



**SREE AYYAPPA COLLEGE FOR WOMEN
CHUNKANKADAI, NAGERCOIL-629003**

NAAC CRITERIA- VII (7.1.9)

7.1.9 - Sensitization of students and employees of the Institution to the constitutional obligations: values, rights, duties and responsibilities of citizens

CRITERION 7

INSTITUTIONAL DISTINCTIVENESS & BEST PRACTICES

The institute is proactively taking efforts in providing an inclusive environment. The initiatives are to promote better education, economic upliftment of the needy and setting communal harmony.

- a. NSS Units of our college adopted 3 villages in Nagercoil region to conduct activities for their socio-economic development. The Institution has conducted lectures in these villages for increasing their environmental and ethical awareness.
- b. Sree Ayyappa College for Women organizes extension activities in schools as a part of Education Social Responsibility. The extension activities are targeted towards enabling a holistic environment for student development.
- c. Blood donation camp is annually organized at Sree Ayyappa College for Women in association with hospitals, medical clinics, blood bank etc ,where students, faculty and staff contributed voluntarily by donating blood for the noble cause of serving society and proudly adorn the badge of a blood donor
- d. Republic Day Celebration Republic day Celebration was held on 26-1-2023 in the college. Principal Dr.K.V.Jayashree hoisted the flag and delivered the Republic Day message.35 participants including students and staff took part in the Republic day programme
- e. Independence Day Celebration was held on August 14,2023. Flag hoisting and Independence Day message was delivered by Principal Dr.K.V.Jayashree.
- f. Teachers Day Celebration Teachers Day was celebrated and a greeting card and flower bouquet are presented by the students to each faculty of the college.
- g. World Environment Day: The National Service Scheme unit of Sree Ayyappa College for Women celebrated the World Environment Day on June 15 2023 ,by planting tree saplings in the campus. As part of the programme, a tree sapling was planted in the campus and saplings were distributed among the students.
- h. The institution believes in equality of all cultures and traditions as is evident from the fact that students belonging to different caste, religion, regions are studying without any discrimination. Though the institution has diverse socio-cultural background and different linguistic, we do not have any intolerance towards cultural, regional, linguistic, communal socio economic and other diversities. With great fervour the national festivals, birth anniversaries and memorials of great Indian personalities like Mahatma Gandhi Sardar Vallabhbhai Patel, Pandit Jawaharlal Nehru, Dr. Bhimrao Ambedkar, Sarvepalli

Radhakrishnan, Lal Bahadur Shastri. On birth anniversary of Sardar Vallabhbhai Patel on October 31, institution celebrates Rashtriya Ekta Diwas (pledge is taken by staff and students on National Integration Day) every year.

- i. The institution organizes two days Youth and Cultural festival, NSS Units of our college participate in various programmes related to social issues organized by other colleges.

Voter's Day Pledges taken by the students on 25.01.2023.



On 09.02.2023 World Anti Bonded Labour Day was commemorated in collaboration with the District Administration.



In connection with National Energy Conservation Day celebrations, a talk on 'Energy conservation and depleting conventional energy sources' was conducted in association with Ecoclub and IIC on February 2nd ,2023. Mr. A Neelambaran, Journalist, Newsclick(Delhi),District Joint Secretary, TNSF was the resource person.



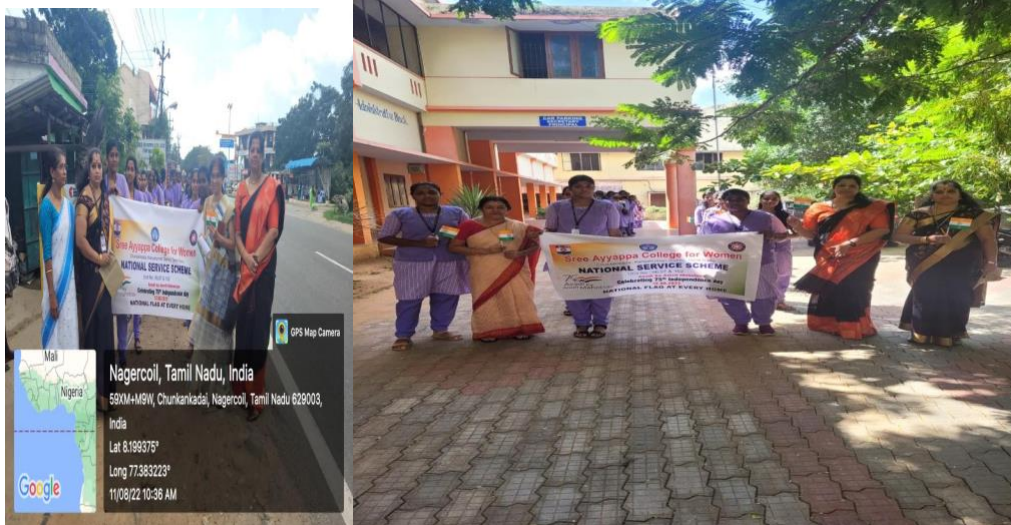
In connection with the National Science day celebration 2023, an exhibition was arranged in the Department of Botany for the higher secondary students of nearby schools on 24th February, 2023.



