

AKDD ECHOES

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

SEPTEMBER 2024
ISSUE NO 2



Teachers' Day Special

T-DAY FEST

Teachers' Day was celebrated with much enthusiasm, fervour, and gratitude

T' FOOD

Traditional Food festival, an annual feature, came back in spectacular fashion

FDP

Faculty Development Program on authoring non-fiction was conducted successfully

IC - PHYSICS

Intercollegiate program by physics department attracted participation from 7 colleges



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EDITOR'S LETTER



Dear Readers,

It is with great pride and excitement that I present to you this edition of our college newsletter, where we highlight some of the remarkable events that have taken place recently at A.K.D. Dharmaraja Women's College.

Our campus has been abuzz with activities that celebrate knowledge, culture, and sportsmanship. Starting with the National Sports Day celebration on August 29, 2024, our students showed great enthusiasm and athletic spirit, engaging in a variety of competitions. On the academic front, we organised a special lecture on Mobile App Development under the Computer Science Department. It was a moment of growth for our tech-savvy students, who actively participated and showcased their innovative web projects. In a celebration of our literary culture, the Reader's Club Inauguration took place with great fervour.

Further emphasising our commitment to preserving traditions, the Traditional Food Festival on August 28, 2024, was a grand success. In addition to these inspiring events, our college also celebrated Teacher's Day on September 5, 2024, with warmth and gratitude.

At A.K.D. Dharmaraja Women's College, we believe that education is not just limited to classrooms. Through events like these, we aim to provide holistic learning experiences, foster creativity, and encourage our students to explore the world beyond textbooks. I hope this edition captures the essence of our vibrant campus life.

With warm regards,

A handwritten signature in black ink, appearing to read "Shruti". It is written in a fluid, cursive style with a horizontal line extending from the end of the signature.

78TH INDEPENDENCE DAY CELEBRATIONS



On August 15, 2024, A.K.D. Dharma Raja Women's College celebrated the 78th Independence Day of the country with patriotic fervour and enthusiasm. The event began with the hoisting of the national flag, followed by a series of cultural programs and inspiring speeches that filled the campus with the spirit of freedom.

The correspondent, Mr. A.K.D. Krishnama Raju, delivered the presidential address, in which he encouraged students to explore all dimensions of life beyond academic excellence. The program also had special guests, including Ms. Geetha, who took the audience on a reflective journey by recalling the sacrifices made by freedom fighters for the nation's independence. She stressed the importance of eradicating laziness and urged the younger generation to work diligently toward the progress of the country.

The celebration included vibrant performances by students, who sang patriotic songs, danced to traditional tunes, and recited poems dedicated to the nation's heroes. Several students also delivered passionate speeches, highlighting their love for the country and its rich history.

Ms. Nivedhitha, Committee Member, and Mr. G. Sankaranarayanan, Educational Consultant, also spoke. Principal Dr. S. Jamuna welcomed the gathering. The event concluded with Rajalakshmi, the student leader, providing a heartfelt vote of thanks.

SPORTS DAY FEST

Our college celebrated National Sports Day with great enthusiasm on August 29, 2024. The event included a series of sports competitions for students from both the school and college levels within the A.K.D. Dharmaraja educational institutions.

The special guest for the occasion, Mr. Ganeshram, ATL Program Coordinator, who delivered an inspiring speech emphasising the importance of integrating sports into all schools and colleges across India. Mrs. Ramani Dharmakrisnaraja, mother of the college secretary, and Ms. Geetha, the college president, were present at the function.

The event was graced by the presence of college committee members Dr. Saravana Karthikeyan and Ms. Deepika. Renjusha, the Physical Education Director, provided an overview of the day's events, while Ms. Kanmani, also a Physical Education Director, offered a vote of thanks to all participants and guests. The National Sports Day celebration successfully highlighted the importance of sports and fostered a spirit of enthusiasm and healthy competition among the students.



MORAL MONDAY WITH DR. ARJUNAN



The Moral Monday program for September took place at the college with the enthusiastic participation from all students. Dr. P. Arjunan, M.B.B.S., M.Sc. (Psychology), was the keynote speaker. He delivered a talk titled "Manam Manamariya Aaval," emphasising the importance of knowing how the mind works, and the significance of instilling good values in the younger generation.

Dr. Arjunan also addressed the drawbacks of social media and offered insights into harnessing the power of mind for better education. He urged students to prioritise human relationships and stay focused on their goals. The session was highly interactive and well-received by the students.

The program began with a welcome address by the college principal, Dr. S. Jamuna, followed by an introductory speech from Ms. J.A. Bal Nandini, Head of the Tamil Department.

PRACTITIONER'S PERSPECTIVE



A special lecture on the new taxation policy was organised at the college, focusing on the tax exemptions and deductions in the new tax regime. The lecture, a part of Practitioner's Perspective, was delivered by Mr. Lakshminarasimhan, an auditor to the students of the Commerce Department.

The event began with a welcome address by Dr. Amudha, Head of the Commerce Department. The guest speaker was honored by Mrs. Niveditha, a member of the college administration. Dr. Jamuna, the college principal, presided over the event. Mrs. Dhanalakshmi, Head of the Commerce with Computer Applications Department, introduced the guest speaker.

The program concluded with a vote of thanks by student Akshaya.

FRESHERS' WEEK



The Orientation Program for the freshers was conducted over the course of a week, from September 1 to September 7, 2024.

