Respected Dr. G. Viswanathan, Chancellor, Vellore Institute of Technology University, Vellore, the President of the 86th College Day Function, Shri. P.R. Ramasubrahmaneya Rajha, Chairman and Managing Director, Madras Cements Ltd., Chennai, the Chief Guest of this function, Rev. Fr. K. Amal, S.J., Rector, Rev. Dr. C. Joe Arun, S.J., Secretary, Rev. Dr. S. Arockiasamy, S.J., Deputy Principal, Prof. G. Ramamurthy,

Vice Principal, Officials of the College, Rev. Fathers, Sisters, Members of the teaching and non teaching fraternity, Alumni/nae, Parents, Benefactors, members from Press and my dear students. Good morning to all of you.

With immense pleasure, I present the annual report for the academic year 2010-11.

At this historic moment, I want to express my sincere gratitude to all the great men and women who have done yeoman and dedicated service that has made Loyola stand tall and committed to the ideals for which the college was founded.

In Jesuit education, particular care is given to the development of the imaginative, the affective, and the creative dimensions of each student in all courses of study. These dimensions enrich learning and prevent it from being merely intellectual. They are essential in the formation of the whole person and are a way to discover God as He reveals Himself through beauty. For these same reasons, Jesuit education includes opportunities -through course work and through extracurricular activities - for all students to come to an appreciation of literature, aesthetics, music and the fine arts.

Characteristics of Jesuit Education

The report I am presenting before you, dear friends, has the dimensions mentioned in the characteristics of Jesuit Education. The New academic year 2010-11 began with

Rev. Dr. B. Jeyaraj, S.J. taking over the reins from Rev. Dr. A. Albert Muthumalai, S.J. as Principal of the college and Rev. Dr. C. Joe Arun, S.J. from Rev. Dr. Peter Xavier, S.J., as Secretary of the college. I thank wholeheartedly the two great stalwarts who worked tirelessly for taking Loyola to greater heights. It was their indefatigable spirit and total commitment to the cause of Loyola, which kept the flag of Loyola flying high.

THRUST AREAS OF THE COLLEGE:

The College has taken mentoring, remedial and restructuring more seriously during this academic year. Mentoring has been strengthened through training of teachers keeping in mind the first generation students and the students from the marginalized sections of the society. The college has laid more stress on remedial/tutorial. The students who are weak in English were identified and given regular coaching in English. The departments were involved in conducting the remedial programme for the academically weaker students. The college has constituted a restructuring committee and they are revisiting teaching, learning and evaluation programmes of the departments.

ENHANCING THE INFRASTRUCTURE

Responding to the needs of the student and staff of the College we have improved infrastructure in many ways. In an effort to enhance better teaching the college has provided computers and LCDs and networking to the departments. And we have new more smart class rooms with state-of-the art facilities and equipments. Canteen and its complementary structures have been refurnished to accommodate more students. More food stalls have been included to give students more choice in food and services.

To respond to the felt need of the students we have provided drinking water through RO system in all the floors of the main buildings. We have spent time and energy in upgrading the public address system. In this connection, the sound system and lighting in Bertram Hall has been improved enormously. Lighting in the Campus is gradually being improved. Another area that has attracted our attention this year is cleaning and maintenance. We have outsourced the cleaning services that has improved to a greater extent cleanliness in the campus. We have upgraded electricity power to provided uninterrupted supply of electricity. In an effort to provide internet facility we have added devices and have built network connections in the
entire campus and now we have connectivity uninterrupted. The change of security system and services in the college has seen a significant change in the ways we manage the inflow and outflow of traffic.

CHANGE OF GUARDS

01. Rev. Dr. C. Joe Arun, S.J., was appointed as the Secretary of the College in the place of Rev. Dr. Peter Xavier, S.J. We thank the tireless service rendered by Rev. Dr. Peter Xavier to this institution in developing the infrastructure, for beautifying the campus, and for everything to the betterment of student community in this college.

02. Rev. Dr. Boniface Jeyaraj, S.J., was appointed as the Principal of the College in the place of Rev. Dr. A. Albert Muthumalai, S.J. We thank the cool, committed and compassionate Fr. Albert Muthumalai, who had a long innings of 6 years in our College. He was mainly instrumental in bringing RCDA to our campus. During his tenure, our College got A+ status in NAAC accreditation and was awarded the rare honour of College with the potential for Excellence.

03. Rev. Dr. S. Arockiasamy, S.J., was appointed as the Deputy Principal of the College in the place of Rev. Dr. John Pragasam, S.J.

04. Rev. Fr. Samuel Jeyaseelan, S.J., was appointed as the Controller of Examinations in the place of Rev. Dr. B. Jeyaraj, S.J.

05. Rev. Dr. Maria Joseph Mahalingam, S.J., took over from Rev. Dr. S. Arockiasamy, S.J., as the Vice Principal of Shift-II

06. Rev. Dr. G. Joseph Antonysamy, S.J., assumed charge as the Director-Outreach and Vice Principal-Attendance and Scholarship from the hands of Rev. Dr. Xavier Vedam, S.J. and Rev. Dr. Albert William, S.J. respectively.

07. Rev. Dr. Albert William, S.J., took over as the Director-PULC, and International Programme from Rev. Dr. S. Arockiasamy, S.J. and Rev. Dr. C. Joe Arun S.J., respectively.

08. Prof. I.A.J. Jeyadoss became the new Dean of Students in place of Dr. K.S. Antonysamy.

09. Dr. A. Jeya Rajendran became the new Dean of Women students in place of Prof. Mary Swarnambal.

10. Dr. B. Joseph Jayaraj, became the new Dean of Commerce and assumed additional charge as the Coordinator, Commerce Shift – II

11. Rev. Dr. John Pragasam, S.J. was appointed as the Library Warden and Games President in place of Rev. Dr. A.G. Leonard, S.J. and Rev. Fr. G. Arockiaraj, S.J. respectively.

12. Prof. T. Eugine assumed the charge as Assistant Controller replacing Dr. T. Leo Alexander.

13. Rev. Dr. G. Joseph Antonysamy, S.J., assumed charge as the Director of LIVE from the hands of Rev. Fr. Arockiaraj, S.J.

14. Prof. B.P. Jeyachandran assumed charge as the Deputy Director of LIVE from the hands of Dr. Marcus.

15. Dr. Albin T. Fleming, was appointed as the Head of the Department of Advanced Zoology and Biotechnology in the place of Prof. Ambrose.

16. Dr. Francis Jose, was appointed as the Head of the Department of Commerce in the place of Dr. Joseph Jayaraj.
17. Prof. B.P. Jeyachandran, took over from Rev. Fr. Arockiaraj, S.J., as the Head of the Department of History.

18. Dr. S. Jayasurya Kingsley, took over from Dr. Augustine.T, as the Head of the Department of Plant Biology and Biotechnology.

19. Dr. A.D. Jerome Stanley, was appointed as the Head of the Department of Statistics in the place of Dr. B. Chandrasekar.

20. Mrs. E.I. Roseline, was promoted as the Superintendent in the college office in the place of Mr. D. James. We thank the tireless service rendered by Mr. James to this institution.

ACHIEVEMENTS OF THE COLLEGE:

 ✓ The college received SIRO (Scientific Industrial Research Organization) recognition in the month of January 2011, the only Arts and Science College in South India to receive this status. With this Loyola’s frontier of research extends by leaps and bounds.

 ✓ India Today once again placed Loyola College as one of the top ten colleges in India for arts, science and commerce; the only college to find a mention in all the three categories.

 ✓ Certificate of Honour – Loyola College was adjudged the best college by The Mylapore Academy with a Silver Rolling Trophy for the year 2009.

 ✓ The Entomological Research Institute (ERI) of Loyola College has earned two patents.

 ✓ The University Review Commission for extension of autonomy visited the college on 08th October 2010 and recommended to the University to extend the status of autonomy for another five years. The commission made the following observation “ the committee is of the opinion that the college after attaining the autonomous status has shown remarkable improvement in the various facets of its activities…… the autonomous status can be continued as the college is progressing well after obtaining autonomous status”.

 ✓ The College has been sanctioned second installment of CPE fund (College for Potential for Excellence) by the UGC to the tune of Rs.75 lakhs.

 ✓ Ministry of Human Resource Development, New Delhi has short-listed Entomology Research Institute as Centre of Excellence in Ethno pharmacology.

 ✓ Sathyagraha movement, Chennai has given Sathyagraha Best College Award to Loyola College Award on 28th February, 2011 in a function conducted in Bertram Hall.

THE NEW FACES

13 teachers joined various departments during this academic year in Shift-I and

12 joined for shift II courses(Shift-II). The college gives training for the newly appointed teachers in ‘effective communication’, ‘testing and evaluation’ etc. Few teachers left the college for taking up TRB (Teachers Recruitment Board) appointment in the government colleges in Tamil Nadu.

Ms. Gayathri Devi was appointed as a full time Students counselor, particularly to attend the need of women students.

ADMISSION

There was the usual demand for courses like B.Com, BBA, B.Com corporate, Visual communication, BCA and B.Sc computer science. For every student admitted in the UG programme (both in Shift I and II) stood at 2120 and the PG programme (both in Shift I and II) stood at 606. More than 42% admitted belonged to the marginalized communities (SC/ST MBC and DNC)

RESULTS

The unsatisfactory pass-percentage of UG arts and science being 69 and 66 percent respectively, the college has taken the remedial and tutorial programme more seriously. English coaching is given separately and the subjects are handled by the departments. This is one of the major concerns of the college. The other results are satisfactory, UG commerce pass percentage stood at 77%, PG Arts 99%, PG Commerce 100%, PG Science 91% and the pass percentage in M.Phil stood at 84%.

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GRADUATION DAY

In the 83rd annual Graduation day, out of 1765 passed out students, 1492 Students received their degrees held on 12th March 2011 at the open air auditorium. These graduates include 58 Gold Medalists, 17 Visually challenged candidates. 40% of these graduates are employed, 6% self employed, 54% are pursuing their higher studies. About 300 candidates have received the degree in absentia. Shri. Diwan Arun Nanda, Chairman and Managing Director – Rediffusion- Y&R delivered the graduation day address.

ACHEEVMEN OF FACULTY MEMBERS

<table>
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<tr>
<th>S.No.</th>
<th>Name and Department</th>
<th>Awards Received</th>
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<tbody>
<tr>
<td>1</td>
<td>Dr. Bharati, R. (Maths) Dr. P.Chandrasekar(Stats.) Dr. P. Venkatesan (Zoo.)</td>
<td>Awarded Emeritus Fellowship by UGC for 2 years.</td>
</tr>
<tr>
<td>2</td>
<td>Dr. P. Venkatesan, Zoology</td>
<td>Best Oral Presenter, Global Health Category – Awarded by 1st AMDI International Biohealth Science Conference (IBSC 2010)</td>
</tr>
<tr>
<td>3</td>
<td>Dr. Agastian</td>
<td>New Organism Investigated, Deposited at GENBANK, NCBI, Streptomyces loyola ART (Actinomycete with bioactive potential - HM163569.1) Lysinibacillus loyola PBB 1 (A New Bacillus species with potential lipase activity – 1390107)</td>
</tr>
<tr>
<td>4</td>
<td>Dr. G.J. Sudhakar (History)</td>
<td>Executive Committee of the Indian History Congress (The National Body of Historians)</td>
</tr>
<tr>
<td>5</td>
<td>Dr. Bernard D’ Sami</td>
<td>Elected to the Executive Committee of the Association of British Scholars (ABS) Chennai</td>
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<td>6</td>
<td>Prof. I.A. Jayadoss, English</td>
<td>Rashtriya Gaurav Award – Awarded by India International Friendship Society</td>
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<tr>
<td>7</td>
<td>Mr. Jerald Inico, Computer Science</td>
<td>Significant Contribution - Awarded by Computer Society of India</td>
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<tr>
<td>8</td>
<td>Mr. Simon Aju Sudhakar</td>
<td>13 TN Bn NCC Madras Group B Awarded Master Trainer for the year 2010</td>
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<td>9</td>
<td>Dr. G. Logeswar</td>
<td>Trail Blazing Star by Deivanai Priya Cultural Academy, Chennai</td>
</tr>
<tr>
<td>10</td>
<td>Mr. A. Mariappan</td>
<td>Good Educationalist by Deivanai Priya Cultural Academy, Chennai</td>
</tr>
<tr>
<td>11</td>
<td>Mr. H. Kirupakaran</td>
<td>Good Social Worker by Deivanai Priya Cultural Academy, Chennai</td>
</tr>
<tr>
<td>12</td>
<td>Mr. Dilli, Librarian</td>
<td>“Best Citizens of India Award” by the Best Citizen publishing house – New Delhi</td>
</tr>
<tr>
<td>13</td>
<td>Dr. Udaya Madhavanan</td>
<td>Need Trust, Chennai – conferred the following on her <em>as a NeedStar</em> Roll Model for her progress and success in the field of Social Service.</td>
</tr>
<tr>
<td>14</td>
<td>Dr. Shirly George Panicker</td>
<td>Selected as the reviewer of three reputed internationally peer reviewed journals</td>
</tr>
<tr>
<td>15</td>
<td>Dr. G. Prabha</td>
<td>Best Director for the Documentary film ‘AKKITHAM’ by Kerala film Audience Council</td>
</tr>
<tr>
<td>16</td>
<td>Mr. M. Irudhya doss</td>
<td>Mother Thresa Award by Deivanai Priya Cultural Academy, Chennai</td>
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</table>

HONOUR AS SYNDICATE MEMBER

Dr. V. Joseph, Associate Professor, Department of Physics, has been elected to the Syndicate of the University of Madras as member in September 2010. He is the first lay person to achieve this distinction.

