



A.D.M. COLLEGE FOR WOMEN

(Autonomous)

Affiliated to Bharathidasan University

(Nationally Accredited with "A" Grade by NAAC – 3rd Cycle)

NAGAPATTINAM 611 001.



VOCATIONAL EDUCATION AND TRAINING OFFERED BY THE INSTITUTION

2021-2022



VALEDICTORY FUNCTION

Welcome Address	Dr.N.Lavanya Asst. Professor of Physics, SSIP Convenor
Presidential Address	Dr.R.Anbusevi Principal In-Charge
Felicitation	Mrs.Induigneswari Kumar Reshma Beauty Parlour, Pammal, Chennai.
	Dr.Mathuramozhi Govindarajulu Head, Department of Zoology Dr.P.Rajeswari Asst. Professor of Commerce
Note of Thanks	
National Anthem	

PROGRAMME SCHEDULE

Morning	: 10.00 am to 11.30 am - Lecture – I 11.30 am to 11.45 am - Tea Break 11.45 am to 01.00 pm - Lecture – II
Afternoon	: 01.00 pm to 02.00 pm - Lunch Break 02.00 pm to 04.00 pm - Lecture - III



A.D.M. COLLEGE FOR WOMEN

(Autonomous)
(Affiliated to Bharathidasan University, Tiruchirappalli)
(Nationally Accredited with 'A' Grade by NAAC – 3rd Cycle)
Nagapattinam

Invites you to join us on the jubilant occasion of the
STUDENT'S SKILL INITIATIVE PROGRAMME

2021 - 2022



Inauguration

3rd January 2022
on Monday at 9.30 a.m.
@ AV ROOM

COURSE SCHEDULE

Invocation	
Welcome Address	Dr.N.Lavanya Asst. Professor of Physics, SSIP Convenor
Presidential Address	Dr.R.Anbusevi Principal In-Charge
Key Note Address	Dr.R.Sophia Parthelvi Controller of Examination
Chief Guest	Mr.G.Rajapandian, Director, Aravind Air Travels, Chennai.
Address	Rtr.Tarun Murugesu, Surf Lifesaving Sports Coach, LifeGuarding & First Aid Trainer RLSS(I), Chennai.
Note of Thanks	Dr.C.J.Pricilla Asst. Professor of Tamil

Course - I Journalism

Date	: 03.01.22 - 12.01.22
Resource person	Mr.N.Raghuraman Director, Bridge Academy, Chennai. Dr.M.Sathiskumar Research Project Associate, Mioram University, Aizawl. Dr.V.Rathinamala Associate Professor, Dept. of Mass Communication, Mioram University, Aizawl.

Course - II Integrated Live Stock Management

Date	: 03.01.22 - 12.01.22
Resource person	Dr.C.Suresh Assistant Professor & Head, Veterinary University Training & Research Centre, Perambalur.

Course - III Life Saving & First Aid Training

Date	: 03.01.22 - 08.01.22
Resource person	Rtr.Tarun Murugesu Surf Lifesaving Sports Coach, LifeGuarding & First Aid Trainer RLSS(I) Tamil Nadu Licensee, Chennai.

Course - IV Travel Management & Tourism

Date	: 03.01.22 - 12.01.22
Resource person	Mr.G.Rajapandian Director, Aravind Air Travels, Chennai. Ms.A.Amala, Professional Tour Guide, Chennai.

Course - V Fashion Technology

Date	: 03.01.22 - 12.01.22
Resource person	Mrs.R.Sumathi Om Sakthi Tailoring Centre, Karaikal. Ms. Nisha (Aari Work) Karaikal Creators, Bharathiyar Road, Karaikal.

Course - VI Beautician

Date	: 03.01.22 - 12.01.22
Resource person	Mrs.Induigneswari Kumar Reshma Beauty Parlour, Pammal, Chennai.

Course - VII Digital Marketing

Date	: 03.01.22 - 12.01.22
Resource person	Mr.N.Aathilinga Bose Tech Associate, Elysium Academy Private Limited, Madurai.

PREFACE

Higher Education provides a gateway to a number of opportunities for a bright future. It's a door opening to miscellaneous pathways and one can always raise one's living standards by studying higher and higher in life. Higher Education equips a student with the specialized skills required to earn higher efficiency levels at the workplace, gives equal space in this competing world, improves skills and provides scope for serving our community better.

Higher Education institutions especially autonomous institutions are vested with the responsibility of designing the curriculum aiming at the holistic development of students. In addition, they are expected to provide ample opportunities to students to hone their skills.

Our college takes all initiatives to supplement the curriculum with the skill development courses. These skill development courses were started with the aim of enhancing and enriching the students learning experience by providing them enough opportunities to empower them.

The Skill Initiative Programme was conducted for the UG Second year students from January to February 2022. The inauguration ceremony began with Dr. N. Lavanya, Assistant Professor of Physics, SSIP convenor welcoming the gathering. She earnestly thanked the President, Secretary and Thiru. K. Jayaprakash sir for their encouragement and added that the Skill Development Programme wouldn't have been possible if not for the tremendous support of the management. The Presidential address was delivered by Dr. R. Anbuselvi, Principal Incharge who motivated the students to make the best of the programme. She then honoured the chief guests with momento. Mr. G. Rajapandian, director, Aravind Air Travels, Chennai and Rtr. Tarun Muruges, Life Guarding & First

aid Trainer RLSS(1), Chennai praised the college for its sincere efforts in his key note address. He mentioned how the college was constantly in touch with him for more than two months and discussed in detail about the syllabus, teaching methodology and objectives of the programme. He also said that he was pleasantly surprised by the involvement and enthusiasm shown by the college. In her key note address, Dr. R. Sophia Porchelvi, Controller of Examination briefed on how this programme will prove be useful to the students in pursuing higher studies as well as for various job opportunities available. She also spoke about the need for skill based training. Dr. P. Rajeswari, Assistant Professor of Commerce Proposed the formal vote of thanks.





JOURNALISM

Students Skill Initiative Programme (SSIP) for UG II Year

JOURNALISM

Date: 03.01.22 - 05.01.22 &
15.02.22 - 23.02.22

Beneficiaries: 68

S. No	Date	Session	Resource Person	Topics
1	03.01.2022	I	Mr. N. Raghuraman, Director, Bridge Academy, Chennai.	Introduction
		II	Dr. M. Sathiskumar Bridge Academy, Chennai.	News Gathering
2	04.01.2022	I	Dr. V. Rathinamala, Bridge Academy, Chennai.	Media Laws
		II	Dr. M. Sathiskumar Bridge Academy, Chennai.	Media Ethics
3	05.01.2022	I	Dr. V. Rathinamala, Bridge Academy, Chennai.	Public Relations & Advertisement
		II	Dr. M. Sathiskumar Bridge Academy, Chennai.	Writing for Media
4	15.02.2022	I	Dr. M. Sathiskumar Bridge Academy, Chennai.	Technical / Content Writing
		II	Dr. M. Sathiskumar Bridge Academy, Chennai.	Photo Journalism & Blogs Creating
5	16.02.2022	I	Dr. M. Sathiskumar Bridge Academy, Chennai.	New Media and Web Journalism
		II	Dr. M. Sathiskumar Bridge Academy, Chennai.	Preparation of Newspaper & News Reading
6	17.02.2022	I	Dr. M. Sathiskumar Bridge Academy, Chennai.	Celebrates Interview
		II	Dr. M. Sathiskumar Bridge Academy, Chennai.	Audio Documents spots reporting
7	18.02.2022	I	Dr. M. Sathiskumar Bridge Academy, Chennai.	Interview method

		II	Dr. M. Sathiskumar Bridge Academy, Chennai.	Film Making
8	21.02.2022	I	Dr. M. Sathiskumar Bridge Academy, Chennai.	Career in Journalism
		II	Dr. M. Sathiskumar Bridge Academy, Chennai.	Debate show Method
9	22.02.2022	I	Dr. M. Sathiskumar Bridge Academy, Chennai.	Project
		II	Dr. M. Sathiskumar Bridge Academy, Chennai.	Project

JOURNALISM

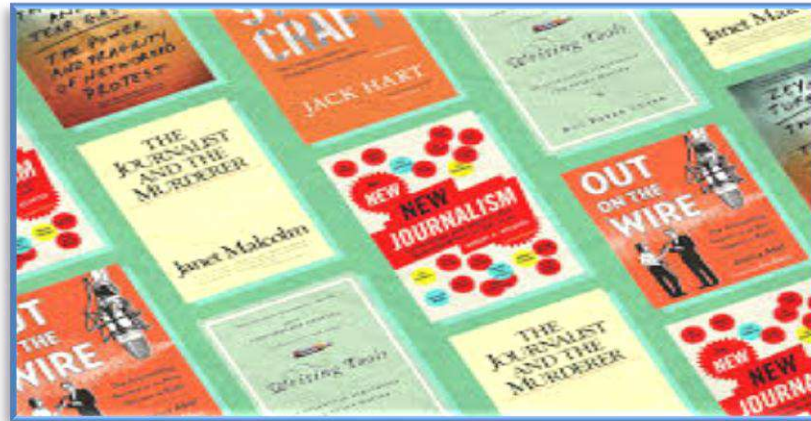
Day -1 (03/01/2022)

The programme began with a formal inauguration. The students opted for journalism are given a brief introduction on journalism with the basics. In the briefing session, Dr.V.Ratnamala initiated the students of various disciplines on the importance of journalism and people's media connection in their day today life. The students interacted with the resource person and they were given a choice of forming into groups to train student's various platforms of media. There was a write up session on mapping the communication usage and media usage patterns in their daily life. The day 1 ended with the practice of writing about themselves / likes/ dislikes/observations/ social awareness/ environmental issues/ No conditions / criteria were given for the basic writings but students began to pen down their social presence and step into the budding narratives of their own choices.



Day -2 (04/01/2022)

The Resource person discussed what is news, the criteria of news selection, news values, news writing, inverted pyramid style, 5 W & 1 H lead and the importance of news writing



Activity 1:

The students were asked to identify the seven news values in the newspaper news items.

Activity 2:

The students tried to see the inverted pyramid style of news writing in the news items.

Activity 3:

The students were asked to identify 5W&1H lead in the news items of newspapers.



After lunch, there was an ice breaking game on communication. Then there was a role play game which was well played by the students. The students played the role as journalists for different imaginary news scenarios including road accident, press conference/meet and interviewing personalities. There was a discussion on new beats and the significance of beat reporting. The students also translated an English news to Tamil for realizing the importance of translation in newsrooms. The class ended with the introduction of press releases and converting press releases into news items.



Day - 3 (05/01/2022)

The class started with the introduction of blogs and its importance as a medium for self-expression and identity. The students were taught how to open a blog page and the nuances of content creation and maintaining the blogs. As an activity, all the students opened a blog for themselves and posted content as they wished. The students were also asked to write 3 new headlines news published in a daily newspaper. There was an exciting exercise even to write funny catchy headlines for various news items.



Day -4 15/2/2022

The day began with the recap of a three days workshop conducted in Print Journalism, especially in choosing the headlines and inverted pyramid style of newspaper writing that were discussed in the previous month, January 2022. References of newspaper writing style are shown from dailies in both Tamil and English.



In the Afternoon session, Students were briefed about the different types of medium like Radio, Television, Print, Cinema and Internet. The post lunch session began with Radio Journalism, Television Journalism and different writing styles for Radio and Television news and the possible career opportunities for women in Print and Broadcast Journalism.

Day 5 16/2/2022

The session began with training the students and emphasizing the importance of certain qualities including a. Pronunciation b. Spontaneity c. Pitch d. Voice Modulation e. Stress and Pauses which are the main qualities that every Anchor, Newsreaders, Moderators should possess for a smooth conduct of shows in Radio and Television.



The post lunch session began with the training of students with the Production Control Unit for FM Radio program production with the simulation set up of FM Radio from Production to Broadcast. Students from four teams were given a different task in producing FM Radio Program.



Day 6 17/2/2022

The day begins with assigning the students with different roles and responsibilities from Radio Program Production to Broadcast and how a FM Radio setup functions with multiple people like Console Editors, Phoning Interactions, Songs selection, Songs Queue Anchor Interactions and Songs Playback.



During lunch and post lunch students witnessed the FM Radio Broadcast of their own budding productions that came in a simulation lab with a testing frequency of 99.9MHz within a short range calculus. In addition, students were taught about the different spear head in Television News for half an hour bulletin starting from Opening Signature Tune to Closing Signature Tune and allocation of Three Cut News starting from Count down from Console Editor's from PCR desk through Talk back Mic and News Reader starting with News Capsules, followed by First Cut News, Console Editor's informing Commercial Breaks and News Reader echoing the commercial breaks, commercials were played, Console making

count down of closing first cut commercials, Newsreader reading Second Cut News, Console Editor's informing Commercial Breaks and newsreader echoing commercial breaks and console editors playing second cut commercials, Console Editor's making count down through talkback mic. News reader reading the Third Cut News and closing again with News Capsules and News sign off and finally Console Editor's playing Closing Signature Tune. Console Editors connected the phono right away with different journalist and Newsreader in the Live News and adding Channel bug except the commercial breaks.