The week-long event aimed to familiarise new students with the college environment, its values, and the academic culture, while also offering valuable insights into personal growth and development.

The program featured prominent speakers, including chief guests Dr. N. Karthikeyan, Professor of Physics from Ramco Institute of Technology, and Dr. S. Chidambaranathan, Head of the Department of Economics at Rajapalayam Rajus College.

The speakers emphasised the importance of showing respect to parents and nurturing a sense of spirituality, which they described as essential for building strong character and facing life's challenges with resilience.

They highlighted the significance of taking diligent notes during classes, stressing how note-taking aids in academic success and fosters a deeper understanding of the subjects. Dr. S. Jamuna, and the Vice Principal, Dr. Manjula Devi delivered an inspiring address, encouraging the freshers to make the most of their time at college by focusing on both academic and personal development.

The program was marked by interactive sessions aimed at helping the freshers settle into the college community.



PHYSICS DEPT'S INTERCOLLEGIATE



An intercollegiate program for physics students was successfully conducted at A.K.D. Dharma Raja Women's College, drawing participation from approximately 100 students from seven different colleges.

The event featured several competitive activities, including PowerPoint presentations, quizzes, advertisement competitions, photography competitions, memes competitions, and more. These activities provided the students with an excellent platform to demonstrate their creative and intellectual abilities while interacting with peers from different institutions.

The chief guest for the event, Dr. Deivasanthi from Kalasalingam University, delivered an enlightening talk on the use of nanoparticles in modern scientific research and applications.

The event also had the honor of the presence of Ms. Ramani Dharmakrishna Raja, mother of the college's correspondent, Mr. A.K.D. Krishnamaraju, and Ms. Geetha, the President of the college.

Committee member Ms. Nivedhitha addressed the gathering. Principal Dr. Jamuna delivered the presidential address, commending the efforts of the participants and organizers in making the event a grand success.

Prof. M. Jenifer, Head of the Physics Department, welcomed the gathering, while Assistant Professor of Physics, Ms. Tamil Eswari, proposed the vote of thanks, expressing her gratitude to everyone who contributed to the smooth conduct of the program.

TEACHERS' DAY CELEBRATIONS



A.K.D. Dharmaraja Women's College, Rajapalayam, celebrated Teacher's Day with enthusiasm on September 5, 2024. The event was organised by college committee members Dr. Saravanakarthikeyan, Ms. Deepika, and Ms. Nivethitha, along with the students. The celebration began with students sharing heartfelt views about their professors, followed by a series of fun games that the teachers actively participated in, creating a lively and enjoyable atmosphere.

The college principal, Dr. S. Jamuna, warmly welcomed the correspondent, heads of departments, professors, and students, extending Teacher's Day wishes to all. The college secretary and correspondent, Mr. A. K. D. Krishnama Raju conveyed his greetings, while various heads of departments shared appreciative remarks, recognising the efforts of the students in organizing the event.

To wrap up the celebration, prizes were awarded to the winners of the games, and mementos were presented to all the professors, making the day even more special. Student Rajalakshmi concluded the event with a vote of thanks to the gathering.

FDP ON AUTHORING NON FICTION

The Faculty Development Programme (FDP) on "Authoring Non-Fiction Books" was held at the college on August 31, 2024. The event was designed to enhance participants' writing skills and guide them in the process of publishing their works. The inaugural session commenced with the welcome address delivered by Dr. S. Jamuna, Principal of the college.

The Chief Guest, Dr. Kannan Paulraj, HoD, MBA, PSR Engineering College, Sivakasi, provided insights into publishing paper presentations and theses in reputed journals. The resource person, Mr. Sakaranarayanan, a seasoned author, shared his expertise on authoring non-fiction books. His sessions were divided into three technical parts: planning and outlining, writing techniques, and the use of modern tools for authors. He provided practical advice on organising content effectively, and detailed the steps involved in self-publishing, offering valuable marketing strategies through social media and the building of an author platform.

In his special address, Dr. S.K. Kannan, HoD, BBA, Rajapalayam Rajus' College, shared his insightful reflections on the day's learning and encouraged faculty members to apply the tips in their writing journey. Overall, the FDP was a grand success, and the contributions of all the participants made the program both informative and inspiring.



READERS' CLUB LAUNCH

The Reader's Club inauguration ceremony was held at the college featuring an hour-long reading session that saw the participation of over 60 students. Mr. Somasundaram, Senior Business Associate at LIC, was the special guest.

In his address, Mr Somasundaram emphasised the transformative power of reading, stating that when students embrace reading, it becomes a powerful tool that enhances memory, imagination, intellectual sharpness, language skills, personal development, and social awareness. He highlighted the essential role of books in shaping a well-rounded individual.

Mr. Somasundaram also explained the subtle difference between knowing and learning, and he urged the students to set aside some time everyday for reading, no matter how busy they are. He called it Drop Everything And Read (DEAR) time.

The event was presided over by the college principal, Dr. S. Jamuna, who delivered the presidential address. Ms. Krishnakumari, the club coordinator and the librarian, offered the welcome address, while Mr. G. Sankaranarayanan, Educational Consultant, conveyed his best wishes to the students. The vote of thanks was delivered by student Gayathri Lakshmi. The inauguration marked a successful start to the club, encouraging students to cultivate a lifelong habit of reading.



