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Volume 1

Issue 1



# DECORUM

## 360°



## DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

Re-accredited by NAAC with A++ Grade (3rd cycle)

College with Potential for Excellence, Linguistic Minority Institution

Affiliated to University of Madras, Arumbakkam - 106



### POST GRADUATE & RESEARCH DEPARTMENT OF ECONOMICS

The Post Graduate and Research Department of Economics offers quality higher education in Economics under one roof. The Department offers the Under-Graduate and the Post-Graduate Programmes. Additionally, being a Research Department, it offers part time and full time Ph.D degree to the Research Scholars.

The Department functions with the motive of instructing the students on fundamental economic theories, orienting them on the application of economic concepts to the real world phenomenon. This enables the students to keep them updated with current economic affairs. The Department is endowed with highly qualified and committed mentors who take all efforts and adopt appropriate methods to transform the students into active learners, thinkers and scholars.

**Claudia Goldin**  
Nobel Prize in Economics  
2023 for her research on  
'Women's Participation in  
Labour Market'



### EDITORIAL BOARD



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### DECORUM 360°

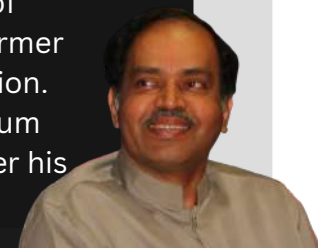
We are back!

We're thrilled to announce the revival of the official newsletter of the Post Graduate & Research Department of Economics. The inaugural edition of Decorum 360° was released in the year 2012 under the able leadership of the then Head of the Department, Dr.S.Narasimhan.

With so much energy running high and compelling spirit of leadership, the Department has successfully organised several events - academic and non - academic alike. The newsletter highlights the various events organised by the Department, the laurels won by the same and the current happenings within the campus.

#### THE MAN BEHIND THE NAME!

Decorum 360° was coined by **Dr.S.Narasimhan**, Former Head, Post Graduate and Research Department of Economics, and the Former Principal of the Institution. The first issue of Decorum 360° was released under his headship.



## 'VALUTA ESTERA'

### INDO- JAPAN ECONOMIC EXCHANGE

WITH RYUKOKU UNIVERSITY, JAPAN.



The Post Graduate and Research Department of Economics of Dwaraka Doss Goverdhan Doss Vaishnav College, in collaboration with The Indo-Japan Chamber of Commerce and Industry hosted an Economic Exchange program with the motive of bridging cultures and perspectives. **Professor. Moriki OHARA**, Department of International Economics, Ryukoku University, Kyoto, Japan along

with a student group visited the campus on 9th September 2023. Incidentally, on this day, India hosted the G20 Summit at New Delhi which made this event much more significant. The event was 'first-of-its-kind' in many ways for the Department - hosting student delegates from foreign University leading to cultural exchange. The Honourable Principal of our institution Capt. Dr. S. Santhosh Baboo

highlighted the various aspects of the college with regards to academics and co-curricular activities in the college board room, alongside discussing collaboration on exchange programs. This was followed by a campus tour for the students of Ryukoku University. The highlight of the programme was the seminar presented by Professor Moriki OHARA, titled - 'Japan's Contribution to India in the Era of Free and Open Indo Pacific', followed by Japan's ODA - 'The Case Study of the Chennai Metro' presented by the students of Ryukoku University. The students entertained the audience with their jazzy moves and a skit portraying their culture. This event marked the beginning of an international collaboration and a wider exposure for the students of the Department.

9th September 2023

## 'VOLONTARIATO'



### CARE FOR THE UNDERPRIVILEGED - PHASE I

'CUP - Care For The Underprivileged' organized by The PG and Research Department of Economics & The Economic Student Social Responsibility (ESSR) was held on 12th of September 2023. CUP is a charity initiative with the sole purpose of improving the lives of numerous underprivileged people of various localities

in Tamilnadu. The students and the faculty visited four government Anganwadis and Primary Schools in Mangadu, Kanchipuram District and distributed school supplies. The Department has already conducted several successful phases of 'CUP' in the previous year. The CUP 2023 Phase I focused on the holistic development of the Anganwadis and Primary Schools, where the schools were distributed with stationery kits, chairs, RO purifier and

required necessities which were identified from the pilot study conducted in the month of August.