Day 7 18/2/2022

The day began with the briefing of the students about Photojournalism, importance supporting News Papers as well as New Media and how students involve themselves in Citizen Journalism and creating the needful attention of People with the help of Photo Content. Technicalities like Shutter Speed, Aperture and framing were taught to students and how to freeze the faster moving objects with shutter speed. The student learnt about how a subject is placed within Nine boxes of frame, the Ground, Foreground and Background in the golden rule of photography and about how a photo conveys messages with subjects like Ground, Foreground and Background. In the post lunch session, Students were given a field exposure dividing them as Indoor, Outdoor, Field Photography and students compiled the photos sequence along with the background music.



Students were taught about Tv Program Production and Cinema Production with three important stages like Pre-production, Production and Post-production, the crew and their responsibilities through Brainstorming, Clustering, Online Order, Story Development, Scripting and Budgeting.



The Student also upgraded their skills on how the scripted story is successfully recorded in a Camera with the support of Technical people in EFP and finally the rushes were digitized to make sequence and scene with colour correction, dubbing and titling as simple or animated one. Parallely, students were taught about video formats suitable for broadcast standards like PAL and HD format along with the Frames Per Second.

Day 8 21/02/2022

The students were introduced to the final stage of Production i.e Post production. The resource person gave an outline of editing, the need for editing and the significance of editing. Further, the editing methods i.e linear and non linear methods, and the editing techniques were also demonstrated to the students. The students were given hands-on

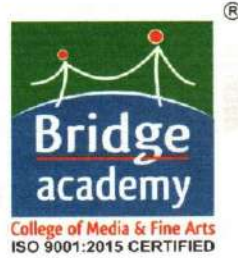
training in editing software Adobe Premiere which is a professional editing software used in the television and film industry.



Day 9 22/02/2022

The students were taught how to make storyboards for editing purposes. Then the students made three short films and edited them in the adobe premiere.aaaa





Certificate

A.D.M. College for Women (Autonomous),
Nagapattinam
Organised a Skill INITIATIVE Program - SIP 2022

This is to certify that

K. Subagayathri

has successfully completed a
Certificate Course on

Journalism

held @ ADM College, Nagapattinam

From January to February 2022



Register No.:
20UH026



R. Anny Principal
A.D.M.College

Anny Director
Bridge Academy



INTEGRATED LIVESTOCK MANAGEMENT

STUDENTS SKILL INITIATIVE PROGRAMME(SSIP) FOR UG II YEAR INTEGRATED LIVESTOCK MANAGEMENT

Date : 15.02.22 – 23.02.22

Beneficiaries : 64

Day	Resource person	Topic
15.02.2022	Dr.C.Suresh	<ul style="list-style-type: none"> ❖ Breeds, Breeding management in Dairy Farming ❖ Housing Management in Dairy Farming ❖ Feeding management of Dairy cow ❖ Hydroponics Cultivation of fodder, Azolla Cultivation and Green Fodder Cultivation
16.02.2022	Dr.C.Suresh	<ul style="list-style-type: none"> ❖ Health and Management Techniques in Dairy Farming ❖ Bacterial & Viral Diseases of cattle ❖ Protozoal and metabolic Diseases of cattle ❖ Economics of dairy farming, credit and Insurance facilities
17.02.2022	Dr.M.Vinothini	<ul style="list-style-type: none"> ❖ Present status and future prospects in sheep And Goat Rearing ❖ Innovative techniques in Sheep and Goat Farming ❖ Improved sheep and Goat rearing methods, Housing Management. ❖ Techniques in feeding management to Augment sheep and Goat productivity ❖ Feed Ingredients, their nutritional significance And formulation of sheep and goatration
18.02.2022	Dr.M.Vinothini	<ul style="list-style-type: none"> ❖ Health and Management Techniques in sheep And Goat ❖ Diseases of Sheep and Goat and Bio security methods.

		<ul style="list-style-type: none"> ❖ Economics of Sheep and Goat farming, credit And insurance facilities ❖ Marketing of sheep and Goats for higher profits
21.02.2022	Dr. C. Suresh	<ul style="list-style-type: none"> ❖ Exposure Visit to farms
NATIVE CHICKEN FARMING & QUAIL		
22.02.2022	Dr.C.Suresh	<ul style="list-style-type: none"> ❖ Breeds of Native chicken, Chick management & ❖ Brooder Arrangement ❖ Feeding management of native chicken & Quail ❖ Housing Management of Native Chicken & Quail ❖ Diseases of Native chicken & Quail – Symptoms, Control of Diseases
23.02.2022	Mr.Muthukumar Dr. C. Suresh	<ul style="list-style-type: none"> ❖ Successful Integrated farmer 1 ❖ Successful Integrated farmer 2 ❖ Successful Goat farmer 1 ❖ Successful Goat farmer 2 ❖ Evaluation Test on Integrated Livestock farming ❖ Exhibition ❖ Certificate Distribution

INTEGRATED LIVESTOCK MANAGEMENT

Student Skill Initiative Programme course – Integrated Livestock management. This course was offered to students from 15.02.2022 to 23.02.2022.

This course aim at providing creative solution for the challenges faced by the livestock industries through direct engagement with produces, field based research and dissemination of information. This programme also aimal giving the students a thorough knowledge of live stock management and the risks involved in it. Dr. C. Suresh, Assistant professor and Head, Veterinary University, Training and Research person. Mr. Muthukumar and Mr. Ayyapan Success farmers and cattle rearers supported the programme in field.



Day - 1 : 15.02.2022

Session I

Different Milk breeds of cattle in india are introduced important milk breeds of Tamilnadu like Sahiwal, Redsindh, Tharparker Kangayam, Umbalachery, Alambadi, Pulikuum are also introduced.



Session II Housing Management in Dairy Farming:

In this lecture floor – space requirement of cattle (60 sq. feet per cow) hygienic management of house, selection of site, flooring and roofing materials were discussed. Single row system and double row system were also discussed.



Session III

In this session feeding management of dairy cow was discussed. The need for feeding the cows based on the quality and quantity of milk production was also discussed.

Session IV

Hydroponics Cultivation of fodder. Azolla Cultivation and Green Fodder Cultivation

In this session importance of azolla was elaborated. It was cost considerably. Fodder slip plantation was also done in the college campus. A Video on hydroponic cultivation was also screened.

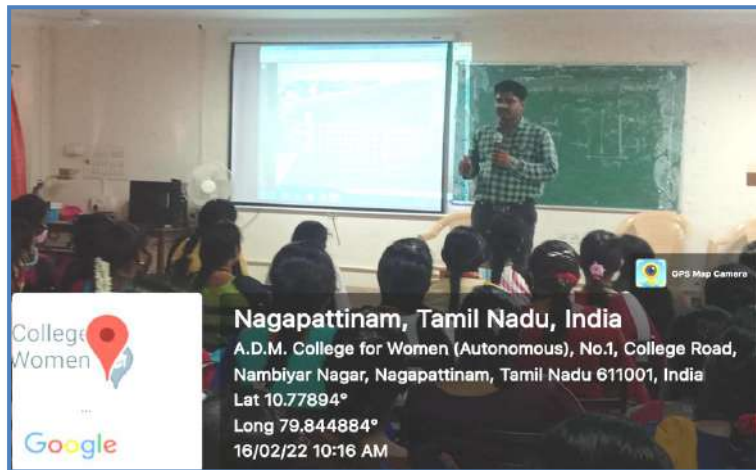
Day: 2 16.02.2022

Session : I Health and Management Techniques in Dairy Farming

Diseases that affect the dairy cattle and the preventive measures to be taken for curbing them were discussed.

Session: II Bacterial and viral Diseases of cattle

Symptoms of Bacterial diseases like Hemorrhagic Septicemia Anthrax and tetanus were discussed. Symptoms of viral diseases that affect dairy cattle were also discussed. In addition various measures to control these bacterial and viral diseases were also discussed.



Session : III Protozoa and Metabolic Diseases of Cattle.

The other diseases that affect daily cattle are protozoa diseases like anaplasmosis, theileriosis and metabolic diseases like bloat and acidosis. The common symptoms and the control measures to be undertaken for preventing the spread of these diseases were discussed in detail.

Session: IV Economics of Dairy Farming, Credit and Insurance Facilities.

Investment to be made for establishing a dairy, recurring and non recurring expenditure to be insurance to be incurred were discussed. Insurance schemes for different live stocks were also discussed. How to claim insurance in case of an towards incidents(i.e. death of cattle) was also elaborated.



Day : 3 17.02.2022

Session I : Present Status and Future Prospects in Sheep and Goat Rearing

Goat farming is a comparative lucrative enterprise when compared to other farming's. How to Goat Farming proves itself to be more profitable than any other farming was discussed.

Session : II Innovating Techniques in Sheep and Goat Farming:

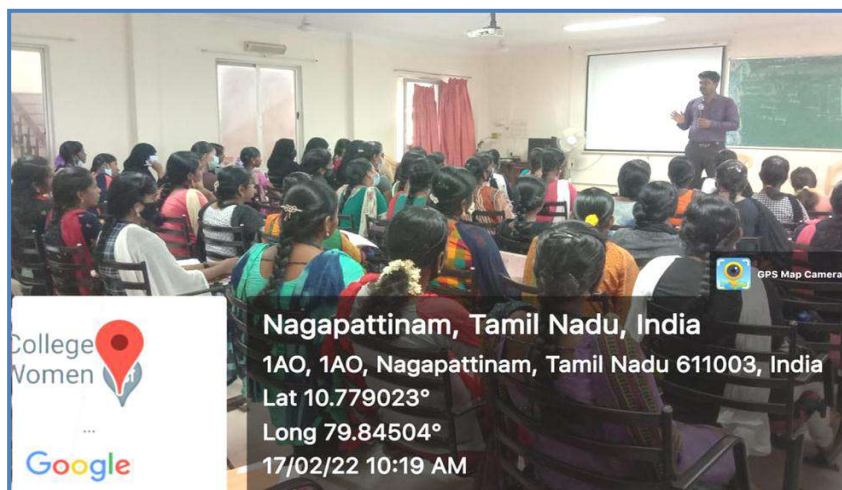
Innovative technique adopted in recent years like slated flooring, mineralized salt lick feeding and artificial insemination were discussed.

Session : III Improved sheep and Goat rearing methods, Housing Management.

Advanced techniques like intensive and semi intensive system of rearing were taught.

Session : IV

Techniques in Feeding Management to argument sheep and goat productivity. Ingredients used in the feed and their nutritional valuer were discussed.



In addition to Green fodder and dry fodder and concentrated feed we elaborated. In addition

Preparation of concentrated feed was also explained.



Day : 4 18.02.2022

Session : I Health and Management Techniques in Sheep and Goat

Goat and sheep are affected by many kinds of disease. Preventive measures to be taken for controlling them were discussed.

Session : II Diseases of Sheep and Bio security Methods

Diseases that spread through bacteria were discussed. In addition diseases that spread through virus like foot and mouth disease PPR, Goat pox were discussed. Symptoms and the preventive measures to be undertaken were elaborated. In addition, how to identify the affected the diseases on the basis of the symptoms exhibited.



Session : III Economics of Sheep and Goat Farming Credit and Insurance Facilities

Investment to be made recurring and non-recurring expenditure were discussed. Various Government insurance schemes available for various livestock and how to claim insurance for the diseased Goat were elaborated.

Session : IV Marketing of Sheep and Goat for getting higher Profits

How to market goat meat for high profits was discussed. In addition value addition of meat was also discussed.

Day : 5 21.02.2022

Exposure to Goat Farms

Students were taken to an integrated livestock farm named Lakshmi Integrated Livestock Farm at Gramathumedu. They were exposed to the routine farming activities. Milking machine,

fodder production, water management, vermin composting Pancha Kavya Preparation and setting up of bio gas plants were discussed and demonstrated.



Day : 6 22.02.2022

Session : 1 Breeds of Native Chicken and their Management and Brooder Arrangement

Native chicken breeds like Gramapriya, Vanaraja, Giriraja and aseel and their economic importance, rearing of day old chicks through brooding were discussed.

Session : 2 Feeding of Management of Native Chicken and Quail

The need for quality feed ingredients and the preparatory methods of balanced (Concentrate) feed for poultry and Quails were discussed.



Session : 3 Housing Management Native Chicken and Quail

Floor space requirement and hygienic management for poultry was discussed.

Session 4. Diseases of Native chicken and Quail – Symptoms and Control of Diseases

Diseases that commonly affect poultry like Rani, IBD, Fowl box, fowl Cholera and fowl typhoid were discussed.



Day-7 23.02.2022

Interaction with Successful Entrepreneurs

Students had an active interaction with Muthukumar (Integrated Farm) and Ayyappan (Goat Farm) to enable them to understand the ways and mean for being successful, Practical difficulties in running integrated farming and Poultry farming and how to overcome those difficulties.



Day 8 Exhibition

An Exhibition was conducted the Eighth Day. To educate the students about the various breeds of cattle, Goat and Poultry, Green Fodders like CO₃, COO₄, Desman thus, Agathi, Subabul and other concentrated feed ingredients were displayed. Mineral Mixture and Mineralized salt licks were also displayed.



