

# **AKDD ECHOES**

**No.1**

**A monthly magazine of A.K.D.D.R Women's College**

**AUGUST 2024**  
**ISSUE NO 1**

## **CASE METHOD**

**ONE-DAY STATE  
LEVEL WORKSHOP  
ON CASE STUDIES  
FOR BBA STUDENTS**

## **AKDD WEEK**

**A TALENT HUNT TO  
SPOT PROMISING  
BUDS IN DIFFERENT  
ARENAS**

## **STAGE FIRE**

**A WEEKLY SESSION  
FOR STUDENTS ON  
PUBLIC SPEAKING**



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### STATE LEVEL WORKSHOP

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### STAGE FIRE - WEEKLY SESSION

Stage Fire, the weekly public speaking session was successfully conducted across all eight departments of the college during the month of July.

# EDITOR'S LETTER



Dear Readers,

It is with immense pleasure and excitement that I present to you the inaugural issue of our college magazine, AKDD Echoes. This magazine marks a significant milestone in our college's journey, and I am honoured to be a part of this new chapter.

At the college, we believe in nurturing well-rounded individuals who excel not only academically but also in all facets of personal and professional development. Our commitment extends beyond the classroom to encompass physical fitness, the cultivation of moral and ethical values, communication fluency, academic excellence, and the enhancement of employability and entrepreneurial skills.

AKDD Echoes aims to be a vibrant platform that brings to light the myriad activities and initiatives undertaken by our college in these areas. Through this magazine, we will showcase the various programs, workshops, and events designed to foster holistic growth among our students.

This inaugural issue is a testament to our collective efforts to create a nurturing environment where students can thrive and achieve their fullest potential. Thank you for joining us on this exciting journey. We look forward to your continued support and feedback as we endeavour to make AKDD Echoes a cherished part of our college experience.

Warm regards,

A handwritten signature in blue ink, appearing to read 'A.K.D. Krishnama Raju'.

Mr. A.K.D. Krishnama Raju  
Editor, AKDD Echoes



# FOUNDER'S DAY

The 76th birthday of the late Sri A.K.D. Dharmakrishna Raja, the former correspondent of AKDDR Women's College and the managing trustee of Sri Rao Bahadur AKDD Education Charity Trust, was celebrated with grandeur and heartfelt tributes. This occasion was marked by an array of cultural activities that highlighted the profound impact of Sri Raja on the institution and its community.



# TALENT HUNT FEST

The AKDD Week, a vibrant talent hunt festival, was successfully held at the college from July 8, 2024, to July 12, 2024. This event was a dynamic showcase of student talents across various domains of knowledge and art, featuring a series of 25 competitions designed to highlight and celebrate the diverse skills of the college's student body.

The week-long festival was an all-encompassing celebration where students from the college eagerly participated in a range of arts and sports competitions. This event provided a platform for students to exhibit their abilities and creativity, fostering a spirit of camaraderie and enthusiasm within the college community.

AKDD Week proved to be a successful and memorable event, highlighting the impressive talents of the students and reinforcing the college's commitment to nurturing creativity and excellence.





# MORAL MONDAY PROGRAM

The Moral Monday program for August featured Mr. R. Sundararajan as the special guest. The event, held on August 5, 2024, aimed to inspire and equip students with valuable skills for personal and professional development.

Mr. Sundararajan delivered an insightful speech on various critical topics, including skill development, decision-making, and problem-solving. He emphasised the importance of cultivating these skills to navigate challenges effectively.

Additionally, Mr. Sundararajan provided guidance on preparing for the TNPSC examination, offering practical advice for students interested in pursuing a career in public service. He also highlighted the significance of embracing the Thirukkural Way of Tamil, encouraging students to appreciate and incorporate these timeless principles into their lives.

The session concluded with a vote of thanks delivered by Ms. Rajalakshmi, a student from the Physics Department.



# EXPERT ADDRESSES



## “IT Job Opportunities in Google Technologies”

The Department of Computer Science organised a noteworthy keynote speech on "IT Job Opportunities in Google Technologies" on 20th July as part of its ongoing effort to prepare students for the dynamic field of information technology.

The event featured Mr. Uthandaraman from Chennai Awami Technology Pvt Ltd as the special guest who provided an in-depth overview of the qualifications and skills required to secure employment in the tech industry, with a particular focus on opportunities at Google. His presentation highlighted the diverse job opportunities within the realm of computer technology.

## “CHAOS, COSMOS, AND A JOURNEY OF CONNECTING THE DOTS”

The Department of Physics hosted a captivating talk titled “Chaos, Cosmos, and a Journey of Connecting the Dots” on July 12, 2024 featuring Ms. N. Rasha Shanaz from the Department of Physics at Bharathidasan University, Trichy, as the distinguished speaker.

