

Version 5 dated 12-01-2018(23/5/2018)

*Guidelines for the Creation of the*

**Internal Quality Assurance Cell (IQAC)**

**and Submission of Annual Quality Assurance Report (AQAR) by Accredited Institutions**

*(For Affiliated/Constituent Colleges)*

**(Revised as per Revised Accreditation Framework in November, 2017)**



**राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद**

विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान

**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL**

*An Autonomous Institution of the University Grants Commission*

P. O. Box. No. 1075, Opp: NLSIU, Nagarbhavi, **Bengaluru - 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*

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***Published by:***

**The Director**

National Assessment and Accreditation Council (NAAC)

P. O. Box. No. 1075, Nagarbhavi,

**Bengaluru - 560 072, India**

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***Printed at:***

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**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 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, institutions need to channelize its efforts and measures towards promoting the holistic academic excellence including the peer committee recommendations.

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 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 by IQAC to remove deficiencies and enhance quality like the "Quality Circles" in industries.

## ***IQAC – Vision***

To ensure quality culture as the prime concern for the Higher Education Institutions through institutionalizing and internalizing all the initiatives taken with internal and external support.

## **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) Relevant and quality academic/ research programmes;
- 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 assessment and evaluation process;
- 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
- b) Parameters for various academic and administrative activities of the institution;
- c) 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;
- d) Collection and analysis of feedback from all stakeholders on quality-related institutional processes;
- d) Dissemination of information on various quality parameters to all stakeholders;
- 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) Periodical conduct of Academic and Administrative Audit and its follow-up
- j) Preparation and submission of the Annual Quality Assurance Report (AQAR) as per guidelines and parameters of NAAC.

## **Benefits**

***IQAC will facilitate / contribute to***

- a) Ensure 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. Teachers to represent all level (Three to eight)
3. One member from the Management
4. Few Senior administrative officers
5. One nominee each from local society, Students and Alumni
6. One nominee each 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, accordingly the representation of teachers may vary. 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 is advisable to change the co-ordinator after two to three years to bring new thoughts and activities in the institution.



- ♦ 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 the 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/competent person with experience and exposure 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 essential that the coordinator may have sound knowledge about the computer, data management and its various functions such as 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 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 by end of September every year positively. 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 as quality sustenance initiatives undertaken by them.

The Annual Quality Assurance Report (AQAR) may be the part of the Annual Report. The AQAR shall be approved by the statutory bodies of the HEIs (such as Governing Council/

Executive Council/Board of Management) for the follow up action for necessary quality enhancement measures.

***The IQACs may create its exclusive window tab on its institutional website for keeping the records/files of NAAC, Peer Team Reports, AQAR, and Certificate of Accreditation Outcomes and regularly upload/ report on its activities, as well as for hosting the AQAR.***

### **Revised Accreditation Framework**

NAAC has launched Revised Accreditation Framework since July, 2017 and hence AQAR format also modified, in cognizance with the new methodology. The tools and parameters are designed in the new AQAR format are in such a way that the preparation of AQAR would facilitate the HEI's for upcoming cycles of Accreditation. Data collected/prepared infuses quality enhancement measures undertaken during the years. Further, it also adds quality enhancement and quality sustenance measures undertaken in teaching, learning, research, extension and support activities of the Institution. It is hoped that new AQAR would facilitate Educational Institutions for creating a good database at Institutional level for enhancing the quality culture.

As per the Revised Accreditation Framework (RAF), the NAAC Accredited institutions need to submit the AQAR online. NAAC is in the process of ICT integration in Assessment and Accreditation. The login id for the online submission for AQAR submission will be the e-mail id used for the IIQA. The AQAR submission is part of the post accreditation module, in due course of time. NAAC portal will have the facility to submit the AQAR online and Institutions will receive automated response. AQAR of the preceding year be submitted to the NAAC within six months i.e. the institutions should submit the AQAR before 31<sup>st</sup> December of every year.

***The Higher Education Institutions need not submit the printed/hard copy of AQAR to NAAC.***  
**Mandatory Submission of AQAR by IQAC**

The Executive Committee of NAAC has decided that **regular submission of AQARs is mandatory for 2<sup>nd</sup> and subsequent cycles of accreditation with effect from 16<sup>th</sup> September 2016:**

The following are the pre-requisites for submission of IIQA for all Higher Education Institutions (HEIs) opting for 2<sup>nd</sup> and subsequent cycles of A& A:

- Having a functional IQAC.
- The minutes of IQAC meeting and compliance to the decisions should be uploaded on the institutional website.
- Mandatory submission of AQARs on a regular basis for institutions undergoing the second and subsequent cycles of Assessment and Accreditation by NAAC.
- Upload the AQAR's on institutional website for access to all stakeholders.

***Note: The terms and abbreviation used in AQAR are in accordance with respective manuals for assessment of NAAC. Please refer institutional manual for glossary and abbreviations terms used in AQAR.***

**The Annual Quality Assurance Report (AQAR) of the IQAC**  
**(For Affiliated/Constituent Colleges)**

Institutions Accredited by NAAC need to submit an Annual self-reviewed progress report i.e. Annual Quality Assurance Report (AQAR) to NAAC, through its IQAC. The report is to detail the tangible results achieved in key areas, specifically identified by the IQAC at the beginning of the Academic year. *The AQAR period would be the Academic Year. (For example, July 1, 2017 to June 30, 2018)*

**Part – A**

**Data of the Institution**

*(data may be captured from IIQA)*

1. Name of the Institution                      A.J. INSTITUTE OF MANAGEMENT

- Name of the Head of the institution :    DR. T. JAYAPRAKASH RAO
- Designation:    DIRECTOR
- Does the institution function from own campus: YES
- Phone no./Alternate phone no.:            0824-2455340
- Mobile no.: 9448812099
- Registered e-mail: ajimmangalore@rediffmail.com
- Alternate e-mail : deep\_gdc@yahoo.co.in
- Address        :OPP. MAHINDRA SHOWROOM, KOTTARA CHOWKI
- City/Town     : ASHOK NAGAR POST, MANGALORE
- State/UT       : KARNATAKA
- Pin Code       : 575006

2. Institutional status:

- Affiliated / Constituent: AFFILIATED
- Type of Institution: Co-education/Men/Women (CO-EDUCATION)
- Location : Rural/Semi-urban/Urban: URBAN

- Financial Status: Grants-in aid/ UGC 2f and 12 (B)/ Self financing (please specify) SELF FINANCING
- Name of the Affiliating University: MANGALORE UNIVERSITY
- Name of the IQAC Co-ordinator : K. DEEPAK RAO
- Phone no. : 0824-2455340

Alternate phone no.

- Mobile: 8147618678
- IQAC e-mail address: ajimmangalore@rediffmail.com
- Alternate Email address: deep\_gdc@yahoo.co.in

3. Website address: [www.ajimmangalore.ac.in](http://www.ajimmangalore.ac.in)

Web-link of the AQAR: (Previous Academic Year): <http://ajimmangalore.ac.in/aqar-report/>

4. Whether Academic Calendar prepared during the year?

Yes/No....., if yes, whether it is uploaded in the Institutional website: YES

Weblink: [http://ajimmangalore.ac.in/wpcontent/uploads/2018/05/Calendar\\_of\\_Events.pdf](http://ajimmangalore.ac.in/wpcontent/uploads/2018/05/Calendar_of_Events.pdf)

#### 5. Accreditation Details:

Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1 <sup>st</sup>	B	2.83	2012	from: 2012 to: 2017
2 <sup>nd</sup>	B <sup>+</sup>	2.67	2017	from:2017 to: 2022
3 <sup>rd</sup>				from: to:
4 <sup>th</sup>				from: to:
5 <sup>th</sup>				from: to:

6. Date of Establishment of IQAC: DD/MM/YYYY: 18/05/2012

#### 7. Internal Quality Assurance System

7.1 Quality initiatives by IQAC during the year for promoting quality culture		
Item /Title of the quality initiative by IQAC	Date & duration	Number of participants/beneficiaries
Workshop on the theme “Preparations for Placements: An overview	30.07.2017 One Day	85
Workshop on “Personality Development”	3 <sup>rd</sup> & 4 <sup>th</sup> November, 2017 Two Day	103
MDP Programme on “Entrepreneurship Development”	15.12.2017 One Week	25

7 days workshop on the theme “Placement Preparations”	25.01.2018 One Week	91
Workshop on “Self-Awareness for Personal Effectiveness”	28.02.2018 & 28.02.2018 Two days	105
Special Seminar on Goods and service Tax	17.08.2017 & One Day	91
Inauguration of ED Club and Expert Lecture on “Entrepreneurship Development”	18.08.2017 & One Day	202
Inauguration of SAP & GST Classes, Expert Lecture on GST	08.09.2017 & One Day	80
Expert Lecture on Banking and Insurance	15.11.2017 & One Day	101
Expert Lecture on Breaking the mental block	16.11.2017 & One Day	204
Expert Lecture on GST in association with IIMM	24.11.2017 & One Day	25
“Women under the Protection of Law”	07.02.2018 & One Day	110
“Career Opportunity in the Overseas”	21.02.2018 & One Day	211
Open Seminar sessions on Cancer Awareness among the Public	07.03.2018 & One Day	85
Inauguration of World Women’s day & Expert Lecture on the theme “Health Safety of Women: Issues and Concerns”	08.03.2018 & One Day	
“Role of MBA students in the Development of New Technology”	09.03.2018 & One Day	106
“Positive Attitude and Stress Management”	14.03.2018 & One Day	88

**8. Provide the list of funds by Central/ State Government-  
UGC/CSIR/DST/DBT/ICMR/TEQIP/World Bank/CPE of UGC etc.**

Institution/ Department/Faculty	Scheme	Funding agency	Year of award with duration	Amount
-	-	-	-	-

**9. Whether composition of IQAC as per latest NAAC guidelines: Yes/No: YES**

\*upload latest notification of formation of IQAC

**Notification of a Meeting of IQAC held on 21<sup>st</sup> October 2017**

IQAC meeting of our Institute is convened on Saturday, 21st October, 2017 at 2.30 pm, at our Institute, to discuss the following matters in the agenda. We request you to kindly be present for the same and contribute your inputs.

**Agenda:**

- Approval of minutes of previous meeting.
- Submission of NAAC report.
- Overview of the activities of the last year.
- Vermicompost and Solar campus.
- Commencement of SAP and GST classes
- To receive suggestions from the members regarding quality improvement.
- Any other matter.
- Date of next meeting

**10. No. of IQAC meetings held during the year: 2**

The minutes of IQAC meeting and compliance to the decisions have been uploaded on the institutional website.....

Yes/No **YES** <http://ajimmangalore.ac.in/iqac/>

(Please upload, minutes of meetings and action taken report)

**11. Whether IQAC received funding from any of the funding agency to support its activities during the year? Yes No ✓**

If yes, mention the amount:

Year:

**12. Significant contributions made by IQAC during the current year (maximum five bullets)**

- \* SAP & GST certificate courses through Industry practitioners and CA practitioners.
- \* Free workshop on Vermicomposting for general public at the Institute campus.
- \* Recognition of outstanding performance of students in academic and management fests
- \* Special guest lecture on the theme “Women under the Protection of Law”.
- \* Short Movie presentations by students on the theme “Digital India”.

