Part I: Institutional Data

A) Profile of the College

1. Name and address of the college:

Name: Alpha Arts and Science College Address: P.B.No. 30, Porur, Chennai 600 116. City: Chennai District: Thiruvallur State: Tamilnadu Pin code: 600 116 Website: www.alphagroup.edu

2. For communication:

Office

Name	Area/ STD code	Tel. No.	Fax No.	E-mail
Principal Dr.Leela Abraham	044	24767765	24762368	profleela@gmail.com
Vice Principal Dr. R.Santhi	044	24767765	24762368	rshanthi.teacher@gmail.com
Steering Committee Coordinator Mrs. Thendral Hepzibah	044	24767765	24762368	thendraljoel@yahoo.com

Residence

Name	Area/ STD code	Tel. No.	Mobile No.
Principal Dr. Leela Abraham	044	32016320	
Vice Principal Dr. R. Santhi	044	22581850	9884768183
Steering Committee Coordinator Mrs. Thendral Hepzibah	044	26566980	9884059238

3. Type of Institution:

a. By management
- i. Affiliated College [√]
- ii. Constituent College [ ]

b. By funding
- i. Government [ ]
- ii. Grant-in-aid [ ]
- iii. Self-financed [√]
- iv. Any other (Specify the type) [ ]

c. By Gender
- i. For Men [ ]
- ii. For Women [ ]
- iii. Co-education [√]

4. Is it a recognized minority institution?

Yes [ ] No [√]

If yes specify the minority status (Religious/linguistic/ any other)

(Provide the necessary supporting documents)

5. a) Date of establishment of the college:

Date	Month	Year

05	09	1996

b) University to which the college is affiliated (If it is an affiliated college) or which governs the college (If it is an constituent college)

University of I

6. Date of UGC recognition:

Under Section	Date, Month & Year (dd-mm-yyyy)	Remarks (If any)
i. 2 (f)	-	Applied for 2f Status
ii. 12 (B)		

(Enclose the Certificate of recognition u/s 2 (f) and 12 (B) of the UGC Act)

7. Does the University Act provide for autonomy of Affiliated/ Constituent Colleges?

Yes [√] No [ ]

If yes, has the college applied for autonomy?

Yes [ ] No [√]

8. Campus area in acres/sq.mts: 5.0008acres

9. Location of the college: (based on Govt. of India census)

Urban [ ]
Semi-urban [√]
Rural [ ]
Tribal [ ]
Hilly area [ ]

Any other (specify) [ ]

10. Details of programmes offered by the institution: (Give last year's data)

S. No.	Programme Level	Name of the programme/ Course	Duration In years	Entry Qualification	Medium of instruction	Sanctioned strength	Number of students admitted
1	Under-Graduate	BC	3 yrs	12th	English	50	6
		BT	3 yrs	12th	English	50	15
		BBA	3 yrs	12th	English	50	41
		COM	3 yrs	12th	English	140	117
		ECS	3 yrs	12th	English	32	21
		CS	3 yrs	12th	English	100	36
		BCA	3 yrs	12th	English	100	45
		ISM	3 yrs	12th	English	50	45
		VC	3 yrs	12th	English	33	33
ii.	Post – graduate	BT	2 yrs	B.Sc.	English	26	9
		AMB	2 yrs	B.Sc.	English	16	4
		IT	2 yrs	B.Sc.	English	26	9
iv.	Certificate Course	ECS	3 yrs				25
		B.Com	6 months	12th	English		
		Language	6 months				

(Additional rows may be inserted as per requirement)

11. List the departments:

Science
Departments: Biochemistry, Electronics and Communication Science, Computer Science, Computer Applications, Information System Management, Applied Microbiology, Information Technology, Visual Communication, Mathematics
Arts (Language and Social sciences included)
Departments: Languages
Commerce
Departments: Commerce, Business Administration
Any Other (Specify)
Departments: NA

12. Unit Cost of Education

(Unit cost = total annual recurring expenditure (actual) divided by total number of students enrolled)

(a) including the salary component = Rs. 25,139/-

(b) excluding the salary component = Rs. 13,792/-

B) Criterion-wise Inputs

Criterion I: Curricular Aspects

1. Does the College have a stated

Vision?	Yes	√	No	
Mission?	Yes	√	No	
Objectives?	Yes	√	No	

2. Does the college offer self-financed Programmes? Yes [√] No [ ]

9UG + 2PG

Course	I Year	II Year	III Year
UG			
BC	-	18,000	19,300
B.Sc. BT	24,500	27,500	34,000
CS	42,500	30,000	33,200
BCA	24,500	30,000	33,200
ECS	18,000	18,000	21,400
VC	24,500	27,500	29,000
BISM	19,500	24,500	23,600
BBA	14,500	20,000	23,600
B.Com	14,500	20,000	23,550

Course	I Year	II Year	III Year
PG			
M.Sc. BT	49,500	72,500	-
M.Sc. BI	37,500	37,500	-
M.Sc. IT	26,500	26,500	-
M.Sc AMB	37,500	37,500	-
Certificate Courses			
P CB Design		500	
Tally	4200		
Spoken Hindi	200 (Open to all three years)		

3. Number of Programmes offered under

a. annual system

b. semester system 9UG + 2PG

c. trimester system

4.

Programmes with

a. choice based credit system

Yes	√	No		Number	9+2

b. Inter/multidisciplinary approach

Yes	√	No		Number	**12**

c. Any other, specify

Yes	√	No		Number	3

5. Are there Programmes where assessment of teachers by students is practiced?

Yes	√	No		Number	9+2

6. Are there Programmes taught only by visiting faculty?

Yes		No	√	Number	

7. New programmes introduced during the last five years

UG	Yes	√	No		Number	3
PG	Yes	√	No		Number	1
Others (specify)	Yes	-	No	-	Number	-

8. How long does it take for the institution to introduce a new programme within the existing system?

6 months to one year

9. Does the institution develop and deploy action plans for effective implementation of the curriculum?

Yes	√	No	

10. Was there major syllabus revision during the last five years? If yes, indicate the number.

Yes	√	No		Number	1

11. Is there a provision for Project work etc. in the programme? If yes, indicate the number.

Yes	√	No		Number	3

12. Is there any mechanism to obtain feedback on curricular aspects from

a. Academic Peers?	Yes	√	No	
b. Alumni?	Yes	√	No	
c. Students?	Yes	√	No	
d. Employers?	Yes	√	No	
e. Any other?	Yes	√	No	

Criterion II: Teaching-Learning and Evaluation

1. How are students selected for admission to various courses?

a) Through an entrance test developed by the institution ☐

b) Common entrance test conducted by the University/Government ☐

c) Through interview ☑ 35%

d) Entrance test and interview ☐

e) Merit at the previous qualifying examination ☑ 60%

f) Any other(Quota-community, sports, economically wea ☑ 5%
Physically challenged)

(If more than one method is followed, kindly specify the weightages)

2. Highest and Lowest percentage of marks at the qualifying examination considered
for admission during the previous academic year

Programmes (UG and PG)	Open category		SC/ST category		Any other (specify)	
	Highest (%)	Lowest (%)	Highest (%)	Lowest (%)	Highest (%)	Lowest (%)
UG	100	35	100	35	100	35
PG	100	40	100	40	100	40

3. Number of working days during the last academic year — 234

4. Number of teaching days during the last academic year — 168

5. Number of positions sanctioned and filled

	Sanctioned	Filled
Teaching	62	62
Non-teaching	6	6
Technical	7	7

6. a. Number of regular and permanent teachers (gender-wise)

Professors	M		F	
Readers	M		F	
Sr. Grade lecturers	M	8	F	42
Lecturers	M		F	

b. Number of temporary teachers (gender-wise)

Lecturers – Full- time	M		F	12
Lecturers – Part- time	M	2	F	1
Lecturers (Management	M		F	

			appointees) - Full time			
			Lecturers (Management appointees) - Part time	M		F	
			Any other	M		F	
			Total	M		F	

c.	Number of teachers	From the same State	61
		From other States	1

*** M – Male F – Female**

			Number	%
7.	a.	Number of qualified/ permanent teachers and their percentage to the total number of faculty	50	80.6%
	b.	Teacher: student ratio	1:20	
	c.	Number of teachers with Ph.D. as the highest qualification and their percentage to the total faculty strength	4	6.45%
	d.	Number of teachers with M. Phil as the highest qualification and their percentage to the total faculty strength	46	75%
	e.	Percentage of the teachers who have completed UGC, NET and SLET exams	8%	
	f.	Percentage of the faculty who have served as resource persons in Workshop/ Seminars/ Conferences during the last five years	12%	
	G	Number of faculty development programmes availed by teachers (last five years) **Starting from 2010-'11** UGC/ FIP	1	2 3 4 5
			-	- - - -

to	programme	1	-	-	-	-
2006-2007	Refresher:	-	-	-	1	-
	Orientation:	60	18	14	11	2
	Any other (specify)					

h Number of faculty development programmes organized by the college during the last five years

