

ICT / COMPUTING SKILLS

Higher education systems have grown exponentially in the last few decades to meet the demands of quality education for all and the last two decades has witnessed the inclusion of ICT for innovative teaching. Though it is a challenge to holistically integrate the technology in the management and delivery of learning programmes it has become absolutely necessary. It significantly contributes to good quality education and leads to improved student learning and better teaching methods. The introduction of ICT in the college has had profound implications in the teaching process especially in dealing with key issues of access, equity, management, efficiency, pedagogy and quality. Every faculty is provided with a Samsung Tab and the class rooms have the necessary ICT required infrastructure for optimal usage of the ICT tools.

Seminar on ICT Skills

Date and Time : 8th April 2022, 3 p.m.

Number of Beneficiaries : 40 Students

Programme Objective

For the students to understand and apply a range of computer programmes, software and other applications and to educate students about ICT tools.

Invite


 Saint Patrick
Patron

Patrician College of Arts and Science
 Canal Bank Road, Gandhi Nagar, Adyar, Chennai - 600020.
 A Christian Minority Institution
 Affiliated to the University of Madras & Reaccredited A+ Grade by NAAC in 2021
 Ranked 1st in TN and 18th among the top 100 Non-Autonomous Colleges in India(EW)
 Awarded 4 Star with Mentor Status by Innovation Cell, MOE, Govt. of India


 Bishop Daniel Delany
Founder




Department of Computer Applications – Shift I
 Conducts
Seminar on ICT SKILLS
 Resource person
Dr.Selva Rani.B,Associate Professor,
Department of Information Technology.
Vellore Institute of Technology

Google Meet

CLASS: BCA Students

Date: Friday, 8th April 2022

Time: 3 p.m to 4 p.m

Dr.B.AnandaPriya
Head,Dept.of BCA

Dr. Usha George
Principal

Dr. Fatima Vasanthi
Academic Director

Bro. Dr. S. Arockiaraj
Director & Secretary

Wear Mask | Maintain Social Distance | Get Vaccinated


Patrician College of Arts and Science
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Department of Computer Applications (Shift I)
conducts Seminar on
ICT Skills

Date : Friday 8th April 2022 Time: 3:00 p.m to 4:00 p.m Platform: 

PROGRAMME SCHEDULE

3:00 pm	Prayer	II BCA(A)
3:03 pm	Welcome Address	II BCA(B)
3:06 pm	Introduction of Resource Persons	II BCA(A)
3:10 pm	Resource Person Address	Dr B Selva Rani Associate Professor, Department of Information Technology Vellore Institute of Technology, Vellore
3:50 pm	Interactive Session	
3: 55pm	Vote of Thanks	II BCA(B)

M.C – II BCA(A)


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Department of Computer Applications (Shift I)
conducts Seminar on
ICT Skills

Date : Friday 8th April 2022 Time: 3:00 p.m to 4:00 p.m Platform: 

DUTY LIST

Overall incharge : Ms Srivaishnavi

- o Meet link Creation – sending to resource person and others: Ms Sangeetha
- o PPT – presentation of slides – Ms Srivaishnavi
- o Rehearsal & posting of feedback questions– Ms Sangeetha
- o Documentation – Ms Srivaishnavi
- o Students joining for the webinar – class teachers

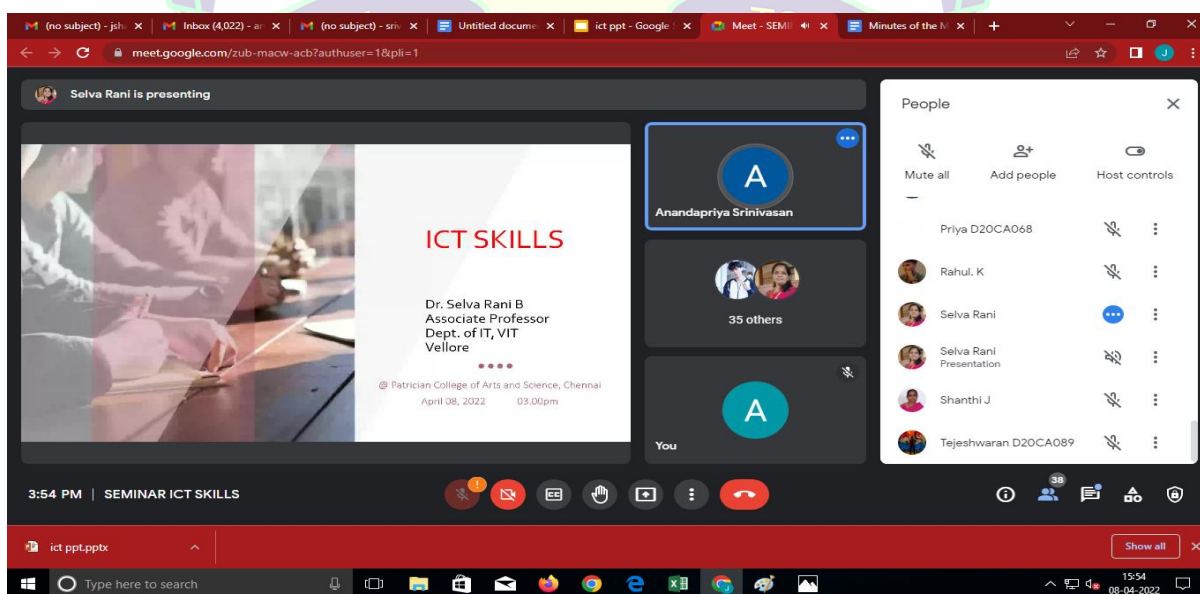
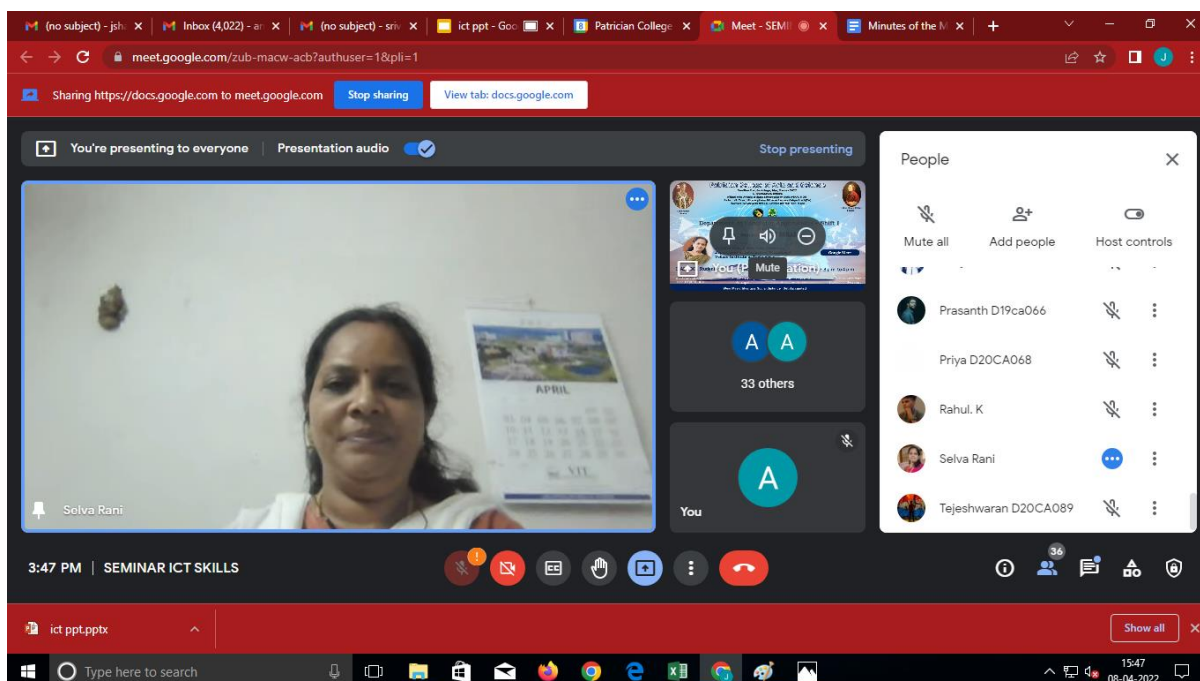
Programme Report

It is important for students to engage with ICT skills and to develop their ICT capability and ICT literacy to improve their attainment levels. As a part of the Student Development programme and In order to prepare students for an integrated society dominated by ICT developments the Department of Computer Applications (Shift 1) conducted a seminar on ICT Skills. The resource person for the seminar was Dr. B Selvarani, Associate Professor, Department of Information Technology, VIT.

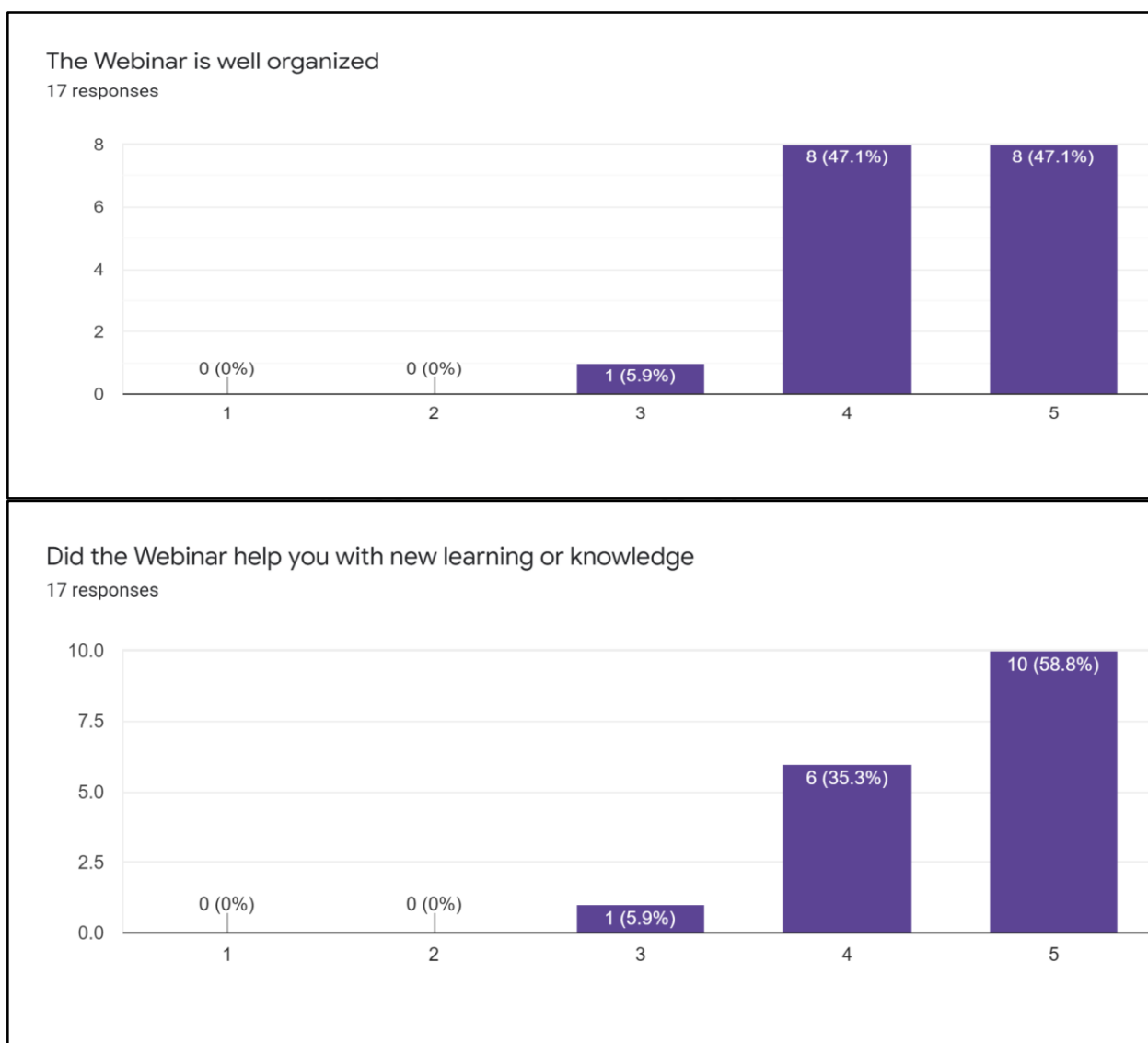
The resource person explained about ICT Tools, Resignation devices, Constructive Tools, Communication tools and Collaborative Tools. She explained the importance of Self-Paced Learning and insisted that it gives students some control over the pace of their learning and

helps them develop self-reliance and better problem-solving skills. Dr. B Selvarani explained various Learning Management Tools available in the market and insisted to students that It is important to know everything about the Learning Management System to find the ideal LMS solution for all your business's requirements and functioning. The resource person added the advantages of ICT Tools are Cost-efficient, it Provide the facility for easy student management, Direct classroom teaching. An improved mode of communication and Eco-friendly environment enables to eliminate the usage of paper.

