highlights of the MOU - Mr. Habeeb Ur Rahaman, Asst. Professor & Head, Department of Visual Communication, PCAS



**10:15.AM** - Signing of MOU - Bro.Dr.A.Stanislaus, Director and Secretary, PCAS &

Fr (Dr) Plavendran Irudayasamy, Principal, SPICEFW

**10:25 AM** - Virtual Exchange of Documents

**10:30 AM** - Felicitation - Fr Renold Pascal, Vice Principal, SPICEFW &

Dr.Arokiamary Geetha Doss, Principal, PCAS

**10: 35 A.M** - Vote of Thanks - Mr. Paulson, Asst. Professor, School of Media Studies, PCAS

The report outlines the key details and implications of the Memorandum of Understanding (MoU) signed between the School of Media Studies, Patrician College of Arts and Science and St. Pauls Institute of Communication for Women in Mumbai. The MoU aims to establish a collaborative framework to enhance academic and research activities in the field of media studies. The MoU was signed by both the parties on the 21<sup>st</sup> December, 2023.

#### **Objectives of the MoU:**

- To foster collaboration in academic and research endeavors related to media studies.
- To create opportunities for students, faculty, and researchers from both institutions to engage in joint activities, exchange programs, and collaborative research projects.

The Key Provisions of the MoU include:

- Academic Collaboration:
  - Exchange programs for students and faculty.
  - Joint workshops, seminars, and conferences.
- Research Collaboration:
  - Collaborative research projects.
  - Sharing of research resources and facilities.
- Student Engagement:
  - Internship opportunities for students.
  - Joint student projects and competitions.
- Faculty Development:
  - Exchange programs for faculty development.
  - Collaboration on training and professional development initiatives.



Resource Sharing:

- Access to libraries, databases, and research facilities.
- Sharing of educational technologies and tools.

The benefits and impact of the MoU include

- Enhanced Academic Quality:
  - Exposure to diverse teaching methodologies and perspectives.
  - Access to a wider pool of academic resources and expertise.
- Global Exposure:
  - Opportunities for students and faculty to experience a different cultural and academic environment.
- Research Output:
  - Increased collaborative research leading to publications and contributions to the field.
- Networking Opportunities:
  - Expanded professional networks for both institutions.

The MoU signed between the School of Media Studies, Patrician College of Arts and Science, and St. Pauls Institute of Communication for Women marks a significant step towards fostering collaboration and creating a synergistic partnership in the field of media studies. The outlined provisions, benefits, and implementation plan aim to ensure the successful execution of the agreement and the realization of mutual goals. This MoU serves as a foundation for a long-lasting and fruitful collaboration that will not only benefit the institutions involved but also contribute to the advancement of media studies as a whole.



**Officials and Faculty Members of School of Media Studies, PCAS with the MoU**



**Members of Both the Institutions in the Virtual Meet**





### MoU between Patrician College of Arts & Science, Chennai &

Bishop Ambrose College, Coimbatore

B.COM G - SHIFT II



### MoU between Patrician College of Arts & Science, Chennai &

Bishop Ambrose College, Coimbatore

B.COM G - SHIFT II

Career and Workforce Readiness

2nd September 2023

**Objective:** The seminar aimed to provide insights into the challenges faced by students as they prepare for their careers and the strategies to enhance their workforce readiness.

**Invite:**





### Programme Schedule

**DATE: 2/09/23      TIME :2.30 PM      Venue:Room No. 66**

**Mc- Ms. Pavithra, III B.Com G, Shift II**

<b>Prayer</b>	<b>Mr. Kafil</b> Student Volunteer, II B.COM G- Shift II
<b>Welcome Address &amp; Introduction of Chief Guest</b>	<b>Mr. Krish</b> Student Volunteer, I B.COM G- Shift II
<b>Resource Person Address</b>	<b>Nandhini MR</b> System Consultant Wipro Technologies UK
<b>Vote of thanks</b>	<b>Mr. Abijith</b> Student Volunteer, III B.COM G - Shift II

### Resource Person Profile:

<b>NANDHINI MR</b> System Consultant Wipro Technologies UK	<b>EXPERIENCE:</b> 1. 10 years of experience in the field of IT. 2. 5 years of experience in the field of System Consultant. 3. 5 years of experience in the field of Wipro Technologies. 4. 5 years of experience in the field of UK. 5. 5 years of experience in the field of System Consultant. 6. 5 years of experience in the field of Wipro Technologies. 7. 5 years of experience in the field of UK. 8. 5 years of experience in the field of System Consultant. 9. 5 years of experience in the field of Wipro Technologies. 10. 5 years of experience in the field of UK.
<b>EDUCATION:</b> 1. B.Tech. in Computer Science and Engineering. 2. M.Tech. in Computer Science and Engineering. 3. Ph.D. in Computer Science and Engineering.	<b>ACHIEVEMENTS:</b> 1. Awarded with the title of 'System Consultant' by Wipro Technologies. 2. Awarded with the title of 'System Consultant' by Wipro Technologies. 3. Awarded with the title of 'System Consultant' by Wipro Technologies. 4. Awarded with the title of 'System Consultant' by Wipro Technologies. 5. Awarded with the title of 'System Consultant' by Wipro Technologies.

### Report:

The seminar on “ Career and Workforce Readiness” was conducted to address the pressing issue of preparing students for a successful transition into the workforce. With changing job market dynamics and increasing competition, it is essential to equip students with the skills, knowledge and mindset



required for a successful career. The resource person MR Nandhini has emphasized the importance of adaptability and continuous learning for career development and also highlighted the importance of soft skills such as communication, teamwork and problem solving. She shared practical tips on how students can develop and showcase these skills.

