



M.O.P. Vaishnav College for Women

(Autonomous)

*(Affiliated to the University of Madras & Re-accredited at 'A+' Grade by
NAAC)*

Chennai – 600034

The Annual Quality Assurance Report

(AQAR)

of the IQAC

for the academic year 2017 – 2018

M.O.P.Vaishnav College for Women (Autonomous)
(Affiliated to the University of Madras & Re-accredited at 'A+' Grade by NAAC)
Chennai – 600034

The Annual Quality Assurance Report (AQAR) of the IQAC
for the academic year 2017 – 2018

Part – A

1. Details of the Institution

1.1 Name of the Institution

M.O.P. Vaishnav College for Women

1.2 Address Line 1

No.20, IV Lane

Address Line 2

Nungambakkam High Road

City/Town

Chennai

State

Tamil Nadu

Pin Code

600034

Institution e-mail address

mopvaishnav@mopvc.edu.in

Contact Nos.

044 – 2833 0262 / 044 – 2833 0507

Name of the Head of the Institution:

Dr. Lalitha Balakrishnan

Tel. No. with STD Code:

044 – 2833 0262 / 044 – 2833 0507

Mobile:

99405 57437

Name of the IQAC Co-ordinator:

Ms. Gavoury R

Mobile:

9840293018

IQAC e-mail address:

iqac@mopvc.edu.in

1.3 NAAC Track ID

TNCOGN10164

NAAC Executive Committee No. & Date:

EC/47/RAR/19

1.4 Website address:

www.mopvc.edu.in

1.5 Accreditation Details

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1 st Cycle	Four Star Level		2002	5 years from 2001-2002
2	2 nd Cycle	A	3.51	2009	5 years from 29 th Jan 2009
3	3 rd Cycle	A+	3.56	2016	5 years from Feb 2016
4	4 th Cycle				

1.6 Date of Establishment of IQAC :

DD/MM/YYYY

01.12.2004

1.7 AQAR for the year

2017 – 2018

1.8 Details of the previous year's AQAR submitted to NAAC after the latest Assessment and Accreditation by NAAC (*for example AQAR 2010-11 submitted to NAAC on 12-10-2011*)

- AQAR 2016 – 2017 submitted to NAAC on 28.6.2017

1.9 Institutional Status

University State Central Deemed Private

Affiliated College Yes No

Constituent College Yes No

Autonomous college of UGC Yes No

Regulatory Agency approved Institution Yes No

(eg. AICTE, BCI, MCI, PCI, NCI)

Type of Institution Co-education Men Women

Urban Rural Tribal

Financial Status Grant-in-aid UGC 2(f) UGC 12B

Grant-in-aid + Self Financing Totally Self-financing

1.10 Type of Faculty/Programme

Arts Science Commerce Law PEI (Phys Edu)

TEI (Edu) Engineering Health Science Management

Others (Specify)

-

1.11 Name of the Affiliating University (for the Colleges)

University of Madras

1.12 Special status conferred by Central/ State Government-- UGC/CSIR/DST/DBT/ICMR etc

Autonomy by State/Central Govt. / University

University with Potential for Excellence (University of Madras)	<input checked="" type="checkbox"/>	UGC-CPE	<input type="text"/>
DST Star Scheme	<input type="text"/>	UGC-CE	<input type="text"/>
UGC-Special Assistance Programme	<input type="text"/>	DST-FIST	<input type="text"/>
UGC-Innovative PG programmes	<input type="text"/>	Any other (<i>Specify</i>)	<input type="text"/>
UGC-COP Programmes	<input type="text"/>		

2. IQAC Composition and Activities

2.1 No. of Teachers	<input type="text" value="6"/>
2.2 No. of Administrative/Technical staff	<input type="text" value="2"/>
2.3 No. of students	<input type="text" value="15"/>
2.4 No. of Management representatives	<input type="text" value="1"/>
2.5 No. of Alumni	<input type="text" value="2"/>
2.6 No. of any other stakeholder and community representatives	<input type="text" value="1"/>
2.7 No. of Employers/ Industrialists	<input type="text" value="2"/>
2.8 No. of other External Experts	<input type="text" value="2"/>
2.9 Total No. of members	<input type="text" value="31"/>
2.10 No. of IQAC meetings held	<input type="text" value="6"/>
2.11 No. of meetings with various stakeholders:	
Faculty <input type="text" value="15"/> Non-Teaching <input type="text" value="4"/> Students <input type="text" value="15"/>	
Alumni <input type="text" value="4"/> Others <input type="text" value="2"/>	

