



Madras School of Social Work

(An Autonomous Institution Affiliated to the University of Madras)

Accredited by NAAC with 'A' Grade



ANNUAL REPORT A SNAP SHOT 2016 - 2017



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 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 was delay, but the will 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, Padma Bhushan & Padma Vibushan” 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, her conviction and contacts enabled her dream of starting a school to train professional social workers came true.



MADRAS SCHOOL OF SOCIAL WORK

Madras School of Social work is a premier institution offering education in social work, since 1952. The first of its kind in South India and started by a visionary Mary Clubwala Jadhav. The college has upheld the tradition of being a premier institution by constantly matching its development with the emerging global realities. The college has taken giant strides in providing quality education in social work and social sciences and proved to be one of the best and the most sought college in India. NAAC has accredited the institution with A grade.

At present the college offers full time Masters level programmes in Social Work, Human Resource Management, Counselling Psychology, Development Management, Research programmes in Social work and Psychology. Apart from fulltime programmes the college also offers part time and certificate programmes. The hands on experience and direct contact with the industries and organizations, modern infrastructural facilities, committed and competent faculty provide the right edge for the all-round development of budding professionals.


The College attracts students from all over India. It provides equal opportunities to young men, Women, Transgender, differently abled and marginalized sections of the student population. Our placement reports speak very high of the institution.

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

MSSW 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.
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Principal's Note




Warm greetings from MSSW! It is indeed a privilege to present a snapshot of the significant activities of the College in the past one year. In keeping with the vision of our Founder Mrs. Mary Clubwala Jadhav, our College continues to provide quality higher education in Social Work and allied disciplines. I proudly recall that in the recently concluded 3rd Cycle of NAAC accreditation we have secured "A" grade that reaffirms our commitment to quality.

Over 750 students were on the rolls for the two UG programmes, five PG programmes and one Diploma programme. The College has fully leveraged the academic freedom given by autonomy to update the curriculum of all departments so that our students are ready to face the work place with confidence. Over 25 external experts from Organizations and Academia have given valuable inputs through the various Boards of Studies and the Academic Council 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 have a vibrant learning environment at MSSW. Apart from regular classes, fourteen Certificate courses were conducted by the PG Departments in collaboration with external organizations. Over 150 external experts visited the college as Seminar speakers, guest lecturers and soft skills facilitators. Students participated in over 108 events outside the campus. Teams of students from various departments have bagged honours in 32 competitions held outside College.

We have a talented team of faculty members. Out of the 47 members of the faculty, nineteen have a PhD degree, thirteen have MPhil degrees and the others are in various stages of PhD program. This year faculty members were active in participating and presenting empirical papers in Seminars. Over 61 publications were made in journals and seminar proceedings.

The College has always been deeply engaged with research and consultancy. The college has six PhD supervisors under whose supervision 26 research scholars are engaged in contemporary doctoral research. The College has an excellent library that provides a variety of learning resources to our students. This year we added 827 new books to our existing collection of 16,000 volumes. A special issue of the College Journal was released with a focus on Positive Ageing. The college has a placement cell with a full-time Coordinator. This year 15 top 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. Apart from organizing 10 knowledge sharing sessions with senior alumni experts, the association helped with the internships of over 50 students. Similarly, the Parent-Teacher Association was active this year. They have given away scholarships worth Rs. 2,10,000/- to eight deserving students. They have also donated a Copier machine worth Rs.60,000/-. Year after year we strive to improve and march forward towards excellence. We are proud to announce that for the fourth consecutive year we were awarded the title of 3rd Best College for Social Work in India by the Outlook Magazine and the 4th Best College for Social Work by THE WEEK magazine. We look forward to moving up the ladder.

This achievement is made possible by the combined efforts of a number of stakeholders. I thank all the Heads of Departments and faculty members who were an inspiration to the students. I thank all the Admin staff of the College for their support in maintaining the College. We are fortunate this academic year to have a new set of Management office bearers and Board members who have brought in fresh ideas and energy. My heartfelt thanks to the Board of Management of MSSW, particularly to the President Dr. A M Swaminathan, Vice President, Mr. K A Mathew, the Secretary, Mr. Muthukumar Thanu, Mr. Viju Thomas, Treasurer, and all Board Members for their involvement and unstinted support. I record our gratitude to the College Committee, Governing Body, Academic Council and Board of Studies members for their guidance. My sincere thanks to the UGC, University of Madras, Director of Collegiate Education and the Regional Joint Director of Collegiate Education for their support in various ways. I thank the Alumni and the PTA for their contribution. I sincerely appreciate the organizations that collaborate with us for field work and research.

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 this year.

Dr. S. Raja Samuel
Principal



Book on 'poster girl of social work' — Mary Clubwala Jadhav — to be penned



Through the years, she has been a poster girl of social work. The book, 'Mary Clubwala Jadhav: A Life in Social Work', is being penned by her daughter, Mary Clubwala Jadhav. The book is a tribute to her life and work. It is a collection of her letters, diaries, and other personal documents. The book is being published by the Mary Clubwala Jadhav Foundation. The book is a must-read for anyone interested in social work.

மாலைசுகுடர்



edexo

Internship in the Valley of Danger

Work Work Worker: Maalai Sugudar's new book 'Internship in the Valley of Danger' is a collection of her letters, diaries, and other personal documents. The book is a tribute to her life and work. It is a collection of her letters, diaries, and other personal documents. The book is being published by the Mary Clubwala Jadhav Foundation. The book is a must-read for anyone interested in social work.

NEWS TODAY

HR Symphony held at MSSW



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மாலைசுகுடர்



Issues



OUR ACCREDITATION AND RANKING

NAAC VISIT - Accredited Grade A



The NAAC peer team visited our institution for NAAC - Reaccreditation on 3rd to 5th October 2016. The team consisted of Chairperson - Prof. Biranchi N.Puhan (Former Vice Chancellor, North Orissa University) Bhubaneswar, Orissa, Member Co-ordinator - Prof. Sanjai Bhatt, Professor, Department of Social Work, University of Delhi, Delhi, Member - Dr. Sophia Fernandes, Principal, School of Social Work (Autonomous), Roshini Nilaya, Mangalore, Karnataka.

