



MADRAS SCHOOL OF SOCIAL WORK

ANNUAL REPORT

2015-2016

ABOUT THE FOUNDER



Mary Clubwala Jadhav
1908 – 1975
Founder, Madras School of Social Work

A woman with an inborn instinct and insatiable thirst for service to humanity Mrs. Mary Clubwala Jadhav, founded the Madras of School of Social Work in 1952.

Born in 1908 into a rich Parsi family, she was raised strictly in the traditional way by her mother who taught her the values of caring and sharing. In 1926, she was married to Mr. Nyogi Phurey Clubwala who encouraged her to involve in social activities. She was a regular visitor to government approved schools and worked for the Red Cross. She became totally involved in social work with sincerity and commitment.

In 1937, Mrs. Mary Clubwala was made the honorary secretary of the Guild of Service. At that time there were only three schools of social work in India and all of them were located in the northern region. In order to facilitate easy access and appropriate practical learning for students interested in social work in the southern region she decided to start the Madras School of Social Work.

She had to face many hurdles and there were delays, but her persistence to start the school was not lost. With no initiation of action from the government, Mrs. Mary Clubwala took it on herself the task of starting the School of social work. She visited various schools of social work in USA to know about their functioning and finally her dream came true in 1952. She had been honoured by the International Council of Social Welfare with the “Outstanding Service Award” at Hague in 1972. She has also been awarded the “Padma Shri” and her motto was service, service and service”. On 6th February 1975, she breathed her last in Bombay after a surgery to fight cancer. Condoling her death, Mrs. Indira Gandhi mentioned that India lost an eminent social worker. Her dedication, perseverance and will to overcome obstacles, conviction and contacts enabled her dream of starting a school to train professional social workers come true.

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VISION

TO BE A GLOBAL LEADER IN
EDUCATION, RESEARCH AND INTERVENTION IN
SOCIAL WORK AND ALLIED DISCIPLINES TOWARDS
TRANSFORMING THE HUMAN POTENTIAL INTO
SOCIALLY SENSITIVE CHANGE AGENTS FOR
SUSTAINABLE DEVELOPMENT.

MISSION

MADRAS SCHOOL OF SOCIAL WORK WILL CREATE OUTSTANDING PROFESSIONALS,
WHO WILL PROVIDE TRANSFORMATIONAL LEADERSHIP IN
THE COMMUNITY AND WORKPLACE,

THROUGH:

- AN EXPERIENTIAL TRANSFORMATIVE PROCESS OF EDUCATION AND PRACTICE ORIENTED PEDAGOGY INVOLVING MULTI-DISCIPLINARY SOCIAL SCIENCES RESEARCH.
- IMPLEMENTING COMMUNITY OUTREACH IN OUR CORE COMPETENCY AREAS, NEED AND EVIDENCE BASED COMMUNITY PRACTICE INTERVENTIONS AND DELIVERING TRAINING AND CONSULTANCY SERVICES TO CORPORATE, GOVERNMENT AND CIVIL SOCIETY ORGANIZATIONS.
- PLAYING AN ACTIVE ROLE IN ADVOCACY AND POLICY FORMULATION AND ACCESS TO CONTEMPORARY KNOWLEDGE RESOURCES.

SOCIETY FOR SOCIAL EDUCATION AND RESEARCH (SSER)
MEMBERS OF BOARD OF MANAGEMENT

1	Mr.C.D.Jose	President
2	Mr.A.Loyola	Secretary
3	Prof.K.N.George	Member
4	Air.Com.Mr.R.Sampath	Member
5	Mrs. Gita Viswanathan	Member
6	Dr.A.Anantharaman	Member
7	Mr.N.C.Ramesh	Member
8	Dr.(Mrs).Revati Balu	Member
9	Mr.Viju Thomas	Member
10	Dr.A.M.Swaminathan, I.A.S (Retd)	Member
11	Dr.Muthiah Mariappan	Member
12	Mr.Muthukumar Thanu	Member
13	Mr.Manohar Gupta	Member
14	Mr.K.A.Mathew, I.A.S (Retd.)	Member
15	Mr.R.Nataraj, I.P.S (Retd.)	Member
16	Fr. Xavier Alphonse. S.J	Member
17	Dr. V.A.Vijayaragavan	Principal, i/c Member (Ex-officio)

ABOUT THE INSTITUTION

MADRAS SCHOOL OF SOCIAL WORK, established in 1952, located in Chennai, India, is an Autonomous Institution accredited by NAAC and affiliated to University of Madras. Madras School of Social Work was founded by Mary Clubwala Jadhav under the auspices of Madras State Branch of the Indian Conference of Social Work (renamed the Indian Council of Social Welfare) and the Guild of Service (central). The Institution is run under the aegis of the Society for Social Education and Research (SSER) and is currently rated the 3rd Best Social Work College in India and First in South India.

Madras School of Social Work offers the following programmes:

Under-Graduate Programmes

- Bachelor of Social Work (BSW)
- Bachelor of Science in Psychology (B.Sc Psychology)

Post-Graduate Programmes

- Masters of Social Work (MSW) – Aided and Self-Financed
- Master of Arts in Human Resource Management (MA HRM)
- Master of Arts in Human Resources and Organizational Development (MA HROD)
- Master of Arts in Development Management (MA DM)
- Master of Science in Counselling Psychology (MSc – Counselling Psychology)

P.G. Diploma Programmes

- Post Graduate Diploma in Personnel Management and Industrial Relations (PM&IR)
- Post Graduate Diploma in Human Resources and Industrial Relations (HR&IR)

M.Phil Programmes

- M. Phil in Social Work
- M. Phil in Psychology

Ph. D Programmes

- Ph. D in Social Work

FROM THE PRINCIPAL'S DESK



The Academic Year 2015-2016 was an eventful year filled with scholastic and co-curricular programmes. Ranging from flood relief efforts to community outreach, the students and faculty have initiated and worked consistently towards the cause of social and human development. The College has risen from strength to strength in the course of several years since its inception in 1952. The courses and curriculum have evolved and provide strong foundations to students in their professional advancement. The need and significance of professional service has been magnified through engagement between the institution and the organizations.

Courses

The courses offered by the College are very popular among students seeking professional education. This year only one out of every five applicants managed to receive admission in the College. Over 650 students are on the rolls for the two UG programmes, five PG programmes and one Diploma Programme. Twelve scholars study in the M.Phil. Programme in Social Work and Psychology disciplines.

