

Best Practices – 2 (For the academic year 2016-17)

Title of the Practice	SHASUN SUMVRDDHI
Goal	To create a Center of Excellence in Commerce, in particular in Retailing.
Context	The College has initiated „Shasun Sumvrddhi“ which aims at enhancing the teaching, learning, and the research skills of the staff and students through diversification and create an atmosphere, approach and attitude towards Holistic Development.
Practice	<ul style="list-style-type: none"> • The ‘Shasun Sumvrddhi’ has developed the following Cell to activate the programmes: • SAI: Shasun Alliance with Industry- to facilitate the college to understand the requirements and the opportunities available with the Industry. • SDA: Shasun Data Analytics- to facilitate Big Data Analytics of Internal and External Sources. • SKC: Shasun Knowledge Centre- to facilitate the Faculty Development and Research. • SSC: Shasun Shakthi Cell- to facilitate students development programmes and Research through SANKALP-Shasun Knowledge and Advocacy Lead Programme. • SEEP: Shasun Education Enhancement Programme facilitates certificate and training programmes for the retailers and research projects of the retailers.
Evidence of Success	<ul style="list-style-type: none"> • Training Programme is offered to a few Retailers of Chennai City. • Initiated with two minor projects one on the Micro entrepreneurs of Pandy Bazaar, and for the Differently abled. • Initiated the Train the Trainer Programme. • Initiated a Mobile Application for Functional English and Grammar.
Problems encountered	<ul style="list-style-type: none"> • Identify the Industrial requirement. • Visioning and creating the right kind of resources.