



DECORUM

360 °

POST GRADUATE AND RESEARCH DEPARTMENT OF ECONOMICS 

RETHINKING ECONOMICS : A LESSON ROOTED IN HUMANITY

CUP – Care for Underprivileged (ESSR)

10 JAN 2026



In a time when economics is often confined to numbers and fiscal debates, its human dimension is sometimes overlooked. The Post Graduate and Research Department of Economics of Dwaraka Doss Govardhan Doss Vaishnav College (Autonomous) brought this perspective to life through “CUP – Care for Underprivileged (Phase 1)”, conducted on 10 January 2026 under the Monetrix Association. As the flagship Economics Students’ Social Responsibility (ESSR) initiative, the programme aimed to connect classroom learning with real-life social responsibility. It reflected the department’s commitment to nurturing socially conscious economists who understand ground realities. The outreach covered areas including Karikattupuram, Panjabur, Vadanemmeli, Thiruvaidanthai, and surrounding localities, supporting families living in temporary shelters with limited access to essentials. These regions, often unnoticed in urban discourse, face daily economic and social challenges. Led by N. K. Sanjay, President of Monetrix, along with ESSR Secretaries Rindhiya and Manikandan, the entirely student-driven initiative provided cooking essentials, staple food items, basic utensils, and usable clothing to 57 families. The collection and distribution process was carried out with care, ensuring dignity and respect for every beneficiary. Faculty guidance under Prof. J.P. Jaideep (Head of the Department), coordinated by Prof.Mandira Dutta and Dr. N. Abirami, ensured the programme remained structured and impactful. Beyond material support, the initiative fostered meaningful interactions with families, creating moments of empathy and shared understanding. These interactions transformed the outreach into a powerful learning experience beyond textbooks. CUP Phase 1 not only addressed immediate needs but also strengthened students’ awareness of socio-economic realities, reinforcing the belief that economics finds its true purpose in serving people and promoting inclusive development.

UP NEXT...

CAN YOU STEP INTO SUNRISE ?

YESSSSSS!

Follow the light on....



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THE RETURN OF THE RADIANT

Illuminating our alumni !!



Turn Inside for Glory / 3

BRIDGING DREAMS & DESTINIES..

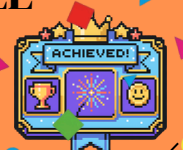
Did Career Guidance Session Inspire Students?



See More Inside / 5

PINNACLE PANEL

Curious to know who conquered the cultural arena?



VICTORY / 8

JULY STORIES

ஆரம்பம் | Deeksharambh'25

Deeksharambh'25, is a comprehensive induction programme for the Undergraduate and Postgraduate students of the department, which aims to familiarize them with the academic expectations, campus culture, and growth opportunities.

UG Induction Programme : A Six-Day Orientation for Holistic Development for first-year BA Economics students from June 25 to July 2, 2025. Designed to ease the transition into college life, the programme blended academic orientation, campus exposure, and engaging activities to foster confidence and belonging among new students.

Day 1: Start off

The programme was inaugurated at the college sports ground in the presence of chief guest Kalaimamani M. Muthaiah. Principal Dr. S. Santhosh Baboo welcomed the students with an address on institutional growth, while Hon. Asst. Commissioner of Police Ramesh emphasised NSS, RSS, and anti-drug initiatives. Cultural performances, academic curriculum briefings, and sessions on discipline (dress code etc.) and placements set the tone for the event.

Day 2: Academic Introduction & Student Engagement

In the department classroom, Dr. T. Umopathy highlighted the transition from school to college, urging active participation in clubs. Faculty introductions, achievements of alumni of PG & Research Department of Economics, and interactive games conducted by senior students created an energetic and engaging learning atmosphere.

Day 3: Activities & Departmental Clubs

The Criminology Department hosted Zumba and tug-of-war activities, while the department's Monetrix Association introduced its flagship events—CUP (Care for Underprivileged) and Quest. Students actively participated in fun challenges, including cup stacking and lip-sync games.