The NSS volunteers, Members of RRC, YRC and General Students, staff of Sree Ayyappa College for Women, Chunkankadai, Kanyakumari District organized a massive awareness-cum-Pledge taking programme against Drug Abuse as a part of State - wide initiative launched by the State Government.



As a part of 75th Azadi ka Amrit Mahotsav NSS Units of Sree Ayyappa College for Women, Chunkankadai organized various programmes like rally, distribution of pamphlets to public and visited individual houses explaining the inmates about the dos and don'ts of using our National flag, sacrifices of our freedom fighters on 11 August, 2022 in neighboring villages of our institution .Dr.K.V.Jayashree, Principal, Mrs Sreekala, Office Superintendent, NSS Program Officers and 150 NSS volunteers participated. Each volunteer uploaded their photos holding the National Flag.



National Service Scheme (NSS) units celebrated the 75th Independence Day with great enthusiasm and patriotism. Dr. Deva Prakash, MD of Prakash Hospital, Villukuri, our adopted village was the guest of honour.



SAY NO TO DRUGS PLEDGE



NASHA MUKT BHARAT ABHIYAAN
Ministry of Social Justice and Empowerment, Govt. of India

CERTIFICATE

This is to certify that
Mary sugirtha pandian

*has taken a "Say no to drugs" pledge and committed
himself/herself to consciously stay away from drug abuse
and stay sober for a healthy lifestyle.*

DATE

11th-Aug-2022

[Download Certificate](#)



NASHA MUKT BHARAT ABHIYAAN
Ministry of Social Justice and Empowerment, Govt. of India

CERTIFICATE

This is to certify that
Remi

*has taken a "Say no to drugs" pledge and committed
himself/herself to consciously stay away from drug abuse
and stay sober for a healthy lifestyle.*

DATE

11th-Aug-2022

[Download Certificate](#)

NO TOBACCO PLEDGE



BE VOCAL ABOUT VOCAL PLEDGE

Be Vocal About Local

Certificate

This is to certify that

Raniya

has taken the 'Be Vocal About Local' and committed himself/herself to
consciously support and promote products that are Made in India.

5534752996



August, 16 2022



BE
VOCAL
ABOUT
Local

Be Vocal About Local

Certificate

This is to certify that

Rashmi

has taken the 'Be Vocal About Local' and committed himself/herself to
consciously support and promote products that are Made in India.