2.12 Has IQAC received any funding from UGC during the year? Yes No

2.13 Seminars and Conferences (only quality related)

(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the IQAC

Total Nos. International National State Institution Level

(ii) Themes

NATIONAL SEMINAR

‘Role of Autonomy and Quality Assurance in Higher Education’

WORKSHOPS

Workshops for teaching & non-teaching staff

- Institutional Assessment & Accreditation by NAAC – The New Framework
- Goods & Services Tax
- Women & Wellness
- Data Analytics
- Advanced tools in Excel
- Team building skills
- Practice before you preach
- Health awareness & Acupressure

MOM’s Club workshop

- MOP Culinary MOM

2.14 Significant Activities and contributions made by IQAC

- The IQAC of the college organized a *National Seminar on the ‘Role of Autonomy and Quality Assurance in Higher Education’*. The seminar was inaugurated by Dr. P. Duraisamy, Vice Chancellor, University of Madras. *Experts and participants from 8 universities, 4 B Schools and 30 colleges attended the seminar.*
- **Pending list** is prepared on a weekly basis to facilitate efficient and timely completion of work.
- The IQAC initiated *counselling programs* for staff and students.

2.15 Plan of Action by IQAC/Outcome

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year.

Plan of Action	Achievements
1. Collaborations with foreign universities	<ul style="list-style-type: none"> • International Summer Course was offered: <ul style="list-style-type: none"> ○ 15 students from the School of Media visited the Vancouver film school, Canada for a course on Film Production ○ 25 students visited the University of Illinois, Chicago for the Global Business Immersion Program ○ 13 students visited the University of Massachusetts, Boston for a course on Entrepreneurial development and Leadership.
2. Online certificate courses	<p>16 online courses from national & international universities were completed:</p> <ul style="list-style-type: none"> ○ Stanford University ○ Duke University ○ Berkeley college ○ University of British Columbia ○ Edinburg University ○ IIM Bangalore ○ University of Madras ○ Alison – Saylor Foundation

2.15 Whether the AQAR was placed in statutory body – Yes

Part – B

Criterion – I

1. Curricular Aspects

1.1 Details about Academic Programmes

Level of the Programme	Number of existing Programmes	Number of programmes added during the year	Number of self-financing programmes	Number of value added / Career Oriented programmes
PhD	1	-	1	-
PG	7	-	7	-
UG	15	-	15	1
PG Diploma	-	-	-	-
Advanced Diploma	-	-	-	-
Diploma	-	-	-	-
Certificate	-	-	-	-
Others	-	-	-	-
Total	23	-	23	1
Interdisciplinary	-	-	-	-
Innovative	-	-	-	-

1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options

(ii) Pattern of programmes:

Pattern	Number of programmes
Semester	22
Trimester	-
Annual	-

1.3 Feedback from stakeholders* Alumni Parents Employers Students
(On all aspects)

Mode of feedback : Online Manual Co-operating schools (for PEI)

1.4 Whether there is any revision/update of regulation or syllabi, if yes, mention their salient aspects.

Yes. To be updated and to meet industry requirements

1.5 Any new Department/Centre introduced during the year. If yes, give details.

No

Criterion – II

2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty

Total	Asst. Professors	Associate Professors	Professors	Others
113	78	27	-	8

2.2 No. of permanent faculty with Ph.D.

40

2.3 No. of Faculty Positions Recruited (R) and Vacant (V) during the year

Asst. Professors		Associate Professors		Professors		Others		Total	
R	V	R	V	R	V	R	V	R	V
18	-	-	-	-	-	-	-	18	-

2.4 No. of Guest and Visiting faculty and Temporary faculty

-

11

-

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level	Total
Attended	1	50		51
Presented papers		31		31
Resource Persons		3	21	24

2.6 Innovative processes adopted by the institution in Teaching and Learning:

- Installation of Smart Classroom
- Audio Visual Aids prepared for all subjects
- Conduct of ICT based learning and evaluation
- Department specific Practice School
- 159 Guest Lectures were organised
- 75 Student Workshops
- 27 field visits were organised
- 7 Out bound training and Eco visit

2.7 Total No. of actual teaching days during this academic year

180

2.8 Examination/ Evaluation Reforms initiated by the Institution (for example: Open Book Examination, Bar Coding, Double Valuation, Photocopy, Online Multiple Choice Questions)

- Online Multiple Choice examination was conducted for the students of B.Com (Honours) to enable them to prepare for the CPT exams
- Online Multiple Choice examination was conducted for Environmental Studies for all the first year students. The marks were also generated online.