The Principal of the institution, Dr.S.Santhosh Baboo along with the Head of the Department of Economics Prof. J. P. Jaideep, the faculty members and the students of 'Monetrix Association' actively participated and made it a grand success

12th September 2023



## 'ACCADEMICI'

DEEKSHARAMBH (2023)  
KANAVAI NOKKI

seniors and faculty members, exposing them to a larger purpose and self exploration. With the guidance of the faculty and the support of non-teaching staff, the student coordinators took the responsibilities onto their shoulders and made the event a resounding success.

3rd July 2023 - 10th July 2023

## MILESTONES



From being an alumnus of the institution to heading two prominent Departments, the journey has been evidently remarkable. **Prof. J. P. Jaideep** has been a pillar of support to the college and an able leader in guiding the Department of Business Administration to reach greater heights. Currently, he's the Head of The Post Graduate and Research Department of Economics since 18th March, 2023

followed by an introduction to LinkedIn profiling and aided resume building. The second day focused more on creating and managing professional connections to expand students' networks. Additionally, the workshop covered essential aspects of grooming and etiquette. Students underwent assessment through mock interviews and group discussions, ensuring practical learning experiences. The 'Revamp, Reroute, Recruit' workshop proved to be exceptional initiative, offering students a valuable professional perspective.

21st August and 22nd August 2023

**Deeksharambh (2023)** Kanavai Noki Student Induction Programme was organized by the Post Graduate and Research Department of Economics in order to inculcate the ethos and culture of the institution among the freshers. The programme was scheduled for 6 days, from 3rd July to 10th July 2023 - starting from inspiring lectures to ice breaking sessions on a daily basis. The programme had the privilege of inviting prominent resource speakers like Dr. R. Balasubramanian, Associate Professor

and Former Head, Dr. Nandhini Sivaraman, Former Assistant Professor of The PG and Research Department of Economics. Their lectures gave an impetus to the students to kickstart their journey in DDGDVC. Students were introduced to various clubs and committees of the college and were taken for a campus tour on the last day of the programme. The main objective of the student induction programme was to develop the students' relationship with their peer group ,

RRR:  
"REVAMP,  
REROUTE,  
RECRUIT"

'Revamp, Reroute, Recruit' was a workshop, organized by the Department under the able guidance of Head of the Department and coordinated by Dr. S. Narayanan which spanned over two days - August 21st and August 22nd 2023. The workshop was skillfully conducted by the Resource Persons - **Mr. Mukund Vasudevan**, Senior Trainer and Mentor, Breakthrough

Solutions, **Mr. Saravana Muthu and Mr. Thameem Ansari**, Trainers, Breakthrough Solutions. Over the course of these two days, students received valuable guidance on career placements. On the first day, the workshop began with a series of activities to maintain an interactive and lively atmosphere

## 'ACCADEMICI'



## THE ART OF WRITING A RESEARCH PAPER

**The Art of Writing a Research Paper** was a hands-on-training program coordinated by Dr.N.Abirami, Assistant Professor. It was held on 9th August 2023. The Resource Person was Asst **Prof. S. Balamurali** from the Department of BBA, DDGDVC. This session was held exclusively for the PG students of the Department. The objective of this workshop was to equip the students with the Fundamentals of Research Methodology and The Essence of Writing a Quality Research Paper.

9th August 2023



## TAKE THE FLOOR

**'Take the floor to become an Entrepreneur'** was a seminar organized by the Department to promote entrepreneurial spirit among the young minds held on 17th of August, 2023 coordinated by Dr.S.Narayanan. The Resource Person, **Mr.Mathew Arulanandhu**, the CEO of Vision Properties provided the students with a wholesome and realistic insight about entrepreneurship. He began the session by narrating his own experiences from scratch to owning a Unicorn turnover company.