#### Event Photos:



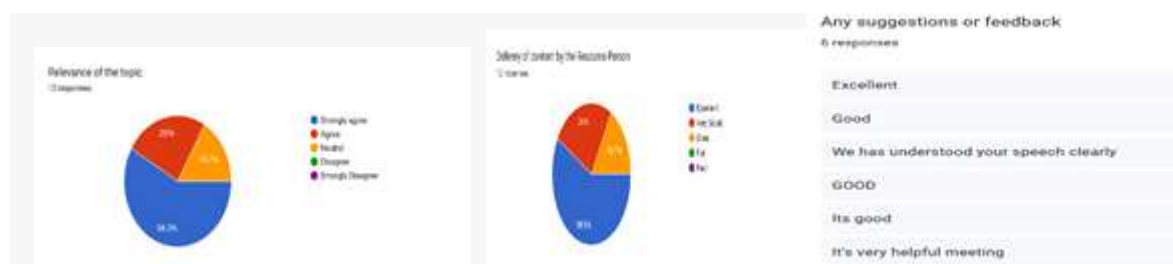
Students attending the webinar

#### Outcome:

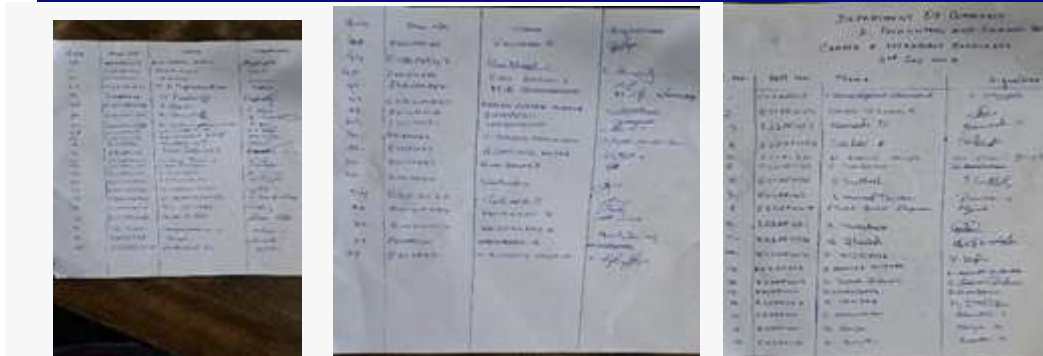
The seminar provided valuable insights and recommendations to address the challenges faced by students as they prepare for their careers. It emphasized the importance of a holistic approach to education, combining academic knowledge with practical skills and personal development to ensure students are well equipped for success in the workforce.

Feedback Link: <https://forms.gle/4ymmZk88eSwcvad49>

#### Feedback Report:



#### Attendance:



### International Conference on Sustainability & Technological Advancement in Business 15th Dec 2023

#### Objective:

- To conduct a comprehensive analysis of the current state of sustainability practices and technological advancements within the business.
- Identify existing technologies and sustainability initiatives employed by the organized

#### Invite



## PROGRAMME SCHEDULE

### INAUGURATION PROGRAMME SCHEDULE



Date: 15.12.2023  
Hall

Day: Friday

Venue : C block – Conference

09:00 AM – 09:05 AM	Prayer	Mr. Santhosh I B.Com Gen
09:05 AM – 09:15 AM	Lighting of Lamp	Dr. L. Cesis Dastan, Associate Professor, Presidency College Bro. Dr. A. Stanislaus, Director & Secretary Dr. Fatima Vasanth, Academic Director Dr. Geetha Rufus, Principal Dr. Anandapriya, Vice Principal Dr.Sweety Regina Mary, HOD
09:15 AM – 09:20 AM	Welcome Address	Dr.Sweety, HOD
09:20 AM - 09.25 AM	Dynamics the International Conference	Ms Vinishiya Arockia Ratna, Assistant Professor, Department of Accounting & Finance- Shift II
09:25 AM – 09:40 AM	Felicitation Address	Dr Geetha Rufus, Principal (PCAS) Dr. Peter Raj, Principal (BAC)
09:40 AM – 09:45 AM	Introduction of the Chief Guest	Ms Rekha Naidu, Assistant Professor, Department of Accounting & Finance – Shift II
09:45 AM – 10.10 AM	Inaugural Address	<b>Dr Najmudeen Sulthan</b> <b>Business Development Manager/</b> <b>Senior. Clinical Research Associate.</b> <b>Arab-Med Clinical Research Organization, Saudi Arabia</b>
10.10 AM – 10.15 AM	Vote of Thanks	Dr. Thiravia Gloria Mary, Dean of Academics, Bishop Ambrose College of Arts & Science

MC : Ms.Saranya S, Assistant Professor, Department of Commerce – Shift II

**Resource Person Profile:****Dr. L. Cesis Dastan**

Name	:	Dr. L. Cesis Dastan
Academic Qualification	:	M.Com., MBA., Ph.D.
Professional Qualification	:	ACMA, ACS.
Present Designation	:	Associate Professor, PG and Research Department of Commerce, Presidency College (Autonomous), Chennai.
Teaching experience	:	29 years

**Awards and Recognitions**

1. Gold medalist in M.Com. – St. Joseph's College (Autonomous), Trichy
2. National rank holder in CWA: 26<sup>th</sup> rank in CWA Final
3. Good speaker award in ICSI SMTP training
4. A copy of the Financial Management authored is in Parliament Library (Lok Sabha)

**Subject Expert**

SCERT, TRB, TNPSC, Anna Centenary Library, TANSICHE  
Member - Academic Audit, Board of Studies in several colleges

**Member, syllabus framing and pruning**

1. 2022: HSC Government of Tamilnadu: Auditing: XII Standard – Tally Prime
2. 2018: HSC, Government of Tamilnadu: Accountancy: XI and XII Standard
3. 2018: HSC, Government of Tamilnadu: Commerce: XI and XII Standard
4. 2018: HSC, Government of Tamilnadu: Costing and Taxation: XI and XII Standard
5. 2018: HSC, Government of Tamilnadu: Auditing: XI and XII Standard
6. 2013: SCERT, Tamilnadu – Review of syllabus (+1 and +2 Commerce Group)

**Chair Person (Domain Expert)**

Accountancy, Higher Secondary I year and II year - English Medium and Tamil Medium - SCERT, Government of Tamil Nadu (First Edition)