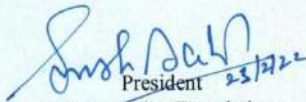


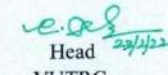
Identity . Unity . Success

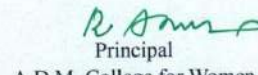
A.D.M. COLLEGE FOR WOMEN, NAGAPATTINAM
&
SOWMANASIYA FOUNDATION, NAGAPATTINAM
Certificate

This is to Certify that Ms A. AKALYA D/o

..... has successfully completed Skill Initiative Programme on
INTEGRATED LIVESTOCK MANAGEMENT conducted at A.D.M.COLLEGE FOR WOMEN,
NAGAPATTINAM from 15.02.2022 to 23.02.2022


President 23/2/22
Sowmanasiya Foundation
Nagapattinam


Head 23/2/22
VUTRC,
Nagapattinam


Principal
A.D.M. College for Women
Nagapattinam



LIFE SAVING & FIRST AID TRAINING

**STUDENTS SKILL INITIATIVE PROGRAMME (SSIP) FOR UG II YEAR
LIFE SAVING & FIRST AID TRAINING**

Date : 03.01.22 – 05.01.22 &
21.02.22 – 23.02.22

Beneficiaries : 88

S. No	Date	Session	Resource Person	Topic
1	03.01.2022	I	Mr. Tarun Muruges & Mr. Praveen	❖ Introduction
		II	Mr. Tarun Muruges & Mr. Praveen	❖ First Aid
2	04.01.2022	I	Mr. Tarun Muruges & Mr. Praveen	❖ Yoga
		II	Mr. Tarun Muruges & Mr. Praveen	❖ Practical Demonstration – Snake Bite ❖ Boxing
3	05.01.2022	I	Mr. Tarun Muruges & Mr. Praveen	❖ How to Write Resume ❖ Training for Pronounce phrases apply bandager
		II	Mr. Tarun Muruges & Mr. Praveen	❖ Techniques of Boxing ❖ Practical Demonstration – Road Accident
4	21.02.2022	I	Mr. Tarun Muruges, Mr. Praveen & Mr. Raj	❖ Games and Competition ❖ Berating Practices
		II	Mr. Tarun Muruges, Mr. Praveen & Mr. Raj	❖ Practical Demonstration - CPR

5	22.02.2022	I	Mr. Tarun Murugesh, Mr. Praveen & Mr. Raj	❖ Yoga ❖ Training for self Introduction
		II	Mr. Tarun Murugesh, Mr. Praveen & Mr. Raj	❖ Practical Demonstration – Bandages ❖ Field Visit
6	23.02.2022	I	Mr. Tarun Murugesh, Mr. Praveen & Mr. Raj	❖ Play Short films & Sipping Training for Kolam ❖ Practical Demonstration – Heart Attack & Cardiac arrest
		II	Mr. Tarun Murugesh, Mr. Praveen & Mr. Raj	❖ Certificate Distributed

LIFE SAVING & FIRST AID TRAINING

First aid is the immediate help given to any person who is suffering from illness or injury, with care provided to preserve life, prevent the condition from worsening and promote recovery. First aid training enables individuals to apply proper first aid in the case of health emergencies or due to the lack of an immediately accessible medical representative. It includes first intervention in a critical condition before professional medical help available.

The course was conducted from 3rd January 2022 to 5th January 2022 and then from 21st February 2022 to 23rd February 2022. The students learnt the basic things such as how to give first aid when someone is choking, how to apply a bandage, what to do when someone has become unconscious from drowning etc., The Course trainers were Mr.Tarun Murugesh, Mr.Praveen and Mr.Raj.

DAY-1

03.01.2022

Trainers: Mr. TARUN MURUGESH & Mr. PRAVEEN

FORENOON SESSION

The session began with the introduction of the chief guest. A brief overview of the course and the topics that were going to be covered through the course was given. The classes began with the introduction to first aid. The trainer taught all the emergency numbers, how we should check the injuries, pulse of the patient etc. The trainer explained about the golden hour that is the first one hour after an accident occurred and the platinum hour that is the first fifteen minutes after the accident . He also taught about the four A's of first aid and the types of burns.



AFTERNOON SESSION:

In the afternoon session, the class began with the first aid techniques for choking. choking for both the child and the adults were explained in detail. And the trainer taught how to help them when they choke. Then the students were taught about the 11 parts of the human body and how to calculate the percentage of burns.



DAY-2

04.01.2022

TRAINERS: Mr. TARUN MURUGESH & Mr. PRAVEEN

FORENOON SESSION:

The session began with the trainer's explanation regarding the first aid for a person who got a snake bite. The do's and don'ts of the snake bite situation was explained in detail. Then the trainer explained the purpose of first aid. The CPR, vital sign measures,

CPR ratio, depth of cardiac compressions were also explained. After that the trainer taught when one should do the CPR and how to do it for an infant, child and adult.



AFTERNOON SESSION:

In the afternoon session, the students were shown video lectures. Simultaneously the trainer taught the symptoms of heart attack, asthma, heart stock, heart exhaustion, etc. He also explained the types of bandages and the first aid for bee sting, black eye injury, etc. Nearly forty(40) videos were played by the trainers.

Day:3

05.01.2022

Trainers: Mr. TARUN MURUGESH & Mr. PRAVEEN

FORENOON SESSION:

The third day of the course started with games. The students were divided into two teams and they did some physical challenges. Then the trainers taught the students some basic techniques of boxing and they conducted the competition of boxing between the two teams. With that, the forenoon session was concluded.



AFTERNOON SESSION:

In the afternoon session, the trainers conducted games. Then they taught self-defence techniques to protect themselves and others from dangers.



Day:4

21.02.2022

Trainers: Mr. TARUN MURUGESH, Mr. PRAVEEN & Mr. RAJ

FORENOON SESSION:

Mr.Tarun Murugesh taught how to identify the poisonous snakes. Then he explained the difference between heart attack and cardiac arrest. He also explained the types of firings and how to save someone from fire accidents.



AFTERNOON SESSION:

During the afternoon session, the trainer Mr. Praveen taught how to do CPR for an infant, a child and a adult. Then the students were trained to do the CPR methods themselves. After that, the trainers taught how to prevent current shock and the first aid for electric shock.



Day:5

22.02.2022 Trainers: Mr. TARUN MURUGESH, Mr. PRAVEEN & Mr. RAJ

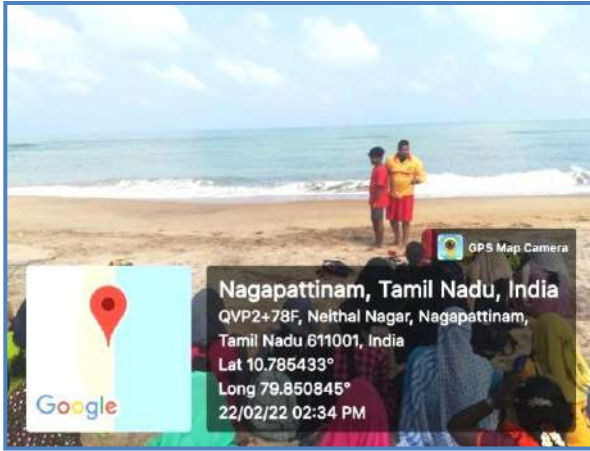
FORENOON SESSION:

The fifth day of the course started with exercise and yoga training by the trainer Mr.Tarun Murugesh. Then he taught meditation, breathing exercise, etc. After that, the students practised CPR for adult and choking for an infant.



AFTERNOON SESSION:

In the afternoon session, the students were taken to the nearest sea shore accompanied by the trainers. They taught how to save a drowning person and how to give first aid to them after they were brought to the shore. The first aid procedures were demonstrated practically by the trainers Mr. Praveen and Mr. Raj.



Day:6

23.02.2022

Trainers: Mr. TARUN MURUGESH, Mr. PRAVEEN & Mr. RAJ

FORENOON SESSION:

On the final day of the course, the students attended the session in traditional attire. The students practiced the various types of bandaging for bleeding, open and closed fractures on the physical wounds. Live demonstration cum training of applying bandages on a wound to stop bleeding was conducted.



AFTERNOON SESSION:

In the afternoon session, the trainers conducted a test for the students. At the end of the day, feedback was given by the students and certificates were distributed to the students by the trainers.





TRAVEL MANAGEMENT & TOURISM

**STUDENTS SKILL INITIATIVE PROGRAMME (SSIP) FOR UG II YEAR
TRAVEL MANAGEMENT AND TOURISM**

**Date: 03.01.22 - 05.01.22 &
15.02.22 - 23.02.22**

Beneficiaries : 57

S. No	Date	Session	Resource Person	Topic
1	03.01.2022	I	Mr. G. Rajapandiyan, Director, Aravind Air Travels, Chennai	Introduction to Tourism and Travel Agency
		II	Ms. A. Amala, Professional Tour Guide, Chennai.	Understanding the travel Industry the role of Tourist Guide
2	04.01.2022	I	Mr. G. Rajapandiyan, Director, Aravind Air Travels, Chennai	Geography History
		II	Ms. A. Amala, Professional Tour Guide, Chennai.	Scope Opportunity and Career as a Tourist Guide
3	05.01.2022	I	Mr. G. Rajapandiyan, Director, Aravind Air Travels, Chennai	CONRD – Geography Airport Formalities
		II	Ms. A. Amala, Professional Tour Guide, Chennai.	Heritage Places and History of the Tourist Places
4	15.02.2022	I	Mr. G. Rajapandiyan, Director, Aravind Air Travels, Chennai	Airport Formalities Visa Immigration, etc.,
		II	Ms. A. Amala, Professional Tour Guide, Chennai.	Various type of Heritage Sited Namely Fort Museum Moments Places, etc.,

5	16.02.2022	I	Ms. A. Amala, Professional Tour Guide, Chennai.	Various type of Heritage Sited Namely Fort Museum Moments Places, etc.,
		II	Ms. S. Malarvizhi, Instructor, Chennai.	IATA, DGCA, TAAI, TCAO, etc.,
6	17.02.2022	I	Ms. S. Malarvizhi, Instructor, Chennai.	IATA brief explanation and Tourist Places etc.,,
		II	Ms. A. Amala, Professional Tour Guide, Chennai.	Planning on the Interesting ways to explain the Heritage Sited
7	18.02.2022	I	Mr. G. Rajapandiyan, Director, Aravind Air Travels, Chennai	Travel Formalities City code
		II	Ms. A. Amala, Professional Tour Guide, Chennai.	Questions Prepared for the Exam
8	21.02.2022	I	Mr. G. Rajapandiyan, Director, Aravind Air Travels, Chennai	Field Trip
		II	Ms. A. Amala, Professional Tour Guide, Chennai.	Field Trip
9	22.02.2022	I	Ms. A. Amala, Professional Tour Guide, Chennai.	Tourism Experience Shooting
		II	Ms. S. Malarvizhi, Instructor, Chennai.	Tourism Experience shooting
10	23.02.2022	I	Mr. G. Rajapandiyan, Director, Aravind Air Travels, Chennai	Exhibition

		II	Ms. A. Amala, Professional Tour Guide, Chennai.	Valedictory function & Certificate distribution
--	--	----	---	--

TRAVEL MANAGEMENT & TOURISM

Day: 01

Date: 03.01.2022

The inauguration commenced at 9:30 am and ended at 11:00 am. The resource person, Mr.G. Rajapandian, gave an introductory description on Tourism, which helped the students to grasp and learn the basics of tourism as well as the structure of tourism. This introductory session gave significant knowledge about tourism.



The students were taught about the importance of a tour guide for any tourist attraction, the responsibility of a tour operator and his / her duties in organizing a tour package.

The compound of the tour package and various methods to survey the client with a proper tour package that would fit the budget also was part of the discussion. The students were enthusiastic in learning new aspects of tourism and travel. They posed many questions related to the subject.

Day: 02

Date: 04.01.2022

The resource person, Mr G. Rajapandian explained to the students about the roles and responsibilities of a tour operator, travel agent and airline. The students were given an assignment of making a tour package by exploring various components present in a tour package such as arranging the transport to the destination and accommodation, selecting the tourist attraction and arranging first aid.

They sought out on how to know the historical and geographical information cultural and heritage values of a particular destination. The students learned how to make an online booking for bus, train, hotel, airline, cruise, etc. They also learned about the cancellation and refund policies while making the booking. They learned about the types of transportation, their uses and types of tours.



They also experienced visualizing tourist destinations while they were projected on a screen. Each group was assigned with one destination and they were asked to practice and perform as tour guides. The students had a wonderful experience as they were learning in groups and gained the experience of real life tourist guides

Day: 03

Date: 05.01.2022

Today's session was about Travel Management and Tourism, which was presented by the resource person, Mr. G.Rajapandian. The session started with explaining the importance of travel management, tourism and types of journeys. He also illustrated how to book bus, train, flight tickets and to book online. Each booking was explained using online platforms such as yatra.com, redbus.in.



He emphasized on international travel, booking and also transit time. He projected international destinations like Monalisa, Catacombs, Eiffel tower and Colosseum on the screen. He explained every destination in detail and also explained the destinations in India and Tamilnadu.

Day:04

Date:15.02.2022

Today, the class was conducted by Mr.G.Rajapandian and Ms.Amala, the Professional tour guide. The session was about online service, private travel and the hotel industry. They students had an interactive session, where they discussed the flight travel both domestic and international, ticket booking, check-in and baggage handling.



Ms.A. Amala discussed topics related to tourist destinations and explained them by quoting an example of Dubai expo 2020, which attracted numerous Tourists. Chitthannavasal was explained by a group of students.

