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**PUNJAB ASSOCIATION'S  
ANNA ADARSH COLLEGE FOR WOMEN**  
Affiliated to University of Madras  
Re-Accredited by NAAC with A++Grade

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*Volume- 1 Issues- 1 November-2023*

**PG DEPARTMENT OF SOCIAL WORK**  
**MSW**  
**SHIFT- I & II**

**“CHANGE MAKERS”**



# HOD'S MESSAGE

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## SHIFT-II

**“The Task Was Divided and the Success Was Multiplied by Our Teamwork”**

A Newsletter can broaden perspectives and provide a more comprehensive image of the work with new avenues for exploration. We convey our engagement, professional and personal development, and the information we have acquired from this course by including useful content and providing graphic explanations. This Newsletter provides access to more information on the innovations, activities, and contributions made by our staff, students, and members to organizations in the Social Work field.



A handwritten signature in blue ink that reads 'Meevanthi'.

Mrs. M. Jeevanthi,  
Head In-Charge,  
Department of Social Work , Shift – II  
Anna Adarsh College for Women, Anna Nagar

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# ACADEMIC ACTIVITIES

# SKILL LAB

The Skill Lab sessions were conducted on various days for 13 sessions in the month of September, October & November 2023 for First MSW Students (Batch: 2023-2025). The sessions were held on various topics such as the Analysis of Indian Society & Social Problems, Importance of Communication, Personality Development and Leadership, Values & Ethics in Social Work, Role of Advocacy in Social Change, Gender Sensitization, Criminal Justice System, Group Dynamics and Child Rights.



# ACADEMIC ACTIVITIES

# OBSERVATION VISIT

Observation visits were organized for the First year MSW Students (Batch: 2023-2025) in the month of September, October and November 2023. The students visited 8 different organizations from various sectors like Human Resource Management, Medical & Psychiatry and Community Development etc. These visits assess the concept of field learning and to know about the social workers contribution in different settings. The visited organizations are Vidhya Sudha, Mithra Foundation, SOS Children's Village of India, Sevalaya, Adayar Eco – Park, Aavin, Directorate of Social Defense, Parle-G.



## ACADEMIC ACTIVITIES

# RURAL CAMP

The Rural Camp was organized for the First year MSW Students (Batch: 2023-2025) from 15th to 21st of November 2023 to AHAL Centre, Kilpennathur, Thiruvanamalai District. The Rural Camp aims the students to understand the socio-economic and cultural conditions of rural life and work collaboratively as a team with a positive approach. The students visited Block Development Centre, School, CURE Illam, attended Medical camp, PRA Session and visited internal villages for awareness programs. The students performed various traditional art forms like street Theatre, dance to provide awareness to the Community on various themes such as Importance of Education, Alcoholism, Women's Empowerment, Child Marriage etc. The students had an experience in gaining the knowledge on Mobilization, application of PRA, Program Organization and explore the Rural life.



# ACADEMIC ACTIVITIES

# BLOCK PLACEMENT

Through this Block Placement/ Internship the students (Batch: 2021-2023) after completing their MSW Course are enabled to understand the various agencies and to have pre-employment work experience as to assume professional roles and responsibilities. Students will be placed in agencies or project in or outside the State for a period of one month. It develops enhanced practice skills, integrate learnings, understand reality situations through involvement in day to day work, develop appreciation of other's efforts and develop sensitivity to gaps in the programme & enhance awareness of self in the role of a Professional Social Worker.



## ACADEMIC ACTIVITIES

# SUMMER INTERSHIP

Summer Internship is a part of the summer vacation after completion of the first year (Batch: 2021-2023) used fruitfully to integrate practice skills and techniques learnt. It gives an opportunity to develop linkage with reputed organizations. Student's work directly with the client systems and management operations of day to day work of the setting. This helps to expose students to the new learning situations and enable them to develop professional outlook and gain experience, which contribute for their professional development.