Over 25 external experts from organizations and academia have given valuable inputs through the various Boards of Studies to make the curriculum contemporary and robust enough to meet market demands. A hallmark of the courses at MSSW is the weightage given to practical orientation and training. This year we engaged with more than 150 organizations for field work and internships.

Students

Students have a vibrant learning environment at MSSW. Apart from regular classes, students learn through guest lectures and seminars in which seasoned professionals share their experience and knowledge. Each department also has a student forum through which similar events are organized. All departments organize a one-day seminar on a contemporary topic relevant to their disciplines. Certificate courses, skill lab sessions and other training programmes are organized to supplement classroom learning. Over 145 external experts visited the college this year to facilitate such events.

At MSSW, students are encouraged to participate in seminars, competitions, cultural performances and rallies outside college. Students participated in over 60 such events outside the campus. Teams of students from various departments have bagged honours in various competitions. The street play teams of the College have several public performances to their credit. The NSS students of MSSW participated in over 10 rallies on social issues. The eco-club and anti-narcotics club was very active this year. The Students' Development Council of MSSW was instrumental in organizing several events. Community Day was observed this year with the participation of Conservancy workers to recognize their service during Chennai floods. Recently, over 200 students participated in the 18plus programme of Puthiyathalaimurai Television.

Faculty

Our College has a talented team of faculty members. Out of the 45 members of the faculty, fourteen have a PhD degree, seventeen have MPhil degrees and all the remaining faculty are in various stages of PhD programme. This year faculty members were active in participating and presenting empirical papers in seminars. Over 25 publications were made in journals and seminar proceedings. Faculty members also serve as examiners, members of board of studies, resource persons in seminars, panel members of various committees including Institutional Ethics committees and honorary board members of NGOs.

Research and Consultancy

The College has always been deeply engaged with research and consultancy. The college has seven recognized PhD supervisors under whose supervision 29 research scholars are engaged in contemporary doctoral research. Apart from UGC supported minor research, this year the college implemented survey and evaluation on behalf of World Vision, IRCTC, Ennore Kamarajar Port, Neyveli Lignite Corporation, Indian Oil Corporation, Chennai Petroleum Corporation, TANGEDCO, AMM Foundation and Salem Steel Plant. The College is empanelled with the State Planning Commission and with International organizations such as UNICEF and ASSIST. The College is an Empanelled Training Institution with the Ministry of HRD to run training programmes for NSS programme officers, through which 320 officers were trained this year.

Student Support

This year 23 organizations have come for campus interviews. About 60% of the eligible students have been placed through these interviews. The average CTC this year is 4.5 lakhs per annum. The College has a vibrant Alumni Association. The association has given Rs. 95,000/- as scholarships for deserving students. The Parent-Teacher Association was very active this year. Apart from conducting a medical camp and dental camp, the PTA offered the Best Outgoing student award for each of the academic departments, carrying a cash award of Rs. 1000, a shield and a certificate.

Community Outreach

MSSW is known for its constant and intense engagement with the community needs and issues. We collaborate with several NGOs in their activities, reaching out to thousands of needy persons.

During the recent floods in Chennai, the College distributed relief material worth more than 2.5 crore rupees to the most needy and marginalized communities. What started in the College hostel in a small way while the flood waters were still there, evolved into an organized flood relief centre, with relief material flowing in and out of the College. The College committed 20 students in collaboration with TATA Relief Committee, to provide psychosocial support. In collaboration with SEEDS, an International organization, we provided essential items to 8500 families.

Every year, we recognize two organizations who have rendered significant services for the humanity with the MCJ Award for Humanitarian Services. This year the award was received by World Vision and Ennangalin Sangamam for their enormous work during and after the floods.

Acknowledgements

Year after year we strive to improve and march forward towards excellence. We are proud to announce that for the third consecutive year we were awarded the title of 3d Best College for Social Work in India by the Outlook Magazine. We are going in for the 3rd Cycle of NAAC accreditation and we have submitted successfully the self-study report to NAAC. I am confident that we will get the best grade.

This achievement is made possible by the combined efforts of a number of stakeholders. The first among them is our students and alumni who keep the flag of MSSW flying high. I thank all the faculty members, the Dean and all the Head of the departments for their sincere effort. My heartfelt thanks to the Board of Management of MSSW for their unstinted support. I record our gratitude to the UGC, University of Madras, Directorate of Collegiate Education and the Government of Tamil Nadu for supporting us in various ways.

We dedicate the achievements of the College to the memory of our Founder, Mrs. Mary Clubwala Jadhav and thank the Almighty for his gracious blessings throughout the academic year 2015-16.

Thank You.

Dr. S. Raja Samuel
Principal

FLOOD RELIEF

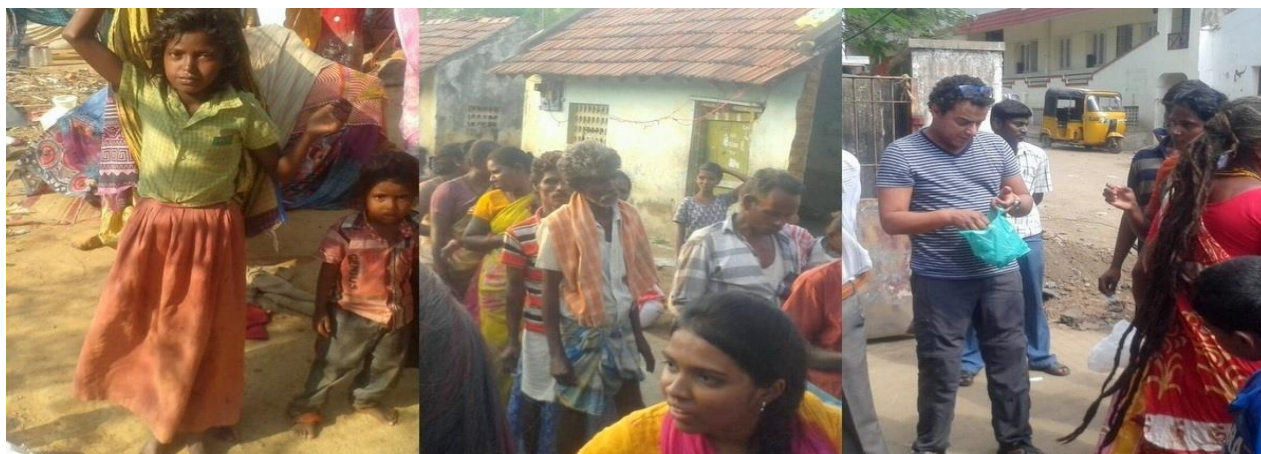
Unprecedented rainfall in November and December 2015 severely affected Chennai, Cuddalore and parts of Tamil Nadu. The deluge was aggravated with a devastating flood that called for coordinated and thorough relief and rehabilitation efforts. As a pioneer in the field of Social Work, MSSW initiated massive flood relief work with the participation of the faculty and students and various NGOs and organizations.