**13. Plan of action chalked out by the IQAC in the beginning of the Academic year towards Quality Enhancement and the outcome achieved by the end of the Academic year**

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 \*

**Calendar of Events 2017-2018**

<b>Academic Calendar Term – I July to Dec 2017</b>			
<b>Date</b>	<b>Day</b>	<b>Event</b>	<b>Achievements/Outcomes</b>
28 <sup>th</sup> July, 2017	Fri	Commencement of III Semester Classes	Achieved
31 <sup>st</sup> July, 2017	Mon	Internal workshop II MBA	Achieved
2 <sup>nd</sup> Aug, 2017	Wed	Project Work Orientation	Achieved
7 <sup>th</sup> Aug, 2017	Mon	Internship Viva-Voce for II MBA	Achieved
9 <sup>th</sup> Aug, 2017	Wed	Expert Lecture I - Entrepreneurship Club II MBA Release of Anveshana Journal	Achieved
10 <sup>th</sup> Aug, 2017	Thu	Short Movie Release	Achieved
19 <sup>th</sup> Aug, 2017	Sat	Social Survey ( II MBA - Batch A)	Not Achieved(Rescheduled)
23 <sup>rd</sup> Aug, 2017	Wed	Mock Interview by internal faculty (II MBA Batch A & B)	Achieved
30 <sup>th</sup> Aug, 2017	Wed	Club Activity II MBA (Batch A)	Achieved
		Interactive Video Session II MBA(Batch B)	Achieved
1 <sup>st</sup> Sep, 2017	Sat	Social survey ( II MBA - Batch B)	Not Achieved (Rescheduled)
6 <sup>th</sup> Sep, 2017	Wed	Onam and Teachers Day Celebration	Achieved
13 <sup>th</sup> Sep, 2017	wed	Expert Lecture II Finance Club – II MBA	Achieved
14 <sup>th</sup> & 15 <sup>th</sup> Sep, 2017	Thu-Fri	Workshop (II MBA A & B)	Achieved
20 <sup>th</sup> Sep, 2017	Wed	Expert Lecture III - HR club II MBA	Not Achieved (Rescheduled)
23 <sup>th</sup> Sep, 2017	Sat	Inauguration of Vermi Culture composite	Achieved
25 <sup>th</sup> Sep, 2017	Mon	Induction Programme for I MBA & PTA Meeting	Achieved
27 <sup>th</sup> Sep, 2017	Wed	Student Council Nomination (I MBA)	Achieved
28 <sup>th</sup> Sep, 2017	Thu	Sharada Pooja	Achieved
4 <sup>th</sup> Oct, 2017	Wed	Interactive Video Session II MBA (Batch A)	Achieved
		Club Activity II MBA (Batch B)	Achieved
5 <sup>th</sup> Oct ,2017	Thu	Expert Lecture I – I MBA (A & B)	Not Achieved (Rescheduled)
6 <sup>th</sup> Oct, 2017	Fri	Student Council Inauguration	Achieved
9 <sup>th</sup> – 11 <sup>th</sup> Oct, 2017	Mon-Wed	I Internal Examination – II MBA	Achieved
12 <sup>th</sup> & 13 <sup>th</sup> Oct, 2017	Thu-Fri	Workshop for I MBA (Batch – A & B)	Achieved
13 <sup>th</sup> Oct, 2017	Fri	Preliminary Presentation Project Work	Achieved
14 <sup>th</sup> Oct, 2017	Sat	Social survey I MBA ( Batch A)	Not Achieved (Rescheduled)
19 <sup>th</sup> Oct, 2017	Thu	Club Activity I MBA (Batch A)	Achieved



		Interactive Video Session I MBA(Batch B)	Achieved
26 <sup>th</sup> Oct, 2017	Thu	Intrafest	Achieved
28 <sup>th</sup> Oct, 2017	Sat	Social survey I MBA ( Batch B)	Achieved
31 <sup>st</sup> Oct,2017	Tue	Expert Lecture IV - Marketing Club – II MBA (A & B Batch)	Achieved
4 <sup>th</sup> Nov, 2017	Sat	Outreach Programme	Not Achieved(Rescheduled)
9 <sup>th</sup> Nov, 2017	Thu	Expert Lecture II – I MBA (A & B Batch)	Achieved
20 <sup>th</sup> - 22 <sup>nd</sup> Nov, 2017	Mon-Wed	I Internal Examination (I MBA) & II Internal Examination (II MBA)	Achieved
23 <sup>rd</sup> Nov, 2017	Thu	Expert Lecture III – I MBA (A & B Batch)	Achieved
24 <sup>nd</sup> Nov , 2017	Fri	Student Teacher Evaluation (II MBA)	Achieved
25 <sup>th</sup> Nov, 2017	Sat	End of III Semester classes	-
30 <sup>th</sup> Nov 2017	Thu	Interactive Video Session I MBA(Batch A)	Achieved
		Club Activity I MBA (Batch B)	Achieved
4 <sup>th</sup> & 5 <sup>th</sup> Dec, 2017	Mon-Tue	Faculty Development Programme	Not Achieved(Rescheduled)
7 <sup>th</sup> Dec 2017	Thu	Commencement of III Sem University Exam	-
7 <sup>th</sup> Dec 2017	Thu	Club Activity I MBA (Batch A & B)	Achieved
14 <sup>th</sup> Dec, 2017	Thu	Expert Lecture IV – I MBA (A & B Batch)	Achieved
18 <sup>th</sup> – 20 <sup>th</sup> Dec, 2017	Mon-Wed	II Internal Examination	Achieved
21 <sup>st</sup> Dec, 2017	Thu	Viva – Voce for I MBA	Achieved
28 <sup>th</sup> Dec 2017	Thu	Student Teacher Evaluation (IMBA)	Achieved
30 <sup>th</sup> Dec 2017	Sat	End of I Semester classes	

#### Academic Calendar Term 2- Jan to June 2018

Date	Day	Event	Achievements/Outcomes
22 <sup>nd</sup> to 25 <sup>th</sup> Jan, 2018	Mon-Thu	Placement Workshop (II MBA)	Achieved
30 <sup>th</sup> to 31 <sup>st</sup> Jan 2018	Tue-Wed	Internal Workshop (II MBA)	Achieved
2 <sup>nd</sup> Feb, 2018	Fri	Commencement of II & IV Semester Classes	-
7 <sup>th</sup> Feb, 2018	Wed	Expert Lecture I (II MBA) / Anveshana Release	Achieved
8 <sup>th</sup> Feb, 2018	Thu	Interactive Video Session (I MBA Batch – A)	Achieved
		Club Activity (I MBA Batch – B)	Achieved
9 <sup>th</sup> Feb, 2018	Fri	One day Workshop (I MBA Batch – A)	Achieved
10 <sup>th</sup> Feb, 2018	Sat	Social survey ( II MBA – Batch B)	Achieved
		Social Survey (I MBA Batch – B)	Achieved
16 <sup>th</sup> Feb, 2018	Fri	One day Workshop (I MBA Batch – B)	Achieved
17 <sup>th</sup> Feb, 2018	Sat	Outreach Programme	Achieved
19 <sup>th</sup> Feb, 2018	Mon	Sports Indoor	Achieved
21 <sup>st</sup> Feb, 2018	Wed	Club Activity (II MBA)	Achieved
22 <sup>nd</sup> Feb, 2018	Thu	Club Activity (I MBA Batch – A)	Achieved
		Interactive Video Session (I MBA Batch – B)	Achieved
24 <sup>th</sup> Feb, 2018	Sat	Workshop for general public	Not Achieved
26 <sup>th</sup> Feb, 2018	Mon	Inauguration of Solar Campus / Intrafest	Not Achieved/ Achieved



28 <sup>th</sup> Feb, 2018	Wed	Club Activity (II MBA Batch A –B)	Achieved
1 <sup>st</sup> March, 2018	Thu	Expert Lecture I (I MBA)	Achieved
5 <sup>th</sup> – 7 <sup>th</sup> March, 2018	Mon-Wed	I Internal Examination	Achieved
8 <sup>th</sup> March, 2018	Thu	Expert Lecture II (II MBA)	Achieved
10 <sup>th</sup> March, 2018	Sat	Social Survey (II MBA)	Not Achieved
		Industrial Visit (I MBA Batch A)	Achieved
14 <sup>th</sup> March, 2018	Wed	Expert Lecture II (I MBA)	Achieved
15 <sup>th</sup> March, 2018	Thu	Expert Lecture III (I MBA)	Achieved
17 <sup>th</sup> March, 2018	Sat	Social Survey (I MBA Batch – A)	Not Achieved
		Industrial Visit (I MBA Batch – B)	Achieved
21 <sup>st</sup> March, 2018	Wed	Expert Lecture III (II MBA).	Achieved
22 <sup>nd</sup> – 23 <sup>rd</sup> March, 2018	Thu-Fri	Two days' Workshop (I MBA)	Not Achieved
24 <sup>th</sup> March, 2018	Sat	Industrial Visit (II MBA)	Not Achieved
28 <sup>th</sup> March, 2018	Wed	Project Presentation	Achieved
29 <sup>th</sup> March, 2018	Thu	Sports Outdoor	Achieved
2 <sup>nd</sup> -6 <sup>th</sup> April, 2018	Mon-Fri	Cultural Week	Achieved
7 <sup>th</sup> April, 2018	Sat	Alumni Meet	Achieved
9 <sup>th</sup> April, 2018	Mon	FDP/SDP	Achieved
13 <sup>th</sup> April, 2018	Fri	Project viva	Achieved
16 <sup>th</sup> April, 2018	Mon	Cultural Day	Achieved
19 <sup>th</sup> April, 2018	Thu	Expert Lecture VI (I MBA)	Not Achieved
21 <sup>st</sup> April, 2018	Sat	Traditional Day	Achieved
2 <sup>nd</sup> -4 <sup>th</sup> May, 2018	Mon-Wed	II Internal Examination	Achieved
5 <sup>th</sup> May, 2018	Thu	Viva Voce	Achieved
9 <sup>th</sup> May, 2018	Wed	Student Evaluation (II MBA)	Achieved
10 <sup>th</sup> May, 2018	Thu	Student Evaluation (I MBA)	Achieved
11 <sup>th</sup> May, 2018	Fri	Annual Day & Alumni Meet	Achieved
12 <sup>th</sup> May, 2018	Sat	Farewell	Achieved
16 <sup>th</sup> May, 2018	Wed	Internal Academic Audit	Achieved

**14.** Whether the AQAR was placed before statutory body? Yes /No: YES

Name of the Statutory body: Management (Governing Council)

Date of meeting(s): 28/08/2017

**15.** Whether NAAC/or any other accredited body(s) visited IQAC or interacted with it to assess the functioning?

**Yes/No:** YES

Date: 17<sup>th</sup> & 18<sup>th</sup> May 2018

**16.** Whether institutional data submitted to AISHE: Yes/No: YES

Year: 2018

Date of Submission: 20/02/2018

**17.** Does the Institution have Management Information System?

**Yes YES No**

If yes, give a brief description and a list of modules currently operational.  
(Maximum 500 words)

**MIS in Library:**

The library activities of the Institute are automated by using Software called Easy Lib. It is a data source, residing on a server and serves as a Centre to our entire network, having the ability to build and manage our library. Easy Lib enables the library users to Perform extensive search from various terminals through our LAN Perform various library related activities such as procurement, classification, coding, issuing etc.

Functions as software for security and log on mechanisms. Connect our library to other digital information centers, on demand. Use as a multilingual data entry facility. Easy lib also offers bar coding compatibility of the entire library stack. Bar coding work is in progress. The multimedia and PC/s with internet provided at the library, enables the use of Easy Lib.

The students and faculty are given ID and password for the use of online journal portals.

Likewise, our research journal – Anveshana has a separate website ([www.anveshana.in](http://www.anveshana.in)) and can be viewed on-line portal through J-Gate, ProQuest and i- scholar.

**MIS in Office**

All expenses of the Institute are budgeted and approved in the Governing Council meeting, every year. Director forwards the proposals of procurement and conduct of programmes to the Trust, for approval. All the procurements are done through inviting quotations and the lowest quotation is recommended to the Management for approval. After the procurement, bills are settled through payments by Cheque. Salary payments are made through Account Transfers. Student fees are collected through DD, Account Transfer or Cash, against the receipts. All financial transactions are recorded with the help of software - Tally. Quarterly audit of all financial transactions also add to the transparency.

## **Part-B**

### **CRITERION I – CURRICULAR ASPECTS**

#### **1.1 Curriculum Planning and Implementation**

1.1.1 Institution has the mechanism for well planned curriculum delivery and documentation. Explain in 500 words

The Dean (Academic Affairs), in the beginning of the semester, designs the curricular calendar, allots the teaching hours to the faculty and prepares the Time-Table. The Curricular Calendar includes details regarding commencement of lecturing classes, Internal Examinations, Viva-Voce, Group Discussion/Case Analysis, Presentation/Seminar Hours, Summer Internship, Project Work, Add-on Certificate Programmes related activities, Semester-end dates, etc.

