ANNUAL QUALITY ASSURANCE REPORT: 2013-14

Submitted to

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

BANGALORE

Submitted by

V.S.M. COLLEGE
(Re-Accredited with 'B' Grade by NAAC)
RAMACHANDRAPURAM – 533 255
EAST GODAVARI DISTRICT
ANDHRA PRADESH

SEPTEMBER 2014

The Annual Quality Assurance Report (AQAR) of the IQAC

All NAAC accredited institutions will submit an annual self-reviewed progress report to NAAC, through its IQAC. The report is to detail the tangible results achieved in key areas, specifically identified by the institutional IQAC at the beginning of the academic year. The AQAR will detail the results of the perspective plan worked out by the IQAC. *(Note: The AQAR period would be the Academic Year. For example, July 1, 2012 to June 30, 2013)*

Part – A

1. Details of the Institution

1.1 Name of the Institution

> V.S.M. College

1.2 Address Line 1

> D.No. 19-1-70/2

Address Line 2

> Main Road

City/Town

> Ramachandrapuram

State

> Andhra Pradesh

Pin Code

> 533 255

Institution e-mail address

> vsmcollege66@gmail.com

Contact Nos.

> 08857 242328

Name of the Head of the Institution:

> Dr. D. Jeevana Sri

Tel. No. with STD Code:

> 08857 242328

Mobile:

> 9849309725

Name of the IQAC Co-ordinator:

> Dr. S. Ramanjaneyulu

Mobile:

> 9441562450

IQAC e-mail address:

> vsmciqac2008@gmail.com

1.3 **NAAC Track ID** *(For ex. MHCOGN 18879)*

> APCOGN 13492

1.4 **NAAC Executive Committee No. & Date:**
    (For Example EC/32/A&A/143 dated 3-5-2004.
    This EC no. is available in the right corner- bottom
    of your institution's Accreditation Certificate)

> EC/66/RAR/065 dated 21.02.2014

1.5 Website address:

> www.vsmcollege.org.

Web-link of the AQAR:

> http://www.vsmcollege.org/AQAR.2013-14.doc.

For ex. http://www.ladykeanecollege.edu.in/AQAR2012-13.doc

1.6 Accreditation Details

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1st Cycle	B	2.33	2008	2013
2	2nd Cycle	B	2.69	2014	2019
3	3rd Cycle	--	--	---	--
4	4th Cycle	--	--	--	--

1.7 Date of Establishment of IQAC :   DD/MM/YYYY

> 21.08.2008

1.8 AQAR for the year *(for example 2010-11)*

> 2013-14

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

    i. AQAR 2009-10 submitted to NAAC on 26.04.2010
    ii.   AQAR 2010-11 submitted to NAAC on 28.04.2011
    iii.   AQAR 2011-12 submitted to NAAC on 21.09.2012
    iv.   AQAR 2012-13 submitted to NAAC on 07.09.2013

1.10 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 ☐

1.11 Type of Faculty/Programme

     Arts √   Science √ Commerce √ Law ☐   PEI (Phys Edu) ☐

     ☐   ☐   ☐   ☐

     TEI (Edu)   Engineering   Health Science   Management

     Others   (Specify)   NIL

1.12 Name of the Affiliating University *(for the Colleges)*

> Adikavi Nannaya University Rajahmundry

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

     Autonomy by State/Central Govt. / University   No

     University with Potential for Excellence   --   UGC-CPE   Yes

  No   No

DST Star Scheme   UGC-CE

UGC-Special Assistance Programme | Nil | DST-FIST | Nil |

UGC-Innovative PG programmes | Nil | Any other (*Specify*) | Nil |

UGC-COP Programmes | Nil |

2. IQAC Composition and Activities

2.1 No. of Teachers | 6 |

2.2 No. of Administrative/Technical staff | 5/2 |

2.3 No. of students | 2 |

2.4 No. of Management representatives | 1 |

2.5 No. of Alumni | 2 |

2. 6 No. of any other stakeholder and

   Community representatives | 0 |

2.7 No. of Employers/ Industrialists | 0 |

2.8 No. of other External Experts | 2 |

2.9 Total No. of members | 19 |

2.10 No. of IQAC meetings held

2.11 No. of meetings with various stakeholders: No. | 3 | Faculty | 6 |

   Non-Teaching Staff Students | 3 | Alumni | 2 | Others | 3 |

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

   If yes, mention the amount | |

2.13 Seminars and Conferences (only quality related)

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

| Total Nos. | 0 | International | 0 | National | 0 | State | 0 | Institution Level | 0 |

(ii) Themes

| NIL |

2.14 Significant Activities and contributions made by IQAC

- Submitted Self-Study Report (SSR) to the NAAC, Bangalore for re-accreditation.

- College was re-accredited with "B" grade at 2.69 CGPA by NAAC, Bangalore.

- UGC, New Delhi sanctioned financial support to undertake two Major Research Projects in the Departments of Economics and Chemistry.

- UGC, SERO, Hyderabad sanctioned finance assistance to organize a two day National Seminar on 'Human Development Index and India' by Dept. of Economics.

- Dr. K. Rama Murthy Naidu, former member of UGC, delivered a guest Lecturer on 'Higher Education in India'.