Screenshots of the Event



Feedback from Students



Date: 22 September 2021, Thursday

Time: 11.00 AM to 01.00 Noon

Mode: Offline – Smart Class room

Program:

This SPSS installation and guest lecture was planned of the purpose of final year students from M.A HRM and BBA, who are working with final year project. Department of Management arranged this training session for knowing the technicality

of this SPSS software and to complete the project with Subject knowledge and more professionalism from student end with perfection. Department of management shared the student trail version link to the students for the SPSS software installation purpose.

The event schedule went on in the below mentioned process

Prayer : **Mr. MAYBURN FRANCIS RODRIGUES**
PG Student, Department of Management

Welcome Address : **Ms. JESSICA AUDREY NELTHROPP**
PG Student, Department of Management

Introduction of Chief Guest : **Mr. CYRIL VINCENT ROCHE J**
PG Student, Department of Management

Resource Person Address : **Dr. Vinoth. S**
Assistant Professor
MEASI Institute of Management

Felicitating Chief Guest : **Ms. G. Mahalakshmi**
Head, Department of Management

Vote of Thanks : **Mr. DANIEL FELIX JOSEPH CHALKE**
Asst. Professor, Department of Management

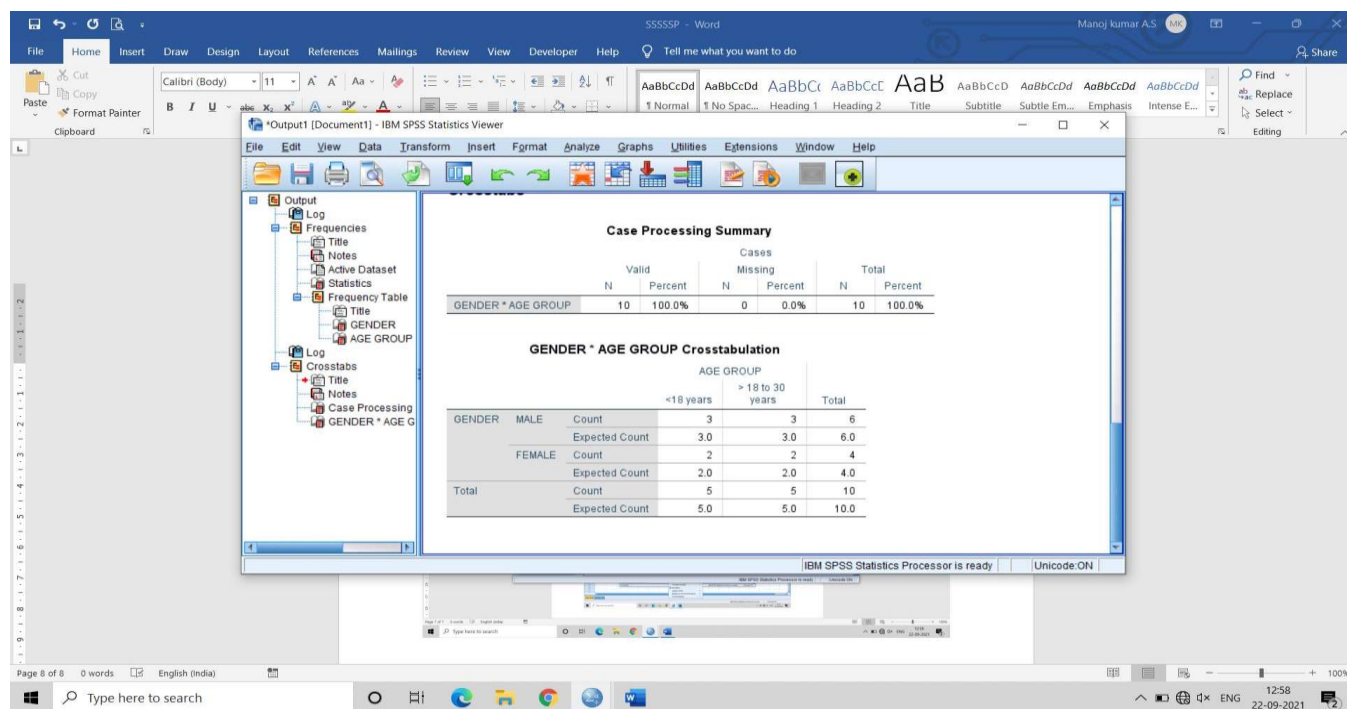
Report:

The resource person gave the depth and base of what is research and trained us the strong general meaning and its terminology with various examples. He clarified and gave short notes on statistics and research methodology. He started with what Data is in and information and gave a detailed explanation about the meaning of Qualitative and Quantitative concepts. He revised the concepts mean, median and mode meaning and concepts in research methods and it was an interactive session for us. Resource person pointed out some students randomly and asked relatable questions to initiate the survey or questionnaire methods. Resource person made every student to initiate few basic methods which is very much used for student projects. Emcee Mr. Mr. DAVIS PANNA, PG Student Department of management conducted the Q&A session and our respected resource person clarified their doubts and made them understand the technicality with different samples

Live Feedback Session:

Mr. DANIEL FELIX JOSEPH CHALKE, Asst. Professor, Department of Management

conducted a live feedback session and the students gave positive feedback about the



session attended and they requested another session covering few more topics to know much more methods using SPSS. **Photo Gallery**

REALITY VS WEB WEBINAR

Date and Time: 19/ 6/ 21 at 11 A.M.

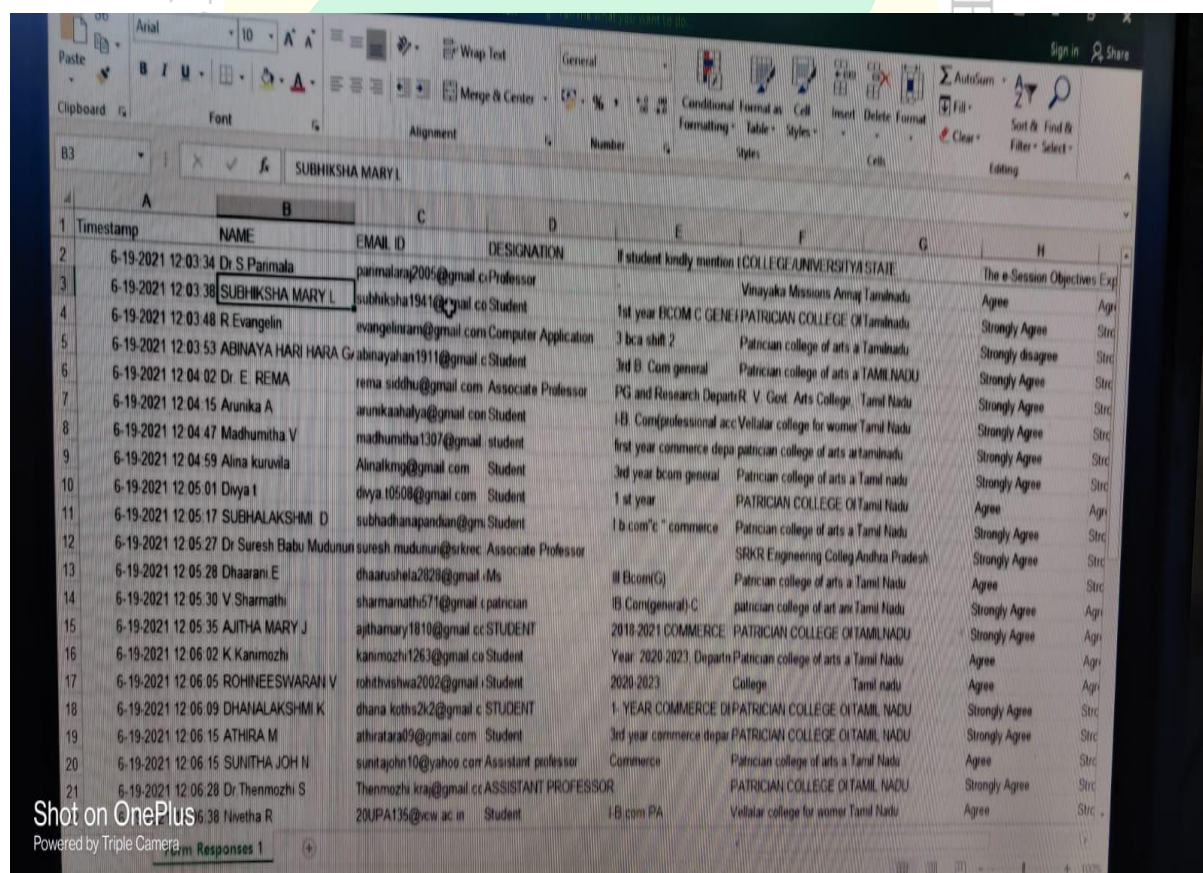
Program Recorded Link:

<https://mail.google.com/mail/u/0/?tab=rm&ogbl#search/REALITY/FMfcgzGkZGnVSTDjSTIXMhZCkLbkJfh?projector=1>

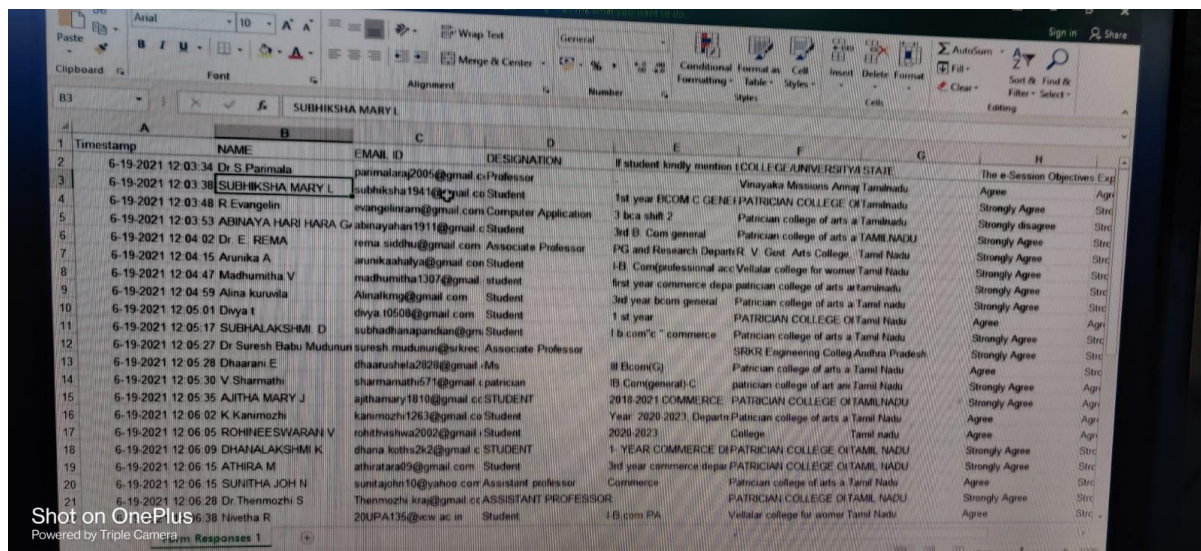
Programme Schedule

Prayer	: Gavin Phillips II B.Com A Student Coordinator
Welcome Address	: Dr. Unika D Head of Department Dept. of Commerce
Felicitation	: Dr. B Meena Vice Principal Shift -I Dept. of Commerce
Introduction of Chief Guest	: Saddam Hussain II B.Com B Student Coordinator
Chief Guest Speech	: Mr. Umasanker Kandaswamy, Sr. VP - Sales & Relationships,
Vote Of Thanks	: Tianna Lincoln, II M.Com PG Representative

