



**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, Chennai - 600106.

**POST GRADUATE AND RESEARCH**  
**DEPARTMENT OF ECONOMICS**  
**(SHIFT-I)**

**DEPARTMENT**  
**PROFILE**

# OUR HISTORY

**"Educating the mind without educating the heart is no education at all" -  
~Aristotle**

**With the objective of empowering young minds by imparting value based quality education. Dwaraka Doss Goverdhan Doss Vaishnav College was founded by the member of Shri Vallabhacharya Vidya Sabha. It started functioning on 19th June 1964 as a first grade college offering the degree programmes in mathematics apart from pre-university courses. The initial impetus was given by the founder brothers who donated a vast extent of land for the establishment of this prestigious institution with the sole purpose of imparting education and empowering youth. The evening college started functioning in 1971 with the introduction of a degree programme in Commerce. The 80's saw the college emerging as full fledged Post Graduate and Research centre when the Department of Economics started offering MPhil program and The Department of Commerce offering MPhil and part time PhD programmes. The college celebrated its silver jubilee in the year 1989. The 1990s witnessed a tremendous growth in terms of infrastructure and the number of courses offered with the number of students crossing 5000. The institution became co-educational in the year 1991. In 2000s, the progress and achievements made by the institution set new milestones. During the past decade, the college was accredited 'A grade' by National Assessment and Accreditation Council in the first cycle. The college also acquired the status of autonomy in 2009. In 2010, the institution marched towards excellence and was re-accredited by NAAC with 'A grade' registering a commendable score. Also the college was selected under DPT Star College scheme intended to strengthen and impart education in life science and biotechnology. The College was awarded the status 'College with Potential for Excellence' by UGC. In the very beginning of this decade, the 2020s, the initial quest for excellence reached its pinnacle with the college being re-accredited by NAAC with 'A++'. The academic year 2021 - 2022 saw the resumption of various academic and non academic events post the pandemic.**

# NAAC CERTIFICATION



राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद

विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान

**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL**

An Autonomous Institution of the University Grants Commission

## *Certificate of Accreditation*

*The Executive Committee of the  
National Assessment and Accreditation Council  
is pleased to declare*

*Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)  
Sokul Bagh, Arumbakkam, Chennai, affiliated to University of Madras,  
Tamil Nadu as*

*Accredited*

*with CGPA of 3.54 on four point scale*

*at A<sup>++</sup> grade*

*valid up to July 18, 2029*

*Date : July 19, 2022*



*S. C. Sane*  
Director

# MESSAGE FROM THE SECRETARY

"All our dreams can come true, if we have the courage to pursue them" - Walt Disney

Dreams may seem to be far from reality. They may seem impossible and improbable. But little do we realize that all of us have in us the strength, patience and the passion to fulfil our dreams. The vision and dreams of a few kind hearted philanthropists and educationists led to the founding of this institution. The hard work and perseverance of the successive members of the management and the academicians have enabled the institution emerge as one of the much sought after colleges in the city. It is now our duty and responsibility to carry forward this dream and with steadfast faith and determination redefine the standard of excellence, strengthen the spirit of solidarity and celebrate the power of knowledge to transform the society.



# MESSAGE FROM THE PRINCIPAL

The meaning of education has transformed greatly in today's technology driven and digitally connected world that we live in. An educator in the present times has to adopt a multi-dimensional approach having knowledge creation, confidence building and honing leadership skills at its core. The institution focuses on developing entrepreneurship skills among students so that they would have the courage and conviction to establish an enterprise and create a legacy. In the sphere of research, understanding the complexities of various issues, exploring new avenues and contributing to development of knowledge has been our priority. Having carved a niche for itself over the years, through its myriad of achievements, this institution today stands as a symbol of immense possibilities and innumerable opportunities. The task ahead is clearly defined; Educate, Enlighten and Empower.