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
• Preparation and submission of Re-accreditation Report (SSR) to the NAAC, Bangalore for obtaining the re-accreditation.	• College was re-accredited with 'B' grade at 2.69 CGPA (cycle-2) by NAAC, Bangalore on 21.02.2014.
• Implementation of the revised syllabus for all first year UG Courses communicated by	• Implemented the revised syllabus for all first year UG Courses and

Adikavi Nannaya University, Rajahmundry and purchas the revised text books in accordance with the revised syllabus of Adikavi Nannaya University, Rajahmundry.	purchased revised text books
• To adopt new methods in teaching and learning.	• New teaching and learning methods such as power point presentation, e-classrooms, and communication labs were adopted in addition to the lecture method.
• To conduct the internal examinations	• Internal examinations were conducted and evaluated and marks communicated to the students.
• Proposals to be submitted to the UGC, SERO, Hyderabad for financial support to organize the national seminar	• Department of Economics was sanctioned financial support by the UGC, SERO, Hyderabad to organize two day National Seminar on "Human Development Index and India." Dept. of Commerce and Management Studies organized a one day National workshop on 'Career Development' sponsored by the Management
• Proposals to be submitted to the UGC, New Delhi for financial support to undertake Major Research Projects.	• Financial assistance was sanctioned by the UGC, New Delhi to undertake two Major Research Projects in the Departments of Economics and Chemistry.
• Proposals to be submitted to the UGC for financial assistance to IQAC, remedial coaching for SC/ST/OBC/Minority Community students for appearing various competitive exams.	• The UGC sanctioned Rs. 3 lakhs for IQAC and waiting for other schemes.
• Submission of proposals to the UGC for financial support under "Plan Block Development Grant'.	• UGC sanctioned a grant of Rs. 6,80,600/- under Plan Block Development Grant.
• Submission of Budget and Action plan of CPE phase II to the UGC, New Delhi	• CPE Phase II interface meeting held on 19.11.2013 was attended by the Principal and made presentation before the expert committee in UGC, Head Office, New Delhi and waiting for approval.
• 'RUSA' proposals to be submitted to the Commissioner of Collegiate Education, Govt. of Andhra Pradesh, Hyderabad for financial support of Rs. 2 crores.	• 'RUSA' proposals submitted and waiting for approval of the financial assistance.
• Motivation of faculty to participate and present papers in national and international seminars and publish papers in peer reviewed journals.	• Faculty members participated and presented paper in national seminars 08 members participated and presented papers in 02

	international seminars and 08 articles were published in peer reviewed journals.
• Resolved to invite eminent personalities to deliver guest lecturers on various topics.	• Distinguished persons delivered guest lecturers on different subjects. Dr. K. Rama Murthy Naidu, former members of UGC, was one among them, who delivered a lecture on "Higher Education in India"
• Resolved to permit the teaching faculty to undergo orientation and refresher courses.	• 3 Lecturers undergone orientation course.
• Celebration of important days in the College	• International Mother Tongue Day, International Women's Day, World Population Day, International Literacy Day, Voter's Day, Library Week etc., were celebrated.
• Different companies such as Reddy's Labs, Vikasa conducted campus placements in the College.	• 53 students were selected by the Companies.
• Resolved to reschedule College working hours from 9.00 AM to 6.00 PM and also working on Sundays and Second Saturdays as per the instructions of the CCE to compensate Samaikya Andhra Bandh.	• College working hours were rescheduled to work from 9.00 AM to 6.00 PM and also worked on Sundays and Second Saturdays.

** Attach the Academic Calendar of the year as Annexure: **Refer Annexure-I***

2.16 Whether the AQAR was placed in statutory body   Yes √   No ☐

Management √   Syndicate ☐   Any other body ☐

Provide the details of the action taken | The Management approved the IQAC plan of action.

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	-	-	-	-
PG	7	-	7	-
UG	6	-	2	-
PG Diploma	-	-	-	-
Advanced Diploma	-	-	-	-
Diploma	-	-	-	-
Certificate	-	-	-	-
Others	-	-	-	-
Total	13	-	9	-

Interdisciplinary	18	-	-	-
Innovative	-	-	-	-

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

Pattern	Number of programmes
Semester	7 PG Courses
Trimester	-
Annual	6 UG Courses

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

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

*Please provide an analysis of the feedback in the Annexure: Refer Annexure - II

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

College is affiliated to Adikavi Nannaya University, Rajahmundry. Hence the College follow the Syllabi of Adikavi Nannaya University.

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

Nil

Criterion – II

2. Teaching, Learning and Evaluation

2.1 Total No. of
permanent faculty

Total	Asst. Professors	Associate Professors	Professors	Others
09	06	03	--	--

2.2 No. of permanent faculty with Ph.D. | 05 |

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
Nil	43	--	--	--	--	--	--	--	--

2.4 No. of Guest and Visiting faculty and Temporary faculty | 07 | | -- | | 58 |

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended	02	08	--
Seminars/ Presented papers	02	06	--
Resource Persons	--	06	--

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

- The Institutions has adopted innovative methods like OHP transparencies, Power Point Presentations, live lecturers, video lessons, use of language lab and e-classrooms.
- Conducting class room seminars, group discussions, assignments, quizzes, debate, study projects etc.,
- Internet connections are available in all departments to adopt innovative methods in teaching and learning.
- Department of English is using E Resources and Globarena Software.

2.7 Total No. of actual teaching days
during this academic year | 176 |

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

2.9 No. of faculty members involved in curriculum | 0 | 0 | 4 |

restructuring/revision/syllabus development
as member of Board of Study/Faculty/Curriculum Development workshop

2.10 Average percentage of attendance of students

| 83 |

2.11 Course/Programme wise
     distribution of pass percentage :

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	Pass %
B.A.	36	-	11	36	--	47
B.Sc.	161	1	34	-	-	35
B.Com	115	-	44	04	-	48
M.Sc.(Org.Che)	29	-	76	-	-	76
M.Sc.(Ana.Che)	12	-	50	-	-	50
M.Sc.(Zoology)	14	22	78	-	-	100
M.Sc.(Botany)	08	13	87	-	-	100
M.Com	08	63	37	-	-	100
MBA	96	-	100	-	-	100
MCA	27	-	85	-	-	85

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

- The IQAC evaluates the teaching and learning processes by taking feedback from students, staff, parents and alumni.

- It monitors and evaluates the teaching and learning by conducting periodical meetings.

- It contributes to the teaching and learning processes by the supply of necessary equipment and material.