TRADITIONAL FOOD FESTIVAL



A grand Traditional Food Festival was held at A.K.D. Dharmaraja Women's College, celebrating the rich culinary heritage of Tamil Nadu. The event was inaugurated by Mrs. Ramani Dharmakrishnaraja, mother of the college secretary, and Mrs. Geetha, the college president, by lighting the ceremonial lamp.

Students prepared and sold various dishes using traditional millets and heritage rice varieties, including Thanga Samba, Kouni rice, Poongar rice, Red rice, and Kattuyanam, showcasing the diversity of Tamil food culture.

The event highlighted the importance of these traditional ingredients in daily diets.

Mr. Aravindan, Managing Director of Aravind Herbal, attended the festival as the special guest. He delivered an insightful talk on the modern-day relevance of traditional foods, the importance of balanced nutrition, and the need for humans to live in harmony with nature and the five elements. He also emphasized the significance of maintaining good health through traditional food practices.

The festival began with a welcome address by the college principal, Dr. Jamuna. Educational consultant, Mr. Sankaranarayanan, college committee member, Dr. Saravana Karthikeyan, professors, and students from all departments attended the event, making it a grand success. The festival was organised by the Tamil Department and National Service Scheme coordinators.

WHOSAPP SESSION

AUTHORS TALK



The Computer Science Department of A.K.D. Dharmaraja Women's College organised a special lecture on mobile app development, under the 'WhosApp' monthly session.

Mr. Kapilan, the Chairman of Extendo Tech, graced the event as the special guest. In his address, he provided a clear and detailed explanation of the process involved in creating a mobile application, along with insights into the latest advancements in technology.

Students from the Computer Science Department actively participated in the event and showcased various innovative web pages, highlighting their growing expertise in the field. The program began with a welcome address by Ms. Devi, Assistant Professor of Computer Science and the vote of thanks was delivered by student Muthuselvi.



The English Department of AKD Dharmaraja Women's College hosted an inspiring Author's Talk Program featuring esteemed Tamil writer, translator, and critic, Mr. CH. Devdas, recipient of the prestigious Sahitya Akademi Award for Translation. The event brought together faculty, students, and literary enthusiasts to celebrate the power of literature and writing.

Principal, Dr. S. Jamuna emphasised the importance of both speech and writing skills in today's academic and professional arenas. Ms. R. Lakshmi, Head of the English Department, introduced the chief guest.

Mr. Devdas delivered an inspiring speech that touched on education, career development, the achievements of writers, and the vital role of literature and language in writing. He encouraged the students to explore their creative potential and develop their writing skills.

Artificial Intelligence in Banking

Dr. T. Kalarani, M.Com., MEd., M.Phil., Ph.D.,

Department of Commerce

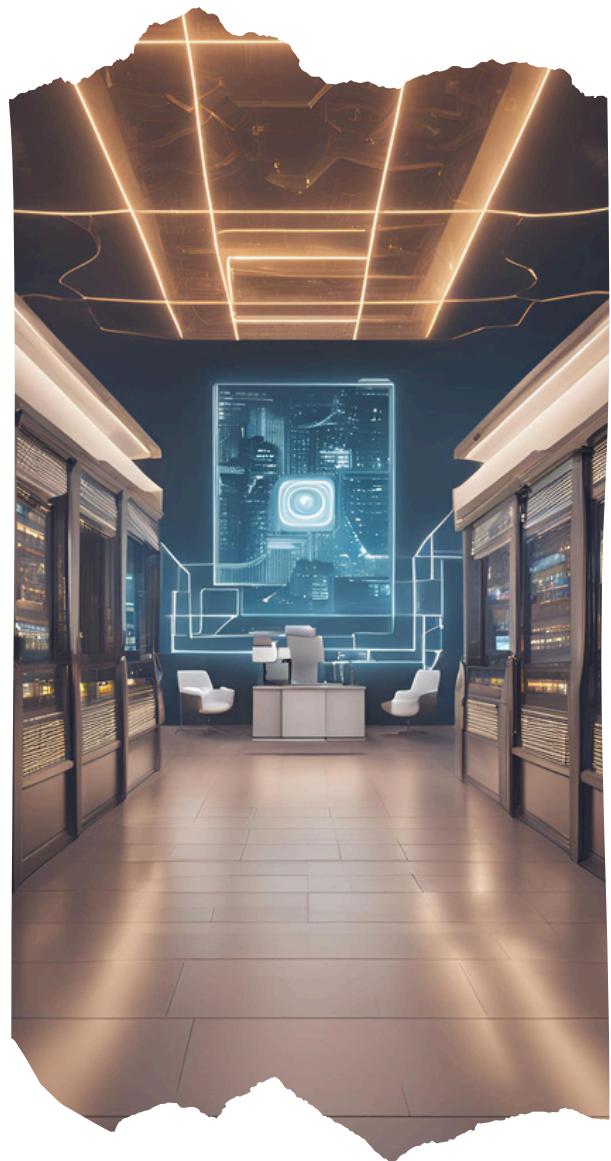
Artificial Intelligence (AI) is a transformative technology for the banking sector, automating tasks, analysing data, and personalising services. It enhances operations such as customer support, fraud detection, investment management, and internal processes.

AI's integration helps banks stay competitive in a rapidly changing industry, driving digital transformation and providing a competitive edge.

The Rise of AI in Banking

AI is revolutionising banking by improving productivity, security, and customer experience. With the rise of digital banking, customers expect seamless experiences through apps and virtual assistants, pushing traditional banks to innovate.