1. Passport and its types
2. Visa and its types

were discussed and how the visa works for every country and how the countries participated in the union, The UAE visa and golden visa were discussed in detail. The students had been given the task of studying the world map.

Day: 05

Date: 16.02.2022

On the 5th day the resource person Mr. G. Rajapandiyam and Ms. Amala discussed the citizenship of India with the students like PIO (Person of India origin), OIC (Overseas Indian citizen). He explained to the students about how to join ships and how to make use of marine engineering and taught them how to apply for a CTC (Continue Discharge Certificate).



He explained about valet parking, flight cancellation, date changing, ticket missing, recheck, reissue, services, PNR (Passenger Name Record), Split PNR, MPM (Maximum Permitted Mileage), TPM (Ticketed Point Mileage), DGCA (Directed General of Civil Aviation), IATA (International Air Transport Association), IRCTC (Indian Railway Catering and Tourism Corporation) and the five controls of flight freedom.

Day: 06

Date: 17.02.2022

Today's session was on insurance coverage. This session was exceptionally explained to the students by Mr G. Rajapandiyar and Ms. A. Amala. The discussion was on how one can claim insurance at the time of emergency? whether is the insurance beneficial or not and How the insurance coverage helps people and so on

Students were taught about ticket booking as a travel agent and about the different ticket booking software's such as GDS, CRS system, GALILEO, SABRE and AMADEUS. Everything was explained with a appropriate example. One such example was given by using software amandeous. Post lunch they discussed about the weather conditions in every country to make travel easier.



Then they discussed TC1, TC2 & TC3 countries to know about the weather conditions for travel formalities. A detailed explanation was given on these topics.

The weather and travel in the Scandinavian countries of Sweden, Norway, Denmark, North and South America, Caribbean countries, Canada, African countries, Scotland, UK, Ireland, Island and Schengen 26 countries, eastern Europe, Gulf countries, Asia, South Asia and Asia Pacific were discussed in details.

The discussion continued further about food style, cuisine, list of country codes and currency codes. Ms Amala, explained about the role of tour guide and how to get along with tourists despite their language, culture, race, class, caste and creed.

Day: 07

Date: 18.02.2022

The 7th-day session on the day was conducted by the resource person Mr. G. Rajapandiyan and Ms.A. Amala. They recalled all the topics and summarized them to the students in a subtle way. It was a virtual live session using a projector to illustrate with examples. This helped the students to recollect their previous sessions.

After a quick summarization, they moved on to the passenger types. They briefly explained its types: Admissible, In-Admissible and Unaccompanied, that is, child travelling without parents. Passengers between the ages 0-2 are called infants, 2-12 are called children, 12- 64 are called adults, above 65 years are called senior citizens. Students were also taught about embarking and disembarking.

IRDA (Insurance Regulatory Development Authority) and the software named AMADEUS used for ticket booking of airlines. Ticket fare rules were also discussed.

Day :08

Date: 21.02.2022

On the 8th day, Travel Management and Tourism students were taken to Tharangambadi Danish Fort, an important tourist destination in Nagapattinam District. The students explained about the interesting features of Danish Fort. They allowed to act as a real life tourist guide.



After tharangambadi, we went to Poompuhar and came across the monuments and sculptures of Kannagi and Kovalan.



Day :09

Date : 22.02.2022

On 9th day Mr. G. Rajapandiyam and Ms. Amala explained the role of the Department of External Affairs. Both of them illuminated the students as to how the department works during emergency situation and how it helps the travelers?

Two departments of the External Affairs such as NIA (National Investigation Agency) and CBI (Central Bureau of Investigation) were covered in the subject. Then interline, code share, Transit Area, Revenue sharing were also discussed.



The lecture on Travel Management and Tourism provided the students with ideas of career opportunities in the Tourism industry. Certain videos were then played to make the students understand and appropriate examples were given for better understanding of the subject. Then he set both long term and short term goals for the students. Mr. Rajapandiyam explained in detail about IELTS (International English Language Testing System), TOEFL (Test of English as a Foreign Language) and ATC (Air Traffic Controller).



In the afternoon session Ms. Amala gave career guidance to the students. At first she began with career application named LinkedIn. She taught the students as to how one can create company HR using the application. She also provided career tips and ideas. She also explained about on how to make an interesting resume that would impress the HR official, About what to mention and what not to mention in the Resume were discussed.

Day: 10

Date: 23.02.2022

On the 10th day Mr. G. Rajapandiyam, Ms. Amala and Ms Sridevi commenced the examination session. Before the commencement of the examination, charts and drawings on international destinations were collected from the students.

The charts were displayed in the college entrance to create awareness on Travel Management and Tourism. After the examination, Mr. Rajapandiyam explained some of the general topics in tourism. On the whole, the 10 days program was very effective. Everyone was very happy because of the knowledge they gained on Tourism.

Post lunch, everyone gathered for the valedictory function in the AV ROOM. The ten days session motivated and helped the students to learn, gather information and gain knowledge about Travel Management and Tourism.

From these knowledgeable sessions, students learned many subjects related to tourism and travel. The teachers expressed their happiness as the students were very interactive.





**A.D.M. College for Women (Autonomous), Nagapattinam
Organized a Skill Initiative Programme - 2021-22**

Certificate

This is to certify that

H. Aaisha Fathima II - B.Sc Maths

has successfully completed a certificate course

on

"Travel & Tourism Management"

by Aravind Academy, Chennai

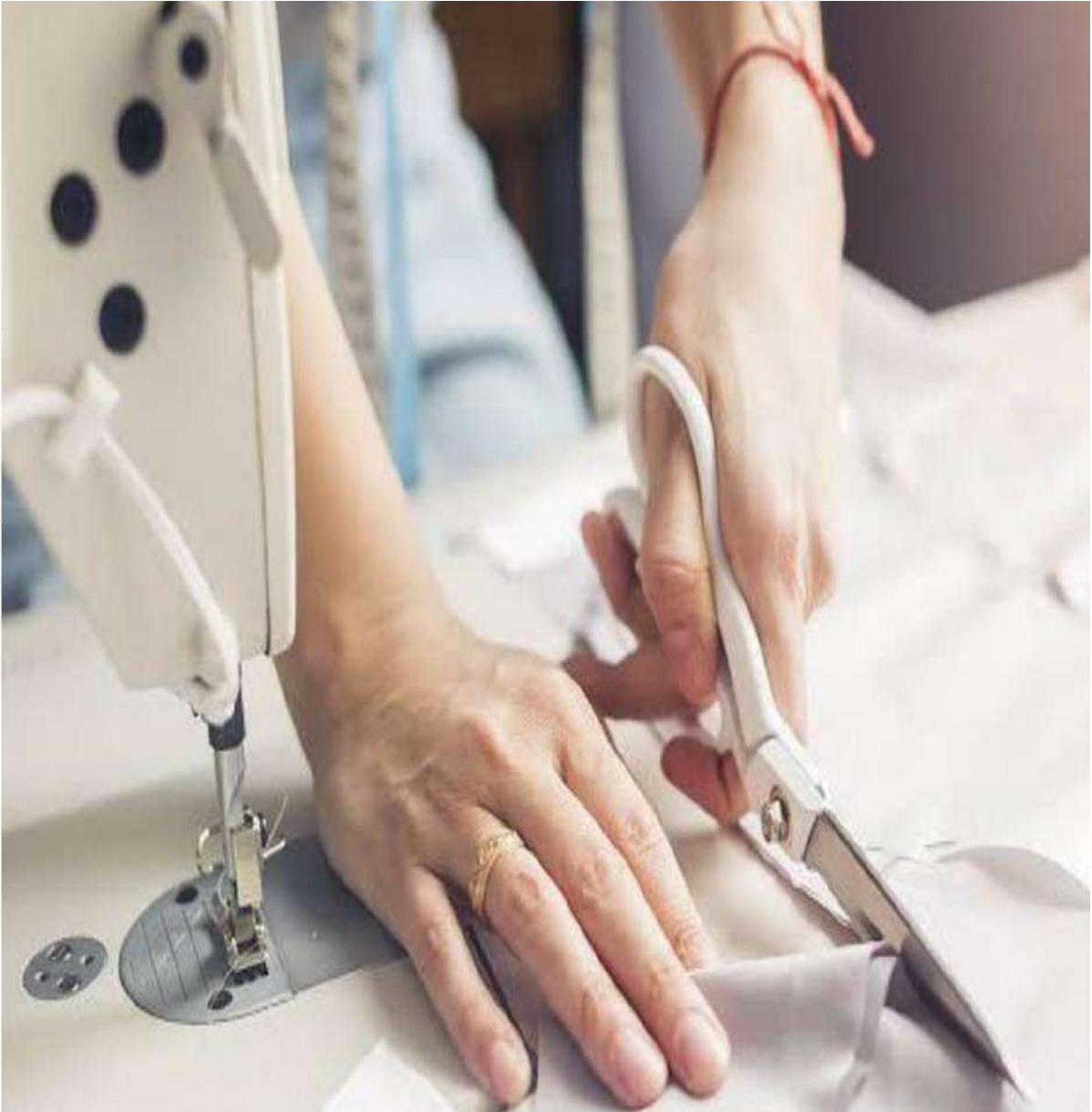
January - February 2022


Principal

A.D.M. College for Women
Nagapattinam


Director

Aravind Academy
Chennai



TAILORING

**STUDENTS SKILL INITIATIVE PROGRAMME(SSIP) FOR UG II YEAR
FASHION TECHNOLOGY (TAILORING)**

Date: 03.01.22 -05.01.22 &
15.02.22 - 23.02.22

Beneficiaries : 19

S. No	Date	Resource Person	Topic
1	03.01.2022	Mrs. R. Sumathy	<ul style="list-style-type: none"> ➤ Two Types of Heming <ul style="list-style-type: none"> 1.Flip Hem 2.Fringed Hem ➤ Stitching of I – Hook and Bars ➤ Two types of Stitching Buttons <ul style="list-style-type: none"> 1.Cross stitch on the four holes 2.Straight stitch on the four holes
2	04.01.2022	Mrs. R. Sumathy	<ul style="list-style-type: none"> ➤ Flower Design Stitches on Cloths ➤ Impressions were designed by various types of stitches and flower creations.
3	05.01.2022	Mrs. R. Sumathy	<ul style="list-style-type: none"> ➤ Stitching Chudithar and Pants
4	15.02.2022	Mrs. R. Sumathy	<ul style="list-style-type: none"> ➤ Complete Stitching of Fashionable Chudithar, Pants and Western Mini Tops
5	16.02.2022	Mrs. R. Sumathy	<ul style="list-style-type: none"> ➤ Complete Stitching of Different types of Chudithar pants and western Long Suite Tops.
6	17.02.2022	Mrs. R. Sumathy	<ul style="list-style-type: none"> ➤ Techniques of Making Wire Baskets
7	18.02.2022	Mrs. R. Sumathy	<ul style="list-style-type: none"> ➤ Cutting and Stitching of Blouse
8	21.02.2022	Mrs. R. Sumathy	<ul style="list-style-type: none"> ➤ Continuation of Blouse Stitching and Different types of Making wired Baskets
9	22.02.2022	Mrs. R. Sumathy	<ul style="list-style-type: none"> ➤ Sponge Doll Making
10	23.02.2022	Mrs. R. Sumathy	<ul style="list-style-type: none"> ➤ Exhibition

FASHION TECHNOLOGY

TRAINER: MRS. SUMATHY – TAILORING

Fashion technology is the production of Garments by using Innovation and Creativity in design and production. It expands the boundaries of our capabilities as Users in our daily lives as well as professionally.



This course is designed to train our students in the core garment manufacturing technology with emphasis on best practices and educating in Apparel Production such as designing and tailoring. Students were given hands on training and industrial exposure, so that they can contribute significantly in the fashion technology domain.



Mrs. Sumathy an entrepreneur from **Tailoring Centre** a leading Tailoring Centre at Karaikal was appointed as a Training Instructor for Tailoring course along with **Mrs. Nisha** an entrepreneur from **Tailoring Centre** a leading Tailoring Centre at Karaikal was

appointed as a Training Instructor for Aari work . An excellent skill based curriculum was designed for 10 days. The students gained an understanding of stitching Blouses, Fashionable Chudithars, Western Frocks, Child Wear, Dolls and Aari work.



Day-1

03.01.2022

The program started with an introduction of basic concepts of tailoring. The students were taught variety of Stitches and Hemming. Both theoretical and practical sessions were carried out simultaneously. They were also introduced to mending and stitching of buttons and hooks in this session.



Day-2

04.01.2022

The Second day of the program stepped into the next level of the training. Students were given a detailed idea of embroidery work. They were taught to create the texture of the designs according to the material in an innovative manner. They were also made to create flower designs using stitches.



Day-3

05.01.2022



Students were trained to stitch their own wearable garments such as basic Chudithar and Pants. They were trained to measure the length of materials. They were taught the techniques and calculation involved in the measuring, cutting and stitching process. Each and every student was involved.

Day-4

15.02.2022

The students were introduced to the latest trend in fashion. Students were trained to stitch Chudithar, Pants and Western tops according in various sizes. Our students were benefitted by the kind guidance of the Instructor.



Day-5

16.02.2022

Students continued stitching various types of professional designs like Chudithar, Pants and Full long suite, Western tops according to the sizes of the individuals.