Likewise, the Student Council Advisor prepares the Calendar of Events for co-curricular activities, in the beginning of each semester. It contains the details of Expert Lectures, Workshops, Demos, Training Programmes, Field Surveys, Industrial Visits/Tours, Management Fests, various Club Activities, Activities in connection with Memorandum of Understanding, Conferences, Faculty Development Programmes, Competitions on Extracurricular Events, Alumnae Meeting and other Celebrative Programmes like Annual Day, Teachers' Day, Cultural Day, Sports Day etc., to be coordinated through Clubs and Associations.

Once the Calendars are prepared, they are placed before the Director and are published on the Notice Boards after discussing the same in the faculty meeting.

#### **Teaching Plan:**

Teaching hours are allotted for individual subjects as prescribed by the Mangalore University and for Add-On Certificate Programme subjects as per the internal regulations of the Institute. Further, it is the practice of the Institute to allot more teaching hours for quantitative subjects.

After the finalization of allocation of teaching hours and subjects to the individual faculty, the same is communicated to the members of faculty. After the allotment of the subjects, each faculty prepares lesson plans for each subject, indicating the hours allotted for each unit of the syllabus. In order to ensure its active follow up, faculty maintains a Work Diary, passing entries on daily basis.

In the mandatory subjects prescribed by the University, the teaching pedagogy such as role-play, subject quiz, presentation, business model etc., are implemented along with ICT enabled support. With regard to add-on courses such as Soft Skill for Business, 50 percent weightage is given to theoretical component and 50 percent to practical input. The effectiveness of Internship experience is ensured through Viva and Internship Report.

#### **Evaluation procedures and practices**

The Institute has the practice of 'round-the-year evaluation' of students on 360-degree basis. The internal assessment of 30 Marks are allotted on each subject as per the parameters shown in the Table attached.

To ensure quality and timely completion of Project Work, a Project Work Diary system is introduced in 2014-15. Work completion entries made by the student in the Diary, are periodically monitored by the concerned Project Guide and the Director.

Faculty meetings are held periodically to review the academic work performed by each faculty/students.

To help the slow learners and non-Commerce students, senior faculty members conduct, remedial classes in practical subjects.

To keep the faculty members abreast of latest knowledge, they are deputed to various workshops and conferences organized by the University and other Institutions.

Further, effective curriculum delivery is supported by a flexible multi-level communication structure comprising the Director, Dean and Faculty members.

#### **1.1.2 Certificate/ Diploma Courses introduced during the Academic year**

Name of the Certificate Course	Name of the Diploma Courses	Date of introduction and duration	focus on employability/ entrepreneurship	Skill development
GST	-	September 2017,	EMPLOYABILITY	Skill development

		3 months			
SAP	-	August 2017, 6 months	EMPLOYABILITY	Skill development	
1.2 Academic Flexibility					
1.2.1 New programmes/courses introduced during the Academic year					
Programme with Code	Date of Introduction		Course with Code	Date of Introduction	
NIL	NIL		NIL	NIL	
1.2.2 Programmes in which Choice Based Credit System (CBCS)/Elective course system implemented at the affiliated Colleges (if applicable) during the Academic year.					
Name of Programmes adopting CBCS	UG	PG	Date of implementation of CBCS / Elective Course System	UG	PG
MBA	-	MBA	2016-17	-	MBA
Already adopted (mention the year) 2016-17					
1.2.3 Students enrolled in Certificate/ Diploma Courses introduced during the year					
No of Students	Certificate		Diploma Courses		
18	SAP		NIL		
45	GST		NIL		
1.3 Curriculum Enrichment					
1.3.1 Value-added courses imparting transferable and life skills offered during the year					
Value added courses		Date of introduction		Number of students enrolled	
Soft Skill for Managers (Basic)		2016-17		115	
Soft Skill for Managers (Advanced)		2016-17		115	
Industry Certified Programme in Finance		2016-17		00	
Industry Certified Programme in Marketing		2016-17		25	
Industry Certified Programme in Human Resource Management		2016-17		38	
Industry Certified Programme in Hospital Administration		2016-17		02	
Industry Certified Programme in Logistics		2016-17		26	
Certificate programme in GST		2016-17		45	
Industry Certified programme on SAP		2016-17		18	
1.3.2 Field Projects / Internships under taken during the year					
Project/Programme Title			No. of students enrolled for Field Projects / Internships		
MBA			206		
1.4 Feedback System					
1.4.1 Whether structured feedback received from all the stakeholders.					
1) Students	2) Teachers	3) Employers	4) Alumni	5) Parents	
Yes/ No (YES)	Yes/ No (YES)	Yes/ No (NO)	Yes/ No (YES)	Yes/ No (YES)	
1.4.2 How the feedback obtained is being analyzed and utilized for overall development of the institution? (maximum 500 words)					
Institute views feedback from its stakeholders as a means of introspection for further improvement in the delivery of academics. The following presentation reflects how the feedback obtained from students,					

teachers, employers have influenced in overall development of the institution.

### Collection of Feedback:

A feedback on course content is collected through a structured questionnaire administered among the students and teachers. Feedback is collected also from employers, alumni, parents, experts from industries etc., through informal/informal meetings and one-to-one discussion.

### Impact and Implementation:

The outcome of the feedback collected is analyzed at Faculty, Parents and Management as well as Internal Quality Assurance Cell (IQAC) meetings. The workable suggestions of the feedback are implemented suitably. The Certificate Programme in Logistics, conversion of Dual Subject programmes into Industry Certified Courses, provision of Add-on Programme on Soft Skills for Business have been introduced by the Institute. As per the feedback, Institute has made arrangement to provide GST and SAP practical trainings to the students at the Institute campus. The Management of the Institute provides financial resources if any, for the implementation of the suggestion through its annual budgets.

## CRITERION II -TEACHING-LEARNING AND EVALUATION

### 2.1 Student Enrolment and Profile

#### 2.1.1 Demand Ratio during the year

Name of the Programme	Number of seats available	Number of applications received	Students Enrolled
MBA	120	129	120

### 2.2 Catering to Student Diversity

#### 2.2.1. Student - Full time teacher ratio (current year data)

Year	Number of students enrolled in the institution (UG)	Number of students enrolled in the institution (PG)	Number of full time teachers available in the institution teaching only UG courses	Number of full time teachers available in the institution teaching only PG courses	Number of teachers teaching both UG and PG courses
2017-18	0	120	0	12	0

### 2.3 Teaching - Learning Process

#### 2.3.1 Percentage of teachers using ICT for effective teaching with Learning Management Systems (LMS), E-learning resources etc. (current year data)

Number of teachers on roll	Number of teachers using ICT ( <i>LMS, e-Resources</i> )	ICT tools and resources available	Number of ICT enabled classrooms	Number of smart classrooms	E-resources and techniques used
15	15	Network Computers, LCD, Computers, Wifi Internet, Handheld Devices, Laptops	8	-	J-Gate, Proquest, Google Scholar, i-Scholar

<b>2.3.2 Students mentoring system available in the institution? Give details. (maximum 500 words)</b>		
Under the guidance of the Director, the Dean (Academic Affairs) monitors academic activities and gets the work done through Mentors, Academic Advisors and Faculty. A batch of students is put under the care of mentors to carryout one-to-one interaction regularly. Mentorship programme has facilitated the Faculty to mentor a group of students to assess and understand their learning aptitude. Efforts are made under mentorship programme to help the slow learners. Girl students are encouraged to meet their mentors and academic advisors to discuss their personal, academic and any other issues.		
Number of students enrolled in the institution	Number of fulltime teachers	Mentor: Mentee Ratio
120	12	1:10

2.4 Teacher Profile and Quality				
2.4.1 Number of full time teachers appointed during the year				
No. of sanctioned positions	No. of filled positions	Vacant positions	Positions filled during the current year	No. of faculty with Ph.D
16	12	-	01	04
2.4.2 Honours and recognitions received by teachers				
(received awards, recognition, fellowships at State, National, International level from Government, recognised bodies during the year )				
Year of award	Name of full time teachers receiving awards from state level, national level, international level	Designation	Name of the award, fellowship, received from Government or recognized bodies	
-	-	-	-	
2.5 Evaluation Process and Reforms				
2.5.1 Number of days from the date of semester-end/ year- end examination till the declaration of results during the year				
Programme Name	Programme Code	Semester/ year	Last date of the last semester-end/ year- end examination	Date of declaration of results of semester-end/ year- end examination
MBA	MBA	2017-18	13.06.2018	21.07.2018
2.5.2 Reforms initiated on Continuous Internal Evaluation(CIE) system at the institutional level (250 words)				
<p>The Institution has initiated many innovative and reformative evaluation techniques ensuring all-round continuous, transparent and effective student evaluation system (360 degree), throughout the two-year programme.</p> <p>Under structured system of evaluation the students are evaluated from different dimensions such as internal examinations, assignments, viva-voce, seminar/presentations and attendance. Total of 30 marks are allotted to the above said dimensions. The weightage of marks is based on the importance of the criteria. Internal examination carries 20 marks (for all 4 semester) , for presentation , assignment and Viva-voce 3 marks are allotted for 1st and 2nd semester, presentation and assignment carries 2 marks in 3rd and 4th semester , vivo-voce caries 5 marks in 3rd and 4th semester and 1 mark is allocated to attendance for all the 4 semester.</p>				
2.5.3 Academic calendar prepared and adhered for conduct of Examination and other related matters (250 words)				
<p>The Institute prepares a Comprehensive Calendar of Events enlisting all curricular and co- curricular, also encompassing the components of CIE. Once approved in the faculty meetings, Dean (Academic Affairs) and Student Council Advisor takes due care to adhere to the Calendar of Events in its implementation, as explained</p>				



hereunder.

The academic activities of the Institution are planned as per the schedule received from Mangalore University. The Dean (Academic Affairs) prepares Academic Calendar in the beginning of each semester containing the issues related to CIE such as dates of internal and term examinations, viva-voce, hours for group discussion and case study analysis, presentation/seminar hours, summer internship, project work, industry certified subject related activities, semester-end dates, etc. in addition to curriculum details.

Likewise, Student Council Advisor prepares the calendar of events for schedule on semester basis for other co-curricular activities, which form a part of CIE. The schedule contains the details of expert lectures, workshops, demos, training programmes, field surveys, industrial visits/tours, and management fests, various club activities, conferences, competitions on extra-curricular events etc.

Further, once it is approved in the faculty meeting, the Director brings the Academic Calendar to the notice of the Governing Council. Finally, the Calendar is published in the Notice Boards for the attention of members of the faculty and students.

It is also to be noted that each programme is put under the supervision of separate club or association, under the charge of faculty. The concerned faculties conduct the programme as per the schedule by involving and allotting the responsibilities to the students. Further, while designing the program schedule, the students covering the cross sections are nominated to different clubs and associations and it is published on the Notice Board.

Once the work is allotted to students, the programme is coordinated, organized by such group of students, which also provides an opportunity to evaluate continuously their skill and learning aptitude.

To ensure the implementation of the Academic Calendar religiously, the performance is reviewed in faculty meetings, meetings of Student Council and Executive Council, which has representatives of faculty, library, lab, office and students.

The degree of involvement of majority of students in numerous curricular and co-curricular activities organized as per the Calendar of Events in the Institute during the entire semester makes the continuous internal evaluation more effective and successful.