2.9 No. of faculty members involved in curricular restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop

29

2.10 Average percentage of attendance of students

85%

2.11 Course/Programme wise distribution of pass percentage:

2.11 Course/Programme wise distribution of pass percentage : (2015 – 2018)						
Title of the programme	Total number of students appeared	Division				Pass Percentage
		Distinction %	I %	II %	III %	
B.Com (AF)	200	57	39	3	-	99
B.Com (MM)	69	29	41	22	1	93
B.Com (CS)	68	31	40	22	1	94
BBA	136	23	63	13	-	99
B.Sc (CS)	55	60	35	5	-	100
BCA	49	45	49	4	-	98
B.Sc (Maths)	75	56	36	5	-	97
B.Sc (Vis.Com)	50	34	64	2	-	100
B.Sc (EM)	50	26	66	-	-	92
B.A (Journ)	68	7	66	21	-	94
B.Sc (FSM)	48	17	61	10	-	88
B.A (Socio)	66	11	35	21	10	77
B.Com (Hons)	40	80	20	-	-	100

2.11 Course/Programme wise distribution of pass percentage : (2016 – 2018)						
TITLE OF THE PROGRAMME	TOTAL NUMBER OF STUDENTS APPEARED	DIVISION				PASS PERCENTAGE
		DISTINCTION %	I %	II %	III %	
M.Sc (IT)	26	54	46	-	-	100
M.A (Com)	31	26	68	-	-	94
M.A (MAM)	28	36	57	-	-	93
M.B.A	54	9	87	-	-	96

M.Sc (FTM)	20	45	50	-		95
M.COM	37	22	49	21		92
M.A (HRM)	40	23	75	2		100

2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching & Learning processes:

- Peer evaluation for Head of the Departments and faculty
- Quality circles to share department best practices
- Conduct of special workshops for designing lesson plans and for evaluation techniques.
- Periodic Academic Audit (including audit by external experts)

2.13 Initiatives undertaken towards faculty development

<i>Faculty / Staff Development Programmes</i>	<i>Number of faculty benefitted</i>
Refresher courses	2
UGC – Faculty Improvement Programme	
HRD programmes	
Orientation programmes	3
Faculty exchange programme	
Staff training conducted by the college	8
Staff training conducted by other institutions	6
Summer / Winter schools, Workshops, etc.	Summer school – 1 and Workshops - 25
Others	

2.14 Details of Administrative and Technical staff

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	43	-	4	-
Technical Staff	13	-	1	-

Criterion – III

3. Research, Consultancy and Extension

3.1 Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

The college has a research committee to monitor and address the issues of research.
The role of the research committee includes:

- Identify potential areas of research
- Prepares background information on feasible projects
- Completes and submits project reports for appraisal and funding
- The management of the college provides financial assistance for paper presentations

3.2 Details regarding major projects

	Completed	Ongoing	Sanctioned	Submitted
Number	-	-	-	-
Outlay in Rs. Lakhs	-	-	-	-

3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number	-	1	-	-
Outlay in Rs. Lakhs	-	1,00,000/-	-	-

3.4 Details on research publications

	International	National	Others	Total
Peer Review Journals	37	15		52
Non-Peer Review Journals				
e-Journals				
Conference proceedings	1			1

3.5 Details on Impact factor of publications:

Range Average h-index Nos. in SCOPUS

3.6 Research funds sanctioned and received from various funding agencies, industry and other organisations

Nature of the Project	Duration Year	Name of the funding Agency	Total grant sanctioned	Received
Major projects	-	-	-	-
Minor Projects	2 years	UGC	1,00,000	50,000
Interdisciplinary Projects	-	-	--	-
Industry sponsored	-	-	-	-
Projects sponsored by the College	2 years	Management	1,00,000	1,00,000
Students research projects <i>(other than compulsory by the University)</i>	-	-	-	-
Any other(Specify)	-	-	-	-
Total	-	-	-	-

3.7 No. of books published i) With ISBN No. Chapters in Edited Books

ii) Without ISBN No.