RESEARCH PROJECTS

Teachers of Loyola received 29 projects during this academic year from CSIR, CICS, DAE, DBT, DEF, DRDO, DST and UGC. Total amount sanctioned stands at Rs. 14, 576, 277.

- Seven of the staff members received their Ph.D award.
- Dr. J. Arul Suresh, Department of Commerce
- Dr. J. Santhosh Kumar, Department of History

- Dr. A. Xavier Mahimairaj, Department of Commerce
- Dr. M. Selvaraj, Department of Economics
- Dr. (Mrs.) N.S. Nirmala Jothi, Department of Physics
- Dr. A. Prince, Department of Tamil
- Dr. S. Sheela, Department of Advanced Zoology and Biotechnology

Congratulations to all of them on their achievements.

- 26 candidates received Ph.D. degree by the various departments in the college.
- There are 13 books published by the faculty of various departments in the college.
- Nine teachers attended the University Orientation
Programme and two teachers attended the refresher course (Details attached)

CONFERENCES / SEMINARS / WORKSHOPS

INTERNATIONAL
- The Department of Mathematics, Loyola College organized "INTERNATIONAL CONFERENCE ON MATHEMATICS AND COMPUTER SCIENCE" ICMCS 2010 from February, 5 to 6, 2011.
- The Department of Economics, Loyola College organized INTERNATIONAL CONFERENCE ON ‘RECENT TRENDS IN GROWTH PATTERNS: A GLOBAL PERSPECTIVE’ on 7th February 2011.
- The Commerce Department organized an International Conference on ‘Making Corporate Governance Work’ between January 6-7, 2011 in Loyola College, Chennai.

NATIONAL
- Dr. A. Arockiasamy Convened a ‘National Conference on ‘Consumer Protection’. It was Jointly hosted by the Civil Supplies and Consumer Protection Department, Government of Tamil Nadu and Loyola College, on 15 & 16 December, 2010
- Department of Plant Biology and Plant Biotechnology, organized a Workshop on ‘Methods in Assessment of Aquatic Pollution and Bioremediation’ at Loyola College, Chennai between January 31 – February 4, 2011.
- A two-day National workshop on Redefining Soft skills for Human Development was organized on the 17th and 18th December 2010 to stress the need to redefine Personality Development Course as Gate way to Soft skills, to present a comprehensive report to the UGC, the MHRD, Government of Tamilnadu and to the University of Madras, to get grant-in-aid status recognition for the course and the department.
- One day Seminar on Modern Trends in Biotechnology was sponsored by Tamil Nadu State Council for Science and Technology (TNSCST), Chennai. February 14, 2011.
- Department of Plant Biology and Plant Biotechnology, Loyola College, Chennai, organized a Workshop on Methods in Assessment of Aquatic Pollution and Bioremediation, between January 31 – February 4, 2011.
- Department of Plant Biology and Plant Biotechnology, Loyola College, Chennai, organized a Workshop on “Design and Analysis of Experiments (Response Surface Methodology)”, on 9th July, 2010.
- Loyola Institute of Frontier Energy (LIFE) organized a National Conference on ‘Green Energy for Sustainable Development’ between January 8-9, 2011 with Rev. Dr. Francis Xavier, S.J., as the convener and Dr. Merlin Shyla as organizing secretary of the National Conference.
- One day Nanotechnology workshop on “Quantum Nanoscience” was organized by the PG department of Plant Biology and Plant Biotechnology, Loyola College, on 28th February, 2011.
- National workshop on Taxonomy and Systematics was organized by convened by the Advanced Zoology and Bio-Technology department at Loyola College from 23rd to 26th Feb 2011.
- National conference on “Impact of FDI on Indian Economy” was conducted by the commerce department during the month of Feb, 2010 in Loyola College, Chennai.

ENDOWMENT LECTURES
- 19.01.2011, LIFE, Dr. K. Swaminathan Endowment Lecture – on “Sensor Systems and Applications” delivered by Dr. UWE LINNERT, Global Technology field Leader, Corporate Research and Technologies Siemens AG, Germany on 19th January 2011.
- 01.03.2011, Chemistry Dept., Fr. Lourdhu Yeddnapalli Endowment Lecture
- 02.03.2011, Sociology Dept., Fr. Jerome D’Souza
The year 2010-11 has been another year of Loyola dominance in the sporting arena. The past year has seen all the teams from various disciplines, grow from strength to strength and in the process bring laurels to the college and all involved with sports in Loyola. There has been a conscious effort from the sports department to instill a very high level of professionalism, which today has become a pre-requisite to perform at the highest level. This approach has borne fruit and has resulted in Loyola maintaining number one spot this year in the sporting arena. The Institute has 31 articles published during this academic year and six scholars receiving Ph.d from the centre.

**Athletics**
- M.Surendhar represented Tamil Nadu Junior team and won brance medal in Hockey championship held at Bangalore.
- Vishal sudhakar III B.Com won silver medal Rowing championship held at Culcutta.

This year Loyola won 42 trophies and produced 58 University players many state and national medalist.

Loyola won the following Prestigious trophy continuously for many years:
1. Madras University SIVANDHI ADITHYAN rolling trophy for producing maximum number of university players from Loyola College.
2. A.Lakshmanaswamy Mudaliar memorial trophy for Athletics.
3. Ethraj trophy for Bertram memorial over all Champion.

Loyola maintain number one spot this year in the following games
1. Athletics
2. Football
3. Table Tennis
4. Cricket

**Entomology Research Institute:**

The Institute has 31 articles published during this academic year and six scholars receiving Ph.d from the centre.

**Patents Awarded**

LOYOLA INSTITUTE OF FRONTIER ENERGY (LIFE)
In this academic year one Ph.D. was awarded and four PhD thesis were submitted to the University of Madras. Currently 21 doctoral scholars and 3 M.Phil scholars are making progress with various research projects. LIFE has organized National conference on “Conservation of biodiversity for Holistic Development” on 3rd and 4th December, 2010 (Convener: Dr M. Selvanayagam and Organizing Secretary: Dr K. Thresia Mathews). 15 invited talks and 19 contributed papers were presented and in the poster session 10 presentations were made. Over 250 participants took part in the conference. National conference on “Green Energy for Sustainable Development” was organized on 7th and 8th of January 2011 in collaboration with Loyola-ICAM College of Engineering and Technology (LICET), Loyola Campus.

LIFE and LICET jointly signed MoU with UNESCO (Bangkok) on Bioethics Education. UNESCO was represented by Dr Darryl Macer, Regional Adviser on Social and Human Sciences in Asia and the Pacific. On behalf of LIFE and LICET Dr Selvanayagam and Fr Francis P Xavier respectively signed the MoU.

The Dr.K. Swaminathan Endowment lecture was delivered by Dr Uwe Linnert, Global Technology Field Leader, Corporate Research and Technologies Siemens AG, Germany on “Sensor Systems and Applications” on 19.01.2011.

LIFE research team sincerely thanks Dr and Mrs. Edwin Suresh Raj – Both of them passed through LIFE and now in the UK, for instituting the endowment.

LOYOLA INSTITUTE OF VOCATIONAL EDUCATION (LIVE)
World Tourism Day in collaboration with Kuoni Academy was celebrated on 28th September 2010 at the Russian Centre of Science and Culture. Internship programme for LIVE students started on 3rd October 2010 and ended on 3rd January 2011. Students were given a certificate from the Ministry of Tourism, Government of India and they were also provided with stipend. LIVE 15th Graduation day ceremony was held on 29th October 2010. Faculty Development program was a milestone in this academic year. On 14th January 2011, a one day training programme was organized by the Indian Institute of Travel and Tourism Management (IITTM) with LIVE. LIVE conducted a career guidance programme from 20 to 24th January 2011. Mr. Hartmut Matthes Minister/Advisor, Dept For Vocational Education, Mr. Tobias Kazich, Dept Of Vocational Education, Ministry of Education, paid a visit to LIVE, Loyola on 8th February 2011, and had an informal meeting with LIVE administrators. They have expressed their desire of collaboration with LIVE for promoting and developing Skill Based Courses that are required for their companies in India. LIVE has planned to help around 2000 SC/ST students with the Tamilnadu Adhi Dravida Housing development Corporation, free Coaching Courses for the SC/ST students. The TAHDCO Officials came for an Inspection on 15th December 2011 and they were highly satisfied. I thank Rev. Dr. G. Jospeh Antony, S.J., Prof. B.P. Jayachandran and all other staff members for their dedicated work in the LIVE.

RESEARCH ACADEMY FOR CUMULATIVE EXCELLENCE (RACE)
RACE is primarily a Learning Research Centre and a laboratory focussing on Second Language (L2) learning and use. The year under review has seen the initiation of collaboration with NGOs, Neighbourhood institutions and the ministry of Aviation. “Fire that kindles other fires” is what we try to be when we empower NGOs such as Kalvi Kendra of SA dt., MACET and Janodayam, in Chennai an organisation working for the scavenging community. Indian Voices in ELT published by Viva International has gone in for a successful II edition. McGraw-Hill has brought out our Soft Skills this February. Next on the anvil are Business English Communication by Primus Publications New Delhi and Tata McGraw-Hill is bringing out ‘Glossary of ELT Terms and Concepts’.

Language courses: Despite the fact that our foreign languages are offered only during the weekends and therefore spread over 3 months these especially German, Chinese and Spanish have attracted a large number of takers. Again this year has been significant in that we have been able to offer all three levels and all three levels of German and Spanish simultaneously. Equipped with these certificates our students have been able to find employment in HP, Amazon, Hyundai, Cognizant, Wipro, Infosys, Nokia and Saint Gobin. I thank Rev. Dr. Francis M. Peter, S.J. and the dedicated staff for empowering students with language skills and preparing them for a career and business studies.

LOYOLA INSTITUTE OF SOCIAL SCIENCE TRAINING AND RESEARCH (LISSTAR)
LISSTAR is a Social Science Research unit of Loyola College. LISSTAR is traveling towards new venture in social
attended the seminar.

Joseph, S.J was the Resource person and 60 PG students attended the seminar.

LISSTAR organized a three-day workshop on “SPSS for Data Analysis” on January 27, 28, and 29, 2011. The workshop was attended by Professors and research scholars. There were around 45 participants in the workshop.

LISSTAR conducted a one-day seminar on "Naturopathy to Promote Health" on February 14, 2011. Rev.Fr. Britto Joseph, S.J was the Resource person and 60 PG students attended the seminar.

LISSTAR organized a one-day Seminar on "Social Exclusion and Strategy for Inclusion" on March 7, 2011 in collaboration with the Dept. of Sociology. Mr. K. Swaminathan, State Secretary, TN Untouchability Eradication Front, Chennai-17, was the resource person.

In order to strengthen the research and publishing activities of the Social Science and Humanities Departments of Loyola College, LISSTAR had envisioned launching a multidisciplinary National Journal.

I thank its director Rev. Dr. Maria Joseph Mahalingam, S.J. and the team for their commitment to make social sciences visible and recognition for its research.

LOYOLA INSTITUTE FOR CAREER ADVANCEMENT (LICA)

With the introduction of 17 new computers, new reading materials, books, digital and online facilities for class room learning and testing, the learners have benefitted more in the preparation of competitive examinations. In order to help the continuous preparations for the Civil Services examination, sessions are conducted for interested First Year UG students. The ongoing courses are CA- CPT, Civil services (IAS/IPS), UGC NET-CSIR, SLET and TANCET coaching classes.

I thank Dr.T. Pathinathan and Office in-charge Mr. C. Williams for working tirelessly during the weekends to make the students pass in the competitive examinations.

CENTRE FOR INTERNATIONAL PROGRAMMES

Loyola has signed MoUs with 14 foreign universities and started student exchange, faculty exchange, research collaboration and joint degree programmes. At the moment, the centre runs four degree programmes with London South Bank University, UK and Lille Catholic University, France, and the student exchange programme with Ingolstadt University, Cooburg University, German and Albert Le Grande, Angers, France.

A one day international seminar on “Opportunities for Life science graduates in food processing sector” was organized on March 3, 2011, with Rev. Dr. M. Albert William S.J. as the convener and Dr. J. Joel Gnanadoss as the organizing secretary. About 150 students attended the seminar. Lectures were delivered by resource persons from Lille Catholic University, France and a resource person from Sodexo, a multinational food processing company in India. During the end of the seminar, participants were briefed about the M.Sc. Sustainable Food Manufacturing and Management.