## **2.6 Student Performance and Learning Outcomes**

2.6.1 Program outcomes, program specific outcomes and course outcomes for all programs offered by the institution are stated and displayed in website of the institution (to provide the weblink)

[ajimmangalore.ac.in/programme.outcome](http://ajimmangalore.ac.in/programme.outcome)

[ajimmangalore.ac.in/course.outcome](http://ajimmangalore.ac.in/course.outcome)

### **2.6.2 Pass percentage of students**

Programme Code	Programme name	Number of students appeared in the final year examination	Number of students passed in final semester/year examination	Pass Percentage
	MBA	91	91	100%

## **2.7 Student Satisfaction Survey**

2.7.1 Student Satisfaction Survey (SSS) on overall institutional performance (Institution may design the questionnaire) (results and details be provided as weblink)

<http://ajimmangalore.ac.in/wp-content/uploads/2017/09/feedback.pdf>

## **CRITERION III – RESEARCH, INNOVATIONS AND EXTENSION**

### **3.1 Resource Mobilization for Research**

3.1.1 Research funds sanctioned and received from various agencies, industry and other organisations

Nature of the Project	Duration	Name of the funding Agency	Total grant sanctioned	Amount received during the Academic year
Major projects	-	-	-	-
Minor Projects	-	-	-	-

Interdisciplinary Projects	-	-	-	-
Industry sponsored Projects	-	-	-	-
Projects sponsored by the University/ College	6 months	Self-funded	10000	6000
Students Research Projects (other than compulsory by the College)	-	-	-	-
International Projects	-	-	-	-
Any other(Specify)	-	-	-	-
Total	-	-	-	-

### 3.2 Innovation Ecosystem

3.2.1 Workshops/Seminars Conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices during the year

Title of Workshop/Seminar	Name of the Dept.	Date(s)
-	-	-

3.2.2 Awards for Innovation won by Institution/Teachers/Research scholars/Students during the year

Title of the innovation	Name of the Awardee	Awarding Agency	Date of Award	Category
-	-	-	-	-

3.2.3 No. of Incubation centre created, start-ups incubated on campus during the year

Incubation Centre	Name	Sponsored by
-	-	-

Name of the Start-up	Nature of Start-up	Date of commencement
-	-	-

### 3.3 Research Publications and Awards

3.3.1 Incentive to the teachers who receive recognition/awards

State	National	International
-	-	-

3.3.2 Ph. Ds awarded during the year (applicable for PG College, Research Center)

Name of the Department	No. of Ph. Ds Awarded
-	-

3.3.3 Research Publications in the Journals notified on UGC website during the year

	Department	No. of Publication	Average Impact Factor, if any
National	-	-	-
International	-	-	-

3.3.4 Books and Chapters in edited Volumes / Books published, and papers in National/International Conference Proceedings per Teacher during the year

Department	No. of publication
<b>MBA</b>	<b>11</b>



**3.3.5 Bibliometrics of the publications during the last Academic year based on average citation index in Scopus/ Web of Science or Pub Med/ Indian Citation Index**

Title of the paper	Name of the author	Title of the journal	Year of publication	Citation Index	Institutional affiliation as mentioned in the publication	Number of citations excluding self citations
-	-	-	-	-	-	-

**3.3.6 h-index of the Institutional Publications during the year. (based on Scopus/ Web of science)**

Title of the paper	Name of the author	Title of the journal	Year of publication	h-index	Number of citations excluding self citations	Institutional affiliation as mentioned in the publication
-	-	-	-	-	-	-

**3.3.7 Faculty participation in Seminars/Conferences and Symposia during the year :**

No. of Faculty	International level	National level	State level	Local level
Attended Seminars/ Workshops	01	07	-	-
Presented papers	01	08	-	-
Resource Persons	-	-	-	04

**3.4 Extension Activities**

**3.4.1 Number of extension and outreach programmes conducted in collaboration with industry, community and Non- Government Organisations through NSS/NCC/Red cross/Youth Red Cross (YRC) etc., during the year**

Title of the Activities	Organising unit/ agency/ collaborating agency	Number of teachers <b>co-ordinated</b> such activities	Number of students participated in such activities
Blood Donation	A.J Institute of Management and A.J Hospital and Research Centre	<b>03</b>	<b>66</b>

**3.4.2 Awards and recognition received for extension activities from Government and other recognized bodies during the year**

Name of the Activity	Award/recognition	Awarding bodies	No. of Students benefited
-	-	-	-

**3.4.3 Students participating in extension activities with Government Organisations, Non-Government Organisations and programmes such as Swachh Bharat, Aids Awareness, Gender Issue, etc. during the year**

Name of the scheme	Organising unit/ agency/ collaborating agency	Name of the activity	Number of teachers <b>coordinate</b>	Number of students participated in such activities
--------------------	-----------------------------------------------	----------------------	--------------------------------------	----------------------------------------------------

			<b>d</b> such activities	
Orphanage Visit	A. J. Institute of Management / Lions Special School, Surathkal	Outreach	03	40
“Women under the Protection of Law”	A. J. Institute of Management / Women and Child Welfare Committee, Govt. of Karnataka	Expert Lecture	01	71
“Health Safety of Women: Issues and Concerns”	A. J. Institute of Management / Gynaecologist, KMC, Mangalore.	Expert Lecture	01	68
“Positive Attitude and Stress Management”	A. J. Institute of Management / Father Muller’s Hospital, Mangalore	Expert Lecture	01	65
Workshop for public and release of Vermi Compost Household Smart Bin and Terrace Gardening	A. J. Institute of Management	Workshop	02	30

### 3.5 Collaborations

#### 3.5.1 Number of Collaborative activities for research, faculty exchange, student exchange during the year

Nature of Activity	Participant	Source of financial support	Duration
Student & Faculty Exchange	A. J. Hospital and Research Centre, Mangalore	Management	One year

#### 3.5.2 Linkages with institutions/industries for internship, on-the-job training, project work, sharing of research facilities etc. during the year

Nature of linkage	Title of the linkage	Name of the partnering institution/ industry /research lab with contact details	Duration (From-To)	Participant
Internship and On job Training	MOU	Simplus Financial Consultancy Private Limited, Mangalore	1 year (2017-18)	Students
Industrial	Industrial	Modern kitchens and	27.12.2017	Faculty & Students

Visit	Visit	Gajavadana tin products Yeyyady Industrial Area		
Industrial Visit	Industrial Visit	Udupi Power Corporation Ltd (UPCL) Padubidri	17.03.2018 & 21.04.2018	Faculty & Students
Internship and On job Training	MOU	A. J. Hospital and Research Centre, Mangalore	1 year (2017-18)	Students
Internship and On job Training	MOU	Seventh Sense Talent Solutions	1 year (2017-18)	Students
Internship and On job Training	MOU	First Step, Mangalore	1 year (2017-18)	Students
Internship and On job Training	MOU	QuestionPro	1 year (2017-18)	Students
Internship and On job Training	MOU	Indian Institute of Materials Management (IIMM)	1 year (2017-18)	Faculty & Students
Internship and On job Training	MOU	Nalapad Group	1 year (2017-18)	Students
Field Trip	Orphanage visit	Lions Special School, Surathkal	17.03.2018	Faculty & Students

**3.5.3 MoUs signed with institutions of national, international importance, other universities, industries, corporate houses etc. during the year**

Organisation	Date of MoU signed	Purpose and Activities	Number of students/teachers participated under MoUs
Indian Institute of Material Management	12 <sup>th</sup> Feb, 2010	Guest Lectures, Workshops,	2 Faculties & 15 Students
Simplus Financial Consultancy Private Limited, Bangalore and Mangalore Branch	October 2016	Industry Certificate Programme in Finance & Summer Internship	4 Students 3 Faculties
Nalapad Furniture, Kasargod	October 2016	Industry Certificate Programme in Marketing & Summer Internship	NIL
A. J. Hospital and Research Centre, Mangalore	October 2016	Industry Certificate Programme in Hospital Administration & Summer Internship	1 Student 2 Faculties
First Step, Mangalore	October 2016	Industry Certificate Programme in Human Resource & Summer Internship	NIL
Corporate Trainers &	October 2016	Industry Certificate	NIL

Recruiters		Programme in Human Resource & Summer Internship	

#### **CRITERION IV – INFRASTRUCTURE AND LEARNING RESOURCES**

##### **4.1 Physical Facilities**

##### **4.1.1 Budget allocation, excluding salary for infrastructure augmentation during the year**

Budget allocated for infrastructure augmentation	Budget utilized for infrastructure development
18,10,000	15,96,018

##### **4.1.2 Details of augmentation in infrastructure facilities during the year**

Facilities	Existing	Newly added
Campus area	10,116.3 sqft	-
Class rooms	08	-
Laboratories	02	-
Seminar Halls	01	-
Classrooms with LCD facilities	05	01
Classrooms with Wi-Fi/ LAN	06	-
Seminar halls with ICT facilities	01	-
Video Centre	-	-
No. of important equipments purchased ( $\geq$ 1-0 lakh) during the current year.	-	LCD-01, LCD Screen-03, Amplifier-01, Speaker-02, Mike-01, CC Camera-02, AC-03, Computer-5 Computer UPS Battery- 5
Value of the equipment purchased during the year (Rs. in Lakhs)	950103.46	485637
Others (Furniture & Fixtures)	-	440098

##### **4.2 Library as a Learning Resource**

##### **4.2.1 Library is automated {Integrated Library Management System -ILMS}**

Name of the ILMS software	Nature of automation (fully or partially)	Version	Year of automation
-	-	-	-

##### **4.2.1 Library Services:**

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	14471	4044456	389	254472	14860	4298931
Reference Books	2256	-	-	-	-	-
e-Books	-	-	2000	-	-	-
Journals	43	66002	45	71247	45	71247
e-Journals	02	-	-	-	-	190806
Digital Database	-	-	-	-	-	-
CD & Video	450	-	06	-	456	-

Library automation	01	116706	-	-	-	-
Weeding (Hard & Soft)	-	-	-	-	-	-
Others (specify)	-	-	-	-	-	-

### 4.3 IT Infrastructure

#### 4.3.1 Technology Upgradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Available band width (MGBPS)	Others
Existing	80	64	80	-	02	02	14	32	-
Added	-	-	-	-	-	-	-	-	-
Total	80	64	80	-	02	02	14	32	-

#### 4.3.2 Bandwidth available of internet connection in the Institution (Leased line)

**32 MBPS /GBPS**

#### 4.3.3 Facility for e-content

Name of the e-content development facility	Provide the link of the videos and media centre and recording facility
-	-

#### 4.3.4 E-content developed by teachers such as: e-PG-Pathshala, CEC (under e-PG-Pathshala CEC (Under Graduate) SWAYAM other MOOCs platform NPTEL/NMEICT/any other Government initiatives & institutional (Learning Management System (LMS) etc

Name of the teacher	Name of the module	Platform on which module is developed	Date of launching e – content
-	-	-	-

### 4.4 Maintenance of Campus Infrastructure

#### 4.4.1 Expenditure incurred on maintenance of physical facilities and academic support facilities, excluding salary component, during the year

Assigned budget on academic facilities	Expenditure incurred on maintenance of academic facilities	Assigned budget on physical facilities	Expenditure incurred on maintenance of physical facilities
8,67,000	7,67,839	15,40,000	15,96,108

#### 4.4.2 Procedures and policies for maintaining and utilizing physical, academic and support facilities - laboratory, library, sports complex, computers, classrooms etc. (*maximum 500 words*) (information to be available in institutional Website, provide link)

#### Planning for the optimal use of infrastructure:

In order to make the optimal use of available infrastructure, in the beginning of every semester, Dean (Academic Affairs) and Students Council Advisor prepare the Calendar of Events in connection with academic, co-curricular and extra-curricular activities.

At the beginning of every semester, the Dean (Academic Affairs) in consultation with the faculty members allocates the lecture halls for regular subjects, specialization subjects and dual subjects, depending upon the number of students.

Planning in connection with use of library resources such as extension of working hours during examinations, issue of additional books, library procurement, to enhance the usage of e-resources are

undertaken in library committee/ faculty meetings.

**Strategies for the optimal use of the available infrastructure effectively:**

The Institute and library are kept open between, 8.30 a.m. to 5.30 p.m. with a provision to extend beyond, if necessary. Meritorious Students are allowed to borrow unlimited number of books.

During the period of examination, the time restriction on the return of books is relaxed Computer lab is kept open between 9 a.m. and 6 p.m. Research Centre is kept open between 9 .00 a.m. and 5.00 p.m.

Definite hours are allotted in the Time Table to facilitate the club activities in the Conference Hall.

Students to use laptops/ systems in a classroom, which ensures the optimum use of Wi-Fi facility.

Presentation and assignment topics are based on the ProQuest and J-Gate, to ensure optimum use of journal portals. The Institute houses a canteen and a stationery store, used by the students of sister Institutions also staying in the in-campus hostel.

The Institute allows the organizations such as Sikkim-Manipal University, Vellore Institute of Technology, CMAT, KMAT, IIBF, Indian Insurance Institute, Ajim Premji University, KPTCL etc., to use the computer lab for the conduct of their examinations.

Research Centre, Library and Computer Lab are also made available for outside research scholars, faculty of sister concerns and neighboring institutions.