2.13 Initiatives undertaken towards faculty development

Faculty / Staff Development Programmes	Number of faculty benefitted
Refresher courses	Nil
UGC – Faculty Improvement Programme	Nil
HRD programmes	Nil
Orientation programmes	03
Faculty exchange programme	Nil
Staff training conducted by the university	02
Staff training conducted by other institutions	Nil

Summer / Winter schools, Workshops, etc.	02
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	10	43	Nil	49
Technical Staff	03	--	Nil	03

Criterion – III

3. Research, Consultancy and Extension

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

- The IQAC distributes UGC guidelines of Major, Minor Research Projects, Seminars and Workshops and also old proposals to the faculty to apply for the above programmes to the UGC for financial support.

- It motivates the faculty to participate in seminar and present papers

- It also encourages the teaching staff to publish articles in peer reviewed journals.

- The College has a Research Committee constituted the Principal as Chairperson and four senior faculty as members. It tracks the UGC schemes.

- The IQAC informs the faculty to undertake M.Phil., and Ph.D. Degrees under UGC sponsored Faculty Development Programme.

3.2 Details regarding major projects

	Completed	Ongoing	Sanctioned	Submitted
Number	-	02	-	01
Outlay in Rs. Lakhs	-	17,76,400	-	-

3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number	-	01	-	01
Outlay in Rs. Lakhs	-	75,000	-	-

3.4 Details on research publications

	International	National	Others
Peer Review Journals	06	02	-
Non-Peer Review Journals	-	-	-
e-Journals	-	-	-
Conference proceedings	02	17	-

3.5 Details on Impact factor of publications:

Range [5]   Average [1.52]   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	2/3	UGC	17,76,400	10,84,400
Minor Projects	1.5	UGC	75,000	45,000
Interdisciplinary Projects	-	-	-	-
Industry sponsored	-	-	-	-
Projects sponsored by the University/ College	-	-	-	-
Students research projects *(other than compulsory by the University)*	-	-	-	-
Any other(Specify)	-	-	-	-
Total	-	-	18,51,400	11,29,400

3.7 No. of books published   i) With ISBN No. [-]   Chapters in Edited Books [02]

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 (UGC) [√]

3.10 Revenue generated through consultancy   [Nil]

3.11 No. of conferences organized by the Institution

Level	International	National	State	University	College
Number	-	01	-	-	-
Sponsoring agencies	-	Management	-	-	-

3.12 No. of faculty served as experts, chairpersons or resource persons [06]

3.13 No. of collaborations   International [-]   National [-]   Any other [-]

3.14 No. of linkages created during this year [02]

3.15 Total budget for research for current year in lakhs :

From Funding agency [11,29,400]   From Management of University/College [50,000]

Total [11,79,400]

3.16 No. of patents received this year

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   [-]

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 | - | State level | - |
National level | - | International level | - |

3.22 No. of students participated in NCC events:

University level | - | State level | - |
National level | - | International level | - |

3.23 No. of Awards won in NSS:

University level | - | State level | - |
National level | - | International level | - |

3.24 No. of Awards won in NCC:

University level | - | State level | - |
National level | - | International level | - |

3.25 No. of Extension activities organized

University forum | - | College forum | - |
NCC | - | NSS | 06 | Any other | - |

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility

- Pamarru Village was adopted by NSS Units for development.

- Women from Ramachandrapuram and surrounding villages were trained in tailoring and embroidery under 'Fashion Technology Course' organised during summer 2014.

- Public from Ramachandrapuram and surrounding areas were undergone a training programme on 'Soft Skills' during summer 2014

- Students from High Schools and Junior Colleges permitted to visit libraries and Labs.

- Campaigns on Important Days were organised for public awareness such as Environmental Day, World Population Day, International Literacy Day, Voter's Day, Breast Feeding Week etc.

- Blood Donation Camp was organised and more than hundred students donated blood.

- International Women's Day was celebrated in the College by inviting distinguished personalities.

- International Mother Tongue Day was also conducted by inviting imminent personalities.

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	14 Acres	Nil	Management	14 Acres
Class rooms	46	Nil	Management	46
Laboratories	36	Nil	Management	36
Seminar Halls	01	Nil	Management	01
No. of important equipments purchased (≥ 1-0 lakh) during the current year.	Nil	Nil	Nil	Nil
Value of the equipment purchased during the year (Rs. in Lakhs)	Nil			
Others	Nil	Nil	Nil	Nil

4.2 Computerization of administration and library

- Administrative Offices (both U.G. and P.G.) are computerised.

- Libraries (both U.G. and P.G.) are computerised.

4.3 Library services:

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	49,896	46,82,570	960	2,45,881	50,856	49,28,451
Reference Books	10,878	21,45,581	29	16,317	10,907	21,61,958
e-Books	INFLIBNET AND DELNET					
Journals	88	60,793	4	3,500	92	64,293

e-Journals	INFLIBNET AND DELNET					
Digital Database	-	-	-	-	-	-
CD & Video	1,695	-	100	-	1,795	-
Others (specify)	8	14,400	-	-	8	14,400

4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Depart-ments	Others
Existing	225	4	2	-	-	2	23	--
Added	9	-	-	-	-	-	-	--
Total	234	4	2	-	-	2	23	--

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

- The College has two Internet Centres for Students and Staff.
- Orientation Programmes are conducted to the Students and Staff by Library Staff.
- Personality Development Programme was conducted by Department of English.
- Department of Computer Science organised training programme on Soft Skills to Staff and students.
- Certificate Courses are conducted on Tally and Tissue Culture.
- Special coaching classes were conducted for students on Indoor and Outdoor games.

4.6 Amount spent on maintenance in lakhs :

i) ICT
0.47

ii) Campus Infrastructure and facilities
1.50

iii) Equipments
0.32

iv) Others
-

Total :
2.29

Criterion – V
5. Student Support and Progression

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

- Students are aware to utilize the services of Libraries by taking text books, reading Journals and Dailies.
- Students are informed to avail the services of e-classroom and communication lab.
- Students are motivated to utilize the latest and sophisticated lab equipment purchased under UGC CPE Grants.
- Students are encouraged to join in NCC (Army and Navy wings).
- Students are aware to join in NSS.
- Students are directed to join in Inter-Disciplinary and Certificate Courses.
- Students are informed to visit Career Guidance and Placement Cell.
- Women students are informed to avail the services of Women Empowerment Centre.
- Students are informed to join in coaching classes conducted for appearing the AUCET, ICET etc.
- Students are advised to participate in co-curricular activities- Classroom Seminars, Assignments, Field Works, Project Work, Quiz, Debate, Group Discussion, Book Reviews, Celebration of Important Days, Feedback etc.
- Students are informed to utilize the services of Physical Education Department by participating Games and Sports.
- Students are directed to avoid ragging activities in the campus. If there is any ragging activity, it is brought to the notice of the Anti-Ragging Committee. Anti-ragging flexes are displayed at prominent places in the college

5.2 Efforts

- The Management and the Principal monitor the administration and address the grievances of the staff and students immediately.