STUDENT EXCHANGE

- Two students from postgraduate departments of Economics went to Ingolstadt School of Management, Germany for four-month exchange programme in July 2010. They followed courses of which evaluation transcripts will be received from Ingolstadt School.
- Two Loyola staffs doing Ph.D. Programme spent two months with full scholarship in the same school.
- From Ingolstadt School of Management, Germany five students were here for exchange programme for a semester. They followed courses in commerce, economics and BBA.
- From Cooburg University, Germany four students were here for exchange programme for a semester in the department of Social work. They will be here for internship for a period of 6 months.

Special appreciation to Rev. Dr. Albert William S.J., Director of the centre, Mr. M. Vijayan, office Administrator and Mrs. K. Latha, Secretary at Centre for International Programme who worked strenuously not only to liaise between Loyola and LBSU but also to run daily classes/ lectures and help students in many other ways of support to their learning.

PONDICHERRY UNIVERSITY – LOYOLA COLLEGE TWINNING PROGRAMME CENTRE

The Academic year 2010-2011 has been a very unique year for the PULC Twinning Programme. It is the 12th year of its existence and has witnessed innovative changes and rapid growth. MCA programme has been introduced to facilitate students to pursue the professional programme under PULC – Twinning Programme with an assured quality service from both the Pondicherry University and the Loyola College.

There were one Thousand and Seven Hundred and Twenty Seven (1727) candidates admitted into the different streams of MBA and MCA this year which took the total strength of the centre to 3258.

IDCR

IDCR has been focusing on research, training, and publication. This has been done in the areas of religion and culture and dialogue between these two. Apart from these,
as a research institute affiliated to the University of Madras, IDCR has 13 students who are working on theses leading to PhD degree.

There are projects funded by Chennai Corporation and Institute of Tamil Culture. Another major project on ‘Dalit Rights’ is a programme of Economic and Social Research Council (ESRC), UK. Coordinated by IDCR, Chennai and SOAS, London.

The various monthly activities of IDCR included Debate Series, Dialogue for Harmony,

IDCR- Peace Rangers Activities, Peace and Justice: workshop etc. IDCR conducted National Consultation between 20th – 21st December 2010 on National Consultation on Caste & Politics: The Role of Caste in Politics and Governance in India at IDCR. Publications of IDCR included books by Rev. Fr. Micheal Amaladoss, Rev. Dr. Joe Arun both in English and Tamil. IDCR also published regularly its Newsletter.

STUDENT’S TRAINING AND PLACEMENT CELL

Campus Direct Recruitment for this academic year started on 24th August 2010. Twenty-seven (27) companies, both national and multinational, from all over India visited our campus for direct recruitment. We have already received offers for one hundred and seventeen (117). We are waiting for other offer letters to come.

Training and Placement by Departments: Loyola Placement Day 2011

FIRST TIME in the history of Loyola, every individual department of both Shift I and II was entrusted with the work of conducting trainings and placements. On 22nd February 2011 - LOYOLA PLACEMENT DAY 2011- the Departments had invited companies.

In all, 72 companies visited our college on 22nd February, 2011 day and after a day-long process, a record number of 110 students have been placed and 310 students have been shortlisted to be placed after final rounds of interviews later.

As many as 130 companies have received from us the database of the passed out students. By regularly displaying the information on job opportunities students some students were able to get part time jobs in order to meet their day-to-day educational expenses.

I thank Dr. Lazer Selvaraj and other department faculty advisors for effectively organizing placement day.

LOYOLA HEALTH CENTRE

A new and separate building for Loyola Health Centre was constructed using the financial assistance extended by Shri. Anbumani Ramadass, the former Union Minister for health. Under the guidance of Prof. T. Amborose, Associate Professor in Zoology and Coordinator, Medical Lab Technology, as Advisor and Prof.D.Robert selvam, Assistant professor in Medical Lab Technology as Coordinator of Loyola health centre, the new Loyola Health centre with all modern amenities was dedicated to the Loyola family by Rev. Dr. Joe Arun, S.J. Secretary and Rev. Dr. Boniface Jeyaraj S.J, Principal, Loyola College in this academic year.

I thank Dr. Prabhakaran, the physician and Mr. Ramji lab technician for their committed service to the staff and college students.

RESOURCE CENTRE FOR THE DIFFERENTLY ABLED (RCDA)

RCDA organized the following programmes for the Differently Abled students under the guidance of Prof. Jerold Inigo, the staff coordinator.

2. On July 4, 2010, with a view to cater to the computer literacy needs of the students, Academic Year’s First Computer Literacy Programme was started.
3. On October 1, 2010, Training for the students of English literature to face the CA-Examination Process through Computer with the assistance of JAWS - Screen Reader.
5. On February 12, 2011, E-Living 2011, a technical awareness programme cum inter colligate competition for the visually challenged students.
6. On March 15, 2011, a guest lecture on ‘Career Opportunities available in various sectors in India and Abroad’ and‘An Awareness Programme on banking facilities for visually challenged students’ was conducted with the chief guests Mr. Lakshmi Narayanan, Vice-President, Finance, ITC, Mr V. Balakrishnan, IOB, Chennai and Mr. A. Pazhaniyappan, Manager, IOB, Chennai.

I thank Prof.. Jerald Inigo and Prof. S. Amalraj for their contribution to the differently abled students.

CENTRE FOR SOCIAL INCLUSION AND DALIT STUDENTS (CSIDS)

In keeping with the University Grant Commission (UGC) and the University of Madras recommendations, the Cluster College Programme was launched for the first time at Loyola College in August 2010. It was initiated and sponsored by the CSIDS and implemented by the Social Work Department, Loyola College.

As part of the Cluster College Programme, a certificate course on life-skill training for social workers was started from August 2010 to March 2011. The Madras School of Social Work and Stella Maris College opted to be part of the Cluster College Programme. This course has evolved as
Based on the report of Dean of Women Students, Loyola College, an awareness programme on life and services was conducted for the students of Loyola College in September 2010. In keeping with the best practices and scientific guidelines of social research, CSIDS in collaboration with the Department of Social Work has made a sincere effort to document some significant research studies conducted to assess the issues and problems concerning the most marginalized sections of society. These research abstracts will be useful for teaching and learning purposes.

I sincerely thank Dr. Udaya Mahadevan and the team in the centre for social inclusion for introducing the cluster college programme and for taking up the social science research.

## ENDORED SCHOLARSHIPS INSTITUTED

In the academic year 2010-11, the following 28 endowed scholarships are instituted to the tune of 8 lakhs. The details are as follows.

<table>
<thead>
<tr>
<th>S.No</th>
<th>NAME OF SCHOLARSHIP</th>
<th>INSTITUTED BY</th>
<th>DEPARTMENT</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>1</td>
<td>REV.FR.Ignatius Hirudayam S.J.</td>
<td>I H E E C Trust</td>
<td>FOUNDATION</td>
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<td>2</td>
<td>GOLDEN JUBILEE ENDOWMENT SCH.</td>
<td>PAST STUDENTS</td>
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<td>3</td>
<td>DR.R.BHARATI AWARD - 1</td>
<td>RESEARCH SCHOLARS – RACINE</td>
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<tr>
<td>4</td>
<td>DR.R.BHARATI AWARD - 2</td>
<td>M.Sc STUDENTS OF 1994 BATCH</td>
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<td>DR.R.BHARATI AWARD - 3</td>
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<td>6</td>
<td>DR.KEN D’SILVA - SCH.</td>
<td>SBU – UK</td>
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<td>7</td>
<td>DR.PVENKATESAN SCH - II</td>
<td>SHRI M.GNANAPRAGASAM</td>
<td>M.Sc MLT</td>
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<td>8</td>
<td>DR.PVENKATESAN SCH - III</td>
<td>PROF.T.AMBROSE</td>
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<td>9</td>
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<td>MR.ANTOINE LEBEL</td>
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<td>10</td>
<td>DR.B.JOSEPH JAYARAJ SCH (2010) - 1</td>
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<td>DR.B.JOSEPH JAYARAJ SCH (2010) - 2</td>
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<td>12</td>
<td>DR.DOSS SCHOLARSHIP (2010) - 1</td>
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<td>13</td>
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<td>15</td>
<td>DR.C.THOBAS MEDAL</td>
<td>DR.ALBIN T.FLEMING</td>
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<td>19</td>
<td>S.RANGARAJAN CENTENARY MEM. PRIZE</td>
<td>R.Barath, Chennai - 600 040</td>
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<tr>
<td>20</td>
<td>SUMITOMO CORPORATION SCHOLARSHIP **</td>
<td>SUMITOMO CORPORATION</td>
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<tr>
<td>21</td>
<td>Mr Sanjoy Mrs. Gayatri Bhattacharyaa Sch.Mr.Sanjoy Bhattacharyya, Mumbai</td>
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<td>22</td>
<td>KERALA KUDUMBAM SCHOLARSHIP</td>
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<td>DR.S.JOHN WILLIAM : SECNARM</td>
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<td>25</td>
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<td>DR.S.JOHN WILLIAM : SECNARM</td>
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<td>26</td>
<td>REV.DR.B.JEYARAJ S.J., MEDAL - 2007</td>
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<td>27</td>
<td>DR.T.A.LOURDU SAMY MEDAL</td>
<td>DR.S.J KINGSLEY</td>
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<tr>
<td>28</td>
<td>PROF.EDMUND MANOHAR RAJ - LECTURE</td>
<td>PROF.S.WILSON</td>
<td></td>
<td>10,000.00</td>
</tr>
</tbody>
</table>
ONAM SCHOLARSHIP TO POOR BOYS FUND:
Towards poor boys fund and students welfare, a sum of rupees 10,000,000.00 has been donated for student activities by Mr. Sidney Pinto. The interest obtained from the corpus will be distributed to the poor students on merit cum mean basis.

CO-CURRICULAR ACTIVITIES

STUDENTS UNION
Formation of the Students’ Union
♦ Elections were held on June 18, 2010. The following were elected as the new office bearers: Mr. Mohamed Rashan Sultan as President, Mr. Harish B. as Vice President, Mr. Vigneshwaran P. as Secretary, Mr. Prashanth S. as Joint Secretary and Ms. Prabhavathi R. V. as Associate Secretary.
♦ In the inaugural ceremony held on July 19 ’10, Thiru. Dayanidhi Maran, Hon. Union Minister of Textiles, Govt. of India, delivered the Presidential Address and administered oath to the elected members. Thiru M. Ravi, Additional Commissioner of Police, Chennai Traffic, was the Guest of Honour.

SOCIAL EVENTS
♦ Joy of Giving Week Campaign - Actress Shriya Saran presided over the programme and interacted with the members of the Students’ Council on July 9, 2010.
♦ ‘Bus Aur Nahi’ Anti Ragging Campaign – The grand finale of this nation wide campaign which aims to stop the menace of ragging, organized by the Muthoot Pappachan Foundation, was held at Loyola College, on September 9, 2010.
♦ Electoral Reforms Campaign - Jointly with the Outreach Department & Forum for Electoral Integrity, the campaign was organized on January 20, 2011, to spread awareness on free and fair elections.
♦ Sterling Street – Assisted by the Department of Outreach, on February 12, 2011, a Eye-Checkup drive, entertainment session and lunch was organized for 1000 poor people from the nearby slums.
♦ ‘Billion Hearts Beating’ Campaign – An initiative (to spread awareness about Heart Ailments) of Apollo Hospitals had its launch to educational institutions throughout India at Loyola College. Held on February 9, 2011, Actor Suriya Sivakumar advised the students on fitness and health.

CELEBRATIONS
♦ Feast of St. Ignatius of Loyola (July 31, ’10) - iPods (sponsored by the Rotaract Club of Loyola College) were presented to 36 visually challenged students of the college. Debate competition in English and Tamil were conducted on the topic ‘Importance of the values of St. Ignatius in today’s world’.
♦ Independence Day (July 31, ’10) & Republic Day (January 26, ’10) – These were marked by patriotic messages conveying the significance of the day, Flag hoisting by retiring staff & distribution of sweets.
♦ Onam - The traditional harvest festival of Kerala, ‘Onam’, was celebrated on August 15, 2010. Actor Jayaram, Actress Parvathy Jayaram, Singers Vineeth Sreenivasan and Cicily Itty graced the occasion.
♦ Teachers Day – A special programme was organized on September 3 ’10. Antakshari and Games were conducted. Customized mementos were gifted to the teachers.
♦ Pongal - The harvest festival of Tamil Nadu was celebrated on January 13 ’11. In association with the Tamil Department, a small cultural program was organized,

Organizing Assistance & Volunteer Service
♦ World Loyola Alumni Congress – August 28 ’10 – A first ever congregation of alumni
♦ Department Festivals – December 11 (Arts) and 12 ’10 (Science) – Inter College Culturals organized by all departments
♦ Human Rights Day – To highlight on the importance of human rights and the present status in the society
♦ Black Day – Protest seeking reservations for Dalit Christians and Muslims

CULTURAL FESTIVALS
♦ Ovations - Held on September 17 & 18 ’10, with off stage and preliminary events held between September 2 and 14, more than 30 competitions were conducted. Several celebrities graced the occasion including Actors Vivek, Shrikanth, Parthiban, and Karunas. ‘Super Star’ Rajinikanth gave the inaugural video message. Theme of the event was ‘Techno Youth’.
♦ Ignite - This annual fund raiser was held on March 2, 2011 at Music Academy, Chennai. Apart from Dance, this year also saw Music & Literary competitions. Leading actor Karthi Sivakumar, Actor Arun Vijay and several singers graced the event.