CERTIFICATE OF ACCREDITATION



OUTLOOK



THE WEEK



A SHOW CASE OF THE EVENTS



SDC INAUGURATION

The SDC Investiture Ceremony was held on 22.7.2016 (Friday). The Chief Guest for the Day was Dr.C. Sylendra Babu IPS.

MCJ ENDOWMENT LECTURE



The prestigious 22nd annual Mary Clubwala Jadhav (MCJ) Endowment lecture in memory of the founder was held in the Madras School of Social Work Open Air Auditorium on the 10th of December 2016. The Lecture was on "Deepening Democracy - Challenges" by a eminent speaker DR. V. Suresh the National General Secretary of People's Union for Civil Liberties (PUCL).

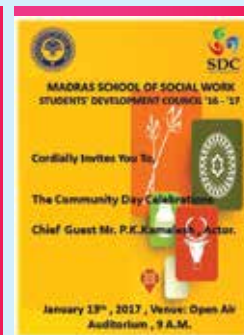
TEACHER'S DAY

The Teacher's day was celebrated in MSSW on September 6th. The departments had a healthy competition amongst themselves under an event called as 'Fuel less Cooking'. The MSC Counseling Psychology clinched the victory and the Runner-up was MSW - II. There was a dance performance followed by mime. Lucky Corner was the first game to be conducted which went on really well where Mrs Sarah (NSS Co-ordinator) was the last women standing, winning it in the end and Mrs Lavanya (BSC Psychology) finished as the Runner-up. The last event was slow cycling where a bunch of young energetic professors participated Mr Jerry (BSW) won it in the end leaving Mr Venkatesh (HR OD) as the Runner-up.



The Community day along with Pongal celebrations was celebrated on January 13th and the special guest for the day was Mr Kamalesh, a well known serial artist and actor. The special invitees for the Inclusive Pongal were the bonded laborers from the Irular Community. They were provided with breakfast, lunch and gifted with essential household articles.

COMMUNITY DAY



COLLEGE DAY



College day was conducted on 5th April 2017 Mr C K Ranganathan, Chairman & Managing Director - Cavin Kare Pvt Ltd was the chief Guest. Prizes were distributed to the students.

SPORTS DAY



Sports day was on April 7th and 8th at SDAT ground. It was inaugurated by EX-Sports Secretary of SDC, Muthu Kumar. And, the valedictory session was made even more special by inviting Mr Nataraj retired IPS officer who distributed the prizes & trophies.

DÉJÀ VU

The most awaited college cultural event, DÉJÀ VU was organized on April 1st which was inaugurated by Mr. Karthikeya Sivasenapathy. The Dejavu event comprised of 12 events which had 6 off- stage events like Adzap, Channel surfing, Solo Singing etc and 6 on- stage events like Choreo Night and Battle of Bands , Street theatre apart from Rangoli, Face painting etc which was conducted prior to Déjà vu. It was a real talent bonanza as all students participated with enthusiasm and vigour. MSW Shift II won the Overall Trophy and MA DM were the runners up.



EVENTS AT MSSW



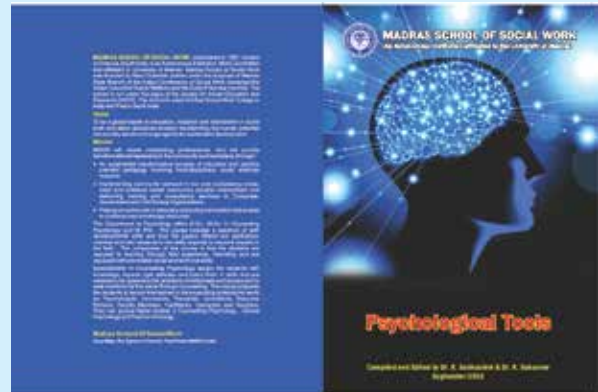
Publications



Placement Brochure



Book On Psychological Tools



MSSW Journal



Conference Proceeding



Magazine



STUDENTS ACTIVITIES



DEPARTMENTAL ACTIVITIES

MSW AIDED

- Faculty have participated in several conferences/seminars as paper presenters, invited speakers, etc., and as examiners for MPhil and PhD programme for institutions within the State.
- Faculty publications in international and national journals were 15 and 30 respectively
- Dr. A. Enoch, Assistant Professor, conducted two State-level training programmes on the topic "Training programme on Social Harmony through Social Legislations" on 17-18 February 2017 funded by RGNIYD and "Human Rights to Social Workers" on 7th March 2017 funded by NHRC.
- Dr. A. Enoch was also awarded 'ISV Fellowship Award 2017' during the Sixth International & Tenth Biennial Conference conducted by Indian Society of Victimology and Institute of Law, Nirma University on 23-25th February 2017.
- As part of our Research & Project Consultancy Work, the department successfully completed a research project on WASH (Water & Sanitation and Hygiene project) supported by World Vision.

- The department has taken up a research study on 'Survey on Diagnosis of Silicosis among Quarry Workers in Kancheepuram District' during the year.
- The department continues its Extension



Activities in Madhavaram by providing '200 Transient Shelters' to families affected by 2015 floods by working with a National NGO, Sustainable Environment Ecological Development Society (SEEDs), based at New Delhi.

- The department established an Adolescent Learning Centre at Magalapuram, Chetpet, in collaboration with Guild of Service (July 2016). The centre provides learning and developmental opportunities for adolescent girl students, in addition to offering community health services and improvement of public health situation in the Chetpet Area.