- UGC grants received and different schemes such as Additional Assistance, CPE, BSR, Plan Block Development etc. are properly utilised for the benefit of the faculty and students.

- Faculty and students are encouraged to participate and present papers in national and international seminars and also published papers in peer reviewed journals.

- Progression of students is analysed through the conduct of inter examinations and public examinations.

- The faculty are motivated to use modern teaching methods such as Computer Based Learning, PPT, E – Classrooms, Group Discussions, Debate, Field Trips etc.

- There are 6 NSS Units and 2 NCC Units (Army & Navy). Students are encouraged to join in NSS and NCC. Extension Activities are under taken by these students by the adoption of the villages, Blood Donation Camp etc.

- Students are motivated to participate in Games and Sports.

-

5.3 (a) Total Number of students

UG	PG	Ph. D.	Others
1147	466	00	00

(b) No. of students outside the state

03

(c) No. of international students

00

Men

No	%
997	60%

Women

No	%
616	40%

Last Year 2012-13						This Year 2013-14					
General	SC	ST	OBC	Physically Challenged	Total	General	SC	ST	OBC	Physically Challenged	Total
605	302	21	693	02	1623	605	311	14	681	02	1613

Demand ratio 1:2   Dropout % 4.95

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

- Students were given coaching for Andhra University Common Entrance Test (AUCET) for joining PG Courses.

- Coaching was given to the students for Integrated Common Entrance Test (ICET) for admission into MBA & MCA Courses.

No. of students beneficiaries

250

5.5 No. of students qualified in these examinations

NET 00   SET/SLET 00   GATE 00   CAT 00

IAS/IPS etc 00   State PSC 00   UPSC 00   Others 102

5.6 Details of student counselling and career guidance

- The following students were given counselling and career guidance for the year 2013-14.

- III B.Sc. – 50 III B.Com – 75 III B.A. - 43 MBA(F) – 50 MCA(F)-22

No. of students benefitted

240

5.7 Details of campus placement

On campus			Off Campus
Number of Organizations Visited	Number of Students Participated	Number of Students Placed	Number of Students Placed
14	240	23	30

5.8 Details of gender sensitization programmes

- Women Empowerment Centre is regularly conducting various programmes relating to gender sensitization.

- One day Programme on 'Diet and Nutrition for Women' was organised on November 7, 2013.

- One day programme on 'Sexual Harassment' was conducted on 28.3.2014.

- A guest lecture delivered by Dr. V. Varalakshmi Devi on 'Women Empowerment in Telugu Literature'.

- Women students are 40 percent in the College. They are motivated to participate us games and sports and also to joint in Naval NCC in adoption to the regular academic programmes.

- Women students are trained in tailoring and embroidery under 'Fashion Technology Course' conducted during April, May 2014.

5.9 Students Activities

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

State/ University level | 53 | National level | 00 | International level | 00 |

No. of students participated in cultural events

State/ University level | 00 | National level | 00 | International level | 00 |

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

Sports : State/ University level | 10 | National level | 00 | International level | 00 |

Cultural: State/ University level | 00 | National level | 00 | International level | 00 |

5.10 Scholarships and Financial Support

	Number of students	Amount

Financial support from institution	200	1,00,000/-
Financial support from government	277	26,24,760/-
Financial support from other sources	11	11,227/-
Number of students who received International/ National recognitions	00	00

5.11   Student organised / initiatives

Fairs   : State/ University level | 00 | National level | 00 | International level | 00 |

Exhibition: State/ University level | 00 | National level | 00 | International level | 00 |

5.12   No. of social initiatives undertaken by the students | 6 |

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

Criterion – VI

6. Governance, Leadership and Management

6.1 State the Vision and Mission of the institution

> **Vision**
> - V.S.M. College, Ramachandrapuram is a premier educational Institution. In this prestigious college everyone is dedicated to the motto "**VIDYA VIJAYATETARAM''**. [It enshrines the truth that education triumphs over everything else. The aristocracy of wealth, social position, power, birth and such advantages take a secondary place while education possesses a unique value].
> - We strive to reach the star of perfection through an earnest academic pursuit for excellence and our efforts blossom into service through creative and emphatic involvement to transform society.
>
> **Mission**
> - To impart holistic education to all students without discrimination especially the less privileged in moulding their character to emerge as self-reliant, enlightened, empowered changing agents of society.
> - To produce knowledgeable, responsible, skilled, cultured, confident and competent future citizens of India with a desire to develop its progress and welfare. These students coming out of the portals of the institution shall have the abilities to learn to do learn to live and learn to be responsible citizen

6.2 Does the Institution has a management Information System

> - Yes, the Institution has Management Information System.

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

6.3.1   Curriculum Development

> - V.S.M. College is not an Autonomous College. It is not empowered to design, to change and to development curriculum. It follows the curriculum of affiliating University.

6.3.2 Teaching and Learning

- The institution has already initiated ICT enabled teaching and learning in the campus.
- The teacher centric learning is gradually shifted to student centric learning.
- The College provides Syllabus Books and Question Banks to all students in the beginning of the academic year.
- Academic calendar is provided to the staff and students in the beginning of the academic year in which the rules and regulations, academic activities are given.
- The College is having the well experienced lectures to teach all the courses.
- The libraries are opened from 9.00 A.M. to 5.00 P.M. without Break. There is open access system.
- The staff members are encouraged to participate Orientation and Refresher Courses and participate in Seminars, Workshops and Conferences.

