



**D G Vaishnav College (Autonomous)**

**P.G DEPARTMENT OF SOCIAL WORK 2019 - 2020**

**Brochure 2019-2020**





## MISSION

To create new dimensions of managerial competencies, both at the conceptual and the practical level, leading to improved decision making abilities and managerial competence while developing the overall personality of the students. To build managerial competence through humane, ethical approaches based on values of honesty, dedication and social justice.

## OUR CULTURE

The team of faculties and students of the department bank on the basic social work principles and contribute to the building of an organization culture, marked by esprit de corps, confidence, mutual respect, concern for others need, hard work, social values, individual maturity and integrity. The department invites HR executives from top level to middle level management in order to facilitate gainful exposure about the latest trends in the professional world. The department nurtures the growth of budding managers in both academic and professional domain through simulated learning.

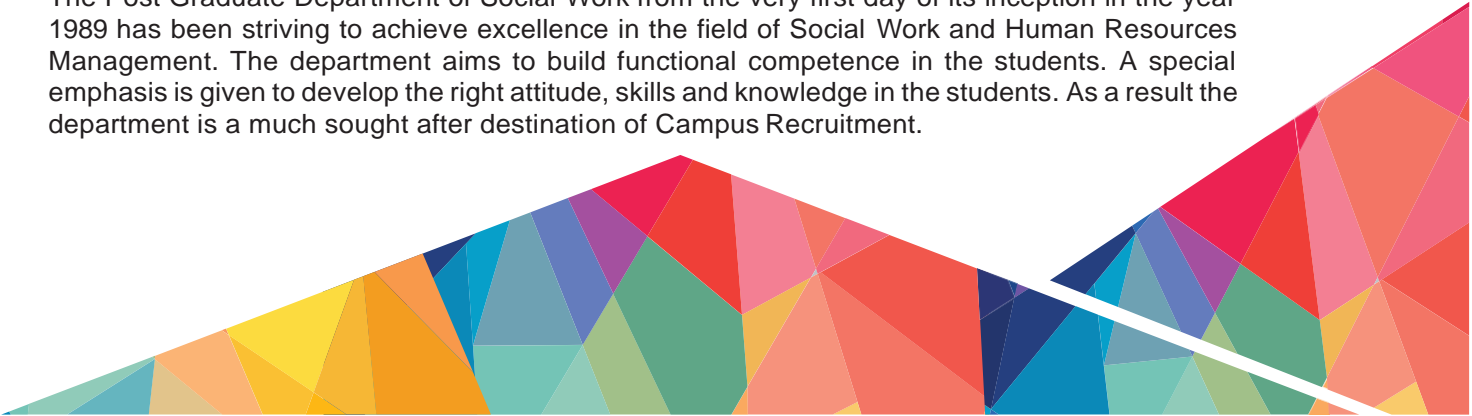
## OUR INSTITUTION

D. G Vaishnav College in Chennai is reputed institution in South India known for the quality of education imparted. Ever since its inception in 1965 the institution is well known for its continuous interest and trust in value based education. Discipline and decorum are the principle elements of our educational system. At the under graduate level, the college offers 7 (Aided) & 22 (Self-Supporting) courses which includes courses in Commerce, Corporate Secretaryship, Science, Business Administration, Banking Management, Visual Communication, Bio-technology, Bio chemistry and Information Technology all of which are affiliated to the University of Madras.

At the Post graduate level, the college offers 6 (Aided) & 12 (Self-Supporting) courses like Masters in Social Work, Masters in Human Resource Management, Business Administration and Computer Application along with Commerce, Mathematics, Chemistry and Economics are being offered. The college is a full-fledged research centre for M. Phil and Ph. D programmes. NAAC (National Accreditation committee) has accredited our institution with an "A" Grade in the year 2004-2005 and was again reaccredited at 'A' grade with 3.57 on 4 point scale in the year 2012- 13. Besides Academics, the focus is made on co-curricular activities like sports, NCC and NSS. Excellent library facility with more than 75,000 books and national & international journals which are easily accessible. It is also equipped with digital library (EBSCO & JGATE) facility.