AI, combined with automation tools like Robotic Process Automation, streamlines tasks such as data validation and regulatory compliance, further enhancing efficiency. Investment banks also leverage AI for data analysis and decision-making through natural language processing.



Top AI Trends in Banking

- AI-Powered Chatbots
- Robotic Process Automation
- Fraud Detection
- Personalized Financial Services

Articles

Benefits of AI in Banking

- Improved Customer Service: AI chatbots offer round-the-clock support.
- Enhanced Fraud Detection: Real-time monitoring safeguards assets.
- Operational Efficiency: Automating tasks reduces costs and errors.
- Personalized Services
- Risk Management: Predictive analytics improve decision-making.
- Regulatory Compliance: AI automates compliance monitoring.
- Credit Scoring: AI-driven scoring enables fairer, faster loan approvals.

AI in banking faces challenges such as cybersecurity risks, legal uncertainties, and potential biases. However, with robust governance, AI can offer personalised, automated services that enhance customer experiences and operational efficiency.

Conclusion

AI is reshaping banking by improving service, fraud detection, and risk management. As the technology advances, it will drive the future of banking, helping institutions transition to new models, embrace automation, and remain competitive.

Crinkle Crankle Wall

Prof M. Jenifer, HoD - Physics

These walls got their name from the Old English term for zigzag. The earliest evidence of their use can be traced back to ancient Egypt. They were very common in 1600s to 1800s in England. The first ones being built by the Dutch who called them "Slang muur" meaning a Snake Wall. The wavy pattern creates a sturdier wall with fewer bricks than a straight wall. That's because straight walls are two bricks thick in order to remain stable. But this wall is only one brick thick because the curve in the wall acts as an arch and is very sturdy. Historically, when bricks were more expensive than the skilled labour, these walls were considered affordable. But now that labour is more expensive than brick, these walls are considered a luxury.



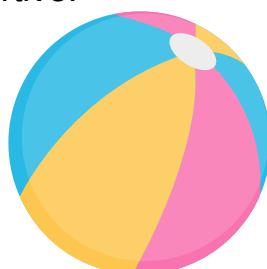
Sports Students vs Class Teachers

Ms P. Revathi, Assistant Professor of Physics

In the world of education, there exists a perceived divide between sports students and class teachers. While both groups share the common goal of student success, their approaches and priorities often differ.

Challenges:

- Different priorities: Sports students focus on athletic achievements, while class teachers emphasize academic success.
- Scheduling conflicts: Sports schedules often clash with class timings, leading to absenteeism and missed deadlines.
- Stereotypes and biases: Class teachers may view sports students as less academically inclined, while sports students may see class teachers as unsupportive.



Opportunities:

- Mutual respect: Recognizing each other's expertise and passions can foster a positive relationship.
- Shared goals: Both groups want students to succeed, albeit in different areas.
- Collaboration: Class teachers can help sports students with time management and academic support, while sports students can bring energy and discipline to the classroom.

Bridging the gap between sports students and class teachers requires understanding, empathy, and open communication. By acknowledging each other's strengths and weaknesses, both groups can work together to support student success in all areas.



Are we safe?

Ms. S. Vishnupriya M.A., M.Phil.
Assistant Professor of English



Despite gaining independence nearly 77 years ago and boasting a population of about 1.4 billion, with a significant proportion of young people, women's safety remains a pressing concern in India. The country ranks among the top ten in terms of crimes against women, with violence and prejudice threatening women's lives both inside and outside their homes. Women of all ages face severe violations of their rights, and this persistent danger underscores a deep-seated issue.

Cases of molestation and violence against women frequently make headlines, revealing the grim reality many women endure. For instance, the recent incident in Manipur, where women faced severe sexual harassment and torture, highlights the urgent need for action. The tragic event at a Kolkata hospital, where protests erupted over women's safety and citizens gathered with candles demanding justice, reflects the growing concern about these issues.

Instead of teaching girls to stay safe, we should focus on teaching men how to behave. Men need to understand and respect boundaries, not girls. Most importantly, boys and young men should learn to value women as equals. When society embraces this mindset, many crimes will diminish, and we will move closer to fulfilling the ideals of our forefathers. However, there is still much progress needed.

Historically, women in Vedic Civilization were highly respected, and it was society's duty to ensure their safety and well-being.

This legacy and cultural responsibility should not be forgotten. Our founding fathers emphasized women's rights and equality in the constitution, as Mahatma Gandhi famously stated, "The day a woman can walk freely on the roads at night, that day we can say that India has achieved independence." Yet, this vision remains unfulfilled.

Poet's

Ms. S. Vigneshwari

Assistant Professor of English

India, a land of ancient grace,
Rich in culture, a vibrant place.
In every custom, every tradition,
Lies a deep and heartfelt mission.

Languages diverse, each a song,
Yet "Namaste" feels right, feels strong.
Folded palms in a humble bow,
Greeting strangers and elders they know.

Days begin with Surya's light,
Surya Namaskar, a sacred rite.
Gods are honored, nature revered,
Trees and animals, cherished and dear.

Festivals call for fasting, prayer,
Moral lessons, virtues to share.
Marriage here is more than a pair,
It's a union of families, a bond rare.

Celebrations burst with music and dance,
Each community with its own romance.
In marriage rituals, joy abounds,
Each race with traditions that astound.