PRE-FLOOD PHASE

Faculty and Students contributed/collected and provided relief material worth Rs. 75,000 to residents of Semmanchery slums through the Community Development wing of the Tamil Nadu Slum Clearance Board. The materials included food items, bedsheets and CFL Bulbs.

PHASE I – DURING THE FLOODS (1 WEEK)

In this phase, large amounts of relief material worth over Rs. 4 lakhs were collected and sorted in the MSSW Hostel by the students and distributed to the needy areas. The material consisted of food items, milk powder and drinking water.



PHASE II – AFTER FLOODS (2 WEEKS)





PHASE III – AFTER FLOODS (4 WEEKS)



In this phase, reusable material such as mats, bedsheets, dress materials, towels, vessels, stoves worth Rs. 25 lakhs were distributed to most needy pockets of the city and left-out interior and remote areas and suburbs identified by students and faculty members. 500 medicated mosquito nets were issued to pregnant women and mothers with small children. MSSW collaborated with BATA through SEEDS Organization and distributed footwear worth Rs. 1.5 crores to over 7800 families in Chennai.



MSSW Deployed 40 second-year students for a period of four weeks to provide Psycho-social care and support to affected communities in Chennai and Cuddalore. This was implemented in collaboration with TCS, UNICEF and other NGOs. Health Camps and Sanitation and Hygiene Awareness programmes were also organized.



PHASE IV – SOCIAL WORK RESPONSE (3 MONTHS)

The College organized a meeting of Heads of Social Work Departments, NGOs and prominent professionals involved in relief work. The group had made progress in producing a strategy paper which will be useful to Government, Social Workers and Civil Society.

COLLEGE EVENTS

INAUGURATION

The 63rd Batch of students of the Madras School of Social Work were inaugurated on 2nd July 2015. The event was graced by Padmasri. Dr. Jaya Arunachalam, Founder President, Working Women's Forum, who delivered the Inaugural Address. The programme also included orientation for first-year students who were later welcomed by the respective faculty and students of their departments.



INDEPENDENCE DAY

The 69th Independence Day celebration was held with Mr. E. Ponnappa Pillai as the Chief Guest. The flag was hoisted after the march past by NSS students of the college. The Students' Development Council was also inaugurated during the proceedings. Students of each department gave cultural performances such as street plays, mime and music on the theme WATER, since august month was observed for water conservation.

TEACHER'S DAY

Teacher's day celebration on September 5 took place involving all the faculty members in the various events. Dr. Parveen Sultana, Chief Guest for the day, facilitated the student's community with her enlightened speech. Games like slow cycling, filling the bottle and country bombing were conducted for the faculties and the winners were awarded with prizes. Students of very department did a cultural performance honouring the teacher's community.





STUDENTS' DAY

Students' Day was observed on October 15th 2015, in order to honour Dr. A.P.J. Abdul Kalam. Events like debate, oratorical speech and essay writing were conducted for the students on various topics. Mr. Jayachandran, Street play trainer and Vijay TV celebrity gave a thought provoking speech about Dr. Kalam for the student community in the college.

COMMUNITY DAY

The Community day celebrations SAMATHUVA PONGAL, took place on 13th January 2016. On this occasion, about 50 manual scavengers were honoured with travel bags and lunch by the chief guest. Various traditional games like Uri adithal, tug of war and pot carrying were organised for the students. Both men and women students actively participated in all the games enthusiastically.



REPUBLIC DAY AND ALUMNI REUNION

The Republic Day and Alumni reunion held on 26th January 2016 was participated by students, faculty and alumni of the college. The flag was hoisted by SSER President, C.D. Jose.

The Alumni Reunion saw more than 600 registrations across several batches. The fun filled event included speeches from illustrious alumni and performances by Mr. George and Mr. Jayachndran. The Alumni also had discussions on improving their contribution to the college and shared a few of their plans for the year and the future.

SPORTS MEET

The annual sports meet for both the UG and PG departments was conducted for three days 29, 30, 31st January 2016. Various track events, field events and group events were conducted at YMCA grounds and the college campus for the students. The overall sports championship was won by PG Department of Development Management(MA DM) and the overall individual championship was won by Gokulakannan of UG Department of Social Work(BSW) and Meera Sridhar of PG Department of Human Resource Management(MA HRM).



WOMEN'S DAY

To address and celebrate the womenfolk in the college Women's day was celebrated which was organised by the gentle men of MSSW along with student's development council. Ms. lalitha, advocate at Madras high court and Ms. Suhitha, political critic of Kalaingar TV were the chief guests who gave insights on gender equality, women empowerment and women rights. . Gentlemen of MSSW felicitated the women folk and the faculty by hosting them with

DEJAVU (INTER-DEPARTMENTAL CULTURAL)

DEJAVU, the inter-departmental cultural fest took place on 18th March 2016. The event was inaugurated by Actor Srikanth and Ms. Hema Rukhmani, the head of Sri Thenandhal film production. The theme of the cultural was SUPER HERO CARNIVAL where all the 8 departments portrayed living super heroes like farmers, manual scavengers, military personnel, women, dalits and the list goes on. A total of 19 events, both group and solo events were conducted for the students. The students actively participated and performed well which showed their enthusiasm, sportsmanship spirit, dedication and team work. A constant presence of various celebrities was visible throughout the day. The overall championship of Dejavu 2016 was won by PG department of Social work (Self-Financed) (MSW SHIFT 2).