CANCER INSTITUTE (WIA)  
Adyar - Chennai



**MAHLE**





# ACADEMIC ACTIVITIES

## CONCURRENT FIELDWORK PRACTICUM-III

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The Concurrent Field Work Practicum - III is for Second year MSW Students (Batch: 2022-2024). The students were placed in various organizations in their respective specializations like Human Resource Management, Community Development & Medical and Psychiatric Social Work. The students are expected to complete 24 Working Days. During this period the students learn & apply the concepts in Sectors/ fields like IT/ Manufacturing/ Service/ Rural- Urban development/ Medical & Psychiatry Organizations

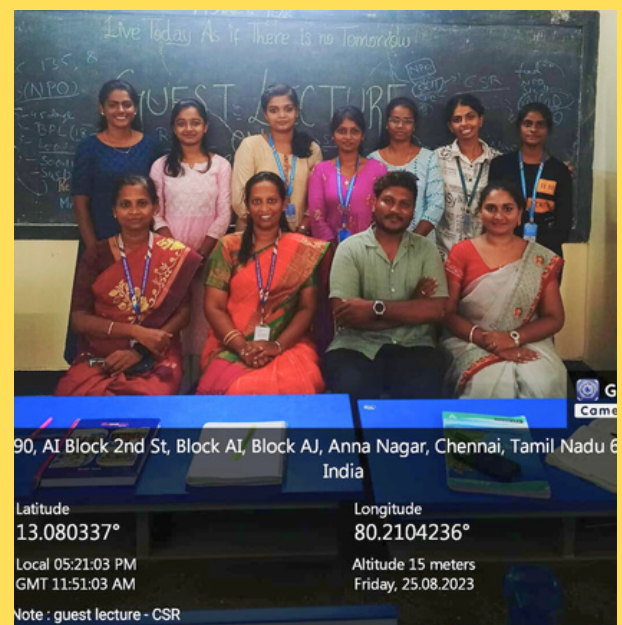
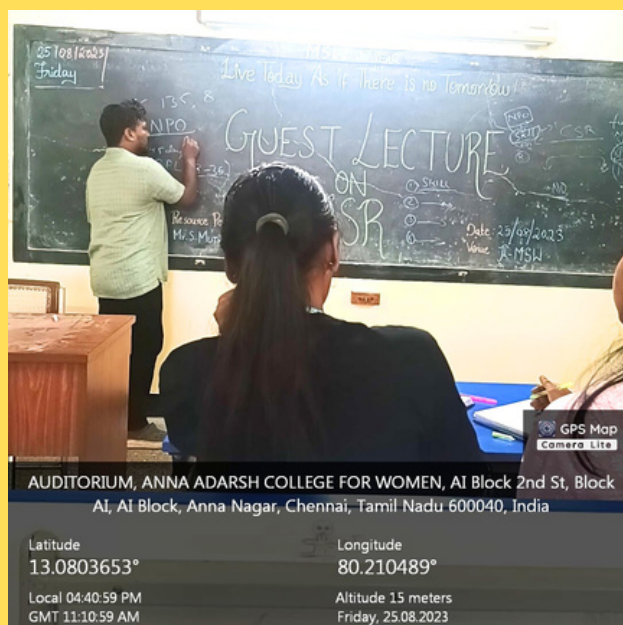


# DEPARTMENT ACTIVITIES

# GUEST LECTURE

## CORPORATE SOCIAL RESPONSIBILITY (CSR)

A Guest Lecture on CORPORATE SOCIAL RESPONSIBILITY – CSR was organized by Shift – II of our Social Work department on 25th August 2023 for Second year MSW Students. Mr. Muthukumar, CSR Manager from Nicola Foundation was the Resource person who provided a comprehensive overview of CSR, NGOs, and NPOs, elucidating their roles in addressing societal challenges. The interactive group activity facilitated through practical application of the concepts discussed by the resource person's insight from Nicola Foundation, the practical implementation of these ideas in the corporate world. This lecture deepened the participants' understanding of how businesses can contribute to social and environmental welfare, and how collaborating with NGOs and NPOs a vital role in achieving these objectives plays.