UNION DAY
♦ The valedictory event of the Students Union and all service clubs, which marks the end of all student activities and programs for the academic year, was held on March 4 ’11. Shri. P. Murari IAS (Retd.), Chief Guest, distributed certificates to student leaders
♦ The Historical ‘One Loyolite, One Rupee, One Day’ (a voluntary scheme were every Loyolite
CONTRIBUTE Rs. 1 each day and whose proceeds go to the Poor Boys Fund of the college) was kick started.

FORUM FOR LOYOLA WOMEN STUDENTS (FLOWS)

✿ The student coordinators were elected by casting ballots and Jebamalar.E (09PEL14) of English Literature and Soniya (09PMLO12) of Medical Lab Technology were elected as the student Coordinators of Shift I and Shift II respectively.

✿ FLOWS of the academic year 2010-2011 was inaugurated on 21st July 2010 by Dr. Thamizachi Thangapandian, who in her address focussed on the need for Women to recheck and rethink, if they had a identity on their own. Her talk served as an eye opener throwing lime light on what has education done to us. Has it opened our eyes or has it stripped us off our rights!

✿ On 27th August 2010 FLOWS took initiative on having a meaningful discussion on the occasion of the Mother Teresa Centenary Year. Dr. Udhaya Mahadevan, Department of Social Work took one down the path of the great “Saint of Gutters”.

✿ International Day of Elimination of Violence and Discrimination against Women was observed on 25th November 2010. The members of the Forum participated in a Walkathon organised by Women’s Collective, Kolathur. The students took up an oath that they as educated individuals would stand up against violence in all its forms.

✿ The festive season of Christmas did have its echo in the Women’s Forum too. Volunteers steered their way on 15th December 2010 in celebrating Christmas in a meaningful way with the Differently Able Children of “The Home for the Orphan and Destitute children”, Kolathur, Chennai.

✿ A One day Seminar on, “Spotlight on Women’s Health and Fitness” was organised on 13th January 2011. Mr.A.Kumaresan, Chief Reporter, ‘Theekatir’, inaugurated the Seminar.

✿ The various sessions that followed saw Dr. Aravind Krishnamurthy, Cancer Institute, Adayar, speaking on, “Health from the Perspective of a Clinician and Oncologist”, Dr. Poonguliali M.D.,D.G.O., Medical officer & Gynaecologist, YRGCARe, VHS, Taramani on, “Common Gynaecological Problems”, Dr. Vidhubala, Cancer Institute (W.I.A), Adyar on, “Lifestyle Modifications for Health Promotion”, Dr. Malliga, Cancer Institute (W.I.A), Adyar on, “Health and Empowerment”, Dr. Suneetha Saghayam, MSc.,MPhil.,PhD., Lecturer in Clinical Nutrition, Women’s Christian College (WCC) Chennai on, “Common Nutritional Deficiency in Women”, Mrs.Jesintha Mary, Psychologist, Community Research, Ekokitchen on “Effect of Domestic Violence in Women” and Dr. Anjana, MBBS.,MD., Director & Diabetologist, Dr. Mohan’s Diabetics Specialty centre on “Prevention of Diabetes”. Three student volunteers shared their experiences on behalf of the participants and Rev.Dr.B.Jeyaraj S.J, Principal, gave the Valedictory Address.

✿ Free Diabetes screening for Staff members by Dr. Mohan’s Diabetics Specialty Center was organized by Forum for Loyola Women Students on, 17th Feb 2011 in the staff common room. Hundred and fifty staff members got screened and high risk teachers availed the opportunity of an extended service offered by Dr. Mohan’s Diabetics Specialty Center. A free demo on exercises improving lifestyle was showcased on the occasion. The event got an overwhelming welcome and a warm appreciation among the members of the teaching fraternity.

✿ The centenary year of Women’s Day celebrations had its shade cast in the Women’s Forum too. Dr. Kamala Selvaraj M.D., Ph.D.D.G.O., Associate Director, G.G Hospital was the chief guest of the day. She highlighted the role of Women as being pivotal in creation and added that it’s a lifelong experience to be one. The Guests of Honor included, Mr. Keshav, Cartoonist, “THE HINDU” and Cine Artist and Director, Ms.Priya. Mr. Keshav in his address compared a woman to a shock absorber and an event manger filled with skills so many. Ms. Priya, stressed the need for women to be themselves for whatever they are, for whom they are and what they are made up of. The participants of the various ZCurtains rolled down marking the end of the eventful year’s activities.

LOYOLA FM 107.4

Loyola Community Radio has resumed its broadcast with a frequency of 107.4 megahertz from 19th January 2011. It is well equipped radio station with PAC 750 as the FM stereo transmitter and high end computers with sound designing software such as Pro-tool B, Nuendo 3 and Adobe audition 1.5. The transmission covers a wide range area of 15 Kms in Chennai, covering almost the entire Chennai Corporation. The major objective of this Community radio is to ‘Empower the Neighbourhood’, taking care of the educational and community needs of the slums and communities around the campus. And so, Loyola FM would be closely working with the Department of Outreach and the School of Media Studies. Interested and talented staffs, students, our Alumni, Guests and the people from neighbourhood communities are the contributors of the programmes. Right now, it is a 4 hour-service and soon it would be made a full time service. Loyola FM has been staffed with Rev. Fr. Henry Jerome as Director, Programme Executive and a Sound Designer.

There is also a plan to create Loyola Radio Club in the future.
**REPUBLIC DAY 2011**

- CUO A. SELVA KUMAR of shift-I Tamil department attended the Republic Day Celebration held at Delhi and participated in the Prime Minister’s Rally and the Flag Area Competition.
- Sgt. A. Mahimai Alexander of the shift-I Physics department attended the Republic Day Celebration held at Delhi and participated in the Flag Area Competition.
- Seven Loyola NCC Army cadets marched in the MADRAS REPUBLIC DAY parade along with their Associate NCC Officer Lt. Simon Aju Sudhakar, who led the vibrant contingent.
- LOYOLA NCC NAVY is known for setting greater records and new trends. This year has seen illustrous achievements in state, national and other coveted camps under the guidance of the Associate NCC Officer Lt. Dr. K. S. ANTONY SAMY.

**ALL INDIA REPUBLIC DAY CAMP (RDC) (2010):**

- All India Republic Day camp held at New Delhi during the month of January 2011 is considered as the most prestigious camp for all cadets of the Army, Navy and Air Force wing cadets.
- SENIOR CADET CAPTAIN A. S. VINOD VINCENT (08-PH-135) of third B. Sc Physics took part in this camp (2010). He participated in the ALL INDIA BEST CADET competition and won the Silver Medal in the Senior Division-Naval Wing. He was selected to march in The Rajpath Contingent where only 144 cadets are selected all over India to march on 26th of January. He was also one of the cadets selected for the Prime Minister’s Rally. This year M. John Richard, a second year cadet, took part in this camp (2011).

**HISTORICAL RECORDS**

The cadets of Loyola NCC Navy have innumerable records and unreachable heights by any wing- Army, Navy and Air Force of any college all over India.

- Producing the maximum number of YOUTH AMBASSADORS to Foreign countries like Singapore, Oman, Muscat, United Arab Emirates, Mauritius, Abu Dhabi, Myanmar, Canada, Japan, Seychells, Thailand, Burma, Andaman and many more,
- Sending maximum number of cadets for the REPUBLIC DAY CAMP held each year on 26th January in Delhi.
- Churning out the Maximum number of cadets for the ALL INDIA BEST CADET competition conducted during RDC
- Holding the record for winning the ALL INDIA BEST CADET award with a HAT TRICK GOLD(2002-04) and HAT TRICK SILVER (2008-10)
- Sending more number of cadets to the ALL INDIA NAUSAINIK CAMP held at Vizag.
- Holding the record for winning THE ALL INDIA SAILING COMPETITION –GOLD MEDAL in 2008 where they compete head to head with the professionals in the field.

I appreciate and thank all the meritorious cadets and the officers.

**NATIONAL SERVICE SCHEME (NSS)**

The NSS volunteers participated actively in BLOOD DONATION, INTER SCHOOL SCIENCE EXHIBITION, WORLD ALUMINI CONGRESS, COOVAM CLEANING PROJECT, COASTAL CLEANING PROJECT, RED RIBBON CLUB PROGRAMME and in the HANDLOOM PROJECT

**INTER COLLEGIATE PROGRAMMES**

Our NSS students participated in the Inter Collegiate Programme organized by WCC, MGR Janaki College, Ethiraj College and NEW College.

**SPECIAL CAMP**

- From 17th Feb to 23rd Feb 2011 a special camping Programme was organized at Ongur Village, Kanchipuram District. Nearly 100 students were actively involved in organizing socialization programme, cultural activities, sports for the children and street theatre play on current events.
- ILAVATTAM
- On 09.08.2010 to 11.08.2010 Our NSS students actively participated in the State Level Aids Awareness Programme organized by TANSACS and MADRAS UNIVERSITY.
- G-20 SUMMIT Our NSS Student Organiser Mr. V.I. Prasanth represented our nation as a youth delegate to participate in the G-20 Youth summit/My summit from June 25th to 28th 2010 at Toronto, Canada.

I thank the sincere and dedicated student organizers under the able guidance of our officers Namely Prof. S. Iyappan, Prof. T. Joseph, Prof. Solomon Raj, Prof. D. Robert Selvam and Prof. Mariappan.

**AICUF**

- The All India Catholic University Federation is a student movement initiated by the Jesuits in India. The
Inauguration of AICUF English, Tamil and Self-Supporting Units was held on Thursday 19th August, 2010 Rev. Fr. Selvin S. J., National Advisor of AICUF inaugurated it.

Members of AICUF Unit played the active part in the preparations, organization and arrangements of the Black Flag Day demanding SC status to the Dalits in Christianity and Muslim Minorities.

AICUFers also commemorated the Human rights Day in college by organizing exhibition and performing street theatre. They also participated in several state and national level programmes. I thank Mr. Selvanathan (English Unit), Ms. Julia Pratiba (Self-Supporting Unit) and Dr. Stanely for making our students sensitive to the social issues.

**ROTORACT CLUB**

The Rotaract Club of Loyola College has been involved in more than 80 projects this year so far and has helped light up many lives. Listed below are some of our Major Projects

Rotaract Club of Loyola College gifted 1-Pods with Recorders to 18 Differently Abled students from our college. On the 5th of February, Shalom ’11 – a Community Service project in 5 different Corporation Schools at the same time with the help of the Rotaract Club of Stella Maris College was organized. Rotaract club of Loyola could parallelly run programs in all the 5 schools and that by itself was a great achievement for the Rotaractors.

I thank the faculty advisor, Dr. Ravindran and office bearers of the association for their great work.

**YOUTH RED CROSS SOCIETY**

The youth Red Cross society was involved in the AIDS awareness camp and in the campus cleaning work.

A seminar was given by Mr. Jisho Jacob, Chief Secretary, Disaster Management Programme, Indian Red Cross, Tamil Nadu. He spoke about various disasters and expressed his views on managing the disasters.

Youth Red Cross in association with IDCR and YES conducted a Oratory Competition on the topic “NENJU PORUKUTHIIYAE” and similar programmes were conducted in four zones – Chennai, Coimbatore, Trichy and Madurai. The Youth Red Cross members participated and volunteered in the program.

I thank the staff advisors Shift 1 Co-ordinator Mr. N. Jeeva and Shift 2 Co-ordinator Mr.R. Krishnamoorthy

**ENVIRO CLUB**

The Enviro club of Loyola college started with a grand opening of the new club logo and by reminding the members of enviro club goal, “to protect and preserve”.

Hiroshima day was commemorated and “Coastal Cleanup day” was taken by seriously by the students. Members actively participated in “Jesuit Environmental Week” which lasted for 3 days. They participated in campus cleaning, screening of documentaries and awareness talks.

The club co-ordinated with the Chennai corporation for the “Coovum Restoration Project on 7th, 8th and 9th of September 2010. Students helped corporation officials in creating awareness on keeping the river coovum clean.

A one day film festival on environment was conducted in collaboration with School of Media Studies, Loyola College, British Council and Pragathi Foundation on 9th February, 2011.

I thank Dr. Milton for organizing so many programmes for the students and keep the campus clean and green.

**AIESEC**

The academic year 2010-2011 has been one of the most successful years for AIESEC Loyola Unit in the past 26 years of AIESEC’s association with Loyola College. AIESEC Chennai Chapter’s association with Loyola has been acknowledged by the National Committee of AIESEC India in many ways as AIESEC in Chennai won the most awards this year at National Leadership Summit 2011.

Twelve members of Loyola Unit attended NATIONAL LEADERSHIP DEVELOPMENT CONFERENCE in Jaipur from 18th to 24th September 2010.

Five students of Loyola College AIESEC Unit attended National Leadership Summit 2011 from 15th to 24th January in New Delhi. The summit included panel discussions, workshops, activities and reflection sessions on leadership. National partners which include Godrej, Reliance, UBS and Maersk were present to conduct sessions on leadership. AIESEC India chose George Stephanos, Anirudh Deep, Diwakar Raju of our college to be facilitators.