- Certificate courses on 'Human Rights', 'Development Communication', 'Counselling and Therapeutic Practice for Social Workers' and 'Human Resource Information Systems' was conducted.



MSW SF

- The department has organized several seminars, workshops and guest lecture by inviting eminent development professionals and HR managers from the corporate world.

Student Forums of our department has been very active year on year. During the year, the social work forum (SWF) organized a UGC Sponsored National Seminar on “Black Board” on 4th February. The Human Relations Study Circle (HRSC) forum also organized a UGC Sponsored National Seminar, “THRIVE 17: Beyond the Silos” on 7th February. Both the seminars were enthusiastically participated by students, development professionals, teachers and managers from the corporate world.

- Ms.P.R.Pavithra presented and published a paper on ‘Panacea for ‘No Show’ of New Hires’ during National seminar on “Challenges for HRM in the Challenging Environment” organized by University of Madras on March 24th, 2017.

- Ms. A.P. Jeya Shree and Ms. Shanmuga Priya (II MSW) presented a paper titled “Clinical Social Work Practice in India – Challenges and Prospects” in 4th Indian Social Work Congress 2016, organized by National Association of Professional social workers in India from 22nd -24th October, 2016 at Varanasi.

- Ms. Monica James and Ms. Kaneesha (II MSW HRM) students have made our department proud by winning the National Business Quiz organized by NIPM, Mumbai. During the ‘HR CAUCUS 2016 - Budding HR Hunt 2016’, Mr. N. Solaiappan bagged the first place and Ms. Nizar the third prize.

Observation Visits

Students were exposed to six organizations/industries. The primary objective was to make students have knowledge about different settings.

Rural Camp

Rural camp is an integral part of the field work. The curriculum is designed in a way that students undergo a one week rural camp which provides an experience of group living and development of attitudes conducive for effective team work. This year students went to kolli hills for rural camp and they coordinated with Abhinavgram for their field activities.



Skill Lab

Soft skill training was conducted for four days on leadership and its characteristics, interpersonal skills, conflict management, attitude and team work.

Field Work

The generic social work for first year students in the second year students have specialized field work.

Outbound Training

Outbound training is a method for enhancing

organizational performance through experiential learning. This is done by taking them to natural environment and assigning them challenges in an outdoor location. Students were taken to Nirchand camp site for outbound activity.

Forum Activities

HR Wars – A first of its kind event was organized on 18th March. It provided a opportunity for students to share their knowledge, exchange ideas, collaborate and compete as a team in HR events Which were designed with business as its central theme.

National social work conference on sustainable



development goals was organized on 23rd March. Among 17 goals five goals namely Zero Hunger, Good Health and Well being, Quality Education, Peace, Justice and strong institution, industry, innovation and infrastructure were selected for the conference. Best practiced models of sub themes were shared in the conference A book with ISBN containing articles was published.

Apart from the forum activities the students participated in 18 outside college activities which includes internal seminar national seminar, workshops etc. the students also had eight guest lectures on various topics. The faculty of the department conducted one national level research study and two state level research study.

MA - HRM

- Orientation programmes were a combination of inputs from faculty, field experts, alumni and field visits. The Investiture ceremony of the office bearers of the HR Symphony the student forum of the department was conducted in July 16. The theme for the year was unveiled and the department's management fest - HR Symphony 2017 was conducted at The Rain tree Hotel in January 2017.

- Hurecane's annual newsletter was released and the Dipstick survey team – the research vertical of the department presented their findings.

- This year the department offered two certificate programs namely -1. Counselling micro skills in association with Banyan Academy of Leadership and Mental Health. and 2. Learning & Development in association with Mr. Joseph Abraham, CEO of Skillingly.

- The department conducted 4 skill lab sessions, 2 each for the first and second year students. A 3-day out bound training was organized for the second-year students in December 2016 at Suryaneli, Kalypso Camp, Munnar, Kerala.



MA HR & OD

- A Knowledge sharing programme under the banner of HR Coffee Club was organized with the theme - Behavioural dimensions of HRM. Apart from class room instruction, active Industry Institute Interface learning, workshops, guest lectures, seminars, alumni interface programmes and other such knowledge



sharing programs formed the crux of the learning experience.

- As a part of student's extension activity, students of the department along with NSS department contributed to the patients affected by blood cancer and Jeevodhaya.
- This year saw student's active participation in various business and HR forums and professional bodies. Students participated in a number of management and cultural fests and won many awards and accolades for the department and Institution.
- The students and faculty of the MA HRM department Of the Maharaja Sayajirao Gaekwad College, University of Baroda visited the MA HRM department and interacted with the students and faculty and discussed about the curriculum and the department's best practices.

The forum was inaugurated on 30th July and the theme for the year was "Engagement to Experience". The Chief Guest was Mrs. Hema Manian, Director - Human Resources, LITC & LASEC.

The OD Synapse was conducted on 27.1.2017 and the Chief Guest was Mr. Sujith Kumar HR Business Leader, Infosys Ltd. Panel discussion on the theme was held during the forenoon session. The Moderator was Mr. Oomen Abraham, Chief Executive Officer, Global Best HR Management Consulting PVT Ltd and the panel members were Mr. Senthil Nathan, Head – HR, NSK India, Priya Sivaraman Consultant HR - Kelsa Solutions, Mr. Mohana Krishnan – HR Manager, Vivanta By Taj. Events like Marketing Mayhem, Turncoat and Ad selfie were conducted for the students in the afternoon session.

The department organized several Guest lectures on the topics Recent Trends in Human Resource, Organisational Development, Employer Branding, HR Practices, Training & Development, Compensation & Benefits and People & Culture by different HR Executives of various organization. A Certificate Course on SIX SIGMA" by Mr. Dasarathy, R. Suresh Kumar & T. Ganesh from Sigma Analytics Pvt Ltd was conducted.