## THE DEPARTMENT

The Post Graduate Department of Social Work from the very first day of its inception in the year 1989 has been striving to achieve excellence in the field of Social Work and Human Resources Management. The department aims to build functional competence in the students. A special emphasis is given to develop the right attitude, skills and knowledge in the students. As a result the department is a much sought after destination of Campus Recruitment.



## foreword



The objective of the Social Work program with HR specialization is to provide basic professional education to equip the students to be industry ready. The focus is on the application of theoretical and professional knowledge in various practice settings. The programme prepares the students for indirect social work intervention in the areas of social policy, planning, research and labour welfare.

We thank all the company and HR fraternity who are extending support to us by sharing experience in Guest lectures, providing Internships and placements. Our alumni have always been a strongest pillar of support.

The efforts of the faculty members and the unstinted support by the management, Honorable secretary and the principal of our college has enabled us to have our accomplishments

**Dr. B. Sulupriya**

*HOD, PG Department of Social Work*

## mentor's wishes



**Dr. V Sayee Kumar, Assistant Professor (Department of Social Work), HOD, Department of MAHRM**

Energy and enthusiasm are the hallmarks of our students and staffs. I don't get tired to teach, train, support, and mentor the young budding social work and HR Professionals. My greetings and wishes are always reserved for them.



**Prof. M Aruna Kumari, Assistant Professor**

The practical exposure in difficult settings helps to understand and apply the concept in social work. Team work is a learning tool through which Students develop presentation and analytical skills during the course. The curriculum moulds them to understand and act in any situation they face in their personal and professional development.



**Prof. S Vijayalakshmi, Assistant Professor**

Tanthra 2018, 'HR Artistry' our student's activity is one of the major program that portray students' talent and their confidence to make things happen amidst HR fraternity. It is a proud moment to observe our students' performs and escalate themselves to a greater height with wisdom and integrity. I wish them a great success.



**Prof. M.K.Sindhu, Assistant Professor**

The two year journey of learning helped our students to face the challenges in this competitive world. Life is all about chances and opportunity never leave anything to change and never let an opportunity get away. Almighty will travel with you throughout your life.



**Prof. S. Narendran, Assistant professor**

This is a platform to showcase team work, brand building, social commitment and professional sensitivity. Kudos to all the team coordinators and students for once again rises to the above said idea!



A decorative border at the top of the page consists of a complex, colorful geometric pattern made of many small triangles in shades of blue, purple, pink, orange, and yellow. The pattern is more dense on the left and right sides, tapering towards the center.

## SELECTION PROCESS

The admission process to the course MSW (HR) starts with filling an online application form in the month of April, followed by an Entrance Test, Group Discussion and Personal Interview.

## CAREER culmination – FIRST YEAR

### CURRICULUM:

The curriculum carries some of the foundational papers related to human behaviour, development, and human resource. It engages students on core areas of Human Resources Management related to acquisition, performance management, labour relations, compensation, management and development of human resources like employee empowerment and engagement, CSR, work life balance and management. An optimal mix of theory and practice orientation is provided in this course. An equal weightage is given both to classroom work as well as field based learning.

## SOCIAL WORK PROFESSION

The academic year starts with an introduction to the Social Work profession, creating awareness about the changing trends in social work practice and education, various reform movements and organizations, which contribute to social change. It also builds vast knowledge on the values, code of ethics and attitudes that help in moulding the personal and professional development of an individual.

## METHODS OF SOCIAL WORK

This subject is an amalgamation of various methods used in Social work to acquire knowledge, skills and techniques to work with individuals, groups and communities. With thrust on social action and administrative aspects of social work, this subject enables students to deal with individuals and communities in a professional way.

## SOCIAL POLICY & SOCIAL LEGISLATION

The subject gives an overview on constitution, the fundamental rights and legal enactments that are made towards the progress of the country. This is added based on the view that the people manager need to be equipped with the knowledge on various rights, legislation and policies while handling the underprivileged section of the society.



## HUMAN BEHAVIOUR

The name itself gives an insight that the subject deals with the dynamics of human related to the growth, development and behavior there by sensitizing the students on emotional and social issues. This understanding of dynamics of human behavior along with a holistic view of society serves a platform that enables the students to serve individual and organization effectively.