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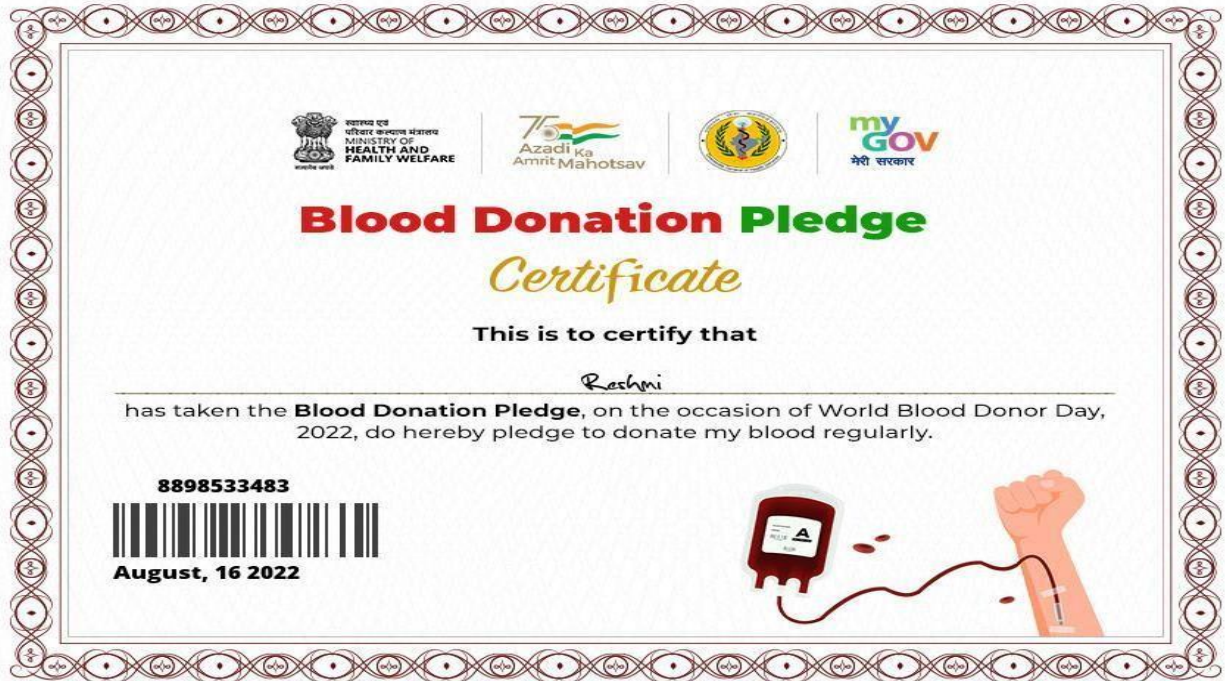


August, 16 2022



BE
VOCAL
ABOUT
Local

BLOOD DONATION PLEDGE



Shri.Rajiv Gandhi former Prime Minister of India was assassinated on 20th August 1991 at Sriperumbudur, Tamil Nadu. Later, the Government of India declared that every year 20th August would be observed as 'Sadhbhavana Diwas" and a pledge taken by all to promote National Integration, communal harmony and to eschew violence. Since then all NSS Units in Tamil Nadu have been observing the same without fail. Today 18 th August 2022, the Staff Members of Sree Ayyappa CollegforWomen,Chunkankadai, Kanyakumari District took Sadhbhavana Pledge in the presence of Dr.K.V.Jayashree, Principal as 19 and 20 August 2022are Government Holidays.



Hindi Diwas is celebrated on 14th September every year to commemorate the adoption of Hindi as one of India's official languages. The day is celebrated with great enthusiasm all over the country to promote the language and to create awareness about its importance. In order to celebrate Hindi Diwas, NSS Units in association with Department of Hindi and Nehru Yuva Kendra, Kanyakumari organized intercollegiate elocution and essay writing, to promote the language and

to encourage students to participate in the celebrations on 14 September at 10.00 am in the seminar hall. Elocution and essay writing competitions are an integral part of the Hindi Diwas celebration. These competitions provide a platform for students to showcase their skills and knowledge about the Hindi language. The language has its own charm, which attracts many students to participate in these competitions and to showcase their talent. The topics were, Elocution - अंग्रेजों के खिलाफ भारत के स्वतंत्रता संग्राम में हिन्दी का य गदान। and Essay competition राष्ट्र और प षण. The participants of these competitions are judged on their skills, knowledge, and creativity. The winners receive awards, prizes, and recognition for their outstanding performances. This inspires others to learn and improve their Hindi language skills. 50 participants from various colleges were present.





NSS Day was celebrated by NSS Unit Nos 97 and 162 of Sree Ayyappa College for Women on 24th September 2022. Ms Reshmi R V had done the compering and the session started with a prayer song. Respected principal of the institution gave the presidential address. Our chief guest Dr. T. Wins Joel, Assistant professor of History, Scott Christian College, Nagercoil handled the session cheerfully. He discussed about the origin of NSS in India and its history. The session was interactive.



Rashtriya Ekta Diwas, also known as National Unity Day, is celebrated on 31st October every year in India. The day marks the birth anniversary of Sardar Vallabhai Patel, the first Deputy Prime Minister of India and a prominent figure in the struggle for India's independence. On this day, various events and programs are organized across the country to promote unity, integrity, and harmony among the people. One such event is a rally organized by NSS Units in association with Nehru Yuvakendra, Kanyakumari from District Collector's Office to Vepamoodu Junction,

Nagercoil that aims to bring people together in solidarity and create awareness about the importance of national unity. The rally involves people from all walks of life, including students, government officials, and citizens who come together to take part in the march. Various cultural and patriotic activities are also organized during the rally to convey the message of unity and strength. Overall, the celebration of Rashtriya Ekta Diwas helps to promote the value of national unity and inspire people to come together and work towards a common goal.