# **ABOUT OUR DEPARTMENT**

**The Post Graduate and Research Department of Economics offers high quality higher education in Economics under one roof. The Department offers the Under-Graduate programme i.e. B.A. in Economics and the Post-Graduate Programme i.e. M.A. in Economics. As it is a research department, both part time and full time Ph.D programmes are also offered.**

**The Department functions with the motive of instructing the students on the fundamental economic theories, orienting them on the application of economic concepts to real world phenomenon and keeping them abreast of current economic affairs. The Department is endowed with highly qualified and committed teachers who take all efforts and adopt appropriate methods to transform the students into active learners, thinkers and scholars in Economics. The Department's speciality lies in introducing students to the world of economics in a way that is dynamic, methodical, straightforward, and engaging. This is done by providing them with a myriad of activities like guest lectures, panel discussions and industrial visits in addition to the traditional chalk and talk method. The Department also conducts Annual Intra Departmental and Inter Departmental events such as Farm Fest, Quest Economics, Socio Economic Survey, endowment lectures, seminars, conferences, etc. Being one of the oldest departments, several legendary academicians have nurtured its growth from UG to PG and from M.Phil to Ph.D., thereby transforming the department into a full-fledged research department.**

# OUR FOREBEARERS



**PROF. RAMANUJAM**  
1965 - 1982



**PROF. SWAMINATHAN**  
1982-1985



**DR. P.V. RAGHAVAN**  
1985-1997



**DR. S. NARASIMHAN**  
1997-2015



**MAJ. DR. M. VENKATRAMANAN**  
2015 - 2018



**DR. R. BALASUBRAMANIYAN**  
2018 - 2019



**DR. T.S. PREMA**  
2019 - 2022



**PROF. J.P. JAIDEEP**  
2022 - PRESENT

# FROM THE HEAD'S DESK



**Dear Readers,**

**I am delighted to present the latest edition of the Department's Prospectus. This stands as a testament to the remarkable achievements and intellectual endeavours within our academic community.**

**The Department of Economics founded in the year 1965, embodies a commitment to fostering a deep understanding of economic principles and their real-world applications. The department works tirelessly to instil a passion for inquiry and critical thinking in its students.**

**As you read through the pages of this prospectus, you will find a rich tapestry of editorials, insights into the Department's activities, and creative work that reflects the interests and talents of its students. From exploring complex economic theories to solving contemporary challenges, our contributors reflect the depth and breadth of economic thought.**

**The Department of Economics is not just a collection of classrooms and lecture halls, but a vibrant community of academicians, students and future leaders who help shape the economy.**

**In the spirit of exploration and knowledge-sharing, the department serves as a platform for the community to engage in insightful conversations. I extend my hearty appreciation to all contributors for their dedication and enthusiasm.**

**May this inspire you, spark curiosity, and deepen your appreciation for the fascinating world of economics.**

**Thank you for being an integral part of our academic journey.**

**Prof. J.P. JAIDEEP  
Head of the Department**

# **OUR VISION & MISSION**

## **VISION**

**To impart economics to students and empower them with strong theoretical and practical knowledge.**

## **MISSION**

- To educate students with the foundational principles of core and allied disciplines of economics.**
- To provide practical and creative skills for problem solving and decision making in the ever dynamic economic world.**
- To inculcate strong personal, technical, analytical, entrepreneurial and leadership skills.**
- To impart knowledge in lifelong learning, professional ethics and contribution to the society.**

PROGRAM

# PROSPECTUS



2023 - 2024

**'THE  
ECONOMY  
DEPENDS AS  
MUCH ON  
ECONOMISTS  
AS THE  
WEATHER  
DOES ON  
FORECASTERS.'**

**- JEAN-PAUL  
KAUFFMANN**

Explore the dynamic world of our department, where innovation meets tradition. Our prospectus unfolds a transformative educational journey, blending cutting-edge curriculum with hands-on experience. Engage with passionate faculty who guide you through rigorous academic challenges, fostering critical thinking and creativity. Immerse yourself in state-of-the-art facilities, equipping you for real-world applications.

From collaborative projects to industry internships, our department cultivates a holistic learning environment. Uncover opportunities for research and development, shaping your expertise in emerging fields. Join a vibrant community of like-minded individuals, driven by a shared commitment to excellence. Your future begins here, where possibilities are limitless.



# Programs Offered

- **Undergraduate Program - Bachelor of Arts in Economics:**

Candidates seeking admission for the first year Bachelor's Degree Programme in Economics i.e. B.A. in Economics should have passed the Higher Secondary Examination i.e.

+ 2 exam in any group, conducted by the Government of Tamil Nadu or any examination accepted as equivalent thereof by the syndicate of the University of Madras.