Tally Prime, Higher Secondary II year - English Medium and Tamil Medium - SCERT, Government of Tamil Nadu (First Edition)

Accountancy Teachers' Manual for HSC I year and II Year English medium and Tamil Medium - Member

**Books published**

- |  |          |
|--|----------|
| 1. Principles of Accountancy, LearnTech Press, Trichy      | - Author |
| 2. Business Accounting, LearnTech Press, Trichy            | - Author |
| 3. Financial Accounting, LearnTech Press, Trichy           | - Author |
| 4. Management Accounting, LearnTech Press, Trichy          | - Author |
| 5. Financial Management, LearnTech Press, Trichy           | - Author |
| 6. Cost and Management Accounting, LearnTech Press, Trichy | - Author |
| 7. Cost Accounting, LearnTech Press, Trichy                | - Author |



**Papers published : 15**

**Resource Person:**

For Higher Secondary School Teachers  
For University / College Teachers (in SPSS)  
For Research Scholars / Students  
In Conferences / Seminars / Workshops

<b>Ph. Ds awarded</b>	<b>: 07</b>	<b>Ongoing Ph.D. Research guidance</b>	<b>: 06</b>
<b>M. Phil guided</b>	<b>: 27</b>	<b>Examiner for Ph.D. Viva voce</b>	<b>: 08</b>
<b>Presentation in Kalvi TV</b>	<b>: 08</b>	<b>E-content (YouTube videos)</b>	<b>: 35</b>
<b>Copy right registered</b>	<b>: 04</b>		

**Dr.Najmudeen Sulthan**



A diverse professional with more than 17 years of experience and expertise in clinical Research (Drug&Medical device) & Medical Affairs, business management, business development, Business Research and QMS auditing(GCP audit,ISO9001;2015,13485:2016. With more enthusiasm in Artificial Intelligence technologies, keen to design and refine myself as a diverse professional by nurturing through education continuously in real world settings with entrepreneurial skills, leadership, policy development and strategy.

Aspirations to improve human society by means of innovation, Health care and Business Research.

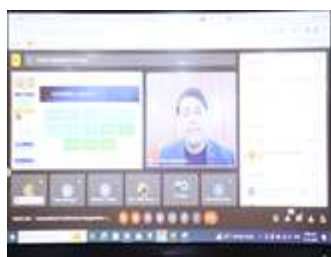
**Areas of Expertise:**

Business Management (Planning, Organizing, Leading and controlling)  
Clinical Research Consulting  
Business Strategy  
Team Building  
Mentoring.  
Innovation.  
Non Executive Directorship.

**Report:**

The Conference was held on 15<sup>th</sup> December 2023, on a Hybrid Mode, Dr. Najmudeen Sulthan, Business Development Manager/Senior. Clinical Research Associate. Arab-Med Clinical Research Organization, Saudi Arabia was the Chief Guest for the Inauguration and also delivered the Keynote Address, followed by the two Invited talk on the topic Contemporary Business Concepts by Dr.Cess Dastan, Associate Professor, PG and Research Department of Commerce, Presidency College (Autonomous), Chennai and Industry 4.0 and its implications for Financial Sector by Dr. Gayathri J, Associate Professor, Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappali. The Valediction address was proposed by Dr. R Shanthi, Professor, Department of Commerce, University of Madras, Chennai.

The Conference had two parallel sessions both Online and Offline in which the Resourceful Presentation was presented by students, Research Scholars, Academician and Industrialist. The registered participants for this conference was 168, and we also received 106 papers from State, National and International out of which 100 papers were selected for inclusion in this Conference Proceedings.

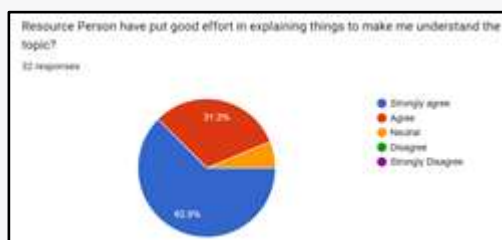
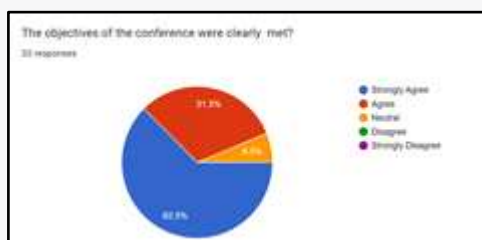
**Photos:**

### 3.5. Collaborative Activities



**Feedback Link:** <https://forms.gle/K6eD2ThSotYjwJ4g9>

## Feedback report:



### Outcome:

- Participants gain a deeper understanding of the interconnectedness between sustainability and technological advancements in the business landscape.
- Increased awareness regarding the potential benefits, challenges and opportunities associated with integrating sustainability practices and advanced technologies

## Attendance Sheet

[illegible]

# Certificate



## 3.5. Collaborative Activities

2023 -2024



## Faculty &amp; Student Exchange Program

29th Feb &amp; 1st Mar 2024

## Objective:

The Faculty & Student Exchange Program on Women Entrepreneurship aimed to facilitate knowledge sharing and collaboration between Patrician College and Coimbatore Bishop Ambrose College. The program sought to explore the topic of women entrepreneurship, fostering discussions, and insights into the challenges and opportunities for women in the entrepreneurial landscape. The objective was to empower students and faculty with the necessary skills and knowledge to become successful entrepreneurs and agents of change in their respective communities.

## Invite



**Report:**

Eleven students and one faculty member from Patrician College delivered a comprehensive presentation on women entrepreneurship. They discussed topics such as the importance of women's participation in entrepreneurship, challenges faced by women entrepreneurs, success stories, and the role of education and mentorship in fostering women entrepreneurship. Participants had the opportunity to network with each other, exchange ideas, and forge potential collaborations. Networking sessions facilitated connections between students and faculty fostering a supportive ecosystem for women entrepreneurs.

