*Guidelines for the Creation of the*

# Internal Quality Assurance Cell (IQAC) and Submission of Annual Quality Assurance Report (AQAR) in Accredited Institutions

*(Revised in October 2013)*

**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL**

*An Autonomous Institution of the University Grants Commission*

P. O. Box. No. 1075, Opp: NLSIU, Nagarbhavi, Bangalore - 560 072 India

# NAAC

**VISION**

*To make quality the defining element of higher education in India through a combination of self and external quality evaluation, promotion and sustenance initiatives.*

**MISSION**

- *To arrange for periodic assessment and accreditation of institutions of higher education or units thereof, or specific academic programmes or projects;*

- *To stimulate the academic environment for promotion of quality of teaching-learning and research in higher education institutions;*

- *To encourage self-evaluation, accountability, autonomy and innovations in higher education;*

- *To undertake quality-related research studies, consultancy and training programmes, and*

- *To collaborate with other stakeholders of higher education for quality evaluation, promotion and sustenance.*

**Value Framework**

To promote the following core values among the HEIs of the country:

- ➢ *Contributing to National Development*
- ➢ *Fostering Global Competencies among Students*
- ➢ *Inculcating a Value System among Students*
- ➢ *Promoting the Use of Technology*
- ➢ *Quest for Excellence*

# Contents

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*Document revised by: Dr. Ganesh Hegde, Assistant Adviser  and  B. S. Ponmudiraj, Assistant Adviser, NAAC*

# *Guidelines for the Creation of the*
# Internal Quality Assurance Cell (IQAC)
# and Submission of Annual Quality Assurance Report (AQAR)
# in Accredited Institutions

## Introduction

In pursuance of its Action Plan for performance evaluation, assessment and accreditation and quality up-gradation of institutions of higher education, the National Assessment and Accreditation Council (NAAC), Bangalore proposes that every accredited institution should establish an Internal Quality Assurance Cell (IQAC) as a post-accreditation quality sustenance measure. Since quality enhancement is a continuous process, the IQAC will become a part of the institution's system and work towards realisation of the goals of quality enhancement and sustenance. The prime task of the IQAC is to develop a system for conscious, consistent and catalytic improvement in the overall performance of institutions. For this, during the post-accreditation period, it will channelize all efforts and measures of the institution towards promoting its holistic academic excellence.

The guidelines provided in the following pages will guide and facilitate the institution in the creation and operation of the Internal Quality Assurance Cell (IQAC). The work of the IQAC is the first step towards internalization and institutionalization of quality enhancement initiatives. Its success depends upon the sense of belongingness and participation it can inculcate in all the constituents of the institution. It will not be yet another hierarchical structure or a record-keeping exercise in the institution. It will be a facilitative and participative voluntary system/unit/organ of the institution. It has the potential to become a vehicle for ushering in quality enhancement by working out planned  interventionist strategies to remove deficiencies and enhance quality like the "Quality Circles" in industries.

## Objective
*The primary aim of  IQAC is*

- To develop a system for conscious, consistent and catalytic action to improve the academic and administrative performance of the institution.

- To promote measures for institutional functioning towards quality enhancement through internalization of quality culture and institutionalization of best practices.

## Strategies
*IQAC shall evolve mechanisms and procedures for*
   a) Ensuring timely, efficient and progressive performance of academic, administrative and financial tasks;
   b) The relevance and quality of academic and research programmes;

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c) Equitable access to and affordability of academic programmes for various sections of society;

d) Optimization and integration of modern methods of teaching and learning;

e) The credibility of evaluation procedures;

f) Ensuring the adequacy, maintenance and proper allocation of support structure and services;

g) Sharing of research findings and networking with other institutions in India and abroad.

## Functions

*Some of the functions expected of the IQAC are:*

a) Development and application of quality benchmarks/parameters for various academic and administrative activities of the institution;

b) Facilitating the creation of a learner-centric environment conducive to quality education and faculty maturation to adopt the required knowledge and technology for participatory teaching and learning process;

c) Arrangement for feedback response from students, parents and other stakeholders on quality-related institutional processes;

d) Dissemination of information on various quality parameters of higher education;

e) Organization of inter and intra institutional workshops, seminars on quality related themes and promotion of quality circles;

f) Documentation of the various programmes/activities leading to quality improvement;

g) Acting as a nodal agency of the Institution for coordinating quality-related activities, including adoption and dissemination of best practices;

h) Development and maintenance of institutional database through MIS for the purpose of maintaining /enhancing the institutional quality;

i) Development of Quality Culture in the institution;

j) Preparation of the Annual Quality Assurance Report (AQAR) as per guidelines and parameters of NAAC, to be submitted to NAAC.

## Benefits

*IQAC will facilitate / contribute*

a) Ensure heightened level of clarity and focus in institutional functioning towards quality enhancement;

b) Ensure internalization of the quality culture;

b) Ensure enhancement and coordination among various activities of the institution and institutionalize all good practices;

c) Provide a sound basis for decision-making to improve institutional functioning;

d) Act as a dynamic system for quality changes in HEIs;

e) Build an organised methodology of documentation and internal communication.

## Composition of the IQAC

IQAC may be constituted in every institution under the Chairmanship of the Head of the institution with heads of important academic and administrative units and a few teachers and a few distinguished educationists and representatives of local management and stakeholders.

The composition of the IQAC may be as follows:
1.  Chairperson: Head of the Institution

2.  A few senior administrative officers

3.  Three to eight teachers

4.  One member from the Management

5.  One/two nominees from local society, Students and Alumni

6.  One/two nominees from Employers /Industrialists/stakeholders

7.  One of the senior teachers as the coordinator/Director of the IQAC

The composition of the IQAC will depend on the size and complexity of the institution. It helps the institutions in planning and monitoring. IQAC also gives stakeholders or beneficiaries a cross-sectional participation in the institution's quality enhancement activities. The guidelines given here are only indicative and will help the institutions for quality sustenance activities.

The membership of such nominated members shall be for a period of two years. The IQAC should meet at least once in every quarter. The quorum for the meeting shall be two-third of the total number of members. The agenda, minutes and Action Taken Reports are to be documented with official signatures and maintained electronically in a retrievable format.

It is necessary for the members of the IQAC to shoulder the responsibilities of generating and promoting awareness in the institution and to devote time for working out the procedural details. While selecting these members several precautions need to be taken. A few of them are listed below:

*   It is advisable to choose persons from various backgrounds who have earned respect for integrity and excellence in their teaching and research. Moreover, they should be aware of the ground realities of the institutional environment. They should be known for their commitment to improving the quality of teaching and learning.

*   It would be appropriate to choose as senior administrators, persons in charge of institutional services such as library, computer center, estate, student welfare, administration, academic tasks, examination and planning and development.

*   The management representative should be a person who is aware of the institution's objectives, limitations and strengths and is committed to its improvement. The local society representatives should be of high social standing and should have made significant contributions to society and in particular to education.

## The role of coordinator

The role of the coordinator of the IQAC is crucial in ensuring the effective functioning of all the members. The coordinator of the IQAC may be a senior person with expertise in quality aspects. She/he may be a full-time functionary or, to start with, she/he may be a senior academic /administrator entrusted with the IQAC as an additional responsibility. Secretarial assistance may be facilitated by the administration. It is preferable that the coordinator may have sound knowledge about the computer, its various functions and usage for effective communication.