	1	2	3	4	5
Seminars/ workshops/symposia on curricular development, teaching- learning, assessment, etc.	9	2	2	1	1
Research management	-	-	-	-	-
Invited/endowment lectures	15	16	9	8	6
Any other (specify)	-	-	-	-	-

	Number	%
8. Number and percentage of the courses where predominantly the lecture method is practiced	13	80%

9. Does the college have the tutor-ward system? Yes [√] No [ ]

If yes, how many students are under the care of a teacher? 25/teacher

10. Are remedial programmes offered? (25%)	Yes	√	No		Number	9UG+ 2 PG
11. Are bridge courses offered? (I Year – to be initiated)	Yes	√	No		Number	2
12. Are there Courses with ICT-enabled teaching-learning processes?	Yes	√	No		Number	**5**

13. Is there a mechanism for:

a. Self appraisal of faculty ? Yes [√] No [ ]

b. Student assessment of faculty performance? Yes [√] No [ ]

c. Expert /Peer assessment of faculty performance? Yes [√] No [ ]

14. Do the faculty members perform additional administrative work? If yes, the average number of hours spent by the faculty per week

Yes [√] No [ ]

10hrs./week

Criterion III: Research, Consultancy and Extension

1. How many teaching faculty are actively involved in research? (Guiding student research, managing research projects etc.,)

	Number	% of total
	15	24

2. Research collaborations

a) National — Yes [√] No [ ]

If yes, how many? 3

b) International

If yes, how many? Yes [√] No [ ]

2
-

3. Is the faculty involved in consultancy work? Yes [√] No [ ]

If yes, consultancy earnings/ year (average of last two years may be given) **Rs. 5600/-**

4. a. Do the teachers have ongoing/ completed research projects? Yes [ ] No [√]

If yes, how many?	On going	-
	Completed	-

b. Provide the following details about the ongoing research projects:

Major projects	Yes		No	√	Number		Agency		Amt.	
Minor projects	Yes		No	√	Number		Agency		Amt.	
College Projects	Yes	√	No		Number	2	Amount	Funded by College		
Industry sponsored	Yes		No	√	Number		Industry		Amt.	
Any other (specify)				-		-				-
No. of student research projects	Yes	√	No		Number	64	Amount sanctioned by the College		Rs. 40,((for A Alone)	

5. Research publications:

International journals	Yes	√	No	-	Number	4
National journals – refereed papers	Yes	√	No	-	Number	5
College journal	Yes	-	No	√	Number	-
Books	Yes	√	No	-	Number	1(8 chapters alone)
Abstracts	Yes	√	No	-	Number	2
Any other (specify)	Yes	√	No	-	Number	4

Awards, recognition, patents etc. if any (specify)
Tamil dept.: Ms.Thenmozhi got "Tamizh sudar" special award in 2009 at International conference.

6. Has the faculty

a) Participated in Conferences? Yes [√] No [ ] Number [37]

b) Presented research papers in Conferences? Yes [√] No [ ] Number [29]

7. Number of extension activities organized in collaboration with other agencies/NGOs (such as Rotary/Lions Club) (average of last two years) — NSS:2 NCC:1

8. Number of regular extension programmes organized by NSS and NCC (average of last two years)

NSS	NCC
7	5

9. Number of NCC Cadets/units

M	50	F	-	Units	1

10. Number of NSS Volunteers/units

M	142	F	188	Units	1

Criterion IV: Infrastructure and Learning Resources

1. (a) Campus area in acres — 5.0008 acres

(b) Built up area in Sq. Meters — 46111 sq.ft.

(*1 sq.ft. = 0.093 sq.mt)

2. Working hours of the Library

(a) On working days — 7 hrs.

(b) On holidays — -

	(c) On Examination days	7 hrs.
3.	Average number of faculty visiting the library/day (average for the last two years)	10
4.	Average number of students visiting the library/day (average for the last two years)	100
5.	Number of journals subscribed to the institution	10
6.	Does the library have the open access system?	Yes √ No
7.	Total collection (Number)	Titles / Volumes Annexure - 1
a.	Books	6130
b.	Textbooks	
c.	Reference books	1216
d.	Magazines	30
e.	Current journals	
	Indian journals	21
	Foreign journals	-
f.	Peer- reviewed journals	-

g. Back volumes of journals

-

h. E-resources

CDs/ DVDs	100
Databases	To be created
Online journals	
Audio- Visual resources	To be initiated
	20

i. Special collections (numbers)

Repository	Yes	No	No.
(World Bank , OECD, UNESCO etc.)	√		
Interlibrary borrowing facility	√		
Materials acquired under special schemes (UGC, DST etc.)		√	
Materials for Competitive examinations including Employment news, Yojana etc.	√		
Book Bank	√		
Braille materials		√	
Manuscripts		√	
Any other (specify)		-	

8 Number of books/journals / periodicals added during the last two years and their total cost

	The year before last		Last Year	
	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)
Text books	-	-	-	2 lac
Reference Books	-	-	-	-
Other books	-	-	-	-
Journals/Periodicals	-	-	-	-
Encyclopedia	-	-	-	-
Any other(specify)	-	-	-	-

1000

9. Mention the

Total carpet area of the Central Library (in sq. ft)	1980
Number of departmental libraries (Reference Library)	-
Average carpet area of the departmental libraries	-
Seating capacity of the Central Library (Reading room)	100

10. Status of Automation of the Library

not initiated	
fully automated	
partially automated	√

11. Percentage of library budget in relation to the total budget 8%

(without the salary)

12. Services/facilities available in the library (If yes, tick in the box)

Circulation	√
Clipping	√
Bibliographic compilation	√
Reference	√
Reprography	√
Computer and Printing	√
Internet	√
Inter-library loan	√
Power back up	√
Information display and notification	√
User orientation /information literacy	
Any other (specify)	

-

13. Average number of books issued/returned per day — 50/15

14. Ratio of library books to the number of students enrolled — 4:1

15. Computer Facilities

Number of computers in the college	252
Number of Departments with computer facilities	14 depts.
Central computer facility (Number of terminals)	5
Budget allocated for purchase of computers during the last academic year	Yet to receive from admin

Amount spent on maintenance and upgrading of computer facilities during the last academic year	7 lacs

Internet Facility, Connectivity

Dialup	Broadband	Others (Specify)
3Mbps/HCL	2Mbps/BSNL	-

Number of nodes/ computers with Internet facility: 35

16. Is there a Workshop/Instrumentation Centre?

Yes	√	No		Available from the year	1996

17. Is there a Health Centre?

Yes	√	No		Available from the year	2005

18. Is there Residential accommodation for

Faculty ?

Yes	√	No	

Non-teaching staff ?

Yes		No	√

19. Are there student Hostels?

Yes	√	No	

If yes, number of students residing in 40 hostels

Male

Yes	√	No		Number	23

Female

Yes	√	No		Number	17

20. Is there a provision for

a) Sports fields	Yes	√	No	
b) Gymnasium	Yes	√	No	
c) Womens' rest rooms	Yes	√	No	
d) Transport	Yes	√	No	
e) Canteen/Cafetaria	Yes	√	No	
f) Students centre	Yes	√	No	
g) Vehicle parking facility	Yes	√	No	

CRITERION V: STUDENT SUPPORT AND PROGRESSION

1. A. Student Strength
   (Provide information in the following format, for the past two years)

Student Enrolment	**Year**	**UG**			**PG**			**M.Phil**			**Ph.D**	
		M	**F**	**T**	**M**	**F**	**T**	-	-	**-**	-	-
Number of students from the same state where the college is located	**2009-10**	512	428	**940**	20	31	**51**	-	-	**-**	-	-
	2010-11	614	411	**1025**	20	17	**37**	-	-	**-**	-	-
Number of students from other states	**2009-10**	86	17	**103**	3	4	**7**	-	-	**-**	-	-
	2010-11	60	17	**77**	8	6	**14**	-	-	**-**	-	-
Number of NRI students	**2009-10**	0	0	**0**	0	0	**0**	-	-	**-**	-	-
	2010-11	0	0	**0**	0	0	**0**	-	-	**-**	-	-
Number of foreign students	**2009-**	58	45	**103**	0	0	**0**	-	-	**-**	-	-

	10											
	2010-11	69	52	**121**	0	0	**0**	-	-	**-**	-	-

b. Dropout rate in UG and PG (average for the last two batches)

COURSE	Year	Number	Percent
UG	2009-10	108	9.4
	2010-11	121	9.9
PG	2009-10	1	1.5
	2010-11	3	5