**Students and Faculty Name list:**

1. Dr. Sweety Regina Mary S
2. Deepak . K (E22AF014)
3. Antony Roshan M (E22AF006)
4. Rabinsan Victor L (E22AF050)
5. Krrish Kumar Barla (E23CM027)
6. S.T.Yukesh (E23CM062)
7. Akash Raaj R (E22CM005)
8. Padmesh M (E22CM044)
9. Muthu S (E22CM042)
10. Elijah Denis Simpson (E23AF004)
11. S.Risith (E23AF015)
12. Gurumoorthy V (E23AF007)

**Photos:**

### Outcome:

The Faculty & Student Exchange Program on Women Entrepreneurship concluded on a note of inspiration and empowerment, highlighting the importance of fostering an ecosystem that supports and encourages women entrepreneurship. The program provided valuable insights, practical knowledge, and networking opportunities for participants to embark on their entrepreneurial journey with confidence and determination. Through collaborative efforts and knowledge sharing, the program reinforced the significance of women's participation in entrepreneurship and the need to address systemic barriers and challenges faced by women entrepreneurs.

## MoU between Patrician College of Arts & Science, Chennai &

Friends of People Trust, Chennai (NGO)

B.COM G - SHIFT II





### MoU between Patrician College of Arts & Science, Chennai &

Friends of People Trust, Chennai (NGO)

B.COM G - SHIFT II

## PROVIDING EDUCATION FOR THE GYPSY COMMUNITY CHILDREN IN PALLAVARAM - 22nd July 2023

EXTENSION ACTIVITY – SEEDS PROGRAM FOR 1<sup>ST</sup> YEAR 2023



### PROGRAM SCHEDULE

We have split the students into 2 groups and asked group 2 to assemble on 22nd July 2023, Saturday, evening 4pm at Pallavaram gypsy community (Nerikuravar colony) and have purchased educational materials for those children.



## OBJECTIVE

- Learning cannot be successful without persistent, selective, and purposeful effort, so we have decided to share this purpose with the under-privileged children who lack basic knowledge and behavior
- The motive of this program is to provide education to the gypsy, Narikuravar & Irular Communities along with the NGO (Friends of people Trust)

## NUMBER OF BENEFICIARIES

In the Gypsy community there were more than 50 children who were benefitted with basic education and educational materials such as Boards, pens, books, etc.

## OUR TIE-UP NGO PROFILE



**Selvin Ganesan T.**  
Education: BSc. Computer Science in ALPMA college of Arts & Science (2018)  
Currently Running business: JGI MEDIA LOGISTICS  
Friends of People Trust: Founder.

**Hareesh M.**  
Education : BE Mechanical in Anna university (2016)  
Work Experience: SATI world wide logistics (2021 - till date)  
Friends of People Trust: Treasurer

**Josephine Cecily D:**  
Education:  
UG : BCA in Parkview college of Arts and Science (2018)  
PG : MBA in Bharath Institute of Education and Research (2020)  
Work Experience: Over 12.5 years  
Currently working in Thyro Digital (2020- Till date)  
Friends of People Trust: Trustee

**OBJECTIVE:**

1. Friends of People Trust motive is to "Eradicate hunger" and to provide education to the communities such as Gypsy, Narikuravar and Irular.
2. The future project is to provide free Medical support and changing the life of people who are in need.
3. Transformational Leadership, Trust working together, Purposeful Education.

**Outcome of the project through volunteer :**

1. Students will master the skill of "Human handling" and to focus humanity in this Modern world.
2. Knowledge sharing and exploration of places builds the foundation of leadership skills to the students.



JOSEPHINE CECILY D  
TRUSTEE



HAREESH  
TREASURER



SELVIN GANESAN T  
FOUNDER



## PROGRAM SUMMARY

In the Gypsy community, the students were teaching the children who lack basic knowledge of the outside world and education, these people remain underdeveloped till now, so we joined hands with FRIENDS OF PEOPLE TRUST and started to provide education to them. They were enthusiastic during the teaching process on seeing how the children showed interest in education.

**PICTURE CAPTION** – Students assembled in the Gypsy community, Pallavaram and started



## OUTCOME

The students knew the need for education while teaching to the gypsy community children how they were lacking basic educational needs and realized how privileged they were and to make use of the opportunity they've received. And they assured that they will extend their support in this mission along with the NGO we've tied up – Friends of People Trust.

## FEEDBACK

Relevance of the topic  
47 responses



Strongly agree  
Agree  
Neutral  
Disagree  
Strongly Disagree

**SAMPLE CERTIFICATES****ATTENDANCE SHEET**

1. Bcom Gen Shift-I SEEDS Program

Sl. No.	Name	Present	Absent
1	Aradhya P. K.		
2	Aradhya P. K.		
3	Aradhya P. K.		
4	Aradhya P. K.		
5	Aradhya P. K.		
6	Aradhya P. K.		
7	Aradhya P. K.		
8	Aradhya P. K.		
9	Aradhya P. K.		
10	Aradhya P. K.		
11	Aradhya P. K.		
12	Aradhya P. K.		
13	Aradhya P. K.		
14	Aradhya P. K.		
15	Aradhya P. K.		
16	Aradhya P. K.		
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35	Aradhya P. K.		
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**SERVING THE NEEDY - 22nd July 2023**EXTENSION ACTIVITY – SEEDS PROGRAM FOR 1<sup>ST</sup> YEAR 2023**PROGRAM SCHEDULE**

We have split the students into 2 groups and asked group 1 to assemble on 22nd July 2023, Saturday, at Besant Nagar church early morning and started identifying the senior citizens,



interacting with them, and distributing food to them.

## OBJECTIVE

- To support people suffering from hunger and starvation across surrounding, we have initiated the idea to distribute food to needy people along with the NGO – Friends of People Trust.
- The motive of this program is to eradicate hunger among the senior citizens in the roadside.
- To provide psychological support through interaction to those senior citizens who have lost the sense of belonging.

## NUMBER OF BENEFICIARIES

During the program nearly 50+ senior citizens have been provided with food and water.