## Operational Features of the IQAC

Quality assurance is a by-product of ongoing efforts to define the objectives of an institution, to have a work plan to achieve them and to specify the checks and balances to evaluate the degree to which each of the tasks is fulfilled. Hence devotion and commitment to improvement rather than mere institutional control is the basis for devising procedures and instruments for assuring quality. The right balance between the health and growth of an institution needs to be struck. The IQAC has to ensure that whatever is done in the institution for "education" is done efficiently and effectively with high standards. In order to do this, the IQAC will have to first establish procedures and modalities to collect data and information on various aspects of institutional functioning.

The coordinator of the IQAC and the secretary will have a major role in implementing these functions. The IQAC may derive major support from the already existing units and mechanisms that contribute to the functions listed above. The operational features and functions discussed so far are broad-based to facilitate institutions towards academic excellence and institutions may adapt them to their specific needs.

The institutions need to submit yearly the Annual Quality Assurance Report (AQAR) to NAAC. A functional Internal Quality Assurance Cell (IQAC) and timely submission of Annual Quality Assurance Reports (AQARs) are the Minimum Institutional Requirements (MIR) to volunteer for second, third or subsequent cycle's accreditation. During the institutional visit the NAAC peer teams will interact with the IQACs to know the progress, functioning as well quality sustenance initiatives undertaken by them.

The Annual Quality Assurance Reports (AQAR) may be the part of the Annual Report. The AQAR shall be approved by the statutory bodies of the HEIs (such as Syndicate, Governing Council/Board) for the follow up action for necessary quality enhancement measures.

The Higher Education Institutions (HEI) shall submit the AQAR regularly to NAAC. The IQACs may create its exclusive window on its institutional website and regularly upload/ report on its activities, as well as for hosting the AQAR.

The NAAC Accredited institutions need to submit only the soft copy as word file (.doc/.docx) through e-mail (capuaqar@gmail.com). The file name needs to be submitted with Track ID of the institution and College Name or EC number. For example MHCOGN16601-Samudra Arts and Science College, Taliamegu-Maharashtra.doc or EC_32_A&A_143 dated 3-5-2004-

Samudra Arts and Science College, Taliamegu-Maharashtra.doc. The Higher Education Institutions need not submit the printed/hard copy to NAAC. The acknowledgements would be sent to the institutions through e-mail.

# 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

**AQAR for the year** *(for example 2013-14)*

| 2013-14 |
| --- |

**1. Details of the Institution**

1.1 Name of the Institution

| A.J. INSTITUTE OF MANAGEMENT |
| --- |

1.2 Address Line 1

| NEAR KOTTARA CHOWKI, OPP MAHINDRA SHOWROOM |
| --- |

Address Line 2

| BYPASS ROAD, ASHOK NAGAR POST |
| --- |

City/Town

| MANGALORE |
| --- |

State

| KARNATAKA |
| --- |

Pin Code

| 575006 |
| --- |

Institution e-mail address

| ajimmangalore@rediffmail.com |
| --- |

Contact Nos.

| 0824-2455340 |
| --- |

Name of the Head of the Institution:

| Dr. T. JAYAPRAKASH RAO |
| --- |

Tel. No. with STD Code:

| 0824-2455340 |
| --- |

Mobile:

| 9448812099 |

Name of the IQAC Co-ordinator:

| Prof. Rashmitha R. Kotian |

Mobile:

| 9740548095 |

IQAC e-mail address:

| ajimmangalore@rediffmail.com |

1.3 **NAAC Track ID** *(For ex. MHCOGN 1887*

| - |

**OR**

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/61/A&A/30 dated 15-09-2012 |

1.5 Website address:

| www.ajimmangalore.ac.in |

Web-link of the AQAR:

| - |

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 | 2.83 | 2012 | 2017 |
| 2 | 2nd Cycle | | | | |
| 3 | 3rd Cycle | | | | |
| 4 | 4th Cycle | | | | |

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

| 18/05/2012 |

1.8 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 _____ 2012-13 submitted to NAAC on 23-11-2013 (DD/MM/YYYY)
  ii. AQAR_____ _____ (DD/MM/YYYY)
 iii. AQAR_____ _____ (DD/MM/YYYY)
 iv. AQAR_____ _____ (DD/MM/YYYY)

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)*    Mangalore University

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     -          UGC-CPE          -

DST Star Scheme          -          UGC-CE          -

UGC-Special Assistance Programme          -          DST-FIST          -

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

UGC-COP Programmes          -

## 2. IQAC Composition and Activities

2.1 No. of Teachers          4

2.2 No. of Administrative/Technical staff          2

2.3 No. of students          4

2.4 No. of Management representatives          3

2.5 No. of Alumni          4

2. 6  No. of any other stakeholder and
     community representatives          1

2.7 No. of Employers/ Industrialists          -

2.8  No. of other External Experts          2

2.9 Total No. of members          20

2.10 No. of IQAC meetings held          2

2.11 No. of meetings with various stakeholders:  | 2 |   No.   | 6 |

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

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. | 06 |   International | - |   National | - |   State | - |

Institution Level | 06 |

(ii) Themes

➢ "Corporate Expectation and Career Preparation"
➢ "Role of Communication in Corporate Placements"
➢ "Personality Development"
➢ "Effective Communication".
➢ "Placement Training"
➢ "Multi Intelligence and Leadership Development for Effective Managers".

2.14 Significant Activities and contributions made by IQAC

- Expert Lecture
- Club Activities
- Book Review
- ICT enabled classes

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 *

| Date | Plan of Action | Achievements |
|---|---|---|
| 25th July, 2013 | Commencement of III Semester Classes | Achieved |
| 1st Aug, 2013 | Finalizing nomination for the Student Council Forum | Achieved |
| 2nd Aug, 2013 | Release of Anveshana Journal | Achieved |
| 6th Aug 2013 | Expert Lecture I | Achieved |
| 10th Aug, 2013 | Visit to Orphanage | Achieved |
| 23rd Aug, 2013 | Inauguration of Placement Training | Achieved |
| 30th Aug, 2013 | Social Survey by III semester student | Achieved |
| 03rd Sep, 2013 | Expert Lecture II | Achieved |
| 18th – 20th Sep, 2013 | Ist Internal Examination for III Semester | Achieved |
| 23rd Sep, 2013 | Induction programme for I MBA | Achieved |
| 23rd Sep, 2013 | PTA Meeting | Achieved |
| 26th Sep, 2013 | Expert Lecture III | Achieved |
| 27th Sep, 2013 Onwards | Faculty – Student interaction under mentorship programme. | Achieved |
| 1st Oct, 2013 | Student Council Inauguration | Achieved |
| 8th Oct, 2013 | Cultural Club Event | Achieved |
| 10th Oct, 2013 | Entrepreneur Club Event | Achieved |
| 15th Oct, 2013 | Anti – Women harassment cell Event | Achieved |
| 17th Oct, 2013 | Expert Lecture IV | Achieved |
| 22nd Oct, 2013 | Intra Fest | Achieved |
| 26th Oct, 2013 | Social Survey CBS Batch – A | Achieved |
| | Social Survey CBS Batch – B | Achieved |
| 29th Oct, 2013 | Anveshana UG Level Fest | Achieved |
| 06th – 08th Nov, 2013 | 2nd Internal for III Semester and 1st Internal for I Semester | Achieved |
| 12th Nov, 2013 | Finance Club Event | Achieved |
| 13th Nov, 2013 | Viva-Voce for III Semester | Achieved |
| 14th Nov, 2013 | Marketing Club Event | Achieved |
| 19th Nov, 2013 | HR Club Event | Achieved |
| 20th Nov, 2013 | End of III Semester classes | Achieved |