Day 4: Alumni Interaction & Academic Framework

Alumni speakers Janvi Swaminathan and Janvi Shri.V shared experiences revolving around the "Triple F" motto - Friendship, Fun, and Focus. An economics quiz, an orientation on the Learning Outcomes & Curriculum Framework (LOCF) by Dr. Abirami, and a campus tour enriched the student's day.

Day 5: Guest Lecture & Resource Awareness

Alumnus Mr.N.Arun Kumar, Vice President at Kotak Mahindra Bank, delivered an impactful lecture on time management, economic opportunities, and career growth. Librarian Dr. M. Mani introduced library resources, competitive exam preparation, and SWAYAM courses, followed by placement insights from Dr. P. Sriraj.

Day 6: Academic Processes & Holistic Growth

The final day featured detailed briefings on assessments, electives, and student committees. Dr. S. Narayanan explained the evaluation structure, Dr. N. Smitha guided students on Non-Major Electives, and Dr. N. Abirami and Dr. N. Subhashini emphasized the importance of balancing academics with extracurricular activities.



25 JUNE - 2 JULY 2025

SCAN ME



To know more about us

PG Induction Programme (MA Economics): A Focused Academic Orientation

On July 8, 2025, the department conducted a one-day Student Induction Programme for first-year MA Economics students, aimed at establishing academic direction at the postgraduate level. Held at Seminar Hall II, the session featured Dr. Elango J. Parimalam as the chief guest and resource person.

Dr. Elango presented an insightful overview of the topic Bharat @ 5 Trillion, discussing India's economic journey, domestic potential, global partnerships, and pressing challenges such as inflation and skill gaps. He emphasized demographic dividend, digital transformation, infrastructure development, and the need for sustainable reforms.

Following which an ice-breaking session by the second-year PG students introduced the freshmen masters' degree perusers to the department's Monetrix Club, fostering peer connection and academic camaraderie.

“EMPOWERING YOUTH: Investiture Ceremony Marks Leadership Journey”

Investiture Ceremony

16 JULY 2025



“Leadership begins with responsibility, and responsibility begins with trust.”

The Post Graduate and Research Department of Economics of Dwaraka Doss Govardhan Doss Vaishnav College (Autonomous) organised its Investiture Ceremony for the Batch of 2025 on 16 July 2025 at the SRG Auditorium at 10 a.m. The event marked an important occasion for the department, as it formally vested authority in the newly elected members of the Monetrix Association, acknowledging their roles as student leaders and representatives for the academic year. The ceremony sought to reinforce the values of accountability, service, and leadership among the students, emphasising the significance of taking responsibility within an academic community. The programme was graced by two distinguished guests: Thiru.M.Boominathan, Founder and Director of King Makers IAS Academy and a proud alumnus of DGVC, and Thiru. Sai Vignesh, renowned animal rescuer and social activist. Their presence added immense value to the

ceremony, offering students perspectives rooted in public service, discipline, and compassion. They were felicitated by Captain Dr. S. Santhosh Baboo, Principal of the college, and Prof. J. P. Jaideep, Head of the Department of Economics. The ceremony began with an introduction to the Monetrix Association, highlighting its purpose as a bridge between students and faculty members and its role in coordinating academic and co-curricular activities. Addressing the gathering, Thiru.M.Boominathan elaborated on the scope of Government sector opportunities for students of Economics. He delivered an insightful talk on competitive examinations such as UPSC, the Indian Economic Services, and various other administrative roles, emphasising the importance of focus, preparation, and determination. His interaction was particularly informative for students aspiring to pursue careers in public administration. Following this, Thiru. Sai Vignesh addressed the audience, offering a moving perspective on animal welfare and social responsibility. Sharing his experiences as an animal rescuer, he stressed that “all mothers mourn the same,” urging students to cultivate empathy towards all living beings. His message served as a powerful reminder of compassion and ethical responsibility. The highlight of the programme was the formal badge-conferring ceremony, where the newly elected Monetrix members received their badges from the chief guests and faculty. This was followed by the oath-taking, affirming the student leaders’ commitment to their duties. The Investiture Ceremony concluded on an inspiring note, leaving students motivated, informed, and aware of the values that define leadership and service.