17th August 2023



## INNOVATIVE AND CRITICAL THINKING FOR THE 21ST CENTURY

To enhance the students' innovative and critical thinking abilities, The PG and Research Department of Economics organized a skill training program titled- **'Inovative and Critical Thinking for the 21st Century'**, co-ordinated by Dr.N.Smitha and Ms.Sarita held on 22nd September 2023. The Resource Person **Ms. S. A. Esther Leelavathi**, Talent Management Head from Ebek Language Laboratories, approached her session with a different angle by taking the real life examples which gave insights on logical reasoning. She then proceeded to critical thinking and introduced the students to analytical skills and quick decision making abilities. The resource person engaged the students with brain teasers and brainstorming activities.

22nd September 2023



## EMOTIONAL QUOTIENT VS INTELLIGENCE QUOTIENT

To Identify the emotional stability and intelligence level of the students, The PG and Research Department of Economics organized a skill training program titled- **'Emotional Quotient Versus Intelligence Quotient'** held on 30th September 2023. The Resource Person **Dr. A. Malarkodi**, Assistant Professor, Department Of Psychology, Presidency College started the session with a mystery box to stimulate the curiosity among the students. The session helped the students navigate emotional and social situations and to develop a well rounded idea of IQ as well as EQ. This session helped the students learn about their emotional and intelligence balance.

30th September 2023

# 'NON –ACCADEMICI'



## INVESTITURE CEREMONY

The Investiture Ceremony for the 'Monetrix Association', the Student Council of the Department was held on 27th July 2023. **Shri. V. K. Chellam**, freedom fighter, who was acquainted with Netaji Subhas Chandra Bose was the Guest of Honour. **Mr. Gemini Balaji**, film artist, was the chief guest of the ceremony. The office bearers of Monetrix Association were presented with badges. The highlight of the event was a panel discussion on the theme titled - 'Shades of Patriotism -The Unsung Heroes' with the Guest of Honour. This event was organised to impart leadership qualities and create a sense of accountability among the students.

27th July 2023



## IMF - INSPIRING MOVIES WITH FRIENDS.

'Inspiring Movies with Friends (IMF)' was a new event initiated by Srinath of I MA. It kickstarted with the screening of motivational and inspiring movies for the students of the Department, chosen irrespective of the language to watch with their friends. The first movie '**ROCKETRY: THE NAMBI EFFECT**' was screened on the 14th of September 2023 in the presence of the Head of the Department Prof. J. P. Jaideep, the event's staff coordinator Dr. P. Sriraj and other faculty members of the Department of Economics. It is an Indian movie which follows the life of Nambi Narayanan, the former ISRO scientist and his struggles. The movie won the National Film Award for The Best Feature Film.

14th September 2023



## THIRUVONAM CELEBRATIONS

**Thiruvonam**- A Festival of Homecoming was celebrated in the Department on August 24, 2023. The event was organised to mark one of South India's prominent festivals- 'Onam' to embark cultural diversity and unity. The event was initiated by Kalpadruma of II MA and coordinated by Professors Dr. N. Smitha and Dr. T. Umapathy. A Pookolam competition for the students was organised in which a total of 8 teams participated. The participants engaged actively in the competition and displayed their creativity in a vibrant way. The event's Chief Guest **Dr. B. Sulupriya**, Associate Professor and Head, Department of Social Work was invited to judge the competition.

24th August 2023



## ALUMNI MEET

The Department hosted an Alumni Meet on the 2nd of April 2023. The meet was conducted to reconnect with the alumni of the Department and to celebrate their success in various fields. All the former Heads of the Department were in attendance for the meet, where the various initiatives of the Department were appreciated and encouraged. An open discussion was convened to take the alumni association to greater heights.