## OUR TIE-UP NGO PROFILE



## PROGRAM SUMMARY

The students felt a big sense of responsibility while serving the elderly people and interacting with them and knowing the difficulties faced by them in their old age. Most of the elders were sent out by their sons/daughters which made them realize to be a good and responsible son/daughter and be socially responsible citizen as well.

**PICTURE CAPTION** – Students assembled in Besant Nagar church from there we started identifying senior citizens.



**PICTURE CAPTION** – Students providing food and interacting with them.



## OUTCOME

Old age is a sensitive phase where elderly people need care and comfort to lead a healthy life without worries and anxiety. Lack of awareness regarding the changing behavioral patterns in elderly people at home leads to abuse of them by their kin. And hence we took an initiative to solve this problem to a possible extent. Students were deeply moved while interacting with the senior citizens, knowing their difficulties faced even without the basic amenities like clothing, restroom, shelter, etc. and decided to provide support along with Friends of People Trust.

## FEEDBACK

Relevance of the topic  
47 responses



## SAMPLE CERTIFICATES



**ATTENDANCE SHEET**

**Elevate to educate the gypsy children to inspire and explore the college campus**

**XTENSION ACTIVITY – SEEDS PROGRAM FOR 1<sup>ST</sup> YEAR 2023**

**PROGRAM SCHEDULE**

We, through the help of the NGO have collected the children from Kotturpuram and Pallavaram Nerikuravar Community to witness our college campus, provide food, arranged a cultural program and also telecasted a short film movie called – SLATE which helps them understand the importance of education through this seed program.

**OBJECTIVE**

- The motive of this program is to provide education and satisfy the basic needs to the gypsy,



- Narikuravar & Irular Communities along with the NGO (Friends of people Trust)
- To kindle the spirit of education through campus visit, enact skit and other cultural programs

## NUMBER OF BENEFICIARIES

In the Gypsy community there were more than 60 children who visited our campus and received food packets.

## OUR TIE-UP NGO PROFILE



**Selvin Gunaraj T.**  
Education: BSc. Computer Science in ALPHA college of Arts & Science (2018)  
Currently Running business: J20 INDIA LOGISTICS  
Friends of People Trust: Founder.

**Harish M:**  
Education : BE.Mechanical in Anna university, (2019)  
Work Experience: SAP world wide logistics (2021 - till date)  
Friends of People Trust: Treasurer.

**Josephine Cecily D:**  
Education:  
UG : BCA in Patrician college of Arts and Science (2018)  
PG : MBA in Bharath Institute of Education and Research (2020)  
Work Experience: Overall 2.5 years  
Currently working in Thyve Digital (2022- Till date)  
Friends of People Trust: Trustee

**OBJECTIVE:**

1. Friends of People Trust motive is to "Eradicate hunger" and to provide education to the communities such as Gypsy, Narikuravar and Irular.
2. The future project is to provide free Medical support and changing the life's of people who are in need.
3. Transformational Leadership, Trust working together, Purposeful Education.

**Outcome of the project through volunteer :**

1. Students will master the skill of "Human handling" and to focus humanity in this Morden world.
2. Knowledge sharing and exploration of places builds the foundation of leadership skills to the students.



JOSEPHINE CECILY  
TRUSTEE



HARISH  
TREASURER



SELVIN GUNARAJ  
FOUNDER

## PROGRAM SUMMARY

In collaboration with FRIENDS OF PEOPLE TRUST we have invited the gypsy community children to visit our campus and witness the learning process so that they will get the inspiration to learn and use education as a weapon to change things for their underdeveloped community even in the 2000's, they lack the basic amenities such as food, clothing, shelter and education. In order to bring about changes in the way people treat them we have joined hands with our tie up NGO and involved in such activities.

**PICTURE CAPTION** – Students assembled in our college campus and participated in the cultural events



**Picture along with their guide after lunch**



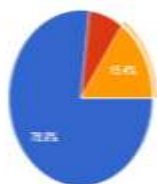
**Picture while watching motivational movie in classroom**



## OUTCOME

The students knew the need for education while teaching to the gypsy community children how they were lacking basic educational needs and realized how privileged they were and to make use of the opportunity they've received. And they assured that they will extend their support in this mission along with the NGO we've tied up – Friends of People Trust.

## FEEDBACK



Excellent  
Very good  
Good  
Fair  
Poor

## SAMPLE CERTIFICATES



## Appreciation letter from the NGO



**ATTENDANCE SHEET**

Sl No	Roll No	Name	Sign
1	E23CH002	Akash C	Akash
2	E23CH003	Akash S	Akash
3	E23CH004	Amal A. Naray A	Amal
4	E23CH005	Ashika V	Ashika
5	E23CH006	Bharathi Kumar A N	Bharathi
6	E23CH007	Deepak A	Deepak
7	E23CH008	Divya Kumar G	Divya
8	E23CH009	Shreeya Senthil S	Shreeya
9	E23CH010	Hari S S	Hari
10	E23CH011	Hariharan N	Hariharan
11	E23CH012	Himanshu Kumar S	Himanshu
12	E23CH013	Karthik Ram D C	Karthik
13	E23CH014	Shashik K	Shashik
14	E23CH015	Arushi Kumar Doss W S	Arushi
15	E23CH016	Vignesh Kumar S	Vignesh
16	E23CH017	Lavinia P	Lavinia
17	E23CH018	Madhya Anand A	Madhya

18	E23CH019	Prasanna Sathy U	Prasanna
19	E23CH020	Nisha S	Nisha
20	E23CH021	Prithvi S	Prithvi
21	E23CH022	Romesh A	Romesh
22	E23CH023	Silpa K	Silpa
23	E23CH024	Santosh C	Santosh
24	E23CH025	Soumya M S	Soumya
25	E23CH026	Vishal S	Vishal
26	E23CH027	Vishal A	Vishal
27	E23CH028	Aradhana M	Aradhana
28	E23CH029	Sam Eshwar S	Sam

