

**An Autonomous & Co-Educational Institution** Re-Accredited with "A" grade by NAAC (3rd Cycle) **Govindarajan Campus, Thiruppalai Madurai-625014** 

### YADAVA COLLEGE NEWSLINE

YCNL

(A Quarterly Newsletter)

June, July, August - 2024



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#### **A Brief History**

The Yadava Kalvi Nidhi was established by a few leading service minded Yadava community people in the year 1962. The aim of the fund was to award scholarships and supply books to the deserving Yadava students. Soon, the importance of higher education for the socially and educationally backward Yadava Community people was felt which led to the establishment of the Yadava College in the year 1969. The management constituted by the elected members of the general body since 1971 administers the college. The College which started with less than 100 students during the inception year now boasts off more than 3300 students

#### **Greetings**





The college is dedicated for the overall development of students. Besides the academic development, other aspects such as communication skills, leadership qualities, self-discipline are being focused. It is a matter of immense pleasure that the students of our college are attaining excellence in all the fields of academic, cultural and sports which can be seen by the number of university merit positions secured by our students and awards in the field of sports and cultural activities. The ambience of the college is just right for the teaching and learning process to be effective and rewarding.

#### Thiru . R.V.N. KANNAN Secretary



I strongly believe in innovative methods of education, which can foster leadership and accountability in this challenging era of 21st century. Our sole aim is to encourage the personal, social, physical, ethical and academic well-being of all our students, besides academic excellence. Our goal is to develop scholarly students with great self-discipline, intense perseverance and zeal to excel to meet challenges of the modern society.

#### Dr. C. RAJU Principal (i/c)



Education is a multi-stage process of building character, acquiring knowledge and improving skills for life-long learning to lead a happy and peaceful life. The education is discipline-specific and outcome based, which involves the application of basic principles of Mathematics and Science and also Arts to solve practical problems, to innovate newer ideas for providing feasible solutions to the futuristic challenges.

#### 🖋 Editorial Team

#### Dr.D.Geetha, Head & Asst.Professor

Dr. M. Navanneethakrishnan, Asst. Professor

Mr. R. Shanmugaraj, Asst. Professor

Mr. A.G. Gokulsankar, Asst. Professor

Mrs. M. Deepika, Asst. Professor

Mr. A. Srinivasan, Computer Supervisor



s.no.	ACTIVITY	DATE
1	Genaration Z: Re - Thinking Teaching and Learning	14.06.2024
2	Anemia Awareness and HB Screening for Girl Students	20.06.2024
3	Free Eye Test Camp	20.06.2024
4	International Yoga Day	21.06.2024
5	Orientation Programme for Freshers	24.06.2024
6	International Day Against Drug Abuse and Illicit Trafficking	26.06.2024
7	Unlock Your Future	28.06.2024
8	Chartered Accountants Day	01.07.2024
9	Enhancing Communication Skills	05.07.2024
10	Orientation Programme for NCC - Cadets	18.07.2024
11	45th Graduation Day	24.07.2024
12	Career Opportunities for Commerce Professionals	31.07.2024
13	Workshop on Statistical Computing Using SPSS	07.08.2024
14	Faculty Development Programme - Where You Are and Where You Want To Be	10.08.2024
15	Orientation Programme for Freshers - NSS	12.08.2024
16	Women Safety Our Priority - NSS	12.08.2024
17	Anti - Drug Awareness Programme - NSS	12.08.2024
18	78th Independence Day Celebration	15.08.2024
19	மகாபாரதத்தில் மேலாண்மையின் கூற்று	16.08.2024

### GENARATION Z : RE - THINKING AND LEARNING

June 14, 2024

T.Rajendranar Yadav Auditorium



On June 14, 2024, the Internal Quality Assurance Cell (IQAC) of Yadava College organized a seminar titled "Generation Z: Rethinking Teaching and Learning." This event aimed to explore the unique characteristics, learning styles, and preferences of Generation Z students and how educators can adapt their approaches accordingly.

Dr.A.D.Paranthaman, Co-Ordinator IQAC, welcomed the gathering. Dr.C.Raju, Principal (i/c), delivered the presidential address. Thiru S.Jeyaraman, President, Thiru R.V.N.Kannan, Secretary, Thiru C.Krishnavel, Treasurer, Yadava College felicitated the function. Dr.A.Rajagopal, Director of Self-Financing courses felicitated the function.