"Unity in diversity" is our creed,
In times of joy or sorrow, we heed.
A wedding's union, a community's embrace,
In grief, neighbours offer solace and grace.

India's essence, in every heart,
A tapestry of life, a sacred art.
In every custom, every prayer,
A lesson in love, compassion, and care

Indian Culture

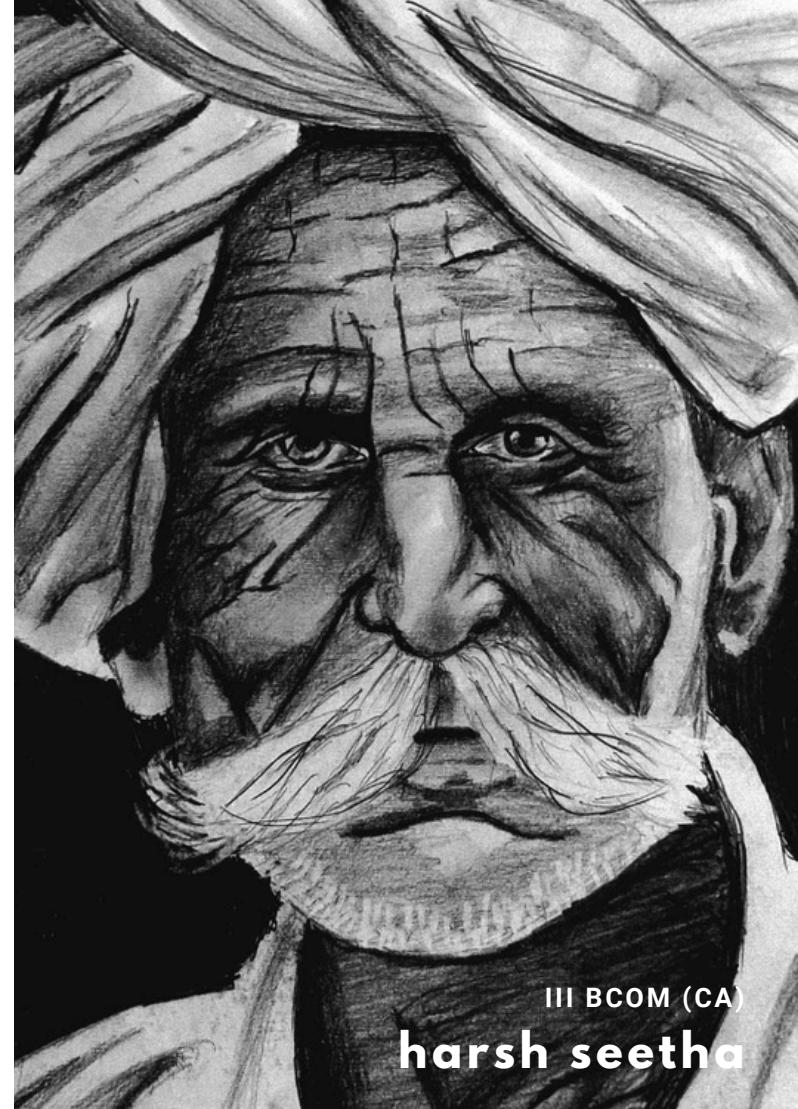


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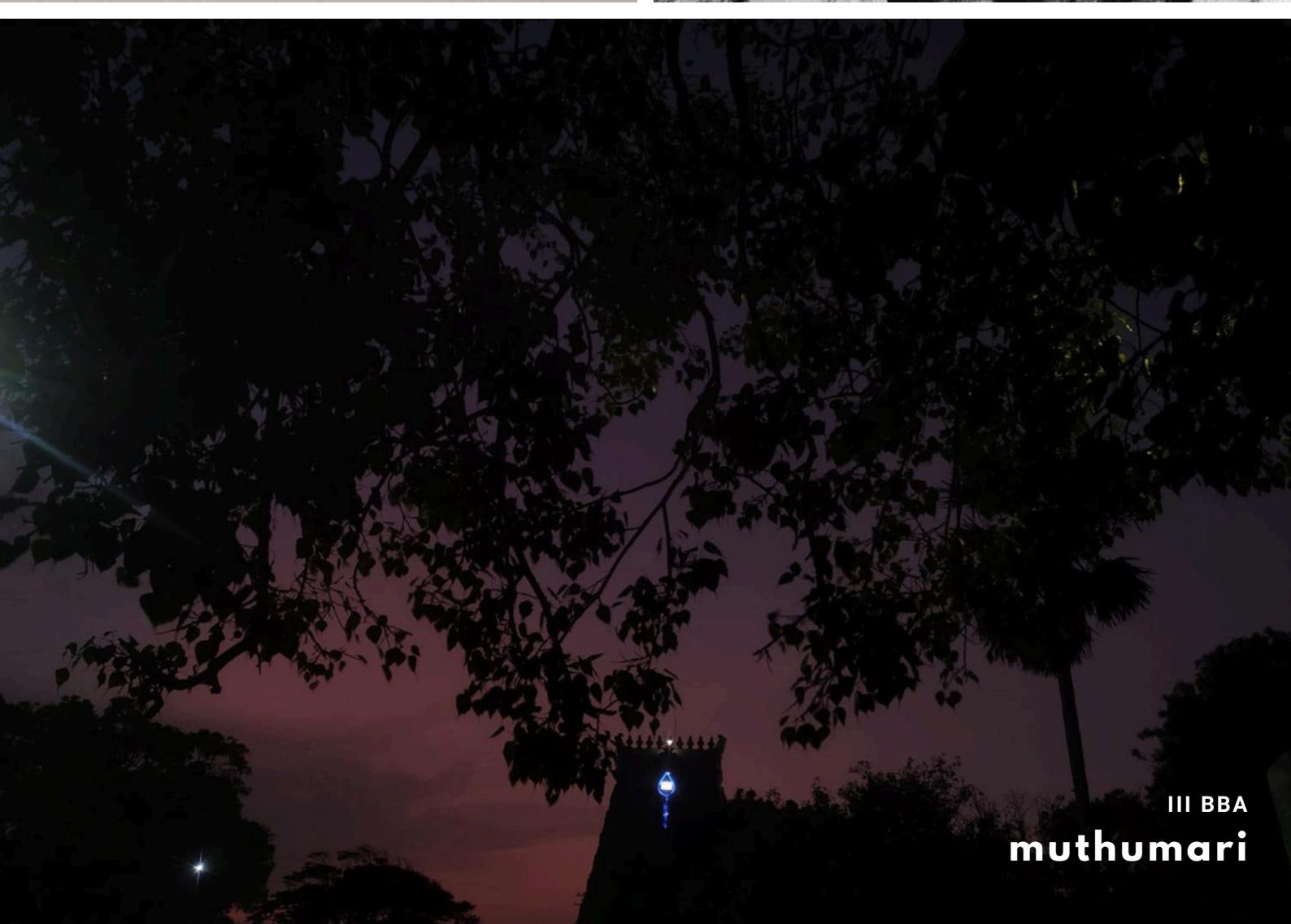
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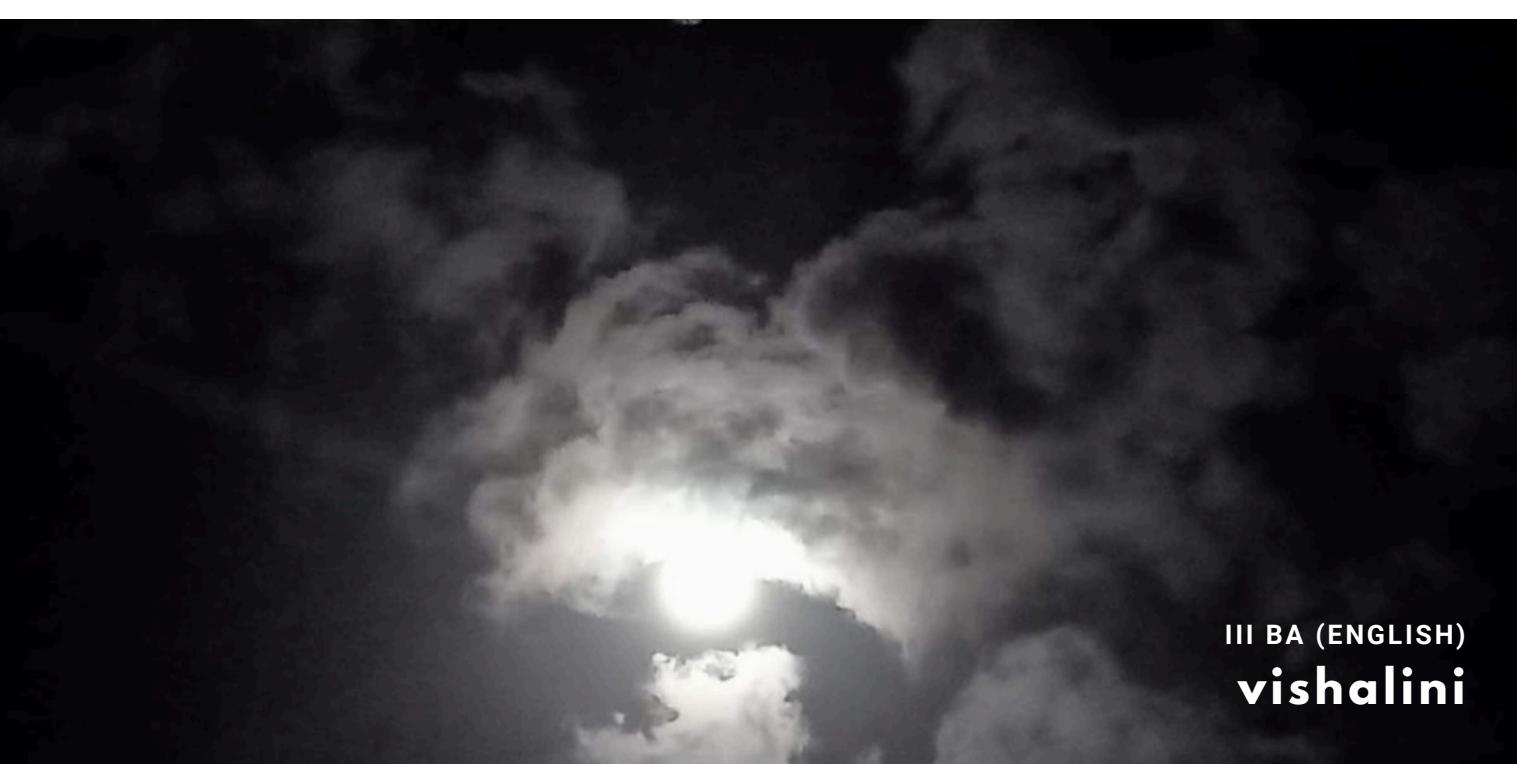
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III BA (ENGLISH)