- **Postgraduate Program - Master of Arts in Economics:**

Candidates seeking admission into the first year Master's Degree Programme in Economics i.e. M.A. in Economics must possess any UG Degree from any recognized University.

- **Doctor of Philosophy (Ph.D) (Full time & Part time):**

Specializations Offered (a) Development Economics (b) Health Economics.

Candidates desirous of pursuing a Doctorate in Economics (Full time or Part time) must possess a Master's Degree in Economics with a minimum of 55% marks in aggregate or its equivalent grade 'B' in the UGC 7 point scale or an equivalent grade in a point scale wherever grading system is followed from any recognized University.

- **Value Added Course :**

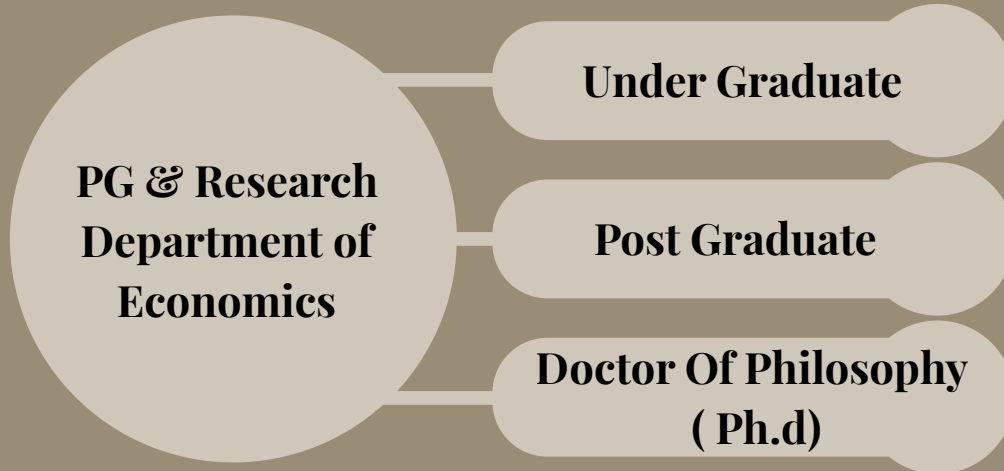
A six-month Certificate Program is offered by the department on Onsite Media Practical Training (OMPT) in collaboration with Samas Academy.

## **Programme Educational Objectives (PEOS):**

The Economics program aims to achieve the following objectives -

- Optimizing decision- making capability at the individual, household, industry and government levels.
- Pursue research in fields such as developmental economics, marketing, finance and human resource development.
- Exhibit team spirit and ethical values throughout their professional career.

# Courses Offered



## Under Graduate Program

### Core Courses

Microeconomics	Statistics	Indian Economic Development and Policy	International Economics
Monetary Economics	Macroeconomics	Fiscal Economics	History of Economic Thought

## Allied Courses

Entrepreneurial Development	Marketing	Tourism and Economic Development	Elements of Insurance
Managerial Economics	Environmental Economics	Health Economics	Human Resource Management

## Program Specific Outcomes for the Under Graduate

- To identify, understand and describe the various economic issues internally and internationally.
- To explain and apply the underlying principles for economic decisions and policies at the micro and macro levels.
- To synthesize the functioning of the economic ecosystem.
- To compare theories of various economic schools of thought and apprise their application to real world phenomenon.
- To understand and analyze the potential and limits of various economic policies.
- To pursue a master's programme in Economics or a master's in an interdisciplinary subject like management or a professional programme like CA, CS.
- To obtain employment in the banking, financial services, insurance and HRM sectors.

# Post Graduate Program

## Core Courses

Microeconomics	Statistical Methods	Research Methodology	Health Economics	Indian Economic Development & Policy
Monetary Economics	Macroeconomics	Public Economics	International Economics	Financial Market & Services

## Elective Courses

Organisational & Behavioral Economics	Managerial Economics	Entrepreneurial Development	Human Resource Management	Economics of Education
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## Program Specific Outcomes for the Post Graduate Program

- To comprehend and critically analyse economic phenomena that happens at the National and Global levels.
- To apply the fundamental principles of economics for decision making at the professional and personal levels.
- To evaluate the economic eco-system.
- To compare theories of various economic thinkers, evaluate their relevance to present world situation and recommend modifications.
- To weigh the strength and limitations of economic policies and formulate policies through data analysis.
- To be able to pursue research in economics or in related disciplines and clear competitive exams.