A webinar on 'VIBRANT YOUTH, DEVELOPED INDIA' was organized by National Service Scheme Unit No 97 in collaboration with Brahmakumaris Rajayoga Meditation Centre, Nagercoil on 12 January 2023.. The resource person Shri B.K. Shivaramakrishnan, Learning and Development Head, Dr Rela Institute and Medical Centre, Chennai explained about the benefits of yoga and meditation and he advised our youth to be more energetic and enthusiastic. He had also clearly stated that although yoga has its roots in religion it's not in itself a religion. The session ended with meditation for two minutes by the guidance of Rajayogi Brahamakumari kokhila sister.



YOUTH PLEDGE



If the youth is healthy, then only we can think of bringing transformation in the society. So on the eve of National Youth Day 2023, Volunteers have pledged to render service to the nation.

NATIONAL VOTERS DAY PLEDGE

The national voters day has been celebrated on 25th January every year since 2011 all across the country to mark the foundation day of Election Commission of India. The theme of this year's National Voters Day is 'NOTHING LIKE VOTING, I VOTE FOR SURE' was dedicated to voters which conveys individuals feeling of aspiration towards participation in the electoral process through power of their vote. The pledge for National Voters Day is taken by the staff and students on 25th January in the presence of the chief guest Mrs. R. B. Revathi, Special District Revenue Officer, National Highway Authority of India, Nagercoil.



Our college celebrates the 74th REBUBLIC DAY on 25 th and 26 th January 2023. Cultural programmes were organized by the National Service Scheme Unit nos 96 97 and 162. Student volunteers have actively participated in the cultural events . Traditional dances like karagattam ,oyilattam, bharathanatiyam , kummiyadi were also took place in the event .Ms Reshmi R V have done the compering .Our chief guest Mrs R. B. Revathi, Special District Revenue Officer, National Highway Authority of India,Nagercoil explained about the history of Indian

independence. National Flag was hoisted by Dr.K.V.Jayashree, Principal on 26 January 2023







The NSS Units 96, 97 and 162 of Sree Ayyappa College for Women, Chunkankadai, Kanyakumari District in collaboration with Sree Mookambika Institute of Medical Sciences, Kulasekharam, Kanyakumari District organised One Day Preventive Health Care Camp in the College Seminar Hall on 10th February 2023.

A total No. Of 300 Students and NSS volunteers attended the camp. Dr. M.Venkatesh and Dr.R. Aalathi supervised the entire diagnostic procedures. It was alarming to note that more than 60% of them were found to be anaemic due to intake of non-nutritious food. Similarly students who required further check-ups and medical attention were given proper advice by the medical team.





The NSS Units 96, 97, 162 and Red Ribbon Club of Sree Ayyappa College for Women, Chunkankadai in collaboration with Sree Mookambika Institute of Medical Sciences, Kulasekharam, Kanyakumari District organized a Blood Donation Camp on 20th February 2023 at 10.00am in Seminar Hall. Dr.Sithara,MD,Associate Professor of the Hospital in her Special Address highlighted that one unit of Blood can save a precious life. She also advised that more students should come forward to donate blood frequently as there has been an increased demand for Blood in Kanyakumari District as patients from adjoining State of Kerala also come to the Hospital for specialized medical treatment. 50 units of blood were donated.





The NSS Units of Sree Ayyappa College for Women, Chunkankadai has been organising various programmes aimed at raising the awareness levels of both NSS volunteers and general students on Drug Abuse. As a part of the drive against Drug/Substance Abuse, an Awareness Campaign on Drug and Alcohol Dependence was organized on 23rd February 2023 in the college in collaboration with Anti-Drug

Club. Adv.Jerush delivered a meaningful talk on how to stay away from Drugs and what would be its negative impact on the abusers. Dr.Anusha pointed out that of late, young girls are increasingly becoming drug addicts because of peer pressure which is dangerous for them, their family and society. The Principal Dr.K.V.Jayashree delivered the Special Address.As a part of the Awareness Campaign on Drug Abuse,saplings were also donated to NSS volunteers.300 students were benefitted.