## SOCIAL WORK RESEARCH

The objective of this subject is to understand the nature, importance of the scientific method and application of the principles of social work research. It develops the capacity to independently conceptualize a problem and execute research which is very helpful to complete their research project in the final year. It also develops technical competence to assess and analyze social problems, needs and services.

## WELFARE ADMINISTRATION

The main aspect of this paper is to understand the overall environment and its impact on the nature, structure and development of the organizations in corporate, public and voluntary, sectors in context of social work profession. It also helps to acquire skills to network, participate in the management programme and initiate as well as develop new programmes.

## INDUSTRIAL SOCIAL WORK

ISW (Industrial Social Work) allows the students to understand the complexities, benefits, and challenges of incorporating social responsibility into corporate strategy. It also helps to understand the role played by Corporate in development of the Society and various tools used in social Responsibility.

## ENTREPRENEURSHIP

This subject will facilitate the learners to understand the role of entrepreneurs in the economy, acknowledge the traits and to know the environmental set up relating to establishing a new industry.

## OBSERVATION VISITS

The academic year begins with the observation visits to various social service agencies working with various target groups and also to a manufacturing industry. This helps the students to get a view of an organizational setup and sensitize them who are from various backgrounds to align themselves with the foundation of social work.

Some of the organizations our students visited are:

- ICWO
- Udavum Karangal
- The Banyan
- MCCSS
- Brakes India Pvt Ltd
- India Yamaha Motors pvt Ltd



(India Yamaha Motors Industrial Visit)



(Brakes India Industrial Visit)



(Madras Christian Council of Social Service observation visit)

## CONCURRENT FIELD WORK

To facilitate the students to understand and implement the concepts they have learned through various papers in a practical way, they are placed in different social service settings like hospitals, medical & psychiatric centers, homes, special schools, de-addiction Center, and community development centers over a period of 3 months. Awareness on health and hygiene, self-help group formation, community development programs, and cultural programs are some of the activities carried out by students. This helps them to sharpen their observation, analytical and reporting skills on functioning of their organization.

The organizations in which students were placed are as follows,

- |                        |                                |                        |
|------------------------|--------------------------------|------------------------|
| • Asian Youth Centre   | • Samarpana                    | Institute              |
| • Tanker               | • Dean Foundation              | • ICWO                 |
| • YWCA                 | • Deepam School Of Special     | • Aid Et Action        |
| • Mariyalaya           | • Mithra                       | • KKSS                 |
| • Helpage              | • Monntfort                    | • Don Bosco Anbu Illam |
| • ICCW                 | • Bhumi                        | • Jeevam Jyothi        |
| • Restless Development | • Balavihar                    | • Udavum Karangal      |
| • Spastics             | • Ashram                       | • Banyan               |
| • World Vision         | • Jeevodaya Hospice For Cancer | • PCVC                 |
| • Aaravam              | • Mudhir Solai Trust           | • Dignity Foundation   |
| • A.J.Doss Deaddiction | • Ahimsa                       | • CRRT                 |
| • Nesakkaram           | • Adyar Cancer                 | • TNSCB                |
| • Arunodaya            |                                | • CHES                 |
| • MCCSS                |                                |                        |



## RURAL CAMP

The rural camp, which was organized by Department of Social Work of DG Vaishnav College, provided an opportunity to the students to gain practical skills and exposure to the rural areas. The students made a plan along with the staff coordinator and made a pilot visit to small Kanchipuram and made a tie-up with an NGO called RIDE (Rural Institute for Development Education) which works with the objective of sustainable development. The name for the camp is made as SUYAM (Students United for Youth Awareness and Motivation) 2017.

### OBJECTIVE OF THE CAMP

- To educate the children community of Small Kanchipuram on various social issues prevailing in the present.
- Educate the community in villages (like arpakkam, kuruvimalai, kalakattur, sadhavaram) by giving awareness on dangers of Blue Whale Game, health, sanitation, dengue fever and nutrition.



(Banner of SUYAM- 2017)



(Team SUYAM)



(Cultural program performed in school)



(Sports activity conducted for children)

## SUMMER INTERNSHIP

Summer internship is a kind of block internship where every student will go to various companies related to manufacturing. Student will engage in various activities of HR department for a month. This helps them to gain knowledge on various functioning of HR and know how an industry works in real time.