21ST MARY CLUBWALA JADHAV ENDOWMENT LECTURE

Mary Clubwala Jadhav (MCJ) Endowment Lecture on “Social Crossroads and leadership Today” and Mary Clubwala Jadhav Award for Humanitarian Service 2016 was conducted on 30th March 2016, Wednesday. Mr. Raja Krishnamoorthy, Motivational Coach and Thought Leader was the Chief Guest. He gave the 21st Mary Clubwala Jadhav Endowment Lecture on Social Crossroads and Leadership Today.



MCJ AWARD FOR HUMANITARIAN SERVICES

Mary Clubwala Award for Humanitarian Service instituted by Madras School of Social Work was given to World Vision and Ennangalin Sangamam for their outstanding flood relief work during the Chennai floods – 2015. The award was presented by Ms. Mani Clubwala.

COLLEGE DAY

College day was celebrated on 2nd April, 2016 Saturday at 11.00am. Mr. R.B.U. Shyam kumar, Chief Executive officer, Puthiya Thalaimurai Group was the chief guest. He addressed the students about Attitude, Goal Setting, Self – Esteem and motivated them to come up in their life by sharing his own life experiences.

Proficiency, 100% Attendance, PTA - Best Out-going Student, Sports and Déjà vu Prizes were distributed to the students. Special Awards instituted by the college were given to the previous batch of students. Students, Faculty Members, Non- teaching Staff and Parents witnessed the auspicious day with delight.



GRADUATION DAY

The 60th Graduation Day was held on 2nd April 2016 in the presence of Dr. Latha Pillai. She delivered a powerful address and motivated the students to continue striving for excellence. The students along with their parents were present for the Convocation sharing memorable moments with their batch mates, faculty and family members.



U.G. DEPARTMENT OF SOCIAL WORK (BSW)

The U.G. Department of Social Work (BSW) had a successful academic year 2015-16 with significant events, curricular and co-curricular programs.

The Department organized the celebration of International Day of Older Persons on 1st October 2015, under the theme: Social Integration of Senior Citizens: Youth Participation – A way forward” in the presence of Chief Guest, Mrs. B. Valarmathi, Honourable Minister for Social Welfare, Government of Tamil Nadu.

Guest lectures on Drug Abuse and Illicit Trafficking, Scribing and Reading, Dignity in Mental Health, Social Work Perspectives in India – Trends, Issues and Challenges, Sustainable farming, Legal rights of Women, and NGOs contributions to the society were organized for the students. Folk Arts training for three days was conducted and students were trained in Karagaatam, Oyil aatam, Paraiaatam and Kummi and Street Theatre.

The students participated in various events outside the college such as International Yoga Day at Pachyappas College, NSS Rally with Narcotics Control Bureau to commemorate the International day against Drug Abuse and Illicit Trafficking, South Asian Conference of Professional Social Workers (SACPSW), Youth Red Cross study camp, National Girl Child Day, and, SRM University – Model United Nations Conference 2016.

Observation Visits were organized for the students at SOS Children’s village, Kalai Selvi Karunalaya Social Service Society, ARUWE, NIEPMD, Arunodhaya-Migrant Initiatives, Damien Foundation India Trust, OfERR, Madras Christian Council of Social Service.

As a part of the curriculum, third-year students participated in the rural camp from 12th to 16th of October 2015 held in Jamunamarathu, Javadhu-Hills. Students were able to employ professional skills of social work during the rural camp.

The project fieldwork for the second-year students of BSW Department carried out in the flood-affected regions of Chennai along with Bhoomika Trust and Chennai Volunteers. The field work included needs assessment, community organization process, distribution of provisional kits and relief materials. Through this, the students were able to apply theoretical knowledge practically in the field under the supervision of the faculty. They were able to reach many affected people from the regions of Tondiarpet, Thiruporur, Kosapet, Porur, Pulianthope, Vyasarpadi, Jafferkanpet, Annagaputhur, Kolathur, Saidapet and other flood affected regions. The students expressed that this project fieldwork paved the way to interact with the community and to be of service to them at the time of distress and felt the challenging role and the importance of

MADRAS SCHOOL OF SOCIAL WORK



U.G. DEPARTMENT OF PSYCHOLOGY (B.Sc PSYCHOLOGY)

The U.G. Department of Psychology had a significant display of academic activities including special talks, guest lectures, exhibitions and research reports in the course of the academic year.

A students' forum exclusively for the U.G. Department of Psychology was formed and named 'elan vital'. During the year, the forum conducted a workshop on Research methods, hosted a Psychology Exhibition for schools and colleges, and Intra-Departmental competitions for Women's Day.

Skill lab sessions on academic skills of reading and writing and computing skills were conducted for the students. The students attended guest lectures on various aspects of Psychology such as Criminal, Cognitive and Behavioural Psychology. The third-year students visited the Forensic Science Department as part of their educational visit. In

and Events (NGO) collaborated to create an awareness program on "Lymphatic Filariasis" to the society. Students have extended the helping hand to reach the urban and rural population.

The faculty and students participated in a series of conferences and presented papers on diverse topics in the field of psychology. The faculty have published papers on studies related to marital adjustment among married couples across religions, correlation between grit and achievement motivation, self-esteem and assertiveness among adolescents, motivation and mental health of sportsmen.

The students participated in the International Conference at Sri Ramachandra University with Positive Psychology in General Wellbeing and presented papers on correlation between Empathy and Forgiveness in Interpersonal relationship. Students also participated in "Positive Psychology": a Heaven for Holistic

development and the 4th International Conference on Psychology and Allied Sciences and presented papers.

Thirty five students from second and first year participated in a Rally, "TB Awareness" at Chennai Marina. The third-year students participated in the International RYLA (Rotary Youth Leadership Awards) held at OP Jindal Global University in Haryana. The students also enthusiastically participated in relief efforts during the aftermath of the Chennai floods through individual contributions in their neighbourhoods.



P.G. DEPARTMENT OF SOCIAL WORK (AIDED) – MSW

The students and faculty of the P.G. Department of Social Work (Aided) were involved in curriculum based programs and activities including group projects, research, seminars, rural camps, workshops, certificate courses and skill lab sessions throughout the year.

Observation visits for students were organized for the first-year students in SOS Children's Village, Little Drops, Ashok Leyland, CRUSADE, Institute of Mental Health and Pallavan Salai Slum Community.

The first-year students designed, initiated and conducted several group projects during the first semester. During the month of October, students formed groups and worked under faculty supervision on projects such as waste management, hygiene and sanitation, ill effects of alcoholism, conservation of water, mental health of children and road safety.