On the occasion of International Women's Day, the NSS organized a seminar titled "Embrace Equity" to highlight the importance of gender equality and inclusivity in society. The seminar was held on 10 March in the auditorium and 200 volunteers were benefitted. The speaker Dr. T.Anitha, Assistant Professor of History, SAC at the seminar discussed the ongoing struggle for women's rights and the need for collective action to address the issue of gender inequality. She emphasized the fact that gender discrimination is still prevalent in various spheres of life, and there is a dire need for policy changes and institutional reforms to ensure gender equity and also spoke about the importance of education in empowering women, highlighting the need for educating girls and women in rural areas.



In Connection with World Habitat Day 2022, Department of English in collaboration with "Iyarkayudan Oru Payanam" organised "Greening our Campus" programme on 19 October 2022. To create a natural environment for better learning, more than 40 saplings with different species of trees were

planted inside the campus. Ms. J. Sreethi Krishna organised the programme as a positive step towards achieving a healthy environment. Mr N. Swaminathan, special correspondent in "The Hindu" (Tamil), Adv Krishna Moorthy and Mr K.V. Pradheesh, social worker, were the chief guests. They shared the importance of nature and how students can protect and take care of it for the betterment of future. To encourage the students to preserve their surroundings green and clean by engaging in tree planting, the Principal, the Head of the Department, faculty members, and students planted saplings on the college campus.



The World Environment Day on 5th June 2022 was celebrated in a meaningful way by the students and members of SES REC Club of Sree Ayyappa College for Women, Chunkankadai. The Club adopted the theme for 2022 “Only One Earth” with the focus on “Living Sustainably in Harmony with Nature”. It is imperative that we safeguard the health of our planet at this critical juncture and understand the importance of keeping our planet clean. With the continuous deterioration of the natural environment, human beings are already in a very serious ecological crisis. Faced with this situation, the Club initiated and encouraged awareness and action for the protection of the environment.

Sree Ayyappa College for Women
Re-Accredited with B grade by NAAC
Chunkankadai, Nagercoil, Tamil Nadu 629807

World Environment Day
5th June 2022

“Nurture the Nature”

- Planting the saplings
- Clean up drive

Place: College Campus
Date: 05-06-2022
Time: 10 am

Principal
Dr.KV Jayashree

Co-ordinators
Dr.M. Suma
Mrs.S. Divyasree
Dr. Devi chinmayee M

Oath-Taking Ceremony

The resounding success of the oath taking ceremony was the highlight of the program. The primary objective of the event was to inspire and mobilize students to take proactive steps toward environmental conservation and to make a collective commitment to adopt sustainable practices. The students took a solemn oath, pledging their commitment to environmental stewardship. The oath included promises to reduce waste, conserve energy, support eco-friendly practices, and preserve nature.



Planting the Saplings

Another important step taken by the Club was the planting of saplings. The initiative not only added to the green cover on the campus, but also fostered a sense of responsibility towards the environment. The saplings for the programme were bought by the students and teachers themselves. A variety of thirty five native saplings including neem tree, common guava tree, jackfruit tree, Banyan, etc were planted on the college premises. To ensure the growth of the newly planted saplings, students from each department were assigned the duty to water and care for them.



Clean Up Drive

The primary objective of the cleanup drive was to promote environmental consciousness among the students. Prior to the event, the volunteers spread awareness about the cleanup drive through posters and announcements. The students formed teams and systematically cleaned various areas in and around the college. The cleanup drive resulted in a significant improvement in the cleanliness of the college premises and the surrounding areas. The removal of litter and waste contributed to a cleaner and healthier environment for all. Dr. M. Suma, Assistant Professor of Botany; Mrs. S. Divyasree, Assistant Professor of Botany; and Dr. M. Devi Chinmayee co-ordinated the programme.



In connection with Akshay Urja Diwas – 2022, the energy management unit of SES REC Club of Sree Ayyappa College for Women, Chunkankadai, organised a Poster Making Contest for the students on 18 August 2022. The competition started at 12 noon at the Physics lab. The theme of the competition was “Restoring our Earth through Renewable Energy.” The competition was conducted with an aim to create awareness among the students regarding the use of renewable energy sources and energy conservation. Thirty four students from various departments participated in the competition. Students expressed their creative and innovative ideas of energy management through drawings, slogans and quotes.