3.8 No. of University Departments receiving funds from

UGC-SAP CAS DST-FIST
DPE DBT Scheme/funds

3.9 For colleges

Autonomy CPE DBT Star Scheme
INSPIRE CE Any Other (specify)

3.10 Revenue generated through consultancy

3.11 No. of conferences organized by the Institution

Level	International	National	State	University	College
Number	1	12			
Sponsoring agencies	College Management	College Management			

3.12 No. of faculty served as experts, chairpersons or resource persons

3.13 No. of collaborations International National Any other

3.14 No. of linkages created during this year

3.15 Total budget for research for current year in lakhs :

From Funding agency From Management of University/College

Total

3.16 No. of patents received this year - NIL

Type of Patent		Number
National	Applied	
	Granted	
International	Applied	
	Granted	
Commercialised	Applied	
	Granted	

3.17 No. of research awards/ recognitions received by faculty and research fellows Of the institute in the year

Total	International	National	State	University	Dist	College
-	-	-	-	-	-	

3.18 No. of faculty from the Institution who are Ph. D. Guides and students registered under them

1
7

3.19 No. of Ph.D. awarded by faculty from the Institution

-

3.20 No. of Research scholars receiving the Fellowships (Newly enrolled + existing ones)

JRF	-	SRF	-	Project Fellows	-	Any other	-
-----	---	-----	---	-----------------	---	-----------	---

3.21 No. of students Participated in NSS events:

University level	176	State level	-
National level	-	International level	-

3.22 No. of students participated in NCC events:

University level	-	State level	
National level	7	International level	-

3.23 No. of Awards won in NSS:

University level	-	State level	-
National level	2	International level	-

3.24 No. of Awards won in NCC:

University level	-	State level	2
National level	11	International level	-

3.25 No. of Extension activities organized

University forum	-	College forum	26		
NCC	2	NSS	8	Any other	

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility
 To further the mission goal of creating socially responsible citizens MOP Vaishnav declared 2017 as the “Year of Daan” to enable students to experience joy of giving.

- **Vigyan** – Vaishnav Initiative for GyaanDaan Skills - Basic Computer skills for school children
- **Kaushal Daan**– Initiative for imparting livelihood skill training
- **PustakDaan**–Donation of books to school children
- **Netra Daan**–Eye donation pledge
- **GanithDaan**– Imparting mathematical knowledge to under privileged students
- **SamyaDaan**– Spending quality time with children, elders and animals

- **Prakriti Seva**–Planting of saplings in temples and cleaning of lakes
- **BhavishyaDaan**–Career Guidance For School Students
- **VastuDaan**– Contribution of essential stationery items to underprivileged school students
- **Arogya Daan**– Free medical checkup & nutrition counseling
- **Paduka Daan**– Contribution of basic footwear
- **Rang Daan**–Painting and decorating the walls of corporation schools
- **VrihiDaan**–Provision of grains and food to domestic animals
- **AanandDaan**– Celebration of festivals with elders in home for the aged.
- **VikasDaan**–Personality Enrichment Program for school students
- The college continued to provide breakfast for 100 underprivileged children in two schools under the banner of '**Aahaar**'.
- Contribution of **Rs.2,00,000/-** was made to **Friends of Tribal Society**
- Contribution of **Rs.2,00,000/-** was made to the **Confederation of Indian Organizations**.
- **MOP CRS @ 107.8** in its 13th year continues to cater to the needs of the community. MOP community radio station organized several outreach programs of social significance with campaigns on:
 - Responsible Solid Waste Management
 - Thanni Da – Save water
 - OrukadhaaiSollata Sir – Awareness on the importance of Tamil art form
 - Food wastage management
 - Tuberculosis awareness
 - Health campaigns

Criterion – IV

4. Infrastructure and Learning Resources

4.1 Details of increase in infrastructure facilities:

Facilities	Existing	Newly created	Source of Fund	Total
Campus area	127964 sq ft	-	Students fees	127964 sq ft
Class rooms	49	-		49
Laboratories	23	-		23
Seminar Halls	6	-		6

4.2 Computerization of administration and library

All operations in the administration & library are computerized.