2. Financial support for students: (last year)

	Number	Amount
Endowments	9	13000
Free ships	4	121000
Scholarship (Government)	6	7650
Scholarship (Institution)	4	88,000
Number of loan facilities	305	61,00,000
Any other financial support (specify) **Alumni sponsorship**	2	32500

3. Does the college obtain feedback from students on their campus experience? **YES**

4. Major cultural events (data for last year)

Events	**Organized**			**Participated**		
	Yes	No	Number	Yes	No	Number
Inter-collegiate	✓		14	✓		35
Inter-university	✓		2	✓		2
National	✓		**1**	✓		5
Any other (specify) INTERDEPARTMENTAL	✓		1	✓		6

5. Examination Results (data of past five years)

RESULTS	UG							
	2008-11	2007-10	2006-9	2005-8	2004-7	2008-11	2007-10	2 9
Pass Percentage	87.9	80.9	74.73	82.2	79.2	89	72	8
Number of first classes	233	246	182	23	121	7	13	6
Number of Distinctions	23	23	20	25	14	7	12	6
Ranks (if any)	-	8	21	7	8	-	0	3

6. Number of overseas programmes on campus and income earned:

Number	Amount	Agency
1	NIL	US EMBASSY
1	NIL	AYC
1	NIL	SIFE

7. Number of students who have passed the following examinations during the last five years

	2010-11	**2009-10**	**2008-09**	**2007-08**	**2006-07**
NET	-	-	-	-	-
SLET	-	-	-	-	-
CAT	1	6	-	-	-
TOEFL	-	-	1	-	-
GRE	-	-	-	-	-
GMAT	-	-	-	-	-
CIVIL SERVICES (IAS / IPS/ IFS)	-	1 (ATTEMPTED)	-	-	-
DEFENCE ENTRANCE	-	-	-	-	-
OTHER SERVICES	-	-	-	-	-
ANY OTHER (SPECIFY)	-	-	-	-	-

8. Is there a student counseling centre? **YES**

9. Is there a Grievance Redressal Cell? **YES**

10. Does the college have an Alumni Association? **YES** Formed in the year **2000**

11. Does the college have Parent – Teachers Association? **NO but parents teachers meeting is held every semester.**

Criterion VI: Governance and Leadership

1.	**Has the institution appointed a permanent principal?**	**YES**
	If? Yes, Denote the qualifications	**M.Sc., M.Phil. Ph.D.**
	If No, for how long has the position been vacant ?	**NA**
2.	**Number of professional development programmes held for the Non-teaching staff (last two years)**	**3 nos.**

3. Financial resources of the college (approximate amount) – Last year's data

1. Grant-in-aid	NIL
2. Fee from aided courses	NIL
3. Donation	NIL
4. Fee from Self-funded courses	Rs.321,88,863
5. Any other (Specify) CERTIFICATE COURSES	Rs. 16,500/-

4. Statement of Expenditure (for last Two years)

Item	**BEFORE LAST (2009-10)**	**LAST YEAR (2010-11)**
% spent on the salaries of faculty	48.06%	47.14%

% spent on the salaries of non-teaching employees including contractual workers	0.87%	0.95%
% spent on books and journals	1.48%	0.61%
% spent on Building development	1.49%	5.15%
% spent on hostels and other student amenities	4.78%	4.11%
% spent on maintenance – electricity, water, telephones, infrastructure	3.21%	2.91%
% spent on academic activities of departments – Laboratories, Green house, Animal house, Field trips etc	4.28%	1.18%
% spent on research, seminars etc.	2.22%	1.71%
% spent on miscellaneous expenditure	10.01%	18.83%

5. Dates of meetings of Academic and Administrative Bodies during the last two years

Committees	Particulars	Last Year	Year before Last
Governing Bodies	Governing Council Meeting	1.12.10	16.10.2009
Internal Admn. Bodies (mention only three most important bodies :	COUNCIL MEETING	7.6.10 23.6.10	11.6.09 17.6.09 23.6.09 25.6.09 30.6.09
		9.7.10	22.7.09
		11.8.10 25.8.10	19.8.09
		6.9.10 27.9.10	7.9.09
		29.9.10 30.9.10	1.10.09 6.10.09 23.10.09 26.10.09
		13.10.10 27.10.10	4.11.09 10.11.09 3011.09

		26.11.10 10.12.10	17.12.09
		4.1.11 10.1.11 23.1.11	7.1.10 18.1.10 19.1.10
		29.2.11	16.2.10
		16.3.11 30.3.11	3.2.11 8.4.11 15.4.11 21.4.11
Any other (specify)	Staff Meeting	11.6.10	16..6.09
		29.7.10	17.7.09
		15.9.10	8.9.09
		29.10.10	5.10.10 19.10.09
		-	4.11.09
		-	2.12.09
		4.1.11	21.1.10
		25.2.11	16.2.10
		-	20.4.10
Advisory Committee	Electronics and Communication Department	27.4.2011	-
	Biosciences	25.04.2011	-
	Visual Communication	29.4.2011	-

6.Are there Welfare Schemes for the academic Community?

Loans :	**YES**	✓	NO	
Medical Leave	**YES**	✓	NO	
Maternity Leave	**YES**	✓		
Any other (Specify) TEACHING & NON-TEACHING STAFF (PF) NON-TEACHING STAFF (ESI)	**YES** **YES**	✓ ✓	NO NO	

7.Are there ICT supported / computerized units / processes / activities for the following?

a)	Administrative section / Office	**YES**	✓	NO	
b)	Finance Unit	**YES**	✓	NO	
c)	Student Admissions	**YES**	✓	NO	
d)	Placements	**YES**	✓	NO	
e)	Aptitude Testing	**YES**	✓	NO	
f)	Examinations	**YES**	✓	NO	
g)	Student Records	**YES**	✓	NO	

Criterion VII: Innovative Practices

1. Has the institution established Internal Quality Assurance Mechanisms? **YES**

2. Do students participate in the Quality Enhancement initiatives of the Institution? **YES**

3. **What is the percentage of the following student categories in the institution**

A.	SC	11.3%
B.	ST	.6%
C.	OBC	64.7%
D.	WOMEN	45.6%
E.	DIFFERENTLY ABLED	2.8%
F.	RURAL	72.8%
G.	TRIBAL	18.3%
H.	ANY OTHER (SPECIFY) DNC	.6%

4. 4.What is the percentage of the following category of staff?

	CATEGORY	TEACHING STAFF	%	NON-TEACHING STAFF	%
A.	SC	4	6.35	1	6.67
B.	ST	NIL	NIL	NIL	NIL
C.	OBC	36	57.14	10	66.66
D.	WOMEN	53	84.12	5	33.33
E.	PHYSICALLY CHALLENGED	NIL	NIL	NIL	NIL
F.	GENERAL CATEGORY	22	34.92	4	26.66
G.	ANY OTHER (SPECIFY) DNC	1	1.59	NIL	NIL

5. What is the percentage incremental academic growth of the following category of students for the last two batches?

CATEGORY		AT ADMISSION		ON COMPLETION OF THE COURSE	
		Batch I	Batch II	Batch I	Batch II
A.	SC	52	51	52	46
B.	ST	11	10	9	10
C.	OBC	64	67	65	51
D.	WOMEN	64	71	56	56
E.	PHYSICALLY CHALLENGED	0	0	0	0
F.	GENERAL CATEGORY	62	66	56	50
G.	ANY OTHER (SPECIFY) FOREIGN	12	11	21	21
	DNC	0	0	0	0
	DC	0	0	0	0

CRITERION 1: CURRICULAR ASPECTS

1.1 Curriculum design &development

1.1.1 State the vision and the mission of the institution, and how it is communicated to the students, teachers, staff and other stakeholders?

Vision: To instill in students a sound philosophy based on core human values, and through quality education foster a community of competent youth who would contribute to the National and Global Development, serving humanity at large.

Mission :

1. To offer a wide range of academic programmes relevant to the regional and national needs in line with the emerging trends.
2. To train the students through innovative instructional techniques and steer them towards higher thinking.
3. To assist the students to acquire healthy and useful experiences leading to holistic progression.
4. To develop entrepreneurial skills and bridge the lacuna between the world of work and learning.
5. To promote value based education, sensitizing the student to social responsibility and good citizenry.

Objectives:

1. To achieve academic excellence of cent percent in all classes.
2. To train the students to emerge as toppers/rank holders in all departments at the University level.
3. To ensure placement for all outgoing students.
4. To enable every student to acquire an interdisciplinary skill set by undergoing a certificate/ diploma course.
5. To improve the oral and written communication skills of all the students.
6. To inculcate core human values in students.

- *How it is communicated to the students, teachers, staff and other stakeholders?*

  These goals and objectives are communicated to the students, teachers, staff and other stakeholders directly through the college calendar, prospectus, Council Meetings, Staff Meetings, Assembly and through all activities involving the community like NSS, NCC,YRC and through programmes such as College Day, Graduation Day ,Sports Day and is subtly reflected in all day to day activities of the college.