Registration



Timestamp	NAME	EMAIL ID	DESIGNATION	Feedback	Response
6-19-2021 12:03:34	Dr S Parimala	parimalara2005@gmail.com	Professor	If student kindly mention COLLEGE/UNIVERSITY/STATE	The e-Session Objectives Exp
6-19-2021 12:03:38	SUBHIKSHA MARY L	subhiksha1941@gmail.com	Student	Vinayaka Missions Annai Tamilnadu	Agree
6-19-2021 12:03:48	R Evangelin	evangelinram@gmail.com	Computer Application	1st year BCOM C GENET PATRICIAN COLLEGE OTamilnadu	Strongly Agree
6-19-2021 12:03:53	ABINAYA HARI HARA	Gabinayahan1911@gmail.com	Student	3 bca shift 2 Patrician college of arts a Tamilnadu	Strongly disagree
6-19-2021 12:04:02	Dr. E. REMA	rema.siddhu@gmail.com	Associate Professor	3rd B. Com general Patrician college of arts a TAMILNADU	Strongly Agree
6-19-2021 12:04:15	Arunika A	arunkaahalya@gmail.com	Student	PG and Research Depart R. V. Govt. Arts College, Tamil Nadu	Strongly Agree
6-19-2021 12:04:47	Madhumitha V	madhumitha1307@gmail.com	student	1B. Comprofessional acc Vellalar college for women Tamil Nadu	Strongly Agree
6-19-2021 12:04:59	Alina kuruvila	Alinaikmg@gmail.com	Student	first year commerce depar patrician college of arts a taminadu	Strongly Agree
6-19-2021 12:05:01	Divya t	divya.10508@gmail.com	Student	3rd year bcom general Patrician college of arts a Tamil nadu	Strongly Agree
6-19-2021 12:05:17	SUBHALAKSHMI D	subhadhanapandian@gmail.com	Student	1 st year PATRICIAN COLLEGE OTamil Nadu	Agree
6-19-2021 12:05:27	Dr Suresh Babu Mudunuri	suresh.mudunuri@srikrishna.edu.in	Associate Professor	1 b com 'c ' commerce Patrician college of arts a Tamil Nadu	Strongly Agree
6-19-2021 12:05:28	Dhaaran E	dhaaranusha2020@gmail.com	Ms	SRKR Engineering College Andhra Pradesh	Strongly Agree
6-19-2021 12:05:30	V Sharmathi	sharmamathi571@gmail.com	patrician	Patrician college of arts a Tamil Nadu	Agree
6-19-2021 12:05:35	AJITHA MARY J	ajithamary1810@gmail.com	STUDENT	1B Com(general)-C patrician college of art ani Tamil Nadu	Strongly Agree
6-19-2021 12:06:02	K Kanimozhi	kanimozhi1263@gmail.com	Student	2018-2021 COMMERCE PATRICIAN COLLEGE OTAMILNADU	Strongly Agree
6-19-2021 12:06:05	ROHINEESWARAN V	rohithishwa2002@gmail.com	Student	Year: 2020-2023, Departn Patrician college of arts a Tamil Nadu	Agree
6-19-2021 12:06:09	DHANALAKSHMI K	dhana.koths2k2@gmail.com	STUDENT	2020-2023 College Tamil nadu	Agree
6-19-2021 12:06:15	ATHIRA M	athirara9@gmail.com	Student	1- YEAR COMMERCE DIPATRICIAN COLLEGE OTAMIL NADU	Strongly Agree
6-19-2021 12:06:15	SUNITHA JOH N	sunitajohn10@yahoo.com	Assistant professor	3rd year commerce depar PATRICIAN COLLEGE OTAMIL NADU	Strongly Agree
6-19-2021 12:06:28	Dr. Thenmozhi S	Thenmozhi.kra@gmail.com	ASSISTANT PROFESSOR	Commerce Patrician college of arts a Tamil Nadu	Agree
6-19-2021 12:06:38	Nivetha R	28UPA135@icw.ac.in	Student	PATRICIAN COLLEGE OTAMIL NADU	Strongly Agree
				1.B.com PA Vellalar college for women Tamil Nadu	Agree



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6-19-2021 12:03:34	Dr. S. Parimala	parimalara2005@gmail.com	Professor	Vinayaka Missions Aranyam Tamilnadu	Agree
6-19-2021 12:03:38	SUBHIKSHA MARY L	subhiksha1941@gmail.com	Student	Patrician College of Arts & Science, Tamil Nadu	Strongly Agree
6-19-2021 12:03:48	R. Evangelin	evangelinram@gmail.com	Computer Application	Patrician college of arts & science, Tamil Nadu	Strongly disagree
6-19-2021 12:04:02	Dr. E. REMA	remanidha1911@gmail.com	Student	Patrician college of arts & science, Tamil Nadu	Strongly Agree
6-19-2021 12:04:15	Arunka A	arunkaahalya@gmail.com	Associate Professor	PG and Research Department, V. Govt. Arts College, Tamil Nadu	Strongly Agree
6-19-2021 12:04:47	Madhumitha V	madhumitha1307@gmail.com	Student	1st year commerce department, Patrician college of arts & science, Tamil Nadu	Strongly Agree
6-19-2021 12:04:59	Alina kuruvila	alinakm@gmail.com	Student	3rd year commerce general, Patrician college of arts & science, Tamil Nadu	Strongly Agree
6-19-2021 12:05:01	Divya t	divya10508@gmail.com	Student	1st year commerce, Patrician college of arts & science, Tamil Nadu	Strongly Agree
6-19-2021 12:05:17	SUBHALAKSHMI D	subhadhastapandian@gmail.com	Student	1st year commerce, Patrician college of arts & science, Tamil Nadu	Strongly Agree
6-19-2021 12:05:27	Dr. Suresh Babu Mudunuri	suresh.mudunuri@srknc.ac.in	Associate Professor	SRKR Engineering College, Andhra Pradesh	Strongly Agree
6-19-2021 12:05:28	Dhaaran E	dhaaranesh2829@gmail.com	Ms	1st year commerce, Patrician college of arts & science, Tamil Nadu	Strongly Agree
6-19-2021 12:05:30	V. Sharmathi	sharmathiv571@gmail.com	Patrician	1st year commerce, Patrician college of arts & science, Tamil Nadu	Strongly Agree
6-19-2021 12:05:35	AJITHA MARY J	ajithamary1810@gmail.com	STUDENT	2018-2021 COMMERCE, PATRICIAN COLLEGE OF ARTS & SCIENCE, TAMIL NADU	Strongly Agree
6-19-2021 12:06:02	K. Kanmozhi	kanmozhi1263@gmail.com	STUDENT	Year: 2020-2021, Department: Patrician college of arts & science, Tamil Nadu	Strongly Agree
6-19-2021 12:06:05	ROHINEESWARAN V	rohithishwa2002@gmail.com	Student	2020-2021, College: Patrician college of arts & science, Tamil Nadu	Strongly Agree
6-19-2021 12:06:09	DHANALAKSHMI K	dhanakoths2k2@gmail.com	STUDENT	1st year commerce, PATRICIAN COLLEGE OF ARTS & SCIENCE, TAMIL NADU	Strongly Agree
6-19-2021 12:06:15	ATHIRA M	athirara09@gmail.com	Student	3rd year commerce, PATRICIAN COLLEGE OF ARTS & SCIENCE, TAMIL NADU	Strongly Agree
6-19-2021 12:06:15	SUNITHA JOH N	sunitajohn10@yahoo.com	Assistant professor	Commerce, Patrician college of arts & science, Tamil Nadu	Strongly Agree
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6-19-2021 12:06:38	Nivetha R	20UPA135@xcw.ac.in	Student	Patrician college for women, Tamil Nadu	Strongly Agree

Programme Invite



PATRICIAN COLLEGE OF ARTS AND SCIENCE
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5 star Rating by Innovation Cell, Ministry of Education, Government of India

Patrician Institution's Innovation Council (PIIC)
&
Post Graduate & Research Department of Commerce (shift I)
ORGANIZES A WEBINAR ON

REALITY VS WEB

Mr. Umasanker Kandaswamy
Senior Vice President Sales & Relationships
AVTAR

DATE: 19th June 2021
Time: 11.00 am

Registration link
<https://forms.gle/JC1AiMP1x5eRHgYA>

Platform
Google Meet

DR. D. UNIKA
HEAD, DEPARTMENT OF COMMERCE (SHIFT I)

DR. USHA GEORGE
PRINCIPAL

DR. FATIMA VASANTH
ACADEMIC DIRECTOR

BRO. DR. S. AROCKIARAJ
DIRECTOR & SECRETARY

WEAR A MASK **SANITISE YOUR HAND** **GET VACCINATED** **SOCIAL DISTANCE** **Stay home Stay safe**

***Resource Person address***

In our modern world, we are constantly surrounded by technology and the internet. We use it to communicate, to learn, to shop, and to entertain ourselves. However, with this increased reliance on the web, we must ask ourselves: are we losing touch with reality? On the web, we have access to an endless amount of information and entertainment. We can communicate with people from all over the world, shop for goods without leaving our homes, and even attend virtual events. However, while the web can be incredibly useful, it can also be a double-edged sword. It is easy to get lost in the virtual world and forget about the importance of real-life experiences. There is no substitute for face-to-face communication and real-life interactions. When we rely too heavily on the web, we risk losing the ability to connect with people on a deeper level. We also miss out on the nuances of communication that can only be picked up in person, such as body language and tone of voice.

Furthermore, the web can be a breeding ground for false information and unrealistic expectations. It is easy to get caught up in the perfect images and lifestyles portrayed on social media, forgetting that they are often heavily curated and edited. This can lead to feelings of inadequacy and low self-esteem. So, what can we do to strike a balance between the web and reality? First, we can make a conscious effort to limit our screen time and prioritize real-life experiences. We can make time to connect with friends and family in person, to explore new places, and to try new things.

We can also be more critical of the information we consume on the web. We can fact-check sources and be mindful of our own biases. And, we can remind ourselves that the images and lifestyles we see on social media are not always an accurate reflection of reality. In conclusion the speaker expressed that the web is a powerful tool, but it is important not to let it overshadow our real-life experiences. We must make a conscious effort to strike a balance and to appreciate the importance of face-to-face communication and authentic experiences.



DEPARTMENT OF COMPUTER APPLICATIONS

**Program Name : Patrician Tinkering Lab and Commencement of Rapid
Prototype Designing Course**

Date : 21st March 2022 to 28th March 2022

Number of Beneficiaries : 07 Students (Batch 1)

Invite of the Inauguration of Patrician Tinkering Lab



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Patrician Institution's Innovation Council, Patrician Start-up Cell
in association with
Department of Computer Applications(Shift I)
invites you all for the inauguration of
Patrician Tinkering Lab
&
Commencement of Rapid Prototype Designing course

Resource Person
Mr Solomon Francis(Alumni)
Automation and Devops Engineer, Adenza

Date : 21/03/2022
Time : 12 noon
Venue : A-Block - II Floor

Dr B AnandaPriya
Head,Dept.of BCA

Dr. Usha George
Principal

Dr. Fatima Vasanth
Academic Director

Bro. Dr. S. Arockiaraj
Director & Secretary

Resource Person: Mr Solomon Francis, Automation Devops Engineer, Adenza

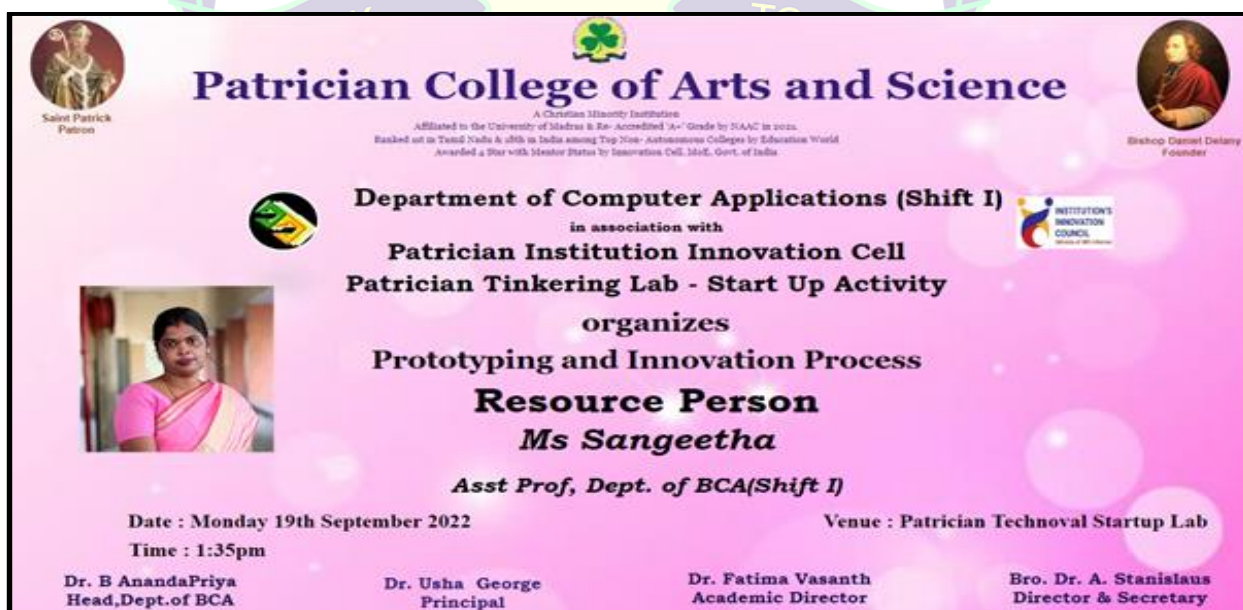
Mr Solomon Francis, Automation Devops Engineer, Adenza, inaugurated the Patrician Tinkering Lab as a part of the Technoval Startup Lab, Resource person, gave a talk on the importances of both Hardware and software project developments to the participants.