Computerization of library services:

- Document delivery service
- Current awareness service
- SDI (Selective Dissemination of Information)
- Reference Service

4.3 Library services:

Particulars	Existing		Newly Added		Total	
	No	Value (Rs.)	No	Value (Rs.)	No	Value (Rs.)
Text Books	29736	8619854	991	410073	30727	9029927
Reference Books	904	1386160	17	49249	921	1435409
Journals	95	299543	5	26492	100	326035
e- Journals	7	-	1	-	8	-
Digital Database	2	295643	-	-	2	295643
CD & Video	654	61921	13	2491	667	64412
Others (Specify)	-----					

4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	254	6	20			8	18	
Added	69	1	8					
Total	323	7	28			8	18	

4.5 Computer, Internet access, training to teachers and students and any other programme for technology upgradation (Networking, e - Governance etc.)

Computers have internet access of 28 mbps Airtel Wifi connection

4.6 Amount spent on maintenance in lakhs :

i) ICT

Rs.78,25,925

ii) Campus Infrastructure and facilities

Rs.48,01,287

iii) Equipments

Rs.32,05,283

iv) Others

Rs.72,48,917

Total :

Rs.2,30,81,412

Criterion – V

5. Student Support and Progression

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

The IQAC has installed a notice board to display posters and circulars about inter and external support services available for students.

5.2 Efforts made by the institution for tracking the progression

A structured follow up is done on student progression by the conduct of bi-annual alumni meets. Alumni are made to fill in data sheets and feedback forms that serve as a record to track the progression.

5.3 (a) Total Number of students

UG	PG	Ph. D.	Others
3066	504	7	-

(b) No. of students outside the state

43

(c) No. of international students

10

No	%
-	-

Men

No	%
	100 %

Women

Last Year						This Year					
General	SC	ST	OBC	Physically Challenged	Total	General	SC	ST	OBC	Physically Challenged	Total
721	56	2	530	-	1309	713	54	3	553	-	1323

Demand ratio – 15.29%

Dropout % - 0.0045%

5.4 Details of student support mechanism for coaching for competitive examinations (If any)

The Department of Sociology conducts coaching for IAS aspirants

The Department of Commerce (Honours) provides intensive coaching for CWA

No. of students beneficiaries

123

5.5 No. of students qualified in these examinations

NET

6

SET/SLET

1

GATE

CAT

3

IAS/IPS etc

-

State PSC

-

UPSC

-

Others

GRE TANCET CSIR/NET

ICWA/ACS COMPETITIVE EXAMS

5.6 Details of student counselling and career guidance

- The college has an in-house counsellor who takes care of the mental health of the students.
- Mentoring sessions takes place twice a semester
- Workshop on career guidance was given to all third year students of the college.

No. of students benefitted

5.7 Details of campus placement

<i>On campus</i>		<i>Off Campus</i>	
Number of Organizations Visited	Number of Students Participated	Number of Students Placed	Number of Students Placed
34	250	214	-

5.8 Details of gender sensitization programmes

- Gender discrimination at the workplace
- Relationship management workshop

5.9 Students Activities

5.9.1 No. of students participated in Sports, Games and other events

State/ University level/ National level International level

No. of students participated in cultural events

State/ University level National level International level

5.9.2 No. of medals /awards won by students in Sports, Games and other events

Sports: State/ University level National level International level

Cultural: State/ University level National level International level

5.10 Scholarships and Financial Support

	Number of students	Amount (Rs.)
Financial support from institution	171	58,36,545
Financial support from government	20	78,000
Financial support from other sources	45	4,87,000
Financial support from International organisation	5	1,86,000

5.11 Student organised / initiatives

Fairs : State/ University level	1	National level	-	International level	-
Exhibition: State/ University level	4	National level	-	International level	-

5.12 No. of social initiatives undertaken by the students 26

5.13 Major grievances of students (if any) redressed: _____

Criterion – VI

6. Governance, Leadership and Management

6.1 State the Vision and Mission of the institution

Vision: To evolve into a university of international repute.

Mission: To provide a unique learning experience which will enable the students to realize their innate potential and mould their overall personality.

Mission Goals

- Promoting Academic Excellence
- Developing Self – Reliant Individuals
- Providing Career Opportunities and
- Creating Socially Responsible Citizens

6.2 Does the Institution have a management Information System

Yes, the college has an automated management information system to compile information and reports pertaining to the activities and achievements of all the departments and the college.