These projects provided students opportunities to explore their area of interests and receive practical experiences in enhancing well-being among those they encountered.

The intensive theory and field based curriculum enabled second-year students to successfully complete 60 days of internship over two semesters in specialized organizations.

The UGC sponsored National seminar on "HR Kaleidoscope'16: Login to the Future" was conducted on 19th January 2016. Mr. Muthu Kumar Thanu, Group Chief Human Resources Officer, TAFE, Mr. Ram Kumar, Executive Director, ICICI, Mr. Ragland Thomas, Head-HR, Shell Business Operations participated and shared their insights on the theme. In addition, the seminar had technical sessions and a session on management games. The seminar was well-attended with participation from 195 students from other colleges.

The Social Work Forum of the Department conducted a State Level Seminar "Catastrophe – Disaster Management – A Social Work Perspective on 5th March 2016 attended by prominent personalities involved in the relief and rehabilitation efforts during the recent floods. Ms. Shyamala Ashok, United Way, Mr. J. Prabakar, Dr. Madha Suresh, Disaster Management Studies, University of Madras, Ms. Padma, Psychologist, Mr. Peer Mohammed, CEO, Ippodhu shared their perspectives of the current disaster management scenario.

Students were placed in reputed organizations and international NGOs through campus placements. Internship opportunities also provided gateways for jobs and professional networking.



P.G. DEPARTMENT OF SOCIAL WORK (SELF-FINANCED) – MSW (S.F)

The students and faculty of the P.G. Department of Social Work (Self-Financed) were involved in curriculum based programs and activities including conferences, rural camps, workshops, certificate courses and skill lab sessions.

Students were exposed to organisations/industries which involved in welfare, rehabilitation, medical and industrial setting with a primary objective to make the students have a knowledge about different settings. Organizations such as NETHRODAYA, NIEPMD, The Banyan, Sevalaya, Dameen Foundation, The Park and RANE Brakes Pvt.Ltd.

Workshops on Street Theatre and Puppetry was organized for the benefit of the first-year students. They were also trained on various topics related to social issues and the process of communicating these issues through folk and traditional means of presenting to different audiences.

As part of the curriculum, the students went to Kothagiri Hills for their rural camp. They visited the villages, Nilavoor, Manjamalaiputhur, Thayaloor And Mangalam and achieved the objectives of spreading knowledge of ill effects of alcoholism through street play to children, motivating children through career guidance, conducting of Participatory Rural Appraisal to understand local problems and helping children understand the importance of hygiene through puppetry.

The Observation and Industrial Visits are integral part of the curriculum which aimed at teaching the students the intricacies of rural development and helped in the evolution of the class into socially responsible citizens and effective social workers. The students identified cities to be visited for learning in Bangalore, Pune and Goa and visited organizations like Indian Development Foundation, Bangalore, COOJ Goa and Greaves Cotton Ltd, in Pune.

Skill lab sessions focusing on topics such as Leadership and its characteristics, conflict management, Cognitive Behaviour Therapy, Transactional Analysis and Fund Raising were conducted for the students.

The Department was very active in helping in Flood relief activities through students interning NGOs contributing for the victims of the devastating flood in December. The Students Forum of the Department observed World Social Work Day and organized annual conferences themed “HR OLYMPICS” and “Media and Social Work. A Certificate Course on Social Work and Counselling in Palliative Care was conducted by Lakshmi Pain and Palliative Care Organization.

Students were placed on campus in SOS, EZ Vidya and other corporations.



P.G. DEPARTMENT OF HUMAN RESOURCE MANAGEMENT (MA HRM)

The Academic Year 2015-16 was an eventful year for students and faculty of the Department of Human Resource Management. The Department was involved in organizing and conducting curricular and co-curricular programs on current HR topics. The faculty and students participated widely in conferences and other academic arenas.

Guest Lectures & Workshops were conducted on topics such as, Inventory Control and Ergonomics, Contingency Approach and Modern Management Theory & Controlling, Trends in HR, Total Quality Management Initiatives and SPSS.

As part of the updated curriculum, a certificate programme on 'Competency Mapping' was conducted by Mr. Sasikanth Jayarama, Founder, HR Sangamam, for the first-year students. The theory and concept presentations blended with practical sessions benefitted the students.

The Students' Forum of was inaugurated by Mr. Prem K. Thomas – Chief HR Manager, Blue Dart Aviation on 11th September 2016. The annual symposium 'HR Symphony 2016' was held on 6th February 2016. The Keynote address was presented by Dr. Victor Louis Anthuvan, Dean PhD programme, LIBA. Panelists included Mr. Hari Govinda Tilak, GE, Mr. Chandrasekaran, Latent View Analytics, Dr. Vidhya Venugopal, Sri Ramachandra University who discussed on 'HR Analytics'. The audience comprised of HR professionals, academicians and students belonging to the HR fraternity.

HURECANE (Human Resource Campus News), the bi-annual newsletter published by the Department since 2005 has been in circulation among leading companies establishing long standing student-corporate relationships. It features news, and articles on trends in the HR world and the activities of the Department. The 13th issue of was released during the symposium.

The students of the Department participated in conferences and presented papers on HR Analytics and Mentoring at 'Sunergio' – National conference held at Madras Christian College.

Soft Skill Training on 'Campus to Corporate' was conducted by Mr. K. Joseph Abraham and Mr. Vipinendran. Other modules included Self-Discovery, Goal Setting, Team Work, Accessing the Inner Potential, Myers-Briggs Type Indicator and Neuro-Linguistic Programming.

Fourteen students were placed on campus in organizations such as TCS, Rane, Ramco Cements, CTS, Hyundai, Altimetrik and Adani Group during the placement season to continue their journey towards new ventures beyond the academic horizon.



P.G. DEPARTMENT OF HUMAN RESOURCES AND ORGANIZATIONAL DEVELOPMENT (MA HROD)

The students and faculty of the Department of Human Resource and Organizational Development were involved in several academic opportunities participating in symposiums, conferences and workshops related to current HR and OD trends throughout the year. The faculty have presented a number of research papers in International and National Conferences.

Industrial visits provided opportunities to the first-year students to explore the workings of organizations namely, Coca-Cola, Ashok Leyland and Orchid Pharmaceuticals.