AUGUST STORIES

Eco - Litt

1 AUGUST 2025

“When tradition becomes a canvas, creativity finds its voice.”

Organised ECO-LIT’25 on 1 August 2025, offering students a platform to showcase their literary abilities and communicative skills. The event featured six competitions—Invite Designing, Emcee, Editing, Paper Presentation, Report Writing, and News Peddler—each centred on the theme National Handloom Day. Discussions connected the theme to the Swadeshi Movement of 1905, while the Emcee event explored “Gen-Z vs Tradition,” highlighting the modern generation’s balance between cultural heritage and technological advancement.

Bilingual performances celebrating “Namma Ooru Thiruvizha” brought Chennai’s vibrant culture into focus, and students demonstrated creativity through video editing and reflective writing. Meanwhile, the News Peddler activity brought a lively journalistic element to the event, challenging students to deliver concise and engaging updates. Organised efficiently by the Monetrix Association, the programme encouraged healthy competition, exchange of ideas, and enthusiastic participation, contributing to the holistic development of students across the department. ECO-LIT’25 ultimately served as a platform that blended culture, academia, and innovation, leaving participants with a deeper understanding of tradition and its modern relevance.

Eco - Rizz

30 AUGUST 2025

The Post Graduate and Research Department of Economics, Dwaraka Doss Govardhan Doss Vaishnav College, conducted ECO-RIZZ 2025 on 30 August 2025 at the Vallabhacharya Auditorium. A total of 165 students and 10 faculty members participated in the intra-departmental event. The programme was convened by Prof. J. P. Jaideep and coordinated by Prof. Dr. S. Narayanan. The event aimed to provide students an opportunity to display their creative skills and academic abilities, along with recognising outstanding achievers of the department. Several competitions were held, including Zapper Zone, Life Boat Pitch, Mic in Min, Crowned Chronicles, and JAM (Just A Minute), led by invited guests Sarath, Monish Kumar, Abith Singh, and Sudhish Balaji. Students showcased spontaneity, communication skills, critical thinking, and creativity across the events. Special segments included the Illuminating Alumni Award, Glory of the Batch Award, and the launch of the CUP (Care for Underprivileged) brochure. Prizes were distributed to the winners of the various events.

The department reported that ECO-RIZZ 2025 successfully fulfilled its objective of encouraging student participation, enhancing confidence, and promoting teamwork and innovation. Highlights of the event are available on the department’s YouTube channel and Instagram page.

SEPTEMBER STORIES

| Nutrinova



1 SEPTEMBER 2025

The Post Graduate and Research Department of Economics successfully hosted NUTRINOVA 2025 on 1 September 2025 at the Vallabhacharya Auditorium. Conceived as an innovative departmental initiative, the event aimed to promote nutritional literacy among students while providing a dynamic platform for them to demonstrate their culinary creativity with a focus on health and wellness. The programme commenced with the lighting of the lamp, followed by a warm welcome extended to the participants, faculty members, and dignitaries. The presence of the Chief Guest, Dr. Simmi Jain, added immense value to the event. In her keynote address, Dr. Jain delivered a comprehensive and thought-provoking talk on various aspects of nutrition, women's health, and food security. She highlighted the increasing importance of adopting balanced diets in today's fast-paced lifestyle and emphasized that nutrition is not merely about eating well but about understanding the body's changing requirements across different phases of life. Expanding on the theme of the event, she elaborated on the nutritional needs of women from infancy through adolescence, adulthood, pregnancy, and old age. She also stressed the significance of mindful eating, encouraging students to cultivate awareness about food labels, nutrient content, and portion control. Dr. Jain urged the younger generation to move away from fad diets and unverified online trends that may lead to long-term health complications. Instead, she advocated for sustainable dietary habits rooted in balanced intake, regular consumption of green vegetables, and understanding one's physiological needs. The event also provided an opportunity for students to engage in meaningful discussions about nutrition, cooking methods, and the importance of adopting healthy lifestyles. Interaction among peers and faculty members facilitated an encouraging environment for knowledge exchange, reinforcing the department's commitment to holistic education. Through such initiatives, it continues to foster comprehensive development beyond academic learning, preparing students to make informed lifestyle choices and contribute to societal well-being.

