

Best Practices

First Best Practice:

Title of the Practice: Short Video Preparation and Inspirational Video Presentation

Objectives of the Practice: This best practice has two dimensions - Preparation of Short videos and Presentation of Inspirational videos. The specific objectives of the practice are To unleash hidden talents, creativity of students and to build team spirit among them. To provide the hands on experience to the students on the application of management theories to practice. Creating awareness among the issues of social concern.

The Context: Themes such as environment protection, go-green, corruption etc., are selected for short video preparation, to create awareness on the themes and to address such social menace. For inspirational video presentation, subjects like stories of successful personalities, results of inspirations, family, culture etc., are selected to motivate the students to inculcate values.

The Practices and Uniqueness:

Short Video Preparation- This practice is considered to be unique as such practice is not found in any other management institutions, functioning under Mangalore University. Under this practice, the students were divided into groups to produce short movies on the theme “Digital India”. On the occasion of releasing the movies along with the posters, the crew members share their experiences. A committee assesses the whole process, for the award of ‘Best Short Video’.

Inspirational Video Presentation- The selection of only those videos containing the issues of human values, ethics, social problems etc. not considering its commercial success is the uniqueness of this practice. A faculty member, selects and presents the videos in the presence of the Director, faculty and students. The participants make an in-depth discussion is on its social, economic and ethical dimensions.

Evidence of Success:

The prevalence of the practice during the last four years is a testimony of the success. Students are able to work together as a team, despite their cultural differences, study background, geographical and genetic variations.

The practice successfully developed a sense of oneness, healthy human relations and mutual understanding in organizing all other activities at the Institute. It is also the matter of the fact that no single incident of any form of ragging, abuse, fight has taken place in the Institute as the over-all result of such best practice. This academic exercise has given an inspiration to the students to excel further, in the short movie contest as they won prizes in the national/state level competitions.

Problems Encountered and Resources Required: Undoubtedly, the Institute and the students encountered a few problems and underwent stress while practicing the exercise. To name a few, paucity of time, necessity of sophisticated equipment such as High Definition Video Camera and its usage, necessity of idea/expertise in the field of short movies etc.

Second Best Practice:

**Title of the Best Practice: Publication of Bi-annual Research Journal-Anveshana...
Search for
Knowledge**

Objectives of the Practice:

Today, higher education is considered as a trinity to perform three-fold functions: teaching-learning, research-publication and extension-development. With this background, the Institute is publishing this Research Journal with the specific objectives such as To carry-out research and publication activities religiously To create a research bent of mind among the students and faculty To facilitate the publication activities of the faculty of the Institute and other scholars To contribute to the existing bank of knowledge with new additions

- To develop quality academic relations with other academicians and institutions
- To strengthening the library of the Institute through getting other quality journals on exchange basis

The Context:

With the novel idea of contributing further, our Journal embraces the domain of knowledge from Commerce, Management, Finance, Marketing, Banking, Insurance, Human Resource Management, Agriculture etc. As the need of the hour, it focused on research articles, case studies, empirical reports and conceptual papers on contemporary issues. The Institute has brought out the special issues of the Journal intermittently, on some special occasions like

national conference etc. The Journal would contain invariability, a page for book review to enhance the reading practices among the people. The Institute also focused on the regional representation and cross sections of the society while selecting the scholarly articles for publication, to know around better. Most importantly, the Institute ventured to enter the area of publication when there was dearth of quality research articles as no other educational institution under Mangalore University, thought of bringing out a research journal. Even now, it is a matter of pride to state that the Institute is much ahead in publication activities as compared to similar publications.

The Practice:

The journal is published as bi-annual for the last seven years. The Institute is continuing this best practice strictly adhering to its Publication Policy as given in the journal website, (www.anveshana.in). The Publication Policy provides the inputs of publisher's details, ISSN Registration, review systems, composition of the Editorial Board, regional representation in the selection of articles, royalty for the articles, copy right, subscription rates and instructions to authors.

Evidence of Success:

- Uninterrupted Publication for seven years without any break and delay.
- As an evidence of success, our publication has the ISSN -2249-1449.
- Indexed in international online journal portals-J-Gate and ProQuest.
- The Institute has also applied for including the journal in the list of journals maintained by the UGC.
- Today, the Institute never felt the dearth for quality articles, as we receive the articles in abundance.
- The Research Journal has its own website, (www.anveshana.in).
- The Institute is able to develop an editorial board comprising high profile academicians all over country, including an international scholar. Because of the strength and success of the Journal, the Institute is able to set a separate Research Centre with all facilities.

Problems Encountered and Resources Required

Undoubtedly, the Institute has encountered a few minor or major problems in the span of seven years of the footprints of its publications. The problems encountered consist of necessity of quality articles, challenge of timely publication, reviews of articles, ICT related

changes and challenges, cost escalation, resources required and strengthening the list of subscribers