Internships were done in organizations in various sectors ranging from services to manufacturing and IT and ITES including Future Groups, Trend&Vogue, Cholamandalam, Royal Enfield, TNPL, Eveready, GSK, Apollo Hospitals, Kone Elevators, TIDC, Madras Medical Mission

These internships proved to be great opportunities for the students to have hands-on experiences and the organizations have responded with good feedback of students.

The second-year students went on their educational trip to Bangalore, Mysore and Coorg and visited organizations namely, 3M, HMT and L&T while the first-year students went on a one-day trip to Blue Bay resorts which included an out-bound training session.

The Annual Conclave – OD Synapse 2016 was held on 04.03.2016 featuring industry experts and entrepreneurs. MS. Biji Wilson, Head-HR, L&T Infotech was the chief guest. Panelists who graced the occasion were Mr. Col K.C. Menon, Regional Manager HR(South), ITC Hotels, Mr. Joseph Abraham, Keynote speaker, Strategist, Founder – HR Duniya and Growth Inspire, Mr. Nilangshu Ghosal, HR, Infosys and Mr. Rathesh Krishnan, Manager – L&D, SPI Cinemas.

The students participated actively in competitions held at St. Joseph College of Engineering, Madras Medical College and the annual Business Standard Quiz and won prizes.

Skill lab workshops were conducted on topics such as Emotional Intelligence, Team Building and Communication, Neuro Linguistic Programming, Conflict Management, Transactional Analysis, Goal Setting, Time Management, MBTI and MS Excel. Problem Solving, Campus to Corporate and Advanced MS Excel.

Final year students were placed in TCS, TATA ELXI, CTS and RANE and continue their career progression.

With continued focus on human resources and organizational development and faculty and students contribute to developing HR and OD



P.G. DEPARTMENT OF DEVELOPMENT MANAGEMENT (MA DM)

The Department of Development Management was filled with activity during the academic year with an emphasis on community outreach during the recent Chennai floods along with several academic programs.

The Department helped in organizing Sustainable Development Goals Consultation and a Regional Level Dialogue on Status of Implementation of RTE Act and the New Education Policy in association with World Vision. In observance of the launch of the Sustainable Development Goals, the Department participated in the worldwide 'Action2015 – Light the Way Campaign'. The Department also observed World Elder's Day along with Dignity Foundation.

The Department involved fervently during Chennai Flood Disaster executing relief work measures at Anna Street, Padikuppam.

The Department coordinated rehabilitation efforts and distributed school bags, notebooks, stationery, and clothes for 300 children in the community. A diabetic screening camp, motivation and youth development program and an awareness program on cleanliness and sanitation were also organized for the residents of Anna Street.

The Annual Department Conference titled "Development at what cost?" was held on 11th March 2016. Mr. Bharat Joshi, British Deputy High Commissioner was the chief guest and also delivered the keynote address. Panel Discussions on the following sub-themes were conducted: Development and Social Entrepreneurship, Development and Social Equality, Development and Governance, Development and Corporate Social Responsibility.

The students benefitted from skill lab sessions on Self-Awareness & Positivity, Work-place skills and leadership.

In association with Center for Social Initiative and Management (CSIM), the Department organized a four day Social Entrepreneurship workshop for the second-year students. The first-year students were oriented in organizations such as Save our Souls, NIEPMED and Murugappa Chettiar Research Center.

'Kindle – Knowledge sharing platform for Development Professionals' – a new initiative by the Department created a space for experts and professionals to deliver talks to the students on Gender Non-Conformity, Perspectives of Development, and Psychology & Society

Students were placed in Save Our Souls, an International NGO and EZ Vidya during the campus placement season. Students were also placed off campus during their block internships in RANE and The Other Media, an Environmental NGO. A few students have also ventured into Environmental Entrepreneurship



P.G. DEPARTMENT OF COUNSELLING PSYCHOLOGY (M. SC COUNSELLING PSYCHOLOGY)

The intensive curriculum of the Department of Counselling Psychology required students to administer, interpret and write reports on various psychological tests comprehensive training in research methods and statistical applications for second-year students for an independent empirical study or intervention study were given.

The faculty and students participated in conferences and workshops throughout the academic year. To name a few, 4th International Conference on Psychology & Allied Sciences, Goa, Workshop on Psycho-Oncology: Prevention to Palliation at Cancer Institute, Adyar, National Seminar on Trends in Counselling across life span at RGNIYD, Sriperambathur and Youth Edu Conclave – National Conference on Educational System in India organized by The New Indian Express at ITC Grand Chola.

As part of the curriculum, the first-year M.Sc students went on an observational visit to Teddy Exports, Thirumangalam, Madurai. The observation visit enabled students to understand the role of psychology in organizations. The second-year students organized a study tour which included an out-bound training at Ooty for a period of three days.

The student forum actively organized seminars, workshops and conferences. MANTRIN – the Department Forum was inaugurated for the year and Workshops on Inner Child Healing, Genogram Intervention, Counselling for Post-Traumatic Stress Disorder and Research Report Writing were organized along with an International Conference on Positive Psychology for Effective Living.

The M.Phil scholars of the department completed their dissertation on the following: The Effect of Psychological Training on Shyness and Perceived Stress,

The Relationship between Fear of Missing out and Self-Esteem, Social Anxiety, Depression and Body Image, The Relationship between Impulsivity, Aggression, Procrastination and Locus of Control, A Study on Work Life Balance, Emotional Intelligence, Personality Trait and Occupational Stress, A study on the Relationship of Emotional Intelligence, Parental Rearing Style, Body Image and interactions anxiousness and internet addiction, A Study on the Influence of Parental Rearing Style, Narcissism, Body Image and Self Care on Marital Satisfaction

The second-year students were placed in Save Our Souls and NOVA Fertility Clinic. Students have also found positions as Consultant Psychologist, School/College Counsellors, Corporate Counsellors and Trainers, Therapists, Resource persons, Facilitators, Instructors and Teachers.



P.G. DIPLOMA PROGRAMMES (PM&IR) & (HR&IR)

The P.G. Diploma Programmes in PM&IR and HR&IR are two-year evening courses focussed towards working professionals. The industry reputed PM&IR programme is recognized by the Governments of Tamil Nadu and Karnataka while the HR&IR Programme is recognized by the University of Madras. With experienced faculty from leading Manufacturing, Petrochem, Pharmaceuticals, Services and Information Technology sectors, the students are benefited from real time experiences shared in a collaborative and participative environment.