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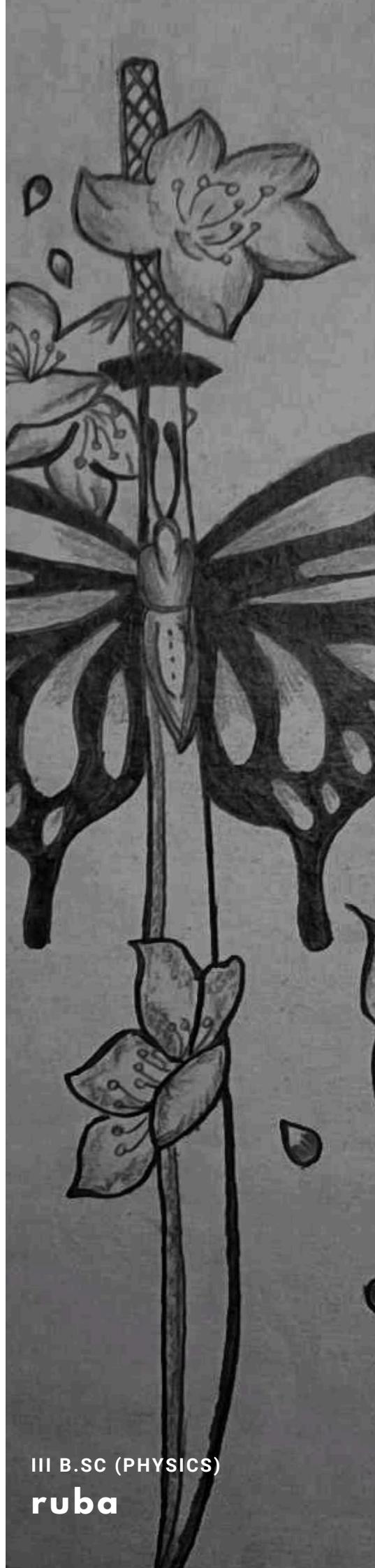
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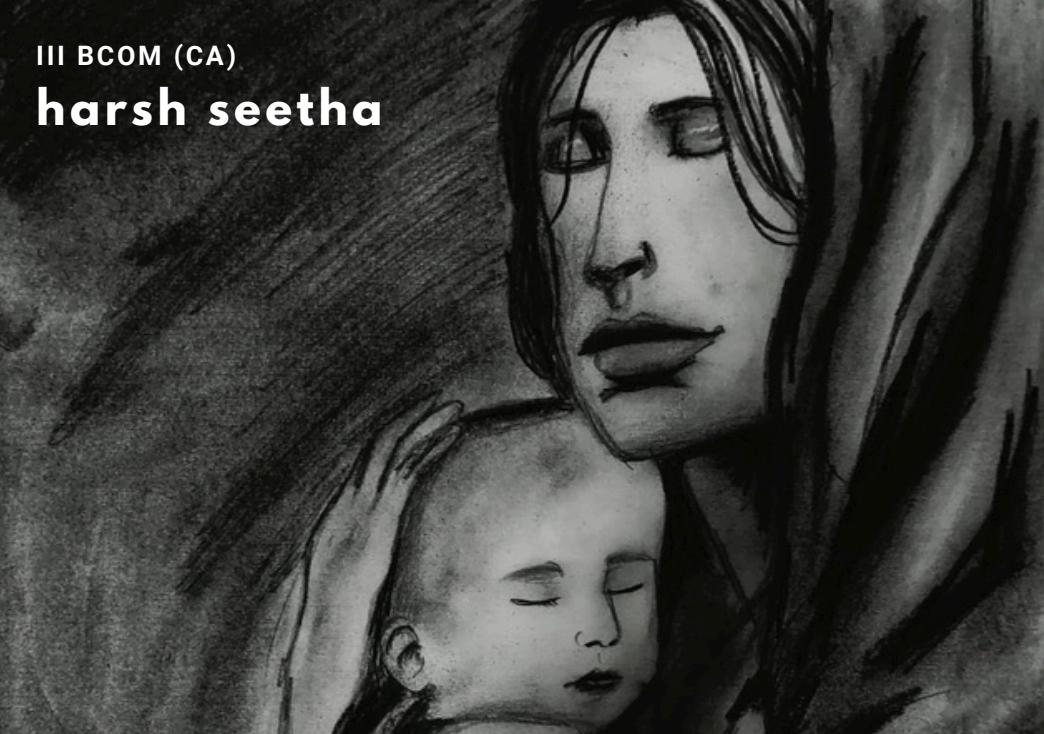
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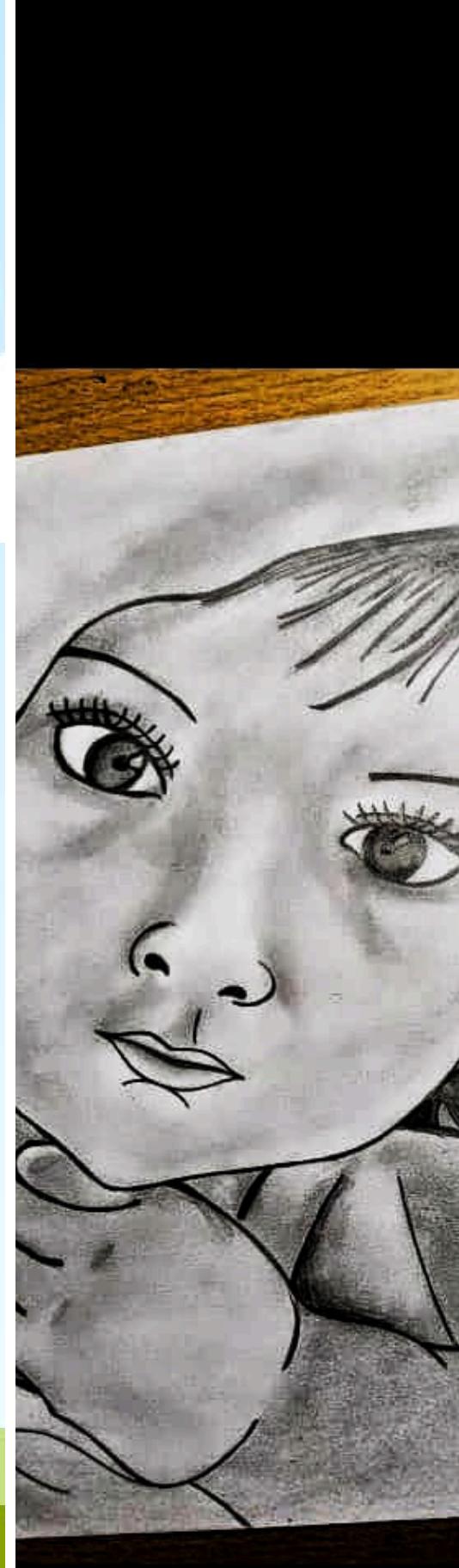