## GUIDELINES ON RESEARCH REPORT WRITING

A Guest Lecture on GUIDELINES ON RESEARCH REPORT WRITING was organized by Shift – I of our Social Work department on 8th September, 2023. The Lecture was addressed by Dr. A. Arul Paul, Social Welfare Officer, the Department of Epidemiology, Dr. MGR Medical University, Chennai. The session was about how to write a research report, the steps to be taken up for the research topics with dos and don'ts of research report writing. Research Methodology, Formulation of Research problem, Steps to form the research, preparing for the work setup, evaluating and selecting better resources and guidance for the research were discussed briefly in the session. The students gained and learned the steps, the processes and an idea to choose a research topic with the guidelines of writing a research report.



## SOCIAL SECURITY LEGISLATION AND BASIC FUNCTIONS OF HRM

The PG Department of Social Work organized a Guest Lecture on SOCIAL SECURITY LEGISLATION AND BASIC FUNCTIONS OF HRM was addressed by Mr. Balaji , HR Specialist in Payroll & Admin and Welfare Officer, LEGGETT & PLATT Automotive India Pvt. Ltd Chennai on 15th September 2023. The session covered the ESI Act 1948, PF's new amendments, the Payment of Gratuity Act 1972, the Employees Provident Fund and Miscellaneous Provisions Act 1952 and the Basic functions of HRM. The Resource Person shared his valuable knowledge and practical experience on labor laws. Students learnt more and clarified their doubts regarding labor legislations.



## WOMEN'S HEALTH AND HYGIENE

A Guest Lecture on WOMEN'S HEALTH AND HYGIENE was organized by Shift – I of our Social Work department on 22nd September 2023. The Lecture was addressed by Dr. Divya Prakash MBBS, DGO. (MRCOG, London), Consultant Gynecologist, Fertility Specialist & Advanced Laparoscopic Surgeon Fellowship in Cosmetic Gynecology Meridian Hospital. The session was about the menstrual cycle among the young girls. Later on, the resource person focused on various topics which made the students aware of their health. The session was informative and the students understood their own personal health, aware of the various types of cancer and vaccines to prevent the cancer.



## SKILLFULNESS

A Guest lecture on SKILLFULNESS was organized by Shift – II of our Social Work department for the Second year MSW Students on 22nd September 2023. Ms. Dhamayanthi, Transplant Coordinator cum Grief Counselor from Apollo Hospitals focused on the skills of social workers, the concept of empathy in counseling session, SWOT Analysis, about the Johari Window a technique designed to help people for better understanding their relationship with themselves and others, how to be a active listener etc.



## INTERNATIONAL GIRL CHILD DAY PROGRAMME

The “International Day of the Girl Child” was celebrated on 11th October 2023 by Shift – I of our Social Work department. The theme of the program was “Digital Generation, Our Generation, Our Time is Now – Our Rights, Our Future” which highlights the importance of digital literacy and access to technology for girls. The Social Work Students Forum “TULIPS” investiture ceremony was celebrated and distributed the badges to the Forum Office Bearers. The panel discussion was held with a Moderator and 3 Panelists on different topics. Adv. Thilagavathy. R, BA., LLB(HONS) acted as the moderator of the panel discussion. The panelist Ms.Ranjani Pandian, Co- Founder & Personality Development Coach, Brain Genie Trainings addressed on the Role of Digitalization in achieving Gender Equality and participation of Women in Financial Digitalization. The next panelist Mr. Andhridoss, an advocate, politician, TV Debater, and social & labor welfare activist, addressed on the barriers and current situation of Women achieving in Digitalization, also he discussed the period stigma, and the life of women in ancient periods. The Final speech was given by Ms. S Ramya Psychology Faculty, Officers IAS Academy lectured on Maintaining Positive Mental Health in the Digital Era and the pros and cons of digitalization. Various competitions such as Debate, Digital Collage and Mobile Photography were conducted to encourage the students to showcase their talents. The afternoon session was handled by the team of Mr. Harinath Canakapalli CEO, Mr. Cecil Rogers, Regional Manager and Ms. Bharathi Thyagarajan Branch Manager of Intelligent Overseas Education emphasized the advantages of studying abroad.