The teaching methods include case studies, group discussion, audio and visual presentations, guest lectures, seminars and conferences, business games, industry visits and induction programmes.

The best out-going students received annual departmental awards for their academic and overall performance.

Ms.N.Rameshwari received the Mrs. Mary Clubwala Jadhav Rolling Trophy (Instituted by Sri. N.C.Ragavachari for Best Academic Performance in Core HR Subjects) and Dr. V.N. Parthiban received the Infosys Rolling Trophy (Instituted by Mrs. Sudha Murthy)

A special lecture was delivered by Prof. Suresh, Visiting Faculty, on the Present HR scenario in India & Internationally.

The Department had organized Alumni Association Meet which was participated by several alumni who are now placed in senior positions in the HR Departments in leading organizations. The student and alumni interaction facilitated opportunities for career progression and mentorship.

PLACEMENT CELL

The Placement Cell of Madras School Of Social Work is a team of 18, with 12 student coordinators from the department of MSW (Aided), MSW (SF), MA HRM, MA HR & OD, MA DM and MSC Counseling Psychology and 7 faculty coordinators from the department of MSW (Aided), MSW (SF), MA HRM, MA HR & OD, MA DM and MSC Counseling Psychology and one full time placement coordinator.

Students with Human Resource specialization were placed in the Corporate sectors – Tata Consultancy Services, TATA ELXSI, Cognizant Technology Solutions, Ernst and Young, to name a few of our recruiters. Graduates from Social Work are professionals across the globe as Social Workers and Policy Makers with NGOs and the Government. Graduates in Counseling Psychology work in schools, industrial and corporate positions as counselors and also run their own private practice.

The much awaited release of the Placement Brochure 2015-2016 took place on 13th October, 2015. The event saw notable guests Mr. Shashikanth Jayaraman, Head HR, TVS Automobiles, Mr. Narayanan, COO, Hand in Hand India, Mr. C K Kumaravel, CEO, Naturals Salon & Spa, and Dr. Sangeetha Mahesh, Consultant Counselling Psychologist. Sharing their thoughts the topic "Passion to Profession: The Journey Ahead", the guests highlighted interesting aspects of their own professional career to motivate the students. It is noteworthy that the Student Coordinators of the Placement Cell were installed during the occasion.

CAMPUS PLACEMENT

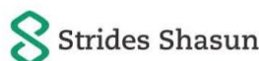
The following organizations visited the campus this year. 55 students were placed.



ALTIMETRIK



Cognizant



LIBRARY

The MSSW Library has added 550 books and four journals to the existing voluminous collection of 11000 books and 50 periodicals.

‘Digital Library’ with digital resources such as theses, e-books, reports and e-resources were initiated using D-space software.

The Information Literacy Programmes offered sessions on

- Effectives search of Information through the Internet
- E-resources for academic and research requirement (including INFLIBNET resources)
- Citation and Referencing

The ‘Library Week’ was celebrated during 21st and 22nd January 2016 with an author’s talk along with competitions such as resource hunt, poster making, literary quiz, news reading and essay writing.

The MSSW Library has taken up two new initiatives this year.

- Reflection – to review, discuss and debate various books/articles
- Observation of important UN days by displaying the relevant resources available in the library



PARENT – TEACHER ASSOCIATION

The Parents’ Teachers’ Association of Madras School of Social Work contributed actively to the welfare of students during the academic year 2015-16.

The Annual General Body Meeting of the PTA was held on 15th August 2015 organized by Dr. Dominic. During the proceedings of the meeting, the new office bearers for the academic year were elected/nominated by the members.

The Health Check-up Camp was organized on 27th September 2015 in the campus in association with New Hope Medical Foundation. The medical team comprising of doctors and nurses provided a general health check-up with inferences from height, weight, BMI, blood pressure and blood sugar levels. As part of the camp, Eye Screening Tests were also conducted. Around 250 students were benefitted from the Health Check-up Camp.

The Parent’s Day was celebrated on 6th February 2016. Dr. S. Raja Samuel, Principal and Dr. R. Subhasini, Dean, addressed the gathering comprising of over 100 parents who participated actively throughout the meeting. The PTA office bearers interacted with the parents in an open session and the suggestions and comments were recorded.

The Dental Screening Camp was organized on 23rd March 2016 in the campus in association with Dr. Srinivas from Sparks Dental Center along with his team. They offered a special 20% discount for treatment at any of their centers. More than 100 students, faculty, non-teaching staff and maintenance staff benefitted from the Dental Camp.

The PTA offered to sponsor the “Best Outgoing Student” Awards which were distributed during the College Day Celebrations. The awards consisted of a cash reward of Rs. 1000, a trophy and a certificate of achievement.



STUDENTS' DEVELOPMENT COUNCIL

The Students' Development Council of the college actively worked for the welfare of the students and organized various events throughout the year. The elections were held through a democratic process involving the entire student body. The Investiture ceremony was conducted along with the Independence Day and the office bearers took their oaths. The SDC was instrumental in organizing Community Day, Teachers' Day, Students' Day, Auditions, Dejavu (inter-departmental cultural), Sports Day and Women's Day.

Besides conducting events, the SDC conducted monthly meetings with the SDC executive members of all the departments. Various queries, suggestions and criticisms were addressed during that forum. At the end of this academic year SDC conducted open forum discussion with the students on 31st March 2016. Students reported about various issues in college regarding academics, infrastructure and facilities which were subsequently represented to the management through the SDC.

MADRAS SCHOOL OF SOCIAL WORK ALUMNI ASSOCIATION (MSSWA)



The Madras School of Social Work Alumni Association (MSSWA) is the Official Association of the Alumni of the College. The Alumni have contributed immensely throughout the years and have been offering significant and remarkable contributions. The Association achieves its objectives through Scholarships, Internships, Knowledge Development and Part-time job opportunities for students.

The Scholarship Committee headed by Mr.Muthukumar Thanu and members consisting of Mr.Deenadayalan, Mr.Senguttuvan, Mr.Gopal, Mr.Michael Rajesh, Dr.Surjith, Mr.Murugan, Ms.Balasandhya ,Mr.K.B.Inian conducted the scholarship selection process. 58 Students applied for the Scholarship out of which 20 students was shortlisted for the Interview. 17 Students were interviewed by the committee and seven students was selected for the Alumni Scholarship. The scholarship amount totaling Rs.95,000 was disbursed.