EXTENSION ACTIVITY – SEEDS PROGRAM FOR 1<sup>ST</sup> YEAR 2024**HELPING THE DESTITUTE - 26th Jan 2024**SAINT PATRICK  
OUR PATRON

PATRICIAN COLLEGE OF ARTS AND SCIENCE, ADYAR, CHENNAI  
A Christian Minority Institution  
Affiliated to the University of Madras & Reaccredited 'A+' Grade by NAAC

BISHOP DANIEL DELANY  
OUR FOUNDER

Department of Commerce & Accounting and Finance Shift-II  
Invites you all to  
Seed Program organised on January 26<sup>th</sup> 2024  
Distribution of Clothes & groceries

VENUE : SAHAYA ILLAM, ST. THOMAS MOUNT

Dr. SWEETY REGINA MARY  
HOD & CO-ORDINATORDr. AROKIAMARY GEETHA DOSS  
PRINCIPALDr. FATIMA VASANTH  
ACADEMIC DIRECTORBro. Dr. A. STANISLAUS  
DIRECTOR & SECRETARY



## PROGRAM SCHEDULE

The students were asked to report on 26<sup>th</sup> January 2024, Friday, near Besant Nagar church early morning by around 8am and 10am at Sahaya Illam, St Thomas Mount. They started identifying the senior citizens, interacting with them knowing their difficulties for their livelihood especially in finding restrooms etc, and started distributing clothes like sarees, bedsheets, lungis to them. At Sahaya Illam, they started interacting and spending quality time with the senior citizens who were longing for love, affection and most importantly time. They were all chased out by their children due to some reasons and finally found their solace at Sahaya Illam.

## OBJECTIVE

The objective for distributing clothes to the needy is to alleviate poverty, promote dignity, and address emergency situations. This includes supporting vulnerable old aged, encouraging sustainability, empowering communities, facilitating social inclusion, collaborating with our NGO – FRIENDS OF PEOPLE TRUST and raising awareness, and measuring impact for effective and compassionate assistance.

## NUMBER OF BENEFICIARIES

During the program nearly 40+ senior citizens have been provided with clothes, bedsheets, groceries and staples

## OUR TIE-UP NGO PROFILE



**Selvin Gurusai T.**  
Education: BSc. Computer Science in ALPMA college of Arts & Science (2018)  
Currently running business: J2G INDIA LOGISTICS  
Friends of People Trust: Founder.

**Harish M.**  
Education: BE Mechanical in Anna university. (2018)  
Work Experience: SAP world wide logistics (2021- till date)  
Friends of People Trust: Treasurer.

**Josephine Cecily D.**  
Education: UG : BCA in Patrician college of Arts and Science (2018)  
PG : MBA in Bharath Institute of Education and Research (2020)  
Work Experience: Overall 2.5 years.  
Currently working in Thyve Digital (2022- Till date)  
Friends of People Trust: Trustee

**OBJECTIVE:**

1. Friends of People Trust motive is to "Eradicate hunger" and to provide education to the communities such as Gypsy, Nairukurai and Irular.
2. The future project is to provide free Medical support and changing the life's of people who are in need.
3. Transformational Leadership, Trust working together, Purposeful Education.

**Outcome of the project through volunteer :**

1. Students will master the skill of "Human handling" and to focus humanity in this Modern world.
2. Knowledge sharing and exploration of places builds the foundation of leadership skills to the students.



**JOSEPHINE CECILY D.**  
TRUSTEE



**HARISH M.**  
TREASURER



**SELVIN GURUSAI T.**  
FOUNDER



## PROGRAM SUMMARY

The students felt a big sense of responsibility while serving the elderly people and interacting with them and knowing the difficulties faced by them in their old age. Most of the elders were sent out by their sons/daughters which made them realize to be a good and responsible son/daughter and be socially responsible citizen as well.

### PICTURE CAPTION – Students at Sahaya Illam, St Thomas Mount



### PICTURE CAPTION – PICTURE CAPTION – Student distributing clothes at Besant Nagar



### PICTURE CAPTION – Students interacting with senior citizens at Sahaya Illam, St Thomas Mount

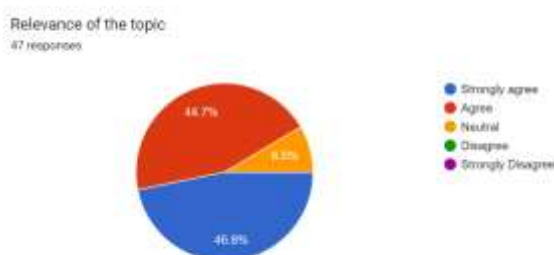


**PICTURE CAPTION** – Students sharing a moment at Sahaya Illam, St Thomas Mount

## OUTCOME

Old age is a sensitive phase where elderly people need care and comfort to lead a healthy life without worries and anxiety. Lack of awareness regarding the changing behavioral patterns in elderly people at home leads to abuse of them by their kin. And hence we took an initiative to solve this problem to a possible extent. Students were deeply moved while interacting with the senior citizens, knowing their difficulties faced even without the basic amenities like clothing, restroom, shelter, etc. and decided to provide support along with Friends of People Trust.