| | | |
|---|---|---|
| 21$^{st}$ Nov, 2013 | Human Rights Cell Activity | Achieved |
| 28$^{th}$ Nov, 2013 | Workshop for I Semester | Achieved |
| 02$^{nd}$ Dec, 2013 | III Semester University Examination | Achieved |
| 17$^{th}$ Dec, 2013 | Workshop for Ist Semester | Achieved |
| 12$^{th}$ – 24$^{th}$ Dec, 2013 | Release of Anveshana Journal | Achieved |
| 31$^{st}$ Dec, 2013 | Viva – Voce for I Semester | Achieved |
| 08$^{th}$ Feb, 2014 | Book Review by Prof. Chethan Kumar and Prof. Deepak Rao | Achieved |
| 10$^{th}$ Feb, 2014 | Commencement of II & IV Semester | Achieved |
| 15$^{th}$ Feb, 2014 | Submission of the Internship Report | Achieved |
| 15$^{th}$ Feb, 2014 | HPCL - Workshop | Achieved |
| 18$^{th}$ Feb, 2014 | Presentation of Internship Report | Achieved |
| 20$^{th}$ Feb, 2014 | Expert Lecture – V and Release of Anveshana Journal and AJIM Expression | Achieved |
| 22$^{nd}$ Feb, 2014 | Book Review by Prof. Arathi and Prof. Robin Shinde | Achieved |
| 22$^{nd}$ Feb, 2014 | Social Survey - II MBA | Achieved |
| 26$^{th}$ Feb, 2014 | PTA meeting | Achieved |
| 04$^{th}$ Mar, 2014 | Workshop (3) I MBA | Achieved |
| 07$^{th}$ Mar, 2014 | Expert Lecture - VI | Achieved |
| 11$^{th}$ Mar, 2014 | Interactive Video Presentation - II MBA | Achieved |
| 21$^{st}$ & 22$^{nd}$ Mar, 2014 | Job Fair | Achieved |
| 28$^{th}$ Mar, 2014 | Sports Day | Achieved |
| 2$^{nd}$ Apr, 2014 to 04$^{th}$ Apr, 2014 | 1$^{st}$ Internal exam for II & IV Semester | Achieved |
| 08$^{th}$ Apr, 2014 | Project Presentation – II MBA | Achieved |
| 10$^{th}$ Apr, 2014 Onwards | Cultural Club Events | Achieved |
| 12$^{th}$ Apr, 2014 | Social Survey - I MBA | Achieved |
| 15$^{th}$ Apr, 2014 | Expert Lecture – VII | Achieved |
| 18$^{th}$ Apr, 2014 | Project Viva | Achieved |
| 25$^{th}$ Apr, 2014 | Annual day Celebration & | Achieved |

| | Alumni Meet | |
|---|---|---|
| 29th Apr, 2014 | Workshop (4) I MBA | Achieved |
| 02nd May, 2014 | Interactive Video Presentation – I MBA | Achieved |
| 10th May, 2014 | Book Review by Prof. Rashmitha Kotian | Achieved |
| 13th May, 2014 | Expert Lecture VIII | Achieved |
| 20th May, 2014 | Faculty Development Programme | Achieved |
| 28th May, 2014 To 30th May, 2014 | 2nd Internal for II Semester and IV Semester | Achieved |
| 02nd June, 2014 | Viva-Voce  I MBA | Achieved |
| 07th June, 2014 | End of II & IV Semester | Achieved |
| 23rd June, 2014 | Commencement of Mangalore University examination – II & IV Semester | Achieved |

*\* Attach the Academic Calendar of the year as Annexure.*

2.15 Whether the AQAR was placed in statutory body        Yes  ✓        No

Management  ✓        Syndicate  -    Any other body  -

Provide the details of the action taken

The IQAC report is placed before the governing council meeting which was held on 27th August, 2013 and an in-depth discussion was made on the subject including  sanction of schedule, budget for programmes and other outreach programmes.

**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 | 1 | - | 1 | - |
| UG | - | - | - | - |
| PG Diploma | - | - | - | - |
| Advanced Diploma | - | - | - | - |
| Diploma | - | - | - | - |
| Certificate | - | - | - | - |
| Others | 3 | 1 | 4 | - |
| **Total** | 4 | 1 | 5 | - |

| | | | | |
|---|---|---|---|---|
| Interdisciplinary | 1 | - | - | - |
| Innovative | - | - | - | - |

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

| Pattern | Number of programmes |
|---|---|
| Semester | 1 |
| Trimester | - |
| Annual | - |

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*

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

Revised syllabus is introduced with a new specialisation of banking and Insurance but will be implemented from 2014 onwards

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

-

**Criterion – II**

## 2. Teaching, Learning and Evaluation

2.1 Total No. of
permanent faculty

| Total | Asst. Professors | Associate Professors | Professors | Others |
|---|---|---|---|---|
| 12 | 8 | 1 | 2 | 1 |

2.2 No. of permanent faculty with Ph.D.

| 04 |
|---|

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 |
| - | - | - | - | - | - | - | - | - | - |

2.4 No. of Guest and Visiting faculty and Temporary faculty

| - | | 1 | | - |
|---|---|---|---|---|

2.5 Faculty participation in conferences and symposia:

| No. of Faculty | International level | National level | State level |
|---|---|---|---|
| Attended | - | - | 1 |
| Presented | - | - | - |
| Resource Persons | - | 4 | - |

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

- Club Activities
- Book review
- Aptitude Test
- Interactive video sessions
- Intra Fest
- Preparations of short movies on social centric themes
- Soft skills
- Dual Specialisation in Computer Application

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

| 246 |
|---|

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

| - |
|---|

2.9  No. of faculty members involved in curriculum
restructuring/revision/syllabus development

| 03 | 12 | - |
|---|---|---|

as member of Board of Study/Faculty/Curriculum Development  workshop

2.10 Average percentage of attendance of students

| 86% |
|---|

2.11 Course/Programme wise
distribution of pass percentage :

| Title of the Programme | Total no. of students appeared | Division | | | | |
|---|---|---|---|---|---|---|
| | | Distinction % | I % | II % | III  % | Pass % |
| I semester | 64 | 12.5% | 62.5% | 23.44% | - | 98.44% |
| II semester | 63 | 14.29% | 60.32% | 22.22% | - | 98.45% |
| III semester | 50 | 12% | 72% | 14% | - | 98% |
| IV semester | 49 | 24.49% | 69.39% | 6.12% | - | 100% |

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

Contribution

- Workload

- Division of subjects

- Time Table

- Engaging classes when faculties are on leave

- Organising workshops, events and activities

- Attendance

Monitor

- Calendar of Events

- Time Table

- Maintenance of Work Diary

Evaluation

- Feedback is collected from students in each semester regarding the subject matters

- Feedback is collected from students on conduct of workshop

- Feedback is collected from all the stake holders on related matters.