Internship opportunities were arranged by Mr. Arun Shourie. Dr. Surjith Shankar connected keynote speakers for the annual conferences for Departments. Job offers were also given by Dr. Surjith for the final year students from the MSW stream.

It is notable to recognize the contribution of Mr.Prasad N, Senior-Vice President, TI who has donated Rs.50,000 towards Alumni Scholarship Fund and the Association congratulates him for his generous gesture.

The Association takes pride and congratulates our Alumni Dr.Palan who has been bestowed with highest honour of Malaysia by the Malaysian King titled Tan Sri on 4th June 2016.



Knowledge Development Programmes for the benefit of Students and Alumni were organized regularly. Mr.Nainaraj, CEO, Options & Solutions (Alumnus 1980 Batch) delivered a lecture on the topic “Corporate Social Responsibility”. Mr.Balaji, HR Director, SAARC @ Dorma India (Alumnus 1992 Batch) delivered a lecture on the theme “Once upon a time- Story Telling Techniques”. He emphasized the importance of story-telling techniques in the organizations. He also explained ways to elucidate messages to top management creatively. Mr.Bharathan Prahalad, Global Head, Human Resources TPF Software (TSI)(Alumnus PMIR 1990 Batch) delivered a lecture on the theme “Cliques Maintenance – Handling Gen XYZ Workforce”. The lecture dwelled on the challenges faced by the human resources on managing the Gen XYZ employees.

Through dedicated efforts to strengthen Alumni ties with the Institution, the members have widely connected through social networks and converged together as evident in strong numbers present for the annual Alumni Reunion



ECO CLUB

The Eco Club of Madras School of Social Work has over the years conducted film premieres, quiz competition, workshops, lake and beach clean-up programmes, eco-tour and organic food feast. This academic year the Eco-Club has been able to organize and coordinate programmes in collaboration with Poovulagin Nanbargal and World Wide Fund for Nature (WWF).

The Eco Club was inaugurated and office bearers were installed by Mr. Soundarrajan, Poovulagin Nanbargal, an Environmental Collective. The ECO Club in collaboration with Poovulagin Nanbargal have conducted the Film Premiere "This Changes Everything" on 19.12.2015 at the MSSW Auditorium. About 150 participants from the public and students and faculty of MSSW participated in the event.

The club launched a plastic-free environment campaign with a special awareness event by Mr. Shashwadhan, a student of Presidency College, Chennai. In collaboration with World Wide Fund for Nature (WWF,) the eco club participated in the observance of Earth Hour held which included special addresses by Colonel Sanath Gopinath, Head, Tamil Nadu, WWF, Ms. Tiffany Maria Brar, blind social activist and Mr. Patrick Kiezer, cyclist.

The Eco Club actively promoted the use of eco-friendly products in campus, reduction of usage of plastic, and sustainable consumption of energy.



ANTI-NARCOTICS CLUB



The Anti-Narcotics Club of Madras School of Social Work, is composed of students and faculty acts as a bulwark against the present danger posed by drug abuse to our society in general and to the student in particular.

This year, the club organized a special talk on 12th January 2016 titled "Are you still in control?" a talk to enhance one's knowledge on substance abuse and the consequences of the habit. The speaker, Mrs. Sushana Vittaldev, behavioral therapist, spoke of need of caregiving and helping victims through rehabilitation and support.

The Anti-Narcotics Club organized a workshop conducted by Dr. Thirumagal, TTK Hospital on 16th March 2016 participated by 25 students from Women's Christian College, JBAS College, Chettinad Hospital and Madras School of Social Work. The workshop enabled students to be introduced to the Addiction Audit Assessment of World Health Organization (WHO). The harmful effects of the various types of drugs and substances used commonly among youth was narrated and basic intervention methods were imparted to the students. The activities of the club have provided opportunities for students and faculty to be aware of the impending danger of drug and substance abuse and workshops to help train students towards basic intervention for drug addiction.

VISITORS

Madras School of Social Work is grateful for the visitors and delegates from organizations for their support and participation in the activities of the various departments.

The following is an indicative list of visitors the college has hosted during the Academic Year 2015-2016

Hon Minister Mrs. B. Valarmathi, Ministry of Social Welfare, Govt. of Tamil Nadu	Ms. Shyamala Ashok, United Way
Mr. Bharat Joshi, British Deputy High Commissioner,	Mr. Peer Mohammand, CEO, Ippodhu
Dr. Jaya Arunachalam, Working Women's Forum	Mr. Prem K. Thomas, Chief HR, Blue Dart
Mr. E. Ponnappa Pillai	Dr. Victor Louis Anthuvan, Dean, PhD programmes, LIBA
Dr. Parween Sultana, SIET	Mr. Hari Govinda Tilak, GE
Mr. Jayachandran, Vijay TV	Mr. Chandrasekaran, Latent View Analytics
Ms. Lalitha, Advocate, Madras High Court	Dr. Vidhya Venugopal, Sri Ramachandra University
Ms. Suhitha, Kalaingar TV	Mr. Joseph Abraham, Founder, HR Duniya
Mr. Srikanth, Actor	Ms. Biji Wilson, Head HR, L&T Infotech
Ms. Hema Rukhmani, Sri Thnandhal Film Production	Mr. Col. K.C. Menon, Regional Manager, ITC Hotels
Mr. Raja Krishnamoorthy, Actor	Mr. Nilangshu Ghosal, Head HR – Employee Relations, Infosys
Mr. RBU Shyam Kumar, CEO, Puthiya Thalaimurai Group	Mr. Rathesh Krishnan, Manager – L&D, SPI Cinemas
Dr. Latha Pillai, Director, RGNIYD	Mr. Devasagayam, Retd. IAS Officer
Mr. Muthu Kumar Thanu, Chief HR, TAFE	Ms. Pauline Vellaichamy, Sustainable Development Consultant
Mr. Ram Kumar, Executive Director, ICICI	Mr. Nakeran Gopal, Journalist
Mr. Ragland Thomas, Head HR, Shell	Mr. Prithivi Raj, Actor

MADRAS SCHOOL OF SOCIAL WORK





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