## FEEDBACK

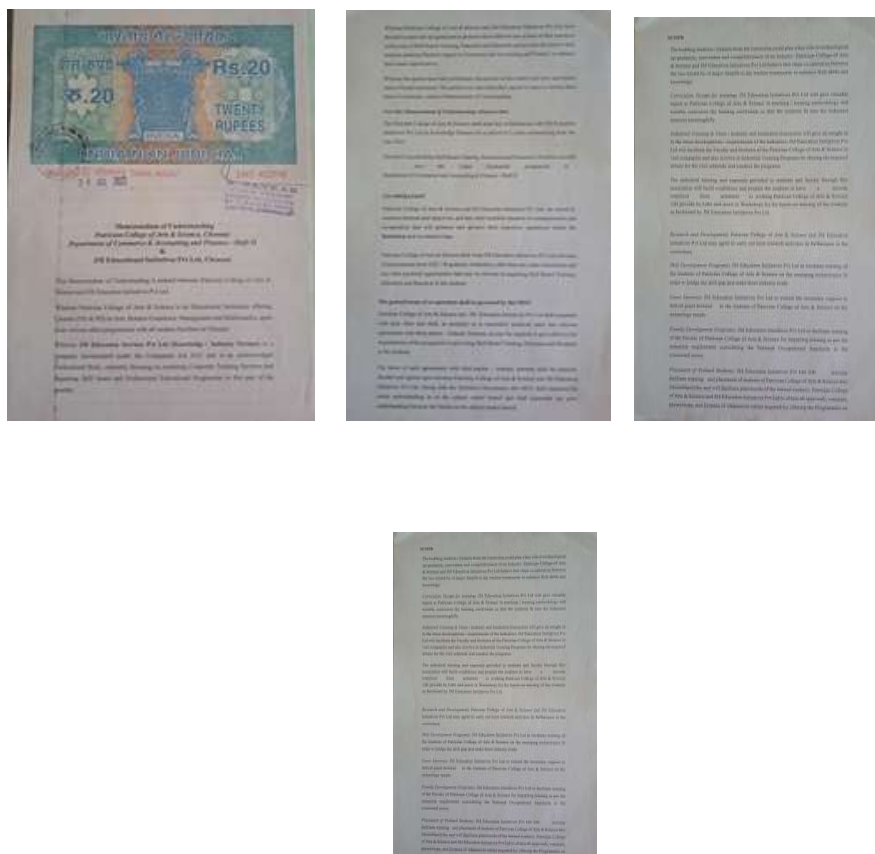




## MoU between Patrician College of Arts & Science, Chennai &

JM Educational Initiatives Pvt Ltd, Chennai

B.COM G - SHIFT II



## MoU between Patrician College of Arts & Science, Chennai &

JM Educational Initiatives Pvt Ltd, Chennai

B.COM G - SHIFT II

### Objective:

The budding students / trainees from the institution could play a key role in technological upgradation, innovation and competitiveness of an industry

**Curriculum Design for training:** JM Education Initiatives Pvt Ltd will give valuable inputs to Patrician College of Arts & Science in teaching / training methodology and suitably customize the training curriculum so that the students fit into the industrial scenario meaningfully.

**Industrial Training & Visits:** Industry and Institution interaction will give an insight in to the latest developments / requirements of the industries; JM Education Initiatives Pvt Ltd will facilitate the Faculty and Students of the Patrician College of Arts & Science to visit companies and also involve in Industrial Training Programs by sharing the required details for the visit schedule and conduct the programs.

### Invite:



**Venue:** Board Room, C Block @ 12.00 noon

### Photos:





MoU Signing Ceremony



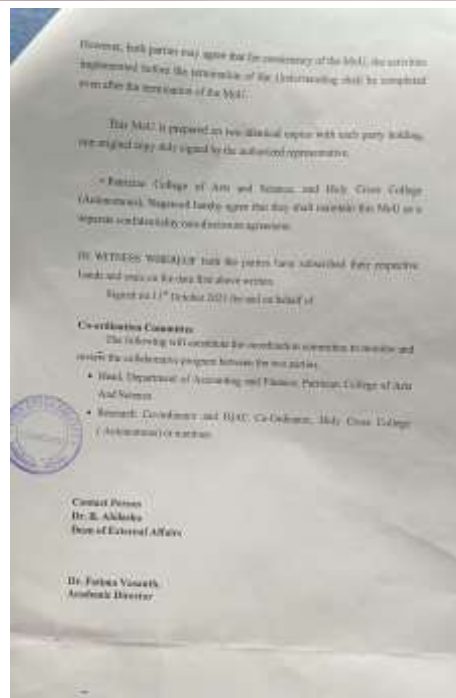
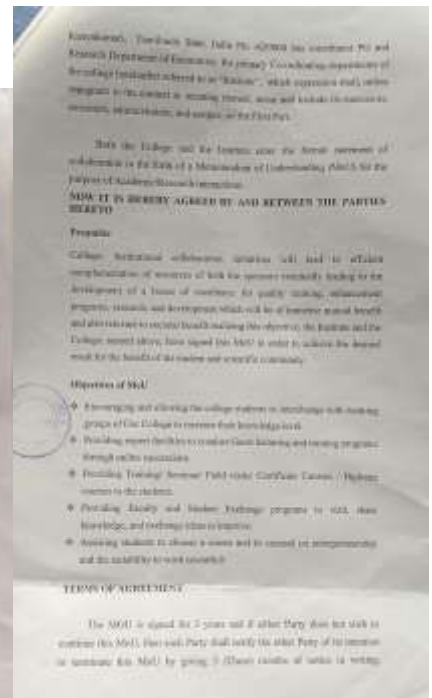
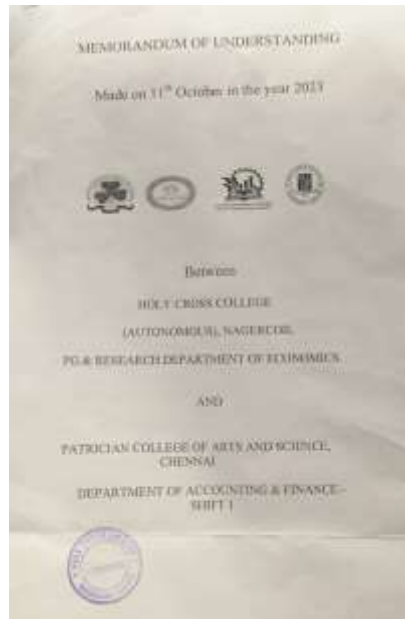
PATRICIAN COLLEGE OF ARTS AND SCIENCE									
COUNCIL OF STUDENTS - 2023-24									
LIST OF STUDENTS									
S.No	Name	Roll No	1	2	3	4	5	6	7
1	KRISHNA K. R.	23230001	X						
2	KRISHNA K. R.	23230002	X						
3	KRISHNA K. R.	23230003	X						
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98	KRISHNA K. R.	23230098	X						
99	KRISHNA K. R.	23230099	X						
100	KRISHNA K. R.	23230100	X						



## MoU between Patrician College of Arts & Science, Chennai &

Holy Cross College, Nagercoil

B.COM AF - SHIFT I





## 3.5. Collaborative Activities

2023 -2024

The INSTITUTE and the COLLEGE each represent that it has read and understood this agreement, that by signing below it agrees to be bound by its terms, and that they have caused this agreement to be executed by the authorized representative.