Various companies visited by students are



DAIMLER



ISUZU

ALSTOM



Salcomp

## CAREER CAPSTONE-SECOND

In the second year the focus turns towards the Human Resource Management by providing an insight of various subjects related to HR and Labour Legislations that equip the students to work more efficiently as Human Resource Manager.

### LABOUR LEGISLATION

The subject symbolizes statutory compliance. Here the students learn the basic facts concerning labor law and on social security measures of the country pertaining to employees and their families.

### HUMAN RESOURCE MANAGEMENT

Human Resource Management focuses on the need to manage human resource at work. HRM includes the knowledge on various management techniques that are utilized in organization for developing & managing the employees. This also provides students orientation towards the continuous changes in relationship between human resource practice and automation.

### WORK PLACE COUNSELLING

It helps students distinguish between counseling, Case Work and Psychotherapy and to acquire the required knowledge in this regard. This also helps to sensitize the students to the attitudes required for the practice of counseling and various types of counseling that are practiced in work place.

### EMPLOYEE RELATIONS MANAGEMENT

This subject focuses to facilitate and to learn the ways and means of interaction by the company with the staff, the way it delivers policy information and works to create a more productive workplace.

### HUMAN RESOURCE DEVELOPMENT

HRD helps to build a knowledge base and enable the students to develop the attitude required for the successful application of Human Resource development in industries. It also updates the students with technological advancements in the field of HR.

### ORGANIZATIONAL BEHAVIOUR AND ORGANIZATIONAL DEVELOPMENT

This subject provides the students with the understanding of personality, attitude, behavior and the communication patterns of individuals and groups with the organization. OD gives an idea on how an organization can be elevated to next level.



## RESEARCH PROJECT

A unique feature of this module is the fact that students are encouraged to undertake independent research project with a reasonable sample on a mutually acceptable topic in organization.

## FIELDWORK VIVA

It is an evaluation by the whole team of faculty scrutinizes the student's effectiveness in terms of their observational ability and insight about the various concepts as well as the ability to relate theory to practice.

## CERTIFICATE PROGRAM

Every year a certificate program is organized for the students to sharpen their professional skills. An exclusive certificate program on Campus to Corporate by Mr. Prabhu Swaminathan from AFMOI has been imparted to the students.

## OUTREACH PROGRAM

Outreach is an activity of providing services to any populations who might not otherwise have access to those services. In addition to delivering services, outreach has an educational role, raising the awareness of existing services. The students are involved in various cultural activities in creating awareness among the children and parents. This helped them to develop their skills like planning, organizing and develop their confidence to face people from different background.

The places where the programs done by the students are,

- SEED, Mahatma Gandhi high school, Kuthambakkam
- CSI school for Deaf and Mute, Santhome
- Balavihar, Kilpauk



(Outreach at CSI School for Deaf and Mute)



## WALKATHON 2018

Students organized walkathon in collaboration with DR. Mehta's hospital with the theme-- "KIDNEY & WOMEN'S HEALTH" on 11th March 2018, on the occasion of WORLD KIDNEY DAY 2018, Wherein great efforts were taken by students in organizing the event. Drawing and slogan competition was conducted in Mehta's Hospital for students from different colleges. A street play on importance of kidney was performed on the day of event. The event was inaugurated by veteran actress Poornima Bhagyaraj and actress Sangeetha. Walkathon was a successful event which developed the managerial skills among the students.



(Street play performance during walkathon)



(Veteran actress Poornima Bhagyaraj and actress Sangeetha inaugurated the walkathon)



(Participants during the walkathon carrying sign boards creating awareness on kidney health)

## CONCURRENT FIELDV

As HR is the core specialization, the emphasis is on imparting on the job experience to various HR functions. In tune with this, each student is placed in the HR department of a manufacturing setup for 30 sessions spread over a period of three months. Organizations providing manufacturing internship exposure to the students are,