## DEPARTMENT STUDENT'S FORUM – INAUGURATION & WORKSHOP ON “IMPROVE YOUR HEALTH & WELL-BEING”

The Shift-II student forum Inauguration & the Workshop was organised on 20th October 2023 the Department of Social Work and the Department of Psychology in collaboration with Shadithya Hospital, Pallavaram. The event was presided over by the chief guest, Dr. Mythili Prathap, MBBS, MRC PSYCH Consultant Psychiatrist, Associate Medical Director. The student forum named as 'PEARL' which stands for “Professionally Enriching, Achievable, and Resourceful Learners” along with Logo Release and distribution of the badges to the Forum Officer Bearers was done in presence of the dignitaries. The workshop was focused on the well – being of One's Mental Health which was addressed by the team members of Shadithya Hospitals.



Dinamani-22.10.2023

### கல்லூரி மாணவிகளுக்கு உளவியல் நலன் மேம்பாட்டுப் பயிலரங்கம்



அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சாதித்தியா உளவியல் மருத்துவமனை ஆகியவை இணைந்து நடத்திய 'மாணவிகளுக்கான நல மேம்பாடு, நல்வாழ்வு' எனும் தலைப்பிலான பயிலரங்கத்தில் பங்கேற்ற மாணவிகளுடன், மருத்துவமனையின் தலைமை மருத்துவர் மைதிலி பிரதாப், கல்லூரி துணை முதல்வர் மீனாகுமாரி, துணைத் தலைவர்கள் ஜிவந்தி, பத்மலட்சுமி.

சென்னை, அக். 21: சென்னை அண்ணாநகரில் உள்ள அண்ணா ஆதர்ஷ் மகளிர் கல்லூரியில் மாணவிகளின் நலனை மேம்படுத்தும் நோக்கில் உளவியல் குறித்த பயிலரங்கம் அண்மையில் நடைபெற்றது. கல்லூரியின் முதுநிலை சமூக

உளவியல் மருத்துவமனையுடன் இணைந்து 'மாணவிகளுக்கான நல மேம்பாடு மற்றும் நல்வாழ்வு' என்ற தலைப்பில் இந்தப் பயிலரங்கம் நடைபெற்றது. இதில் நல்வாழ்விற்கு தேவையான உறக்கம், ஆரோக்கியமான உணவுப் பழக்கம், கைப்பேசி

அப்பயிலரங்கத்தில் கற்றுத் தரப்பட்டன. இந்நிகழ்வில் சாதித்தியா உளவியல் மருத்துவமனையின் தலைமை மருத்துவர் மைதிலி பிரதாப், கல்லூரியின் துணை முதல்வர் மீனாகுமாரி, கல்லூரி துணைத் தலைவர்கள் ஜிவந்தி மற்றும்



# STUDENT'S ACHIEVEMENT

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## SHIFT-I

**Tharuni. K** and **Akshaya Caroline T. P.** , II MSW have won 2nd prize in Paper Presentation in Chevalier T. Thomas Elizabeth College for Women, National students conference on Empowering women through Education, Ethics and Economic Development, On the topic of Role of social media and its impact on women's society.



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**Priya. S-** II-MSW Madras University  
Cricket Zone B Runner up and Inter  
Zone player of Madras University.



# STUDENT'S ACHIEVEMENT

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## SHIFT-II

**Ms. Malavika. M. A., II- MSW** has won First Place in the On Stage Event – Pros & Cons organized by PG Department of Social Work as a part of the Inter- Collegiate Cultural Event “Social Synergy 2023” at Sindhi College on 13th October 2023.



# STUDENT'S CORNER

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## SHIFT-I

**Arthi A and Tharuni K II- MSW** have a YouTube channel named  
Cha ! We Did Again

<https://youtu.be/7Yl4dnjqxB8?si=4kkru8MBe-5m9ro5>



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**Meena L I-MSW** ,I engaged myself doing frame works, keychains and jewellery making. Although this is just a hobby to some people, I engage myself to art because beneficial for me. In time when I experience anxiety and depression doing crafts works allow me to understand myself. I started my crafts works in my UG final year . I have learnt this work from my friend. This is very helpful for my financial need.