Office space is provided to Indian Institute of Materials Management for conducting its activities. The Trust makes arrangements for the Maintenance of land and building of the Institute and the Institute makes arrangement for the maintenance of furniture, equipment and computers through annual budget allocations. LCD and UPS are maintained through AMC. Computers and other equipments are serviced through break-down calls. Repairs are arranged on ‘estimation and approval’ basis. Hardware and software purchases are made through a system of inviting quotations. Campus and hostel waste such as paper, vegetable wastes and dry leaves are managed through Vermi-compost Unit of the Institute.

**CRITERION V - STUDENT SUPPORT AND PROGRESSION**

**5.1 Student Support**

**5.1.1 Scholarships and Financial Support**

	Name /Title of the scheme	Number of students	Amount in Rupees
Financial support from institution		42	2,92,500/-
Financial support from other sources			
a) National	Department of Backward Classes	61	21,34,550/-
	Department of Social Welfare	1	
	Department of Minority	48	
b) International	-	-	-

5.1.2 Number of capability enhancement and development schemes such as Soft skill development, Remedial coaching, Language lab, Bridge courses, Yoga, Meditation, Personal Counselling and Mentoring etc.,

Name of the capability enhancement scheme	Date of implementation	Number of students enrolled	Agencies involved
<b>Workshop</b>			
<b>Workshop</b>			
One day workshop on the theme “Preparations for Placements: An overview	30.07.2017	91	Internal Faculty

Mock Interview	23.08.2017	91	Internal Faculty
Two day workshop on “Personality Development”	3 <sup>rd</sup> & 4 <sup>th</sup> November, 2017	116	Major Radhakrishna, Master Facilitator & Motivator: HRD & TQM, Udupi
Three Day workshop on “Placement Preparation”	13.02.2015	91	Vignesh and Sri Nidhi, Seventh Sense Talent Solutions, Mangalore.
One week MDP Programme on “Entrepreneurship Development”	15.12.2017	25	Mr. Socrates, Director, MSME Dept, Mangalore Mr. Uday Kumar, Asst. Director, MSME. Mangalore
7 days workshop on the theme “Placement Preparations”	25.01.2018	91	Mr. Rajeev Swamy, Seventh Sense Joint Solution Bangalore
2 days workshop on the theme “Placement Preparations”	30 <sup>th</sup> & 31 <sup>st</sup> Jan 2018	91	Internal Faculty
1 day workshop for I MBA (Batch – B) on the theme “Self-Awareness for Personal Effectiveness”	28.02.2018	57	Dr. Ganesh Bhat Retired Associate Prof. St. Mary’s college, Shirva .
1 day workshop for I MBA (Batch – A) on the theme “Self-Awareness for Personal Effectiveness”	07.03.2018	58	Dr. Ganesh Bhat Retired Associate Prof. St. Mary’s college, Shirva .
<b>Expert Lectures</b>			
Special Seminar on GST	17.08.2017	91	3 Faculty and 6 students presented their papers
Inauguration of ED Club and Expert Lecture on “Entrepreneurship Development”	18.08.2017	91	Dr. Bharath, AGM, BIRD, Mangalore
Inauguration of SAP & GST Classes, Expert Lecture on GST	08.09.2017	91	C.A. Nanda Gopal Sheony, Mangalore
Expert Lecture on Banking and Insurance	15.11.2017	115	Prof. K.G. Ramesh, Sahyadri Engineering College, Mangalore.
Expert Lecture on Breaking the Mental Block	16.11.2017	91	Sri. Ramachandra Mijar, Associate Vice President,

			Udayavani, Mangalore
Expert Lecture on GST in association with IIMM	24.11.2017	25	Mr. Raghushankar, President, Chamber of Commerce, Chennai.
“Women under the Protection of Law”	07.02.2018	91	Mr. K. Nikesh Shetty, Advocate and Member, Women and Child Welfare Committee, Govt. of Karnataka.
“Career Opportunity in the Overseas”	21.02.2018	91	Mrs. SunithaJha, Branch Manager, IDP Education Pvt.Ltd., Mangalore.
Open Seminar sessions on Cancer Awareness among the Public	07.03.2018	91	9 students presented their papers on the theme
Inauguration of World Women’s day & Expert Lecture on the theme “Health Safety of Women: Issues and Concerns”	08.03.2018	90	Dr. Rathi Devi, Gynecologist, KMC, Mangalore.
“Role of MBA Students in the Development of New Technology”	09.03.2018	115	Mr. Vivek Kamath, Director, V Reach Coaching Academy, Udupi
“Positive Attitude and Stress Management”	14.03.2018	91	Dr. Ashima, Father Muller’s Hospital, Mangalore
“SVEEP 2018”	18.04.2018	206	Dr. Padmanabha Bhat, HOD of Political Science, St. Mary’s College, Shirva
<b>Student Counselling, Demo and Training</b>			
Demo on SAP	12.08.2017	91	G Technologies, Mangalore
Half-a- day Orientation by Seventh Sense, Bangalore	13.10.2017	91	Seventh Sense Solution
Demo on usage of Proquest for I MBA	16.10.2017	115	Mr. Vikram Sudhakar, Allied Publishers Subscription Agency, Bangalore
Demo on Bank Examination for II MBA	16.10.2017	91	Mr. Ashith, TIME, Mangalore
Demo on Digital Banking	18.12.2017	91	Canara Bank, Circle office, Mangalore



Demo on J-gate	15.02.2018	115	Mr. Ravi Shankar, Informatics Publishing Ltd, Bangalore
Demo on Training on Competitive Examination for Banking and staff Selection Commission (for I MBA)	03.04.2018	115	Mr. Ashith, TIME, Mangalore
<b>Other Activities</b>			
Short Movie release on the theme “Digital India” – 9 movies were released	11.08.2017	91	-
Inspirational Movie session on Colour of Paradise	30.08.2017	44	-
Inspirational Movie Presentation on Change your life by Jackma- founder of Alibaba	30. 08.2017	44	-
Onam Celebration	31.08.2017	91	-
Teachers Day Celebration	05.09.2017	91	-
Induction Programme and PTA meeting	20.09.2017	200	-
Inspirational Movie Presentation titled –Gazi Attack	20.09.2017	45	-
Ad Mad Show for II MBA (Batch – A)	20.09.2017	44	-
Sharada Pooja & Ayudha Pooja Celebration	28.09.2017	91	-
Vermi Compost Inauguration and Students Council Inauguration / Observed Sadbhavana Divas	07.10.2017	206	Smt. Kavitha Sanil, Mayor, Mangalore City Corporation, Mangalore
Deepavali Celebrations	30. 10. 18	206	
SWOT Analysis for I MBA	30.10.2017	115	
Elixir – 2017 National Level Management Fest	9 <sup>th</sup> & 10 <sup>th</sup> Nov 2017	400	Swami Jitakamanandaji, President Ramakrishna Matt, Mangalore Sri. Raj B. Shetty, Actor, Director and Screen Play
Inspirational Movie Presentation on successful	1.12.2017	56	1 MBA ( A batch)

women entrepreneurs			
MDP training for 25 students and industry Visit as a part of MDP to Modern kitchens and Gajavadana tin products	27.12.2017	25	Ogranised by MSME
Inspirational Movie Presentation for I MBA titled –Hindi Medium	08.02.2018	58	-
Club Activity for II MBA students	21.02.2018	44	-
Inspirational Movie Presentation on Cheek de India	22.2. 2018	44	-
Intra Management Fest	26.02.2018	206	Dr. Bharath, Director, PPC, Udupi
Open session on Cancer Awareness	07.03.2018	91	Hospital Administration Club
Industrial Visit	17.03.2018	54	Udupi Power Corporation Ltd (UPCL) Padubidri 1 MBA A batch
Orphanage Visit (Lions Special Schoolat Surathkal).	17.03.2018	40	Faculty and Students contributed the charity to the extent of Rs 12,805 and 3 faculty and 40 students visited
Sports Day	04.04.2018	206	Dr. Narasimha Murthy, Member- IQAC
Short Movie Release on the theme “BetiPadavo and BetiBachavo”	12.04.2018	115	8 Movies are released
Industrial Visit	21.04.2018	54	Udupi Power Corporation Ltd (UPCL), Padubidri For 1 MBA B batch
Cultural day celebrations	23.4.2018	206	Mr Chandrahasa Rai, Registrar, Thulu Academy.

#### 5.1.3 Students benefited by guidance for competitive examinations and career counselling offered by the institution during the year

Year	Name of the scheme	Number of benefited students by Guidance for	Number of benefited students by Career Counselling	Number of students who have passed in the competitive exam	Number of students placed
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		Competitive examination	activities		
2017-2018	Aptitude test	91	91	-	-
16.10.2017	Demo on Bank Examination for II MBA	91	91	-	-
03.04.2018	Demo on Training on Competitive Examination for Banking and staff Selection Commission (for I MBA)	115	115	-	-

5.1.4 Institutional mechanism for transparency, timely redressal of student grievances, Prevention of sexual harassment and ragging cases during the year

Total grievances received	No. of grievances redressed	Average number of days for grievance redressal
2	2	2 months

## 5.2 Student Progression

5.2.1 Details of campus placement during the year

On campus			Off Campus		
Name of Organizations Visited	Number of Students Participated	Number of Students Placed	Name of Organizations Visited	Number of Students Participated	Number of Students Placed
Seventh Sense Talent Solution	76	6	Jaro Education	10	1
Karvy Pvt Ltd	23	1	IAN Martin	10	1
Confident Dental Laboratory Pvt Ltd.	22	10	Alembic Pharmaceuticals Limited	7	1
Sharekhan	6	1	HDFC Bank	5	Nil
Loxdon	5	3	E & Y	8	Nil
			Collabera Consultancy (GoldMan Satch)	21	Nil

5.2.2 Student progression to higher education in percentage during the year **1.09**

Year	Number of students enrolling into higher education	Programme graduated from	Department graduated from	Name of institution joined	Name of Programme admitted to
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2017-2018	1	MBA	MBA	Adarsh Institute of Management & Information Technology	NISM-Series –V-A: Mutual Fund distributors certification
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5.2.3 Students qualifying in state/ national/ international level examinations during the year (eg: NET/SET/SLET/GATE/GMAT/CAT/GRE/TOFEL/Civil Services/State Government Services)

Items	No. of Students selected/qualifying	Registration number/roll number for the exam
NET	-	-
SET	-	-
SLET	-	-
GATE	-	-
GMAT	-	-
CAT	-	-
GRE	-	-
TOFEL	-	-
Civil Services	-	-
State Government Services	-	-
Any Other	-	-

5.2.4 Sports and cultural activities / competitions organised at the institution level during the year

Activity	Level	Participants
ELIXIR Management Fest	National	Participants from other Institutes

#### SPORTS

Carom Singles (Boys)	Institutional Level	25
Carrom Doubles (Boys)		18
Badminton Singles (Boys)		30
Table Tennis (Boys)		10
Chess (Boys)		24
Cricket (Boys)		06
Volley Ball (Boys)		03
4*100 Meters Relay (Girls)		03
Triple Jump (Girls)		06
Javelin Throw (Girls)		13
Long Jump (Girls)		13
400 Meters (Girls)		09
800 Meters		09

(Girls)		
Discuss Throw (Girls)		14
Shot Put (Girls)		08
Chess (Girls)		09
Carom Doubles (Girls)		16
100 Meters (Girls)		08
200 Meters (Girls)		11
Carom Singles (Girls)		19
Cultural		
Collage	Institutional Level	06
Pencil Sketch		09
Mehendhi		08
Face Painting		03
Solo Singing		08
Group Singing		04
Solo Dance		05
Group Dance		04
Spot Dance		04
Variety		03
CLUB ACTIVITY		
Logo Quiz	Institutional Level	44
Ad Mad Show		54
Ad Mad Show		56
Best out of waste		56
Wealth out of waste		54
Dumb Charades		91
Paper Creativity		91

### 5.3 Student Participation and Activities

5.3.1 Number of awards/medals for outstanding performance in sports/cultural activities at national/international level (award for a team event should be counted as one)

Year	Name of the award/ medal	National/ Internatio nal	Management Fests Cultural	Student ID number	Name of the student
2017-18	Won 2 <sup>nd</sup> Place in Productive Dialogue event held at St. Joseph College of Engineering and Management	National	Rendition 2017	169995165 169995169	Sannidhi Shetty and Shivani Amin
2017-18	Won 2 <sup>nd</sup> Place in HR event held at Besant	National	Innovision	169995165 169995111	Sannidhi Shetty and