2nd April 2023

# 'ALLORI'

## CULTURAL ACCOLADES



**BANCO - ETHIRAJ COLLEGE**  
**OVERALLS - WINNERS**  
**CHANNEL SURFING – 1ST PLACE**  
**ADZAP -1ST PLACE**



**INVICTUS- MCC**  
**CHANNEL SURFING -1ST PLACE**  
**ADZAP – 1ST PLACE**  
**SKETCHING – 1ST PLACE- Roopika - III BA**



**FINANCIA- ETHIRAJ COLLEGE**  
**ADZAP- 1ST PLACE**  
**MR.FINANCIA - Ahygrev-III BA**



**DETRIX -MGR UNIVERSITY**  
**CHANNEL SURFING – 1ST PLACE**



**GOLDEN EYE - DDGDVC**  
**GREEN SCREEN -3RD PLACE - Ahygrev III BA**



**PRADARSHINI- KMC**  
**CHANNEL SURFING- 1ST PLACE**



**COMBAT – MBA : DDGDVC**  
**CHANNEL SURFING- 1ST PLACE**



**REVIVALS – MMC**  
**CHANNEL SURFING -2ND PLACE**

## SPORTS ACCOLADES



**N. YUVARAJ II BA**  
**CM TROPHY**  
**DISTRICT-1 ST PLACE**  
**SILAMBAM**

## UPCOMING EVENTS

**DEPARTMENT:**

- Care for the Underprivileged - Phase II
- Industrial visit
- Quest Economics

**COLLEGE:**

- Artistics
- College Day
- Graduation Day

# CAMPUS ROUND UP

## VFEST 2023

The Vaishnav Initiative for Excellence organised "Vfest 2023" on 2nd September 2023. Vfest is the ultimate fresher's cultural extravaganza, exclusively conducted for the freshers of DDGDVC to exhibit their talents and instill in them a spirit of healthy competition. The first year students of various Departments in our college participated in fest ranging from literary to cultural events. The investiture ceremony of the office bearers of the Vaishnav Initiative for Excellence was held during the inauguration of Vfest. The Chief Guest of the event was Dancer and Choreographer, Sahana Sarvesh. Vfest 2023 amassed over 1500 participants and audience alike. Cultural events like Group Dance, Solo Singing, Shipwreck, Debate, Quiz and others were a hit among the freshers of the institution.



## 'KANHA' - GOKULASHTAMI

On September 5, 2023, Srinath Fine Arts, the Cultural wing of Dwaraka Doss Goverdhan Doss Vaishnav College, organized a remarkable event titled 'Kanha- Gokulashtami and Acharya Devo Bhava'. This event celebrated the birth of Lord Krishna and Teachers' Day. The event served as a unique amalgamation of Gokulashtami and Teachers' Day. Firstly, it aimed to celebrate and honor the dedicated educators of the institution who relentlessly strive to bring out the best in their students and equip them for their future careers. Secondly, it paid homage to Lord Krishna, the presiding deity of the institution, revered as the world's teacher. The event was a resounding success, bringing together spirituality, culture, and a deep reverence for gurus and Lord Krishna. It underscored the institution's commitment to holistic education and its acknowledgment of the pivotal role played by the gurus in shaping the future of their shishyas.

## INDEPENDENCE DAY

The NCC and NSS jointly organised the 77th Independence Day celebration. The Chief Guest Dr. Prakash Selvam hoisted the National flag. 'Swatantra' - Azadi ka Amrit Mahotsav was a cultural event organised by Srinath Fine Arts, of Dwaraka Doss Goverdhan Doss Vaishnav College, to celebrate 76 years of India's Independence. 'Swatantra' was a dance drama depicting the unwavering courage and relentless struggle of India's freedom fighters. These freedom fighters are considered epoch making personalities in Indian history. To reflect "unity in diversity", iconic freedom fighters from each and every region in India were selected and featured.



