

Institutional Best Practices – 2022 – 23

Best Practice – 1: Extension Activities

The Centre of Extension Activities conducts programmes to augment a sense of compassion among students. The activities build relationships while working with NGOs, government agencies, and companies. Shasun Clubs conducts extension activities to create a social connect and community engagement.

OBJECTIVES OF THE PRACTICE

The objectives are:

- To provide opportunities for students to engage in social service and community activities.
- To kindle a socially conscious mindset.
- To impart value-based holistic education.

The intended outcomes are:

- Students learn to care for others.
- Students share the acquired knowledge and skills with the underprivileged community.
- Student develop a holistic personality.
- Students learn and set goals for their future and for the society.

THE CONTEXT

The institution believes empathy and concern for others is significant for a value-based holistic education. Hence, extension activities are highly relevant for the growth of the student.

THE PRACTICE

Each student becomes a member of a chosen club for the first two years. There are 21 clubs such as NSS, Rotaract Club, Red Ribbon Club, Youth Red Cross, Yuva Shakthi Club, Environment Club, Heritage Club, Art and Craft Club, etc.

Collaborating with government agencies and NGOs, activities such as blood donation, health checkup camps, sapling plantation, hair donation for cancer patients, Swachhata Pakhwada,

distribution of food packets and provisions, cleanliness drives, awareness programmes and rallies are undertaken.

EVIDENCE OF SUCCESS

Students participated enthusiastically in various activities. A few are listed below.

- NSS organized an awareness programme on “Say No to Drugs”. Mr. K. Bharathi Rajan, Assistant Commissioner of Police, T.Nagar addressed the students on how to deal with drugs and its consequences.
- NSS and Rotaract Club participated in the Mega Beach Cleaning Drive at Elliots Beach organised by Yamaha Motors and Bhumi NGO. The volunteers removed the garbage and spread awareness to beach goers to use dustbins to reduce the waste.
- Rotaract Club in association with Rotary Club of Madras Central distributed blankets to the inmates of Annai Ullam Old Age Home, Kodambakkam on 29th September 2022 as part of “Josh 75” Project.
- NSS organised Blood Donation Camp in collaboration with Terapanth Yuvak Parishad on 17th September 2022 with the help and guidance of a team of doctors and nurses from Rajiv Gandhi Government Hospital.
- NSS volunteers cleaned and dusted the Government Hospital at Valasaravakkam in accordance with the Swachh Bharat programme in collaboration with Greater Chennai Corporation (GCC). They also took up a pledge to keep their surroundings clean and neat.

PROBLEMS ENCOUNTERED

The students of the institution are enthusiastic to explore internship and part-time work options. They also take up various additional courses. Hence, many students do not find the time to engage in social service initiatives.

RESOURCES REQUIRED

A brain-storming or think tank room for the Centre of Extension Activities would enable the team to share ideas and resources. Free or nominal access to the college bus and / or van would cater to the safety of students and increase mobility to specific needy community.

Best Practice – 2: Entrepreneurship Skill Training and Business Incubation

OBJECTIVES OF THE PRACTICE

Shabash- Entrepreneurship Development Cell is operating since 2012 in order to encourage the budding entrepreneurs to gain knowledge in the entrepreneurial skill and business activities.

To motivate the young women to become successful entrepreneurs and outfit them with life skill needed for entrepreneurship. To encourage students be a job provider than a job seeker.

THE CONTEXT

Entrepreneurs are not born, they are molded with experiences they gain out of passion, thirst for creativity and innovation, hard work and dedication. Shabash- ED Cell led the students towards their passion to become an entrepreneur from the pre-incubation stage to a successful start-up. Students gain high level of knowledge and practical exposure through various events organized to achieve the dreams of the aspiring entrepreneurs.

Shabash- Entrepreneurial Development Cell facilitates in creating an entrepreneur eco-system and experiential learning for the aspiring and budding entrepreneurs.

THE PRACTICE

Shabash - Entrepreneurship Development Cell of our college is an instrumental in leveraging the potential of our budding entrepreneurs by organizing events such as,

- Mentoring workshops
- My Story Sessions
- Motivational Workshops
- Skill Training Courses in collaboration with KVIC (Herbal products, Bakery products, Food processing, Aari works, Herbal sanitary in pad making, Homemade chocolates, Beauty parlor, Fabric Painting)
- Daily Vend in Stalls
- B-Plan workshops and competitions
- Campus Business
- Earn while learn
- Shasun Bazaar

Shasun Bazaar gives an opportunity to the budding entrepreneurs to display their creative and innovative products in their stalls. The students learn the skill of marketing their products with high competition and adopting innovative business strategies. Students exhibit their creativity in arts, crafts, food and trading.

EVIDENCE OF SUCCESS

The workshop and programmes organised demonstrate the emphasis on entrepreneurship and its evidence of success was measured by no. of students emerging as budding entrepreneurs. There are 126 students emerged as budding entrepreneurs successfully running business in the field Herbal products, Beauty Parlor, Herbal Pads, Event Management, Flouriest, Boutique, Fashion Designer, Restaurant, Bakery, Art & Craft, Trading etc.

Shabash ED-cell receives an over whelming response of registration of 90 to 110 stalls owners every year for Shasun Bazaar. Around 6000 plus women visitors which includes college students, parents, siblings and public participated in Shasun Bazaar.

Details of Shasun Bazaar 2023- 'Galaxy of Merchandising 2k23'

Total No of stalls registered	: 101
Stall owners Total Sales	: Rs. 7, 72,754
Stall owners Profit	: Rs. 3,35,880
Shabash Fund Generation	: Rs 100492/-

Shabash ED-Cellinitiated Retro shops campus businesses for the present students and Alumni operating inside the campus from 19th December 2022. The Sales and profit on an average from the student run campus business are given below:

- No of shops owned by Students : 10
- Total Sales : 4,37,546
- Total Profit : 1,88,145

PROBLEMS ENCOUNTERED

1. All certified skill courses needs 30 hours of training, so student's enrolment is limited.
2. Identification of qualified resource person and their availability is always unpredictable.

3. The impact of the creating Entrepreneurs among the students will be feasible to measure only in the long time (at least after two years).
4. Continuous motivation and mentoring is required for the aspiring students to become entrepreneurs from the college as well as a high level of support from parent is also expected.

RESOURCES REQUIRED

1. Identifying the right skill training partners and ED-Trainers to associate with the institution to handle the skill courses.
2. Dedicated staff and facility team to assist in conducting ED –Bazaar and other workshops.
3. One to One mentors are required to assist the budding student’s entrepreneurs in their incubation start up stage.