Thiru K P. Navanneethakrishnan, Former Secretary & Correspondent, Yadava College & Chairman, Hotel Park Plaza, Madurai & Chennai, delivered the special address. Dr. Priyatharsini Rajendran delivered the keynote address on "Generation Z: Rethinking Teaching and Learning." The key highlights of the seminar are Understanding Generation Z: Experts provided insights into the distinctive traits of Generation Z, including their digital fluency, collaborative nature, and preference for interactive learning environments.





This seminar reinforced Yadava College's commitment to fostering an innovative learning environment that meets the demands of a new generation, ensuring that both faculty and students thrive in an ever-changing educational landscape. Dr.D.Geetha, Assistant Co-Ordinator, IQAC proposed the vote of thanks.

### ANEMIA AWARENESS AND HB SCREENING FOR THE GIRL STUDENTS

June 20, 2024

T.Rajendranar Yadav Auditorium





The Women Students' Welfare Committee, Yadava College, Madurai and Rotary Club of Madurai Mid-Town & Life Care Diagnostics organized an awareness camp on anemia and HB screening for the girl students on 20 June, 2024.

Miss.K.A.Safeekha, II M.Sc (Physics) welcomed the gathering. Dr. C. Raju, the Principal (i/c), presided over the event. Mr. R.V.N.Kannan, Secretary of the College, D.Sivasankar, President, Madurai Rotary Club of Madurai Mid-Town; Rtn.T. Leninkumar, Secretary, Rotary Club of Madurai Mid-Town; and Dr.A.Rajagopal, Director of Self-Financing courses delivered the felicitation address.

Dr.T.Devaki, Co-Ordinator of WSWC, delivered the purpose of the event. On this occasion,

Thiru.K.P. Navanneethakrishnan, Former Secretary and Correspondent of Yadava College and Chairman, Park Plaza Group of Hotels - Madurai & Chennai, shared his thoughts about how women should take care of their health and protect themselves by boosting up their immune system. Finally, Miss C. Chandrapriya, III BA English, delivered the vote of thanks. Totally 248 students and 55 staff members were the beneficiaries. The event was jointly organized by the Yadava College Women Students' Welfare Committee and Madurai Rotary Club of Madurai Mid-Town & Life Care Diagnostics.





### FREE EYE TEST CAMP

The Department of English (Aided), Yadava College, in collaboration with the Rotary Club of Madurai Mid Town and Mano Opticals, organized a Free Eye Test Camp for the students on 20 June, 2024, at D. Nagendiran Yadav Auditorium.



Thiru K.P. Navanneethakrishnan, Former Secretary & Correspondent, Yadava College & Chairman Hotel Park Plaza-Madurai & Chennai, inaugurated the camp with a special address.

Thiru R.V.N. Kannan, Secretary, felicitated the gathering, and Dr.C. Raju, Principal (i/c), presided over the function. Rtn. D. Sivakumar, President and Rtn.T. Leninkumar, Secretary, Rotary Club of Madurai Mid-Town complimented the programme with their address. Dr. A. Rajagopal, Director, Self-financing

the function. Rtn. D. Sivakumar, President and Rtn.T. Leninkumar, Secretary, Rotary Club of Madural Mid-Town complimented the programme with their address. Dr. A. Rajagopal, Director, Self-financing Courses and the faculty members of the Department of English (Aided) were present.



Earlier, Mr.S.Utchimakali, B.A. (Tamil) welcomed the gathering and Miss.K.Sarika, II B.Sc., (Chemistry) delivered the vote of thanks. Mr.K.Visakaroopan from II B.Com IT, convened the programme by emceeing the ceremony. Around 25 faculty members and 210 students got benefitted from the camp.

#### INTERNATIONAL YOGA DAY



Govindarajan Campus Ground

7 Tamil Nadu Battalion NCC, Company-C9 NCC of Yadava College and Isha Yoga Centre, Madurai jointly organized International Yoga Day -24 celebration on June 21, 2024, at Govindarajan Campus Ground. Dr.C.Raju, Principal (i/c) and Lt. Col. L.S. Bandhari Adm. Officer presided over the function.

Thiru. S. Jeyaraman, President of Yadava College and Thiru. R.V.N.Kannan, Secretary of Yadava College felicitated the programme.