1.1.2 How does the mission statement reflect the institution's distinctive characteristics in terms of addressing the needs of the society, the students it seeks to serve, institution's traditions and value orientation?

From its inception the college aims at training young men and women to identify their academic potential and realize it by providing an environment conducive to learning. It equips the students to adapt to and face the highly competitive world outside the portals of the college in the following ways:

.1. The programmes that the College offers keep pace with the current trends of employability.

2. It encourages entrepreneurial skills so that the students can run successful enterprises and offer job opportunities to many.

3. The institution is also committed to character building and imparting sound values so that he would play a constructive role in the emancipation of the society. The technical expertise, core values and social commitment would add to the national and social fabric, in accordance with the values, vision, objectives and traditions of the institution.

1.1.3 **Are the academic programmes in line with the institution's goals and objectives?**

Yes, the institution offers programmes that enable the students to equip themselves with technical know-how so as to play an important part in the development of the society and the industry. It also endows the students with resilience and mental, physical and emotional strength so as to adapt to the everchanging demands of the industry at the national and global level.

If yes, give details on how the curricula developed/ adopted address the needs of the society and have relevance to the regional/ national and global trends and developmental needs? (access to the disadvantaged, equity, self development, community and National development, Ecology and environment, Value Orientation, Employment, ICT introduction, Global and National demands and so on.

All the Academic Programmes offered by the College are job-oriented and vocational in nature. IT- based programmes like Computer Science and Computer Applications, Information Systems Management are preferred by many students taking into consideration the current trends and requirements of the industry. These programmes enhance the employability of the students and thereby contribute to the national revenue. Curricula is prescribed by the University of Madras.

The Institution provides:

1. *Access to Disadvantaged learners:* The college aims to impart quality education to students from backward and minority community who form a majority of the student population. Many of these students who come from backward communities or minority communities are first generation learners and have the added disadvantage of having studied in the regional medium. To help such students, the college conducts bridge courses in English to help them to reach a certain degree of proficiency in English. Extra coaching in the form of remedial classes also helps these students to gain confidence. The college also arranges for spoken English courses which provide the disadvantaged learner the much-needed motivation and self-confidence to perform better.

2. ***Equity*** : a. Male,Female ratio is 3:2. Gender equity is encouraged. No discrimination is made between male and female in the admission process.

b. Students from socially backward communities and first generation learners
form majority -SC/ST Ratio is 17:1

c. The College makes no discrimination against physically challenged students
in terms of admission. 3% of the total student strength are made up of
differently abled students.

d. Linguistic Equity is achieved through the teaching of basic Tamil [To
integrate foreign students with the Regional Ethos] , helping to reach across
linguistic, regional, religious and Location barriers.

3. *Self Development:* 1.Regular classes on Communication skills , Soft skills, Personality Development programme, Insistence on spoken English etc help students hone their communication skills. Participation of students in cultural activities, debates, oratorical contests, talk shows etc in and outside the college help in building self confidence in students.3.Organizing academic programmes, educational fests, seminars, publishing Departmental Journals etc contribute towards self development.

4. *Community and National Development*-Participation in any one of the Social responsibility programs like NCC, NSS, YRC, Friends of Police, Green Initiative is mandatory and this creates awareness on social issues and contributes to the community and national development.

5. *Ecology &Environment*- The paper on Environmental Science, Field Visits, Projects,Documentary Films and street plays encourage the students to keep abreast of the environment concerns.

6. *Value Orientation*- Value Education, Telephone and e-mail etiquette, introducing the student to inspirational quotes every week, thought for the day, daily prayer ,display of thought provoking quotes on boards in every classroom and on display boards etc. all go a long way in molding the student's character.

7. *Employment*-All programs are Vocation based and provide opportunities for employment. TCP plays an important role bridging needs of Industry and equipping the students for job market. Self employment is encouraged through various entrepreneurship programmes .

8. *ICT Introduction*- Providing ICT related knowledge through non major electives such as computing skills, workshop on IT for non IT students, projects, seminars, guest lectures etc.,are some of the initiatives to introduce ICT. Subject material is made available online for the benefit of students. Use of Multimedia packages and tutoring systems contribute heavily in the teaching –learning process.

9. Global &National needs-

The Curriculum adopted addresses the Global and national needs as discussed below

1. Sensitizes students to global human needs
   a. Provides International mobility through academic programs and improvement in communication skills to promote global competency.
   b. Provides training and skills to compete in global markets.
   c. Improves the analytical and language skills of the learners.
   d. Encourages the students to aim for academic excellence in chosen field.
   e. Provides Rural employment through SIFE
   f. Attracts International Students.
   g. Develops in students the right work ethics and industry and contributes to the national economy.

2. The College provides wholesome education by subjecting the students to rigorous training in not only curricular, but co and extra curricular activities so as enable them tocompete with their counterparts at National and International level.

a. Students get placement in MNC's
b. Alumni of the College occupy responsible positions in different parts of the Country and some outside the Country as well.

c. SIFE –**Students in Free Enterprise team** of Alpha has taken up commendable community projects such as sea weed cultivation, tomato pulping and not only helped the community earn a good revenue but in the process became National Champions and went on to win the First runner- up position at Berlin in the grand finale.

1.1.4 How does the curriculum cater to inclusion /integration of information and communication technology (ICT) in the curricula for equipping the students to compete in the global employment markets ?

The curriculum in all the disciplines offer a paper on Computer Fundamentals and paper on related topics. In addition, students of non IT disciplines undergo a course on"Computing skills" as part of soft skill training which is mandatory. A multi media and a language lab is available to give thrust in communication and soft skills. Courses in B.C.A and M.Sc -IT offer the latest in Information Technology. In addition the Training cum Placement Cell (TCP) trains students in specific topics before the placement season begins . As a result every student of the College is made computer literate and is in a position to compete in the global employment market.

1.1.5 Specify the initiatives and contributions of the institution in the curriculum design and development process.(Need assessment, development of information data base, feedback from faculty, students, alumni, employees and academic peers and communicating the information and feedback for appropriate

inclusion and decisions in statutory academic bodies, Membership of BOS and by sending agenda items etc.)

Since the college is affiliated to the University of Madras, the curriculum is strictly as per University specifications. For each discipline, an advisory Board of studies comprising of the Principal, Vice Principal, Head of the department, and external experts one each from academia and industry review the scope of the curriculum and identify activities that would enhance the knowledge and skills of students to make them Industry ready. The Board meets once a year and as and when required.

Feedback from students, alumni, faculty, academic peers are utilized to enrich the curriculam more activity oriented. Also suggestions and feedback to update and make the syllabus more relevant are conveyed to the University through the Member in the respective Board of Studies

1.2 ACADEMIC FLEXIBILITY

1.2.1 What are the range of programme options available to learners in terms of degrees, Certificates and diplomas?

The College offers the following courses:

Programme Options	Numbers
UG Programmes	9
PG Programmes	2
UGC Add on Course Certificate	5

UG Programmes:

B. Sc. Biochemistry
B. Sc. Computer Science
B. Sc. Visual Communication
B. Sc. Electronics and Communication
B.Sc. Biotechnology
B.Com.
B.B.A
B.C.A
B. I.S.M
B.Sc Maths(Course has been applied for and approval pending)

PG Programmes:

M.Sc. Information Technology
M.Sc. BioTechnology
M.Com (Applied for –Approval pending)

M.A. Journalism and Mass Communication (Applied for –Approval pending)

Non Major Electives: Retail Marketing, Principles of Insurance, History of Cinema, Basic Tamil, Trends in personal computers, HTML, History of Electronics, Ecology

Certificate Courses
1. TALLY [B.Com]
2. Lab Technician Course [Bio Sciences]
3. Communication Skills Programme [Language Dept.]
4. Web Designing and Animation [Viscom]
5. Printed Circuit Board [ECS]
6. Data Warehousing/ C++/Trouble Shooting/ [CS]

1.2.2 Give details on the following provisions with reference to academic flexibility, value addition and course enrichment.

- **Core Options**: these are the papers particular to a certain discipline as specified by the University of Madras.

- **Elective Options**: As specified by the Univ. of Madras. The students are asked to select one (or more) from a list of electives.

- **Value Addition Courses**: - Certain certificate courses that enhance the knowledge and skills of the students, make them industry ready and prepare them to excel in the competitive world are identified and made available to the students as part of the programme.

- **Inter disciplinary Courses:** As part of non-major electives all students opt for electives from other departments. Moreover, there are certain courses (subjects) that are interdisciplinary in nature, to name a few: For eg: Students from Viscom who have very little exposure to Computer Knowledge opt for Computing Skills from the Computer Science Department. Similarly Computer Science Students opt for papers such as Basics of Insurance from the Commerce Department. Students who have no prior knowledge of Tamil opt for Basic Tamil.