Name of the Course: Rapid Prototype Designing Course

Resource Person: Ms Sangeetha K, Asst Prof, Dept of BCA, Patrician College

Course Module: Rapid prototypes Designing

Invite



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Department of Computer Applications (Shift I)
in association with
Patrician Institution Innovation Cell
Patrician Tinkering Lab - Start Up Activity
organizes
Prototyping and Innovation Process

Resource Person
Ms Sangeetha
Asst Prof, Dept. of BCA(Shift I)

Date : Monday 19th September 2022
Time : 1:35pm
Venue : Patrician Technoval Startup Lab

Dr. B AnandaPriya
Head,Dept.of BCA

Dr. Usha George
Principal

Dr. Fatima Vasanth
Academic Director

Bro. Dr. A. Stanislaus
Director & Secretary

About the Course

The **Internet of things (IoT)** is a term for the growing number of electronics that aren't traditional computing devices, but are connected to the internet to send data, receive instructions or both. There's an incredibly broad range of things that fall under that umbrella: Internet-connected smart versions of traditional appliances like refrigerators and light bulbs, gadgets that could only exist in an internet-enabled world like Alexa-style digital assistants; internet-enabled sensors that are transforming factories, healthcare, transportation, distribution centres and farms.

The Internet of Things is transforming our physical world into a complex and dynamic system of connected devices on an unprecedented scale. The IoT brings the power of the internet, data processing and analytics to the real world of physical objects. For consumers, this means interacting with the global information network without the intermediary of a keyboard and screen; many of their everyday objects and appliances can take instructions from that network with minimal human intervention. Simply put, IoT is about connecting machines or, as we refer to them, 'things' that were previously 'dumb objects'. You can think everything from your toaster to a security camera, to the internet in order to transmit the data they collect, monitor them and enable them to 'talk to each other'.

Advances in technology are making possible a more widespread adoption of IoT, from pill-shaped micro-cameras that can pinpoint thousands of images within the body, to smart sensors that can assess crop conditions on a farm, to the smart home devices that are becoming increasingly popular.

Highlights

- Describe the evolution of the Internet of Things
- Identify the range of options for the way things can communicate
- Select the standards most appropriate for building successful communications
- Build addressing architectures that can scale to the sizes required
- Analyse and record the interactions
- Visualize the results of interactions
- Deliver the security that modern services demand
- Build new service networks that can support the future Internet of Things



In this Internet of Things (IoT) course, students will learn general strategies for planning, designing, developing, implementing, and maintaining an IoT system. Besides other things, you will learn what the building blocks of IoT are and what the underlying technologies that drive the IoT revolution are. There is also a case study on building a smart city by assembling and configuring IoT devices to work in a sensor network.

Course Objectives

- Understand the basic concepts of IoT
- Plan an IoT implementation
- Construct and program an IoT device
- Communicate with an IoT device using wired and wireless connections
- Process sensor input and control an actuator on an IoT device
- Manage security, privacy, and safety risks on IoT projects
- Learn how to apply Machine Learning in IoT
- Manage an IoT prototyping and development project throughout the development lifecycle

Module 1: 1 a) Overview of Internet of Things (IoT)

- What is Internet of Things?
- Why to learn IoT?
- Growth in IoT
- History of IoT
- The Power of IoT
- How an IoT System Actually Works
- Fundamental components of an IoT system
- Application of IoT

Module 1: 1 b) Sensors & Devices

- Overview of Sensors and Devices
- IoT Device Hardware
- Scaling
- Manufacturing & Shipping
- Gateways

Module 2: Connectivity

- Introduction to Connectivity
- Cellular
- Satellite
- WiFi



- Bluetooth
- LPWAN

Module 3 : Data Processing

- Introduction to the Cloud
- Introduction to the IoT Platform
 - When Should Your Organization Use an IoT Platform?
 - IoT Platform Types
 - Choosing an IoT Platform
 - When Do You Need an IoT Platform?
- APIs

Module 4: User Interface & User Experience in IoT

- Introduction to UI & UX for IoT
- User Interface
- History of UI
- User Experience (UX)
- How IoT will change UX
- Key Considerations for UIs

Module 5: IoT Protocols & Machine Learning for IoT

- Overview of IoT Protocols
- IoT Network Protocols
 - HTTP
 - LoRaWan
 - Bluetooth
 - ZigBee
- IoT Data Protocols
 - MQTT
 - CoAP
 - AMQP
 - M2M Communication protocol
 - XMPP
- Why should you care about IoT protocols?
- Machine Learning for IoT

Module 6: IoT for Smart Cities

- What is a smart city?
- Why do we need smart cities?
- What is the role of IoT in Smart Cities?
- Smart city case study: Barcelona, Spain



Module 7: Developing Small prototype

Out come

Filing Patents for Innovations

Course name: Prototyping and the Innovation Process

Module of the course:

Module 1: Introduction to Creative Design, Prototyping, and Testing

Designing the customer and user experience is essential to creating great products today. Gone is the old paradigm of “form follows function” model of design. The process must be iterative and follow the best product design and development processes. While designing a great user experience can be a lengthy and expensive process, there are approaches to doing it faster and smarter, without compromising results.

Module 2: Development Processes and Organizations

Process of increasing organizational effectiveness and facilitating personal and organizational change through the use of interventions driven by social and behavioural science knowledge.

Module 3: Concept Generation and Selection

The goal of concept generation and selection is not to select the best concept. The goal of concept generation and selection is to develop the best concept. The process involves combining and refining initial concepts to develop better ones!

Module 4: Product Design and Architecture

Product architecture is the organization (or chunking) of a product’s functional elements. It’s the ways these elements, or chunks, interact. It plays a significant role in how to design, make, sell, use, and repair a new product offering. Linking to system-level design and the principles of system engineering

Module 5: Principles of Prototyping and User Experience

A prototype is a primitive representation or version of a product that a design team or front-end-development team typically creates during the design process. The goal of a prototype is to test the flow of a design solution and gather feedback on it—from both internal and external parties—before constructing the final product. The state of a prototype is fluid as the team revises the design iteratively based on user feedback.

Module 6: Project Management

Project management is the use of specific knowledge, skills, tools and techniques to deliver something of value to people.



REGISTRATION LINK

<https://forms.gle/CFR4RaiFtHnuvWKU8>

Registration Details

Timestamp	Name	Admission Number	Class	Willing to join the Course
3/20/2022 10:09:45	Pooja	D20CA050	II BCA A	Yes
3/20/2022 10:29:04	Mohamed Abdul Ajees M J	D19CA056	III BCA B	Yes
3/20/2022 13:02:04	RAHUL. K	D20ca070	II BCA B	Yes
3/20/2022 14:37:10	Akash M	D19CA004	III BCA A	Yes
3/20/2022 15:50:09	Saravanan K	D21CA081	I BCA B	Yes
3/22/2022 10:25:46	M.ASHWIN	D21CA013	I BCA A	Yes
3/22/2022 15:19:51	Santhosh R	212104364	I BCA B	Yes

Report:

The Patrician Tinkering Lab and Commencement of Rapid Prototype Designing Course was inaugurated on 21st March 2022 by the Prominent alumni of the Department Mr. Solomon Francis, DevOps Engineer, Adenza. He gave small talk to the students about the current technologies and insisted students to keep updating themselves and to do many projects. The course commenced on the same day. The course was conducted for the registered students from 21st March 2022 to @8th March 2022 between 1.30 p.m. to 2.30 p.m. Ms. K. Sangeetha, Assistant Professor was the course instructor. The students learnt about the basics of IoT and they had a practical experience. The students with great interest started the following projects: Water Conservation, Fire Alarm, Vacuum cleaner for Green India,

Sunglasses for differently abled students and gloves to convert text to speech. Six students completed the course and as an outcome they started doing the projects on their own

Photos



Students Attendance

DEPARTMENT OF COMPUTER APPLICATIONS (SHIFT I)

Rapid Prototype Designing Course - Batch 1
Duration - 6 Days (21.3.2022 to 28.03.2022)

STUDENTS ATTENDANCE LIST

Sl o	ROLL NO	STUDENT NAME	21.3	22.3	23.3	24.3	25.3	28.3
1	D19CA056	Mohamed Abdul Ajees M J	MJ	MJ	MJ	MJ	MJ	A
2	D20CA070	Rahul K	R	R	R	R	R	R
3	D19CA004	Akash M	A	A	A	A	A	A
4	D21CA081	Saravanan K	S	S	S	S	S	S
5	D21CA013	M.ASHWIN	A	A	A	A	A	A
6	212104364	Santhosh R	S	S	S	S	S	S
7	D20CA050	Pooja	P	A	A	A	A	A

COURSE INSTRUCTOR
 C MRS. SURESH K J

28.03.2022
 (B. ANANDA PREYAS)



WORKSHOP ON DESIGN THINKING

Date and Time : 18th December 2021, 12:00 noon

Number of Beneficiaries : 45 Students

Programme Objective

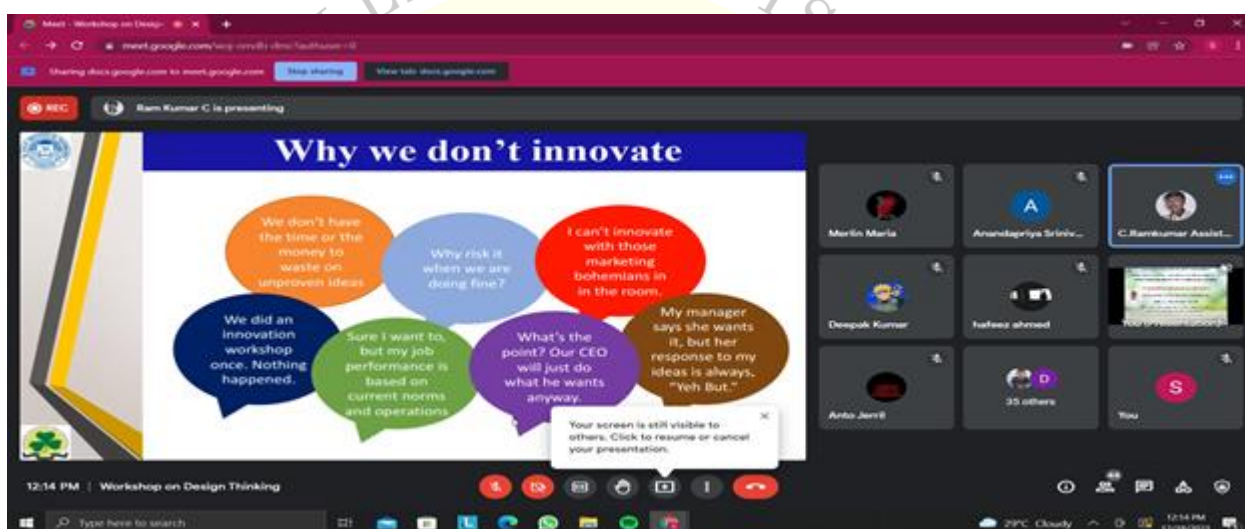
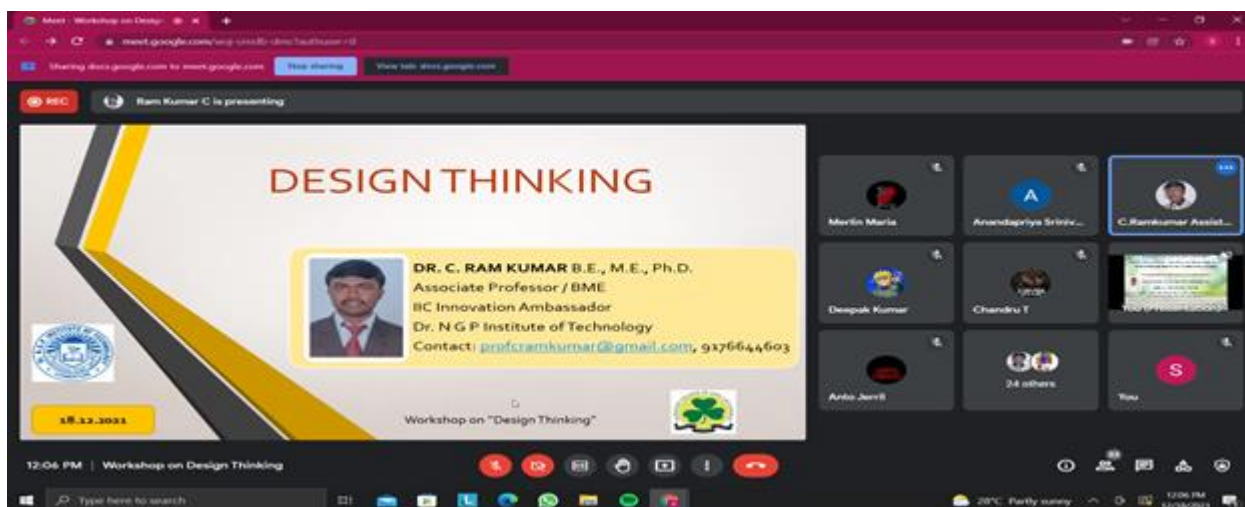
To educate students on innovation and design thinking