Thiru K.P.Navanneethakrishnan, Former Secretary & Correspondent, Yadava College and Chairman, Hotel Park Plaza – Madurai & Chennai graced the occasion with his valuable words to the cadets.

NCC C9, Yadava College, 7 TN BN NCC
INTERNATIONAL YOGA DAY 2024 X4PQ+FRH, Tiruppala, Madural, Tamil
Nadu 625014, India

A faculty member from Isha Yoga Centre demonstrated the yoga postures to the cadets. Dr. A. Rajagopal, Director, Self-Financing Courses and JCOs & NCOs of 7 TN BN NCC were present. 245 cadets from colleges and schools in Madurai participated in this programme. The event was successfully organized by cadets of Yadava College under the guidance of Lt. Dr. M.Yathirajan.

4PQ+FRH, Tiruppalai, Madurai, Tamil



# ORIENTATION PROGRAMME FOR FRESHERS

**JUNE 24, 2024** 



Yadava College, Madurai, organized an orientation programme for the first - year students on 24 June, 2024. Dr. A. Rajagopal, Director, Self-Financing Courses, welcomed the august gathering. The event was presided over by Dr. C. Raju, Principal (i/c) of the college. The governing body members of Yadavar Kalvinithi, Thiru. C. Jeyaraman, President; Thiru.S.P. Sivaramakrishnan, Vice-President; Thiru.R.V.N.Kannan, Secretary; Thiru.S.Muthukrishnan @ Kittu, Joint-Secretary; Thiru.C.Krishnavel, Treasurer; and the Executive Members, Thiru. K.N.Maniselvan, Thiru. V. Balakrishnan, Thiru. P. Senthil, Dr.R.Gopal, and Thiru. P.Sekar felicitated





The special address was given by
Thiru. K.P. Navanneethakrishnan, Former Secretary
and Correspondent of Yadava College. He urged
students to realise the condition of their parents and
act accordingly. By quoting "An aimless journey is
like a lifeless tree", he pointed out that students
should possess aim and reach heights in their life.
Dr. M. Balasubramanian, Controller of
Examinations and Dr.M.Azhagappan, DeanAcademic Affairs explained the rules and regulations
of the college. Dr.T. Devaki, Coordinator of
Women Student's Welfare Committee detailed the
activities of various committees related to girl
students. Dr. A.D. Paranthaman, CoordinatorIQAC, proposed the vote of thanks.





### INTERNATIONAL DAY AGAINST DRUG ABUSE AND ILLICIT TRAFFICKING

The National Cadet Corps of Yadava College organized a significant event "International Day against Drug Abuse and Illicit Trafficking" in collaboration with Iyengaran Faith Care Centre and D4 - Thiruppalai Police Station, Madurai City on 26 June, 2024. Lt. Dr.M.Yathirajan welcomed the gathering. Dr.C. Raju, Principal (i/c) of the college presided over the event.Thiru. R.V.N. Kannan, Secretary of the College and Mr. M.S.lyengaran, Managing Director of Iyengaran Faith Care Centre felicitated the programme. Anti-Drug Awareness Rally was

K.P.Navanneethakrishnan from Yadava College to Thiruppalai.

flagged off by Thiru.

Mrs. Rejina, Inspector of Police, D4 Thriuppalai Police Station, gave a lecture on 'Drug Awareness' to the public and inaugurated the signature movement against drug at Thiruppalai bus stop.





Dr.A.Rajagopal, Director, Self Financing Courses proposed the vote of thanks. The event was organised by Mr.S.Raja, Project Director, Iyengaran Faith Care Centre and the NCC Cadets of Yadava College.

26 June 2024



# UNLOCK YOUR FUTURE





June 28, 2024

**Smart Class Room** 



A comprehensive seminar was conducted by the Department of Commerce, Centre for Higher Research, Yadava College, Madurai on 28 June, 2024 at Smart Classroom. Dr. C. Raju, Principal (i/c) of the college, presided over the function. Thiru R.V.N. Kannan, Secretary of the college, felicitated the programme. The chief guest Thiru. K.P. Navanneethakrishnan, Former Secretary and Correspondent of Yadava College & Chairman, Park Plaza group of hotels, strongly assured that the students of Yadava College will get 100%

Chairman, Park Plaza group of hotels, strongly assured that the students of Yadava College will get 100% placement in future.