**WABCO**

**NOKIA**



Brakes India Private Limited



**ISUZU**



HINDUJA FOUNDRIES



**MOMENTIVE™**

## ASSOCIATION WITH PROFESSIONAL B

The Department encourages students to take active part in professional bodies and attend their monthly meetings, conferences, workshops and seminars regularly. This enhances their knowledge, analytical ability and adaptability towards the latest developments in Human Resource. It opens the door to network with HR professionals. Various forums that the students participate are,

- National Institute of Personal Management (NIPM)
- National HRD Network (NHRD)
- HR sangam
- Madras Management Association (MMA)
- S2S HR Forum
- SHARP
- ISTD
- SHRM
- CHROM



## skilllabs

Skill lab training programs are provided to students to get their skills shaped and sharpened by experts from various fields. This encourage the students to acquire more knowledge and it is a kind of program where the skills, knowledge and attitude of each and every students are enhanced that helps them to analyze their strength, weakness to strategically formulate their own future.



Skill lab training programs conducted by diverse experts include:

TOPICS	RESOURCE PERSON	ORGANISATION
Cognitive Behavior Theory	Mrs. Padmini	Freelance trainer
Global HRM	Mr. Subramanian	Veteran HR Professional
HR as business partner	Mr.Subba Rao	Mehta's hospital
Industrial Dispute Act	Mr.Velpandiyan S	Yanmar Coromandel Agri Solution Pvt Ltd
Leadership Program	Mr. Vinod	Pegasus Academy & Consulting
Orientation program for Manufacturing Internship	Mr. J. Mahesh	Isuzu Motors India Pvt Ltd
Team Building	Mr. Lenin	Reliance Retail
Entrepreneurship	Mr. Leo Akash Raj (Entrepreneur)	PrettyLilHearts
Personality Development	Ms.Ulagambal	Freelance trainer
Basics of counselling	Ms.Susheela	Freelance trainer
Street Play Training	Mr.Suzaih	Aasha Nivas
ASK HR	Mr. VetriKumaran	T V S & Sons Pvt Ltd



(Orientation program for Manufacturing Internship by Mr. J. Mahesh HR manager at Isuzu Motors India)



(Session on Cognitive Behavior Theory by Mrs. Padmini)



## happymove-csr

Happy move is an initiative by Hyundai as a part of their CSR activity. Happy move is creating happier lives by carrying out various volunteer activities with employees, family and students to create a world where everyone lives together in harmony. Our students participated as volunteers along with the volunteers from Korea and helped the community in different ways like renovating the school, construction of home for 5 families of village, awareness on cleanliness etc.



(Student volunteers from MSW  
for HAPPY MOVE)



(Korean volunteers for HAPPY MOVE)

## EXTRA-CURRICULAR ACTIVITIES

Apart from curriculum students also participated in various sports and events in college and won handsome prizes. One of our student Deepak has won the individual championship in the inter department sports event conducted in our college.



(Medals won by MSW II year)



(MSW II year  
Student Deepak won  
individual championship  
for sports event)

## some of our ILLUSTRIOUS



### **KAMALI RAJESH**

Head of Human Resources,  
Asia Pacific, Syngenta  
MA PM & IR from  
DG Vaishnav College,  
1993 – 1995



### **SHARATCHANDRA S SUGOORMATH**

National Head - Human  
Resources at Motherhood  
MA PM & IR from  
DG Vaishnav College,  
1999 – 2001



### **SWAMINATHAN R**

Chief People Officer at  
WNS Global Services  
MA Social Work – HR  
from DG Vaishnav  
College, 1996 – 1998



### **HARIHARAN SUBRAMANIAN**

Talent Management  
India-Head at  
Aspire Systems  
MA Social Work – HR  
from DG Vaishnav



### **VASUDEVAN RAJAGOPALAN**

Head - Talent Acquisition  
(India), TCS  
MA Social Work – HR  
from DG Vaishnav  
College, 1997 – 1999



### **PRAVEEN PUROHIT**

Group HR, Leading  
Strategic HR Initiatives at  
Vedanta Group MA  
Social Work – HR from  
DG Vaishnav College,  
2002 – 2004



### **RAGHUPATHY VISWANATHAN**

Global HR at  
Constellgroup  
MA PM & IR from  
DG Vaishnav College,  
1989 – 1991

## OUR RECRUITERS



Sundram Fasteners Limited