Programme Report:

The Department of Computer Applications in association with Patrician Institution Innovation's Council conducted a workshop on 18th December 2021 at 12 noon to educate the students on the importance of innovation and design thinking. The Resource person of the workshop was Dr. C. Ramkumar, MoE Certified Innovation Ambassador- Assistant Professor, Dr. N.G. P. Institute of Technology, Coimbatore. The resource person Dr. C. Ramkumar addressed the students on Design Thinking. He told good idea must be an innovation to sustain their ideas. He explained where innovation comes from and how it must be inspired. He added the idea, creativity, process, vision, inspiration, growth and development leads to good innovation. He encouraged students not to get scared from failure and told students to dare to do anything.

He encouraged students to spend time, money and take risks to make new innovations. The resource person told students to educate themselves by attending workshops on innovations and implementing them. The resource person said "Innovations can change the world" and the best example is the innovation made from 1950 to 2020 in technology. To make new innovations he asked students to initially identify the problem and solve the problem. He added the characteristics of innovations are problem solving, series of operations, cognitive processes and reaching overall goals. The 3 steps in problem solving are as follows representing what the problem is, Generating possible ways of solving and evaluating the best solutions. He said students think like a superhero to solve problems and change bad ideas to good ideas to sustain in this society and to succeed in innovation. He told students to have a positive attitude, great concern for accuracy, avoid guessing, break up problems and to accomplish and to be proactive. The session was very interactive and he answered all the questions clearly raised on start-up questions.

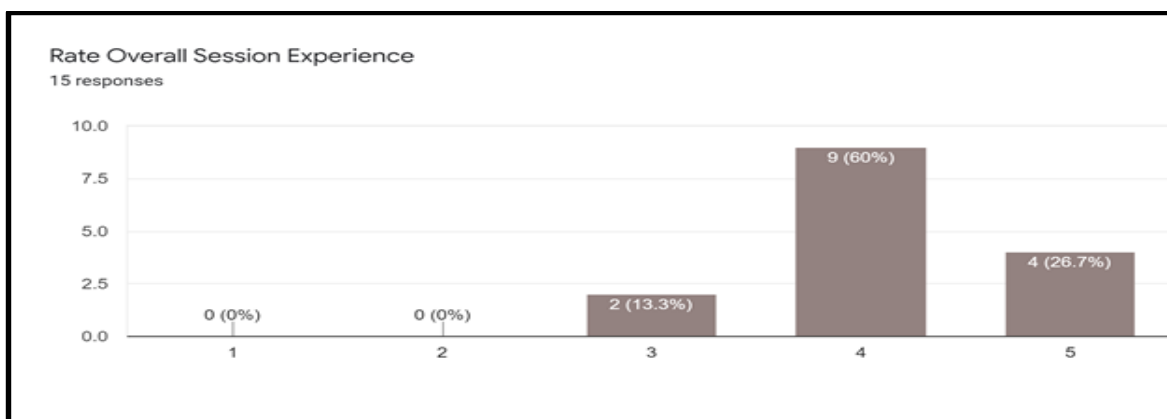
Photos



Recording Link

https://drive.google.com/file/d/1_xc8wSEvaUJJY3hSxDlgZbnIIOPMBfD3/view?usp=drive_web

Feedback:



Programme Outcome

The students got good knowledge on innovations and start-ups in their stream

Sample Certificate



EXPERT TALK ON PROCESS OF INNOVATION DEVELOPMENT AND TECHNOLOGY

Date and Time : Thursday, 30th December 2021, 11:30 p.m. to 1.15 p.m.

Number of Beneficiaries : 100 participants

Objective

To motivate and educate students on Innovation and development technology and entrepreneur skills

Report

The Department of Computer Applications and Patrician Institution's Innovation Council conducted a webinar on "Expert talk on "Process of Innovation Development and Technology" on Thursday, 30th December 2021. The resource person for the day was **Dr S R Madhan Shankar MSc MPhil PhD**, Dean Academics, Associate Professor and Head (PG), Department of Biotechnology, Kongunadu Arts & Science College.



There were 100 participants from Patrician College of Arts and Science, Chennai and St. Antony's College of Arts and Science for Women, Dindugul. Both Students and Faculty members attended the event

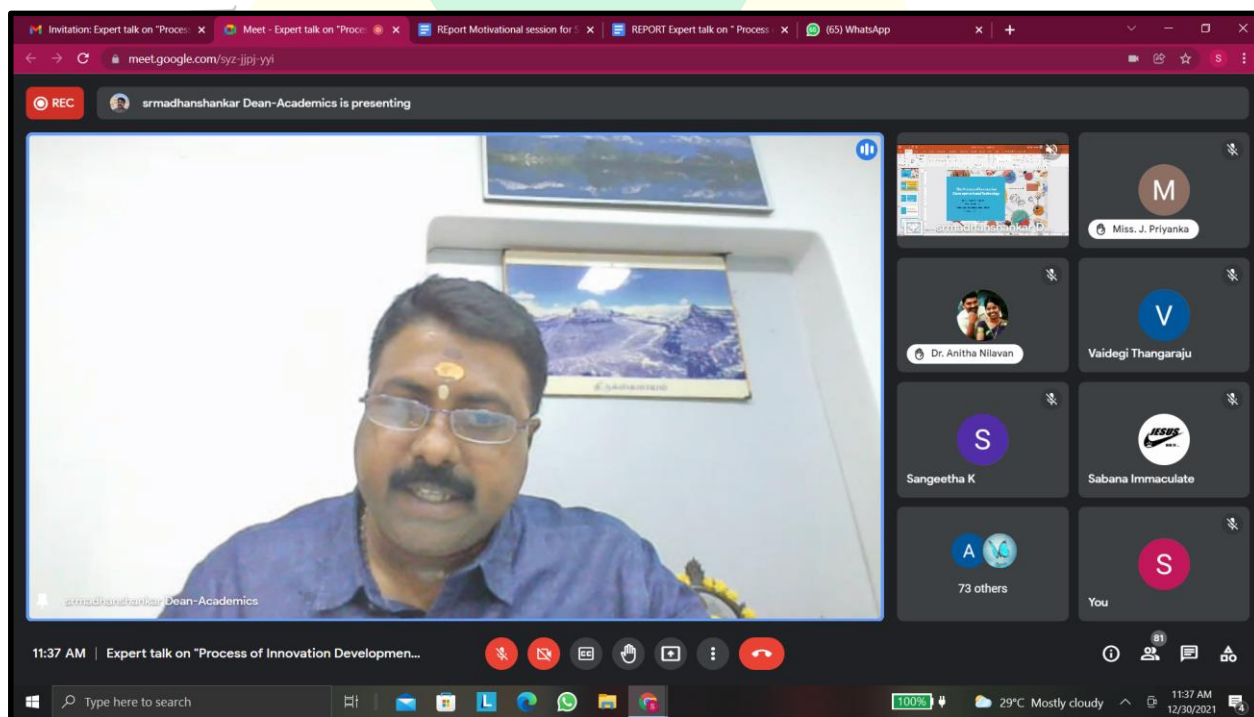
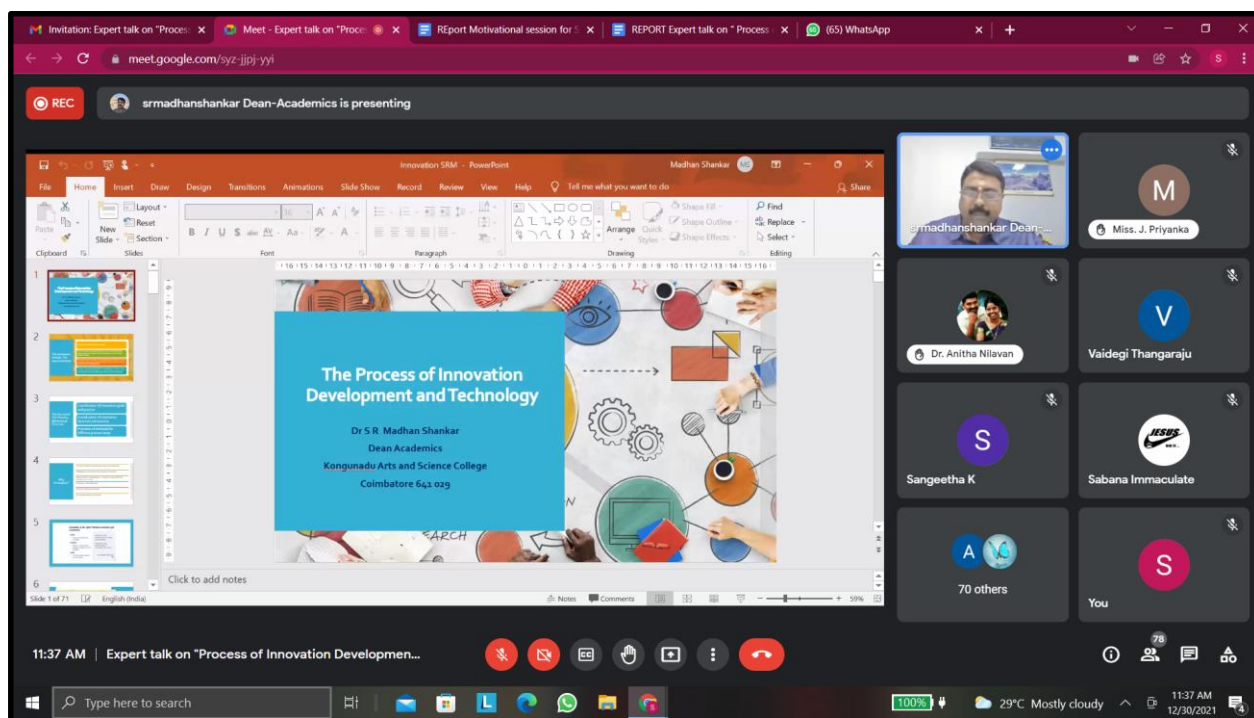
The resource person **Dr S R Madhan Shankar MSc MPhil PhD**, Dean Academics, Associate Professor and Head (PG), Department of Biotechnology, Kongunadu Arts & Science College started the session with the process of innovation and the successful trio process, method and structure and explained the concept of "Why Innovation". The resource person explained how to solve problems, adapt continuous change in the market and face the competition in the market. He explained about evolving workplace dynamics in our country with live examples. He briefly explained how to transform ideas to business and researched certain businesses in the market which are flourishing and few businesses which are unable to sustain in the market. He stated the steps in the innovation process as problem identification, basic research and idea, development, commercialization, diffusion and adoption to determine customer needs and consequence impact after getting the customer feedback. He discussed the business impact of Kumbakonam coffee, amul, oyo, redbus and so on... He listed the types of innovations like marketing innovation and need for recognition and idea generation. He told students to test the ideas, make market research and find best solutions before implementing the idea. He explained how to create business propositions and asked students to do research on what is the product, which is customer, why they buy, how you make money before starting the business and advised students to be a good citizen, develop verbal and communication skills and update them constantly.