- **Flexibility to Students to move from one discipline to another**: The institution provides flexibility for students to change the discipline if such a request is made within a stipulated / limited time only . The criterion for choice of discipline is determined based on the student's choice of subjects at the Higher Secondary Level.

- **Flexibility regarding time for completion of programme**.: The time frame for course completion for UG is 3 years(6 semesters) and for PG is 2 years(4 semesters). The institution allows the students to write arrears in the subsequent semesters and gives them the opportunity to complete the course.

1.2.3 Give details of programs and facilities available for international students

- The institution believes in inclusive education and healthy sharing of the local community with the international students. Hence, all programmes are open to International Students, and there is no discrimination in terms of place of origin or the language. Moreover all programmes are vocational-based which attracts the International students.
- Special care is taken to strengthen their fundamental concepts and overcome language barriers.
- **Cultural Immersion** – The International students are inducted into the College and prepared to adapt to the new environment through an orientation programme which gives them a glimpse of the Indian Culture, traditions and styles. Initiation to Indian foods, climate, language, precautionary measures to be taken, etc. are shared with the foreigners so that they are able to adapt to the vast changes they face with regard to food, climate, culture, language etc.
- **International Student's Day**-is celebrated that provides a platform for exchange of ideas on differences in culture.
- **Other facilities for international students**
    - The Institution provides Localized Counselors to the foreigners who speak their language.
    - Visiting Doctors attend to their health needs.
    - Hostel is well equipped with facilities of International standards to cater to their needs.
    - Internet Facility is provided to the International Students.
    - Sports (Indoor Games) are conducted at regular intervals.
    - Recreation (T.V.)
    - Gym, Yoga

1.2.4 Does the institution offer any self financed programs? If Yes, list them and
Indicate how they differ from other programs with reference to admission ,curriculum ,fee structure ,teacher qualification ,salary etc.

All the programmes are self-financed programmes

UG Programmes:

B. Sc. Biochemistry
B. Sc. Computer Science
B. Sc. Visual Communication
B. Sc. Electronics and Communication
B.Sc. Biotechnology
B.Com.
B.B.A
B.C.A
B. I.S.M
B.Sc Maths (Applied and awaiting approval)

PG Programmes:

M.Sc. Information Technology
M.Sc. BioTechnology
M.Com (Applied for-Approval pending)
M.A Journalism and Mass Communication (Applied and awaiting approval)

1.3 **FEEDBACK ON CURRICULUM (10 POINTS)**

1.3.1. How does the College obtain feedback on curriculum from:

Students:

- Each class in every department has a student representative who is responsible for communicating the feedback to the respective departments.
- The Student Forum is ever present and interacts with the students and conveys the difficulties of the students to the management through the Principal. The Student Forum offers suggestions through the Student Forum staff representatives.
- There is a written evaluation of every programme at the end of every year which evaluates the program, campus experience, facilities provided etc and offers suggestions to the Department through the House Captains, Vice captains and staff in charge of the different houses.
- There is a very active Mentor-ward system in the College where the mentor of a group of students collects feedback from the student wards.

Alumni:

An active Alumni association meets periodically both the faculty and the students and conveys its feedback, in the form of merits of the institution

and programme and the measures to be taken to improve the academic standard of the institution. Every department has an alumni meet, both to encourage the students by sharing their experiences and also to convey their suggestions on placement opportunities, their campus experience and recent trends in the Industry.

Parents:

Parents provide their feedback on the system during regular parent-teacher meetings , which in turn are analyzed carefully to enable growth of the institution.

Employers/ Industries

Feedback from employers is collected from employers during Placement drives. The Advisory Board of every dept has a member from the Industry who offers suggestions in curriculum. The Placement officer has direct contact with the various firms and industries who visit the College for campus drives and obtains direct feedback from the industry on the performance of the student.

Academic Peers:

The Subject expert of the Advisory Board offers ways and means of enriching the curriculum through the extended curriculum. Academic Peers are invited regularly to the college for workshops, seminars etc .They interact with the students and faculty and provide their feedback.

Community:

Prominent members of the Community are invited for college events and whenever possible, suggestions are taken from them to enhance and enrich the curriculum.

1.3.2. **How are the above feedback analyzed and the outcome / suggestions used for continuous improvements, and communicated to the affiliating university for appropriate inclusion?**

The feedback obtained from the various sources are scrutinized by the different committees of every department.

This feedback from **students** is used to update, rectify and improve the teaching –learning methods and infrastructure.

Feedback from **Alumni** is helpful in understanding the changing trends and needs of the industry and appropriate inclusions and changes (wherever possible) are made note of.

Feedback from **Parents** helps the teachers to pay special attention to those students. This motivates and encourages the students to perform better. Any suggestions and improvements in **Curriculum** is placed for discussion in the Advisory Board meetings and all suggestions offered by the experts are communicated to the University in the Board of Studies meetings for appropriate inclusions/ deletions etc.

1.4 **CURRICULUM UPDATE:**

1.4.1 **What is the frequency and the basis for syllabus revision and what are the major revisions made during the last two years?**

Being a college affiliated to the University of Madras, the frequency of updating the syllabus lies in the hands of the University. Generally the syllabus is updated every 3 years by the University.

1.The Major change made during the last two years is the introduction of the CBCS.

2. Introduction of softskill for both UG and PG

3. Introduction of Projects and internship at UG level

4.One extra curricular activity made mandatory for earning 2 credits.

1.4.2 How does the institution ensure that the curriculum bears a thrust on core values adopted by N A A C

CORE VALUES OF NAAC:

1. Contributing to National development
2. Fostering Global Competencies among students
3. Inculcating a Value system among Students
4. Promoting the Use of Technology
5. Quest for Excellence.

1. **Contributing to National development**

1. All offered by the College are job-oriented and turn out individuals who at the end of the course are recruited in campus drive.

2.The Institution plays a significant role in the development of skilled human resources, by providing a suitable environment for learning from the multifarious co and extra curricular acivities and also from the various certificate courses offered. and self-improvement so that they have excellent placement opportunities

3. The College serves the cause of Social justice by ensuring equal opportunities for all students in the various programmes offered.

2. **Fostering Global Competencies among students**

1. College offers French as a Language in part II of the Syllabus and German as part of soft skill course enabling the students to take up assignments abroad.

2. The students take up social entrepreneurship projects and compete with their counterparts at National and International level. The SIFE team worked on social entrepreneurship projects like sea weed cultivation and tomato pulping which not only helped the villagers but the team of students participating in the SIFE were able to compete at a global level, because of their experience in social entrepreneurship projects.

3. **Inculcating a Value system among Students**

1.The Curriculum offers to all students a paper on Value Education and personality Development

2. In addition the College, at every opportunity, starting with the Orientation Programme, the Morning Assembly, Prayer, the thought for the Week, and in all cultural and other events conducted by the Institution insists on Core values of truth and righteous conduct and doing the right thing at the right moment.

4. **Promoting the Use of Technology**

1. The faculty use technology aided devices

2. The learner is exposed to rich learning experiences through the technology based learning resources like ppts, language games, multimedia, the internet etc

3. The students are encouraged to do presentations of projects, seminars etc which helps in gaining confidence in the use of the computer and technology.

5. Quest for Excellence:

In the teaching- learning process, the facilitator exposes the student to the latest trends in the concerned discipline who in turn is encouraged to present a seminar or project on the very latest topics in the concerned field. This inculcates in the student the thirst for knowledge and the urge to explore new avenues to update himself in the expanding world of knowledge.

The department also displays these global trends, innovations, new school of thought etc. in the discipline on the notice board for the benefit of all students and also holds discussions, debates etc on new happenings in the field to bring subject awareness . The Institution sets and maintains a high standard of quality and encourages its students to imbibe this quest for excellence.

1.4.3 Does the institution use the guidelines of statutory bodies (UGC /AICTE /state Councils of HE and other bodies) for developing and /or restructuring the curricula?

NA

1.4.4. How are the existing courses modified to meet the emerging / changing national and global trends?

In order to bridge the gap or shortcomings in the existing curriculum the Institution offers / makes provision for add-on courses or an extended curriculum according to the changing national and global trends. Ex: Computing skills for non IT students etc.

1.5 BEST PRACTICES IN CURRICULAR ASPECTS:

1.5.1 What are the quality sustenance and quality enhancement measures undertaken by the Institution during the last 5 years in curricular aspects?