The event saw active participation from both faculty members and students. The chief guest delivered an engaging presentation on various scientific discoveries and their implications for understanding the universe. Her talk highlighted the wonders of cosmic phenomena and the importance of developing a diverse skill set during college. She emphasised the value of learning from mistakes as a means of personal and academic growth.



# SPECIAL EVENTS



## Citizens Consumer Forum

A Citizens Consumer Forum was inaugurated at our college on July 23, 2024, marking an important step in promoting consumer awareness and protection within the community. The inauguration ceremony was attended by key figures committed to safeguarding consumer rights.

Ms. Anita, the District Supply and Consumer Protection Officer, was the distinguished guest for the event. In her address, she provided a comprehensive overview of consumer rights and responsibilities, emphasising the importance of being informed and vigilant in daily transactions. Adding further depth to the discussion, Mr. Subramanian, the State Head of the Consumer Protection Service Centre, provided detailed insights into the eight fundamental rights of consumers.

## "AUTHOR'S TALK"

The English Department of our college hosted an enlightening "Author's Talk" programme on July 16, 2024. The highlight of the event was the keynote address by the chief guest, Mr. K. Krishnakumar, M.A., a retired professor from the English Department.

Mr. Krishnakumar captivated the audience with his talk, offering valuable insights into the world of literature. His passionate recounting of various books and authors encouraged students to pursue their own literary aspirations, motivating them to perhaps write their own books in the future.





# WORKSHOP ON CASE STUDIES

Our college hosted a successful one-day state-level workshop on business case studies for management students. The event, held on July 19, 2024, witnessed the participation of over 150 students from ten colleges across the state.

The workshop was conducted by Mr. G. Sankaranarayanan, a management author and trainer, who led the students through various group discussions highlighting the significance of case studies in the business world. In an engaging and interactive exercise, participants contributed their insights on successful local businesses from their respective areas, providing practical applications of the concepts discussed.

The event was graced by distinguished guests, including Mr. Pravin Gnamam, Director of Bee Pee Packaging, who served as the Chief Guest, Mr. Kumar Raja, Partner at Fashion Woorld, and Mr. Swarajit Alakananada, MD, SIEW Technologies who attended as the Guests of Honour. Their presence added significant value to the workshop, enriching the discussions with their industry expertise.

The workshop began with a warm welcome from Principal Dr. S. Jamuna. The day concluded with a vote of thanks by Dr. Manjula Devi, Head of the BBA Department, who acknowledged the contributions of all participants and guests.



# WORKSHOP SNAPSHOTS





# STAGE FIRE – WEEKLY SESSION

Stage Fire, the weekly public speaking session was successfully conducted across all eight departments of the college during the month of July. The sessions featured a diverse range of student speeches on topics including Positive Thinking, Family and Friends, Education, Women Entrepreneurship, Benefits of Book Reading, Happiness, Parents, Nature, Confidence, Power of Words, and Mobile Phone Usage.

The structured activities of the Stage Fire sessions played a crucial role in enhancing students' presentation and communication skills. Key roles such as evaluator, timer, grammarian, and ah-counter were instrumental in supporting the speakers.





# INDUSTRIAL VISITS

On July 26, 2024, BBA students from the college undertook industrial visits to SNP Dairy Factory and Aravind Chettinad Snacks in Madurai. At SNP Dairy Factory, the students observed the various stages of dairy production, including processing, packaging, and quality control. They gained valuable knowledge about the technologies and equipment used in the industry.

The visit to Aravind Chettinad Snacks offered an opportunity to understand snack manufacturing processes. Overall, the industrial visits were an enriching experience, offering students hands-on learning about industry practices and enhancing their understanding of production and technology in the food sector.



# "AUGUST TREE FESTIVAL"

The Eco Club of the college hosted an engaging meeting for the "August Tree Festival" on the college campus. The event saw enthusiastic participation from over 135 undergraduate students and 2 postgraduate students with a keen interest in nature.

Dr. S. Jamuna, the Principal, began the session by introducing and honoring the Chief Guest, Mr. V. Vivek, Wild Earthlings - Program Manager at ROAR NGO, Rajapalayam.

Mr. Vivek delivered an informative talk on various aspects of nature, including birds, butterflies, snakes, and trees. His presentation included the introduction of the 'Season Watch' app, which encourages students to become 'Citizen Scientists' by monitoring and documenting local wildlife.

The event also featured Ms. Selvi, a member of ROAR, who actively participated and motivated the students to engage more deeply with environmental conservation efforts. The meeting concluded with a vote of thanks proposed by Ms. P. Grace Packiam, Eco Club Coordinator, who expressed gratitude to the guests and participants for their contributions to the success of the event.