He explained about sustainable development and about the challenges faced by global education. He added the students of the alpha generation must find ways for good jobs because these students have great challenges because of external challenges like pandemic, technology development and artificial intelligence that replace most of the human resource. So students must develop proper pedagogy to be more creative, solve problems and develop critical thinking to excel in their life with entrepreneurship skills. He concluded that students must be able to take risks and make proper research to convert their ideas and be successful entrepreneurs.

Google Meet Link

meet.google.com/syz-jjpj-yyi

Photo Gallery



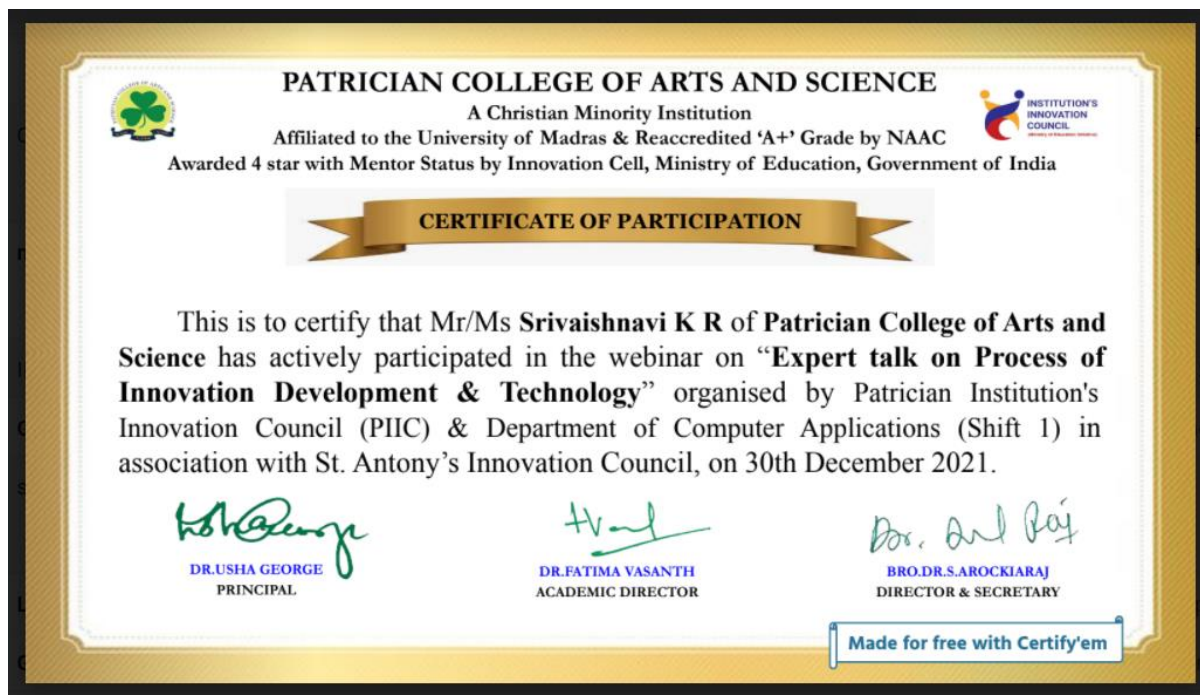
Dr S R Madhan Shankar MSc MPhil PhD, Dean Academics, Associate Professor and Head(PG) , Department of Biotechnology, Kongunadu Arts & Science College addressing on steps for innovation

Feedback Link

<https://forms.gle/WxToaSCq1KCs4W996>

The students were really motivated and they got idea and interest to be an innovator

Sample Certificate



PATRICIAN TECHNOVEL STARTUP

Date and Time : 17th March 2022, 11:00 am

Number of Beneficiaries : BCA Students

Programme Objective:

To create the best opportunity for career-oriented students since they can build, control, and even understand the system on its own.

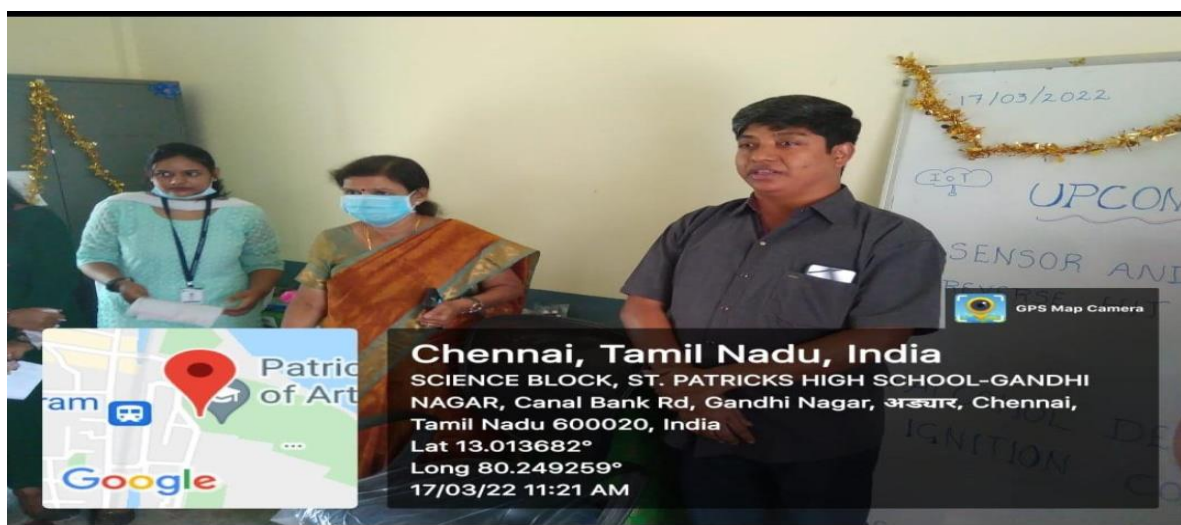
Invite



Report

The Department of computing Sciences in association with Patrician start-up Cell inaugurated Patrician Tec novel Start Up - Launching of IoT Laboratory on 17 th March 2022 at 11 am at A Block First Floor in lieu of The St. Patrick's Feast day. Br. Dr. S. Arockiaraj inaugurated the IoT Lab and the Programme was felicitated by Dr. Fatima Vasanth, Academic Director, Dr. Usha George, Principal, Dr. Meena. B, Vice Principal, Shift- I. The main objective of the lab is to update the students beyond their curriculum

Photo Gallery



STUDENT TRANSFORMATION PROGRAMME - REPORT 2021-2022

The student transformation programme was organized by DXC Technology & ICT Academy in association with Patrician College of Arts & Science from Thursday, 7th April 2022 onwards.

INAUGURATION -PROGRAMME SCHEDULE

1. Prayer : Mukesh, **PG Representative, Student Council**
2. Welcome Address : Gavin Phillips, **Chairperson, Student Council**
3. Introduction of the Chief Guest : Mr. Kalaiarasan, **Asst. prof, Dept of Commerce**
4. Chief Guest Address : Mr. Poorna Prakash, **State Head, TN, ICT**
5. Felicitation : Dr. Usha George, **Principal**
6. Vote of Thanks : Rittuparna Datta, **II M.A. English**

The programme began with the prayer by Mukesh, PG Representative following the welcome address by Gavin Phillips, Chairperson. Later, the chief guest spoke about the importance of attending 120 hours and how it can transform the student into a greater leader.

Communication skills and technical skills are the ultimate need of the hour and these skill sets will be honed by the students after the completion of 120 hours. Following the Chief Guest address our Principal Dr. Usha George felicitated the gathering. The inaugural programme came to an end with the Vote of thanks proposed by Rittuparna Datta of II MA English. After the inauguration, the ICT training programme was anchored by Mr. Stephen, Trainer ICT Academy, from 7th April 2022 to 30th April 2022.

He concentrated on comprehension skills, listening skills, speaking skills, writing skills, and on the last day of his session an assessment test was conducted for the students to gauge their skills acquired during the session. Then the technical session was handled by Mr. Kishore, Trainer ICT Academy, from May 1st 2022 to May 9th 2022. He concentrated on technical aspects of handling MS Office (Word, Power Point, Excel, Outlook etc...) Students actively took part in the technical session and learnt the art of movie making through Powerpoint.

VALEDICTION -PROGRAMME SCHEDULE

1. Prayer : Mukesh, **PG Representative, Student Council**
2. Welcome Address : Mr. Prithivi Raj, **Coordinator, SAC**
3. Students Feedback : Yuvaraj & Grace, **Students Feedback**
4. Chief Guest Address : Mr. Murugavel, **Relationship Manager, ICT**

: Mr. Kishore, **Trainer, ICT Academy**

5. Felicitation

: Dr. B Meena, **Vice Principal (Shift 1)**

6. Vote of Thanks

: Gavin Phillips, **Chairperson, Student Council**

The valediction programme was held on Monday, 16th May 2022 in Delany Hall (E-Block). The programme began with the prayer led by Mukesh, PG Representative, followed with the welcome address delivered by Mr.Prithviraj, coordinator, SAC. Later, Yuvaraj from Commerce department & Grace from department Mathematics gave feedback about the 120 hours training programme shared their insights about the DXC-ICT Students Transformation Programme. Then, Mr. Murugavel, Relationship Manager, in his address gave an assurance that from next semester every student will be gain more skills through programmes organized by ICT Academy, also he had appreciated our college for the wonderful coordination during the training of programme, at last Mr. Murugavel shared that the placements opportunities will reach the final year UG and PG students from the next academic year.

Mr. Kishore Trainer ICT Academy wished the students and motivated them through a wonderful song. Then, Mr.Murugavel spoke about the 120 hours self-learning session which includes skill sets for students and later thanked the Patrician College management for their unstinted support. Next Dr. Meena B, Vice Principal Shift-1, delivered the felicitation address. In her address she thanked the ICT Academy for choosing our college and those who made this event a grand success. At Last the valediction programme ended with the vote of thanks proposed by Gavin Phillips, Chairperson, student council.

Inauguration Invite

A social initiative by


Implemented by


Inauguration of

STUDENTS
TRANSFORMATION PROGRAM

07 Apr 2022 (12:00 PM Onwards)

SPEAKERS



Dr Usha George
Principal
Patrician College of Arts and Science



V POORNAPRAKASH
State Head - Tamil Nadu
ICT Academy

Hosted by

PATRICIAN
COLLEGE OF ARTS & SCIENCE
= TO SEEK = TO STRIVE = TO FIND
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www.ictacademy.in/dxcstp

Valediction Invite



Patrician College of Arts and Science

Canal Bank Road, Adyar, Chennai - 20
A Christian Minority Institution
Affiliated to the University of Madras & Reaccredited A+ Grade by NAAC in 2021
Rated 4 star with Mentor Status by Innovation Cell, MOE, Govt. of India
Ranked 1st in TN and 18th among the Top 100 Non-Autonomous Colleges in India (EW)



Cordially invites you to the

Valediction of Student Transformation Programme

GUEST SPEAKERS

Mr. Kishore
Trainer
ICT Academy

Mr. Murugavel
Relationship Manager
ICT Academy

Date: 16-05-2022 @ 10.00 a.m. Venue: Delany Hall, E Block, GF

Dr. Usha George
Principal

Dr. Fatima Vasanth
Academic Director

Rev. Bro. Dr. S. Arockiaraj
Director & Secretary

Photo Gallery



Dignitaries on the Dias – DXC – ICT Inauguration



Mr. V Poornaprakash, State Head, ICT



Mr. Murugavel, Relationship officer, ICT



Training session on Soft Skills and Digital Skills

Students Feedback

Grace, III B.Sc Maths – Feedback Session Yuvaraj, III B.Com G – Feedback Session



Mr. Kishor, Trainer, ICT conveys his wishes during the Valediction Address

DESIGN THINKING

DATE: 19th March, 2022 Time: 4 P.M.