2.13 Initiatives undertaken towards faculty development

| Faculty / Staff Development Programmes | Number of faculty benefitted |
|---|---|
| Refresher courses | - |
| UGC – Faculty Improvement Programme | - |
| HRD programmes | - |
| Orientation programmes | - |
| Faculty exchange programme | 06 |
| Staff training conducted by the university | - |
| Staff training conducted by other institutions | - |
| Summer / Winter schools, Workshops, etc. | - |
| Others | 12 |

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 | 03 | - | 01 | - |
| Technical Staff | 01 | - | - | - |

**Criterion – III**

**3. Research, Consultancy and Extension**

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

IQAC is functioning along with research center of the Institute in organising the social surveys and publication of Institute journal as well as News Bulletin.

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 | 04 | - | - | - |
| Outlay in Rs. Lakhs | 0.50 | - | - | - |

3.4      Details on research publications

|  | International | National | Others |
|---|---|---|---|
| Peer Review Journals | - | - | - |
| Non-Peer Review Journals | - | - | - |
| e-Journals | - | - | - |
| Conference proceedings | - | - | - |

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 | - | - | - | - |
| Interdisciplinary Projects | - | - | - | - |
| Industry sponsored | - | - | - | - |
| Projects sponsored by the University/ College | - | - | - | - |
| Students research | - | - | - | - |

| | | | | |
|---|---|---|---|---|
| projects *(other than compulsory by the University)* | | | | |
| 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  [ 3,82,557 ]

3.11 No. of conferences organized by the Institution

| Level | International | National | State | University | College |
|---|---|---|---|---|---|
| Number | - | - | - | - | - |
| Sponsoring agencies | - | - | - | - | - |

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

3.13 No. of collaborations   International  [ - ]   National  [ 5 ]   Any other  [ 5 ]

3.14 No. of linkages created during this year  [ 4 ]

3.15 Total budget for research for current year in lakhs :

From Funding agency  [ - ]   From Management of University/College  [ 4,80,000/- ]

Total  [ 4,80,000/- ]

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     2
   and students registered under them     3

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  | 1 |

NCC  | - |   NSS  | - |   Any other  | - |

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

- Orphanage named Balasamraksha Kendra of Mangala Seva Samithi Trust, Mangalore visited on 10th August, 2013 along with the Director, Faculties and students to offer charity in cash and kind and also performed cultural programmes.
- Conduct of job fair for UG and PG students.
- Extension of permission to run the Institute canteen to a less privileged backward family.
- Organised workshop on customer relationship management for the  HPCL retail output.

**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 | 2,471.11 | - | Own | 2471.11 sq ft. |
| Class rooms | 4,306.00 | - | Own | 4,306.00 sq. Ft. |
| Laboratories | 2,206.43 | - | Own | 2,206.43 sq. Ft. |
| Seminar Halls | | | | |
| No. of important equipments purchased (≥ 1-0 lakh)  during the current year. | - | - | - | - |
| Value of the equipment purchased during the year (Rs. in Lakhs) | 8,06,096.64 | 13,855 | Own | 8,19,951.64 |
| Others | 13,82,755.69 | 11,755 | Own | 13,94,510.69 |

4.2 Computerization of administration and library

Library Software Easy lib, was continue with uploading all the new details of books and journals.

4.3  Library services:

| | Existing | | Newly added | | Total | |
|---|---|---|---|---|---|---|
| | No. | Value | No. | Value | No. | Value |
| Text Books | 10,815 | 34,13,332 | - | - | 10,815 | 34,13,332 |
| Reference Books | 2,226 | | - | - | 2,226 | |
| e-Books | - | - | - | - | - | - |
| Journals | 89 | 1,20,000 | - | - | 89 | 1,20,000 |
| e-Journals | 08 | 2,56,523 | - | - | 08 | 2,56,523 |
| Digital Database | 01 | 60,000 | - | - | 01 | 60,000 |
| CD & Video | 400 | | - | - | 400 | |
| Others (specify) | 08 | 3,98,701 | - | - | 08 | 3,98,701 |

4.4 Technology up gradation (overall)

| | Total Computers | Computer Labs | Internet | Browsing Centres | Computer Centres | Office | Depart- ments | Others |
|---|---|---|---|---|---|---|---|---|
| Existing | 120 | 1 | **2 MBPS** | - | 95 | 06 | 05 | - |
| Added | - | - | - | - | - | - | - | - |
| Total | 120 | 1 | **2 MBPS** | - | 95 | 06 | 05 | - |

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

- Demo was given to I MBA students on usage of online knowledge software

4.6 Amount spent on maintenance in lakhs :

i)   ICT                                      2,03,736/-

ii)  Campus Infrastructure and facilities    2,23,089/-

iii) Equipments                              1,34,175/-

iv) Others                                     62,657/-

**Total :**    6,23,657/-

**Criterion – V**
**5. Student Support and Progression**

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

- Job Fair
- Pan Card
- Scholarship
- Air conditions class rooms
- 16 Expert Lecture
- 5 Club Activities
- Book Review
- Soft skills
- Additional Books assistance for distinction students
- 4 one day Workshop
- 2 two days Workshop
- Bus facility for Hostel students
- CC Camera for Girls Hostel
- CC Camera in college library
- Deputation

5.2 Efforts made by the institution for tracking the progression

- Mentorship Programme
- Counselling
- Feedback Report of the each workshop

5.3 (a) Total Number of students

| UG | PG | Ph. D. | Others |
|----|-----|--------|--------|
|    | 105 |        |        |

(b) No. of students outside the state

65

(c) No. of international students

-

| No | % |
|----|-------|
| 71 | 67.62% |

Men

| No | % |
|----|-------|
| 44 | 41.98% |

Women

| Last Year | | | | | | This Year | | | | | |
|---------|----|----|-----|-----------|-------|---------|----|----|-----|-----------|-------|
| General | SC | ST | OBC | Physically Challenged | Total | General | SC | ST | OBC | Physically Challenged | Total |
| 10 | - | - | 43 | - | 53 | 29 | 03 | - | 33 | - | 65 |

Demand ratio   1:3   Dropout %   3.70%

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

> Job placement support activities like workshop and job fair in association with TIME, 9to6 Consultants and other placement and development trainers.

No. of students beneficiaries [ 50 ]

5.5 No. of students qualified in these examinations

| NET [ - ] | SET/SLET [ - ] | GATE [ - ] | CAT [ - ] |

| IAS/IPS etc [ - ] | State PSC [ - ] | UPSC [ - ] | Others [ - ] |

5.6 Details of student counselling and career guidance

- Under mentorship programme each faculty is assigned 5 to 10 students every year, whom the faculty will counsel atleast twice a year.