The success of the Chennai Chapter was mainly because of the committed students from Loyola College.

I thank the faculty advisor Prof. Baskar, George Stephanos, the president and Diwakar Raju, secretary for making AIESEC Loyola Unit a success story for students.

**LOYOLA PRESS CLUB**

The Loyola Press Club (L.P.C) brings out Sterling Post, the students’ news paper of Loyola College. Sterling Post covers all major events in the college and publishes the creative works of the Loyolites. L.P.C provides an ideal platform for aspiring journalists and budding writers. The club also collaborates with ‘The Paragons’ of Deccan Chronicle.
The Year 2011 could be rightly called the year of the phoenix. The paper evolved from mere report of in-campus news to admitting opinion and Feature articles. The Club reporters covered events throughout the year including Loyola World Alumni Congress, Ovations, Department Festival, International seminars etc. This year saw the club innovating in areas as lay out, reporting, and management thus adding a professional flair to the working style of the club. A Brand New Tamil section was introduced, Sirugagal as it hopes to give wings to student’s thoughts.

I thank Prof. K.D. Francis Xavier for training students in journalism and for documenting the important events in the college.

COMPUTER SOCIETY OF INDIA (CSI)

- A workshop on “Project Development in .NET/PHP” was conducted on 22nd January 2011 for the UG Final year students. Two sessions were held simultaneously by the industry experts Mr.S.Manigandan, PHP developer, Idreams Infotech and Mr.Asokan, Team Lead, Tata Consultancy Services on .NET for the final year students.

- A seminar on “Interview Techniques” was organized on 17th February 2011 for the II and III Year UG students and I MSc students. The focus was on handling interview and the skills to be acquired to be employable. Ms.Suzanna Mathew, Senior HR, CTS was the resource person. The students were involved in live demonstrations of an interview.

LOYOLA SOCIETY OF DEBATERS

- In the National Law School Asian Debating Championships (Bangalore) in November 2009 Loyola team made it to the semifinals of the debate before losing a close battle to the Faculty of Law (Colombo, Sri Lanka), the eventual winners. That was followed up this academic year with commendable performances at Christ University Parliamentary Debating Championships (Bangalore) where Loyola won debates against National Law University (Delhi), IIT (Kharagpur), KIIT (Kalinga Institute of Technology, Madhya Pradesh) to name a very few.

- Loyola did exceptionally well at RVCE College (Bangalore) and the junior team (Consisting of 1st years: Aparajith Raman, Darshan Vijay and Anthony Dinu) put up a stupendous performance at the Lady Shriram College Parliamentary Debating Championships in February. Several colleges have shown enormous interest in collaborating with the Loyola Society of Debaters to build a formal Debating Circuit in Chennai.

I thank the Faculty advisor Dr. Louis Joseph Chandra for taking LSD to greater heights.

FORUM OF INTELLECTUAL ADVANCEMENT

- As a Forum for Intellectual Advancement (FAA), all efforts were made this academic year 2010-2011 to make all the programmes and activities geared towards transforming the youth of our college into intellectuals and thereby making them competent to suit them to the global scenario of human excellence. I thank Dr. John Sundar and student leaders of the forum.

LOYOLA PROLIFE FORUM

- The year started with an inauguration of the forum at Lawrence sundaram hall on 5th August 2010. The gathering was addressed by Dr. Swathi Kapadia and Mr.Hubert, SABNAM resources, in the presence of Rev. Fr. Principal. She brought up the concerns of abortion and urged the prolifers to desist from unnecessary abortion in their lives. A short film on abortion was screened for the benefits of the members. Dr. J.M. Vimala Kalaiarasi took charge as the faculty advisor from the hands of Dr. S.J.Kingsley.

- On 18th August, 2010, MCCSS organised a sticker campaign on ‘stop trafficking’. The stickers were released by Rev. Dr. Lawrence puis, Aux.Bishop, archdiocese of Madras, Mylapore. Rev. Fr. Principal appreciated the idea of prolifers stopping the trafficking in the womb itself.

- Members of the club sensitised people about prolife’s cause and various issues during the Chennai marathon 29th August, 2010.

- Club members came out in an integrated support of Dalit Christians and Dalit Muslims by distributing pamphlets on the eve of Black flag day. They further displayed banners the next day (9th September, 2010), to show solidarity with the plight of the dalits.

- A huge crowd gathered to view the informative street play performed by the prolifers to disseminate information on issues pertaining to abortion, on 23rd September, 2010.

- ‘Understand the Unborn’ – a one day workshop was organised on 25th September, 2010. The event was presided over by Dr. S. Vincent, Member Secretary of Tamil Nadu State Council for Science & Technology. Dr. Kalaarasi’s omnipresence encouraged the students to imbibe valuable aspects of the discourse.

- On 25th November 2010, club members attended a discussion on “Misconception on Secularism”, held at the Madras Press Club, Chepauk.

- A workshop on “Women’s concern & Human rights”, in collaboration with FLOWS was held on 16th February 2011. Prof. C R Rene Robin, HOD of Computer Science Dept. of Jerusalem College of Engineering was the chief guest.
A separate web site was created exclusively for prolifers to monitor the work done by the members transparently.

A CD on ‘Baby’s Voice’ was released on the valedictory function of the prolife on 3rd March 2011.

I thank Dr. J. M. Vimala Kalairasai, faculty advisor of the Forum for creating awareness on Pro-Life.

**CITIZEN CONSUMER CLUB**

The Citizen Consumer Club of Loyola College had a fruitful academic year 2010-2011 with full of activities and events in achieving its common objectives.

- The department of civil supplies and consumer protection, Government of Tamil Nadu in association with the Department of Commerce (shift II) jointly hosted the NCCP on 15th and 16th December, 2010.
- The Office Bearers of the Citizen Consumer Club contributed in organizing and the members eagerly attended the conference. The participants presented papers on Consumer Perspective, Corporate Perspective, Govt. and Legal Perspective, and General Perspective,
- Consumer Fest was hosted on 12th February, 2011 by Citizen Consumer Club of Loyola College in association with Civil Supplies and Consumer Protection Department, Government of Tamil Nadu with the objectives; Shri. Ka. Balachandran I.A.S., Commissioner, CS & CP Dept., Govt. of TN, was the chief guest who declared Fest open. One could see a heightened awareness on consumer rights.

I thank Dr A. Arockiyasamy, Faculty Advisor of the Citizen Consumer Club for conducting so many programmes and for enlightening the students on consumer rights.

**LOYOLA OUTREACH PROGRAMMES**

**LEARN (Loyola Empowerment and Reach-out Net work)**

- Introduced in Loyola College during the academic year 2001-2002, with a view to make the students experience and express concern for the society, especially the poor and the needy. The idea of this extension programme is to make Loyola College a role model in serving the neighbourhood community.
- With this spirit, the Outreach unit works in collaboration with Chennai Corporation, slum clearance board, and the schools in the neighbourhood ever since its inception.
- To make the initiative very meaningful, the second year undergraduate students of both aided and self-supporting courses from all departments, numbering to about 1850 students are involved in various activities.
- The activities are streamlined and focused on women, children and youth covering health, Literacy, women empowerment and other concerns of our times.
- Orientations, Training Programmes and Seminar for the Outreach Students, Orientation to the Outreach Staff in-charge from the Respective Department were conducted by the outreach department. It also distributed scholarships to the needy children/students.
- On 17th August 2010, 455 children of widows and deserted women from the slums were identified from the outreach working areas and were given study materials and school fee. On 30th November 2010, the department of Outreach distributed educational assistance, clothes, food items and blankets to poor children, widows and senior citizens.

**REVOLVING FUND TO WIDOWS**

- The programme on revolving fund to widows was held on Feb 12, 2011. 15 widows who are willing to do some small business were identified from the slums and were given Rs.5000/-. .

**PROGRAMME ON ELECTORAL INTEGRITY**

- Department of Outreach in association with Students’ Union and Electoral Integrity Campaign organized a workshop on election and its importance on 20th of January 2011 at Sauliere Hall. The main aim of this event was to reach out to students for a fair just and election and through them to them public, particularly in the 200 odd slums in Chennai.
- The Department of Outreach in association with Loyola college students’ union conducted a special Eye Screening Camp on 12 Feb 2011. About 350 were benefitted from the slums.

**PROGRAMME HELD IN NEIGHBOURHOOD SLUMS**

- The outreach department organized special programmes for School Children, Programme for Balwadi, The Outreach students organized 20 awareness programmes to the community people and school children on various issues such as cancer, Dengue fever, Malaria fever, Mosquito Awareness, Chickungunya, Breast feeding, HIV/AIDS, Environmental Cleanliness, Health and Hygiene, communicable and non communicable diseases.
- Besides programme for women, youth and tuition were conducted by the outreach students.

**LOYOLA EXTENSION AWARENESS PROGRAMME (LEAP):**

**PG programme**

- The second year post graduates who attended training programme in the last academic year were placed in
17 slums in Zone 5 and 7. As part of slum intervention, the students conducted programme both in school and community from July to August, 2010. The student spread awareness programme on Global warming, Domestic Violence, Anti Trafficking & Third Gender issues, and Alcoholism and Drug abuses and Rights to livelihood.

- Rural camp was conducted for first year postgraduate students from 22nd to 04th December and 13th to 18th December, 2010 and from 15th to 20th Feb, 2011. Around 480 students attended the rural camp. The camp was organized in six different places in Kancheepuram district. The rural camp places are Ongur, Ammaiyanpanallur, Arapakkam, Sengattur, Neerp, and Tirutani.

KOVALAM OUTREACH PROJECT

- The Fisherman’s Cove Hotel and Loyola College together assumed management of the Kovalam Community Center.

- The center currently runs three main programs: 1) a community college that offers one-year vocational training programs for youths 2) a tuition center that provides children with a study space, after-school tutoring help, and daily nutrition, 3) Tailoring to the widows, deserted women, dropout adolescent girls and the deserving married women.

- The Vocational Training Programme of the Kovalam Community College caters mainly to students who have dropped out of the regular educational system and provides them with the opportunity to gain a TNOU (Tamil Nadu Open University)-accredited diploma in one vocational area.

- The community college takes a holistic approach in educating the student. Apart from vocational education, it seeks to teach students who have dropped out of the regular educational track the following: life coping skills, interpersonal and communication skills.

TATA – LOYOLA TUITION CENTRE

Among all the tuition centres Tata – Loyola tuition centre is the first, best, mostly liked centre in kovalam. The children who study here stand first in the schools not only in education but also in extracurricular activities. Many children have been awarded with 22grms vijai silver medals for their best performance in studies and in discipline.

I sincerely thank Rev. Dr. G. Joseph Antony, S.J. and all the staff of the outreach department for exposing our students to the raw reality of life and its surrounding. You are imparting life education in them.

LOYOLA SIFE: (STUDENTS IN FREE ENTERPRISE)

- Students in Free Enterprise (SIFE) is a global organisation of educational institutions from over forty countries created in 1975 with the aim of creating a change in the world by bringing together the best from the academic and the corporate world. SIFE Loyola, since its inception in 2006, has left an indelible mark of positive opportunity generation in the lives of the communities we have worked with.

- SIFE Loyola, with our aim as the stars and feet firmly on the ground, continues to strive forward in its efforts to transform the lives of our brothers and sisters all over the country.

- During 2009-10 SIFE Loyola worked on two large scale projects:

  - ECOCORE- DROPS OF CHANGE – Through the project Ecogreen SIFE helped over a hundred farmers from Tirunelveli District to overcome poverty, ignorance of market economics and despondence by creating a holistic business model involving financial literacy programs, methods to create inclusiveness amongst the farmers, development of an organic formula that increases yields while incurring minimum cost and emancipation from the moneylenders.

- AMUDHU – THE TASTE OF SUCCES - Project Amudhu is about the efforts of SIFE Loyola to bring about a sustainable change in the lives of Palmyrah Tree Tappers in the Chettivilai Locality of Tuticorin District.

- SIFE NATIONAL CHAMPIONSHIP

- The SIFE Core Team Jayadev Sreekanth, Naseeha M, Theresa Minu Dominic, S Gautham and Suhail Ismail under the guidance of Faculty Advisor Professor Josephine Jayashanthy and Project Coordinator Samson Durai presented the success stories of the two above projects in the SIFE Regional Competition. The scale of impact of the projects of SIFE Loyola stunned all as SIFE Loyola moved on to represent the South Zone in the National Championships. SIFE Loyola was chosen to represent the entrepreneurial potential of India – India’s ability to create a tangible and sustainable change in the world we live in – at the SIFE World Cup in Los Angeles where the National Champions from forty countries showcased their projects. SIFE Loyola received – 4th Place among 39 countries / 1500 universities.

I thank the faculty advisor, Ms. Jayashanthy and other student leaders for scaling this height.

FRIENDS OF POLICE

- FOP was officially inaugurated for the academic year 2010-2011 Janab. Mohammed Shakeel Akthar, IPS, Additional Commissioner of Police L&O in the
Parents are the major stakeholder in the higher education. The first meeting of the Parent-Teacher forum was conducted on 06th August 2010 at the Conference Hall of the JD Block. After a long discussion with the representatives of the parents it was decided to ask the opinion of the parents regarding the fee structure of the students. The Parent-Teacher meeting was conducted on 07th August 2010 at Bertram Hall at 9.30 a.m. for the parents of shift I students and at 3.30 p.m. for Shift II. The parents who attended the meeting expressed their concern regarding the fee structure and with regard to extra-curricular activities. However, it was felt that many parents had not attended the meeting which was conducted for the benefit of the students.