Day-6

17.02.2022

The students compiled pending work. They were taught to make wire baskets additional. Our students were given an effective training on techniques and skills on Fashion Technology.



Day 7

18.02.2022

The students were taught to stitch Blouse according to the individual taste size and measurement. They were taught techniques and calculation involved in the measuring, cutting and Stitching process. Our Students were very attentive in observing the Instructor.



Day 8

21.02.2022

The students continued stitching the blouse and making the basket. They participated with a lot of enthusiasm .



Day 9

22.02.2022

The students were trained to prepare Fashionable as well as traditional blouses with new patterns. In addition to this they were taught to prepare Sponge Dolls. This type of training would help the students to be self employed after their studies.



Day 10

23.02.2022

This course enabled the students to get cleared of their doubts and they got guidance. The students were encouraged to ask questions to the instructor and get their doubts clarified on the final day of the programme.

The 10 Days programme ended successfully on 23.02.2022, with the Valedictory Function Presided over by our Principal, Dr. R. Anbuselvi, The Second year UG students of all various discipline participated. They gave a wonderful feedback. All Twenty students gained an understanding of Fashion Technology.





A.D.M COLLEGE FOR WOMEN

(Autonomous)
(Affiliated to Bharathidasan University, Tiruchirappalli)
(Nationally Accredited with 'A' Grade by NAAC 3rd Cycle)
Nagapattinam



Skill Initiative Programme (SIP 2022)

CERTIFICATE

This is to certify that

K. KAVIYA II - BA ECONOMICS

has successfully completed a certificate course on

“Fashion Technology”

Om Sakthi Tailoring Centre, Karaikal

Conducted at A.D.M College for Women from January to February 2022.


Dr. N. LAVANYA
Convener


Mrs. R. SUMATHI
Proprietor


Dr. R. ANBUSELVI
Principal



AARI WORK

**STUDENTS SKILL INITIATIVE PROGRAMME (SSIP) FOR UG II YEAR
FASHION TECHNOLOGY (AARI WORK)**

**Date: 03.01.22 -05.01.22 &
15.02.22 - 23.02.22**

Beneficiaries : 25

S. No	Date	Resource Person	Topic
1	03.01.2022	Mrs. G. Lakshmi Nisha	<ul style="list-style-type: none"> • How to fix Aari Iron stand • How fix cloth in Aari Frame • Aari Basic Chain Stitch • Different Shape using chain Stitch
2	04.01.2022	Mrs. G. Lakshmi Nisha	<ul style="list-style-type: none"> • How to Make Knot in Aari • How to stitch Stone chain in Aari • How to stitch beads in Aari • Mango Motif, Leaf Motif, Jammiki – Basic Stitches
3	05.01.2022	Mrs. G. Lakshmi Nisha	<ul style="list-style-type: none"> • Zig-Zag Stitch • Chain Stitch • Long & Short Stitch • Wheat Stitch • Butterfly Stitch
4	15.02.2022	Mrs. G. Lakshmi Nisha	<ul style="list-style-type: none"> • Mirror work • Chamki work • Button Work • Stone work • Tube Work
5	16.02.2022	Mrs. G. Lakshmi Nisha	<ul style="list-style-type: none"> • Leaf Stitch 1 • Leaf Stitch 2 • Back Stitch 1 • Back Stitch 2

6	17.02.2022	Mrs. G. Lakshmi Nisha	<ul style="list-style-type: none"> • Cross Stitch • Box Stitch • Fish Bone Stitch • Stripped Button Stitch
7	18.02.2022	Mrs. G. Lakshmi Nisha	<ul style="list-style-type: none"> • Patch work • Cut Work • French Knot • Knot Running Stitch
8	21.02.2022	Mrs. G. Lakshmi Nisha	<ul style="list-style-type: none"> • How to trace design in Aari • Aari work in Blouse
9	22.02.2022	Mrs. G. Lakshmi Nisha	<ul style="list-style-type: none"> • Step Sequence Stitch • Flat Sequence Stitch • Chain Filling Stitch
10	23.02.2022	Mrs. G. Lakshmi Nisha	<ul style="list-style-type: none"> • Exhibition, Valedictory Function and certificate Distribution

FASHION TECHNOLOGY (AARI WORK)

Today Aari work is found to be practiced in certain regions across India. Hyderabad, Lucknow, Rajasthan, Kutch, Uttar Pradesh, Delhi are centres for aari work with their individual styles and nuances.

A very much fine and intricate way of decorating motifs and detailed images, it is surprisingly the Muslim cobbler community that has practiced and brought refinement and elegance to this age old craft.

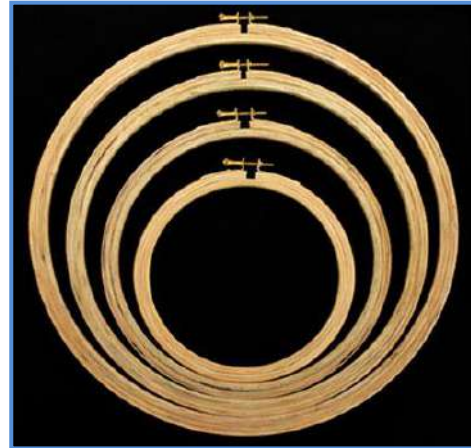


Materials made use of in Aari work

One of the popular and much used materials in aari work is zari or the golden colored metallic thread. Good quality yarn threads in cotton or silk are also used in multiple colors. Accompanying this fine embroidery are the embellishments of Kallavattu, Sitara, Moti or Salma, Dabka, Nakshi, Aara and Gota, beads, sequins etc.

- Few tools are required for this special art.
- One is the four cornered frame akin to a cot known as 'adda' over which the fabric is tightly stretched and bound tightly at the four corners. This allows several skilled workers to sit at different corners and individually do their portions in the design spread on the 'adda'. This speeds up the work and allows early completion.

- The second is the Aar / Karchop or the needle. It is similar to the one used in crochet work.
- A pair of scissors to time and again cut the loose hanging threads, after the knots are made.



Embroidery refers to the thread craft that enhances the look of a fabric or product. This thread craft is generally done on natural fabrics with tight weaves. Embroidery designs of India are influenced by different cultures and have a flavor of their own. Indian embroidery is cherished by craftsmen and has the world swooning over them. Embroidery designs are formed on the basis of texture of the fabric.

It may also include decorating materials other than threads, like *pearls, beads, stones* and *sequins*. India is known for its beautiful embroidery techniques. Fundamental stitches of embroidery are running stitch, cross stitch and satin stitch. Surface embroidery technique is more economical. Aari embroidery is one of the many forms of embroidery, originated in the Mughal era. Aari work is a type of embroidery work that is done by stretching the fabric tightly over a wooden frame. A pen like needle, that resembles a crochet needle is used to do the intrinsic Aari work.

55 types of aari embroidery stitches names are given below, 1. Basic Chain stitch 2. Zig Zag stitch 3. Chain with zigzag stitch.



1. Origin and History

Aari work traces out its emergence way back in the 12th century, which marked the rule of the Mughal emperors. Floral motifs, traditional designs and fascinated the Mughal royals during that period. This popularized and brought Aari work into the limelight. With time, places like Kutch, Lucknow, Uttar Pradesh, Rajasthan, and Delhi started recognizing the specialty of Aari embroidery, which marked the gradual popularity of Aari embroidery.

2. Sources of Inspiration

Aari work began with a simple procedure of using a lead pencil to sketch the design on the fabric, after which a needle was put to use which pierced holes along the lines of the design. Then the threaded needle was inserted into the fabric, and when it came up, it emerged with a loop.

This relieves the tedium of a big piece of work, which may take a month to finish. - It also allows slightly less experienced artisans to learn by working on the borders and less intricate motifs.

3. Uses of the product

Today these techniques are used to produce a wide range of decorative bedcovers, cushion covers, purses and handbags, wall hangings, and garments. These find their way into the local as well as international market.

The Skill Initiative Program was organized in our College from 03.01.2022 to 05.01.2022,15.02.2022 to 23.02.2022. The title of Certificate Course was “Fashion Technology(AARI)”.

DAY - 1

03.01.2022

On the first day students were introduced to aari on general. On the same way they were taught how to fix the iron stand and how to fix the cloth in the aari frame. On addition they were taught the aari basic chain stitch and to knit different shapes using the basic chain stitch.



DAY - 2

04.01.2022

On the second day the following things were taught.

1. How to make knot.
2. How to stitch stone chain.
3. How to stitch and attach beads.

In addition Mango Motif, leaf Motif and Jammiki basic stitches were also taught.



The programme was very lively. It insist to the students for filling chain stitching in any type of designs with silk thread. Afternoon session to continue the Long and shot chain stitch and Thread embossing practice.



DAY -3

05.01.2022

On the third day how to put Zig-Zag stitches and where to use them were taught. In addition, Chain stitch, Long and short stitch and wheat stitch and

butterfly stitches were taught. The students start the Glass work, sequencing work practice. French not, chakri work practice.



- ❖ Mirror work involves gazing at yourself in the mirror While they can practice *mirror work* for extended periods of time.
- ❖ It can also do it any time you find yourself looking at yourself in the mirror, even if just for a moment.



DAY - 4

15.02.2022

On the fourth day, session to emphasize the students start the Sugar bead, stitch bead, big sized beads work practice. The students were taught how to attach decorative mirror pieces (MirrorWork) chamki work, Stone work, Button Work and Tube work were taught.



Afternoon session they continue Bead work and Patch work, stone work practice.



This Stitches mainly used are long French knot, chamki, zardosi, satin work and chain stitch.

The actual embroidery work on the fabric

- Aari work is essentially fine and small or intricate. Beads, sequins, small spirals of gold or silver colored wire may be used additionally to lend sparkle to the dress or fabric.
- Aari work is fast, where individual portions across the stretched portion of fabric can be completed simultaneously.
- After the embroidery is over, the zari threads are beaten down or flattened using a small wooden mallet from the top and a small wooden anvil placed under the fabric. This settles the thread. It gives the worked portion a fuller look.



DAY - 5

16.02.2022

On the fifth day, forenoon session to emphasize the students start the Bead stitch, running stone, bead stitch, blouse work start. Various Varieties of Leaf stitch like Leaf Stitch 1 & 2 were taught in addition to Back stitch1 & 2.



Afternoon they have started Bead embossing blouse work started.



- This blouse was designed by our student Ms.Shivani. Her work is very neat. She finished this within 2 days.
- Antique bead was stitched very closely and the chain stitch is used for the outlines to enhance the design.

DAY - 6

17.02.2022

On 17.02.2022 forenoon session to insist the students started their blouse works in their own blouse. And Staring mark their own blouse and first they started from neck. In Afternoon Session, Cross stitch, Box Stitch, Fish Bone Stitch and stripped button stitches were taught to the students.



- ❖ This patch work was designed for *Aari students*. Stitches mainly used are long French knot, chamki, zardosi, satin work and chain. stitch.



DAY - 7

18.02.2022

On the seventh day, forenoon session to emphasize the students Starting their own design work in their own blouse and **Zardosi** work practice. In Afternoon Session, Patch work, Cut work, French Knot and Knot running stitch were taught to the students.



Zardozi is a type of heavy and elaborate metal embroidery on a silk, satin, or velvet fabric base.



DAY - 8

21.02.2022

On Eighth day to insist the students Starting their own design work and do their own work some work in completed. Students were taught about how to trace a design in aari work and how to do aari work in blouses were taught.



DAY - 9

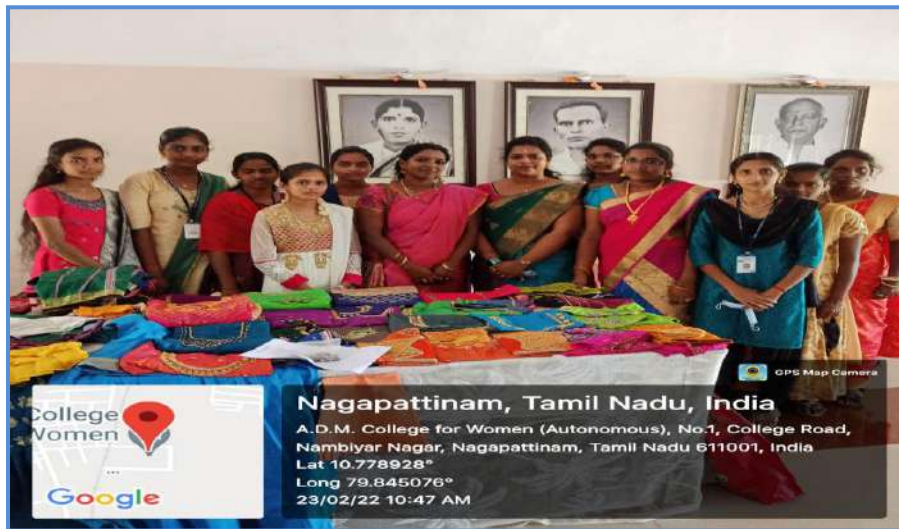
22.02.2022

Students were taught step sequence stitch, Flat sequence stitch and chain filling stitch were taught.



DAY - 10
23.02.2022

Students completed their work and kept in display to our college.



Students from II- B.Voc.,Marine, II- B.Sc.,Maths, II - B.Sc.,Chemistry, II - B.A English, II- B.Com (A), II- B.Com(SF) and II- B.A Economics Students attended the certificate course It was very useful for them and they got many new ideas about Fashion Technology(AARI).