- Under placement and career guidance cell the institution has organised 5 workshop with the different theme like resume writing, aptitude test, role of communication for corporate placement

No. of students benefitted [ 114 ]

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 |
| 30 | 50 | 20 | 15 |

5.8 Details of gender sensitization programmes

> ➢ Women's day was observed on 13th Mar, 2014 and Mrs. Maria Shanthi Fernadies, Medical Counsellor A. J. Hospital and Research Centre, was the Guest Resource Person. Our students also provided an insight on women empowerment. It was followed by a closed-door counseling for girl students on women's health.
> ➢ Anti women harassment cell of the college takes initiative organising programme specially for women students and also takes care of the problems faced by women students.

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 [ 02 ]    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 [ 01 ]    International level [ - ]


5.10 Scholarships and Financial Support

|  | Number of students | Amount |
|---|---|---|
| Financial support from institution | 24 | 2,95,000/- |
| Financial support from government | 03 | 1,20,000/- |
| Financial support from other sources | 09 | 31,500/- |
| Number of students who received International/ National recognitions | - | - |


5.11    Student organised / initiatives

Fairs      : State/ University level [ 01 ]    National level [ - ]    International level [ - ]

Exhibition: State/ University level [ - ]    National level [ - ]    International level [ - ]


5.12    No. of social initiatives undertaken by the students [ 05 ]

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

## Criterion – VI: Governance, Leadership and Management

6.1 State the Vision and Mission of the institution

> **VISION:** An institution to be the centre of excellence in Management Education by continuously benchmarking itself against the WORLD'S BEST. As an institution with a difference, it looks beyond its boundaries and strives hard to achieve better of the best in Management Education.
>
> **MISSION**
> Our mission is to impart value-based management education, designed to prepare young men and women for leadership positions in corporate and non-corporate sectors through a relentless pursuit of excellence in teaching, research, consultancy, management development and industry-institution interaction in the country and abroad.

6.2 Does the Institution has a management Information System

> **YES**

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

### 6.3.1  Curriculum Development

- Introduced add on courses for first and second semester on soft skill.
- Introduced book review session in the 3rd semester for 25 marks
- Short movies

### 6.3.2  Teaching and Learning

- Short movie presentation with out-door shooting
- Social survey

### 6.3.3  Examination and Evaluation

- 25 marks for book review marks
- Introduction of pre presentation for project work

### 6.3.4  Research and Development

- Social survey
- Preparation of project report on the basis of survey findings
- Forwarded application to UGC (12 B and 12 F)

### 6.3.5  Library, ICT and physical infrastructure / instrumentation

- Subscription of EBSCO and J gate Knowledge software
- Few research oriented books subscribed

### 6.3.6  Human Resource Management

- For students – Innovative teaching, learning, evaluating system was introduced as mentioned above.
- For faculty – Teacher evaluation programme was computerized with analysis through software.
- For Non teaching staff - Meeting were conducted to appraise them on the issue of quality

### 6.3.7 Faculty and Staff recruitment

- Faculty - 1
- Non teaching staff - 2

### 6.3.8 Industry Interaction / Collaboration

- Workshop conducted in association with IIMM
- Job Fair in association with KPPGCA
- MOU signed with HPCL for conducting workshop
- Conduct of Online examination
- Conduct of examinations of KMAT, Sikkim Manipal University, Indian Institute of Insurance, Vellore Institute of Technology.

### 6.3.9 Admission of Students

1) Sent Faculty Members To Attend Educational Fair at around Karnataka and Kerala.
2) Print Advertisement in Newspaper and Radio FM Advertisement.
3) Conducted Meeting with consultancy people for admissions
4) Visited colleges and gave college broachers

6.4 Welfare schemes for

| Teaching | Yes |
| Non teaching | yes |
| Students | yes |

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 | Academic Advisory Board comprising external members | YES | Governing Council of the Institute |
| Administrative | YES | Academic Advisory Board comprising external members | YES | Governing Council of the Institute |

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?

- Introduced barcode system
- Online submission of student's internal marks to university

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

- Provision of Internal assessment

6.11 Activities and support from the Alumni Association

- Rapport through group e-mail and social networking
- Assistance during summer internship, Project work and placement
- Annual alumni day celebrations

6.12 Activities and support from the Parent – Teacher Association

- Induction programme   for the first year students in the presence of parents.
- Annual parent's teacher meetings
- participation of the parents in the programmes

6.13 Development programmes for support staff

- Deputing to the workshops
- Conduct of meetings in the Institute

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

- Maintenance of the garden
- Planting trees around the campus
- Maintenance of the roads inside the campus

**Criterion – VII**

**7. <u>Innovations and Best Practices</u>**

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

- Softskills for Business - add on subject for Ist and IInd year students, in the name of soft skill for business to make students competitive towards job market. Various dimensions like group discussion, mock interview sessions, interview facing skills, email writing, etiquettes were added in the curricular.

- Dual specialisation – IIIrd and IVth semester students can take and additional specialisation with their normal specialisation. This was added mainly to give students diversified knowledge which will enhance their job proficiencies. Further during the said Acedemic year dual subject facility is also offered in computer science in addition to other regular subjects.

- Book review session was introduced in the third semester for 25 marks, wherein every students is expected to read, understand, internalise, analyse, review a book and present in the form of open presentation with in allotted 30 minutes.

- In the first semester students are put into six groups and each group is asked to prepare short movies with out-door shooting on any social-centric themes. On a definite date such short movies are presented followed with in-depth open discussion.

- Inspirational movies and CDs containing incidents of social relevance were viewed in open sessions along with the faculty followed by a thread-bare discussion on its social implications.

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

It was decided in Governing council, academic and staff meeting to conduct 5 workshops and 15 guest lecturer and student oriented programmes for the academic year 2013-14

- A joint expert lecture in association with Indian Institute of Materials Management by Mr. Sudarshana Kasture, Director, helpline Impex Pvt. Ltd, Mumbai, on the theme "Free Trade Agreements" on 6th Aug, 2013. About fifty delegates from MCF, MRPL and BASF participated in the programme, in addition to our students and faculty.

- Expert lecture by Mr. Ramani Venkat, Co-founder of Varnaaz Technologies, Bangalore on 8th Aug, 2013 on the theme "Neuro-Linguistic Programming".

- Mr. Kumble Narasimha Prabhu, CEO, Manipal Ace Pvt. Ltd, gave an expert lecture on the theme "Changing Life Style and Event Management" on 13th Aug, 2013.

- An expert lecture on the theme 'Dynamics of Foreign Exchange Market' by Mr. Varun Shenoy, on 3rd Sep, 2013.

- A joint proficient lecture in association with Indian Institute of Materials Management by Mr. T S N Moorthy, Chairman, NMPT, Mangalore on the theme "Port Handling: Imports and Exports " on 28th Oct, 2013.

- An expert lecture in association with Indian Institute of Material Management on 19th Nov, 2013 on theme "World Class Manufacturing" and Mr. Laxminarayana Kondoori, Vice President, MRPL was the recourse person.

- A joint lecture in association with Indian Institution material Management on the theme "Indirect Taxation in India" by Dr. Subrahmanya, Commissioner, Central Excise, Mangalore, on 4th Dec, 2013.