6.3.3 Examination and Evaluation

- Internal Examinations such as Unit Tests, Half – Yearly and Pre-final Examinations were conducted and evaluated and marks were entered in the internal marks registers and also informed to the students.
- Public Examinations were conducted and evaluated by the affiliating Universities.
-

6.3.4 Research and Development

- Two UGC Major Research Projects are ongoing, one in the Department of Economics and another is the Department of Chemistry.
- A one day National Workshop was organize by the Department of Commerce and Management Studies.
- UGC sanctioned financial assistance to organized a two day National Seminar on 'Human Development Index and India' by the Department of Economics.
- Faculty Members attended Seminars and presented papers.
- 8 Articles were also published in peer reviewed journals.

6.3.5 Library, ICT and physical infrastructure / instrumentation

- There are two Libraries in the College, one is U.G. Library and another P.G. Library. These are more than 60,000 Text Books a large number of journals are available. INFLIBNET and DELNET facilities are available. Both Libraries are fully automatic.
- ICT facilities are available to the staff and students.
- Abundant infrastructure is available in the College for the Classrooms, Laboratories, Toilets etc.
- All Labs are fully equipped with UGC Grants such as Additional Assistance, BSR, CPE etc.

6.3.6   Human Resource Management

- Recruitment of staff on merit basis, staff enrichment programmes are conducted for teaching and non- teaching staff.
- The institution has dedicated, committed faculty. The staff members are busy with class work, research work. The non – teaching staff are busy with administrative work.
- The institution also develops, revives and updates the competency of teachers through continuous monitoring and evaluation.
- Performance appraisal by the staff, appraisal by the students of the staff is done regularly.
- The Faculty extend their services as Resource Persons, BOS Members in various Colleges, University Examination Observers, Examiners, Paper Setters, Academic Audit Advisers etc.

6.3.7   Faculty and Staff recruitment

- The staff requirement is assessed on the basis of strength of students. The number of aided staff both teaching & non-teaching, is declining. After retirement of a staff member, that vacancy is not filled by the Government. There is a ban on the recruitment of staff.
- The Management is recruiting the required staff and salaries are paid from the Management resources only.
- For recruitment of unaided staff, notification is given in the National and Local Newspapers with eligibility, qualifications and date of interviews etc.
- The Selection Committee consists of President and Correspondent, The Principal, Concerned Head of the Department and Subject Expert

6.3.8   Industry Interaction / Collaboration

- The Science, Commerce and Management Departments have established links with industries for creating better teaching learning environment.
- Faculty and students are given ample scope for study tour to the nearby industries for better exposure through close interaction.
- Creating more linkages with reputed industries for in-service training and internship, campus selection and study projects to make our students job–worthy and strengthening efforts to move towards better placement.
- The institution is planned to invite more number of successful industrialists to interact with the students to develop the entrepreneurial skills of the students.

6.3.9   Admission of Students

> - Admissions of the students various courses is based on merit and as per the norms of the Govt. Of Andhra Pradesh and Affiliating University.
> - Admission Committees verify the eligibility of the candidates and the students are admitted as per norms.
> - For P.G. Courses admissions are made on the basis of ranks secured in the Common Entrance Tests such as AUCET and ICET.

6.4 Welfare schemes for

Teaching	- Teaching staff are given loan maximum of Rs. 1.5 lakhs with 9 percent rate of interest through VSM College Employees Co-operative Credit Society Ltd., - Pension, Gratuity and Group Insurance, - Maternity Leave
Non teaching	- Teaching staff are given loan maximum of Rs. 1.5 lakhs with 9 percent rate of interest through VSM College Employees Co-operative Credit Society Ltd., - Pension, Gratuity and Group Insurance - Maternity Leave
Students	- Fee concession to the poor students - Group Insurance - Cash prizes

6.5 Total corpus fund generated   44,08,620/-

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	Commissioner of Collegiate Education, Govt. of Andhra Pradesh, Hyderabad	Yes	IQAC
Administrative				

6.8 Does the University/ Autonomous College declares 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?

- Instant examinations for final year Degree students who failed in single subject.
- Jumbling of students from one examination centre to another
- The Public Examination is for 80 marks and the remaining 20 marks from internal assessment.

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

- The University gives suggestions to go for autonomous status of the College.

6.11 Activities and support from the Alumni Association

- The alumni association is active since last few years. The successful alumni directly evoke and facilitate inspiration to the IQAC through guest lecturers, research and getting placements lead to the strengthening of the institution. They have contributed some valuable books to college library. The alumni participate through feedback on competencies gained during their student life and provide information to improve curricular aspects on a continuous basis.

6.12 Activities and support from the Parent – Teacher Association

- Parents express their views and give suggestions for the development of the students during Parent-Teacher meeting and feed back is taken from the parents.
- Parents promote admissions in the College

6.13 Development programmes for support staff

- Faculty are permitted to attend Orientation and Refresher Courses.
- Faculty are deputed to attend Orientation course on "Ethics and Values" organised by Adikavi Nannaya University, Rajahmundry.
- Faculty are relieved to attend the one week training programme on 'Application of Computers' organised by University of Hyderabad.
-

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

- The college is spread over 14 acres of land surrounded by greenery of fertile lands.
- Environmental Studies is a part of the curriculum of Andhra University which is a subject taught in the College to all second degree students.

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.

- Institute has introduced ICT aids in education. The Institute has fully equipped ICT classroom with Computer & LCD Projector which has proved as a great help in teaching learning process. All students were benefitted with this facility. It has influenced teaching learning process in very positive manner.

- Mentoring system: It has helped in establishing good teacher- student relation. Teachers as Mentors have helped failure students in clearing supplementary examinations. As the mentoring mechanism percolates in the culture of the college it is believed that it will be fruitful in lowering down the absenteeism and failures as well as it will surely cater to students day to day problems.

- Value Based Courses

- Community Service by NSS and NCC Students

- Short duration programmes on Soft Skills.