# **Doctor of Philosophy (Ph.D)**

## **(Full time & Part time)**

The PhD program was introduced in the department in 1997. So far, we have produced around 23 PhDs in our department. At present, around seven full-time PhD scholars and two part-time PhD scholars are pursuing their PhD in our department.

The staff members who are guiding the PhD programme are:

**Dr.S.Narayanan**

**Dr.S.Subhashini**

**Dr.N.Abirami**

**Dr.N.Smitha**

**Dr.P.Sriraaj**

### **Outcome of Ph.D Programme :**

- 1) Students will be able to teach Economics effectively at undergraduate and postgraduate levels and contribute to academic leadership through curriculum development, mentoring, and institutional responsibilities.**
- 2) Research scholars will be able to produce research articles suitable for publication in reputed peer-reviewed journals.**
- 3) Scholars will be able to follow ethical research practices and maintain academic integrity in both teaching and research.**
- 4) Students will be able to provide evidence-based solutions to contemporary economic, social, and policy issues at regional, national, and global levels. Address Real-World Economic Problems**
- 5) Scholars will be able to design and carry out independent, original, and high-quality research that contributes to the existing economic literature.**

Performance in Mid Semester Exam

Communicative abilities and interpersonal skills

# TEACHING METHODOLOGY

Performance in Internal Exams.

Students with specific learning disabilities

Extra time during exams

Scribe facility

Counselling / Motivation

Extra Coaching

Average Learners

Remedial Coaching

Carrer Counselling

Advanced Learners

Leadership roles

Participation in national/ international conferences

# Our Mentors



**Prof.J.P.Jaideep**



**Dr.T.Umapathy**



**Prof. Mandira Dutta**



**Dr.S.Narayanan**



**Dr.S.Subhashini**



**Dr.N.Abirami**



**Dr.N.Smitha**



**Dr.P.Sriraaj**



**Dr.M. Tamizh Nilavoo**



**Dr.T.Athira**



**Mr.Dinakaran - Non Teaching Staff**

# Our Student Forum

## Monetrix Association



The Monetrix Association is the official student council of the department, which handles extra curricular activities with excellent coordination between staff and students.



# DEPARTMENTAL EVENTS

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## STUDENT'S CORNER



The PG & Research department of economics of DDGDV College conducts **Student Induction Programme (SIP)** for 1st year students of the department for the purpose of easing transition from school to college environment.

The event includes activities that help familiarise the students with the College's environment and facilities, provide essential academic and extracurricular guidance, to promote peer-to-peer interaction, and lastly to instill a sense of belonging for the fresh school graduates.

**CUP – Care for Underprivileged** as a social outreach initiative under its student association. The programme aims to connect academic learning with real-life social responsibility. Students engage in community outreach activities that support economically disadvantaged families through essential assistance. The initiative promotes empathy, social awareness, and inclusive development. CUP strengthens students' understanding of socio-economic realities while encouraging meaningful community engagement..



# DEPARTMENTAL EVENTS

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## STUDENT'S CORNER



The **Investiture Ceremony** to formally recognize and entrust leadership responsibilities to the elected members of the department association. The ceremony emphasizes accountability, service, and responsible leadership within the academic community. It marks the official induction of student representatives and reinforces the values of discipline and commitment. The programme strengthens coordination between students and faculty in organizing academic and co-curricular activities. The Investiture Ceremony fosters leadership skills and institutional responsibility among students..

The **Career Guidance Program** was organized to provide students with a clear understanding of career planning and future opportunities. The program aimed to guide students in identifying their strengths, interests, and abilities, and to help them choose suitable career paths accordingly. It offered detailed insights into various career options, higher education avenues, competitive examinations, and emerging fields. Resource persons shared practical advice on skill development, goal setting, and overcoming career-related challenges. Interactive discussions and doubt-clearing sessions enabled students to gain clarity and confidence.