The second meeting of the Parent-Teacher forum meeting was conducted on 22nd January 2010 at the Principal’s office. The Parent-Teacher meeting was conducted on 23rd January 2010 at Bertram Hall at 9.30 a.m. for the parents of Shift-I and at 3.30 p.m. for Shift-II. A large number of parents attended the meeting and expressed their views regarding their wards with respect to their studies, industrial exposure, sports, campus recruitment, various club activities and other extra-curricular activities. The parents expressed their wholehearted support and willingness to financially support financially the project, “School of Business Studies”. Parents’ assessment of the infrastructure of the college, staff, quality of teaching, different programmes conducted by the college was also collected in the form of response to a questionnaire. We thank the coordinators of the forum for their support and guidance.

LOYOLA COLLEGE TEACHING STAFF ASSOCIATION

The association started its activities with an effective inauguration on the 29th July 2010. It conducted regular meetings with the staff and remained a bridge between the management and the staff of the college. They represented the issues affecting teachers to the management and the relationship was one of cordiality between the two. I thank the office bearers of the staff association for their cordiality and concern for the college.

NON-TeachING STAFF WELFARE ASSOCIATION

The Non Teaching staff had their inaugural meeting at the Tamil Nadu aided college employees level. They honored their retiring staff and had gone for a tour in January to Kodaikanal. I thank all the Non-Teaching staff for their fullest cooperation to all the activities of the college.

COLLEGE EMPLOYEES CO-operative THRIFT AND CREDIT SOCIETY LTD

The Loyola College Employees Co-operative Thrift and Credit Society Ltd., which was started in the year 1961 has completed its 50 years of functioning in the service of its members.

During the year ending 31st March 2010 the total members was 241. The share capital of the Society is 30,16,790.
The total deposit from the members as thrift deposit is Rs.1,13,21,345/- during the year, amount of loan issued is Rs.2,35,94000/- and a sum of Rs.2,25,77,825/- is recovered from members. The loan outstanding as on 31.3.2010 is Rs.

LOYOLA HOSTEL

Loyola Hostel is indeed a ‘mini global village’ with students hailing from different nations, classes, cultures and religions. There is a total of 1314 students in the hostel. We are fortunate to have variety of students from, Bangladesh, Sri Lanka, Tibet and from all over India. Around 150 Liba students, sports men and day scholars also make use of the mess facility thereby extending the services of the hostel to over 1500 students. The office staff has taken great effort in making the admission process flow smoothly. Thanks to Mr. Manimaran, Mr. Doss, & Mr. Louis – our Office staff. The construction of Women’s Hostel is almost over in this academic year and going to be assigned to the students from the next academic year.

FEE-CONCESSION

Loyola Hostel provides mess concession to 240 students to the tune of Rs.7 Lakhs per annum. Due to the systematic planning of the hostel administration we were able to raise Rs. 10 Lakhs to Loho Poor boys fund, thus making feasible and comfortable to help many more poor deserving students.

Different forums helped students formed by students in the hostel helped them to identify their talents. In Short Hostel remained a ‘Home away from Home’.

I sincerely thank Rev. Fr. Louis and all the assistant directors, co-workers for making the stay of the students comfortable at the same time to study well by being in hostel.

ALUMNI ASSOCIATION

Loyola Alumni Association (LAA) is one of the very active wings of the Loyola College. Total membership of the Association stood at 92,589 as on 20th February 2011. Nearly 2,345 fresh graduates have become members of Alumni Association in the current academic year alone. Rev. Dr. G. Joseph Antony Samy S.J. and Rev. Fr. Joseph Antony Jacob, S.J have been appointed as Deputy Directors of LAA.

World Loyola Alumni/ae Congress 2010: Loyola Alumni Association conducted Alumni Congress 2010 on 28th August 2010. Nearly 3200 alumni/ae participated in that mega event which was first of its kind. Many of the distinguished alumni were given ‘Life time achievers award’ during that time. It was inaugurated by Mr. P Chidambaram, Home Minister, Government of India and the symposia was inaugurated by Mr. Dayanidhi Maran, Union Minister for Textiles.

Rev. Fr. Jerome D’ Souza, S.J. Endowment Lecture (2010-2011) was delivered by Mr. N. Vaghul, COE, ICICI Bank on 7th March 2011.

On the Graduation Day 2010 (12th March 2011), the Student Directory 2010, was distributed to the new graduates in the CD form.

WEBSITE OFFICE

The web site offers not only information, but a range of activities that is happening in the college. It is a user-friendly website with all the details about the college. Meb-Master and Secretary Rev. Dr. Joe Arun, S.J. has given a new a design and added features to the website. Our college website is in tune with any of the higher education institutions in the world.

HELEN KELLER RESEARCH CENTRE

Helen Keller Research Centre (HKRC) for the upliftment of visually challenged students of Loyola College. The fourth HKRC popular lecture was on “Cataract for Laymen and Treatment Options” and was on 6th February 2011. This lecture was also delivered by the distinguished Ophthalmologist Dr. B. Sridhar Rao, from Kumaran Hospital (P) Ltd.

OBITUARY

• Rev. Fr. P. Susai, S.J. (54 years), our former Vice Principal, (Self Supporting Courses) and former Hostel Director passed away on 19.12.2010 due to Heart attack.

• SATHISH KUMAR, V (09-EC-212), a Second Year student of Economics of Shift – II died on 23.07.2010 due to an electric shock at his house.


• MERCY IRUDHAYAMARY, S (09-PCO-091), a Second Year Post-Graduate student of Commerce of Shift – I died on 16.09.2010.

JUBILARIANS

Ten of our faculty members have completed 25 years of service. We thank them for their committed and dedicated service to the Student community. We wish them many more years of fruitful service in the College.

• Dr. M. John Sundar David was appointed on 25th June 1985 in the Department of Sociology. He is a committed teacher and a man of principles. He has
been serving the college in many capacities and now he is a member of the Governing Body of the college. His sense of belonging and loyalty to the college is highly commendable and worthy of emulation.

Dr. Albin T. Fleming was appointed on 1st July 1985 in the Department of Advanced Zoology and Biotechnology. A committed, dedicated and sincere teacher, he is much focussed and a man of principles. He is a teacher with a systematic approach, clarifying all his doubts in administering the department very freely consulting the officials of the College without any hesitation and implementing them effectively.

Dr. D.V.S. Janikidas was appointed on 1st July 1985 in the Department of Commerce. He always performed his duties with a smile. He is very calm in his approach, and makes a powerful influence on the student community. He is one of the dedicated staff members and a powerful orator. He is very systematic and compassionate to the students.

Dr. Louis Joseph Chandra was appointed in the Department of English on 1st July 1985. His commitment as the Additional Superintendent during the semester examinations is highly commendable. He has been serving the college in many capacities, now as the Dean of Arts. He is an affectionate, committed, dedicated and sincere teacher. He is a powerful orator and presents his vision very effectively to the staff and students. He is highly systematic in his approach, more student oriented, and loyal to the College.

Dr. J. Marshall was appointed on 1st July 1985 in the Department of Physics. A committed, dedicated and sincere teacher, he is much focussed and a man of principles. He is very systematic and compassionate to the students. He is highly appreciated by the students of Physics department. His approach makes a powerful influence on the students community of Physics Department.

Dr. D. Sudarsanam was appointed on 1st July 1985 in the Department of Advanced Zoology and Biotechnology. A committed, dedicated and sincere teacher, he is much focussed and a man of principles. He was the Head of the Department of Adv. Zoology and Biotechnology from 2000 to 2005. During his tenure, he has established Bioinformatics Laboratory with the funding from DST. He was the key person in the introduction of M.Sc. courses in Medical Lab technology and Biomedical Instrumentation Science. He was instrumental in framing the curriculum for M.Sc. Nano science and applied to the University of Madras for approval. He has produced 80 Ph.D.s and published 75 research papers in reputed National and International Journals.

Prof. Baghawan Das was appointed in the Department of Economics on 2nd July 1985. He is a man of principles and a committed, dedicated and sincere teacher. He is very systematic and compassionate to the students. He is one of the dedicated staff members and a powerful orator.

Dr. V. Alexander was appointed in the Department of Chemistry on 8th July 1985. He is one of the excellent teachers in the Department of Chemistry and a good researcher. He has produced 15 Ph.D.s and published 25 papers in reputed National and International Journals. Till now, he has got a grant of Rs. 6 crores from various funding agencies for doing research in the field of supramolecular and nanochemistry. He is a man of principle, highly dedicated to research and a sincere teacher.

Dr. Joe Jesudurai was appointed on 15th July 1985 in the Department of Physics. He rendered commendable service as the Vice Principal of Loyola College from 2002 to 2005 and as the IQAC Coordinator during the last NAAC accreditation. As the Coordinator of IQAC, he was solely responsible for Loyola College getting A+ status in NAAC accreditation and re-accreditation, and was hugely instrumental in our College being awarded the honour of the ‘College with the Potential for Excellence’. He is serving as a member of the Disciplinary committee for the past 9 long years. He is a dedicated, systematic and a friendly person, who holds values very dear to heart. He has 12 research publications to his credit and he has served as a resource person in 36 different programs across the country. Presently, he heads the Department of Physics and is guiding four research scholars.

Dr. Mrs. Vimalakumari Kalaiarasi was appointed in the Department of Advanced Zoology and Biotechnology on 1st August 1985. She rendered commendable service as the first Dean of Women students during the period from 2004 to 2007 and is an excellent coordinator as the faculty advisor in Prolife forum and has released a CD ‘Baby’s Voice’. During her tenure, she published the first news letter, ‘Women’s Voice’ in 2005. She is one of the staff members always ready to extend her helping hand in maintaining the discipline among our students at all our college functions. She received the best faculty advisor award thrice consecutively from Outreach Department. She always performs her duties with a pleasant smile.

RETIRING STAFF

DR. S. JAYASURIYA KINGSLLEY, the Head of the Department of Plant Biology and Biotechnology has put in 37 years of service including 11 years as the HOD. He is compassionate to the students and is a forward thinking person with unflinching loyalty to the College. He is a
dedicated teacher and is hard working. He is very committed and jovial but a serious-minded Professor, who has produced the first Ph.D. in his Department. He rendered commendable service as the Dean of Sciences in Loyola College for 3 years. He was the one, who prepared the Academic Handbook, which we follow even now. He played a key role in streamlining registration for allied optional, elective general etc. We thank him for his devoted service at Loyola College and wish him a very happy retired life.

DR. (Ms) UDAYA MAHADEVAN has put in 34 years of service in the Department of Social Work. She is an affectionate, committed, dedicated and sincere teacher. She is very simple and highly systematic in her approach, and compassionate to the students. The famous College anthem ‘Loyolavadi veesattum’ was written by her. She has got many awards including ‘Role Model Award’ for social workers as part of the International Women’s Day Celebrations. She has always performed her duties with a smile, and is always willing to share her expertise with our student community. We thank her for her devoted service at Loyola College and wish her a very happy, healthy retired life.

DR. M. SELVANAYAGAM, from the Department of Advanced Zoology and Biotechnology has put in 34 years of service in our College. He is a committed teacher and a man of principles. He is the Director of Loyola Institute of Frontier Energy for more than 5 years. He streamlined the rules and regulations of UGC and has made these available to all the staff members. He was the Head of the Department of Advanced Zoology and Biotechnology for 5 years, and he is one of the key persons to introduce two post-graduate courses on Bio-Instrumentation Sciences and Medical Lab Technology courses. His sense of belonging and loyalty to the college is highly commendable and worthy of emulation. We thank him for his devoted service at Loyola College and wish him a very happy, healthy retired life.

DR. K. SHANMUGA VELAYUTHAM, in the Department of Social Work has put in 30 years of service in Loyola College. He is a committed, dedicated and sincere teacher and much focussed and a man of principles. He is highly systematic in his approach and student-oriented. He has been involved in many counselling and social awareness programmes. We thank him for his dedicated service at Loyola College and wish him a very happy, healthy retired life.

DR. PAUL RAJAMANICKAM has put in 25 years of service in the Department of Statistics. He was our former NCC-Navy officer and has produced many outstanding cadets. He is a sincere teacher and unassuming person. He is a very friendly person, loved by all his students in his Department. Due to his personal commitment, he has taken voluntary retirement from his service here. We are indebted to him for his tireless service at Loyola College and wish him many more years of happy, peaceful and retired life.

REV. DR. FRANCIS P XAVIER, S.J. has put in 18 years of service in the Department of Physics. He was our former Provincial of Madurai Jesuit Province (1999-2005) known for radical leadership. Option for the poor is his byline. During summer, he visits Boston College, USA as a visiting Scientist. He is much sought-after as resource person for many conferences and workshops. He is the founder-Director of Loyola Institute of Frontier Energy (LIFE) multidisciplinary facility started in 1995 at Loyola College. To top it all, currently he is the founder-director of Loyola-ICAM College of Engineering and Technology (2010). We wish him all the very best in his future endeavours!