- A 3-day out bound training was organized for the second-year students in December 2016 at Suryanelli, Kalypso Camp, Munnar, Kerala.

- Eight students got placed in the following companies Ashok Leyland, Tata Elxi, Cognizant, Sundaram Clayton & Smart Megh Solutions respectively.

- Students brought laurels to the department by winning the overall trophy at the HR Coffee Club of HRM, at MSSW.

- Ms. Gayathri presented her views on “National Educational Policy- Perspective” in Oct 2016.

- Ms. Tejaswini and Ms. Vinsu Rachel Sam participated in dance competition organized by MMC, an intercollegiate event in Chennai .

MA DEVELOPMENT MANAGEMENT

The student forum Cascade was presided by Mr.Arokia Sahayaraj, VP-HR, Renault Nissan, Chennai. The Annual seminar was on the topic “Urban Development”.



The Workshops were organized on the topics Project Proposal on SPSS. Guest Lectures was held on Demonetization, Data Analysis and consent and Violence on women. The certificate courses for the year was conducted on the topics Child Rights, CSR, Mixed Methodology and Solid waste

M.SC COUNSELLING PSYCHOLOGY

management .

Ms.Raji Natrajan and group of 12 students from the United States and Mexico came as part of the India Exchange Program to the college on January 11th, 2017. Our students exchanged views about academics, field experience, internship programme, loan and facilities available. The Department organized a lecture on Applied Behavior Analysis on 6th March 2017 and the resource person was Mrs Kamalathara Srikanth who is a Board Certified Behavioral Analyst (BCBA) and lives in New Jersey.

- Workshop on BEHAVIOUR MODIFICATION was organized and the The facilitator for the workshop, was Dr.VedagiriGanesan.

- A two day Workshop on Expressive Art Therapy was organized The resource person was Ms. Magdeline, Director, East west Counselling Centre.

- The Soft Skills was held on 23rd, to 29th August, 17th to 20th October ,5th to 15th December, 20th to 27th February 2017 on the topics Getting Along with others ,SPSS, Career Oriented Skills and Written communication.

- The certificate courses were conducted on the topic Rehabilitation psychology and psycho-drama.

- The Department conducted guest lectures on counselling techniques, multivariate analysis



- The students interned in various organizations such as Grassroots, SCRAF, IMH, PSYMED, Yuvathi and also under Counselling Psychologist.

The students also participated in conference, workshop conducted by AIIMS Delhi, Ethiraj College, WCC and DG Vaishav College.

B.SC PSYCHOLOGY

- Fresher's day was organized on the 28th of June. Dengue Awareness Session was conducted on 15th of July, 2016. The forum inauguration 'Lumiere' was held on 8th August and the Chief guest for the program was Dr. Chokalingam, Heart Specialist.
- Soft Skills session for the odd semester was conducted for the 1st B.Sc and 2nd B.Sc students from 7th, to 10th September on the topics essentials of language, development and basic computer skills. The Soft skills for the even semester for the 1st B.Sc and 2nd B.Sc students was conducted from 19th to 22nd, Dec 2016, and 9th -12th Jan 2017 on the topics Microsoft word and Informal Communication.
- World Mental Health Day was observed on the 21st of October in collaboration with trust "SANMATI". Renowned psychiatrist Dr. Suresh, Dr. Rangarajan, Dr. Sangeetha Madhu, Dr. Managala, Dr. Jayakumar, Mrs Sujaya (Educationalist), Mrs Lakshmi (Singer) and many more participated in the inaugural session. The valedictory session



was presided over by Mrs. Sujatha Mohan (Playback Singer). The overall trophy was won by Crescent Matriculation School.

- SPSS Workshop was from 19th to 21st of December. The resource persons were Mr. Chinju and Ms. Rajalakshmi from Ascent.
- The Department conducted one day Seminar on "Emerging Trends and Scope of Psychology" at the Auditorium on 30th Jan, 2017. Media psychology, corporate psychology, Clinical psychology, Health psychology and School /Educational psychology were few domains to mention which were focused during the seminar.
- The Department conducted an Exhibition on various psychological models at the campus on the 10th of Feb. The Programme threw light on various psychological concepts in the form of models to city schools children.

BSW

- Vidiyal Forum conducted a seminar on 7th July in commemoration of the 'International Population Day' on the theme 'Investing on Teenage Girls'. Mr.C.Samuel Chelliah, Regional Director, Regional Directorate of NSS, Shastri Bhavan was the chief guest. The participants were from Mary Clubwala Jadhav. Hr. Sec School and Presidency Hr. Sec. School.

- A Three Days State Level Training of Trainers (Tot) for Family Counsellors on Effective Counselling in association with Tamil Nadu State Social Welfare Board, Central Social Welfare Board, (Ministry Of Women And Child Development) and Directorate of Social Welfare, Government of Tamil nadu.. Mr. Perumal samy, Joint Secretary, TNSWB was the Chief Guest. 64 participants were presented with participation certificates.

- The department with IAPA conducted the TRIAGE Training for the BSW students.(Use of Telephone Triage to help very vulnerable



situations in HIV infected children)on 2/7/2016 by Ms.Jeannie Gail, Ms. Gabriella Odudu Medical Research Fellows at the University of California, Los Angeles and by Dr.Swathi Pattankatti, Paediatrician, Sundaram Medical Foundation.

- The Department also conducted Folk Art Training, Training of Trainers on HIV/AIDS,

and 'Workplace Readiness'. Department arranged Guest lecturers on Mental Health, NGOs-CBOs contribution in the community- Social Work Practice with Communities –II, SHGS-Micro finance.

- Department involved students in many extension activities such as surveys conducted on to promote teaching methods and education through Art, the Pradhan Mantri Awaz Yojna in coordination with Nalanda Foundation and Elite Foundation.STI department of Madras Medical College. Their activity was specifically assigned to the counseling

sector of the latter.Street Play was conducted at Chennai Port Trust on the ill effects of Alcohol and Tobacco, for the truck drivers in support of Deepam Educational Society for Health.