Economy Reboot !

The Government of India consolidated 29 labour laws into 4 Labour Codes to simplify, modernize, and protect workers' rights. These codes—Wages, Industrial Relations, Social Security, and Occupational Safety, Health & Working Conditions.

India Semiconductor Mission 2.0 launched — large-scale boost to chip production ecosystem with a multi-thousand-crore outlay to reduce import dependence.

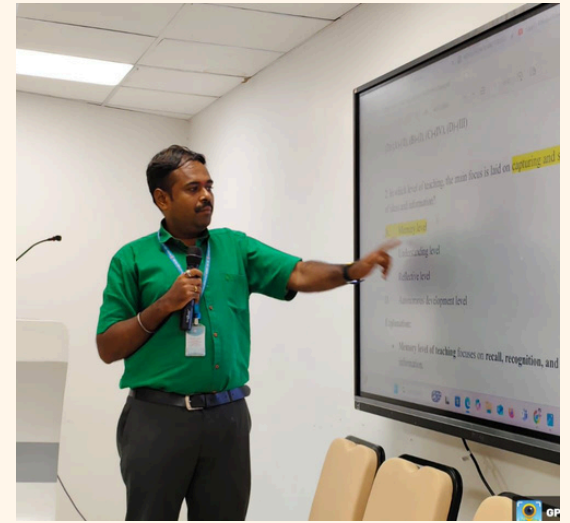
Historic EU–India Free Trade Agreement: The EU and India signed a landmark free trade deal after nearly two decades of negotiations.

Rare earth corridors planned in Odisha, Kerala, Andhra Pradesh & Tamil Nadu — tying mineral resources to clean tech and EV supply chains.

ON DECK!

- **INTERNATIONAL CONFERENCE on RRR - Rupee, Resource And Resilience**
- **Care for Underprivileged (CUP) PHASE 2**
- **Endowment Lectures of**
 1. Dr.P.V.Ragavan
 2. Dr.S.Narashiman
 3. Dr.M.Venkataramanan
- **Socio - Economic Survey on 'Makkalai Thedi Maruthuvam' & More !**

| Unlocking NET



10 SEPTEMBER 2025

“Success is not a product of luck, but the result of preparation and determination.”

The Post Graduate and Research Department of Economics, Dwaraka Doss Govardhan Doss Vaishnav College, organized an enriching and academically transformative seminar titled “Unlocking the NET: Keys to Success” on 10th September 2025 at the Seminar Hall, 2nd Floor, from 9:00 AM UNLOCKING onwards. The session witnessed active participation from a large number of aspiring postgraduate students preparing for the UGC-NET examination, reflecting their commitment toward academic excellence and research aspirations.

The seminar featured Dr. S.Balamurali, Assistant Professor, Department of Business Administration, as the resource person, who delivered a highly insightful and structured presentation on effective strategies to excel in UGC-NET Paper 1. He elaborated on various essential components including time management, structured answering techniques, and smart approaches to solving complex and time-consuming problems, while explaining the exam pattern and scoring methodology in detail. Key areas such as Teaching Aptitude, Research Aptitude, Logical Reasoning, Quantitative Aptitude, Data Interpretation, ICT, Reading Comprehension, and Higher Education System were discussed with clarity supported by real-time examples and analytical shortcuts. Students were provided practice question papers for hands-on learning and were encouraged to utilize mock tests available on the NTA website for systematic preparation and self-evaluation.

The interactive question–answer segment enabled students to clarify doubts, enhancing their confidence and motivation. Overall, the seminar proved to be highly inspiring and intellectually empowering, guiding students toward competitive excellence and equipping them with the right strategies to achieve success in the UGC-NET examination.

“Dreams to Destinations: Career Workshop Lights the Way Forward”

| Career Guidance Program



15 SEPTEMBER 2025

“Data becomes powerful only when transformed into insight”

“Numbers in Motion: SPSS Edition”, a hands-on and practice-oriented workshop designed to familiarize students and budding researchers with the core functionalities of SPSS (Statistical Package for the Social Sciences), one of the most widely used software tools in academic and industrial research. The workshop served as an introduction to data-driven analysis, enabling participants to bridge the gap between theoretical knowledge and practical application.