A.D.M COLLEGE FOR WOMEN

(Autonomous)
(Affiliated to Bharathidasan University, Tiruchirappalli)
(Nationally Accredited with 'A' Grade by NAAC 3rd Cycle)
Nagapattinam



Skill Initiative Programme (SIP 2022)

CERTIFICATE

This is to certify that

H. SAMINA AFRIN II - B.com (SE)

has successfully completed a certificate course on

**“Fashion Technology”
Kara Creation, Karaikal**

Conducted at A.D.M College for Women from January to February 2022.


Dr.N.LAVANYA
Convener


Mrs.G.LAKSHMI NISHA
Proprietor


Dr.R.ANBUSELVI
Principal



BEAUTICIAN

**STUDENTS SKILL INITIATIVE PROGRAMME(SSIP) FOR UG II YEAR
BEAUTICIAN**

**Date: 03.01.22 -05.01.22 &
15.02.22 - 23.02.22**

Beneficiaries : 108

S. No	Date	Resource Person	Topic
1	03.01.2022	Mrs. Induvigneswari Kumar	<ul style="list-style-type: none"> ❖ Introduction ❖ Threading
2	04.01.2022	Mrs. Induvigneswari Kumar	<ul style="list-style-type: none"> ❖ Waxing and its types ❖ Process of Waxing ❖ Benefits of Waxing
3	05.01.2022	Mrs. Induvigneswari Kumar	<ul style="list-style-type: none"> ❖ Pedicure ❖ Manicure ❖ Hand & Feet Massage
4	15.02.2022	Mrs. Induvigneswari Kumar	<ul style="list-style-type: none"> ❖ Head Massage and its Types ❖ Head Massage Techniques ❖ Head Massage Benefits
5	16.02.2022	Mrs. Induvigneswari Kumar	<ul style="list-style-type: none"> ❖ Bleach & Facial ❖ Skin Analysis & Skin Type ❖ Cleansing & Toning Practice ❖ Massage Manipulation ❖ Skin Hygiene & Safety
6	17.02.2022	Mrs. Induvigneswari Kumar	<ul style="list-style-type: none"> ❖ Basic Hair Cuts & Hair Dying ❖ Creative Haircuts & Hair Coloring
7	18.02.2022	Mrs. Induvigneswari Kumar	<ul style="list-style-type: none"> ❖ Bridal Hair Styling ❖ Advanced Hair Style

8	21.02.2022	Mrs. Induvigneswari Kumar	<ul style="list-style-type: none"> ❖ Grooming ❖ Types of Make-Up ❖ Makeup Techniques & Consultation ❖ HD Makeup for Photography,
9	22.02.2022	Mrs. Induvigneswari Kumar	<ul style="list-style-type: none"> ❖ Saree Draping ❖ Basic Bridal Makeup
10	23.02.2022	Mrs. Induvigneswari Kumar	<ul style="list-style-type: none"> ❖ Valedictory Function & Certificate Distribution

BEAUTICIAN

Trainer Name: Indu Vigneshwari

Date: 03.01.2022

The session of Day 1 commenced with a detailed introduction to the beautician course was given. The beautician explained about what the term “beautician” typically refers to a beautician is a person who is skilled in skin and beauty treatments. They taught the students how beauticians are trained and licensed to perform cosmetic treatments to the hair, skin and nails cutting and chemically treating hair, chemical hair removal, fashion trends, wigs, nails and skin care, skin and hair analysis; relaxation techniques including head, neck, scalp, hand and feet basic massage and aroma therapies; plus the ability to apply makeup applications to cover up dark spots reflexology; theatrical applications and cosmetics. They interacted with the students about the commercial beauty market, its business techniques and tips. Most importantly, thorough knowledge about self-grooming was also imparted to the students. Then the students were illustrated on how to earn income and livelihood by means of beautician profession.



They taught the students about how a beautician focuses on hair care and basic skincare treatments. As the beautician course is all about an individual's physical beauty,

they taught and interacted with the students about the types of faces and types of eyebrows. They also conducted a practical session on eyebrow shaping. The students had a wonderful session as it involved both theory and a practical session.



Date: 04.01.2022

Day 2 began with the beautician illustrating a practical threading session and the queries of the previous class were answered appropriately by the beautician. She explained about the shaping of eyebrows and its techniques. Different types of eyebrow shapes and the shapes that a beautician can prefer or suggest to their clients according to one's facial features or desires were also discussed. She focused on the fact that eyebrows are the most prominent part describing one's eyes and how they should be taken care.



Students were taught about the De tan therapy both theoretically and practically. The theory of the therapy was taught to be an instantaneous skin lightening and brightening technique that can be followed in order to attain brighter complexion and reduce dark spots or inflammations due to exposure to sun. The practical session was a live one by demonstrating the use of De tan product and showing them the instant results. As this was a practical session on De tan therapy, the students were keen, excited and amazed at the wonderful result the De tan therapy had on various skin types.

Date: 05.01.2022

Day 1 commenced with a practical session of the beautician course. The students were divided into two groups and they were trained to practice two different techniques. One group of students practised eyebrow shaping and the other group practised De tan therapy. The beautician explained the process of De-tan therapy which involves removing the pile-up of cells and skin which is tanned due to the exposure to pollution and radiation emitted by the sun.



She also emphasized the importance of De tan therapy by throwing light on some of the points like its power instant skin lightening and brightening therapy for skin. It is also an excellent remedy to tackle excess pigmentation. The beautician then went on to discuss the facial theory in detail and the steps to be followed while performing a facial.

The facial theory was explained briefly by focusing on the different types of facial for every type of skin. She discussed the facial by focusing on how it cleanses pores, and how it exfoliates dead skin cells, Moisturises the skin, and treats common skin concerns with a custom regime.



She also mentioned about the fact that facial treatments are one of the most popular treatments for spa-goers. An important aspect of the course, that is, Do's and don't in a facial was also taught to the students. Every student was presented with an individual facial kit for a hands-on experience. As the session covered topics that were practical-oriented, it was easily understood by the students and they grasped the techniques in the most effective way.

Date: 15.02.2022

The session with eyebrow threading practice and also we cleared all the doubts the students had in the previous class. We had a quick summarization of the previous classes. The students were interactive. In the theory class facial strokes and the pressure points on the face were taught a live session on the facial strokes was shown to them.



Date: 16.02.2022

The day commenced with a theory class on hair types and the advantages and disadvantages of each hair type. We showed them the haircut tools and a demo of different haircuts. Then we started the haircut practical session. Each haircut was practiced. The students enjoyed the class.



Date: 17.02.2022

Students had a practical session on threading. The students were well - practised with threading techniques. Theories of hair straightening, hair smoothening, hair rebonding and hair perming based on the hair types were discussed..



We also discussed the hair products, hair problems and the popular brands of hair products.

Date: 18.02.2022

In this session theories on manicures and pedicures were discussed. The manicure and pedicure kits were shown to the students and techniques of manicure and pedicure were taught step by step to them including the products used for them.



The theory of oil massage and massaging strokes were explained. We showed the demo for massaging, the massage strokes and the pressure points on the body for massaging. We talked about the popular products and brands for oil massage.

The theory of waxing was taught . The students practiced how to do waxing. The practical sessions made the classes more interesting. They experienced a lot.

Date: 21.02.2022

A Practical Session on waxing was conducted. Practical sessions were made interesting by asking students to do the waxing for their partners and vice versa. Homecare remedies and beauty tips were also taught.



The saree draping theory and practical session was conducted students were asked to drape a saree for themselves as well as for their friends.



Date: 22.02.2022

In this session, How to prepare one's hair before doing a hairstyle was discussed. In addition how to handle the tools like straightner were also taught. Theories of make-up and its types were discussed in detail.





**A.D.M. College for Women (Autonomous), Nagapattinam
Organized a Skill Initiative Programme - 2021-22**

Certificate

This is to certify that

T. AYISHA SIDHEEKA

has successfully completed a certificate course

on

"Beautician and Makeup Course"

by Reshma Beauty Parlour and Academy, Chennai

January - February 2022

R. Omma
Principal

**A.D.M. College for Women
Nagapattinam**

M. D.M.

Director
Reshma Beauty Parlour and Academy,
Chennai



DIGITAL MARKETING

STUDENTS SKILL INITIATIVE PROGRAMME(SSIP) FOR UG II YEAR
DIGITAL MARKETING

Date : 03.01.22 – 05.01.22 &
21.02.22 – 23.02.22

Beneficiaries : 49

S.No	Date	Resource Person	Topic
1	03.01.2022	Mr. N. Aathilinga Bose	<ul style="list-style-type: none"> • Introduction & • Digital Marketing Vs. Traditional Marketing • Benefits of Digital Marketing • Tools of Digital Marketing • How We Use Both Digital & Traditional Marketing
2	04.01.2022	Mr. N. Aathilinga Bose	<ul style="list-style-type: none"> • Website Planning Process • What is Internet? • Understanding domain names & domain extensions • Different types of websites • Based on functionality & Purpose • Adding domain name to web Server • Adding webpages & content
3	05.01.2022	Mr. N. Aathilinga Bose	<ul style="list-style-type: none"> • Search Engine Optimization • Understand Search Engines & Google • What is SEO? • Different types of keywords • Google keyword planner tool • Keywords research process • Understanding keywords mix

			<ul style="list-style-type: none"> • Long Tail Keywords Google Search Tips & Hacks
4	21.02.2022	Mr. N. Aathilinga Bose	<ul style="list-style-type: none"> • Social Media Marketing • What is Social Media? • Understanding the existing Social Media paradigms & psychology • How social media marketing is different than others. • Forms of Internet marketing • Facebook marketing • Understanding Facebook marketing
5	22.02.2022	Mr. N. Aathilinga Bose	<ul style="list-style-type: none"> • Email Marketing • How email works? • Challenges faced in sending bulk emails • How to over come these challenges?
6	23.02.2022	Mr. N. Aathilinga Bose	<ul style="list-style-type: none"> • Types of email marketing- Opt-in & bulk Emailing • What is opt-in email marketing and how e-Mail works? • Setting up E-Mail Marketing Account • Valedictory Function & Certificate Distribution

DIGITAL MARKETING

Nowadays, every business needs digital marketing to enhance its business. For digital marketing, knowledge is an essential platform for students. We fulfilled their knowledge with our digital marketing course.

We conducted the course for 3 days, from Day 1 - There are two sessions in a day (Forenoon and Afternoon). The students learn about Digital Marketing, Digital marketing Vs. Traditional Marketing, Website planning, Overview of Search Engine Optimization and Email Marketing.

Day 1 Forenoon Session

The session began with the introduction to digital marketing. The session starts with a brief overview of the course and the topics covered throughout the course was given. After that, the classes began with the Technique of Digital marketing. This topic mainly focused on students knowing about digital marketing.



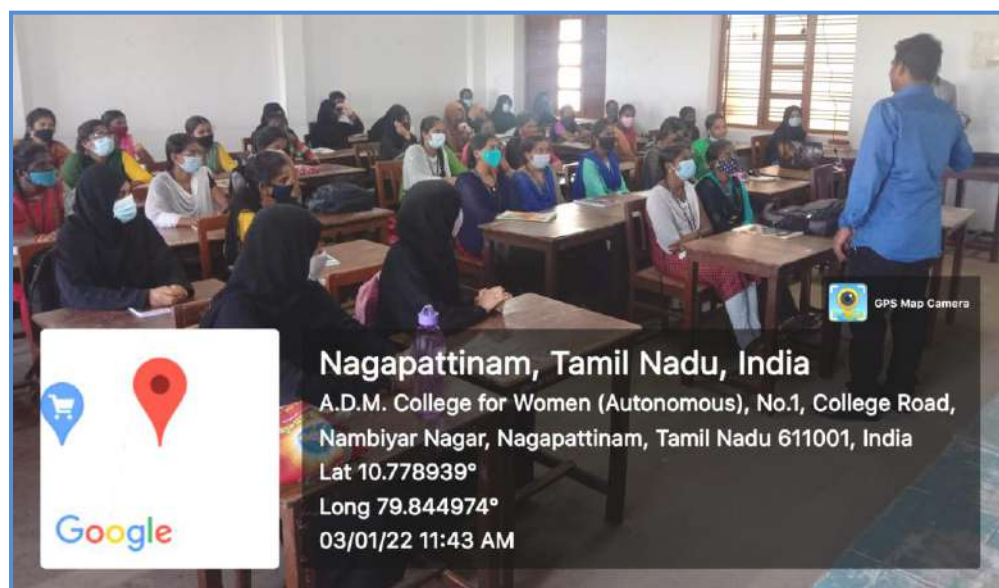
After covering the topic of digital marketing, the trainer explained some general marketing information. Then, after knowing what is digital marketing, the trainer explained the Marketing process and the difference between the digital marketing process. And in the

topic of increasing visibility, what is visibility, how to increase website visibility and types of visibility with some examples.

And trainer explained the next topic under visitors engagement. The trainer taught what engagement and why it is important and some examples of engagement bringing targeted traffic, and explained about inbound and outbound marketing. The students were questioned about what is traffic and tools, and the trainer explained what traffic is and how to convert traffic into leads, types of conversion and conversion process tools.

