
 <p>SHRI SHANKARLAL SUNDARBAI SHASUN JAIN COLLEGE FOR WOMEN <small>A Unit of Sri S. S. Jain Educational Society Recognized by NAAC Affiliated to University of Madras An ISO 9001:2015 Certified Institution</small></p>	<p>SHRI SHANKARLAL SUNDARBAI SHASUN JAIN COLLEGE FOR WOMEN CENTRE OF EXCELLENCE, ART & CULTURE</p>	 <p>CENTRE OF EXCELLENCE MEDIA, ENTERTAINMENT & COMMUNICATION ART & CULTURE</p>
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The Centre of Excellence for Art & Culture (recognized as a Partner Institution by the National Skill Development Council, Govt. of India), has embarked on an aspirational plan of exploring opportunities in the field of arts. Our vision is to create awareness, study, teaching, performance, research & documentation of the arts, from India and Abroad.

Festivals conducted during the academic year 2021-2022

❖ **Navaratri Nayaki Series (07.10.2021 - 15.10.2021)**

In view of the Navaratri festival a nine days event was conducted to offer our obeisance to the three goddesses, Durga, Lakshmi and Saraswati.

❖ **Azadi Ka Amrit Mahotsav- International Webinar-ABC Series:** Under the High Patronage of Embassy of India in France and on the occasion of Amritmahotsav@75, completed 3 sessions with the topics 'Culture as a Global Unifier', 'Promoting Indian Dance & Music through organizations worldwide' and 'Transmission of Indian Culture Abroad' (09.10.2021, 20.11.2021 & 29.01.2022), Inaugurated by His Excellency Mr. Jawed Ashraf, Ambassador of India to France & Morocco.

❖ **Tribute To Tradition Series :**



To celebrate auspicious and festive days of special significance in our tradition was organized successfully on: Madras Day, Ganesh Chaturthi, Commemoration of Bharat Ratna Smt. M.S. Subbulakshmi's Birth Anniversary, Krishna Janmashtami, Thyagaraja Aradhanai and Nataraja Natyanjali

❖ **Margazhi Magizh Vizha (07.01.2022- 12.01.2022)**

COE-A&C is privileged to curate for the viewers a special virtual festival 'Margazhi Maghizh Vizha', a 5 day live premiere and a collaborative showcase of Shasuneons and other performing artists.

❖ **International Women's Day- She Speaks Series–** Honoured Smt.Usha Abhaya Srisrimal ji with Women Achiever Award for 2022, 'Shasun Sresta Shree' for being elected the First Woman Secretary of Jain's Society

❖ **Shasun Shruthi:** Inter School Cultural Fest-Music Dance competition for school children on Feb & March 2022.

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	CENTRE OF EXCELLENCE – RETAIL	Centre of Excellence-Retail <i>Assures Retail Solutions Provider</i>
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The **Centre of Excellence-Retail**, in partnership with the Retailers Association Skill Council of India, skill partner of National Skill Development Council (NSDC), Govt. of India, was launched on 12.10.2018 with 32 Regional legends from Chennai City. The Centre was established with the sole idea of strengthening the neighborhood Retailers.

Vision: To be a catalyst for the integrated development of the Retail sector in India through Modernisation, Digitisation & being technologically updated.

Activities

- Documentary on Sri.Nalli Kuppuswamy Chetty released during 80th Birthday celebration.
- Newsroom Session and Retail Knowledge series with CEO, Owners & Founders on their Success & Challenges in Retail.
- SHARET Vendor Mart: Retailers put up stalls inside the College campus.

Skill Based: Workshops & Training programme covering 600 plus participants on topics:

Tax filing	Job Opportunity in Retail	Women Health & Hygiene
Leadership	Spoken English	Personality Development
Store Operations	Visual Merchandising	Computing Skills

Outreach Activities:

- Covid Pandemic Awareness and distribution of Mask and Video and posters on steps to be followed.
- Awareness to retailers on acceptance to digital payments

Celebrations:

Retail Employees Day:

2018 - Celebration at Naidu Hall, Viveks and Challani Jewellers

2019 - Celebrated and awarded employees from 12 retail stores

2021 - Honoured silver coin to 80 women employees from 21 Retail stores

2022 - Honoured 60 employees from 13 retail stores

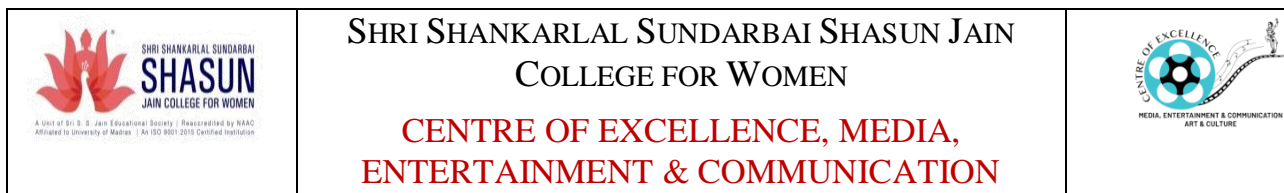
75th Independence Day Celebration: On 15.08.2022, the Centre Celebrated 75th Independence Day at Viveks Corporate office & 5 branches of Viveks by inviting Ex-Servicemen from the Indian Army as guest.

Collaboration:

- Tamil Chamber of Commerce(TCC)
- Assocham
- National Small Industry Corporation (NSIC) course-200 students from Patrician College in the year 2020 and 40 students from Umayal College for Women, Karaikudi in 2022 on Retail Management.
- NSDC courses on Retail Sales Associate & Departmental manager were offered & certified to 41 candidates in 2021.

Our Associates

Sri Krishna Sweet	Fruit Shop on Greams Road	Sri Kumaran Gold House
Nalli	Pachaiyappas	Donracks
Sowbhagya	GRT	Chai Kings
The Chennai Silks	Kobbler	Shelton
Pothys	Tulasi Pharmacy	Ratna Stores
Velavan	Kaveri	Higginbothams Private
Max	Coffee	Limited
Reliance Trends	Sangeetha Mobiles	Nuts N Spices
Idhayam	Ethnic City	JFA
Margham Publication	Palam Silks	OKJ
Derby	Naturals	Abirami Rice
Otto clothing	Chai Waale	Challanji
Vasanth & Co	Chennai Mobiles	Shanthi jewellers
Kalanjiyam	Naidu Hall	PORR & Sons
Viveks	Jeyachandran Textiles	Suxus Retail
LKS	Specsmakers	Modfurn
Challani	Turakhia	ESTILO



The main objective of the Centre of Excellence - Media, Entertainment & Communication is to provide skill learning among the students with hands-on training, Introducing the nuances of Media Industry to the students with latest and updated technology, Supply of fresh workforce to the industry, Training to existing manpower, Production works in the area of Graphic Design, Web Design, Photography, Corporate Films & Audio Video, Short Films & Documentary Films and Virtual Reality & Augmented Reality.

ME&C Courses

The Centre started the Certificate courses for the second batch on 9th July 2022. The total of 22 students enrolled in various courses provided by the Centre such as,

Graphic Designer

Asst. Cameraman

Modeler

The students enrolled are from other colleges, Shasun alumni, current students of Shasun from various departments.

The trainers at Shasun are NSDC Certified Trainers. 6 of our faculty completed the re-assessment and certified as trainers in August 2022 and Mr. Ebenezer & Mr. Kalaikovan were certified as Master Trainers for 6 disciplines.

AWSITC

AWSITC aims to train the students to enable them to participate in the World Skill Competition which is happening every 2 years. Our centre trains the students in the field of Graphic Designing & 3D Digital Game Art.

Students of our Centre were encouraged and trained to participate in the India Skills Competition.

Ms. Vishali Selvan of CoE - ME&C student won the state-level in India Skill Competition and represented Tamilnadu in the Regional level Competition in field of Graphic Designing Skills which was held in Vizag in December 2021.

Activities

1. A milestone activity by the Centre of Excellence - ME&C was the production of a Biographical Documentary film on Padma Vibhushan B B Lal, a Doyen of Indian Archaeology.
2. Students were involved in the documentary production and given hands-on experience.

Achievements

The documentary film B B Lal Doyen of Indian Archaeology received various National and International Awards and Recognition. Total 28 awards were received.

Production Activities

The Centre takes various production & consultancy activities and involves the student to get hands-on production work training. The production activities are, Food Photography, Corporate Films, Graphic Designing, Marketing Collaterals, Shooting, Editing, etc. Our notable clients are, The Kitchen, Igna, The Green House Barbeque, Nanolife, VNAI, Everclean, Mumbai Chaiwala, and DSOL.