	Women's College, Mangalore				Ananya
2017-18	Won 2 <sup>nd</sup> Place in Marketing event held at Srinivas Institute of Management Pandeshwar	National	Magma on Wheels	169995165 175012434	Sannidhi Shetty & Ishra Shuaa
2017-18	Won 2 <sup>nd</sup> Place in HR event held at Srinivas Institute of Management Pandeshwar	National	Magma on Wheels	169995111 169995171	Ananya & Shravya
2017-18	Won 1 <sup>st</sup> Place in Finance event held at Sridevi Institute of Technology, Kenjar	National	Echelon	169995174 169995169	Srikanth Poojary & Shivani Amin
2017-18	Won 2 <sup>nd</sup> Place in Marketing event held at Sridevi Institute of Technology, Kenjar	National	Echelon	169995165 175012434	Sannidhi Shetty & Ishra Shuaa
2017-18	Won 1 <sup>st</sup> Place in Best Management Team event held at S.D.M College of PG Studies	National	Sreshta	169995112 169995125 175012444	Anish Ashwith, Gauthami & Karthik Shenoy
2017-18	Won 1 <sup>st</sup> Place in Marketing event held at S.D.M College of PG Studies	National	Sreshta	169995165 175012434	Sannidhi Shetty & Ishra Shuaa
2017-18	Won 1 <sup>st</sup> Place in Quiz event held at S.D.M College of PG Studies	National	Sreshta	169995190 175012440	Vivek K & Jishnu Balakrishnan
2017-18	Won 1 <sup>st</sup> Place in HR event held at S.D.M College of PG Studies	National	Sreshta	175012404 175012412	Aishwarya Krishnan & Asma Inayath
2017-18	Won 2 <sup>nd</sup> Place in HR event held at S.D.M College of PG Studies	National	Sreshta	169995111 169995171	Ananya & Shravya
2017-18	Overall Championship Winners at S.D.M College of PG Studies	National	Sreshta		
2017-18	Won 1 <sup>st</sup> Place in Marketing event held at Gokarnatheshwara	National	Shristi	169995112 175012434	Anish Ashwith & Ishra Shuaa

	College				
2017-18	Won 2 <sup>nd</sup> Place in Quiz event held at Shree Gokarnatheshwara College	National	Shristi	169995190 175012440	Vivek K & Jishnu Balakrishnan
2017-18	Overall Championship Runners at Shree Gokarnatheshwara College	National	Shristi		
2017-18	Won 1 <sup>st</sup> Place in Quiz event held at Mangalore University , Konaje (M.com)	National	Magnum	169995190 175012440	Vivek K & Jishnu Balakrishnan
2017-18	Won 1 <sup>st</sup> Place in Marketing event held at Mangalore University , Konaje (M.com)	National	Magnum	169995112 175012423	Anish Ashwith & Darrly Donald Dsouza
2017-18	Won 1 <sup>st</sup> Place in Best Management Team event held at Mangalore University , Konaje (M.com)	National	Magnum	169995169 175012434 175012444	Shivani Amin, Ishra Shuaa and Karthik Shenoy
2017-18	Won 2 <sup>nd</sup> Place in HR event held at Mangalore University , Konaje (M.com)	National	Magnum	169995111 169995171	Ananya& Shravya
2017-18	Overall Championship Winners at Mangalore University , Konaje (M.com)	National	Magnum		
2017-18	Won 1 <sup>st</sup> Place in Start up Street event held at Mangalore Institute of Technology (MITE)	National	Sentia	169995165 175012444 175012404	Sannidhi Shetty, Karthik Shenoy & Aishwarya Krishnan
2017-18	Won 1 <sup>st</sup> Place in Hard Sell event held at Mangalore Institute of Technology (MITE)	National	Sentia	169995112 175012423 175012434	Anish Ashwith, Darrly Donald Dsouza & Ishra Shuaa
2017-	Won 1 <sup>st</sup> Place in	National	Sentia	169995169	Shivani Amin,

18	Juggernaut event held at Mangalore Institute of Technology (MITE)			169995123 175012412	Fayaz Muhammed Ali & Asma Inayath
2017-18	Won 2 <sup>nd</sup> Place in (Case Study) HR event held at Mangalore Institute of Technology (MITE)	National	Sentia	169995111 169995171	Ananya & Shravya
2017-18	Won 2 <sup>nd</sup> Place in Quiz event held at Mangalore Institute of Technology (MITE)	National	Sentia	169995190 175012440	Vivek K & Jishnu Balakrishnan
2017-18	Overall Championship at Mangalore Institute of Technology (MITE)	National	Sentia		
2017-18	Won 1 <sup>st</sup> Place in HR event held at Mangalore University (Evening College, Mlr)	National	Equinox	169995165 169995149	Sanndhi Shetty and Pooja
2017-18	Won 1 <sup>st</sup> Place in Best Manager event held at Mangalore University (Evening College, Mlr)	National	Equinox	169995111	Ananya
2017-18	Won 2 <sup>nd</sup> Place in Treasure Hunt event held at Mangalore University (Evening College, Mlr)	National	Equinox	169995169 169995107 169995156 175012434	Shivani Amin, Akshay, Rajendra and Ishra Shuaa
2017-18	Overall Championship Winners at Mangalore University (Evening College, Mlr)	National	Equinox		
2017-18	Won 1 <sup>st</sup> Place in Quiz event held at St. Joseph College of Engineering and Management	National	Zephyer	169995190 175012440	Vivek K & Jishnu Balakrishnan
2017-18	Won 2 <sup>nd</sup> Place in HR event held at St. Joseph College of Engineering and	National	Zephyer	169995111 175012412	Ananya and Asma



	<b>Management</b>				
2017-18	Won 1 <sup>st</sup> Place in Best Management Team event held at St. Joseph College of Engineering and Management	National	Zephyr	169995169 175012404 175012444	Shivani Amin, Aishwarya Krishnan & Karthik Shenoy
2017-18	Overall Championship Runners at St. Joseph College of Engineering and Management	National	Zephyr		

### 5.3.2 Activity of Student Council & representation of students on academic & administrative bodies/committees of the institution (maximum 500 words)

Student Council of the Institute has a very efficient, effective system of functioning to give due representation to students in various bodies and coordinate all co-curricular and extra-curricular activities of the Institute. The Student Council comprises a strong contingent of about 140 students. It consists of Student Chief Executive, Student Deputy Executive, Secretary General, Joint Secretary, Class Representatives of all the classes and the Office Bearers of Clubs and Associations, functioning at the Institute.

The senior faculty is designated as the Student Council Advisor who performs the role of guide and coordinator. Student Council Advisor prepares-in consultation with the Dean and the Director-.Schedule the events of co-curricular and extra-curricular events in the beginning of every semester. There are 36 Clubs and Associations, performing different functional responsibilities. Each Club/Association is headed by a faculty member and two student coordinators, from each class. The concerned Clubs and Associations plan, organize and conduct the programmes as per the Schedule. Frequent reviews are made in the meetings of Faculty and Executive Council to assess and confirm that the conduct of the programmes is as per the Schedule.

The Student Council has been very active by organizing a number of academic, co- curricular, extracurricular and socio-cultural programmes such as Expert Lectures

- Talent Hunt, Role Play, GD/CS and Demo
- Preparation of Short Movies
- Inspirational Movie Review Sessions
- Open Discussions on the current issues and conduct of Open Assembly
- Celebration of festivals viz. Onam, Dasara, Deepavali and Christmas
- Cultural Week
- Traditional Day
- Intra-fest
- Representation of Institute in various fests organized by other institutions
- National Conference
- Annual Day Celebrations and Sports day

The Institute has provided for 36 clubs/associations to see that maximum as well as even representation is offered to the students. The nomination of 140 students out of student strength of 206 indicates the effective representation given to students in the various academic, administrative bodies and committees. The effective percentage of student representation given being nearly 68. Further, the Institute ensures that all students get a chance of participation in one or the other event, in one way or the other. Hence, the Student Council functions actively by organizing various events successfully under the guidance of faculty and IQAC.

### 5.3 Alumni Engagement

5.3.1 Whether the institution has registered Alumni Association? Yes/No, if yes give details (maximum 500 words):
<b>No</b>
5.3.2 No. of <del>registered</del> enrolled Alumni:
<b>116</b>
5.3.3 Alumni contribution during the year (in Rupees) :
<b>11600</b>
5.3.4 Meetings/activities organized by Alumni Association :
<b>2</b>
<b>CRITERION VI –GOVERNANCE, LEADERSHIP AND MANAGEMENT</b>
<b>6.1 Institutional Vision and Leadership</b>
6.1.1 Mention two practices of decentralization and participative management during the last year (maximum 500 words)
<p>The Institute practices the decentralization and participative management in word and spirit, in administration. As there is high degree of decentralization in the Institute the Director enjoys autonomy in the performance of day-to-day activities. Under the guidance of the Director, the Dean (Academic Affairs) monitors academic activities and gets the work done through Mentors, Academic Advisors and Faculty. Similarly, Student Council Advisor plans the co-curricular/ extra-curricular activities and coordinates through clubs and associations. Faculty in charge of clubs coordinates the activities with the help of the students.</p> <p><b>Case Study: Elixir – 2017 National Level Management Fest- 9<sup>th</sup> &amp; 10<sup>th</sup> Nov 2017</b></p> <p>Institute Management Fest is the event that students eagerly wait for. Apart from the fun, frolic and platform that it offers to students to exhibit their talents, the fest is also an acid test of some students' managerial skills, as well as the flexibility in decision-making of the teachers. It all begins with the decision taken in the one of the faculty meeting to conduct one and half day of Management Fest – Elixir- November 09-10<sup>th</sup> 2017. Mr. Chethan Kumar, Mr Deepak Rao and Miss swapna Shetty – assistant professors of the institute has appointed as fest coordinators and student Miss. Ananya, Miss Sanidhi, Mr. Fayaz and Mr. Vivek of second year students appointed them as the main student coordinators of the fest. After discussing with student coordinators faculty coordinators decided to conduct 5 events in the fest like Finance event, Marketing Event, Human Resource Management, Business Quiz and Best Manager for post graduate MBA college's students. Management and Director after discussing with Fest Faculty Coordinators, decided to call Sri Swami Jitakamanandaji, President Ramakrishna Matt, Mangalore as a chief guest for the inaugural Programme and Sri. Raj B. Shetty, Actor, Director and Screen Play for the valedictory and prize distribution ceremony. Under the supervision of fest coordinators, many committees are formed like Escort Committee Registration Committee, Procurement Committee, Transportation Committee Decoration / Sound System / Technical Handling Committee and Food Committee etc and for each committee one teaching staff as well as student representatives are assigned with their duty and responsibilities. Students has given responsibility of getting sponsorship for fest , administrative and logistical part of the fest, but all powers of approval lie with the director of the institute and committee faculty in charge. After the committee work assigned all the faculty members and students representatives are worked as one unit and performed their duties sincerely. Before the event, many committee meetings held and faculty in charge discussed all fest matters with students and always keeps them in the loop with regards the activities.</p> <p><b>Case Study: Annual Day Celebration</b></p> <p>Institute annual day celebration is the important example where all the internal stakeholders of the institute work in a one group and show the unity among themselves. Every year annual day is one of the important events where duty and responsibilities are assigned to all the faculty and students. It all begin with the faculty meeting where director of the institute put forward the annual day celebration and prize distribution on the floor for discussion. After the discussion, 21<sup>st</sup> May, 2018 date decided to celebrate annual day and student council advisor Ms. Rashmitha Kotiyan and Mr. Chethan Kumar are selected as overall in faculty</p>