Afternoon Session

The trainer started the forenoon session by explaining the difference between digital marketing and traditional marketing. First, the trainer explained why it's needed and the benefits of traditional marketing. Then, behind, explain the downside of traditional marketing, the benefits of digital marketing and why digital marketing wins over traditional marketing, and the tools used for both digital and traditional marketing.



Day 2

Forenoon session

The second day of the course started with an overview of preview day and asked some questions. Following the question, the trainer asked the students what the internet was, explained the topic under the website planning process, and explained domain names and extensions. The students were asked about different types of websites. The trainer also taught based on functionality and purpose and planning to conceptualize a website, book a domain name and web hosting, add a domain name to the web server, and add web pages and content—the day ended with the forenoon session.



Afternoon Session

The trainer explained the next topic under search engine optimization during the afternoon session. First, the students asked what SEO is, and the trainer was explained what SEO is. After that introduced SERP is, what are search engines, how search engines work and major functions of a search engine and keywords and explained the types of keywords, and after googling keyword planner tool, keywords research process, an overview of keywords mix and long-tail keywords google search tips and hacks in detailed.



Day 3

Forenoon session

On the third day of the course, the students were taught about what is social media marketing. First, the trainer explained what social media and existing social media paradigms and psychology are and how social media marketing is different from other forms of internet marketing. Then, explain the strategy to increase business growth using Facebook Marketing in Social media Marketing.



Afternoon Session

In the Forenoon Session, the students asked what Facebook marketing is. The trainer explained the details of Facebook marketing and its purpose for marketing and cleared the student's doubts at the end of the day.



Day 4

Forenoon session

On the fourth day of the course, Continue with the social media marketing on other channels like Instagram, Twitter, LinkedIn, Pinterest etc... But, first, the trainer explained all channels in social media and their marketing strategy for the students.



Afternoon Session

In the afternoon session of the course, the students were more interested in digital marketing, and the final topic was email marketing. The trainer explained email marketing and how email works and the challenges faced in sending bulk emails and how to overcome these challenges and types of email marketing, bulk emailing, and what is opt-in email marketing and ended the session by setting up an email marketing account.



Day 5

Forenoon session

On the final day of the course, the trainer retaught all topics from day 1 to day 5 for students' knowledge. Students asked about their doubts, and the trainer explained them in detail.



Afternoon Session

In the course's final session, the students were more interested in digital marketing and more energetic in these 5 days sessions. We are so happy and satisfied to feed the students on social media marketing knowledge.





ELYSIUM EXCELLENCE

CERTIFICATE



ELYSIUM ACADEMY
MILESTONE OF COGNIZANCE

This is to certify that

R. DURGA

has successfully completed the course

DIGITAL MARKETING

conducted from JAN '2022 to FEB '2022

and found the performance of the candidate to be

VERY GOOD

[Signature]
Mentor Signature



N. Ati
Instructor Signature

info@elysiumacademy.org

www.elysiumacademy.org



VALEDICTORY FUNCTION

The Valedictory function was held on 23.02.2022. Our Committee member Mr. K. Ajay was the chief Guest. Dr. C. J. Pricilla, Assistant Professor of Tamil & the organizing Secretary welcomed the gathering. In his address the chief guest lauded the efforts taken by the co-ordinators of the programme for having taken strenuous efforts in empowering the women folk of the rural areas. Dr. R. Anbuselvi, Principal incharge presided over the meeting. Dr. N. Sampathlakshmi, Head, Associate Professor of Commerce and Dr. Maduramozhi Govindarajalu, Head, Associate professor of zoology offered felicitations. Dr. A. Sivakamasundari advisor of the college emphasized the need for developing the skills among the students. Certificates were issued to all the students. Dr. N. Lavanya, Assistant Professor of physics and convener of the programme proposed the Vote of Thanks in which she thanked the management, Principal, Vice Principal, Controller of Examination for their encouragement and for being a constant source of support throughout. She appreciated the students for their active participation and for making the programme a grand success.