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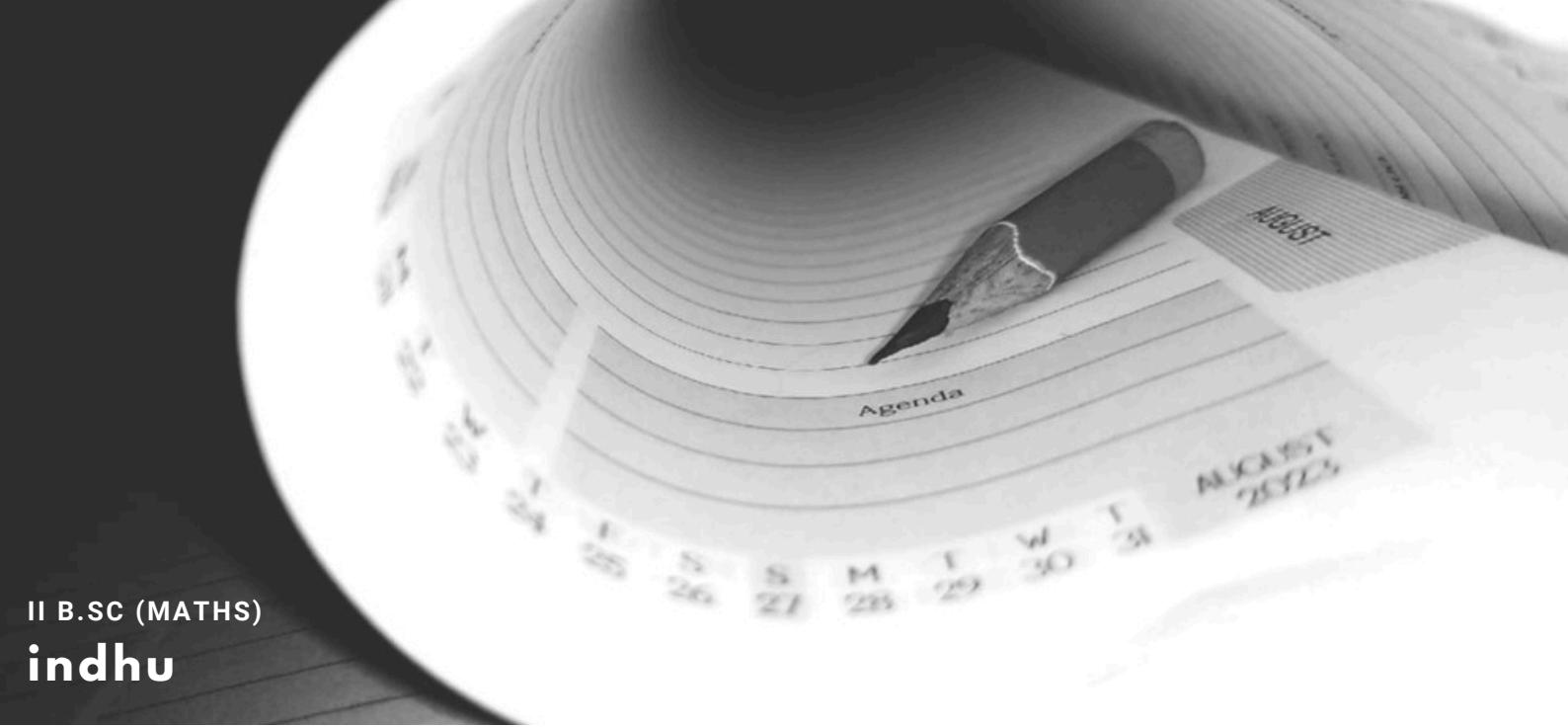
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III B.SC (PHYSICS)

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II B.SC (MATHS)

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