1. Staff Members participate in National and International seminars, conferences, workshops in their discipline to keep abreast of the latest developments in the field.
2. A special IQAC team was conceived led by the Principal and Vice-principal and the members meet on a regular basis to discuss and suggest ways of enhancing the Quality measures and ways to sustain quality.
3. Participation in seminars which deal with curricular practices give the necessary impetus to the staff to evaluate the Curriculum design, the latest trends in design, innovations in teaching methodology, innovative teaching techniques and total quality management. For ex: the College has in the course of the last academic year held very many FDPs like “

Role effectiveness in Teaching", "Instructional strategies for teaching instructions", "College Teaching- A paradigm shift"

4. The faculty is encouraged to register for Ph.D programmes and to complete the doctoral degree.

5. Faculty is encouraged to participate in orientation and refresher courses.

6. Departments are encouraged to conduct regional and national seminars, workshops, conferences.

7. Not only the teaching faculty but also the administrative and non teaching staff participate in workshops conducted by the IQAC to incorporate quality measures in day to day works.

1.5.2 What best practices in "Curricular Aspects" have been planned /implemented by the Institution?

1. Introduction of Choice based Credit System.

2. Skill based and Non major electives have been introduced under Part IV.

3. General course on Environmental Science for all students.

4. Certificate courses, soft skills courses and add on courses to enhance employability and skill enhancement.

5. Services of the Student counselor for all students.

6. Regular remedial coaching for academically weak students.

7. Providing question banks, notes etc to guide the weak students and for the achievers special attention to aim for University ranks.

8. Institution of Grievance cell to address the student's concerns.

9. Tie up with British Council and USIS for making available learning material of International Standards.

10. Encouraging the students to use the library.

11. Institution of Language Labs to improve communication skills.

12. Conducting inter departmental competitions to motivate the students.

13. The college bears the expenses of students who represent the college in sports.

14. Encouraging the students to participate in competitions in other institutions etc.

15. Every department brings out a departmental journal recording all departmental achievements.

16. Conducting inter college competitions to expose the student to the intricacies of event organization and management.

17. The students of most departments are required to do a short internship programme. This gives exposure to a practical working atmosphere and the intricacies involved.

18.Students are sent to Industry for carrying out projects. Ex: The students of Biotechnology do projects in pharmaceutical industries. The students of IT based subjects are encouraged to develop software as part of project work and this is utilized by the college. The students of Viscom are asked to do a project on photography and the best works are displayed in exhibitions, etc.

19. Field Visits give excellent exposure to the students to the practical aspects of the theory learnt in college. The students of Viscom are taken to art film festivals, art exhibitions and they are also encouraged to hold their own exhibitions, produce short films and enter competitions. Thus they are exposed to the theory that they learn in classrooms.

20. The teachers are motivated to avail of scholarships like the Fulbright-Nehru scholarship to the benefit of the teachers and students.

Criterion II: Teaching-Learning and Evaluation

2.1 Admission Process and Student Profile

2.1.1 How does the institution ensure wide publicity to the admission process?

The admission process begins prior to the release of standard 12 results. The following are some of the procedures adopted to ensure publicity for the admission process:

a. The College Prospectus, made available along with the Application Form, provides vital information pertaining to courses offered, eligibility, infrastructure, transportation and hostel accommodation.

b. The college has an active website www.alphagroup.edu that provides details about the college and the admission process.

c. Publicity is given through Mobile, and Print Media such as Regional and National Newspapers and Hoardings.

d. Stalls at Educational Fairs and Trade Fairs both local and outstation.

e. Programmes for school students are organized in the campus to create awareness about the college, courses and facilities. [Ex: Primer, Synergy]

f. Some alumni serve as ambassadors to attract students from their respective schools within and outside the state.

2.1.2 How are the students selected for admission to the following courses? Give the cut off percentage for admission at the entry level.

a. General Programmes

- **The College follows a Centralized System of Admission**. The Admission Committee comprises the Principal, subject faculty and a representative from the Management. Application Forms are issued after the publication of Standard 12 results in the Administration Office. Call Letters are sent to eligible candidates who report for an interview along with their parents. Candidates are first interviewed by subject faculty and then briefed by a member of the Admission Committee. The Final Interview would be with the Principal after which the fee is and certificates surrendered.

- **Admission to General Programs**

  A minimum pass is mandatory for admission. Due to the semi-urban location of the college it attracts many First Generation Learners.

b. Professional Programmes

The College does not offer Professional Courses.

2.1.3 How does the institution ensure transparency in the Admission process?

The entire process of admission in the college is highly transparent. The fee structure is made known to the candidates and parents at the time of interview. Fee is paid through the bank thus ensuring transparency.

2.1.4 How do you promote access to ensure equity?

a. Students from Disadvantaged Community

The College adopts the reservation policy of the Government of Tamilnadu for admission of students from Disadvantaged Communities into its programmes. Preference is given to candidates from these sections. The college, located in the outskirts of the city attracts students in and around the area who are mainly from the disadvantaged sections of society.

b. Women

The college being co-educational in nature, promotes equal access to both genders, according to the demand.

c. Differently-abled

Differently-abled candidates are given equal opportunity at the time of admission.

d. Economically-weaker sections

A sizable number of students who seek admission are from families of economically weaker sections of society. While scholarships and fee concessions are granted to deserving candidates, others in this section are given the opportunity to pay their fee in installments.

e. Sports Personnel

The college admits students in the sports quota and for deserving cases offers free education.

f. Any Other – NRI/ Free Education Scheme

NRI students are admitted without any extra fee. The college implemented the Free Education Scheme of the University of Madras to benefit 5 candidates.

2.2 Catering to Diverse Needs

2.2.1 Is there a provision for assessing the students' knowledge and skills before the commencement of the programme? If yes, give details on the strategies of the institution to bridge the knowledge gap of the incoming students for enabling them to cope with the programme to which they are enrolled.

Profile tests are conducted to identify their strength in core subjects, languages and identify other interests. Based on performance in profile tests bridge courses are conducted, and students are also encouraged to take up suitable extra-curricular activities that match their interests.

2.2.2 How does the institution identify slow and advanced learners? Give details on the strategies adopted for facilitating slow and advanced learners.

Every Teacher identifies slow and advanced learners in their respective subjects on the basis of marks obtained in Profile Tests, first CIA and classroom performance. ***Remedial classes*** are scheduled after college hours and a centralized time table is followed. Faculty assist slow learners to overcome fear of learning the subject through counseling personalized coaching and intensive training. Study material are made available to the students. Both the slow learners and the advanced learners are provided with question banks and unsolved question papers of the last five years. Short Tests are conducted regularly to assess and improve their performance.

Advanced learners are encouraged to perform better and aim for University ranks. With this target in mind, they are engaged with challenging assignments, group projects, advanced reading tasks and paper presentations in conferences within and outside the college, as a measure to enhance their knowledge.

2.2.3 Does the institution have a provision for tutorials for the students? If yes, give details.

Tutorial classes are conducted for subjects that require special attention. Students are chosen on the basis of their performance in the profile test. Classes are conducted after college hours and a fixed time schedule is prepared. Teachers provide tutorial assistance to students in areas of

difficulty. Periodic evaluation is conducted and records maintained to assess students' progress.

2.2.4 Is there a provision for mentoring of students or any similar process? If yes, give details.

The college has implemented mentoring and counseling system for the benefit of its students. Each staff serves as mentor for a specific group of students. Mentor meetings are organized once every fortnight within college timings for a period of one hour. Wards meet their mentors and discuss matters pertaining to academics, family background and their college and personal life. Mentors keep track of their wards' academic performance in a mentor card updated regularly by wards. The cards carry ward-specific data - personal, academic and other relevant information.

A professional Counselor visits the college once a week. Students avail the opportunity to share their concerns with the expert who assists them in such key areas as problem solving and decision making to help secure their future and alleviate their concerns.

2.2.5 How does the institution cater to the needs of differently-abled students?

Special care is taken to make the campus comfortable for all sections of students and especially so for the differently-abled. Extra time is provided during CIAs and model examinations. If necessary, a scribe is provided for such students. The ground floor area is made user friendly for them through provision of a slope at the student entrance. The differently-abled students are accommodated in the ground floor to the extent possible.

2.3 Teaching-Learning Process

2.3.1 How does the institution plan and organize the teaching-learning and evaluation schedules? (Academic calendar, teaching plan and evaluation blue print, etc.)

Academic Calendar

The institution plans the teaching-learning and evaluation schedule to fit into the institution's schema. The Principal and Senior members of staff plan the schedule taking public holidays and tentative university exam dates into consideration. The finalized schedule is printed in the college calendar which contains the institution's itinerary for the academic year. The calendar is distributed to the students and staff at the commencement of the academic year.

Teaching Plan

A teaching plan [Lesson Plan] is prepared by each staff for the upcoming semester according to the number of working days scheduled in the college

calendar. A hard and soft copy of the plan is submitted to Vice Principal after verification by the Head of the Department.