The splendid performances of the students were judged by Dr. S. S. Sandhya, Assistant Professor, Department of Mathematics; Dr. Deepa Nair, Assistant Professor, Department of English; and Ms. Divyasree S, Assistant Professor, Department of Botany. Kavya P. R. of III BSC Mathematics bagged the first position. The second prize was shared by Surthika M of I BSC Physics and Abirami R of I BSC Botany. The third position was secured by Nithya S of III BA English. A unique way of gifting LED lamps for the winners was adopted by the committee members so as to raise awareness among the winners and others regarding the reduction of energy consumption at their homes. Dr. G. Sumathy, Assistant Professor, Department of Mathematics; and Ms. V. P. Prasaja, Assistant Professor, Department of English were the co-ordinators of the programme.



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Poster Making Contest

to celebrate

AKSHAY URJA DIWAS – 2022

**Theme of the competition:
 Restoring our Earth through Renewable Energy**

Date: 18/08/2022
 Time: 12 noon
 Venue: Seminar Hall

Principal
 Dr. Jayashree K V

Dr. Savitha A R
 District Sustainability Mentor,
 MGNCRE

Co-ordinators
 Dr. Sumathy G
 Ms. Prasaja V P

Organising Committee
 Members of SES REC



A lecture was delivered on Women and Property Rights by the resource person Adocate Maria Stephen,former President of Nagercoil Bar Association on 20/09/2022 for a duration of one hour from 10 am to 11 am. Around 300 students and 20 teachers attended the meeting presided by the Principal ,Dr.K.V.Jayashree . the objective was to give a conscientization about womens rights over property . The students got an awareness about the rights as ensured in the constitution. In the programme organized by the Women’s Cell Dr.Anand Lalil Seena welcomed the gathering and Dr.N.U.Lekshmi proposed the vote of thanks.



A lecture was delivered on Women : Passion and Profession by the resource person Dr.Jayakumari ,Assistant Professor of Tamil ,Vivekananda College Agasteeswaram, on 8th March 2023for a duration of one hour from 11 am to 12 pm. Around 250 students and 15

teachers attended the meeting presided by the Principal ,Dr.K.V.Jayashree . The objective was to give an orientation on choosing the profession . The students identified the passion to choose a profession based on their interests. In the programme organized by the Women's Cell N. U. Lekshmi welcomed the gathering and Dr Anand Lail Seena proposed the vote of thanks.





Department of Mathematics celebrated Children's Day in Govt Primary School, Chunkankadai on 14-11-2023 to create awareness about participating in activities to nurture young students . Active participation of students in literary competitions, quiz, singing and fancy dress were part of the programme.



In connection with the National Youth Day Celebrations, an Awareness Programme on 'Homeopathy for Youth' was organized by UBA in association with Department of Non – Communicable Disease Unit (NCD), National Service Scheme (unit – 45) of Sarada Krishna Homeopathic Medical College, Kulasekharam and IIC of Sree Ayyappa College for Women on 12-01-2023.



National Voters Day 2023 was celebrated in association with the Electoral Literacy Club of Sree Ayyappa College for Women on 25th January 2023. Adv. N. Visu addressed the volunteers on the topic “Nothing like Voting, I Vote for Sure”.



Awareness Campaign on Drug and Alcohol Dependence (DAD) was organised in association with the Anti Drug Club (ADC) and NSS of Sree Ayyappa College for Women,

as part of the Nasha Mukta Bharat Abhiyan, an initiative of Department of Social Welfare and Women Empowerment, Government of Tamil Nadu, on 22-2-2023.



Syllabus framed on Constitution of India and Human Rights by MS University

**MANONMANIAM SUNDARANAR UNIVERSITY ,TIRUNELVELI
CHOICE BASED CREDIT SYSTEM COURSE STRUCTURE FOR B.A. History**

II B.A. History - III Semester Allied III

- Constitution of India.

Objectives

1. To study about the genesis of the Constitution of India.
2. To understand the fundamental rights and duties guaranteed by the Indian Constitution.
3. To realize how a bill become law in India?
4. To have a wider idea on centre state relations.