Under the expert guidance of Dr. R. Anandhan, participants were trained in essential data management techniques, including entering datasets, importing survey responses, assigning variable labels, and coding data systematically to avoid errors. The resource person also demonstrated the use of descriptive statistics, frequency tables, and various analytical tools required for hypothesis testing and interpretation of results.

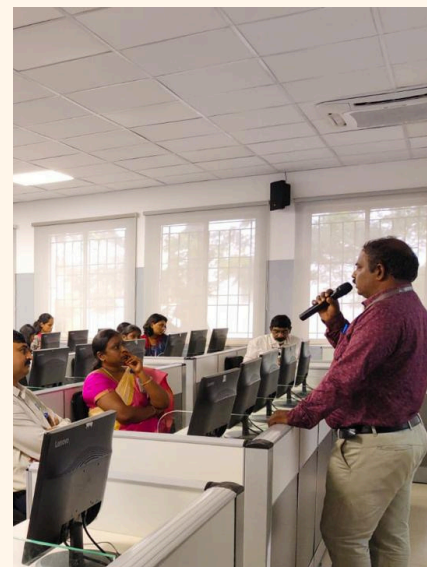
The session empowered students to transform raw data into meaningful insights with clarity and accuracy. By enhancing participants’ analytical thinking, the workshop laid a strong foundation for future research pursuits and improved confidence in applying statistical tools effectively.

The Department organized a Career Development Workshop on 15th September 2025. The workshop focused on essential professional skills such as leadership, communication, and digital marketing, which are increasingly important in today’s competitive job market. In addition to conceptual understanding, the session also emphasized practical aspects of career planning, offering valuable insights into resume building, interview techniques, and personal presentation.

The resource person, Mr. Alex Melwyn S, an L&D Professional and Founder of Almel Learning, led the workshop with an interactive and engaging teaching style. He guided students on identifying industry expectations, enhancing personal branding, and leveraging their strengths to stand out in a professional environment. His real-life examples and industry-oriented tips enabled students to connect theory with practice.

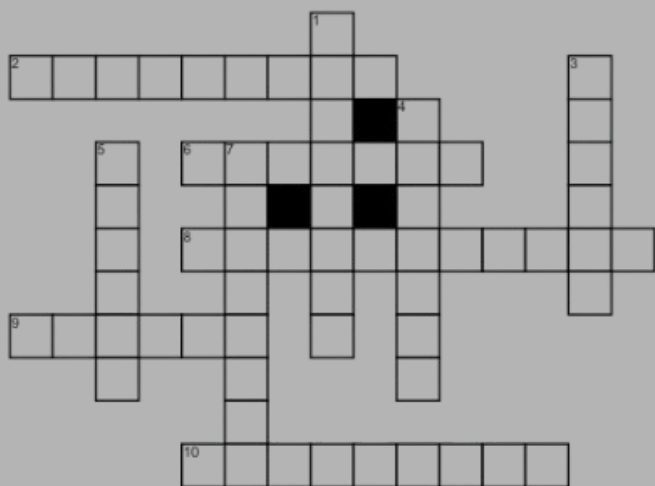
By the end of the programme, students felt more confident and well-informed about professional growth, enabling them to set clear goals and take purposeful steps toward shaping successful career trajectories.

Numbers in motion : SPSS Edition |



22 SEPTEMBER 2025

CROSSWORD TIME !



Across

- 2. eoueigird
- 6. dfgyuiujhb
- 8. ejdhwed
- 9. gtrduytf
- 10. efckefkefnfbf

Down

- 1. sdfghjuikolkjhgfdf
- 3. djdfcnfnfjff
- 4. orudwieruf
- 5. ejfhjdjcbdjcdc
- 7. dsdfgyhuiop

“Pookalam and Thiruvathira Kali : Onam Colors Take Over the Campus”

Ponnonam

04 SEPTEMBER 2025



“Culture is the art of living together with differences.”