- Automation of Library

- Computerization of Administrative Block

- Communication skills in English

- Development of Adopted Villages

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

- The place of action was decided at the beginning of the year in the IQAC meeting. The Lecturers are informed to write annual academic plan, teaching dairy, teaching notes and instructed to maintain other teaching activity records and these were verified and attested by the Principal.

7.3 Give two Best Practices of the institution *(please see the format in the NAAC Self-study Manuals)*

1. Student Counselling.
2. Blood Donation Camp- "Donate Blood Save Life."

Provide the details in annexure (annexure need to be numbered as i, ii,iii): Refer Annexure - III

7.4 Contribution to environmental awareness / protection

- To generate environmental awareness among the students, the institute has introduced a course on environmental science.
- The NSS Units create awareness of environmental hazards and keep the environment clean, green and pollution free in the campus.
- The NSS volunteers regularly lead campaigns to prevent use of polythene bags and polythene products in the college campus.
- The college observes 'World Environmental Day' by organizing plantation programmes and talk on 'the importance of preserving an eco-friendly atmosphere'.
- Cleaning the campus is also organised by NSS Units.
- Solar street lights.
- Green campus.

7.5 Whether environmental audit was conducted?   Yes √   No

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

STRENGTHS

- The college is located one kilometer away from the heart of the town in a sprawling campus of 14 acres in an eco-friendly oasis of trees and plants and free from pollution. The college was awarded College with Potential for Excellence status by the UGC. One of the greatest strengths is transparency in all phases of participatory administration. The institution offers wide range of courses in regular, self-financing and enrichment programmes, some in the emerging areas having employment potential.
- The Institution has well equipped ICT classrooms for usage of modern teaching methods and also getting access to live lectures of the eminent professors.
- Our college libraries are enriched with 61,763 books i.e. Magazines, Encyclopedias,

WEAKNESSES

- In the higher education scenario of Andhra Pradesh, students in Arts and Science streams are declining as there is mushrooming of Engineering Colleges. It has to be underscored that the student strength in this college is slightly decreasing.

- Being an affiliated college there is limited freedom to vertical and horizontal academic empowerment. The state government policy hampers in the recruitment of permanent staff. This jeopardizes the beginning of innovative courses in both UG and PG. Though at present the management has made ad-hoc appointments, it is making all efforts to look into this aspect.

- The research work carried out by the faculty is appreciative despite of heavy academic and administrative work load, however lacks its application to the society.

- Collaboration with the industries can further be improved to enhance the teaching learning standards of the institution.

- Lack of communication skills and confidence among the rural students is a major drawback for campus recruitments. It needs to be improved through the organization of personality development and skill enrichment programmes.

- Majority of the students are from rural back ground and underprivileged. Hence they are reluctant to join in English medium courses. Some programs need revision to keep up with changes in the field and improve course sequencing to help student progression.

OPPORTUNITIES

- Strengthening of alumni network and linkages with industries will create more possibilities for increasing the percentage of campus placement.

- The college under CPE status has got more funds which helps for augmentation of laboratories, research facilities and student development.

- The college has good scope for consultancy services due to its modern laboratories and allied infrastructure.

- The institution has good potentialities to make industrial collaboration in teaching and training of students in Science, Commerce and Business Management streams.
-
- The institution has ample scope to recognize it as the centre of research.

CHALLENGES (THREATS)

- Unfavourable supply- demand situation of qualified and quality faculty leading to un-healthy condition among colleges for the limited number of available faculty.
- Un-healthy competition from the private colleges around in UG level admissions.

- Providing better facilities and quality staff with existing low fee structure is a big challenge to the management. Integrating teaching with research at undergraduate level is another challenge.

- Recruitment of teaching and non-teaching staff in the place of retired staff.

- Commercialization of education challenges the service motto of the institution.

- Imparting training in communication and computer skills is inevitable as most of the students are from rural and backward area.

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

- Proposals will be submitted to the UGC, New Delhi for Autonomous status of the College.
- A two day UGC sponsored National Seminar on "Human Development Index and India" will be organised in November 2014.
- Minor and Major Research Projects proposals will be submitted to the UGC for financial support.
- Proposals will be submitted to the UGC for financial assistance to organise seminars and workshops.
- Proposals will be submitted to the UGC to start Career Oriented Programme.
- More extension programmes will be undertaken.
- More number of faculty will participate and present papers in seminars.
- Faculty will be motivated to publish more articles in Journals.

Name: Dr. S. Ramanjaneyulu   *Name : Dr. D. Jeevana Sri*

Co-Ordinator IQAC
V.S.M. COLLEGE
RAMACHANDRAPURAM-533 255
East Godavari District, A.P.

Signature of the Principal with College seal
PRINCIPAL, V.S.M. COLLEGE
RAMACHANDRAPURAM-533 255, (E.G.Dt.)

_____   _____

Signature of the Coordinator, IQAC   *Signature of the Chairperson, IQAC*

_____ *** _____

ADIKAVI NANNAYA UNIVERSITY:: RAJAHMUNDRY
ACADEMIC CALENDAR FOR UG COURSES
FOR THE ACADEMIC YEAR 2014-15

Admission Schedule:

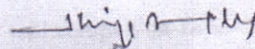| S.No.	Particulars	Dates
1	Commencement of Sale of Applications and Registration	12-05-2014
2	Closing of Admissions without fine	31-07-2014
3	Closing of Admissions with fine of Rs.300/- (payable to ANUR)	14-08-2014
4	Closing of Admissions with fine of Rs.1,000/- (payable to ANUR)	31-08-2014
5	Re-opening Day and Commencement of class work for II & III year	16-06-2014
6	Commencement of Class work for I year	01-07-2014
7	Bridge Course	01-07-2014 to 08-07-2014
8	Dasahra Holidays	01-10-2014 to 07-10-2014
9	Remedial Classes – I	15-12-2014 to 23-12-2014
10	Christmas Holidays	24-12-2014 to 26.12.2014
11	Pongal Holidays	10-01-2015 to 18-01-2015
12	Remedial Classes – II	02-02-2015 to 10-02-2015
13	Last date of instruction	13-02-2015 for II & III Year 28-02-2015 for I Year
14	Last date for submitting attendance particulars to the university along with condonation fee	07-03-2015
15	Practical Examinations	14-02-2015 to 28-02-2015
16	Commencement of Examinations (Theory)	12-03-2015
17	Commencement of Summer Vacation	19-04-2015 to 15-06-2015
18	Reopening day for the next academic year	16-06-2015

(*) In case of students passing Intermediate at the instant examination, the admission shall be closed within 7 days from the date of publication of results without fine.