- An Expert lecture on "Human Right" by Prof. Uday Kumar, SDM Law College Mangalore on 18th Dec, 2013.

- Expert lecture by S.S Nayak, Chartered Accountant, Mangalore, on "Accounting and Tax Planning" on 10th January, 2014.

- Expert lecture by Prof. Shoban Narayan, Roshani Nilaya, Mangalore on the theme "Role of Women in Modern Indian" on 16th Jan, 2014.

- Twin Expert lecture programme was conducted in association with Indian Institute of Material Management on themes "Legal Metrology Act and Rule" by Thimmarayappa, Assistant Controller, Weights and Measures, Govt. of Karnataka and also "Information on CMA (ICWAI) by Sri Ullas Kumar, Chairman, ICWAI, Mangalore, on 12th Feb, 2014.

- An Expert lecture by Mr. Sumith Nayak, Vice President, Lotus Knowledge Pvt. Ltd, Mumbai on 20th Feb, 2014 on the theme "Indian Capital Market".

- An expert lecture on the theme "Emerging Employment Market in Financial Sector" by Mr. S.V. Deekshith on 28th Feb, 2014.

- An expert lecture by Mr. Joseph John, Mr. Promod Srivasthava, Mr. Nithin V.N. of Shell India Market Pvt. Ltd, Bangalore on the theme "Road Safety Awareness" on 9th Mar, 2013.

- An expert lecture by Dr Nagaraj, Principal, Dr A. V. Baliga Hospital, Udupi, on the theme, "Ill effects of Smoking, Alcoholism and Substance Abuse among Youth", on 8th May, 2014.

- Dr. Malini Hebbar, St. Agnes College Mangalore, gave an expert lecture on 14th May, 2014 on the theme "Personal Effectiveness".

- Student empowerment activities:

- One day workshop for the final year MBA students on the theme "Corporate Expectation and Career Preparation" on 10th Aug, 2013. Mrs. Shalini Sharma, Head, Training, Placement and Counseling Dept. of NMAM Institute of Technology Nitte, was the resource person and the workshop was inaugurated by Dr. Gangadhar, Principal, Sri Gokarnanatheshwara College, Mangalore.

- One day workshop for the final year MBA students on the theme "Role of Communication in Corporate Placements" on 18th Oct, 2013. Major Radhakrishna of Sringeri was the resource person and the workshop was inaugurated by Dr. Carmelita Goveas, Principal, Besant Evening College, Mangalore.

- One day workshop was conducted for the first year MBA students on the theme "Personality Development" on 18th Oct, 2013. Major RadhaKrishna, corporate trainer, was the resource person and the workshop was inaugurated by Prof. Dr. Ashalatha Suvanna, Shree Gokarnanatheshwara College, Mangalore.

- One day workshop on 19th Dec, 2013 for 1st year MBA Students, by Mr. Joslin Lobo, Corporate Trainer on the theme "Effective Communication".

- A two day placement training by '9 to 6' Consultants, Bangalore, on 7th and 8th Mar, 2014 and it was inaugurated by Dr. Parameshwar Bhat, Principal, Bharathi College, Mangalore.
- A two day workshop for 1st year MBA student was organized on 24th and 25th April, 2014 on theme "Multi Intelligence and Leadership Development for Effective Managers". Mr. Akshaya Adayanthaya, Prop: Aura HR Solution was guest of honour and Dr. Ganesh Bhat and Prof. S.L Angadi, Mysore were the resource persons.

**Student Activities during the current year:**
- Orientation programme for second year students was conducted on 25th July 2013, about the choice based subject, summer internship and project work.
- During the year, 115 students of different colleges opted our Institute to study the Choice Based Subject and an Induction programme for such students was conducted on 27th July, 2013.
- Our Students paid visit to Bala Samrakshna Kendra, an orphanage near Thokottu on 10th August, 2013, offered charity in cash and kind and also performed different programmes. About 50 students and 10 faculty participated in the event.
- Student wall magazine activity was inaugurated by Mr. Kumble Narasimha Prabhu, CEO, Manipal Ace Pvt. Ltd, on 13th Aug, 2013.
- Students and faculty visited the Mangalore plant of 'The Hindu' on 30th Aug, 2013 and had an interaction with the media.
- Teachers' day was celebrated on 5th Sep, 2013 and the Onam celebrations were organized on 13th Sep, 2013 with cultural programmes.
- Induction programme for first year students along with the parents was organised on 27th Sep, 2013.
- Student Council inauguration was done on 18sth Oct, 2013 by Dr. Hala Naik, Principal, MGM College, Udupi.
- Deepavali was celebrated on 30th Oct, 2013 at the campus with spiritual and entertainment programmes.
- Intra Management Fest was conducted on15th Nov, 2013
- New Year and Christmas Celebration on 31st Dec, 2013.
- Women's day was observed on 13th Mar, 2014 and Mrs. Maria Shanthi Fernadies, Medical Counsellor A. J. Hospital and Research Centre, was the Guest Resource Person. Our students, Mrs. Swapna Shetty J., Ms. Anjali Krishana, Mr. Shijjomon Yesudhas, Ms. Sreekha and Mr. Yakshith provided an insight on women empowerment. It was followed by a closed-door counseling for girl students on women's health.

- A Business quiz was conducted in association with Business Standard on 11th April, 2014.
- A cultural week was observed in April 2014 with a variety of events such as Collage, face painting, cartooning, rangoli, mehandi, tatoo designing, cooking without fire, traditional dressing, and dance as well as music competitions.
- Annual sports meet was held on 24th May, 2014 at A.J. Hospital ground and Mrs. Chaya N Thirthahalli, Alva's College, Moodbidri hoisted the flag to mark the beginning of the event.
- During the academic year four minor projects are taken up with field survey through our students, such as – 1. Organisation Commitment at HPCL outlets in Dakshina Kannada District. 2. An Assessment of the Attitude towards Entrepreneurship among Higher Education Students in Dakshina Kannada District. 3. Survey on Resource Management by Entrepreneurs: A Micro Study of Select Entrepreneurs in Mangalore and 4. Entrepreneurial attitude and Behavior of Business Management Students:   An Empirical Study.   The said surveys are supervised by the faculty members: Dr. Vijaya Kumar, Prof. Chethan Kumar, Prof. Robin Shinde and Prof. Meenakshi Rao respectively.
- Entrepreneurship club was inaugurated on 6th Nov, 2013 by Mr. Socrates, Director, Ministry of Small And Medium Scale Industries, Govt. of India, and spoke on theme "Entrepreneurship Development in India".
- Inauguration of Finance Club and expert lecture on "Indian Capital Market and its Overview with Growth" by Dr. Prakash Pinto, Dean, Department of Management, St. Joseph Engineering College, Mangalore, on 6th Dec, 2013
- Inauguration of Marketing Club and expert lecture by Mrs. Bharthi Shevgoor, Editor, Magnum Intergraphics, Mangalore on 17th Dec, 2013 on the theme "Changing Market Scenario and the Expectations From the Management Students".