6.3 Quality improvement strategies adopted by the institution for each of the following:

6.3.1 Curriculum Development

- Frequent meetings of Boards of studies to advice the Academic Board on all academic matters associated with the development, implementation, and operation of academic programmes are held followed by academic council meetings.
- Credit Based Value Additions
 - a) General skill training programmes
 - b) Soft skill training is offered as a compulsory programme for all students.
 - c) Encouragement to pursue MOOC / Swayam courses
 - d) Mini Projects are under taken in all departments

6.3.2 Teaching and Learning

- Well organised learner – centric teaching practices.
- Clear definition of content and learning outcomes through lesson plans.
- Objective system of monitoring through continuous evaluation
- Periodical curriculum revision and updating based on the feedback by stakeholders.
- Interactive teaching learning process

6.3.3 Examination and Evaluation

- System of continuous evaluation comprising 50% internal assessment and 50% end semester evaluation.
- Evaluation mechanism includes both written tests and other methods of evaluation through projects, seminars, articles and book reviews, quiz etc.
- The question paper is set by an external examiner.
- Question bank is prepared which serves as a guide to question paper setters
- Evaluation is done by an external examiner.
- Separate minimum pass for internal and end semester examinations.
- Online registration for examinations.
- Results are published through intranet within a month from examination.

6.3.4 Research and Development

- The College has a research department in Commerce that has produced 9 Ph.D's.
- 7 students are currently pursuing doctoral program.
- Journals and Publications
 - 1 Staff Journal
 - The college publishes its annual research journal “**SYNDICATE**” – **JOURNAL OF BUSINESS (ISSN – 2278- 8247).**
- 23 student journals were published this year by the departments

6.3.5 Library, ICT and physical infrastructure / instrumentation

Library - Functions for 11 hours a day for 275 days. The library is being used on an average by 800 students every day.

The **Computer Labs** facilitate preparation of audio visual aids for teaching and effective reporting system.

Media Labs are used for preparing the audio/visual documentaries, presentations, e-content and reports.

Micro Processor & Digital Electronics Lab enables the students to acquire and develop their hardware skills on par with the industrial expectations.

Food Science Laboratory is utilized for the following

- Health Cafeteria
- Hotel Mess
- Certificate courses
- Special professional skill courses

Air-conditioned Studio & Shooting floor - Optimally utilized by the students in producing documentary films and developing of photographs taken for all College functions.

6.3.6 Human Resource Management

- Under the IQAC, Development programs for Faculty members are systematically planned and conducted.
- Faculty members attend orientation programs.
- Faculty members are motivated to acquire additional qualifications
- Faculty members are encouraged to present and publish papers in international and national forums.
- Faculty serve as resource persons in other institution and organisations.
- Faculty also extend consultancy services.
- Participative management is practised through
 - Committee approach to management
 - The college has various committees comprising of chairperson and faculty members team which monitors and manages different academic and administrative responsibilities.
- Representation of teaching and non-teaching staff in all committees / bodies.
- Decisions are taken based on structured and informal feedback from all stake holders.
- The College grooms leadership at various levels through
 - Vice – Principal
 - Controller of Examinations
 - Additional Controller of Examinations
 - Deans for
 - Academics
 - Student affairs
 - Heads of departments
 - Administrative head with support staff

6.3.7 Faculty and Staff recruitment

Measures taken by the College for attracting and retaining eminent faculty members

- Attractive pay package
- Financial incentives for acquiring additional qualifications
- Long leave during need is granted
- Flexible working hours on need basis
- Awards for acquiring additional qualifications
- Sponsorship for participation in National / International Seminars / Conferences.
- Recognition through awards for outstanding performances.
- Faculty Development programmes – workshops, seminars, conferences.
- Training and Induction programmes for non-teaching staff.
- Training in computer skills, audio visual aids, etc.
- Orientation programme for new recruits.

6.3.8 Industry Interaction / Collaboration

- Participation of industry in curriculum development
- Guest Lectures
- Class room Seminars
- Interfacing through corporate consultancy
 - Factory and field visits
 - Intensive Internships
- Field Visits
- Out Bound Training
- Workshops

6.3.9 Admission of Students

- Admissions for the B.Sc (Electronic Media) & B.Sc (Visual Communication) courses happen in three stages:
 - i. Written examination
 - ii. Audio / visual assessment
 - iii. Personal interview

Students are admitted based on an average of marks obtained in board exams and the entrance examinations.