Students participation in co-curricular and extra-curricular activities inside and outside of the college:

Short Film Competition, Seminar on Drug Abuse, International Social Work Conference, 'DENEVO 2016 'on the topic 'Health: Inclusive practice, Research and Educa-

tion', State Level Tamil Essay Writing Competition, National Conference of Indian Society of Professional Social workers with the theme 'Social stress, resilience and Mental Health'. Mr.Nithin Kumar of II year BSW presented a paper on the topic 'Addressing Stigma in Social work Perspective and Pandemic Health Issues like HIV, STD, RTI and psychological issues like OCD and Schizophrenia.

MSSW LIBRARY ANNUAL REPORT 2016 - 2017

• Books purchased & the Amount Spent

Particulars	Source			Total
	Society	Aided	Gift	
No. of books Added	80	510	247	827
Amount spent for books & periodicals	Rs.1,45,00,000/-	Rs.4,00,000/-	-	Rs.5,50,000/-



and students of MSSW. Participation by students & teachers from MSSW & City Colleges. Summary of views expressed was communicated to MHRD.

• Library Week' was celebrated during 28th Nov to 02nd Dec 2016 with six competitions and a motivational lecture on "Vaasippu En vasappada Vendum" by Mr.Bharathi Krishnakumar. Prizes and certificates were distributed to the winners on 02nd Dec.2016.

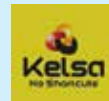
- Offered 'Know our Library' sessions to all the first year students and new research scholars.
- Offered 'Information Literacy' Sessions on 'Exploring Internet with advanced tools & techniques and 'Literature Search' to all final year students, research scholars and new faculty members.
- Wall Painting competition on topics related to reading/ library was organised with an objective to "brighten up the reading space" and the winners were permitted to paint select sections of the Library.
- Organised Panel discussion on 'Draft National Education Policy, 2016' on 10th Sep 2016 with an objective to contribute to Education Policy Making. Presentations were made by both eminent Panelists



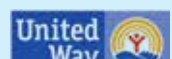
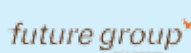
PLACEMENT CELL

Placement cell activities were launched with the release of placement brochure. The brochure was released by Mr. BabanRajale, Vice President – Human Resources, Hospira India on 30th September and was distributed to 70 organisations, soft copies was distributed to 100 organisations. 16 organisations visited the campus and 46 students got placed. The average pay was 4 lakhs per annum and maximum pay was 8 lakhs per annum.

ESA (Employability Skills Assessment) was a new initiative initiated by the MSSW placement cell from this year which benefitted the candidates to become more employable in the job market. ESA was done with the support of Industry experts and alumni of MSSW.



TEACHFORINDIA



ENGLISH DEBATE

On the 15th of February, 2017, under the aegis of the English Department, the inaugural Inter-departmental Debate between Bsc. Psychology and BSW was held in the MSSW Auditorium. The topic of the debate was: Role of NGOs: In Today's Scenario, are they the common man's friend or foe? Dr. Mrs. Fathima Banu (Head of the Department of English) from Justice Basheer Ahmed Sayeed College for Women, presided over the debate as the Chief Guest. Dr.



A.M Swaminathan, the President of MSSW graced the event with his presence. Dr. S. Raja Samuel, the Principal of MSSW and Dr. R. Subashini, the Dean, along with Dr. Fathima constituted the panel of judges. As a result of the luck of the draw the students from the Psychology Department argued for the proposition while the students from Social Work constituted the opposition. Bsc. Psychology team comprising of Nikita Dhiman, Roshni Mahadevan, Tena Paul, and Meera Vishwan-

than emerged the winners. The BSW ably represented by Balaji Sankar, Sally Priscilla, Kana-galakshmi and Janani Krishna put up a spirited defence to make it a close call till the end. Sally Priscilla for the opposition and Meera for the proposition swayed the public opinion with their persuasive, incisive speeches. Janani Krishna, made an emotional connect with the audience with her personal anecdotes. Meera Vishwanathan and Janani Krishna were declared the best speakers of the debate. The debate was meticulously conceived, planned and executed by Mrs. Priya Sriram Assistant Professor for English who was the event organiser and moderator.

தமிழால் உலகை வெல்லலாம்!

தமிழ்த்தாத்தா டாக்டர் உ.வே. சாமிநாதையர் 162வது பிறந்தநாளையொட்டி...

சென்னை சமூகப்பணி கல்லூரியின் தமிழ்த்துறையின் சார்பில் தமிழ்த்தாத்தா டாக்டர். உ.வே. சாமிநாதையர் பிறந்தநாளையொட்டி முத்தமிழ்ப் பேரவை தொடக்க விழா 20.02.2017 அன்று பிற்பகல் 3.00 மணியளவில் இனிது நடந்தது. ஸ்டெல்லா மேரிஸ் கல்லூரியின் தமிழ்த்துறைத் தலைவர் முனைவர் உலகநாயகி பழநி சிறப்பு விருந்தினராகக் கலந்து கொண்டு தமிழால் உலகையே வலம் வரலாம் என்றும் உலகையே வெல்லும் ஆற்றல் தமிழுக்கு உண்டு என்றும் உணர்வுப்பூர்வமாகப் பேசினார். நிகழ்ச்சியின் முத்தாய்ப்பாக ஏறுதழுவுதல் குறித்த கருத்தரங்கம் நடைபெற்றது. மாணவர்களின் சிந்தனையை முடுக்கிவிடுவதாக அமைந்தது. கல்லூரியின் முதல்வர் முனைவர் எஸ். இராஜா சாமுவேல் ஆற்றிய தலைமையுரையில் தமிழ்ப் பாடத்தின் உயர்வு புரிந்தது.