VALEDICTORY FUNCTION



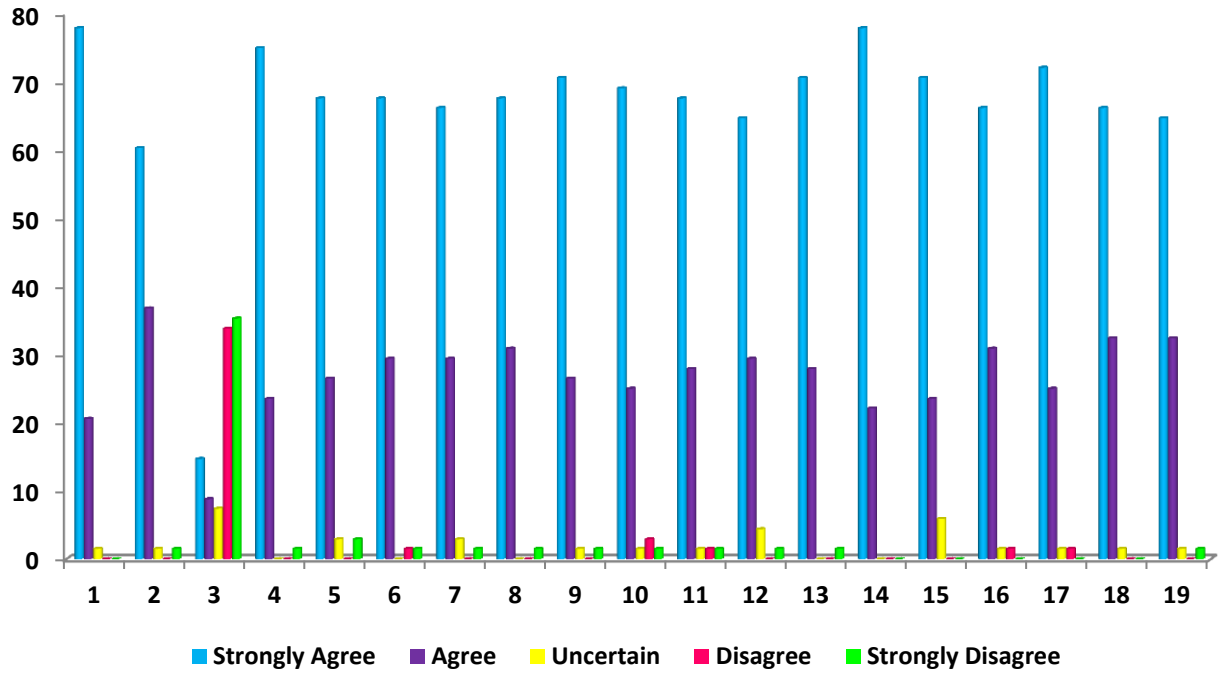




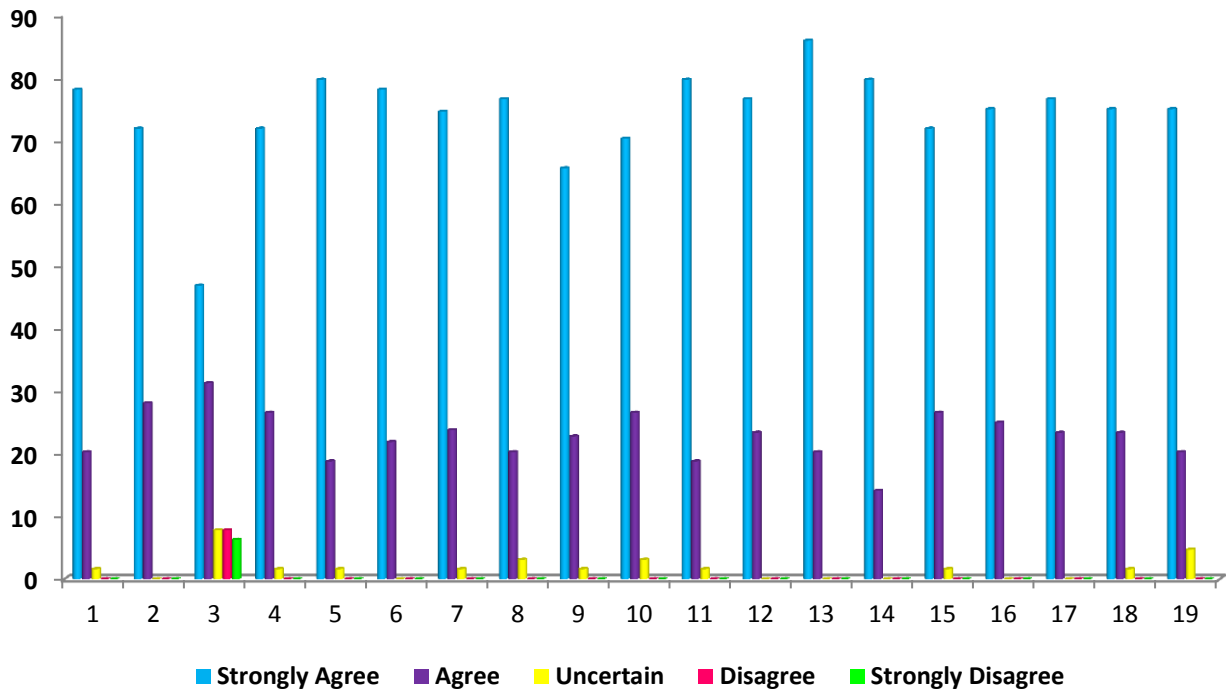




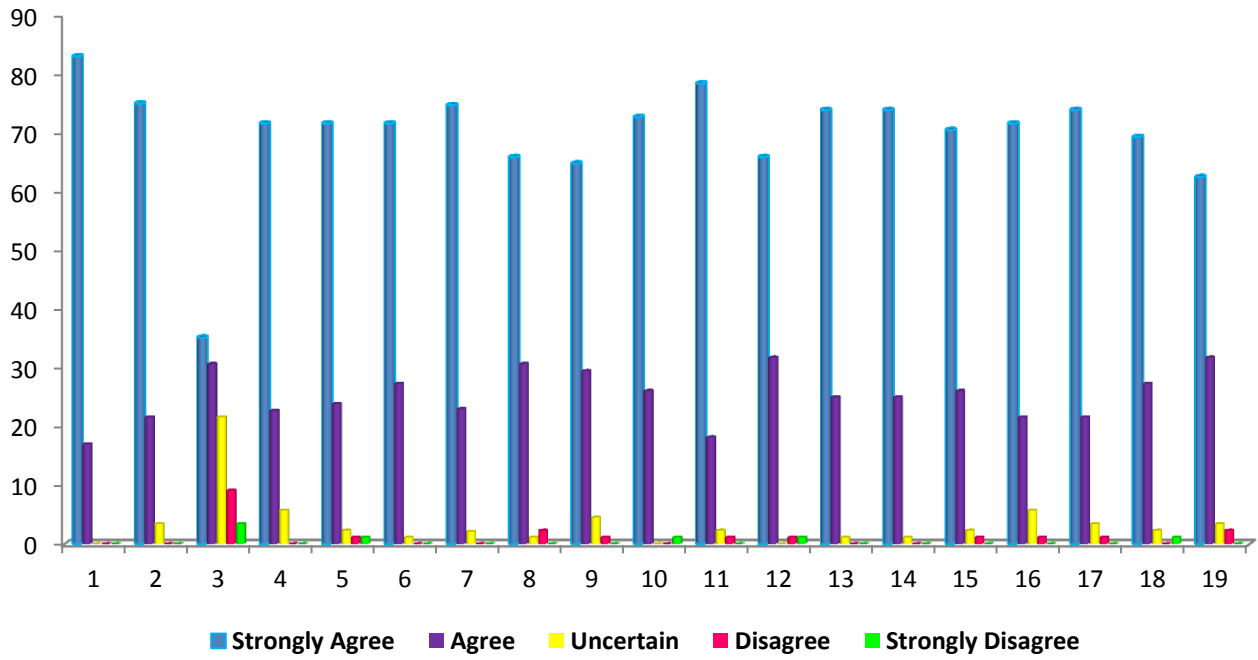
JOURNALISM



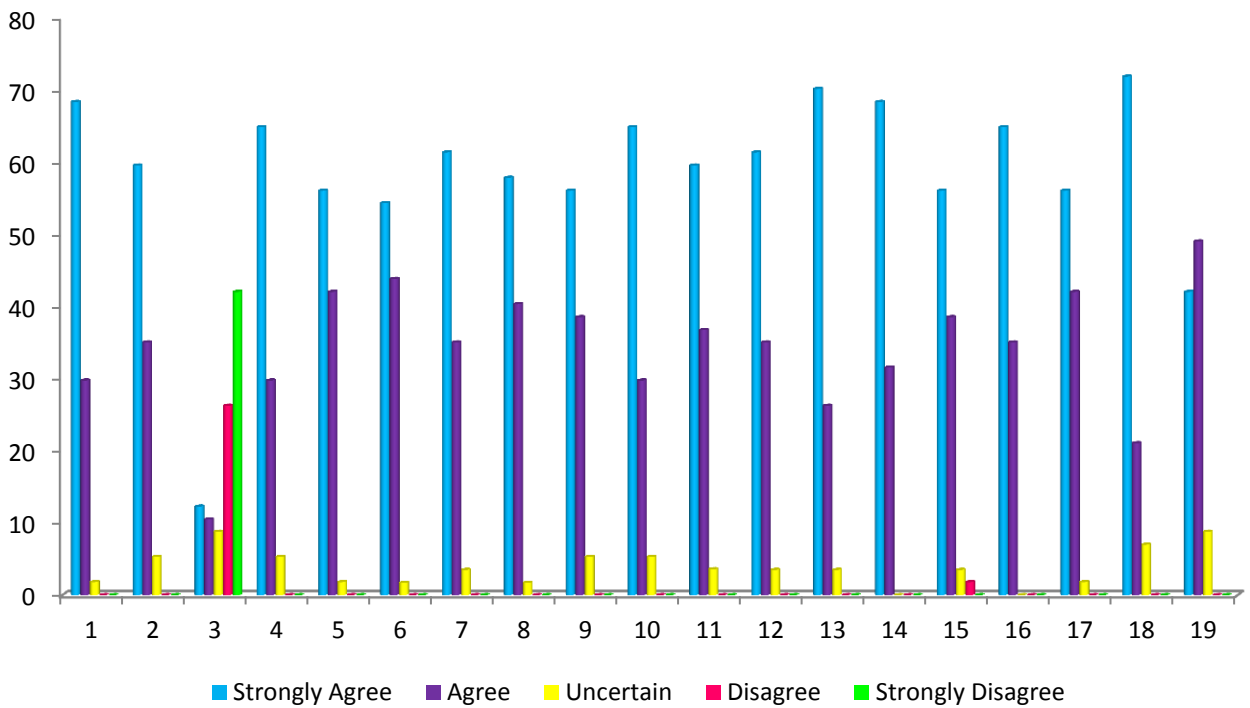
INTEGRATED LIVESTOCK MANAGEMENT



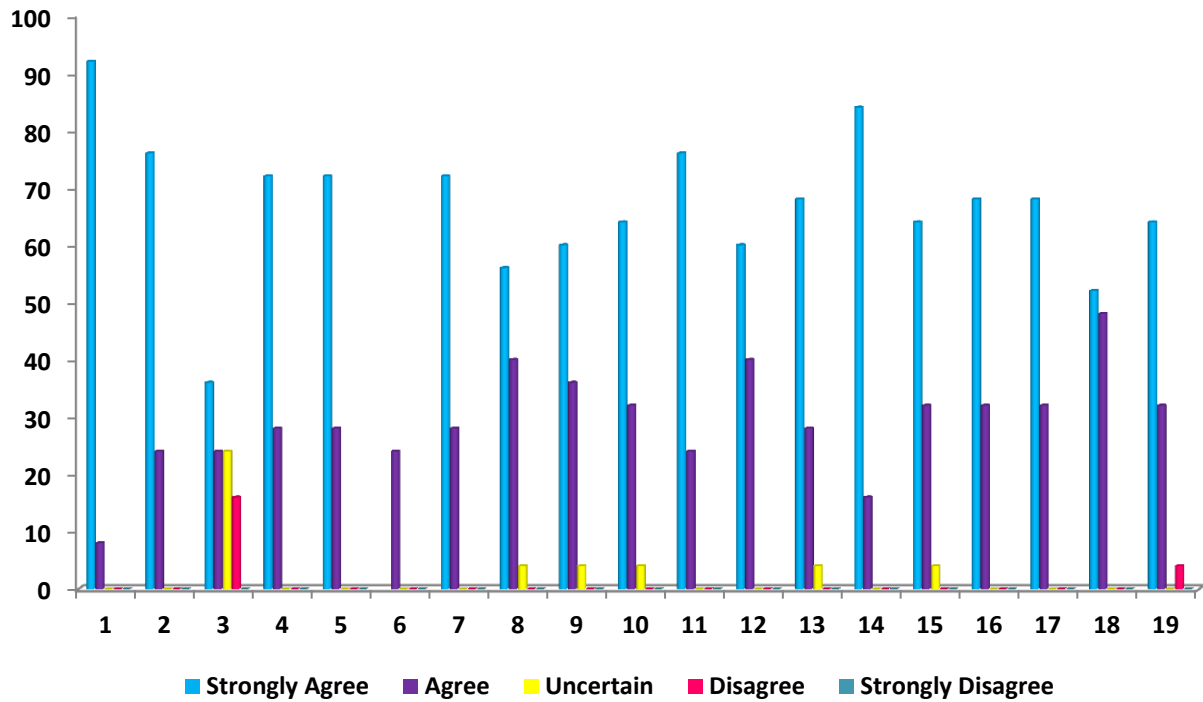
LIFE SAVING & FIRST AID MANAGEMENT



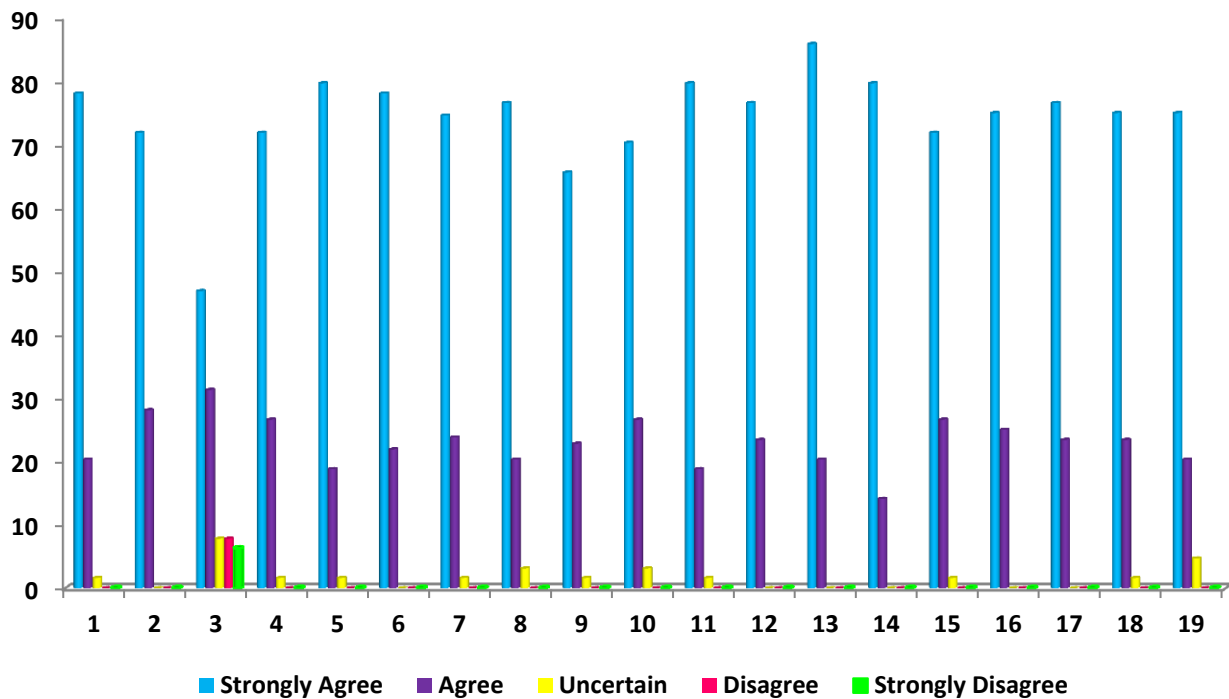
TRAVEL MANAGEMENT AND TOURISM



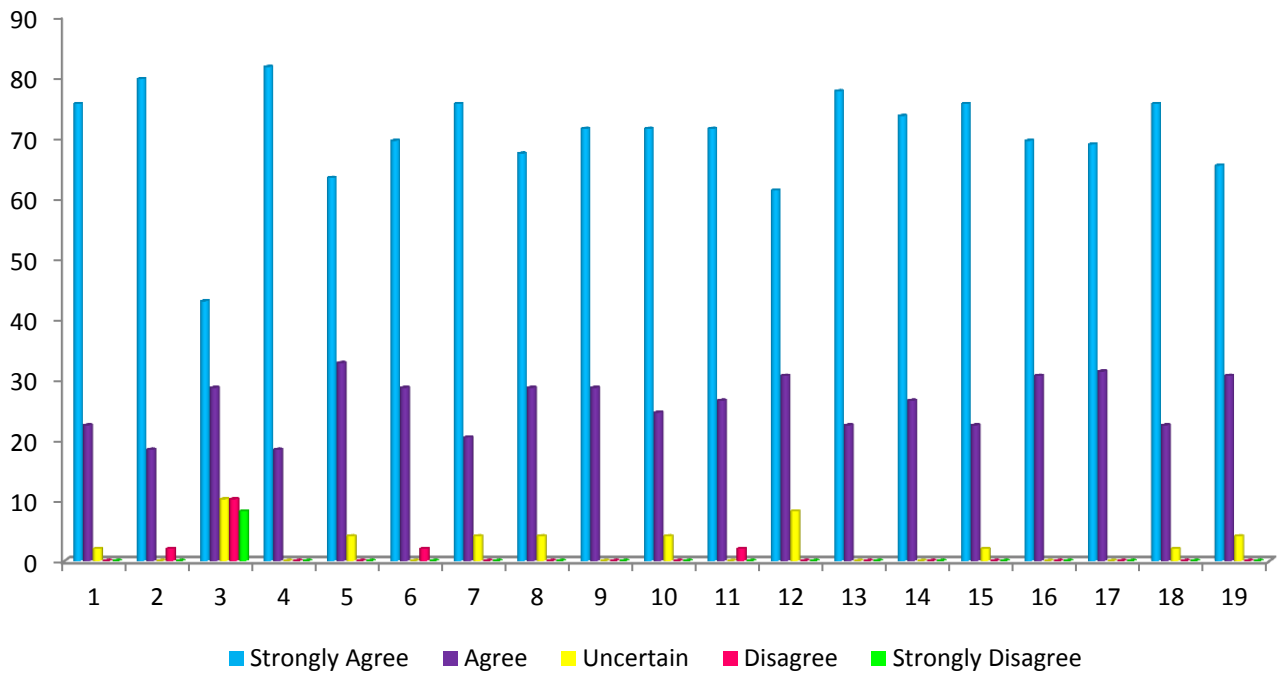
FASHION TECHNOLOGY (AARI WORK)



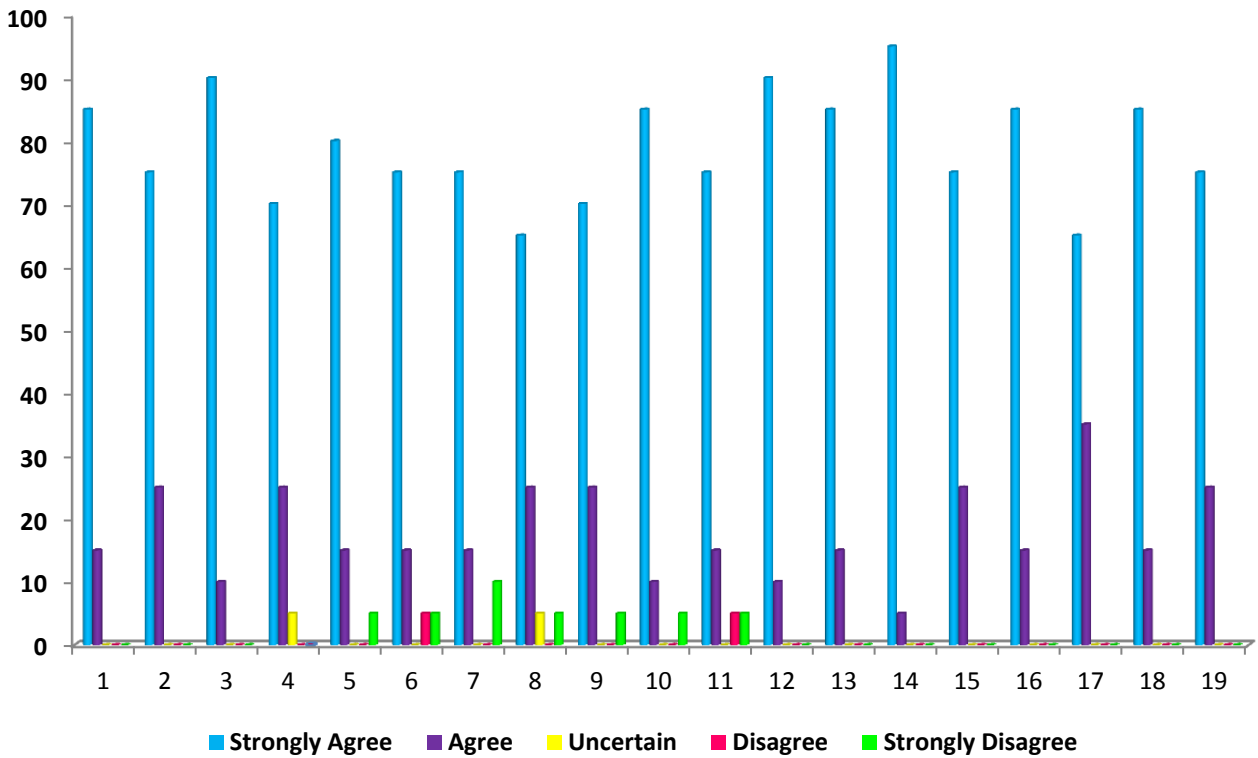
BEAUTICIAN



DIGITAL MARKETING



FASHION TECHNOLOGY (TAILORING)



OVERALL RANKING OF THE COURSE