Unit I : Framing of the constitution - salient features - constitutional amendment - Indian federal system - citizenship - Fundamental Rights. (9L)

Unit II : Directive Principles of State Policy - Fundamental Duties - The President - Election procedure - powers - The Prime minister and Council of ministers. (9L)

Unit III: The Union Legislature - The Parliament - The Lok Sabha - The Rajya Sabha – Functions and Powers - Process of law making. (9L)

Unit IV: The Union Judiciary - Supreme Court - High Court - Jurisdiction - appointment of Judges -

powers and functions. (9L)

Unit V : State government - Governor - powers - State Legislature - Centre - State relations - Election Commission. (9L) (Total : 45 L)

Reference Books :

1. Acharya Durgadoss Basu, Introduction to the constitution of India, Prentice Hall of India Pvt. Ltd., Delhi, 1997.
2. Dharmaraj .J., The Indian Constitution (Tamil) Tensy Publications, Sivakasi, 2013.
3. Graville Austin J., The Indian constitution, Oxford university press, Madras, 1966.
4. Joshi C.N., The constitution of India, Mac. Millan India Limited, Madras, 1983
5. Pylee. M.V., India's Constitution, S. Chand and Company Ltd., Delhi, 2011.

III B.A. History - V Semester Major Elective 1

Constitutional History of India, (1773-1947)

Objectives

1. To study about a focus on the various constitutional experiments in India.
2. To understand the significance of charter Acts and its implications.
3. To have a clear cut idea on the content of Indian Councils Acts.
4. To know more about the skeleton of the proposed Indian Constitution.

Unit I : The Regulating Act of 1773- Circumstances - Provisions - Significance - Defects - The Act of 1781 - Pitt's India Act of 1784 - Provisions- Significance. (12L)

Unit II : Circumstances – Provisions – Significance of the Charter Act of 1793, 1813, 1833 and 1853 - The Act of 1858 - The Queen's Proclamation of 1858- Significance. (12L)

Unit III : The Indian Councils Act of 1861 and 1892- Circumstances - Provisions - Significance. The Minto - Morley Reforms of 1909 - Circumstances Provisions Significance. (12L)

Unit IV : Montague Chelmsford Reforms of 1919- Provisions - Dyarchy in the provinces - significance - The Government of India Act of 1935 - Provisions - Provincial autonomy. (12L)

Unit V : Constitutional Development between 1935-1947 - August Offer - Cripp's Proposals - Cabinet Mission Plan - Formation of Constituent Assembly - The Indian Independence Act of 1947. (12L)

Reference Books

1. Agarwal R.C., Constitutional Development and National Movement of India.

2. Dutgadoss Basu, Introduction to the Constitution of India, Prentice Hall of India Pvt. Ltd., Delhi, 1997.
3. Herma Finer, The Theory and Practice of Modern Government, Surject Publications, Delhi, 1977.
4. Joshi C.N., The Constitution of India, Mac Millan India Limited, Madras, 1983.
5. Laxmikanth. M., Indian Polity, Tata Mc Graw Hill, New Delhi, 2011
5. Laxmikanth. M., Indian Polity, Tata Mc Graw Hill, New Delhi, 2011

U.G. PART IV - COURSES – AFFILIATED COLLEGES (Choice Based Credit System)

(For those who joined from 2021- 2022 onwards)

Value Based Education II Semester

The course will enable the student to:

1. state the meaning of social justice, human rights, Globalization, mass media and new media
2. enumerate the rights of women, children, Dalits, minorities and physically challenged as per Indian constitution
3. comprehend the social realities and issues and challenges in globalization and inculcate an essential value system towards building a healthy society

c. Course Prerequisites:

- a. positive attitude towards social justice and communal harmony
- b. aspiration to create a better world
- c. respect for Indian constitution, humanity, ethics and value.

Unit I: Social Justice Social Justice: definition – need – parameters – influencing factors – caste and gender – contributions of social reformers.

Unit II: Human Rights and Marginalized People Human Rights: concept – principles – human rights and Indian constitution – Rights of Women and children – violence against women – Rights of marginalized people, women, children, dalits, minorities and physically challenged.

Unit III: Social Issues and Communal Harmony Social issues: causes and magnitude – alcoholism, drug addiction, poverty, unemployment – Communal harmony: concept – religion and its place in public in public domain – separation of religion from politics –

secularism role of civil society.