The Department of Economics of Vaishnav College celebrated PONNONAM’25 on 4th August 2025, embracing the vibrant spirit and cultural richness of Kerala’s grand harvest festival, Onam. The department was adorned with traditional elements, creating an atmosphere filled with festive enthusiasm and cultural pride. A major highlight of the event was the Pookalam competition, where students designed intricate floral patterns symbolizing prosperity, unity, and artistic expression. The celebration also included captivating dance and music performances, reflecting Kerala’s classical and folk traditions and keeping the audience thoroughly engaged. Adding a socially relevant perspective, a thought-provoking skit on caste-based discrimination emphasized the importance of equality and mutual respect in society. The bilingual presentation deepened the cultural experience, helping students understand the heritage and values associated with Onam. Thanks to the seamless planning and coordination by the Monetrix Association, PONNONAM’25 successfully transformed the Economics Department into a vibrant cultural space that celebrated unity, creativity, and festive joy.

Navarathri celebration

10 SEPTEMBER 2025

“Festivals are the reflection of our heritage and the heartbeat of our traditions.”

The Post Graduate and Research Department of Economics, Dwaraka Doss Goverdhan Doss Vaishnav College, celebrated Navaratri 2025 with devotion and cultural elegance across nine vibrant days. The celebration began with Kalasha Sthapana and prayer rituals invoking divine blessings. From Day 1 to Day 9, each day honored a unique form of Goddess Durga, marked by meaningful activities. The festivities included Golu arrangements, devotional bhajans, classical dance performances, rangoli art, and lamp lighting, creating a spiritually uplifting atmosphere. Students and faculty actively participated in daily pooja rituals and cultural contributions, reflecting unity and respect toward tradition. The celebration concluded with Saraswathi Pooja and Vijayadashami, symbolizing wisdom, victory of good over evil, and new beginnings. The nine-day celebration beautifully strengthened cultural pride and collective harmony.



Teacher’s celebration

05 SEPTEMBER 2025

The Department observed Teacher’s Day with a warm and heartfelt celebration dedicated to appreciating the invaluable contributions of the faculty. The event was simple, sincere, and fully student-driven, reflecting the collective gratitude the students hold for their professors. One of the most notable aspects of the celebration was that the gifts presented to the teachers were entirely funded by the students of the department. This gesture highlighted the students’ sense of responsibility and their desire to express appreciation in a meaningful way.

Although the gifts were small, each one was chosen with great care to ensure it carried a personal touch. The intention was not extravagance but sentiment, and the personalized nature of the gifts added depth to the celebration.

Along with the gifts, the students also arranged a spread of sweets and savouries for the professors. The presence of these treats contributed to the cheerfulness of the event and provided a moment of relaxation amidst the usual academic routine.

The celebration concluded on a positive and fulfilling note, leaving both students and faculty with a sense of warmth and mutual respect. Even though the event was modest, the sincerity behind each gesture made it memorable. The students’ efforts and the teachers’ heartfelt responses ensured that the spirit of Teacher’s Day was well-reflected throughout the programme. Overall, the department’s observance of the day remained true to its essence—expressing gratitude through simple yet meaningful acts.

Ayutha Pooja celebration

10 SEPTEMBER 2025

“Rituals find their purpose when faith and community move in harmony.”

Department of Economics observed Ayudha Pooja on 6 October, marked by a series of traditional practices conducted across all classes. Students arrived in traditional attire and decorated their classroom boards with festive designs, setting a culturally vibrant atmosphere. The celebration began with the drawing of kolam, followed by a collective prayer, honouring the tools of learning and expressing gratitude for knowledge and progress. As part of the observance, students prepared and shared prasadam, including fruit salads and simple refreshments made within the classroom, fostering a sense of togetherness. Faculty members visited the classes to offer their wishes and take part in the celebration. The event reinforced the importance of tradition within academic spaces and strengthened the sense of community within the department. Additionally, students worked collaboratively to organise the activities, ensuring smooth coordination of each segment of the celebration. The shared efforts encouraged responsibility and teamwork among the participants. The presence of faculty further enriched the atmosphere, creating an appreciative and encouraging environment for the students. Several students also expressed that participating in such traditions within the academic setting deepened their sense of belonging. The day concluded with a renewed sense of unity, faith, and appreciation for shared traditions within the department.