The keynote speaker, Mr. PA. Balan, Chairman, Padmarajam Institute of Management, enlightened the students on CA/CMA/ACS and ACCA courses for their future endeavours.

Dr. M. Balasubramanian and faculty members of the department arranged the programmme in a successful manner. Around 110 students participated in this programme.







Yadava College (Autonomous), Department of Commerce (Centre for Higher Research) organized a one-day seminar on "Chartered Accounts Day" on 01 July, 2024. The programme commenced at 02.00 PM with the welcome address by V.M. Dharunika III B.Com (NCA) student, introduced the chief guest by Dr. M. Balasubramaniam, Head of the Department of Commerce, Dr. C. Raju, Principal (i/c), presided over the function. Thiru R.V.N. Kannan, Secretary of the college, facilitated the chief guest, Shri. CA.T. Balasubramanian, Chartered Accountants, Sivamani & Co., Madurai. He gave a special lecture on the topic "Ice breaking the Youth in Commerce".



E. Sakthi, III B.Com (NCA) student, delivered the vote of thanks. Around 110 students participated in this programme.

## ENHANCING COMMUNICATION SKILLS

#### T.RAJENDRANAR YADAV AUDITORIUM

Friday, July 5, 2024



The Department of English (Aided), Yadava College, Madurai, organized a seminar on Enhancing Communication Skills on 5th July 2024 at T.Rajendran Yadav Conference Hall. Mr.P.Yuvaraj of II BSc Mathematics delivered the welcome address. Dr.C.Raju, Principal (i/c) of Yadava College, Madurai, felicitated the programme and introduced the key-note speaker. Thiru. R.V.N.Kannan, Secretary of the college, felicitated the programme and encouraged students to develop their communication.



Thiru.K. P.Navanneethakrishnan, Former Secretary and Correspondent of Yadava College, enlightened the students with his special address. He motivated them to practice English daily. He said that in today's competitive world, one who is well equipped with good language skill only can achieve. Dr. S.Venkateswaran, Formely Professor and Director, Regional Institute of English, Bengaluru delivered the keynote address on Enhancing Communication Skills.

He presented his lecture on the significant roles played by the English Language in the world. Being a retired professor, he enthusiastically mingled with the students and gave a list of ideas to enrich their communication. He also shared his profound thoughts on how the language helps to develop the all-round performance of a personality in the modern world. Around 150 students from the departments of Mathematics, History, and Tamil participated in the seminar and actively clarified their doubts.

Mr. T.Manojkumar of I BA History proposed the vote of thanks.

Mr. A.Pavithran of II BA Tamil mastered the ceremony.

#### NCC





The Lt. Dr. R. Ganaprakasam, Associate NCC Officer, Tamil Nadu Govt. Polytechnic, Madurai delivered the special address to the students. The event was successfully arranged by Cadets of Yadava College, under the guidance of Lt. Dr. M. Yathirajan.

7 Tamil Nadu Battalion NCC, Company-C9 NCC of Yadava College organised "Orientation Programme on NCC" on 18th July 2024 at T. Rajendranar Conference Hall. Dr.C.Raju, Principal (i/c) presided over the function. Thiru. R.V.N.Kannan, Secretary of Yadava College and Dr. A. Rajagopal, Director, Self-Financing Courses felicitated the programme. Thiru K.P.Navanneethakrishnan, Former Secretary & Correspondent, Yadava College and Chairman, Hotel Park Plaza – Madurai & Chennai graced the occasion with his valuable words to the cadets.



## 45th GRADUATION DAY







The 45th Graduation Day of Yadava College (Autonomous), Madurai, was held on 24th July 2024 at Thiru.R.Ponnaiah Konar Block Auditorium. The graduation ceremony commenced with the procession of the dignitaries Mr.S.Jeyaraman, President of Yadavar Kalvi Nithi, Mr.RVN.Kannan, Secretary of Yadavar Kalvi Nithi, the chief guest

Mr.K.P.Navanneethakrishnan, Former Secretary and Correspondent of Yadava College, Dr.C.Raju, Principal (i/c) of Yadava College,

Dr.M.Balasubramanian, Controller of Examinations and all the Heads of the departments.