Meet Link:

meet.google.com/hwy-fkby-dgb

Objectives of the Programme:

- Approaches to Design Thinking application
- Effectiveness of such processes
- Methods of planning DT processes

Invite



PATRICIAN COLLEGE OF ARTS AND SCIENCE
A Christian Minority Institution
Affiliated to the University of Madras & Reaccredited A+ Grade by NAAC
Awarded 4 Star with Mentor Status by MoE, Govt. of India

DEPARTMENT OF COMPUTER APPLICATIONS - SHIFT II
Organizes
Webinar
On
DESIGN THINKING

Dr.S.SUNDARARAJAN
Controller of Examination,
Professor & Head,
Department of MCA,
SNS College of Technology,
Coimbatore

On Saturday, 19th March, 2022
at 4PM

meet.google.com/hwy-fkby-dgb

L. Pushpalatha
Head of the Department

Dr. Usha George
Principal

Dr. Fatima Vasanth
Academic Director

Bro. Dr. S. Arockiaraj
Director & Secretary

Wear Mask | Maintain Social Distance | Get Vaccinated | Stay Safe | Stay at Home

Program Schedule:

Time	Particular
4.01 p.m.	Prayer - Dr.Charles, Assistant Professor, Dept of BCA SHIFT II
4.03 p.m.	Welcome Address & Introduction of Resource person - Ms.Pushpalatha, Assistant Professor & Head, Dept. of BCA SHIFT II

4.07 p.m.	Resource person Address - Dr. Sundararajan, Controller of Examination, Professor & Head, SNS College of Engineering, Coimbatore
4.50 p.m.	Q&A session
4.55 p.m.	Vote of Thanks - Mr. Sanjay, III BCA, Dept. Secretary M.C - Ms. Lydia D, II BCA

Resource Person Profile:

Dr. Sundararajan,
Controller of Examination,
Professor & Head,
SNS College of Engineering, Coimbatore

Dr. Sundararajan completed his doctorate in computer science. Sundararajan has 21+ years of experience in Academic Experience and 2 years of Industrial experience. He is a design thinker who has rich experience in handling various roles in Academics with the passion of providing a better learning environment by adopting innovative teaching techniques. His academic participation is enormous. He specializes in Data science, Machine Learning and CMS.

Report of the programme:

Resource person gave more detailed elements influencing the effectiveness of “design” processes. He addressed on the:

- Methods of utilizing Human centred Design philosophy in Design Thinking, i.e. how to empathize with users
- stimulating creativity in a Design Thinking process
- Effective prototyping and solution testing.

**List of participants**

ADM. NO.	NAME OF THE STUDENT
E19CA001	ABEL FRANCO
E19CA002	ABIMEYAL FRANCIS S
E19CA003	ALDO FELIEX A
E19CA004	DIVAKAR S
E19CA005	GOKULAKRISHNAN S
E19CA006	JACINTH IMMANUEL JOSHUA J
E19CA008	JAMES MARIAN P
E19CA009	JEFFERIN E
E19CA010	JONATHAN DANIEL N
E19CA011	MATHEWS J
E19CA012	NANDHAKISHORE K
E19CA013	PADMA PRIYA S
E19CA014	SANJAY P
E19CA015	SAROJINI S
E19CA016	SATHISH P
E19CA017	SHAHERU AHAMED
E19CA018	SHYAM GANESH A.A
E19CA019	SHYAM RAJ B G
E19CA020	SRIRAM K
E19CA021	SUMMAN P R
E19CA022	VIGNESH D
E19CA023	VINOTH KUMAR L
E19CA024	AJAY V
E19CA025	ABDUL MOOSA A

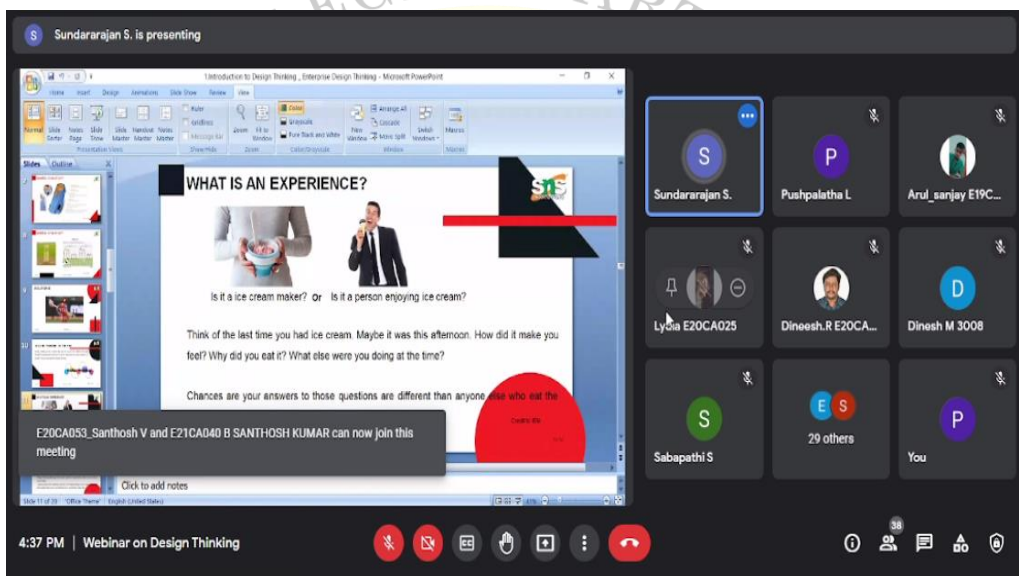


E20CA012	DINEESH R
E20CA016	JEHU AMARNATH S
E20CA021	KARTHICK SARAN S
E20CA023	KRISHNA KUMAR G
E20CA038	RAYDON ALOYIUS ALMEIDA
E20CA047	VIGNESH S L
E20CA049	VIVEK REGMI E
E20CA019	JOTHIKA D
E20CA015	JAY RISHO P
E20CA001	ABDUL SAMEER R
E20CA002	ABINASH A
E20CA003	AGISIAN A
E20CA051	AJAY MATHEW E
E20CA004	AKASH S
E20CA005	ALISTER JOSEPH A
E20CA006	AMUTHAVAN N M
E20CA007	BALAJI P
E20CA010	CHANDRASEKAR V
E20CA011	DHANISH S

Recording Link:

https://drive.google.com/file/d/1nE48Z_yVMaQMftKCEwtyZ0cv1U49IVtv/view?usp=sharing

Photos



Outcome of the programme:

This program gives the use of Design Thinking increases uniqueness of solutions created by teams; Usability of all created solutions was independent from team's features: all solutions developed in a team were more useful.

IMPORTANCE OF DIGITAL SKILLS



Profile of the Resource Person:

Dr. Shweta Puneet

Bangalore ICAI Business School, Off-Campus Centre of IFHE University

She has Eight years of teaching experience. She is an IT faculty. She always helped her students to excel at whatever they do. She is a very good and helpful person. Students who are under her guidance will always have a better learning aspect.

Programme Schedule

Prayer	Ms. Priya, III B Com CS Student Coordinator
Welcome Address	Mr. Raja Head of the Department
Introduction of the Resource Person	Mr. Shiva, II B.Com CS Student Coordinator
Session	Prof. Swetha Puneet ICAI Business School, Chennai
VOTE OF THANKS	Ms. Subitha II B.Com CS Student Coordinator



Objective of the Program

Department organised a student's Development Program on the topic Importance of Digital skill on 20th July 2021. At their core, these skills help people communicate and collaborate, develop and share digital content, and problem solve in a work-anywhere world. To inculcate Communication skills, Handling information and content, Transacting, Problem solving, Being safe and legal online.

Report

Digital skills are essential in today's world, as almost every aspect of our lives is impacted by technology. They are important for individuals, businesses, and society as a whole. Here are some reasons why digital skills are so important:

Employability: Digital skills are in high demand in the job market, and many employers require them for their employees. In fact, the World Economic Forum predicts that by 2025, half of all employees will need reskilling due to technological changes. Having digital skills can increase your employability and help you secure better-paying jobs.

Innovation and Entrepreneurship: Digital skills enable individuals to create new products and services that can solve real-world problems. Digital tools also allow entrepreneurs to reach a wider audience and grow their businesses faster. For example, an individual with digital marketing skills can create an online business and reach a global audience.

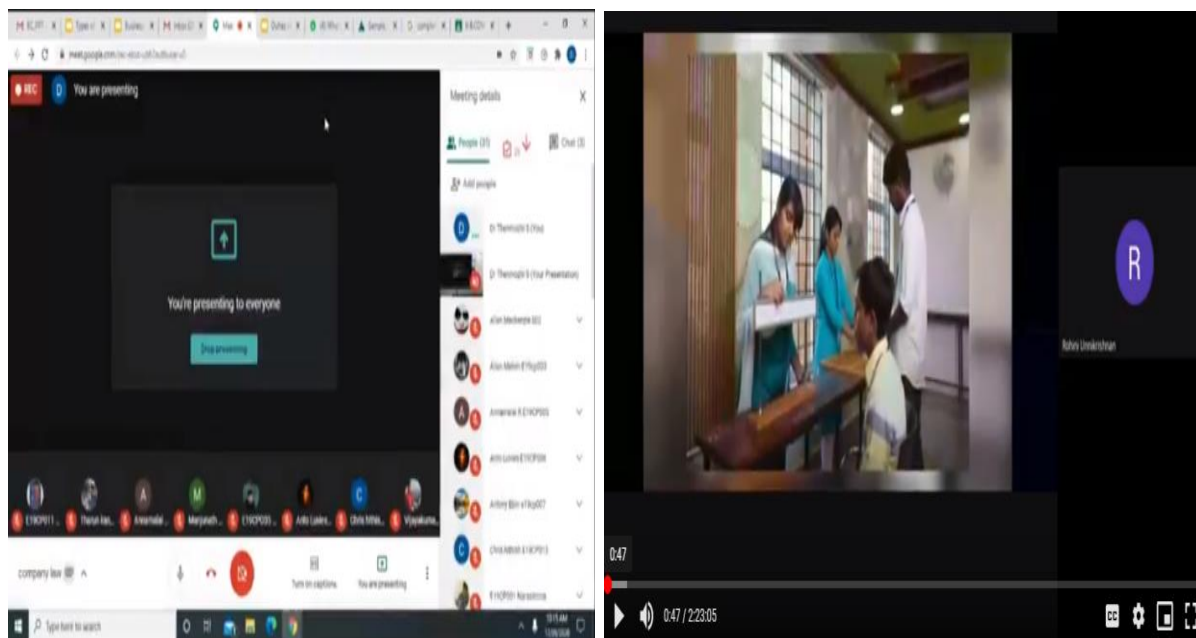
Communication and Collaboration: Digital skills enable individuals to communicate and collaborate with others in new and innovative ways. From remote work to video conferencing, digital skills have enabled individuals to work together effectively regardless of their location.

Access to Information: The internet provides a wealth of information that can be accessed easily with digital skills. This access can be particularly important for individuals in remote areas or for those who have limited resources. Digital skills allow individuals to search for and find the information they need quickly and efficiently.

Personal Growth and Development: Digital skills can provide opportunities for personal growth and development. Learning new digital skills can be challenging but also rewarding, and can help individuals stay up-to-date with the latest technological developments.

Overall, digital skills are important for individuals, businesses, and society as a whole. They enable us to adapt to technological changes, innovate, and create a better future.

Outcome of the program: Keynote speakers that will present an engaging and relevant topic concerning future digital skills and requirements from the industry, companies or market. This session is an excellent opportunity for all to be aware of the necessary contribution of education today to provide for a qualified workforce in the future.



Feedback: Essential digital skills are a step towards learning lots of other new things. It improves confidence to use technology for work, learning and daily life. Many jobs today need digital skills. Students need them even for jobs that do not ask for high levels of qualifications or experience. It was an informative session for students.

Certificate:



INTERNET OF THINGS – REAL TIME APPLICATIONS

Invite



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4 Star Rating with Mentor Status (IC) by MoE, Govt. of India



Saint Patrick Patron



Bishop Daniel Delany Founder

The Department of Computer Science
Organizes a Webinar

On Tuesday, 21st December 2021 at 12.30 p.m.