# DEPARTMENTAL EVENTS

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## STUDENT'S CORNER



The **Endowment Programme** of the Department of Economics is a prestigious initiative established to honour the distinguished former Heads of the Department—Prof. P. V. Ragavan, Dr. M. Venkataramanan, and Dr. S. Narashiman—for their outstanding contributions to teaching, research, and academic leadership. Commemorative endowment lectures held in their names, delivered by eminent academicians, promote scholarly discussion on contemporary economic issues. The programme preserves the Department's academic legacy while inspiring excellence among students and faculty.

**EcoLitt** is an intra-departmental event organized by the Monetric Association (Students' Forum) with the objective of encouraging students to come out of their shell and actively engage in co-curricular activities. The event provides a supportive and inclusive platform where students can confidently showcase their creativity, ideas, and talents beyond the classroom. It mainly consists of off-stage events such as creative writing, poster designing, and several other interesting and thought-provoking activities that promote imagination, critical thinking, and self-expression. Through EcoLitt, students are motivated to participate, collaborate, and develop skills that contribute to their overall personal and academic growth.



# DEPARTMENTAL EVENTS

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## STUDENT'S CORNER



The Department of Economics conducts **Revamp, Reroute, Recruit (RRR)** as an annual skill-development initiative to enhance students' employability and career preparedness. The programme focuses on resume building, interview skills, aptitude training, and communication development. It incorporates interactive sessions such as mock interviews and group discussions to provide practical exposure. The workshop bridges the gap between academic learning and industry expectations. RRR strengthens students' confidence and equips them to approach recruitment opportunities effectively.

**Eco-Rizz** is an intra-departmental academic and cultural event to encourage student participation and creativity. The programme provides a platform for students to showcase their talents through various competitions that test knowledge, communication skills, and critical thinking. Events include academic quizzes, public speaking segments, and creative contests that promote teamwork and innovation. The initiative also recognizes outstanding student achievements within the department. Eco-Rizz fosters confidence, collaboration, and holistic development, strengthening student engagement beyond the classroom..



# DEPARTMENTAL EVENTS

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## STUDENT'S CORNER



The Department of Economics celebrates **Ponnonam** annually to promote cultural heritage and unity among students. The event features a Pookalam competition where students design vibrant floral patterns symbolizing creativity and teamwork. Traditional performances such as Thiruvathira Kali, music, and dance reflect Kerala's rich cultural traditions. Cultural activities and presentations encourage inclusivity and active participation. The celebration fosters harmony, cultural appreciation, and a strong sense of belonging within the department.

**Nutrinova** is an initiative to promote nutritional awareness and healthy lifestyle practices among students. The event serves as a platform to enhance understanding of balanced diets, food security, and wellness. It includes interactive sessions, discussions, and student participation activities centered on nutrition and health. The programme encourages students to make informed dietary choices and understand nutritional needs across different stages of life. Nutrinova reflects the department's commitment to holistic development beyond academics



# CULTURAL ACCOLADES



ENTHRAL 2K25 - Alpha college  
ADZAP - 2<sup>nd</sup> Place

ETHICS 2025 - Ethiraj college  
ADZAP - 1<sup>st</sup> Place

Kamali - 3<sup>rd</sup> UG  
WOODSTOCK'25 - MCC  
Group Dance - 1<sup>st</sup> Place

Elandanan - 2<sup>nd</sup> UG  
RECHARGE'25 - REC  
Conundrum - 2<sup>nd</sup> Place

SPANGLES'25 - EEC  
Channel Surfing - 2<sup>nd</sup> Place

BANCO'25 - Ethiraj college  
Channel Surfing - 2<sup>nd</sup> Place

REC - Splans Chronicle  
1<sup>st</sup> Place

MILAN'25 - SRM  
Speed Cube Rush - 1<sup>st</sup> Place

Artistics'26  
Channel surfing - 2<sup>nd</sup> Place

Artistics'26  
Adzap - 1<sup>st</sup> Place

Priyan  
Artistics'26  
Open Mic - 3<sup>rd</sup> Place

# SPORTS ACCOLADES



**Madhu Balaji - 2 MA**

**CRICKET - WINNER**

**Presidency Premier League  
conducted by Presidency  
College**

**FOLLOW US !**



**ECONOMICS DEPT DGVC**



**MONETRIX\_ASSOCIATION\_DDGDVC**



**MONETRIX\_ASSOCIATION**