<p>charge persons and told us to make necessary committee and appoint faculty and students for those committees. According the instruction from the director few important committees like procurement and printing committee, invitation committee, food committee, stage committee, and formal programme committees are formed and assigned one faculty to each committee as in charge person. With consultation and approval from management, director decided Sri. Kishore Alva, Joint President, Adani, UPCL, Udupi as a chief guest for the programme. All the committee members contributed equally and all done their work successfully and made our programme grand success.</p> <p>The above stated cases study is a live example of decentralization and participation management from germination of idea till its execution. The sequence of events reflects the participation of all Stakeholders Management, Parents, Faculty, Sub Staff and Students of the Institute – at different levels and stages of the endeavour. This is also a case of decentralization of power in decision making involving Management-Director- Faculty- Office bearers in the process.</p>
<p>6.1.2 Does the institution have a Management Information System (MIS)?</p> <p>Yes/No/Partial:</p>
<p><b>YES</b></p>
<p><b>6.2 Strategy Development and Deployment</b></p>
<p>6.2.1 Quality improvement strategies adopted by the institution for each of the following (with in 100 words each):</p>
<p>❖ Curriculum Development</p> <p>A J Institute of Management affiliated to Mangalore University, Mangalagangothri and follows the curriculum and syllabus prescribed by the University for All its Courses. Affiliated Institutions are not allowed to design their own curriculum. Rather, after every 5 to 6 years, University revise their syllabus and Senior faculty members from our college have been a part of the curriculum development committee formulated by university and have contributed to curriculum development.</p>
<p>❖ Teaching and Learning</p> <p>A J Institute of Management Institute we follow a holistic approach for growth and development of students, our teaching and learning methodology includes brainstorming, presentations, quizzes, hands on activities, Festival Celebrations , Clubs and Associations, Day-long workshops , Social Survey conducted , Spot seminars conducted, Provision of learning experiences, Deputation of students in management fests, Add on programmes, Student participation in series of On-line-Aptitude Tests, Demos on the use of knowledge software's and case studies etc.</p>
<p>❖ Examination and Evaluation</p> <p>As per University rules, there is Two Internal examinations to be conducted in a semester by the institution and at the end of semester university Examination is conducted by University, which is a centralized process managed by University. Follows a disciplined strategy for evaluating our students, which includes Continuous evaluation, is done through internal exam, assignments, viva, attendance and presentations.</p>
<p>❖ Research and Development</p> <p>For promoting research A J Institute has purchased subscription for various online research journals and libraries to provide latest resources for the faculty members. Almost all faculty members are provided with personal computer which helps them carry out their research work. The institute has Wi-Fi enabled internet facilities for the fast access to online resources. The faculty members are encouraged to publish their research contributions in various National &amp; International Journals and conferences. The Institute encourages the research scholars by providing on-duty leave to focus on their research. , The institute motivates the faculty members to attend research-oriented seminars/workshops/conferences etc. The Institute encourages faculty members to pursue Ph. D programmes in reputed universities. The institute supports the researchers by providing high end computing facility with necessary software and with modern equipments.</p>
<p>❖ Library, ICT and Physical Infrastructure / Instrumentation</p> <p>A. J. Institute of Management is endowed with the resources such as: Excellent digitalized library with about 14,529 books, 47 journals, two knowledge software- J-Gate and ProQuest, four multi-media PC's with</p>

internet connection supported by Wi-Fi and LAN. Air conditioned computer lab, equipped with licensed hardware and license software, high speed and secured internet access, Dell Sonic wall, branded Desktop PCs supported by DELL server tower. Spacious Air-conditioned classrooms with internet connected full range of audio-visual systems and air conditioned conference hall, round the clock security for the campus supported by CC Camera.

❖ **Human Resource Management**

We strictly believe in the motto of team building and collective decision making. The Institute organizes various orientation and enrichment programmes for both teaching and non-teaching staff members for upgrading their skills in the latest technology. AJIM provide Special Leave for pursuing higher studies, attending enrichment courses/seminars/conferences/workshops and exam duties. Institute has Biometric, CCTV facility which are used for human resource management.

❖ **Industry Interaction / Collaboration**

Efforts are made to build and maintain excellent rapport with the Management of various Organizations and Industries and forge collaborative Industry, Academia alliances. This provides a unique and rare opportunity provided to students to learn the theoretical concepts practically. Institute is in process of initiating Memoranda of Understanding with major companies to provide certificate programmes. Institute deputed students for seminars, management development programmes and conferences organised by the industry and corporate. After the second semester students actively participated in industry institute also assist students to do Summer Internship Programmes. Getting our students suitable placements in the company after the course completion institute has signed MOU with Bangalore base Company Seventh Sense Pvt limited for placement assistance.

❖ **Admission of Students**

The scores/grades secured by the students in their Bachelor degree level and MAT, KMAT, PGCET etc., enable the Institute to evaluate the competency of the student at the base level.

**6.2.2 : Implementation of e-governance in areas of operations:**

❖ **Planning and Development**

Emdees Computers, S-6-7, Ramnik Arcade, Bejai Kapikad Road, Mangalore - 575004

❖ **Administration**

Emdees Computers, S-6-7, Ramnik Arcade, Bejai Kapikad Road, Mangalore - 575004

❖ **Finance and Accounts**

Emdees Computers, S-6-7, Ramnik Arcade, Bejai Kapikad Road, Mangalore - 575004

❖ **Student Admission and Support**

Mangalore University, Mangalagangothri, Konaje, Mangalore – 574199

❖ **Examination**

Mangalore University, Mangalagangothri, Konaje, Mangalore – 574199

**6.3 Faculty Empowerment Strategies**

6.3.1 Teachers provided with financial support to attend conferences / workshops and towards membership fee of professional bodies during the year

Year	Name of teacher	Name of conference/ workshop attended for which financial support provided	Name of the professional body for which membership fee is provided	Amount of support
2017	Prof. Mahesh P.G.	one day National Conference on “INFORMATICS – Engaging, Enabling & Empowering Nurses in Digital Health”	LMET	Rs 450
2017	Prof. Chethan Kumar	two days Faculty	LMET	Rs 700

		Development Programme on “Goods and Services Tax (GST)”		
2017	Mrs. Swapna Shetty J.	Consent to attend a one day workshop on “Inclusive Practices – Creating Classroom Experiences to Enhance Teaching - Learning”	LMET	Rs 500
2017	Mrs. Swapna Shetty J.	two day National Conference on theme “Research Implications in Banking Management IT, Education and Social Sciences”	LMET	Rs 1100
2017	Mr. Mahesh P.G. Ms. Lahari N. Murthy	Two Day International Conference On Theme “Emerging Trends In Global Accounting, Finance And Taxation”	LMET	RS 5900
2017	Prof. Chethan Kumar Prof. Deepak Rao	two day International Conference on “Advancements and Challenges In Social Sciences & Business Management- Interdisciplinary Research and Practice”	LMET	Rs 9900
2017	Prof. Arathi K.	One day National Conference on “Family Business Opportunities and Challenges”	LM,ET	Rs 1100
2017	Dr. Vijaya Kumar	Faculty Development Programme on “Financial Modelling in Excel”	LMET	Rs 4225
2018	Prof. Mallika D.K.G. Mr. Chethan Kumar Mr. Deepak K Rao	One Day National Level Conference on “Entrepreneurship in Tourism & Hospitality Industry in India	LMET	Rs 950
2018	Mrs. Swapna Shetty	One Day Management Development Program on “Tourism and Hospitality	LMET	Rs 600
2018	Prof. Mallika D.K.G	One Day National Level Workshop on “Human Resource-	LMET	Rs 550

		The Workforce Management”.			
6.3.2 Number of professional development / administrative training programmes organized by the College for teaching and non teaching staff during the year					
Year	Title of the professional development programme organised for teaching staff	Title of the administrative training programme organised for non-teaching staff	Dates (from-to)	No. of participants (Teaching staff)	No. of participants (Non-teaching staff)
FDP Theme: “Ensuring Teacher Effectiveness Within Multiple Intelligence Framework” Dr. Ganesh Bhat was the Resource Person		SDP Theme: “Practicum on Powerful Persona and Passionate Professionalism” Major Radhakrishna M. was the Resource Person	21.04.2018	50	35
6.3.3 No. of teachers attending professional development programmes, viz., Orientation Programme, Refresher Course, Short Term Course, Faculty Development Programmes during the year					
Title of the professional development programme		Number of teachers who attended		Date and Duration (from – to)	
Faculty Development Programme on “Goods and Services Tax (GST)” on at St. Joseph Engineering College, Mangalore.		01		10th & 11th August, 2017 (02 Days)	
one day workshop on “Inclusive Practices – Creating Classroom Experiences to Enhance Teaching - Learning”		01		28th March, 2015 (01 Days)	
Faculty Development Programme on “Financial Modelling in Excel” on		01		15 <sup>th</sup> - 16th December, 2017 (02 Days)	
Consent to attend a One Day Management Development Program on“Tourism and Hospitality”		01		24 <sup>th</sup> Mar 2018 (01 Days)	
6.3.4 Faculty and Staff recruitment (no. for permanent/fulltime recruitment):					
Teaching			Non-teaching		
Permanent	Fulltime		Permanent	Fulltime/temporary	
01	00		02	00	
6.3.5 Welfare schemes for					
Teaching		Handsome salary for the faculty Provident Fund facility for all Medical assistance through A. J. Hospital and Research Centre Provision of holidays as per the University calendar and CL/SL/EL facility as per the Trust rules Leave facility along with reimbursement of all incidental expenses, incurred in connection with attending conferences			



	Organizing Faculty Development Programmes at the Institute every year Laptop for every faculty Financial assistance for research and publication activities Research facility through Research Centre for individual growth. Assistance to the Faculty in procuring research grants from the Government and other organizations
Non teaching	Transport facility for teaching and non-teaching staff Earned Leave, EPF, Maternity Leave are provided The Institute provides college uniform to non-teaching staff
Students	Cash prizes are awarded to rank holders of university examination. Industrial trips are organized and several workshops, training sessions are conducted for their overall improvement. In campus girls hostel facility with quality housing facility.

#### **6.4 Financial Management and Resource Mobilization**

6.4.1 Institution conducts internal and external financial audits regularly

(with in 100 words each)

The accounts of the Institute are audited regularly as per the Government rules. An internal auditor, audits our accounts every quarter. He checks cash receipts with fee receipts and payments with vouchers and necessary supporting documents. He also ensures that all payments are duly authorized. But the external auditor conducts Statutory Audit at the end of the financial year.

6.4.2 Funds / Grants received from management, non-government bodies, individuals, philanthropies during the year(not covered in Criterion III)

The major source of Institutional receipt/ funding is from tuition fee collected from students and the financial grants given by Laxmi Memorial Educational Trust. At present, the Institute does not receive any grant from Government. The Institute also earns additional income from Computer lab for allowing various institutions to conduct various online entrance exams and semester exams every year. To organize special events such as National Conference, sponsorships are collected from private/ Public and Alumni members.