PARENTS TEACHERS ASSOCIATION

PTA had its General Body meeting on 15th August and the Election was held. The parents actively participated in the democratic election process and elected the office bearers.

- The office bearers raised funds and also personally contributed towards students' scholarship. Eight students received the scholarship. The total amount is Rs. 2,10,000/-.
- During the Teachers' Day celebration a small gift in appreciation of their service was given to faculty members.
- Many parents participated in the NAAC Review meeting.
- An Interactive Session on 'Higher Study Opportunities Abroad' was organized for the students. and the Resource person was Dr. Paul Chellakumar.
- A Photocopying Machine for the students' use has been sponsored.
- Best Outgoing Student of all the departments was given a PTA award which consisted of a Cash Prize of Rs.1000/-, a trophy and a certificate.

ENTREPRENEURSHIP DEVELOPMENT CELL

The ED Cell was formally inaugurated on 17th August. The Chief Guest Mrs.Saundarya Rajesh, Founder, Avtar creations graced the occasion. During the inauguration, an MOU was signed between MSSW and CSIM (Centre for Social Initiative and Management) to conduct certificate course on Social Entrepreneurship and create incubation centre at the college.



A MOU was signed between the Anna University and MSSW to conduct ED Programme at the campus. Our college is one among the "Spoke College" where college is eligible to send faculty members to attend workshops, conduct online certificate course and create incubation centre.

As part of the Social Entrepreneurship programme, the MSSW students were taken to various social entrepreneurship enterprise to learn the functions of Social enterprise. The students visited the enterprise such as ECO kitchen, SRI Arunodhaya, Model Panchayat village, Kuthambakkam, Solid waste Management, MRC nagar.

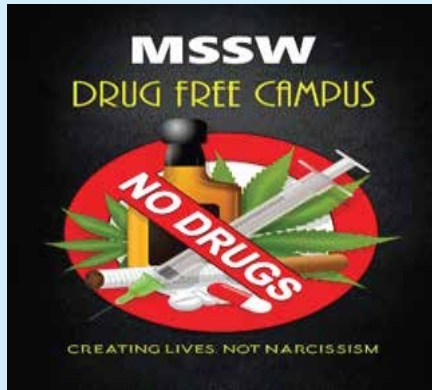
ECO CLUB

A Society for Environmental Education through Actions:

- The Eco-Club of Madras School of Social Work aims to promote ecological sensitivity and sustainable living practices. It plays an important role in creating environmental awareness among the future generation.
- The Eco club was inaugurated by Mr. Abdul Ghani, Green man of India. Chief Co-ordinator of Green Kalam project, Delhi. Eco club along with Goonj celebrated Dhaan Utsav_ Joy of Giving by collection cloths, and stationeries. Mr. Veerapan, Former Special Chief Engineer, TNPWD addressed on Water the Elixir of Life On 17TH January. A Campaign was on Green Chennai-Once again, Tree plantation Drive across Chennai (5,000 sampling), as an immediate act after Vardha cyclone in Chennai On 18th December and Hon'ble Justice Jothimani, National Green Tribunal, South India. Inaugurated in the college premises.
- World Social Work Day was celebrated focusing on the theme Promoting Community and Environmental Sustainability on 21st March 2017 and Mr. Piyush Manush, Social Activist was the chief guest.



ANTI-NARCOTICS CLUB



The Anti-Narcotics Club of Madras School of Social Work, Chennai, was established in the year 2011. The club is composed of students and faculty who acts as a bulwark against the present danger posed by drug abuse to our society in general and to our own students. On 18th October 2016 to enhance one's knowledge on different types of drugs and their ill-effects on life. The chief guest for the event was Mr. Senthil an NLP Trainer and Psychotherapist. The speaker, highlighted why most of the student's get into the habit of smoking, drinking and drugs. Further, he spoke about whom to approach

when they need rehabilitation and emphasized the importance of parent's role in helping them. The students asked illuminating questions for which he answered in a very humorous way. The event concluded by an interactive Brain Gym session for students to balance their thought.

COUNSELLING CELL



The MSSW, Counseling cell is conducting counseling sessions for MSSW students and also for clients from the community through referrals. Currently five counselors are providing services using the counseling room based on appointment of clients. The total number of sessions provided to various clients during this period is 28 and nature of problem addressed were Anxiety, Fear of Intimacy, Schizophrenia, sexuality issues, Misbehavior in school, conflict in family, poor academic performance, lack of motivation and child abuse. The

students from MSSW are benefited free counseling services.

ROTARACT CLUB

Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who come together to make positive, lasting change in communities at home and abroad. For the first time since inception Madras School of Social Work has inaugurated a Chapter of Rotaract Club, sponsored by Rotary club of Kodambakkam on 7th Jan-2017. The inauguration was presided over by PDG. Rtn. G. Olivannan, Rotary International 3230, Rtn. Vishnu, Past President, Rotary club of Kodambakkam,



Rtn. K. V. Anand, Dr. S. Raja Samuel, Principal, MSSW, Dr. Subashini Dean, MSSW and Dr. C. Francis, Head, MSW (SF). Rtn. G. Olivannan provided valuable insights of his experience on "How to serve the community" and Mr. Krishnamurthy, President, Rotary club of Kodambakkam on the history and the reputation of the Rotary International emphasizing on the value of membership in it. The office bearers of the newly formed club were Mr. C. Sooryaprakash, I MSW(SF) as the President, Ms. Antoleena Daisy Morale, I MSW(SF) as the Secretary and Ms. Anusha Narayan, I MSW(SF) as the Treasurer who were inducted by Rtn. Srinivasan, District Chairman of Rotaract.

ALUMNI ASSOCIATION

ALUMNI SCHOLARSHIP SCHEME: A sum of Rs.95, 000 has been given as Scholarship.7 students belonging to PG & UG courses benefitted. Scholarship Executive Committee comprising senior Alumni members administer the fund.