REV. DR. JOHN PRAGASAM, S.J., in the Department of Chemistry has put in 13 years of service here. He was our first Deputy Principal in Shift-II. He has served in this institution in many capacities, as Vice Principal, Games President, Library Warden etc. He is very soft spoken and was the superior for 6 long years in Berchman’s Hall. He is highly systematic in approach and loved by the students very much. He is at present serving as Dean of Studies in our Engineering College (UCET). We wish him all the very best in all his endeavours!

MR. D. JAMES has put in 39 years of service in our College Office. He retired as the Office Superintendent. He performed his duties always with a smile. He is a dedicated staff member, highly co-operative with all his colleagues. His sense of belonging and loyalty to the college is highly commendable and worthy of emulation. The Management of Loyola College is highly thankful to him and wishes him a happy and peaceful retired life.

MR. K. S. GEORGE has put in 24 years of official service in our College. He served in the Department of Chemistry for more than 30 years, and promoted to our College Office. He is soft spoken, honest and sincere in his work. His loyalty to the College is highly commendable. He is a dedicated staff member, highly co-operative with all his colleagues. We thank him for his tireless service to this college and wish him a peaceful and happy retired life.
FUTURE DIRECTIONS

1. Loyola Master Plan: As seen in the Loyola Master Plan, Loyola aims to build itself for its future. Loyola must move on to a level of international standard from where it is. To that end, we would like to focus on developing human resources and infrastructure. That is to enhance the way we teach and the ways our students learn.

2. Faculty: We need to recruit quality faculty and non-teaching faculty. And we should retain them by giving them competent salary. Similarly, we must make efforts to help the present faculty and non-teaching faculty improve their skills and competence by organising training programmes, workshops and seminars. Under the leadership of IQAC Coordinator a team has been asked to work out a plan for an ongoing project of empowering the faculty.

3. Developing Departments into Schools: We plan to create more of school system. Already we have schools of media studies, physical sciences, life sciences etc. Next we need to create school of computer sciences, and social sciences.

4. Immediate Academic Initiatives: a) we will be approaching the University of Madras to obtain permission to have an additional section for BCOM Corporate b) we have initiated the process of staring MA Tamil Literature.

5. Infrastructure: We need to build infrastructure. Basically we need to improve class room facilities.

   a) School of Commerce: To accommodate increasing number of commerce graduates we need to have a separate building of a school of commerce and economics. We have already started the first phase with available funds. But we need more funds to proceed further. Loyola Development Office with the cooperation of Director of Alumni Association has been exploring avenues of procuring funds for the purpose.

   b) Rebuilding Loyola Hostel: We are also making efforts to improve the present hostel for boys. We need to rebuild to accommodate more students and increase facilities. Most of the old boys of the hostel (LOHOS) are being roped in to help this. Lady’s Hostel is in progress.

   c) Auditorium & Gymnasium: Auditorium and gymnasium are other two buildings in the Master Plan that need to be actualised. With the help of Alumni we are working on sponsors who would fund the buildings.

   d) Canteen & Food Court: The present canteen building is in dilapidated state. It does not have the capacity to accommodate the strength we have now. Therefore, the whole building needs to be demolished and rebuilt as a Food Court that accommodates all stalls and provides seating facility.

   e) Toilets: The toilet behind the administrative building has to be shifted to further down to the open space towards the end of the compound. Similarly, the toilet near the canteen has to have a wall to hide the toilets.

   f) Repair Works: a) The main building flooring has to be done as the stone; g) Bertram Hall ceiling; c) Audio system in LS Hall; d) College office

6. Fundraising: In all these initiatives, what we need is finance. We need first to build our corpus. Secondly we have to find avenues for raising funds for the plan of buildings we have lined up in the coming years. Fund raising lies at the core of the process of building a future for Loyola. Therefore, in the coming days we need to harness our energy and time to evolve a viable and successful plan and build strategies to raise funds. Our Alumni will be our key partners. A brochure has been printed and it will be sent to possible donors/sponsors.
I refer to Loyola I call it Loyola than VIT. When I refer to VIT, I call it fact my sons used to ask me how is it that you are so loyal to like to salute the teachers and students.

When I had came to apply for an admission to this college in 1957. Till that time I was born and brought up in a remote village and I had studied in a Government School in Tamil Medium. I had not visited Chennai till then. Somebody had to accompany me to Loyola College. This was my condition when I entered in 1957. I am what I am today because of Loyola College.

When I entered College I could not write English in full sentences. When I left Loyola I was a debater in both Tamil and English. this is what, Loyola has made of me. I participated in inter-collegiate debates also.

When I entered Loyola Hostel I was afraid of everybody. I saw students not only from Tamilnadu in the hostel but from many states and countries including Africa, Malaysia, Sri Lanka. Slowly I came out of my shell. I entered as a villager and left as a citizen of the world.

That was what Loyola made me.

I started a college in 1984 known as Vellore Engineering College. Now it is called VIT. My model was Loyola College as well as the Christian Medical College in my own city. Loyola is the only College in the country which stands at the top in Arts, Science and Commerce. It stands in the 1st, 2nd or 3rd position. First I would like to salute the teachers and students.

I never forget to mention Loyola to my students or teachers. In fact my sons used to ask me how is it that you are so loyal to Loyola than VIT. When I refer to VIT, I call it “our Institution” when I refer to Loyola I call it “my Institution” because VIT was created by me but I was produced by Loyola.

VIT is noted for discipline and cleanliness. VIT has a reputation for being the cleanest University in India. These values were imbibed from Loyola College. I always remember my teachers, especially Jesuit Fathers. The warden Fr. Rabinath from France, the HOD Fr. Bastian was a Germany, English was taught by Fr. L.D. Murphy from Britain. Professor Arulanandam who taught us Tamil is the only professor alive. They were very strict but very friendly to the students. I remember one day it was raining heavily. There were 2000 students in all. 1000 hostilites and 1000 dayscholars. Fr. Rabinath asked the boarders not to go out in the rain. They were in the rooms. He went with an umbrella to the Principal and pleaded the Principal to declare a holiday due to the heavy rain. The principal told him that all the dayscholars had arrived so why can’t the hostellers staying only one to two furongs away come. Fr. Rabinath pleaded with him to declare it a holiday as the hostellers would get drenched and get fever. He forced the Principal to declare it a holiday. All the dayscholars had to go back home drenched in the rain. This shows how friendly and humane the Fathers were. I hope it is still continuing even today. That was the kind of sympathy and compassion we enjoyed from the student-friendly administrators.

I participated in all the debates and activities even though I lost the election. I was elected as the Social Service secretary. In that capacity I attended the All India Conference in Hyderabad on Social Work. For the election of “Prime Minister” of the camp in All India Catholic Federation, Trivandrum, 3 candidates were interviewed, two from Kerala and one from Tamilnadu. I was able to win the election. What I lost here I gained there.

I always remember Loyola as my Model for VIT. We have now 16000 students in the campus from 45 countries. All of our students live in harmony. Ours is a great country of diversity. We must be able to contribute our mite for the development of the society and the country and Loyola has done it.

Just imagine the contribution for 86 years Loyola has made for the administration of this country.

I do not know how many of you have the habit of reading newspapers. When you read newspapers you get depressed and elated with all kinds of things happening in the world. India, our beloved country is the largest democracy in the world with so many religions, 1000’s of caste and the proactive Supreme Court of India.

We never used to create Politicians from this Institution. Two species were prohibited in this Campus: girls and politicians. I am happy to find girls studying here in this College how. They were not allowed to enter anywhere in the campus them. I find wherever I go in which ever part of India almost all the IAS and IPS officers were trained particularly in Loyola. Usually about 15 to 20 students will be selected for IAS and IPS cadre and one of the top 3 ranks will be from Loyola.

I have never heard of any official from Loyola being accused
of corruption in any part of the world. Wherever you are and whatever position you occupy, you should hold the flag of Loyola high and prove that you are a person of honesty and integrity not only in the development of your family but also in the development of the society and country. I want all Loyolites to follow this.

All cannot be leaders or get high position. Leadership is for the development of society. Incidentally one of the big entrepreneurs is here. He is our role model in Industry. The factory was started by his father and well-known nationally. You should excel in every field. Loyola still is my model of an ideal educational institution.

There is every possibility of Loyola College becoming a University.

**COLLEGE DAY**

Rev. Fr. Rector, Rev. Fr. Secretary, Rev. Fr. Principal, Rev. Fr. Casmir Raj, officials of the college, Dr. G. Viswanathan, Chancellor of VIT, distinguished guests, my dear Loyolites, friends from the Media, Ladies and gentlemen.

Good morning to you all.

As an alumnus of this prestigious college we feel privileged and honoured to be the Chief Guests for the 86th College Day of this great institution, Dr. G. Viswanathan, Chancellor of VIT and myself.

Let me take this opportunity to thank Fr. Principal, Fr.Rector, Dy. Principal and the Jesuit Community for giving me this opportunity to address the staff and students and distribute the prizes. Also for the Certificate of honour to me for winning the illustrious alumnus award and for living up to the motto “Let your light shine”.

I am very thrilled to address the gathering in Bertram Hall where I sat as a student 57 years ago. I had the good fortune of being taught by Rev. Fr. Jerome D’Souza one of the distinguished principals of this institution. I was given admission in the Silver Jubilee year in 1950.  I completed B.Sc Physics in 1954. My uncle Mr. Kumar Soundaraja, Chief of Presidency College requested Fr. Jerome D’Souza to take care of me. He entrusted me to Prof. S.R. Govindarajan of Physics Dept. and requested him to take care of me. I know my Prof. Dr. Srinivasan is here he is related to Dr. SRG who is here right now and the only Professor alive.  This shows how Fr. Jerome D’Souza’s concern for the students and how he took personal care of students.

We were given single rooms in the hostel. We had a choice of choosing from 4 types of vegetarian messes and 2 types of non-vegetarian messes. The food was tasty, nutritious and homely. The mess charge was Rs.34 and Rs.36 per month with unlimited food which is unbelievable by todays standards.

We had a cosmopolitan atmosphere. We had students from Srilanka, Philippines, Andhra, Karnataka, Kerala in addition to India. There is every possibility of Loyola College becoming a University.

All your faculty members will be promoted and should be given good salaries and pension. The Government should come forward and make it a University. This is my dream. It is possible.

India should have 1500 new universities in order to increase the enrollment percentage. We should also go in for professional colleges in engineering, medicine etc. This requires a lot of investment.

Whatever I earn I spend for the development of VIT university. Let Loyola also do the same.

Thank you.

**CHIEF GUEST’S ADDRESS**

Shri P.R. RAMASUBRAHMANEYA RAJHA

Tamilnadu were studying in this college. The Hostel warden, Fr. Rabinat was a strict disciplinarian and created a conducive atmosphere for us to concentrate on our studies. We had to be disciplined both in College and hostel but at the same time enjoyed freedom in the pursuit of our studies. We did well both in studies and sports.

This atmosphere prevailing in Loyola College campus has helped us to be best and let our light shine brightly. The light was within and shone brightly because of the atmosphere created here. This is how Loyola differed from other colleges. That’s the secret of so many Loyolites success in all walks of life. Many were even selected for IAS and IPS purely on merit basis.

Our Dr. G. Viswanathan is a living example when we see his achievements in the educational field. I asked him how he is able to run this great institution with 16000 boys and girls. He told me that he had learnt from Loyolas discipline. I am sure he would have dreamt while he was in Loyola that he would establish an educational institution and make it a University. Apart from it he was a politician. In Loyola there was no politics. That was one of the greatest strengths of Loyola. Yet he became a Politician.

Loyola College was established by distinguished Jesuits in 1925.  Fr. Bertram S.J. shouldered additional responsibility as Rector and Principal of the College. He started with 75 students and 3 branches of study Economics, History and Mathematics. Today our college has about 7000 students and 35 departments in UG and PG, with Doctoral programmes and Research Centres.

After 8 decades the college has grown multifold both in number of students and departments like Food Chemistry, Visual Communication and Bio-technology etc. The teaching, learning and evaluation of students is excellent in Loyola. Training of students to make them as future leaders in all walks of life is the sole aim and purpose of the teachers and Fathers of Loyola College.

At the same time the students name adopted high ethical values in whatever profession they are pursuing. Not many institutions teach both academics and ethical values. It is because of the commitment and high moral standards shown by Jesuit Fathers and other professors, the students pick up the right value system and succeed.

According to Loyola college vision statement, the college aims at training young men and women to be quality leaders in all walks of life and form men and women for others.

Earlier only the creamy layer of the youth hailing from affluent families could join this institution. Today the underprivileged students are also given access to get quality education.
We must recognize that the high quality of education in Tamilnadu is the result of the strong foundations laid by the Jesuit Fathers who had started many educational institutions and hospitals more than 100 years ago. The Fathers and Sisters who served these Institutions were the symbols of total sacrifice and dedication to establish discipline, provide high quality education and health standards in Tamilnadu. Excellence in the quality of teaching and moulding, the students character based on individual capability was their intellectual mission. This is the reason why we see today many distinguished leaders from all walks of life who come out from the portals of this Institution.