# STUDENT'S CORNER

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## SHIFT-II

### **Aishwarya Lakshmi S** II-MSW

I'm a make-up artist, Beautician and fashion designer. I have done more than 200 bridal makeover . As an artist I use professional brands to my brides to ensure their safety without any damages. The work I do mainly is based on the client's requirements and choices. And the packages are affordable and budget friendly .Do follow us on Instagram [glownblushbyaish](#).



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### **K.NIVEATHA** II-MSW

I used to draw and paint since 7th standard. I do believe in the statement "Art is a therapy". I used to draw whenever I feel down or stressed because it alleviates my stressed situations. I used to listen to songs and draw/paint which helps me to cope up with my situation and make me relaxed.



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### **Lakshana. M,** II MSW

I'm dedicated MSW professional with a penchant for creative freelancing in UI/UX designing, invitation creation, and digital design. With a strong passion for combining social work with innovative digital solutions, she brings a unique perspective to her projects, delivering impactful designs tailored to her clients' needs.



# STUDENT'S CORNER

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## SHIFT-II

**NETHRAA.K.R,** I MSW

I'm specialized in video editing with a passion for creating captivating visual content. I enjoy in creating poster, invitation, and newsletters, leveraging mobile app to design those stuffs.



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**NITHYASREE.G,** I MSW

My extra curricular activities are video editing which includes invitation making, certificates and video making .



# STUDENT'S CORNER

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## SHIFT-II

**SWEATHA.S, I MSW**

My extra curricular activities hand craft and Mehandi. The hand craft includes photo frames, mini gifts and flowers bouquet. The prices based on the size. The frame starting price from 350.



**SHIVANI. K, I MSW**

My extracurricular activities include baking. I bake brownies and sell them. My insta page of brownie is @brownie\_house.\_



**THENMOZHI. S I MSW**

My extra curricular activities are Mobile photography which includes composed shots, manipulate lighting, and edit images to create captivating visuals. Each photo captures an unique moment, showcasing creativity and storytelling through the lens of my mobile device.



# STUDENT'S PLACEMENTS

## SHIFT-II (BATCH : 2021-2023)

**Ms.Aswini.V**  
HR Recruiter  
Flipkart



**Ms.Pillai Swati Packirisamy Kanchana**  
Social Worker In-Charge  
Athulya Assisted living,  
Arumbakkam



**Ms.Pooja .J**  
Talent Acquisition Executive,  
Covenant Group Kosma One,  
Ambattur



**Ms.Priyadharshini.R**  
Social Worker In-Charge  
Athulya Assisted Living,  
Neelankarai



# STUDENT'S PLACEMENTS SHIFT-II (BATCH : 2021-2023)

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**Ms.Shanmathi R**  
Trainer cum counsellor  
Magic Bus India Foundation ,  
Thousand lights



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**Ms.Sherly Preijitha.P**  
Junior Executive,  
Central Recruitment team HR  
Kauvery Hospital, Mylapore



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**Ms.Swetha.S**  
Qualitative researcher,  
MAMTA Health Institute for Mother and Child



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**Ms.Vanmathi .B**  
HR Executive  
TEKRAA. Management Services Pvt. Ltd.





# STAFF EDITOR

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## SHIFT-II

**Alone we can do so little; together we can do so much -  
Helen Keller.**

Being an Editing lover I'm happy to put forward our Department's functioning for this Odd Semester - November 2023 Newsletter. I thank the Management of AACW , my HoD & other faculty members and my dear students for coming together by caring throughout the success of the events. Owing the name "WE CHANGERS" I hope all our budding Social Workers' to look out for people and bring the Change.



Ms. K. Pavithra Bharathi  
Assistant Professor  
Department of Social Work, Shift-II  
Anna Adarsh College for Women, Anna nagar



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## STUDENT EDITORS

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K. R. Nethraa  
I MSW, Shift -II  
Anna Adarsh College for Women.



Nithyasree. G  
I MSW, Shift -II  
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# GALLERY



# GALLERY