6.4 Welfare schemes for

Staff	Welfare schemes
Teaching	Health check up, Group Medical insurance, Individual Accident Policy, Provident Fund & Group Gratuity scheme
Non teaching	Master health check up, Group Medical insurance, Individual Accident Policy, Provident Fund, ESI & Group Gratuity scheme
Students	Health check up, Accident policy & Medical Insurance

6.5 Total corpus fund generated

6.6 Whether annual financial audit has been done Yes No

6.7 Whether Academic and Administrative Audit (AAA) has been done?

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	Yes	Faculty from another institution	Yes	Academic audit council comprising Principal/Vice Principal, Head of the department conducts audit once every month.
Administrative	Financial audit is done	Statutory auditors	Yes	Administrative audit by Secretary, Principal, Administrative Head. Financial Audit by Auditors

6.8 Does the University/ Autonomous College declare results within 30 days?

For UG Programmes Yes No

For PG Programmes Yes No

6.9 What efforts are made by the University/ Autonomous College for Examination Reforms?

- Evaluation mechanism includes both written tests and other methods of evaluation through projects, seminars, articles and book reviews, quiz etc.
- Incorporating ICT tools in internal components through online test, online hunt, online MCQ's test
- Separate minimum pass for internal and end semester examinations.
- Results are published through intranet within a month from examination.
- Provision for photocopy of answer paper and revaluation.

6.10 What efforts are made by the University to promote autonomy in the affiliated/constituent colleges?

Not applicable being an autonomous college

6.11 Activities and support from the Alumni Association

- Alumni meet is organised periodically.
- Alumni are invited as resource persons.
- Alumni give valuable inputs for curriculum revision and updation.
- Alumni guide in identifying internship opportunities for students.
- Alumni help in securing placements in reputed organisations.

6.12 Activities and support from the Parent – Teacher Association

- MOM's Club (Mothers of MOP) – A forum for mothers to interact with the institution on the well being of their daughter
- Suggestions are received in informal meetings between parents and faculty members.

6.13 Development programmes for support staff

- Orientation and Induction programmes.
- Workshops for Quality Enhancement.
- Training in Computer skills
- Training in the use of Information and Communication Technologies.

6.14 Initiatives taken by the institution to make the campus eco-friendly

- Environment Committee / Ministry
 - Systematic conduct of environmental audit
 - Keeps the campus clean and green
 - Follow up on cleanliness drive by the Student Cabinet Ministry on a continuous basis.
 - Conducts awareness programmes on the use of eco – friendly products.
 - Conducts several campaigns to promote campus cleanliness.
 - Ban on plastics in campus

Criterion – VII

7. Innovations and Best Practices

- 7.1 Innovations introduced during this academic year which have created a positive impact on the functioning of the institution. Give details.

Under the centre for excellence of the college, 16 Inter Disciplinary Certificate Programs (IDCP) for all II year students.

The IDCP's aimed at developing soft skills, technical and domain specific hard skills, inter disciplinary skills and entrepreneurial skills. The programs include:

1. Customer Relationship Management
2. Online Trading
3. Visualising & Copywriting for Advertising
4. Accounting Software
5. Script Writing
6. Quantitative Aptitude
7. Women & Society in India
8. Women & Management
9. Business Data Analysis
10. Theater English
11. Social Etiquette
12. Spoken Hindi
13. Quilling & Jewellery Making
14. Handmade paper products
15. Blouse making
16. Chinese cuisine & baking

- 7.2 Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

Action taken

- Collaborations with 3 foreign universities for summer courses
 - Vancouver Film School – Canada
 - University of Illinois – Chicago
 - University of Massachusetts – Boston
- Completion of 16 Online certificate courses

- 7.3 Give Best Practices of the institution

- **Mentoring** – 35 students are placed under a mentor who provides academic, career and emotional support. Two mentoring sessions are scheduled every semester and the mentoring is documented using mentoring cards.
- **Pending list** - prepared on a weekly basis to facilitate efficient and timely completion of work.

7.4 Contribution to environmental awareness / protection

The college has undertaken innumerable steps towards energy conservation, such as:

- Streamlining of the environmental audit of the college
- Sensitization campaigns are conducted for the students to educate them on energy conservation within the campus.
- A national seminar on “Climate change” was conducted
- Students were taken on eco visits to ecological parks.

7.5 Whether environmental audit was conducted? Yes No

7.6 Any other relevant information the institution wishes to add. (for example SWOT Analysis)

NIL

8. **Plans of institution for next year**

1. Introduction of more Choice Based Electives
2. More thrust on Value Education
3. Increase the number of programmes for faculty development
4. Introduction of Open Book Examinations.

Dr.Lalitha Balakrishnan

Ms. Gavoury R

Chairperson, IQAC

Coordinator, IQAC