I am proud to be a product of this institution which not only taught me academics but also high ethical values of character, integrity, simplicity and humility which have helped me to build our Group of Industries to the size it is today. I am proud to say that my association with this great Institution has helped the Industrial Growth in the past 75 years with sound finance, leadership quality and mission. We have 10,000 employees across our industrial set up in various parts of India and abroad. The greatest challenge before me is to manage various kinds of people by motivating, encouraging and recognizing them so that they do their best for the companies. The art of dealing with people understanding them personally has to be learnt by experience based on ethical values.

I also believe in ethical values sound financial management and good human relation. This is what I received from Loyola.

Indian tradition teaches us to respect our mother, then father, then teacher and then our guest. Such teaching is given from childhood. Good learning starts from the mother. A good mother is a great teacher and should teach with love which helps the child start learning from childhood and builds a strong foundation for its future growth.

The father is responsible in shaping him as a disciplined citizen. The teacher teaches knowledge to enlarge his capacity. Looking after a guest improves social cohesion. Therefore this Institution and the Jesuits have been responsible for enlarging our thoughts as well as our vision to reach excellence in whichever profession we are.

Because we enjoyed learning we how enjoyed the work we are doing. We are not tired of life.

The importance of good relationship with teachers and students is a source of happiness. Students and teachers need good understanding. Students must learn to respect teachers and enjoy learning. Teachers must enjoy teaching the students and see that they learn the right values.

This I think is the invisible culture and strength of Loyola College.

Before entering our business industry I started as a worker and worked in B&C Mills as a labourer. Before entering business my father wanted me to understand the psychology of people at the floor level of the Company. I started my career as an ordinary labourer before becoming the Manager of Rajapalayam Mills.

It helped me very much to understand the psychology of workers at a young age, learn business skills and become a leader. The training was tough. This is the best wealth I have inherited from my father while entering business.

In fact in any of our institutions for the last 75 years we never had any labour unrest which we could not manage. We could motivate them. I think it is because of the psychological insight I had gained about the aspirations of the working class and their experience which you cannot learn from business schools or any other institutions. Thus I learnt by actually working as a labourer.

The Tamil sage Thiruvalluvar counsels us that power, position and wealth should be obtained by virtuous method and not otherwise. Once you achieve the desired position or status you must conduct yourself with utmost dignity, integrity, humility and honesty. The greatness of a person can be recognized only when he has developed such a character.

In fact I would like to emphasise the need on time management. Time is the most valuable commodity which cannot be retrieved once it is lost. Out of 24 hours we must utilize 15 to 16 hours to develop our knowledge and skills. These hours have to be planned so that we can allocate and prioritise for our health, studies, relationships and friendships so that we get the best out of it. Divide your entire life into three parts. The first period of youth is the most valuable and must be used to build a strong foundation for your future. At the same time you must take care of your health, by doing proper exercise, yoga, meditation, etc. to make yourself fit for challenges in life.

Bernard Shaw says “progress is important, without change of thoughts this is not possible”. You must be able to change your thoughts and adopt a flexible approach to the changes taking place in society.

Finally, flexibility is what everyone should practice to achieve your goal in life.

An army which cannot yield will be defeated.

A tree that cannot bend will, crack in wind.

The hard and stiff will be destroyed only the wise win flourish.

May God bless you all.
GRADUATION DAY

Respected Fr. Rector, Fr. Secretary, Fr. Principal, Fr. Deputy Principal, Fr. Casimir Raj, Fr. Controller of Examinations, Professors and Staff of Loyola College, Distinguished Guests, Friends from Media, Parents of the graduates, my dear new Graduates, Ladies and Gentlemen.

VANAKKAM.

I am both honoured and humbled to be here today, to speak to you on this important day. Happy to be back to this great institution that gave me my grounding and helped build my character many, many years ago.

I speak specially to my young graduate friends sitting here for whom this is a very important moment in life, a once-in-a-lifetime occasion. IMPORTANT because it is the beginning of a new journey for all of you.

The beginning of the UNKNOWN.

I am talking to you at a time when you move from a beautiful cocooned world into a world full of hope and promise, where new opportunities await you and it is impossible not to be both excited but also apprehensive.

Think of me as someone who started the same journey 40+ years ago, from this very campus, and returns today to share with you what I experienced on this wonderful journey called “LIFE”.

I came across this beautiful quote on FACEBOOK/TWITTER by an unknown:

I QUOTE: Life is like playing “chess” with God. After your every move HE makes the next move, Your moves are called “Choices” And his moves are called “Challenges.”

This is my belief too. I am, today, the outcome of the choices I have made in life. From the challenges I faced. Let me share with you, from my life story, some of my choices and their outcome.

THE CHOICE I MADE AFTER MY FIRST REJECTION AND FAILURE

Just after my B. Com. from Loyola, with a University Rank, I went into the world seeking a job and career, confident and sure of myself. I started to apply for jobs. I was rejected after interviews, by Grindlays Bank, by DCM for their...
Management Training Programme and also by Avery (who made weighing machines). All the three I had applied to. This was my first ever rejection in life.

Disappointed and dejected I still continued to believe in my capability and potential.

As I pondered where and how else to get employment a new Institute, IIM Ahmedabad, planned to open the following year and advertised for admission for their first batch. It was a new, unknown Institute with no previous history (except an affiliation with Harvard Business School) and offering a Post-Graduate Management Programme, with the promise to equip you to become a better candidate for managerial employment by the corporate world.

The choice I faced - continue the job hunt or seek further education to enhance my qualifications to get a good job.

My family financial situation was such that taking a job was the preferred alternative.

I however applied, passed the tests, both written and interview, and was selected (one of 65 people selected out of 10000) and joined the first batch of IIM Ahmedabad. I had chosen to “waste” a full year of my life doing nothing between graduation and the opening of IIM Ahmedabad to become a student again.

I had chosen to try to upgrade my knowledge and skills to achieve a possibly better future in the job market.

THE CHOICE I MADE WHEN I REALISED I DID NOT KNOW ENOUGH

When passing out of IIMA I now had a choice of jobs with offers from 7 companies - from Hindustan Lever Ltd to Pfizer to Amul, etc. I joined Hindustan Lever Ltd, as a Management Trainee in Marketing. Six years later I was considered a “bright star” in the company. Set to go places. Destined for great things.

Here I was, responsible for some of India’s leading FMCG brands like LIFEBOUY, LUX, REXONA, SURF. On a high. Approving the largest advertising campaigns and budgets in the country.

Yet, when I looked closely in the mirror I realized and I knew I could not really differentiate between what was great advertising and what was ordinary advertising. I DID NOT KNOW THE GREAT FROM THE AVERAGE OR EVEN THE BAD. What I did know was, that to be a top-of-the-line marketing professional, I needed 2 things:

1. To not just differentiate good advertising from bad advertising but to help the Advertising Agency create great work.
2. I also knew that advertising understanding and approval would always remain a key part of any marketing professional’s job throughout his career.

I knew it was essential for me as a marketing guy to learn advertising.

The choice was to continue as is, learn over time and through experience. As all marketing people seemed to be doing.

Anyway, most marketing professionals I had met in those 6 years were in the same boat. Unable to make the distinction and yet very successful.

Or choose to learn the advertising profession from where else but from within the profession - an Advertising Agency? I chose the latter option.

I left HLL, after 6 years of a great marketing experience, to everyone’s shock and joined an Indian Agency called MCM, then considered among the finest, if not the finest, in its field in India.

I CHOSE TO BECOME A STUDENT, YET AGAIN, BUT IN A COMPANY AND NOT A UNIVERSITY TO LEARN WHAT I DID NOT KNOW. THE CHOICE WHEN VALUES AND ETHICS ARE IN CONFLICT

At MCM, I learnt the Art and the Craft of Advertising. From some brilliant people who worked there. Some of the brightest minds in Literature, Arts, Design.

I was doing remarkably well, had been promoted in just 3 months and had become the youngest head of an office in the advertising business in India.

I was financially well-off and again a “star”.

However I was once again unhappy. But why?

The values and business principles of the Company were out of synch with my values and beliefs.

I once more was faced with a choice.

THE CHOICE BEFORE ME - TO STAY and SUBDUE THOSE MIDDLE CLASS VALUES OR???

There really was no choice. I left MCM. After 10 months in the company. With no job in hand.

I was not prepared to compromise my value systems at the commercial altar. I was then 29 years old.
HOW MUCH RISK CAN YOU TAKE WHEN YOU HAVE SELF-BELIEF?

When I left MCM I was offered my job back at HLL with an unheard of offer. To treat the 10 months I was away as a “leave” period, rejoin and if I still desired to learn advertising, work with their advertising partners anywhere in the world till I felt I had mastered advertising and be back in the Marketing group.

I had two children, the second just a few weeks old, and no savings. The choice was to go back to my Alma Mater, Hindustan Lever, a safe, comfortable and a no-risk option? Where I worked 6 years, was well regarded and had a possibly bright future.

Or choose to tread the unknown path of entrepreneurship? To back myself and tread again the path of the UNKNOWN. I was inspired by the poem of Robert Frost, from which I quote:

“Two roads diverged in a yellow wood, and sorry I could not travel both And be one traveler, long I stood and looked down one as far as I could to where it bent in the undergrowth;”

How often do we look upon our lives and say, how I wish I had done that or how I wish I could have been that or that decision would have built that kind of life for me?

And that’s what Frost is trying to say. Take the road that reflects you, take the road that defines your ambition, even if it is seen as a huge risk as it is the path not taken before.

With nothing else but the faith in my own ability, I chose to start an ADVERTISING Agency - REDIFFUSION. We started with no clients, no office, no money, just the BELIEF IN OUR ABILITY.

I had chosen to take the biggest possible risk or gamble I could. Fortunately it paid off and today we are and have been for some time one of India’s largest and most respected advertising company.

For our work and the values our company and people live by.

THE CHOICE I MADE WHEN I GOT AN OFFER I COULD NOT REFUSE.

I would like to remind you of the famous line in the film THE GODFATHER.

I QUOTE ...MAKE HIM AN OFFER HE CANNOT REFUSE.

I had started working with and for Rajiv Gandhi in 1983. After a few years Rajiv wanted me to join him in Delhi and take over the functions of Arun Singh when Arun Singh moved on to other responsibilities. He made me the offer twice over a period of a few months. I would however need to relocate from Mumbai to Delhi. It was possibly the opportunity of a lifetime - to work everyday alongside the Prime Minister and devote time and energy to do to influence and shape policy that affects the country, to give back to the country, to Walk the Talk!

lives - to influence and shape policy that affects the country, to give back to the country, to Walk the Talk!

When I looked at the assignment and some of the requirements of the task against my own nature I was sure I was not cut out for Politics and would not be able to adjust to Politics and Politicians. I would be a misfit in the political system...
but would need to become a part or whole-time politician to effectively perform the job and justify the trust he was placing in me.

I chose to decline the offer. I continued as his advisor, but with no official position of power and responsibility in a political party or the Government.

In life, you may sometimes be given opportunities of great position and power which will be offers you will find difficult to refuse. I urge you, at that moment in time, when you have to make the call to be honest with yourself and evaluate whether your nature, values and the real YOU would be in a comfortable zone?

I have shared with you some of the choices I have made in varying circumstances, in my personal life and career.

From them, what then, are some of the learnings, I want to leave behind with you this afternoon?

Never be afraid to take responsibility for the choices you make. That’s what makes a fighter. Even when the going is tough if you believe your choice is the right one stay the course. If you have failed because of a choice you made become a beginner again. The moment you are open to failure it stops limiting you.

In fact it allows you the choice to get up, brush out the bad, keep the good and as Johnny Walker says “Keep Walking”.

The only way to keep growing through life is to keep doing what you love to do... If you have not found it keep looking. Do not settle for anything else.

Be a student forever. College is now officially over and as you set off on this life journey your education seems complete. Is this transition then the end of learning and the beginning of doing? Looking back, I can tell you that the process of learning and the quest for inspiration is a lifelong affair. I have spent quality time over the last 40 years with some of the best and brightest people from Industry, Politics, Social Sciences, Educationists, and others and have come away learning something new every time. It has taught me that the more you learn the more you are.

Self belief is perhaps the most intriguing element of the psyche. When in plenty, it is arguably the mind’s most powerful force. Take it away and it poses an equally destructive threat. When the world writes you off, and friends and fate alike start suggesting you are courting failure, one shot of self belief in yourself can reclaim the moon.

Integrity, as a value has grown vastly in relevance and meaning in this age of Competitiveness, Creativity and Accountability. It is, and if not, should become, an important trait that all people are judged by. Always stay true to yourself and your values. Keep Your Integrity intact.

THE TRUTH IS THERE ARE NO RIGHT OR WRONG CHOICES. Every choice you make needs to be ultimately governed by one and one thing only. Your heart should connect with it, you should connect with it. Leave - everything else in the hands of life. Once you have, made the choice that speaks to your heart, that goes beyond your fears, everything else falls into place. Automatically.

I do hope same parts of this address will stay with you as you venture to conquer the world.

Thank you once again, for giving me this privilege, to share some of my personal experiences with all of you.

Good luck, and see you on the other side.