Mr.S.P.Sivaramakrishnan, Vice-president of Yadavar Kalvi Nidhi, Mr.S.Muthukrishnan@Kittu, Joint-Secretary of Yadavar Kalvi Nidhi, Mr.C.Krishnavel, Treasurer of Yadavar Kalvi Nithi and the Executive Committee members Mr.N.Maniselvan,

Mr.V.Balakrishnan, Mr.P.Senthil, Mr.R.Gopal and Mr.P.Sekar graced the occasion. The event started with the Thamizh Thai Vazhthu. Dr.C.Raju, Principal (i/c) of Yadava College presided over the function. The Secretary of Yadava College, Mr.R.V.N.Kannan welcomed the gathering and extended his gratitude to the graduates and their families.

Thiru.K.P.Navanneethakrishnan, the esteemed guest speaker, delivered a motivational speech on the pivotal role of students in society. Throughout his discourse, he referenced the renowned quote by Dr.A.P.J.Abdul Kalam, stating "Dream is not that which you see while sleeping, it is something that does not let you sleep", a phrase that continues to inspire countless youngsters. He urged the graduating students to strive for excellence in their respective fields and bring honour to their families. He extended his sincere congratulations and admiration to all the graduates. Subsequently, the ceremony proceeded with the conferral of degree certificates to 801 students. The graduates took an oath, and the event culminated with the singing of the National Anthem. The academic procession, comprising guests, faculty, and graduates, then exited the venue.

**F.Rajendranar Yadav** 

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# CAREER OPPORTUNITIES FOR COMMERCE PROFESSIONALS

Yadava College (Autonomous), Department of Commerce (Centre for Higher Research) organized a one-day seminar on "Career Opportunities for Commerce Professionals – in Accounting Sector" on 31 July, 2024. The programme started at 02.10 PM with a welcome address by S. Prabha of II B.Com (CA).

Dr. M. Balasubramaniam, Head of the Department of Commerce, introduced the chief guest.

Dr. C. Raju, Principal (i/c), presided over the function. Thiru R.V.N. Kannan, Secretary of the college felicitated the chief guest. Shri. K. Rajmohan, Centre Director, ICA EDU skills Pvt. Ltd.. gave special lecture on the topic, "Career Opportunities for Commerce Professionals – in Accounting sector".

E. Sakthi of III B.Com (NCA) student, delivered the vote of thanks. Around 110 students participated in this programme.



## WORKSHOP ON STATISTICAL COMPUTING USING SPSS







Yadava College (Autonomous), Department of Commerce (Centre for Higher Research), organized a one-day workshop on "Workshop on Statistical Computing using SPSS" on 07 August, 2024. The programme started at 10.30 A.M. with a welcome address by S. Prabha II B.Com (CA). Dr. M. Balasubramaniam, Head of the Department of Commerce, introduced the chief guest. Dr. C. Raju, Principal (i/c), presided over the function. Thiru R.V.N. Kannan, Secretary of the college, felicitated the programme.

Dr. S. Vijay Mallikraj, Associate Professor, Department of Management Studies, Solamalai College of Engineering, Madurai, was the chief guest. He delivered a special lecture on the topic "Workshop on Statistical Computing using SPSS", E. Sakthi of III B.Com (NCA), delivered the vote of thanks. Around 33 Students participated in this programme.

August 07, 2024

**Commerce Computing Lab** 

## WHERE YOU ARE AND WHERE YOU WANT TO BE



A Faculty Development Programme focused on motivation for teaching staff members was organized by the Internal Quality Assurance Cell (IQAC) & Women Students' Welfare Committee of Yadava College, Madurai. The programme focused on encouraging teaching staff members skills and abilities.

Dr.A.D. Paranthaman, Co-ordinator - IQAC welcomed the gathering. Dr. C. Raju, the Principal-in-charge, delivered the presidential address followed by the fecilitation of Thiru R.V.N. Kannan, the Secretary, and Dr.A.Rajagopal, - Director of Self-Financing Courses. Dr.P.Nalini, the Additional Co-ordinator of Women Students' Welfare Committee introduced the chief guest.

Thiru K.P.Navanneethakrishnan, Former Secretary and Correspondent, delivered the special address in which he highlighted the importance of faculty development programmes that aim at equipping faculty members with required skills and knowledge. He further added that investment in faculty development translates to improve academic performance for students.