Internet of Things – Real Time Applications



Resource Person

Dr. K. PRIYA

Assistant Professor & Research Coordinator
PG & Research Department of Computer Science
Marudhar Kesari Jain College for Women, Vaniyambadi



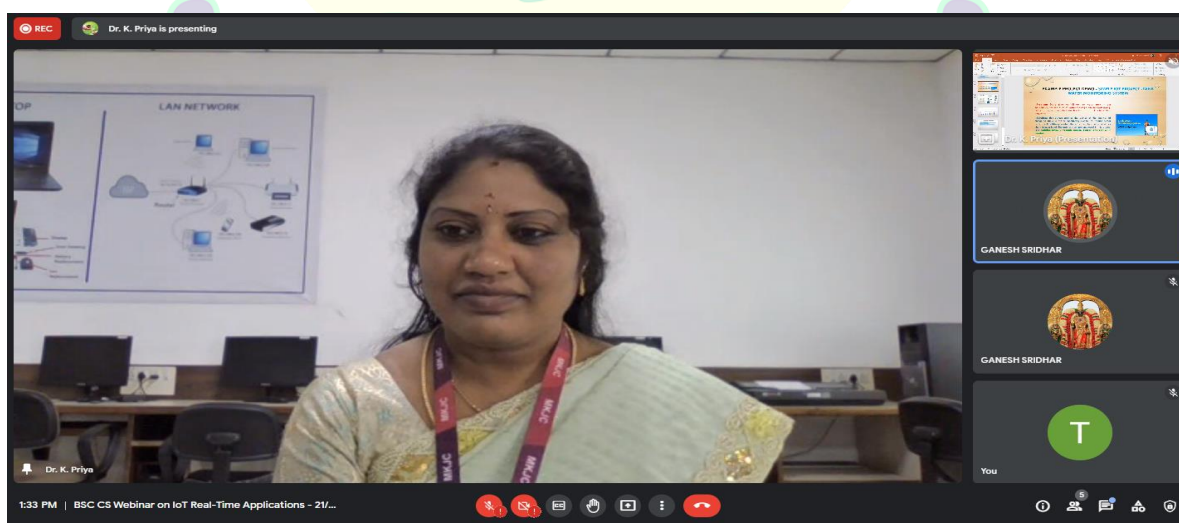
Mrs. Thasin Fouzia M H Head of the Department	Dr. Usha George Principal	Dr. Fatima Vasanth Academic Director	Bro. Dr. S. Arockiaraj Director & Secretary
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Wear Mask | Maintain Social Distance | Get Vaccinated | Stay Safe | Stay at Home

ABOUT THE WEBINAR:

Department of Computer Science organized an online Webinar on **Internet of Things – Real Time Applications on 21st December 2021** for III BSC CS Students.

It was a Virtual Webinar conducted through the Interface **Google Meet**. The programme started with a Prayer by Ganesh of III BSC CS followed by Welcome Address by Hemamalini, III BSC CS. Subashini of III BSC CS introduced the Resource Person of the day **Dr. K. PRIYA**, Assistant Professor & Research Coordinator, PG & Research Department of Computer Science, Marudhar Kesari Jain College for Women, Vaniyambadi.



Dr. K. PRIYA, Assistant Professor & Research Coordinator, PG & Research Department of Computer Science, Marudhar Kesari Jain College for Women, Vaniyambadi addressing the audience

Objective:

The purpose of conducting the webinar is to gain the knowledge about the Internet of Things and its real time Applications.

IOT:

Internet of Things (IoT) is a new revolution of the Internet. It is a network of physical devices, vehicles, home appliances, and other items embedded with electronics, software, sensors, actuators and network connectivity which are linked to create smart environments. It allows objects to be sensed and controlled remotely across existing network infrastructure. Also, it is creating opportunities for more direct integration of the physical world into computer-based systems, which results in improved efficiency and accuracy.

IoT Internet of Things

YEAR	NUMBER OF CON
1990	0.3 million
1999	90.0 million
2010	5.0 billion
2013	9.0 billion
2025	1.0 trillion

What is IoT?

Internet of Things

Is a system of interconnected devices that collect data from the surrounding environment to enable increased reactivity and responsiveness. These data help us make better, and more informed decisions.

Participants in the webinar: You, Dr. K. Priya, HemaMalini, and 2 others.

Nowadays information technology is developed to be as one part that covering different phases related to the spread of the Internet and the Web into the tangible infrastructure which called as the Internet of Things. The Internet of Things (IoT) is considered important knowledge that adapted the human to live in a smart and speed life, through enabling things to communicate with other objects, such as machines and as a whole everything altogether with peoples.

Areas covered in the webinar:

The Areas covered in the webinar are as follows:

Here are a few benefits which come with IoT technology:

- Introduce remote working options
- Provides improved client experience
- Facilitates high quality data and secured processing
- Helps to make analytical decisions quickly and precisely
- Facilitates efficient resource utilization

Outcome of the Programme:

The outcome of the Webinar is able to understand the application areas of IOT. Able to realize the revolution of Internet in Mobile Devices, Cloud & Sensor Networks and able to understand the building blocks of Internet of Things and characteristics.

EFFECTIVE DIGITAL MARKETING STRATEGIES ON START - UPS

Invitation



Patrician College
of Arts and Science
Reaccredited with "A+" Grade by NAAC.
Affiliated to the University of Madras

School of Media Studies
Organizes
Seminar
on
Effective Digital Marketing Strategies for Start-Ups.

MONDAY
Venue: Bro. Ignatius Patrick Hall
Date: 14.3.22. Time: 12:30 P.M.

Mr. Naveen Kumar. S
Assistant Professor,
Loyola College

Dr. Usha George
Principal

Dr. Fatima Vasanth
Academic Director

Bro. Dr. S. Arockiaraj
Director and Secretary

OBJECTIVES:

1. To understand the digital marketing techniques and platforms
2. To get an insight on start – ups in the digital marketing field.

PROGRAMME AGENDA

- 12.30 P.M. – Prayer (Swetha, II-year Journalism)
- 12.35 P. M. – Welcome Address (Immanuel, II-year Electronic Media)
- 12.40 P. M. – Introduction of the resource person (Shree Kanaka Durga, II-year Journalism)
- 12.45 P. M. – Honoring the Chief Guest (Mr. Habeeb Ur Rahaman., HoD, Visual Communication)
- 12.50 P. M. – Guest Speaker address (Mr. Naveen Kumar S.)
- 1.50 P. M. – Participant's interaction
- 1.55 P. M. – Vote of Thanks (Smiline Rosy, II – year Visual Communication)
- MC – Christo Ebeniezer (Smiline Rosy, II – year Visual Communication)

DUTY LIST

- Invitation - Mr.Paulson
- Registration Form - Ms.Arathy Haridas



Feedback Form	- Ms.Arathy Haridas
Photo Video Coverage	- Mr.Paulson & Mr.Nanda Kumar
Certificate	- Mr.Martin Baskar
Hospitality	- Ms.Pooja & Mr.Ahamed Rasool
Venue Arrangements	- Mr.Sathish Kumar & Dr.Mahalakshmi
Discipline	- All faculty members of the department

REPORT:

The School of Media Studies, Patrician College of Arts & Science organized a seminar on the topic 'Effective Digital Marketing Strategies on start – ups' on 14th March 2022, for all the students of the Department of Visual Communication, Electronic Media and Journalism. The resource person for the event was Mr. Naveen Kumar S. He is working as an Assistant Professor in Loyola College, Chennai. The seminar commenced with prayer followed by the introduction of the chief guest.

The intent of conducting the programme was to create awareness in the field of Digital Media and the various opportunities related with it. The resource person began the seminar by giving an overview on the digital platforms and digital marketing. He explained the scope and importance of digital marketing in the near future.

Mr. Naveen Kumar shared the knowledge on different marketing tools used in the digital media platforms. He elucidated how to expand a business in the same area. Besides, he explained the strategies for how to use these platforms for starting a business. The event was filled with loads of inputs on the topic of discussion of the resource person that can be implemented for the career of students. The session concluded with a vote of thanks.

RESOURCE PERSON PROFILE:

Mr. Naveen Kumar is a visual designer and consultant for many prominent companies. Mr. Naveen did his bachelors in commerce and masters in visual communication at SRM Arts & Science College, Chennai. He also holds a diploma degree in both visual effects and multimedia. He began his career as a consultant designer in Studio Plus One and had worked as Project Designer in Jude's Infra Technologies. He worked as senior executive in the department of Design and Communications in Eminent Creators.

Mr. Naveen Kumar worked as a copywriter in Sulekha New Media Pvt. Ltd. He also contributes as an Assistant Professor in Loyola College, DDU Kaushal Kendra, Chennai.

Photo Gallery



PROGRAMME OUTCOME:

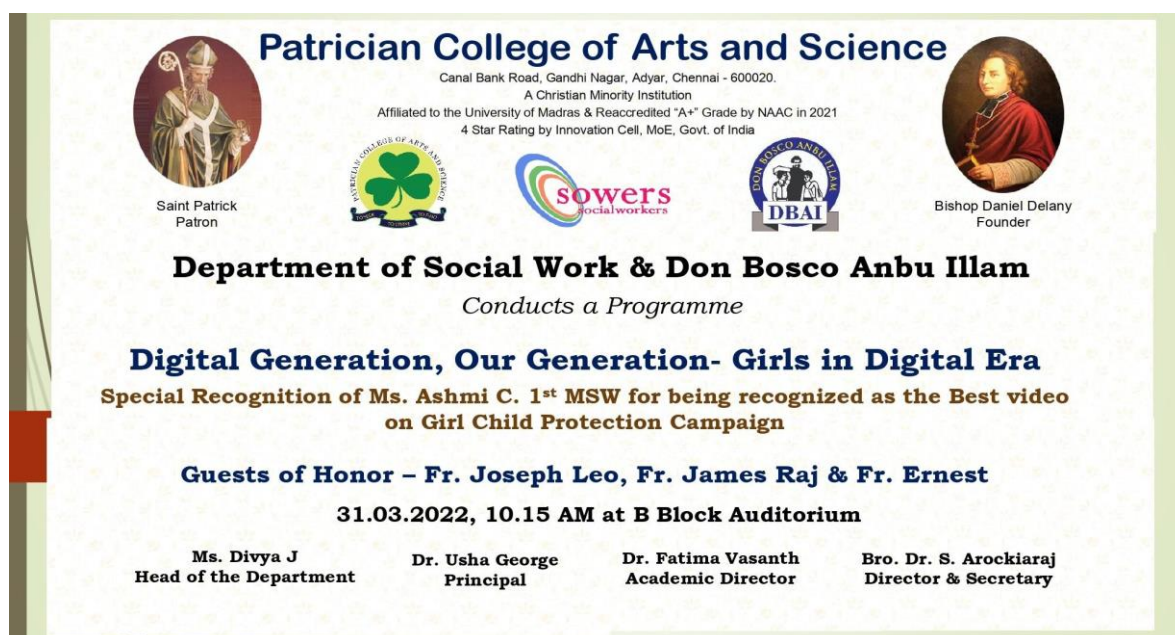
- The students gained knowledge on different start – ups in digital world.
- They also got insights in digital marketing.
- The advertising techniques through digital channels have been learned by the students.



DIGITAL GENERATION, OUR GENERATION - GIRLS IN THE DIGITAL ERA

Don Bosco Anbu Illam and Invisible Girl Project conducted a month-long campaign on Girl Child Protection. One of the Activities conducted was a Video Making Competition under the theme Digital Generation- Girls in the Digital Era. As part of this campaign, Don Bosco Anbu Illam and the Invisible Girl Project in collaboration with the Department of Social Work conducted a Seminar.

Invite



Profile of the Guests:

Fr. Joseph Leo, SDB

- Executive Director - Don Bosco Anbu Illam,
- National Director, Homelink Network - DB Young at Risk Forum(ministry for upliftment of children at state of risky life) New Delhi
- Former Director of Don Bosco Vazhikaatti, Chennai
- 25th year jubilee of Religious Profession(since into Religious Life)
- Member of Chennai Salesian Provincial Council

Fr. James Raj, SDB

- Assistant Director - Don Bosco Anbu Illam
- HUB Director, Homelink Network - DB Young at Risk Forum(Ministry for Upliftment of children at state of risky life) Chennai

- Former Principal of Don Bosco Nursery and Primary School, Chennai

Fr. Ernest Rosario, SDB

- Director - Don Bosco College of Arts and Sciences, Kilpauk
- Director - Don Bosco Institute of Communication Arts, Kilpauk
- Former Director - Don Bosco SIGARAM, Thiruvannamalai

Session Summary:

A session on the topic of Child Rights and Social Work was taken by Fr. James Raj. The session brought out the need for Social Work professionals to work in the field of Child Rights as it is the innate responsibility of a Social Worker to help the vulnerable. The second session was addressed by Fr. Ernest Rosario on the topic Girls in the Digital Era. The current generation is indeed a digital generation. However the youth of today must be conscious of their digital and online presence as it affects their life. Everyone using the internet must be aware of the advantages and disadvantages of it.

Honouring the Prize Winner

Ms. Ashmi, I MSW participated in the competition and was placed as one of the Top Three Best Performances from among many entries. Ms. Ashmi was presented with a Certificate and Shield for her achievement



Ms. Ashmi, I MSW receiving the shield from Ms. Priya Juliet