Evaluation Blue Print

A meeting is convened with Principal, Vice Principal, Convener of Exams and Heads to determine the evaluation pattern for the academic year. As the institution follows the Choice Based Credit System implemented by the University of Madras, continuous internal assessment forms the chief mode of testing. The number of CIAs, the schedule of dates for CIAs, Question Paper Submission and Mark Submission are decided and notified to the staff. In addition, staff are also notified about the question paper pattern, number of sections and questions in each section, as well as other modes of testing such as assignments and seminars, on the basis of discussions.

2.3.2 What are the various teaching- learning methods (lecture method, interactive method, project-based learning, computer-assisted learning, experiential learning, seminars and others) used by the teachers? Give details.

The institution facilitates effective implementation of several teaching-learning methods. Workshops and seminars organized at periodic intervals for this purpose ensure that new ideas are shared and practiced by the faculty.

Lecture Method

The lecture method with the aid of the black board and chalk forms the primary method of instruction in all departments. The medium of instruction is English All faculty prepare a lesson plan and adhere to it through the course of the semester, ensuring that portions are completed on time. Notes of lessons are prepared by the staff for the benefit of students.

Interactive Method

All staff practice the interactive method of teaching. Teaching-learning is made interactive through:

- Course related discussions and queries before, during and after the lecture session.
- Brainstorming on a particular topic of study.
- Group discussions that facilitate generation of ideas, collaborative work and develop skills of communication.
- Assignments prepared and presented by students which generate questions by peers and course teacher.
- Seminars by students on different topics using audio-visual aids.
- Group Presentations that call for student-student-tutor communication, build team spirit and encourage exchange of ideas. This also presents an opportunity for peer assessment in addition to feedback from the course teacher.

Project Based Learning

A group of students are placed under the guide ship of a faculty who chalks out the strategies to be employed during the course of the project. Projects are chosen and designed to ensure that they are innovative, current and relevant, with the aim of fostering global competency. Through projects, students develop skills such as selection and implementation of ideas, conceptualization and collection of data, in addition to gaining industry and research exposure. Post Graduate students are encouraged to take up projects and publish their findings in journals.

Computer Assisted Learning

The departments of Computer Studies [Computer Science, BCA and M.Sc.IT] use this method to supplement the lecture method. Power Point and OHP presentations are made by staff from various departments to enrich classroom learning. An English Language Lab has been set up to enhance the communication skills of students. Students have access to computers and internet facility in the college and are encouraged to use the same for collection of data for assignments, seminars and project work that are a part of their curriculum. In addition, students who do not have a computer-related paper in their curriculum are offered one as allied or non-major elective.

Experiential Learning

To add to what is learnt in the classroom, the institution paves the way for experiential hands-on-learning in order to gear students for the challenging and competitive world of work. Internship, field trips and industrial visits contribute to an enhanced learning atmosphere for students as they learn by doing, get directly involved and gain a better understanding, and hence retain information for a longer period. Seminars, workshops, symposia and competitions organized under the auspices of the Departmental Clubs with student initiative trains them in the skills of goal setting, decision making and problem solving. Experimenting, observing, reviewing, and action planning are other key skills honed in this method of education. Students are thus gradually trained to become independent learners capable of direct learning even after completion of the course/ all through their life.

2.3.3 How is learning made student-centric? What are the institutional strategies, which contribute to acquisition of life skills, knowledge management skills and lifelong learning?

The institution aims at imparting holistic education to students and hence teaching-learning is made *student-centric* through various means. Faculty identify student's needs, abilities, interests and learning styles and provide

opportunities in the college for independent learning, skill development and active participation.

The institution offers **Life Skill Training** through implementation of programmes through NCC, NSS, Environmental Studies (Tree Plantation, Traffic Control & awareness campaign, Adult Education), EDC, NEN, and Yoga that instill confidence and self dependence, and inculcate entrepreneurial skills that enhance the lifestyle of the students and create better job opportunities.

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Knowledge Management Skills – In an attempt to enrich students' capabilities and enrich their knowledge, the college provides training to students in the areas of Aptitude Testing, Soft Skills Training and Computing Skills apart from Projects on Environmental Studies. Group Discussions, Quiz, Projects, Assignments, Seminars and Field visits, a regular feature of academic training, contribute to the enhancement of students' knowledge quotient. Besides, students are encouraged to use the computer and internet facilities, as well the library resources available in the campus to update themselves with current information in their field of study.

In addition to the regular academic schema, the institution attempts to instill the culture of **Lifelong Learning** in its youth through implementation of new initiatives such as IT for Non-IT, Soft Skills, Spoken English Course, learning of foreign languages like French or German and Certificate Courses that keep students abreast of significant areas of current interest, besides the practice of A Word a Day, Thought for the Day and circulation of Newspapers to students. Ex: Tally, HTML, MS Office and DMLT.

2.3.4 How does the institution ensure that the students have effective learning experiences? (Use of modern teaching aids and tools like computers, audio-visuals multi-media, ICT, CAL, Internet and other information /materials)

Staff of the college use modern teaching aids and tools such as LCD projector, computer, laptop, audio-visual equipment/ downloads of current issues, OHP. The visual impact provided by these tools capture students' attention, supplements classroom learning and makes it an enriching experience.

- Each department has a computer with internet facility to help staff collect information on topics and prepare for the lecture.
- An audio-visual room is available for the use of all the departments OHPs are made available for use to all the departments.

- LCD Projectors are available for use by the faculty and students.
  - A Language Lab is maintained by the department of English with adequate software.

Students are also encouraged to make Seminars and Presentations using LCD and OHP.

2.3.5 How do the students and faculty keep pace with the recent developments in the various subjects?

Several measures are implemented to help students keep pace with recent developments in their field of study:

- **Students**
- Library resources are updated annually and one hour is allotted per week in the timetable to facilitate reference work and utilization of library resources.
- Students are encouraged and trained to participate in Seminars, Conferences, Workshops and Symposia to update their knowledge and also make presentations of their findings through minor research and analysis.
- The computer and internet facilities in the college help students browse the web and gain access to pertinent information on current trends, research and innovation.
- In some cases, a common mail id is created for each class and knowledge gained or accessed is shared with classmates.
- Departments conduct club activities that help students discover and share relevant and current information in their field of study. Students conduct competitions like Quiz, Debate and Seminars that help them update their knowledge even while helping others acquire the same.

- **Faculty**
- The Faculty members attend Regional, National and International Seminars, Workshops, Conferences and Symposia in an attempt to keep abreast with current trends in the subject taught.
- They also present papers and publish articles in such public forums as a means of expanding their knowledge.
- Faculty members are also given the opportunity to attend Refresher Courses, Faculty Development Programmes and Orientation Programmes that contribute to enrichment of knowledge and information in the subjects taught.

- The faculty collect articles on recent research and findings from newspapers and the internet to be read in class and displayed on the department notice board for the benefit of students.
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2.3.6. Are there departmental libraries for the use of faculty and students? If yes, how effectively are they used for the enhancement of teaching and learning?

Each department in the college maintain a reference library with books required for use by faculty and students. This is in addition to the department-specific books maintained in the general library. Faculty members use the department library to access information for their lectures, provide additional data to students, choose relevant topics for students' seminars and assignments as a means to enhance the teaching-learning process. Students gain access to books from the department library for reference work, to update themselves on fields of study and related and relevant areas of current interest, to prepare assignments and seminars and make presentations.

2.3.7. Has the institution introduced evaluation of the teachers by students? If yes, how is the feedback analyzed and implemented for the improvement of teaching?

The college has implemented the mechanism of Teacher Evaluation by students. Evaluation of staff by students is carried out at the end of each academic year. The questionnaire is to gain relevant and concrete information that would help in enhancing the quality of teaching. This evaluation process is completely online and confidentiality is maintained regarding data obtained. The feedback obtained is scrutinized by the Principal and constructive action is taken on the basis of information gained to ensure improvement in teaching methodologies and sustain quality in the teaching process. As an outcome and wherever required faculty are notified about areas that need improvement and in critical cases the matter is viewed seriously and taken to the notice of the Management.

2.4 Teacher Quality

2.4.1 How are the members of the faculty selected? Does the college have the required number of qualified and competent teachers to handle all the courses? If not, how does the institution cope with the requirements?

The college has the required number of qualified and competent staff to handle all courses. Faculty members are selected based on the guidelines of the University of Madras.

When a vacancy arises it is brought to the notice of the Management who advertise the vacancy in the newspapers. The HR shortlists candidates on the basis of qualification and experience and sends the list to the College Staff Selection Committee comprising Principal, Vice Principal and the respective Head of department. After the due process of interview [Personal Interview and Lecture Demonstration] the list is of selected staff is intimated to the Management followed by the appointment.

2.4.2 How does the college appoint additional faculty to teach new programmes/ modern areas of study (Biotechnology, IT, Bioinformatics etc.)? How many such appointments were made during the last three years?