HALL OF LAUREATES



EKONOMIPRISET 2025

THE PRIZE IN ECONOMIC SCIENCES



The 2025 Nobel Prize in Economics has been awarded to Joel Mokyr (United States), Philippe Aghion (France), and Peter Howitt (Canada). Joel Mokyr received half the prize for his work on the historical and social conditions that enable long-term technological progress. Philippe Aghion and Peter Howitt share the other half for their formal theory of “creative destruction,” explaining how innovation drives sustained growth.

Their research shows that economic growth relies on innovation, knowledge accumulation, and openness to change. The laureates’ work links historical analysis with formal economic models, bridging theory and real-world growth.

Creative destruction highlights that while innovations disrupt industries, they are essential for long-term prosperity. Policy lessons emphasize investing in R&D, education, and innovation-friendly institutions.

The award underlines that growth is not automatic; it must be nurtured through science, technology, and supportive policies. For developing countries like India, fostering innovation ecosystems can boost sustainable economic development. The 2025 prize celebrates the transformative power of ideas in shaping global economies.

MINI TIMELINE

- 1776 - The Wealth of Nations
- 1929 - The Great Depression
- 1951 - First Five-Year Plan
- 1969 - Bank Nationalisation
- 1991 - Economic Reforms
- 2008 - Global financial crisis
- 2016 - Demonetisation
- 2020 - | COVID-19 Economic Shock | Digital Payments Boom
- Last but not the least,
- 2019 - **Monetrix Association**

IGNITE: Where Ideas Meet Action

An inspiring workshop titled “IGNITE: Where Ideas Meet Action” was held on 18 December 2025 with the aim of helping students identify actionable ideas from everyday challenges and translate them into purposeful action. The session offered a powerful blend of reflection, motivation, and practical guidance. The workshop began with an engaging discussion on dreams and life goals, encouraging participants to clearly define what they aspire to achieve. The session was presided over by the Chief Guest, Dr. R. Sathishraj, whose insightful address set the tone for the event and inspired students to think beyond limitations. He emphasized that clarity of vision, disciplined effort, and consistent self-belief are essential for transforming ideas into meaningful achievements. The speaker examined the influence of mindset, skills, and laziness, helping students recognize factors that either accelerate progress or create obstacles. A key highlight was the discussion on self-image, emphasizing how deeply personal beliefs shape actions and outcomes. Students were guided to understand that success begins with how one perceives oneself. These journals focused on documenting dreams and goals to bring clarity and direction, noting daily gratitudes to cultivate positivity, tuning the mind through positive thinking, and identifying problems in a structured manner to make them easier to solve with guidance and advice.



18 DECEMBER 2025

PINNACLE PANEL

UPHOLDERS

SHRI ASHOK KUMAR MUNDHRA
SECRETARY

DR S SANTHOSH BABOO
PRINCIPAL

PROF JP JAIDEEP
CHIEF EDITOR

MS MANDIRA DUTTA
EDITOR



ENTHRAL 2K25 - Alpha college
ADZAP - 2nd Place

ETHICS 2025 - Ethiraj college
ADZAP - 1st Place

Kamali - 3rd UG
WOODSTOCK'25 - MCC
Group Dance - 1st Place

Elandanan - 2nd UG
RECHARGE'25 - REC
Conundrum - 2nd Place

SPANGLES'25 - EEC
Channel Surfing - 2nd Place

BANCO'25 - Ethiraj college
Channel Surfing - 2nd Place

REC - Splans Chronicle
1st Place

MILAN'25 - SRM
Speed Cube Rush - 1st Place

THE EDITORIAL CREW



GAYATHRI- II MA
LATHIKKAA-III BA
SHAKTHI SAMBHAVI-
III BA
DHARSHA- III BA
HEAMA- III BA
KEERTHANA- III BA