Rtn. Prof.Afroze S.H.,Soft Skill Trainer & Life Coach, RC BHEL City, Tiruchirappalli, delivered the motivational address to the staff members. She motivated the staff members that the experience is their first and best teacher, a powerful source of information tailored exactly for them, and an asset in creating the life they want.

She explained how planning is a means of bridging the gap between the present and the future position. She illustrated her points with real life examples, and she finished her speech by saying that the individual alone is responsible for taking actions. She encouraged the staff members to make a commitment to start working towards their aspirations immediately and utilizing the insights gained to create the life they have envisioned.



Dr.T.Devaki, Co- Ordinator of Women Students' Welfare Committee, delivered the vote of thanks. 162 Staff Members were the beneficiaries.

#### T.Rajendranar yadav Auditorium

**IQAC & Women's Student Welfare Committee** 



## NSS - ORIENTATION PROGRAMME FOR FRESHERS

The National Service Scheme of Yadava College, Madurai organized an Orientation Programme for the newly joined NSS Volunteers on 12 August, 2024 at T.Rajendranar Yadav Conference Hall. The welcome address was delivered by Dr.K.Veerapandiyan, NSS Co-Ordinator. Dr.C.Raju, Principal-in-charge of the college presided over the occasion.

Thiru R.V.N. Kannan, Secretary of the college, and Dr.A.Rajagopal, Director, Self-financing Courses felicitated the programme.

Thiru.K.P.Navanneethakrishnan, Former Secretary and Correspondent of Yadava College inaugurated the ceremony and outlined the duties of youngsters in the society.

August 12, 2024 at T.Rajendranar Yadav Auditorium

He motivated the students to render selfless service, respect for the other's point of view, and consideration for fellow humans. Dr.M.Pandi, NSS Co-ordinator, Madurai Kamaraj University, Madurai delivered the orientation day address. He highlighted the significant contributions of NSS students to the college and the society. Totally, 350 NSS students have participated in the event. Prof.K.Kothai Selvi, Programme Officer proposed the vote of thanks. The event was organised by the Programme Officers of Yadava College.



## WOMEN SAFETY OUR PRIORITY





The National Service Scheme of Yadava College, Madurai organised an event on "Women Safety Our Priority" on 12 August, 2024 at 2.30pm. Dr. K. Veerapandiyan, Co-ordinator of NSS, welcomed the august gathering. The event was presided over by Dr.C.Raju, Principal (i/c), of the college. Thiru.R.V.N.Kannan, Secretary of Yadava College, felicitated the programme. The special address was given by Thiru.K.P.Navanneethakrishnan, Former Secretary and Correspondent of Yadava College. He encouraged students to recognize the significance of women's roles in society and advised them to exhibit courage and resilience in all circumstances. Furthermore, he emphasized the importance of women maintaining a balance between their careers and family life, asserting that success is often unattainable without familial support. Additionally, he urged young women to be aware of their rights to self-defense and to remain vigilant against crimes targeting women.

Mrs.Regena, Inspector of Police, Thiruppalai, Madurai, was the chief guest of this programme. She highlighted several concerns regarding women's safety in the current context and proposed strategies to address these insecure situations. Additionally, she enumerated various initiatives implemented by the Indian Government, aimed at enhancing the safety of women and girls. Furthermore, she referenced specific laws designed to protect women's safety. Dr.A.Muthukarungan, Programme Officer of NSS, proposed the vote of thanks.

>>> NSS <<<

# ANTI-DRUG AWARENESS PROGRAMME

T.Rajendranar Yadav Auditorium





The National Service Scheme of Yadava College, Madurai, organised an event on "Anti-Drug Awareness Programme" on 12 August, 2024 at 11.30 A.M.

Dr.K. Veerapandiyan, Co-ordinator of NSS, welcomed the august gathering. The event was presided over by Dr.C.Raju, Principal i/c of the college.

Thiru.R.V.N.Kannan, Secretary of Yadava College, felicitated the programme. The special address was given by Thiru.K.P.Navanneethakrishnan, Former Secretary and Correspondent of Yadava College.