Name of the non government funding agencies/ individuals	Funds/ Grants received in Rs.	Purpose
-	-	-

6.4.2 Total corpus fund generated 4,15,66,328.34 (cr)

#### **6.5 Internal Quality Assurance System**

6.5.1 Whether Academic and Administrative Audit (AAA) has been done?

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	No	No	No	No
Administrative	No	No	No	No

6.5.2 Activities and support from the Parent – Teacher Association (at least three)

Parents are cordially invited for Orientation Programme of their wards on their first Day of College every year. And same day Parent-Teachers meeting will be held at the institute and feedback and suggestions for improvement of quality management education was collected. Feedback from parents is given due

<p>consideration.</p> <p>Parents teachers association faculty in charge always invite club committee members and Parents to for major programmes of the institute.</p> <p>Every year institute collect Parents signed anti-ragging affidavits documents.</p>				
<b>6.5.3 Development programmes for support staff (at least three)</b>				
<p>Staff Development Programme for Non Teaching Staff was organised at Institute campus.</p> <p>Financial assistance for non teaching staff for attending workshop and conferences</p> <p>Annually salary increments for supportive staff</p>				
<b>6.5.4 Post Accreditation initiative(s) (mention at least three)</b>				
<p>Institute has got 12B approval from UGC. This makes the colleges eligible for central assistance from the Government of India or any organization receiving funds from the Central Government.</p> <p>Introduced “ Pride and Honour Stage” to exhibit talent and skills of students in the institute</p> <p>Introduced certificate add on courses SAP and GST for second year students and Corporate communication courses (Excel and Computer Basic) for first year students.</p>				
<b>6.5.5</b>				
<p>a. Submission of Data for AISHE portal : (Yes /No) No</p> <p>b. Participation in NIRF : (Yes /No) No</p> <p>c. ISO Certification : (Yes /No) No</p> <p>d. NBA or any other quality audit : (Yes /No) No</p>				
<b>6.5.6 Number of Quality Initiatives undertaken during the year</b>				
Year	Name of quality initiative by IQAC	Date of conducting activity	Duration (from-----to-----)	Number of participants
2017	Special Seminar on Goods and service Tax	17.08.2017	One Day	91
2017	Inauguration of ED Club and Expert Lecture on “Entrepreneurship Development”	18.08.2017	One Day	202
2017	Inauguration of SAP & GST Classes, Expert Lecture on GST	08.09.2017	One Day	80
2017	Expert Lecture on Banking and Insurance	15.11.2017	One Day	101
2017	Expert Lecture on Breaking the mental block	16.11.2017	One Day	204
2017	Expert Lecture on GST in association with IIMM	24.11.2017	One Day	25
2018	“Women under the	07.02.2018	One Day	110



	Protection of Law”			
2018	“Career Opportunity in the Overseas”	21.02.2018	One Day	211
2018	Open Seminar sessions on Cancer Awareness among the Public	07.03.2018	One Day	85
2018	Inauguration of World Women’s day & Expert Lecture on the theme “Health Safety of Women: Issues and Concerns”	08.03.2018	One Day	
2018	“Role of MBA students in the Development of New Technology”	09.03.2018	One Day	106
2018	“Positive Attitude and Stress Management”	14.03.2018	One Day	88
2018	“SVEEP 2018”	18.04.2018	One Day	201
2017	One day workshop on the theme “Preparations for Placements: An overview	30.07.2017	One Day	85
2017	Mock Interview	23.08.2017	One Day	90
2017	Two day workshop on “Personality Development”	3 <sup>rd</sup> - 4 <sup>th</sup> November, 2017	Two	103
2017	Three Day workshop on “Placement Preparation”	13.02.2017	Three	88
2017	One week MDP Programme on “Entrepreneurship Development”	15.12.2017	One Day	25
2018	7 days workshop on the theme “Placement Preparations”	25.01.2018	Seven Day	91

2018	2 days workshop on the theme “Placement Preparations”	30 <sup>th</sup> & 31 <sup>st</sup> Jan 2018	Two	89
2018	1 day workshop for I MBA (Batch – B) on the theme “Self-Awareness for Personal Effectiveness”	28.02.2018	One	105
2018	1 day workshop for I MBA (Batch – A) on the theme “Self-Awareness for Personal Effectiveness”	07.03.2018	One	112

## **CRITERION VII – INSTITUTIONAL VALUES AND BEST PRACTICES**

### **7.1 - Institutional Values and Social Responsibilities**

7.1.1 Gender Equity (Number of gender equity promotion programmes organized by the institution during the year)

Title of the programme	Period (from-to)	Participants	
		Female	Male
Health Safety of Women: Issues and Concerns – Expert Lecture	8th March 2018 2.30 pm to 4.30 pm	68	-----
Women Under the Protection of Law - Expert Lecture	7th Feb 2018 2.30 pm to 4.30 pm	36	35

7.1.2 Environmental Consciousness and Sustainability/Alternate Energy initiatives such as:  
Percentage of power requirement of the College met by the renewable energy sources  
Installation of 150 KV Solar panel for solar energy is under progress. The Institute and Hostel power requirement is 100 KV. However, the excess 50 KV will be transferred to the grid of Karnataka Power Transmission Company Limited for Rs. 9.00.

### **7.1.3 Differently abled (Divyangjan) friendliness**

Items Facilities	Yes/No	No. of Beneficiaries
Physical facilities	No	NIL
Provision for lift	No	NIL
Ramp/ Rails	Yes	NIL
Braille Software/facilities	No	NIL
Rest Rooms	No	NIL
Scribes for examination	No	NIL
Special skill development for differently abled students	No	NIL
Any other similar facility	No	NIL

#### 7.1.4 Inclusion and Situatedness

Enlist most important initiatives taken to address locational advantages and disadvantages during the year

Year	Number of initiatives to address locational advantages and disadvantages	Number of initiatives taken to engage with and contribute to local community	Date and duration of the initiative	Name of the initiative	Issues addressed	Number of participating students and staff
2017-2018	2			Since the college is situated nearer to the National Highway To avoid Noise and Air pollution airconditioners are fitted in all the Class Room, Computer Lab and Auditorium	Pollution	206
				Boys Hostel is situated far away from the college. Hence College provides regular Transport facilities to the hostellers	Transportation	
		6	7th Feb 2018 3 pm to 5 pm	Fire and Safety – Expert Lecture & Demo	Safety Against Fire Accidents	1114+20
			24th November 2017 6 pm to 7.15 Pm	GST-Today and Tomorrow	Expert Lecture	45
			16th November 2017 2.30 pm 4.30 pm	Banking and Insurance	Savings and Investments	112
			27th November 2017 2.30 pm to 3.30 pm	Investment Opportunities	Savings and Investments	97

			10th October 2017 6 pm to 7.15 pm	Effective Contract Drafting	Expert Lecture	32
			8th September 2017 2.30 pm- 3.30pm	An Overview on GST	Expert Lecture	74

### 7.1.5 Human Values and Professional Ethics

Code of conduct (handbooks) for various stakeholders

Title	Date of Publication	Follow up (maximum 100 words each)
-	-	-

### 7.1.6 Activities conducted for promotion of universal Values and Ethics

Activity	Duration (from-----to-----)	Number of participants
Power of Positive Attitude – Expert Lecture	14th March 2018 10.30 am to 12.30 pm	71
Women Under the Protection of Law - Expert Lecture	7th Feb 2018 2.30 pm to 4.30 pm	71
Breaking Down Mental Blocks	17th November 2017 2.30 pm to 3.30 pm	70
Swami Vivekananda: Role Model for Youth - Expert Lecture	25th October 2017 2.30 pm to 3.30 pm	73

### 7.1.7 Initiatives taken by the institution to make the campus eco-friendly (at least five)

The Institute has developed its own practices to ensure greenery around and also to contribute to ecological balance, by implementing a few humble unstructured systems, which are mentioned here below

- Majority of the students and staff of the Institute use public transport to travel from their respective places.
- Dustbins are provided in the classrooms and in some strategic points to collect the paper waste. However, the use plastic carry bags by students and canteen personnel are highly discouraged.
- All internal communications are carried out to the students and faculty members through emails and Whatsapp groups.
- In a similar way, after conducting programmes, the faculty in charge prepares a detailed report with photographs and stores the same in the form of e-content and made accessible through Institute website.
- Efforts are also made to keep the campus clean and green, through planting trees and regular maintenance of garden.

## 7.2 Best Practices

Describe at least two institutional best practices

Upload details of two best practices successfully implemented by the institution as per NAAC format in your institution website, provide the link

**Weblink:** <http://ajimmangalore.ac.in/wp-content/uploads/2018/12/bestpractices.pdf>

**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](http://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](http://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.

#### **7.3 Institutional Distinctiveness**

Provide the details of the performance of the institution in one area distinctive to its vision, priority and thrust  
Provide the Weblink of the institution in not more than 500 words

Weblink: <http://ajimmangalore.ac.in/wp-content/uploads/2018/12/Distinctiveness.pdf>

A.J. Institute of Management has not left a single stone unturned in developing the Institute as a Centre of Excellence in Management Education by continuously benchmarking itself against the best. It is our mission to impart value based management education, designed to prepare young men and women for leadership positions. The Institute also believed that 'teaching-learning' is no longer restricted to the classroom, hence, moved beyond the boundaries and structured course content. As per our Vision, business education is the process of imparting knowledge that is essential, skills that are relevant and values that are foundational. Further, fact remains that business education has to provide two kinds of knowledge that is 'how to think' (knowledge component) and 'how to live' (skill component). The distinct thought of the Institute is that, success of a student at our Institute not only to be decided by the marks or CGPA he or she is scoring, but also to what extent he or she is transformed over the four semesters by imbibing the skills and values. Hence, as per the distinctiveness of our Vision-Mission, priority and thrust is given for the skill building activity to make the students proficient, perfect and professional.

With the novel idea of enhancing of knowledge and skills as well as for imparting values among the students, the Institute looked beyond its boundaries and strived hard to achieve the better of the best in management education, as it is reflected in our Vision. With this intension, the Institute organized a large number of activities through different Clubs and Associations. These varied activities provided hands on experience to the

students and taught them how to plan, organize, coordinate, supervise, control, articulate, communicate, work in a team, motivate (self and others), develop sense of responsibility, reasoning and so on. Accordingly, the Institute planned and implemented activities through a structured action plan. They are properly coordinated and supervised through Clubs and Associations.

The following Table exhibits various activities of skill building, over and above the regular classroom teaching.

Sl. No.	Dimensions of Skill Based Activities	Number of Activities 2017-2018
1	Number of clubs and associations	36
2	Number of student nominations to clubs and associations	140
3	Dual / Industry Certified Programs / Soft Skills	14
	Number of Courses (GST, SAP)	2
	Number of Students	GST = 45 Students SAP = 18 Students
4	Expert Lectures (GST, Demonetization, Investment Planning, Scenario Planning, Project Management etc.)	13
5	One Day Workshops (Themes such as Career Building, Leadership, Team Building, Communication etc.)	9
6	Two Days or more than Two Days workshops (To enhance employable skills)	---
7	Aptitude Test Series (To enhance analytical ability)	30
8	Other Events (Comprising Induction Programs, Student Council, Sports Day, Annual Day Celebrations, Interactive Sessions, orientation Programs etc.)	4
9	Festivals and Celebrations (Such as Teacher's Day, Onam, Dasara, Deepavali, Christmas, Cultural week etc)	7
10	Extension activities (Comprising Orphan visits, Blood Donation, Swachh Bharat etc)	1
11	Demos (Comprising Student Counselling and demo such as demo on usage of SPSS package, online journal portals, digital banking, internship, project work etc.)	7
12	Field Survey (Self-funded survey on social centric issues through students)	4
13	Book review sessions/ Contemporary Topic Presentation	--
14	Number of Deputation to fests and Conferences	28
	Number of Students Deputed	275
	Number of Prizes won	61
15	Eco friendly activities	
16	Value Based activities	
17	Intra-fest	1
18	Industrial Visits / Tour	1
19	Number of Short films (Short films Produced by students on social centric issues/ eco friendly topics)	17
20	Number of Inspirational Videos (Inspirational Videos Viewed by students followed by in-depth discussions)	6



#### 8. Future Plans of action for next academic year (500 words)

##### Our Vision for Future

- Thrust on Simulation based learning to facilitate integrated approach for Learning-Practice - Placement
- Formation of Case Writing Club
- Formation of Student Investment Club in association with Simplus Financial Services Limited
- Development of a open stage for the students to exhibit their any form of talent during the free hours.
- A link to be developed to record all the details of student internship and project work titles
- Development of Management Lab
- Installation of fire safety system to ensure the safety of the building, students and others.
- Commencement of Entrepreneurship Incubation Centre
- Arrangements with Karnataka Private Post-Graduate Colleges Association, Bangalore to conduct National/ International Conferences and other academic programmes
- Rain water harvesting
- Development of solar campus
- Formation of Hospital Administration Club to pursue health related activities.
- Furtherance of CC camera surveillance to ensure student safety.

Name K. Deepak. Rao  
[Signature]  
Signature of the Coordinator, IQAC

Name T. Jayaprakash Rao  
[Signature]  
Signature of the Chairperson, IQAC

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**Abbreviations:**

CAS	-	Career Advancement Scheme
CAT	-	Common Admission Test
CBCS	-	Choice Based Credit System
CE	-	Centre for Excellence
COP	-	Career Oriented Programme
CPE	-	College with Potential for Excellence
DPE	-	Department with Potential for Excellence
GATE	-	Graduate Aptitude Test
NET	-	National Eligibility Test
PEI	-	Physical Education Institution
SAP	-	Special Assistance Programme
SF	-	Self Financing
SLET	-	State Level Eligibility Test
TEI	-	Teacher Education Institution

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For Communication with NAAC

**The Director**

**National Assessment and Accreditation Council (NAAC)**

*(An Autonomous Institution of the University Grants Commission)*

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