Sessional / Half yearly / Hope Examinations to be conducted at the discretion of the College.

Examination Schedule Particulars

Practical Examinations	14-02-2015 to 28-02-2015
Commencement of Theory Examinations	12-03-2015
Publication of Results	Last week of May, 2015
Instant Examinations	First week of June, 2015
Last date of Instruction for II & III Year	13-02-2015
Last date of Instruction for I Year	28-02-2015

Deputy Registrar
ADIKAVI NANNAYA UNIVERSITY
RAJAHMUNDRY-533 105

Annexure-II

A) *Academic*

I. Course:

- 82% students felt that the applicability / relevance to the real life is highly relevant whereas 13% opined that it is not relevant and the rest of 5% felt it is not relevant.

- 80% felt that the depth of course is very high whereas 20% felt it is high.

- Clarity and relevance of reading material is 85% highly relevant where as 15% felt it is relevant

- 95% students feel that more effort is required by students whereas 5% students feel that moderate effort is required.

- 90% observed that the usefulness of course is for job seeking and10% observed that usefulness of course is for vertical mobility.

II. a) *Laboratories*:

- All students felt that equipment at laboratories in the institution is adequate.

- 95% students observed that material for the lab work is adequate and 5% felt it is inadequate.

 b) *Amenities and others*

  Canteen

- 90% of students are fully satisfied with service, timing, quality of food items, quantity of the food items, rates, hygiene where as 10% are only satisfied.

  Drinking water

- 85% feel that the facilities and maintenance of providing drinking water to the students is adequate where as 15% feel it is inadequate

III. *Toilets*

- 95% students felt that the toilet facilities and maintain was satisfactory.

IV. *Girls waiting room:*

- 90% girls are fully satisfied whereas 10% are not satisfied.

V. *Parking facilities:*

- All the students feel that parking facilities in the campus is adequate.

VI. Students have offered suggestions that the infrastructure facilities are of optimum use for pursuing their studies.

VII. *Games & Sports:*

Play grounds:

- 85% felt that facilities, outdoor games and sports equipment, Gymnasium are adequate whereas 15% felt it is inadequate.

- Maintenance and coaching by encouragement is off full satisfaction for 95% students and 5% students are not satisfied.

Library:

- 90% students feel that Academic Books, General Books, Books for Competitive Examinations, Journals are adequate whereas 10% feel they are inadequate.

- 95% students are satisfied with timings and services of library whereas 5% are not satisfied.

Curricular and extracurricular activities:

- All the students have stated that they have participated in cultural activities at one time and others during their course of study.

- Services offered by literary association are full of satisfaction to 98% students whereas these are not satisfactory for 2% students.

- Internet facility timings, xerox facility and career guidance facility are of full satisfaction to 95% students whereas 3% felt it is satisfactory and remaining 2% observed that they are not satisfied.

- 98% students felt that notice boards are adequate where as 2% felt it is inadequate.

Clean and Green:

- 95% students are satisfied with dustbins available in the campus where as 5% students feel that the dustbins are not adequate.

- Maintenance of classrooms, campus maintenance and green belts are fully satisfied by 95% students where as 5% students are not satisfied.

c) *Administration:*

I) *Principal & II) Office*

- 90% students are fully satisfied with the general administration, co-operation and services of the Principal and Office whereas 10% students are not fully satisfied.

- For taking timely action by the Principal the 95% students answered positively whereas 5% answered negatively.

III) *Examinations*:

- Conduct of unit tests, half yearly, pre- public, mid-semester and University Examinations is of full satisfaction to 98% students whereas it is not satisfactory for 2% students.

- All the students are happy that results are announced in time.

IV) *Students services:*

- Issue of bus passes, payment of fees and mode of grievance redressal is of satisfaction for 98% students where as 2% is not to their satisfaction.

V) *Class Room environment:*

- Infrastructure facilities like furniture, electricity, ventilation and blackboards are of satisfaction to 98% students where as 2% students are not satisfied.

VI) *Remarks:*

- Women students felt that they may be provided with a copy of reading material containing 80 modules on Career guidance, Institutions of higher learning and Soft skills.

Follow up measures:
- The feedback obtained from the students was discussed in detail in staff council, departmental meetings, meetings of student quality circles and student advisory council. The following remedial measures are initiated during the academic year 2013-2014.

- To strengthen the teaching – learning process by adopting more number of innovative methods of teaching – learning CRT classes were also introduced.

- To strengthen the functioning of the library and administrative services by providing much more services to the satisfaction of the students.

- Conduct of remedial coaching classes, tutorials, ward-councelling system is to be further strengthened. The staff council will review the progress of teaching learning process once in a month in view of revised guide lines communicated by Commissioner of Collegiate Education, A.P., Hyderabad.

ANALYSIS OF FEEDBACK FROM PARENTS 2013-14

- 40% of the parents strongly agreed that getting admission in this institution to their wards is a pride whereas 54.5% agreed this and 5% are neutral.

- 35% strongly agreed that getting admission in this college fair and accurate whereas 63% agreed this and 2% of the parents are neutral.

- 45% of the parents strongly agreed that their wards are improving their knowledge through interaction with the teachers of this college where as 55% of them agreed it.

- 48% of the parents feel that the discipline in the college is good. They strongly agreed this but 52% percent of them opined and agreed to this.

- 40% of the parents strongly opined that the atmosphere in the college is conductive for learning whereas 55% agreed this and 5% are neutral.