For Holy Cross College (Autonomous),  
Signature: *[Signature]*  
Name: Dr. Sr. Sahayavathi  
Principal  
Holy Cross College,  
(Autonomous)  
Nagercoil, Kanyakumari  
PIN: 626 004  
Signed in the presence of:  
Witnesses (Name & Address)

For Patrician College of Arts  
Signature: *[Signature]*  
Name: Mrs. Dr. A. Stanislaus  
Director, Secretary  
Patrician College of Arts & Science  
Adyar, Chennai  
Signed in the presence of:  
Witnesses (Name & Address)

Signature: *[Signature]*  
Name: Dr. R. Abilasha  
Dean of External Affairs  
Holy Cross College  
(Autonomous), Nagercoil, Kanyakumari  
PG & Research Department  
Holy Cross College (Autonomous)  
Nagercoil - 626 004

Signature: *[Signature]*  
Name: Dr. Fatima Vasanth,  
Academic Director  
Patrician College of Arts & Science  
Adyar, Chennai  
Dr. Fatima Vasanth, M.A. M.Ped, Ph.D.  
Academic Director  
Patrician College of Arts and Science  
Coral Beach Road, Gandhi Nagar,  
Adyar, Chennai - 600 020.

Signature: *[Signature]*  
Name: Dr. Jini Sanjana  
Head, PG and Research  
Department of Economics  
Holy Cross College  
(Autonomous), Nagercoil,  
Kanyakumari  
Dr. Jini Sanjana  
Head of the Department  
Department of Economics  
Holy Cross College (Autonomous)  
Nagercoil

Signature: *[Signature]*  
Name: Dr. T.V. Manjusha  
Head, Department of  
Accounting & Finance  
Patrician College of Arts & Science  
Adyar, Chennai



## MoU between Patrician College of Arts & Science, Chennai &

Holy Cross College, Nagercoil

B.COM AF - SHIFT I

### INVITE



### PROGRAM SCHEDULE:

**DATE:** 26/02/2024 & 27/02/2024

**TIME:** 10.00 am -1.00 am

**VENUE:** LIBRARY REFERENCE HALL

**NO. OF PARTICIPANTS:**

**Holy cross college**

**STUDENTS-9**

**FACULTY-2**

**Patrician college of arts and science**

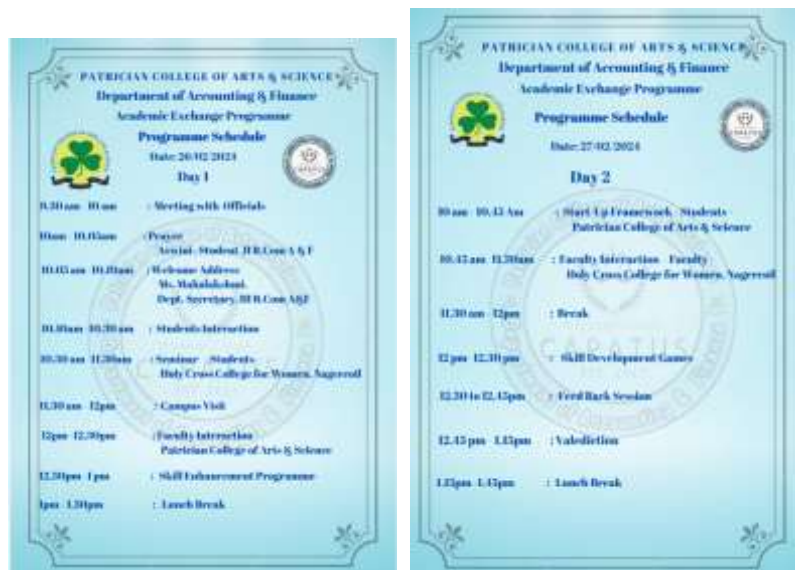
**STUDENTS-10**

**FACULTY-4**



## 3.5. Collaborative Activities

2023 -2024

**OBJECTIVES**

Academic exchange programs typically aim to promote cultural understanding, foster collaboration between institutions, facilitate knowledge sharing, enhance academic and research skills, and encourage personal growth and development among participants. They often provide opportunities for students, researchers, and faculty to immerse themselves in different academic environments, gain exposure to diverse perspectives, and build international networks.

**PROGRAMME SUMMARY INCLUDING 4 GEOTAG PICS AND CAPTIONS**



## FEEDBACK

<https://drive.google.com/drive/folders/161kGqX0GyGhsUHM7BaKaEvmSNU3Dh1fu>



## 3.5. Collaborative Activities

2023 -2024

## SAMPLE CERTIFICATES



## ATTENDANCE WITH STUDENT'S SIGNATURE

PATRICIAN COLLEGE OF ARTS & SCIENCE				
ACADEMIC EXCHANGE PROGRAM				
This is to certify that				
A.V. PHEBE				
(III B.A. Economics)				
Holy Cross College, Nagercoil				
has participated in the Academic Exchange Program organized				
on 26th & 27th February 2024 by Department of Accounting & Finance S-1				
Patrician College of Arts & Science, Adyar, Chennai.				
Dr. T.V. Manjusha HOD				
Dr. Archimidy Getha Doss PRINCIPAL				
Dr. Fatima Vasanth ACADEMIC DIRECTOR				
Bro. Dr. A. Stanislaus DIRECTOR & SECRETARY				



## MoU between Patrician College of Arts & Science, Chennai &

### JM Education

### B.COM CS - SHIFT II