## SPECIAL NEEDS EQUAL OPPORTUNITY CELL

Special Needs Equal Opportunity Cell conducted a seminar on "Empowering yourself for a brighter tomorrow" for the special needs students from all the Departments both from Shift I and Shift II of our College. The Resource Persons Mr. Dilip Muralidaran and Ms. Jyothishree motivated the students to lead an independent life focusing on futuristic positive approach in life. The overall session was well organised and had a great impact among the students.



## PRIDE OF THE NATION

**Praveen Chitravel - BA Tamil**  
**Bronze - Triple Jump**  
**Asian Games 2023**

**Rajesh Ramesh - BA Economics**  
**Gold - Men's 4 x 400 Relay**  
**Silver - 4 x 400 Mixed Relay**  
**Asian Games 2023**

## PRIDE OF THE COLLEGE



# CAMPUS ROUND UP

**DEPARTMENTAL ACTIVITIES**

**Microbiology- Micro Matsuri**

**Visual Communication - Let's Frame**

**B.Com Bank Management- Expo Bancaria**

**B.Com Accounting & Finance- Connexions**

**Journalism - Score Shot**

**Tamil- Thamizh Arangam**

**B.Com Marketing Management - Insignia**

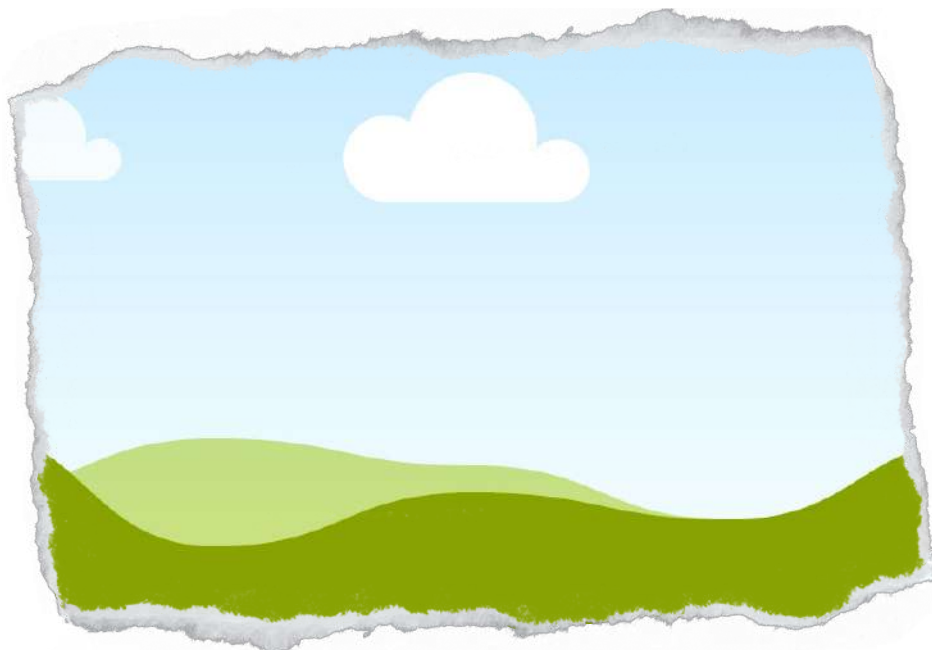
**Biotechnology - NLEMT 2023**

**MBA- Combat 2023**

**Social Work - Workshop-Folk Arts**

**Visual Communication - Fashion Photography**

# 'EDITORIAL BOARD'



**Shriram | MA**  
**Janavi Shri ||| BA**  
**Pragalthy ||| BA**  
**Muthu Karthika.S ||| BA**  
**Nageshwari || BA**

**Zeenath | MA**  
**Sri Baranika | MA**  
**Deeksha || BA**  
**Gourav || BA**

**Lathika | BA**  
**Dharsha | BA**  
**Shakthi Shambhavi | BA**  
**Preetish | BA**