He reported that India witnesses an average of 10 suicides daily due to drug abuse. Additionally, he noted that a central government report indicated that a substantial number of young people are receiving drug and alcohol prevention messages through various mediums, including television, radio, posters, pamphlets, and movie advertisements. Moreover, the report's special analysis revealed that individuals who have encountered these messages are considerably less prone to engage in drug abuse. Mr.Masthankani, Tahsildar, Madurai North Division, was the chief guest of this programme. He asserted that the youth represent the most significant force within our nation, and it is essential to guide this energy positively to ensure their joyful, healthy, and virtuous lives. The guest emphasized that it is the youth themselves, who can effectuate change by organizing numerous events that promote anti-drug messages, thereby creating a meaningful impact on society.

Dr.S. Mariappan, Programme Officer of NSS, proposed the vote of thanks.

August 15, 2024 Yadava College



Charge of the college welcomed the gathering. Thiru C.Jayaraman, President of Yadava Kalvi Nidhi, presided over the programme. Thiru.S.P.Sivaramakrishnan, Vice-President, Thiru.R.V.N.Kannan, Secretary, Muthukrishnan@Kittu, Joint-

Secretary, Thiru C.Krishnavel, Treasurer and the Executive Members of Yadavar Kalvi Nidhi, Thiru.K.N.Maniselvan, Thiru.P.Senthil, Thiru. V.Balakrishnan, Thiru.R.Gopal and Thiru.P.Sekar graced the occasion.

Thiru.K.P.Navanneethakrishnan, Former Secretary and Correspondent of Yadava College and Chairman, Park Plaza Group of Hotels, Madurai and Chennai, hoisted the National Flag and delivered a special address to the students. He enumerated our ancestors' sacrifices for our independence and encouraged the students to develop patriotism, national unity, and humanistic thoughts. The programme was organized by the faculties and the students of National Cadet Corps, National Service Scheme, and Department of Physical Education. The students performed Silambam, Elocution, Dance, Mime, and Singing on patriotic themes to inculcate nationalistic feelings. Dr.A.Rajagopal, Director of Self-Financing Courses, proposed the vote of thanks. Professors from all the departments, non-teaching staff, and students attended the programme enthusiastically.





### மகாபாரதத்தில் மேலாண்மையின் கூற்று



16 August, 2024 T.Rajendranar Yadav Auditorium Yadava College (Autonomous),
Department of Commerce (Centre for
Higher Research) organized a one-day
seminar on " மகாபாரதத்தில் மேலாண்மையின் கூற்று"
16 August, 2024. The programme started at
10.20 A.M. with the welcome address by
Y.Parthibhan of III B.Com, and
Dr. M. Balasubramaniam, Head of the
Department of Commerce, introduced the
chief guest.



Dr. C.Raju, Principal (i/c) presided over the function. Thiru. R.V.N. Kannan, Secretary of the college felicitated the programme.

Shri. Vamsidharidhasan / Vijayaragavan was the chief guest. He gave special lecture on the topic "மகாபாரத்தில் மேலாண்மையின் கூற்று" T.Sowmiya of III B.Com (NCA), delivered the vote of thanks.

Around 100 students participated in this programme.

#### Vision & Mission

**VISION** 

• To impart futuristic arts and science education of global standards to the youths of all sections of society and empowering them with scientific, humanistic, and ethical outlook, so as to improve the quality of life of the human race.

**MISSION** 

• To provide quality higher education and research facilities to the youths belonging to the underprivileged sections of the society cutting across barriers of caste, community, and religion so as to mould them intellectually as sound, socially responsible, and ethically strong citizens.

#### Goals & Objectives

**GOALS** 

- To increase the life opportunities of individuals and the productivity of organization.
- To strengthen the development and employability of the students.
- To contribute to the growth and economic development of the region.

**OBJECTIVES** 

- To equip the students with updated subject knowledge in the programmes.
- To bring out the innate talents of the students.
- To instill confidence among the taught to take up different jobs.
- To mould students as self employable through job-oriented courses.
- To develop the soft skills of the students through intensive training in communicative skills, leadership quality, personality development, and character, and capacity building.
- To adapt the students and teachers to the changes in new subjects and topics with suitable trainings so as to enable them to face the competitions in the job market at home and abroad.
- To concentrate on the over all development of individuals to shape them as good citizens.
- The college provides priority to realize gender parity and empower men and women so as to enable them to face challenges in their lives.

#### **Best Practices**

- Green Card system.
- Providing hygienic food at the low cost rate in the college hostels.

#### Come Visit Us!

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