Unit IV: Media Education and Globalized World Scenario Mass media: functions, characteristics, need and purpose – effects and influence – youth and children – media power – socio cultural and political consequences – mass mediated culture – consumeristic culture – Globalization – New media: prospects and challenges

Unit V: Values and Ethics Personal values – family values – social values – cultural values – Professional values – and overall ethics – duties and responsibilities

Reference Books:

1. Francis, K. (1993). Education reform for social justice (Vol. 2). Discovery publishing house
2. Satvinder Juss. (2020). Human rights in India. Routledge
3. Smarak Swain, S. (2011). Social issues of India. New Vishal publications
4. Chakraborty, S. K., Chakraborty, D. (2006). Human Values and Ethics. ICFAI University Press
5. David Buckingham. (2013). Media Education: Literacy, Learning & Contemporary culture. Wiley Publishers

B. COM (III SEMESTER) – UNDER CBCS

PART IV – NON- MAJOR ELECTIVE -1 (SELECT ANY ONE) - 2

CONSUMER PROTECTION

Objectives

1. To create awareness regarding the intellectual property rights and consumer protection.
2. To explain the students about a better quality of living as consumers.

Unit I:

Consumer-Consumerism-Types of consumers (age, sex, behaviour , place of residence, income) – objectives -Goods and services-types-evolution and growth of consumer movement in India and Tamil Nadu.

Unit II:

Exploitation of consumer-Pricing, adulteration, information and labeling, duplication , artificial demand , Spurious goods , late deliveries , advertising , poor after sales service , warranty and services , fitness , not honouring terms and conditions , for sale and services , financial frauds , credit card frauds and product risks.

Unit III:

Consumer Rights-Meaning and sources-Six rights of the consumers under Consumer Protection Act-Right to Safety-Information-Choice, be heard, Redressal and consumer education-Consumer Responsibility.

Unit IV:

Consumer protection-Meaning-Need for consumer protection-How to protect consumers-Legal measures-Consumer Protection Act 1986- objectives -Special features of the Act-Three tier features of the Act-Three tier Redressal Agencies-District level , State level and National level. Consumer Protection (Amendment) Act 2003

Unit V:

Model form of complaints-with reference to goods and services-Consumer related cases.

Text Books

1. M.J.Antony , Consumer Rights, Clarion book.
2. Shri Ram Khanna ,SaiptaHanunspalSheetalKapoor , H.K.Awasthi, Consumer affairs, University Press .

Reference Books

1. R.S.N.Pillai and Bhagavathi, Mordern Marketing Principles and Practices, S.Chand and Company.
2. S.A.Sherlekar, Marketing Management , Himalaya Publication House.
3. MohineSetr and P.Seetharaman, Consumerism A Growing Concept , Phoenix Publishers, New Delhi.
4. Gulshan& Reddy, Consumer Protection.

II B. COM (IV SEMESTER) – UNDER CBCS

PART IV- NON – MAJOR ELECTIVE -II (ANY ONE) (ONE COURSE) - 2

HUMAN RIGHTS

Objectives

1. To understand the basic concepts of human rights
2. To have an understanding of the relationship between individual, group, and national rights

Unit I: Human Rights- Definition of Human Rights - Characteristics of human rights - kinds of Human Rights - Civil and political – social, economic and cultural rights. (5 hours)

Unit II: Violation of human rights - Patterns of violations and abuses - Action against violation of human rights as per Indian law

Unit III: Rights of the Disabled Persons - Declaration on the rights of disabled persons

1975 - International year of disabled persons 1981

Unit IV: Bonded labour - Concepts and definitions - Constitutional and legal provisions - Salient features of bonded labour system (abolition) Act 1976 - Role of the national human rights commission

Unit V: Minorities Rights commission & its functions - Definitions - National commission for minorities - Functions of the commissions

Text Books 1. ParasDiwan, PeerushiDewan, Human Rights and Law.

2. Dr.Giriraj Shah, IPS & K.N. Gupta, Human Rights, IPS

3. JagannathMohany, Teaching of Human Rights

Reference Books

1. C. Nirmala Devi, Human Rights.

2. Concepts, Theories and Practice of Human Rights, Praveen Vadkar, Neha Publishers.

3. Baradat Sergio and SwaranjaliGhosh, Teaching of Human Rights, Dominant Publishers and Distributors, New Delhi, 2009.

4. Roy.A.N., Human Rights Tasks, Duties and Functions: Aavishakar Publications and Distributors, Jaipur.

5. Asish Kumar Das and Prasant Kumar Mohanty, Human Rights in India: Sarup and Sons, New Delhi.