Knowledge Development

- In June Dr.Raj Mohan, Behavioural Scientist, Bodhi Consulting (Alumnus 1974 Batch) delivered a lecture on the theme “Personal Branding through practicing Personal Values: A Path to your growth”.
- In July Dr.Lalitha, Ph.D (Texas Univeristy) (Alumnus 2003 Batch) delivered a lecture on the titled ”Social Work Opportunities in US” and Mr.Ramaswamy, IR Consultant (Alumnus 1978 Batch) delivered a lecture on “Trends in Industrial Relations & Union Management”
- In August Mr.M. Radhakrishnan (Alumnus 1982 Batch) delivered a lecture on “Organiza-tion Culture – The differentiator”
- In September Ms.Leelavathy(Alumnus 1991 Batch) delivered a lecture on “Holistic Approach to health, gender with Value Based Education”. In October, Mr. Mr. K. Sanjeevi Kumar (Associate Director HR – Mylan), delivered a lecture on “Industrial relations - concept, scope and objectives”. The Annual Get together of Alumni Association was held on January 26,2017. Around 350 registered for the function.
- The new office bearers of the Alumni Association were selected.Mr.Sridhar(1981 batch), Mr.Narayankumar(1993 batch) & Mr.J.Jayanth (2007 batch) were elected as President,Secre-tary and Treasurer of the Alumni Association.In March 2017, Mr. Umapthy S, Head HR, Lifecell International Pvt. Ltd delivered a lecture on "HR in your DNA".

ALUMNI ASSOCIATION

The student consumer club of MSSW was named as BELIGHT, with an aim to instill consciousness and commitment among the students. The club has about 30 active members belonging to PG & UG courses benefited. Scholarship Executive Committee comprising senior Alumni members administer the fund.

- To enlighten the students about their rights and responsibilities as consumers.
- To gain knowledge about the National norms, standards relating to consumer protection and about the machinery for the settlement of consumer grievances.
- To prohibit students in the involvement of unfair marketing and business practices.
- To promote responsible consumer behavior among students by teaching them to be as proactive consumers.
- To provide a platform to deliberate on Consumer disputes and to work out plans for the settlement of those disputes.



S. No	Date	Name of the Event	Chief Guest / Resource Person
1.	7th March 2017	Inauguration of the Club	Dr. Justice S. TamilVanan President, State Consumer Disputes Redressal Commission, Tamil Nadu..
2.	15th March 2017	Special Lecture on World Consumer Rights Day. Theme: ' Responsible Consumer Behavior '	Ms. Vijayalakshmi Manager, Department of Civil Supplies & Consumer Protection, Government of Tamil Nadu.

Inaugural Function:

The chief guest, Dr. Justice S. TamilVanan, briefed about the importance of the student club in college. He also shared his experiences as being the President of the Consumer Court and his landmark judgments were inspiring and were enlightening for the audience.

Special Lecture:

Ms. Vijayathilagam highlighted the indicators for a responsible consumption and warned about the ill effects which an irresponsible consumption has on the society. She urged the students to voice out for their rights as a consumer and not to be passive to deceptive products or services.

Her speech was highly motivating and was an eye opener for the students regarding consumerism. She expressed her happiness in being a part of the society especially the student community in instilling awareness about consumerism for the past 22 years.

STUDENT DEVELOPMENT COUNCIL

SDC at MSSW works for the betterment and welfare of the students and college with the support of the Principal, Dean, SDC Co-coordinators and the Management. It is a council that assist the students and also acts as a bridge between the students and the management. The Students development Council constitutes of Principal, Dean, SDC Coordinator, SDC additional coordinator, Department Faculty representatives and nine Student office bearers.

The SDC Faculty team comprises of Mrs. Jayanthi Peter (SDC Co-ordinator), Ms. Sivaranjani (Asst SDC Coordinator), Dr.Lakshmi, Mrs.Damen Queen, Mr. Prabhakaran, Mr. Dunston, Mr. Rufus, Mr. Sangeeth, Mr. Sai and Dr Subashree.

The nominations for the SDC office bearers were called for on July 9th which was followed by the open manifesto on July 12th. The Posts contested were as follows: President, Vice – President, General Secretary, Joint General Secretary, Treasurer, Joint Treasurer, Cultural Secretary, Sports Secretary, Joint Sports Secretary. The Elections were on held on July 15. The outcome of the elections is as given below. The Students office bearers are Vignesh Sabarikiran (President), Kaviyarasu (General Secretary), Zaeba Fathima (Treasurer), Vinoth Kumar (Vice President), Samuel Isaac (Joint General Secretary), Hariharan (Cultural Sectary), Murali (Sport Secretary) Haider Ali Khan (Joint Treasurer) and Madhanaguru (Joint Sport Secretary). The elected office bearers had their investiture ceremony on July 22nd at the guild of service auditorium .Mr Sylendra Babu IPS, coastal guard was the chief guest and he gave the badges to the office bearers.