- 35% of the parents strongly feels that there is a positive change in the behaviour of their wards after joining the college whereas 55% of them agree with this and 5% are neutral and the other 5% disagree this.

- 50% of the parents strongly agree that they have a great respect to the VSM College with the hoary past whereas40% agree with this and 6% are neutral and 4% disagree it.

- 45% strongly opined that VSM College is one of the best colleges in A.P where as 40% agree with this and 15% are neutral.

- 30% of the parents strongly agree that the college information is accessible to all stakeholders where as 50% agree with this and 20% of the parents are neutral to this.

- 30% of the parents strongly agree that the Complaint Box in the college is providing opportunities to interact with the college authorities where as 45% agree with this and 20% are neutral and 5% disagree with this.

- 29% of the parents strongly agree that the employees are co-operative where as 41% agree with this and 30% are neutral.

- 23% of the parents strongly agree that the changes introduced in the college in recent years are progressive whereas 59% agree with this and 18% are neutral.

Annexure-III

Best practice -I

Title of the practices: Student counselling

Objective of the practice:

- To give high quality individual and group counselling to students who may be experiencing psychological or behavioural difficulties.

- To help the students better understand one's interests, abilities, aptitude and opportunities.

- To promote proper self awareness and understanding.

- To establish a feeling of mutual understanding between students and teachers.

- To focus on the developmental needs of the students, to maximize their potential to benefit from the academic environment and experience.

- To provide preventive intervention service by anticipating negative environment influence to promote personal adjustment and growth.

The context

- The education is not mere accumulation of facts and figures, but its function is to build an integrated personality. There should be a simultaneous growth of the body, mind and spirit. Good mental health is very important for students' success in education and life. In order to emphasize the importance of mental health among the students the college felt need to start counselling since the inception of the college.

- Academically the students cannot succeed effectively if they are struggling with psychological problems. Failure to identify and resolve these problems may result in increased risk of academic failure, social isolation, sexual perversion, drug and alcohol abuse, suicidal tendencies, unemployment, and physical ill health. Releasing the importance of mental health and its direct effect on the performance of the students, the college provides counselling system.

The practice

- At the beginning of the academic year the principal appoints a lecturer as counsellor for each class. Generally the group of students number is limited to 30. In the first meeting the lecturer collects the students personal data and the students are asked to approach him for their academic or personal problems. Generally, the lecturer solves the academic problems. If these are beyond his limitations, the problem is reported to the Principal and tries to solve. In case of the student personal problems like mental behaviour, other social injustices, the lecturer tries to explain the issue in terms of social behaviour and tries to console him. This leaves an effect on the students mental thinking so that student realizes the existing status of the problem. The counselling takes place monthly once or whenever the student approaches the lecturer.

Result of the practice

- Students expressed satisfaction over such counselling sessions. Generally the first degree students' counselling number is more compared to second year students. This is due to new academic exposure. The newness gradually decreases. Repetition of the some topics by the concerned lecturer has been arranged for slow learners. In case of the irregular student, very rarely, counselling has been conducted for their parents by the lecturer

Best Practice-II

Title of the Practice: Blood Donation Camp- "Donate Blood Save Life"

Goal

- The Institution is committed to render yeomen service to the immediate society. It is done through organizing blood donation camps. It has been the usual practice to conduct the above said camp in association with outside agencies which have a sense of social responsibility since 2009.Social concepts have been integrated into the curriculum. The

aim of the practice is to save the lives of people by donating blood. Life of human being is the best one and more precious than any living creatures. institution believes in the ideology that there is no service greater than saving the life of a human being. The students of the college are at the age of adolescence, more powerful and enthusiastic youths. It is to create social awareness among rural youths and to send a strong message that this institution is in existence for promoting the welfare of society by resolving its problems.

The context

- The practice relates to social issue with kindness and humane features. It is being adopted as a relevant concept in the context of present society and guided by the vision and mission of institution. The task to be performed voluntarily with a sense of Institutional Social Responsibility appears to be challenging in nature as it pertains to resolving of day to-day problem faced by people who are socially and economically weaker. Donating blood to needy people is a good idea. But various issues need to be addressed while designing and implementing a best practice. The consent of leadership and his advise must be taken. Suggestions and co-operation from teachers, administrative staff are solicited. Opinions of students who act as donors should be considered. Afterwards a negotiation with specialized agency shall be made whose services are absolutely necessary in its implementation. In order to put an idea into a best practice it needs the co-operation of all stakeholders. Confirming this a plan of action is to be drawn up, designed and implemented to achieve a desired goal.

The Practice

- The best practice has been adopted every year since 2009 and continues to be followed in future also. NSS Units of the college in association with Indian Red Cross Society, Kakinada are organising the Blood Donation Camp on the college campus since 2009.

- An Orientation Programme was held under the guidance of the Principal on 27-07-2013 to enlighten the students about the necessity of donating blood and its advantages. Many misconceptions about donating blood were dispelled by the camp coordinators K.S. Sundar, Eshwar and Medical Officer Dr. Nayak. On 28-07-2013, students participated enthusiastically in the blood donation camp. Totally 111 units of blood were collected.

Evidence of Success

- The practice has been implemented successfully from the day it was started till today. A target was fixed every time before the practice was to be implemented. There was overwhelming response from internal stakeholders in each camp. On seeing grand success of the practice even external stakeholders have come forwarded enthusiastically in donating blood. The performance of practice exceeded the target and benchmark.

- The target was to collect 100 units of blood from each camp but the results were excellent. The results indicate that there are always people who support and extend full

cooperation to the best practice if it provides benefits to all people without discrimination. Moreover, it also indicates that the honest efforts put in by teachers in organizing event will definitely bear fruits.

Problems encountered and Resources Required

- Problems always crop up while adopting best practice. The organizers encountered many problems while designing and implementing this practice. A best practice cannot be adopted abruptly. It requires a lot of preparations. Teachers are always under pressure of work as their workload is somewhat heavy. There is always constraint of time which is the limiting factor. The problem of financial resources did not arise at all as the best practice was sponsored by the College Management.