**Student Counseling, Demo and Training:**

- Talent hunt programme was organized at the Institute by Radio Mirchi, Bangalore in association with Voda Phone and Wonder Land, Mysore on 8th Oct, 2103.
- A placement orientation was conducted Mr. Ashith Poojary, Asst. Manager of TIME, on 25th Oct, 2013 on the theme, "How to Prepare for Competitive Examination of Banks and PSU's.
- Placement Orientation programme by Mr.Srinivas Pai, NIIT Imperia, Bangalore, 28th Oct, 2013.
- Similarly, ICICI Bank, Mangalore, conducted a placement orientation programme on 28th Oct, 2013.
- Demo was given to 1st Year MBA Students by Mr. D.T. Edwin, Bangalore on the usage of Ebsco Online Knowledge Software.
- Students were deputed to Pool Campus Employment Drive at Sahyadri College of Engineering, Aloysius Institute and Information Technology and Alva's Institute of Engineering Technology.

- ➤ The Institute conducted a walk-in-Interview through '9 to 6' Consultants, Bangalore on 16th Nov, 2013, for passed out students.
- ➤ As a social responsibility discharge measure, a Job fair was conducted on 21st and 22nd Mar, 2014, at the Institute campus. About 35 companies of international stature as well as local Organizations and about three thousand students participated in the event. About 450 candidates were shortlisted for placements, including our students. The said fair was inaugurated jointly by Dr. A.M. Narahari, Registrar, St. Aloysius College (Autonomous) and Mr. Fernandes, CEO, Fernandes Associates, Mangalore.
- ➤ On 12th May 2014, a Placement demo was conducted by Aura Enterprises for 2nd Year MBA students and by Mrs. Deekshith for 1st Year MBA students.
- ➤ During the year, arrangements were made to apply and procure PANCARD for about 25 Students.

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

- • Students visited orphanage, offered charity and programmes, interacted with the residents and prepared report
- • The Institution celebrated major festivals like Onam, Deepavali and Christmas.
- • Job Fair was conducted

*Provide the details in annexure (annexure need to be numbered as i, ii,iii)*

7.4 Contribution to environmental awareness / protection

- • Campus cleaning was conducted on continuous basis.
- • Tress were planted around the 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)

It is the vision of the institute to implement all the student centric activities religiously as per the schedule prepared in the beginning of each semester to empower them as per  the lines of social expectations.
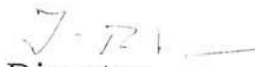
8. **Plans of institution for next year**

- • It is decided to conduct 16 aptitude test for IInd year students in order to enable students to clear competitive, bank exams and initial selection test of the companies.
- • It is also decided to conduct 6 mock interview sessions for the IInd year students to develop the skills of facing interview among the students.
- • decided to hold the Job fair as an annual feature

# A.J. INSTITUTE OF MANAGEMENT

## Calendar of Events - July to Dec 2013

| Date | Day | Event | Faculty Incharge |
|---|---|---|---|
| 25th July, 2013 | Thu | Commencement of III Semester Classes | - |
| 1st Aug, 2013 | Thu | Finalizing nomination for the Student Council Forum | Prof. Meenakshi Rao |
| 2nd Aug, 2013 | Fri | Release of Anveshana Journal | Dr. Govinda Bhat |
| 6th Aug 2013 | Tue | Expert Lecture I | Prof. Deepak Rao |
| 10th Aug, 2013 | Sat | Visit to Orphanage | Prof. Chethan Kumar |
| 23rd Aug, 2013 | Fri | Inauguration of Placement Training | Prof. Robin Shinde |
| 30th Aug, 2013 | Fri | Social Survey by III semester student | Dr. Vijaya Kumar |
| 03rd Sep, 2013 | Tue | Expert Lecture II | Prof. Rashmitha K. |
| 18th – 20th Sep, 2013 | Wed – Fri | Ist Internal Examination for III Semester | Dr. Vijaya Kumar |
| 23rd Sep, 2013 | Mon | Induction programme for I MBA | Prof. Meenakshi Rao |
| 23rd Sep, 2013 | Mon | PTA Meeting | Prof. Chethan Kumar |
| 26th Sep, 2013 | Thu | Expert Lecture III | Dr. Vijaya Kumar |
| 27th Sep, 2013 Onwards | Fri | Faculty – Student interaction under mentorship programme. | Prof. Robin Shinde |
| 1st Oct, 2013 | Tue | Student Council Inauguration | Prof. Meenakshi Rao |
| 8th Oct, 2013 | Tue | Cultural Club Event | Prof. Rashmitha K. |
| 10th Oct, 2013 | Thu | Entrepreneur Club Event | Prof. Arathi |
| 15th Oct, 2013 | Tue | Anti – Women harassment cell Event | Prof. Meenakshi Rao |
| 17th Oct, 2013 | Thu | Expert Lecture IV | Prof. Chethan Kumar |
| 22nd Oct, 2013 | Tue | Intra Fest | Prof. Meenakshi Rao |
| 26th Oct, 2013 | Sat | Social Survey CBS Batch – A | Prof. Chethan Kumar |
| | | Social Survey CBS Batch – B | Prof. Robin Shinde |
| 29th Oct, 2013 | Tue | Anveshana UG Level Fest | Prof. Arathi |
| 06th – 08th Nov, 2013 | Wed – Fri | 2nd Internal for III Semester and 1st Internal for I Semester | Dr. Vijaya Kumar |
| 12th Nov, 2013 | Tue | Finance Club Event | Prof. Chethan Kumar |

| 13th Nov, 2013 | Wed | Viva-Voce for III Semester | Dr. Vijaya Kumar |
|---|---|---|---|
| 14th Nov, 2013 | Thu | Marketing Club Event | Prof. Deepak Rao |
| 19th Nov, 2013 | Tue | HR Club Event | Prof. Rashmitha K. |
| 20th Nov, 2013 | Wed | End of III Semester classes | - |
| 21st Nov, 2013 | Thu | Human Rights Cell Activity | Prof. Arathi |
| 28th Nov, 2013 | Thu | Workshop for I Semester | Prof. Rashmitha K. & Prof. Arathi |
| 02nd Dec, 2013 | Mon | III Semester University Examination | Dr. Vijaya Kumar |
| 17th Dec, 2013 | Tue | Workshop for Ist Semester | Prof. Chethan Kumar & Prof. Deepak Rao |
| 12th – 24th Dec, 2013 | | Release of Anveshana Journal | Dr. Govinda Bhat |
| 31st Dec, 2013 | Tue | Viva – Voce for I Semester | Dr. Vijaya Kumar |
| Club Activities | | Every Friday 3.30 – 4.30 pm | Various Club Heads |
| Review Meeting | | Every 4th Saturday, 2.00 – 3.00 pm | |
| MOU College Activities may be scheduled after consulting the college concerned so as to finish it by December 2013 | | | MOU Co-ordinator |
| Teacher Club Activities as per the separate Schedule | | | Dr. Govinda Bhat |
| Placement Training as per the schedule | | | Prof. Robin Shinde |
| Faculty – Student interaction under mentorship and Project Work | | | Prof. Robin Shinde |
| Faculty Advisor I MBA | | | Prof. Deepak Rao |
| Faculty Advisor II MBA | | | Prof. Arathi |
| Examination Co-ordinator | | | Dr. Vijaya Kumar |