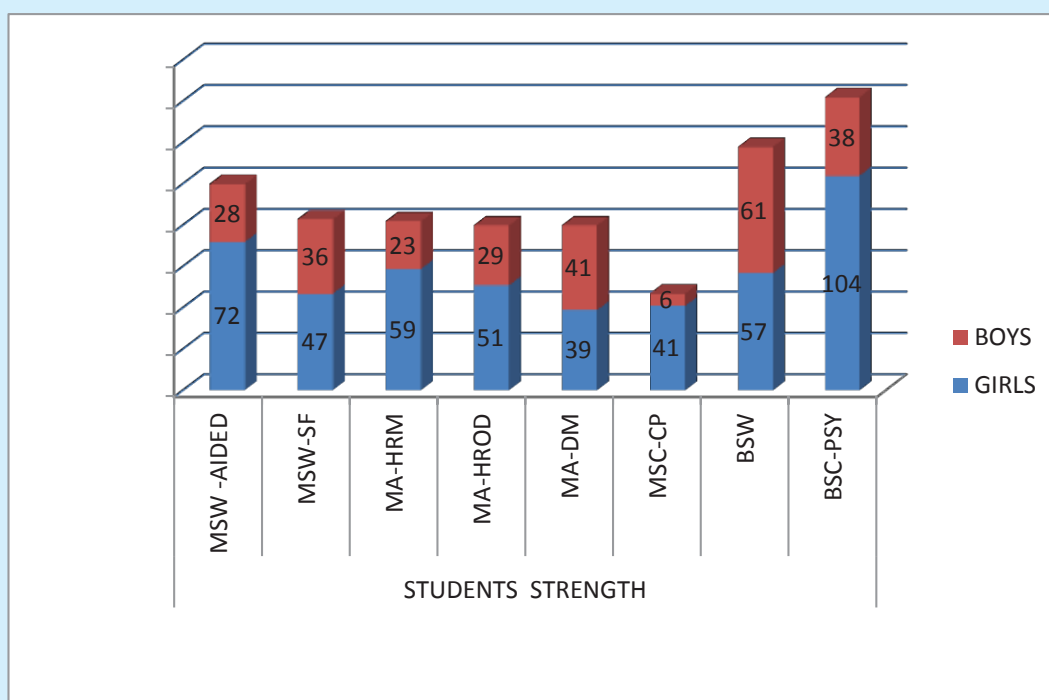
The office bearers assumed office from the day. The Teacher's day was celebrated on September 6th. A number of competitions like fuel less cooking and events like Slow cycling and Lucky corner for the faculty members were conducted. Students entertained the faculty members with their variety performances. Along with NSS, the SDC observed National Unity Day on 31.10.16 and the students took the oath. The Community day along with Pongal celebrations was celebrated on January 13th and the special guest for the day was Mr Kamalesh, a well known serial artist. He addressed the students.

The special invitees for the Inclusive Pongal were the bonded laborers from the Irular Community. They were provided with breakfast, lunch and gifted with essential household articles. The students had a really good time where each department gave dance performances. The most expected college cultural event, DÉJÀ VU was organized on April 1st which was inaugurated by Mr. Karthikeya Sivasenapathy. The Dejavu event comprised of 12 events which had 6 off- stage events like Adzap, Channel surfing, Solo Singing etc and 6 on- stage events like Choreo Night and Battle of Bands, Street Theatre apart from the four classroom events like Rangoli, Face painting etc which was conducted prior to Déjà vu. It was a real

talent bonanza as all students participated with enthusiasm and vigour. MSW Shift II won the Overall Trophy and MA DM were the runner up.

Sports day was organised on April 7th and 8th at SDAT ground. Group games were conducted on 7th April, Track and Field events were conducted on 8th April. MSSW sports Day witnessed their students at the best “in Vibrance in enthusiasm and Sportsmanship.” The Valedictory session was held on 8th April at 3 pm. The occasion was graced by Dr. R.Nataraj, Retd.IPS who addressed the students and distributed the prizes. BSW won the Overall Trophy and MSW Shift II was the runner up. Gokul and Jayesh of BSW won the Individual Championship for boys and Aishwarya suresh of MSW Shift II won the Individual Championship for girls. The SDC valedictory was held on 12th April. Dr.Jayanthi Peter, SDC Corodianator read the annual report of the council. Prizes won during the SDC events were distributed. The SDC Office bearers and other students who contributed significantly during the NAAC Visit and through the year were recognized and given a memento. The SDC 2016-2017 ended on a very fruitful note.

Our Strength



NSS - ETI

The Madras School of Social Work in Chennai was identified as one of the ETI to train the new and untrained programme officers in Tamilnadu and Pondicherry.

The ETI has completed the first phase from 2011 to 2014 and trained 1,609 untrained NSS Programme Officers from Tamil Nadu, Puducherry and Andaman & Nicobar Islands covering 5 major Directorates namely Directorate of College Education, Directorate of School Education, Directorate of Technical Education, Directorate of Employment & Training and Directorate of Teacher's Training Education.



The second phase of ETI has been completed from 2014 – 2017 and trained 1,082 from the five major Directorates of Tamilnadu, Pondicherry and Andaman & Nicobar Islands. Total No. of NSS PO's trained in the Year 2016 – 17 are 323 in 15 Training Programmes.

The NSS Training Centre in Madras School of Social Work has trained the NSS Programme Officers from the Universities as follows: University of Madras, Bharathidasan University,

Thiruvalluvar University, Annamalai University, Anna University, Periyar Maniammai University, The Tamil Nadu Dr.MGR Medical University, Ambedkar Law University, Tamil Nadu Veterinary and Animal Science University, Tamil Nadu Physical Education and Sports University, Central University, Pondicherry University and other deemed University in Tamil Nadu.

The Training Centre covers the following Districts in Tamil Nadu namely Chennai, Cuddalore, Dharmapuri, Kancheepuram, Krishnagiri, Nagapattinam, Perambalur, Pudukkottai, Thanjavur, Thiruvannamalai, Thiruvallur, Ariyalur, Tiruvarur, Trichy, Vellore, Villupuram and also in Puducherry.

Research & Consultancy Division

The College has a Projects & Consultancy Division that takes up studies and evaluation of CSR / NGO projects. Several public sector and private sector organizations have utilized the services of this division.

List of Projects undertaken by Consultancy Division during the year 2016-2017

S.No	Name & Address of the Client	Purpose	Cost of the Projects	Remarks
1.	GAIL India Limited, New Delhi	Impact Assessment Study	Rs.9,00,000/-	Completed
2.	Kamarajar Port Limited, Ennore	Impact Assessment Study	Rs.1,44,000/-	On going
3.	Tangedco	Baseline Study	Rs.2,74,000/-	Completed

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