Director

# A.J. INSTITUTE OF MANAGEMENT

## Calendar of Events (Term II) – Jan to July 2014

| Date | Day | Event | Faculty Incharge |
|---|---|---|---|
| 08th Feb, 2014 | Sat | Book Review by Prof. Chethan Kumar and Prof. Deepak Rao | Dr. Govinda Bhat |
| 10th Feb, 2014 | Mon | Commencement of II & IV Semester | - |
| 15th Feb, 2014 | Sat | Submission of the Internship Report | Prof. Robin Shinde |
| 15th Feb, 2014 | Sat | HPCL - Workshop | Prof. Robin Shinde |
| 18th Feb, 2014 | Tue | Presentation of Internship Report | Prof. Robin Shinde |
| 20th Feb, 2014 | Thu | Expert Lecture – V and Release of Anveshana Journal and AJIM Expression | Dr. Govinda Bhat and Prof. Chethan Kumar |
| 22nd Feb, 2014 | Sat | Book Review by Prof. Arathi and Prof. Robin Shinde | Dr. Govinda Bhat |
| 22nd Feb, 2014 | Sat | Social Survey - II MBA | Dr. Vijaya Kumar |
| 26th Feb, 2014 | Wed | PTA meeting | Prof. Chethan Kumar |
| 04th Mar, 2014 | Tue | Workshop (3) I MBA | Prof. Meenakshi Rao |
| 07th Mar, 2014 | Fri | Expert Lecture - VI | Prof. Meenakshi Rao |
| 11th Mar, 2014 | Tue | Interactive Video Presentation - II MBA | Prof. Chethan Kumar |
| 21st & 22nd Mar, 2014 | Fri-Sat | Job Fair | Prof. Robin Shinde |
| 28th Mar, 2014 | Fri | Sports Day | Prof. Deepak Rao |
| 2nd Apr, 2014 to 04th Apr, 2014 | Wed-Fri | 1st Internal exam for II & IV Semester | Dr. Vijaya Kumar |
| 08th Apr, 2014 | Tue | Project Presentation – II MBA | Prof. Robin Shinde |
| 10th Apr, 2014 Onwards | Thu | Cultural Club Events | Prof. Chethan Kumar |
| 12th Apr, 2014 | Sat | Social Survey - I MBA | Prof. Meenakshi Rao |
| 15th Apr, 2014 | Tue | Expert Lecture – VII | Prof. Arathi |
| 18th Apr, 2014 | Fri | Project Viva | Prof. Robin Shinde |
| 25th Apr, 2014 | Fri | Annual day Celebration & Alumni Meet | Prof. Meenakshi Rao & Prof. Robin Shinde |
| 29th Apr, 2014 | Tue | Workshop (4) I MBA | Prof. Arathi |
| 02nd May, 2014 | Fri | Interactive Video Presentation – I MBA | Prof. Robin Shinde |
| 10th May, 2014 | Sat | Book Review by Prof. Rashmitha Kotian | Dr. Govinda Bhat |

| 13th May, 2014 | Tue | Expert Lecture VIII | Prof. Robin Shinde |
|---|---|---|---|
| 20th May, 2014 | Tue | Faculty Development Programme | Dr. Govinda Bhat |
| 28th May, 2014 To 30th May, 2014 | Wed – Fri | 2nd Internal for II Semester and IV Semester | Dr. Vijaya Kumar |
| 02nd June, 2014 | Mon | Viva-Voce I MBA | Dr. Vijaya Kumar |
| 07th June, 2014 | Sat | End of II & IV Semester | |
| 23rd June, 2014 | Mon | Commencement of Mangalore University examination – II & IV Semester | Dr. Vijaya Kumar |
| MOU College Activities may be scheduled after consulting the college concerned so as to finish it by July 2014 | | | MOU Co-ordinator |
| Student Activities as per schedule given below | | | Prof. Meenakshi Rao |
| Teacher Club Activities as per the separate Schedule | | | Dr. Govinda Bhat |
| Placement Training as per the separate schedule | | | Prof. Robin Shinde |
| Faculty Advisor I MBA | | | Prof. Deepak Rao |
| Faculty Advisor II MBA | | | Prof. Arathi |
| Examination Co-ordinator | | | Dr. Vijaya Kumar |
| Faculty – Student interaction under mentorship and Project Work | | | Prof. Robin Shinde |

# Student Activities - 2014

## On Friday at 3.30p.m.

| Date | Day | Faculty Incharge I MBA | Faculty Incharge II MBA |
|---|---|---|---|
| 21.02.2014 | Fri | Prof. Robin Shinde | Dr.Govinda Bhat |
| 28.02.2014 | Fri | Prof. Arathi | Prof. Meenakshi Rao |
| 14.03.2014 | Fri | Prof. Deepak Rao | Prof. Rashmitha |
| 11.04.2014 | Fri | Prof. Chethan Kumar | Prof. Chethan Kumar |
| 09.05.2014 | Fri | Prof. Meenakshi Rao | Prof. Deepak Rao |
| 16.05.2014 | Fri | Prof. Rashmitha | Prof. Arathi |
| 23.05.2014 | Fri | Dr.Govinda Bhat | Prof. Robin Shinde |

Director

# A. J. INSTITUTE OF MANAGEMENT (AJIM)
## MANGALORE

"The joy of learning comes from you, for you make things simply wonderful to know."

*We cordially invite you for the...*

*Teacher's day      &      Onam Celebration*

*2013*

We request your presence and participation in the celebration
13th September 2013 at 10:30 a.m onwards

at

A. J. Auditorium

- 2nd Year MBA Students, AJIM

## Invitation for Deepavali Celebration

To celebrate and exude in the fun of Deepavali we have organized a series of events on 30th Oct 2013 – Wednesday

The celebration begins with Laxmi Pooja and Bhajan at 12 noon in Auditorium

Followed by delicious lunch.

To complete the celebration we encourage you to be dressed in your traditional best. You would be happy to note that we have also arranged for cultural programs post lunch.

We look forward to beginning the celebration this Diwali season with gaiety, fun and laughter and of course great bonding and camaraderie and this is possible only with your presence and active participation

We eagerly look forward to you joining us and together having wonderful Diwali celebration.

Date: 30 Oct 2013

Time: 12 noon onwards

Venue: Auditorium

# A REPORT
## ON
## ORPHANAGE VISIT- 2013



# MANGALA SEVA SAMITHI TRUST®

## "BALASAMRAKSHNA KENDRA"

Kuttarpadavu, Munnur Village & Post,
Mangalore Taluq, Dakshina Kannada,
Karnataka State - India

**SUBMITTED BY:**
**PROF. CHETHAN KUMAR**

Faculty Coordinator

AJIM- Mangalore.

**SUBMITTED TO:**
**DR. T. JAYAPRAKASH RAO**

Director - AJIM

Mangalore

*"The best way to find you is to lose yourself in the service of others. - Mahatma Gandhi"*

Name: Prof. Rashmitha R. Kotian

Name : Dr. T. Jayaprakash Rao

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Signature of the Coordinator, IQAC

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Signature of the Chairperson, IQAC

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