For new programmes and modern areas of study such as Biotechnology, Bioinformatics and Information Technology, the college recruits staff specialized in the particular discipline as per guidelines. In the last three years the college appointed 1 staff in the BT Department, and ----- staff in the IT Department.

2.4.3 What efforts are made by the management for professional development of the faculty? (eg: research grants, study leave, deputation to national/ international conferences/ seminars, training programmes, organizing national/ international conferences etc)? How many faculty have availed these facilities during the last three years?

a. The College deputes staff to attend National/ International Conferences,
Seminars, Training Programmmes and sanctions OD for the same.
b. It encourages staff to publish papers in national and international journals.
c. Staff are given the opportunity to organize State/ Regional Level Workshops and
Faculty Development Programmes. These serve as a platform for knowledge
Exchange between the faculty of the same discipline.
d. The institution conducts Orientation Programmes and FDPs for the benefit of the
staff with the intention of honing their teaching skills.
e. Staff doing their Ph. D are provided with the required Lab amenities. They are
also offered concession with regard to timings.

2.4.4 Give details on the awards/ recognitions received by the faculty during the last five years?

Awards:

Recognitions:

2.4.5 How often does the institution organize training programmes for the faculty in the use of?

a. Computers
b. Internet
c. Audio Visual Aids
d. Computer-Aided Packages
e. Material development for CAL, multi-media etc.

The college conducts training programmes for its staff in the use of Computers, internet and Audio-Visual aids once a semester.

2.5 Evaluation Process and Reforms

2.5.1 How are the evaluation methods communicated to the students and other institutional members?

Methods of evaluation and examination dates are initially discussed during the Council meeting with Heads of departments and finalized by the Principal, Vice Principal and Convener of Examinations. This is then printed in the college calendar. Circulars to this effect are also sent to the departments before the commencement of the new academic year. First year students and their parents are apprised of the evaluation methods during the Freshers' Orientation Programme. The Principal informs all the students of the same during a general assembly attended by staff and students. Heads of Departments and Course Teachers keep the students informed about the testing patterns, scheme of evaluation and attendance requirements.

2.5.2 How does the institution monitor the progress of the students and communicate it to the students and their parents?

The students' achievement in the learning process is evaluated chiefly through Continuous Internal Assessments (CIA). 3 continuous internal assessments on 30 marks each with time duration of 1 Hour are conducted at regular and scheduled intervals, of which 2 highest CIA marks are chosen and converted to 10. Seminars and Assignments, two other methods of evaluation, are assigned 5 marks each. Students are notified about the dates and topics in advance and are expected to adhere to the same. 5 marks are allotted for Attendance Percentage. Thus the Internal Evaluation amounts to a total of 25 marks. The External Examination conducted by the University of Madras carries 75 marks and results in a total of 100 marks.

Students are informed about their academic progress through course teachers, class teachers and respective mentors who keep track of students' performance. Parents are apprised of their wards' progress through regular Parent-Teacher meetings organized by the college. Parents of weak students are contacted through phone or post cards and individual meetings are organized for their benefit. If the need arises, the Principal or the Vice Principal also speaks to such students and their parents.

2.5.3 What is the mechanism for Redressal of grievances regarding evaluation?

All grievances related to evaluation are addressed by the Examination Redressal Cell with Vice Principal and two staff as members. The cell makes available a form that can be filled in by students and submitted to the staff in charge. Alternately, students can also mail their queries and receive clarifications regarding the same to alphaexamredressal@gmail.com. Periodically the students are apprised of the purpose and functions of the cell. Measures are taken to ensure easy access to cell members and prompt redressal of queries.

2.5.4 What are the major evaluation reforms initiated by the institution/ affiliating University? How does the institution ensure effective implementation of these reforms?

A number of reforms in evaluation were initiated by the University of Madras: The CBCS system introduced in 2007 was implemented by the college. Under this system each subject carries a fixed weightage and students are expected to acquire the required number of credits in addition to a minimum pass in order to qualify for the degree. Non-major/Basic Tamil is offered under Part IV, in addition to Skill Based Subjects offered from Semesters I to IV. Value Education is also offered under the same in Semester V. Extension Activities offered under Part V are compulsory and carry credits.

The University of Madras introduced major reforms in Evaluation and Testing Methods. According to the university's prescription Internal and External Examinations are conducted. The Internal Examination conducted for 25 Marks includes a) three continuous internal assessments [of which two best are chosen], b) Seminar c) Assignment and d) Attendance. The external examination is conducted for 75 marks.

The institution ensures that the reforms by the University are carried out in toto.

2.6 Best Practices in Teaching-Learning Process

2.6.1. Detail any significant innovations in teaching/learning/evaluation introduced by the Institution?

Innovations in Teaching/Learning/Evaluation

- Subject Experts are invited for Guest Lectures.
- Activity-based learning such as Projects and Internships are organized for the students.
- Documentaries/Movies are screened to help students assimilate what is taught in the classroom. [EVS, English, Soft Skills in English and Personality Development]
- In addition to the regular tests conducted staff also evaluate student progress through Quiz and Snap Tests.

Criterion III: Research, Consultancy and Extension

3.1 Promotion of Research

3.1.1 Is there a Research Committee to facilitate and monitor research activity? If yes,

give details on its activities, major decisions taken (during last year) and composition of the Committee.

Yes,

The Institution offers post-Graduate Degree programmes only in the disciplines of BioTechnology and Information Technology. .A Research committee has been formed for these departments comprising the Heads of the concerned Department qualified with M.Phil, PhD. and also having a rich experience in the relevant field, along with other institution faculty members.

Decisions and activities of Research committee:

Decisions taken:

Being a self – financed college and affiliated to the University of Madras, the following initiatives have been taken to improve the support for funding from various bodies.

I. Applying for UGC 2f status for attracting funding support from UGC.
II. Recognition of the Departments as research centre.
III. Initiating pilot studies on thrust areas of research.
IV. Forming Advisory Board for guidance.
V. Periodic review meeting on status of research activity.

VI. Identifying the lapses in institution-industry collaboration and initiating rectifying steps like bridge courses, specific training programmes all of which make the students more employable.

Dept. of Biosciences:

The department has successfully identified a key area on research titled – "Functional characterization of Seaweed: *Kappa phycus alvarezii*". In its first phase, the antimicrobial property against the bacterial pathogen was done with positive results. In continuation of this, identifying the active compound responsible for antimicrobial activity is in progress.

DETAILS OF THE RESEARCH COMMITTEES

Department	**Name of the committee member**	**Field of Research**	**Institution**
Biosciences – • Biochemistry • Biotechnology	Dr. S. Ramachandran	Environmental studies.	Vel's University
	Dr. Puvanna Krishnan	Biotechnology	CLRI, Adyar
	Dr. Florida Tilston	Biotechnology	Biozone
	Dr. Vijayan Siva	Biotechnology	University of Madras
	Dr. Vinodh	Molecular Microbiology	
Computer sciences	Dr. Ranjani Parthasarthy		
Electronic sciences	Professor A.U		
ISM	Dr. P. Sivakumar, NITTTR		
Commerce			
Visual Communication			

3.1.2 How does the institution promote faculty participation in research? (providing seed money, research grants, leave, other facilities).

- Research is one of the most important activities of the college and it is ensured facilitating participation in research and related activities, providing resources and required faculty.

- Individual Faculty or Departments apply to various research funding organizations by submitting proposals with the approval of the principal, to avail of seed money, grants and other facilities.

- 24% of the faculty are engaged in active research.

- 25% of the faculty publish research articles regularly.

- 5 Out of 66 faculties have obtained their doctoral degree.

- 12 faculty members have registered for their Ph.D. Three of them have submitted their synopsis and are awaiting their viva-voce.

3.1.3. Does the institutional budget have a provision for research and development? If

Yes, give details.

The management provides financial assistance for research activities

3.1.4 Does the institution promote participation of students in research activities? If yes, give details.

The students are encouraged to develop research skills by providing various opportunities to work on research projects. They attend technical sessions in conferences, seminars which contribute significantly to their learning. The topics of research and findings in the different departments are socially relevant and significant for society and government. The college provides additional infrastructure in terms of space and equipment for any major or minor research along with addition in the library with books and publications necessary for research work. Internet facility is provided to benefit research scholars. Experts in different areas of Research are invited to deliver guest lectures and to highlight the modern trends in research so as to motivate the students. Intellectual curiosity is nurtured at the undergraduate level and small projects are carried out by a group or by individuals in the final year of the programme. The project work is guided and supervised by the faculty.

3.1.5 What is the major research facilities developed on the campus?

The major research facilities in terms of equipments are as follows:

BOD-Incubator, Dark field microscope, Magnetic stirrer, Western Blot apparatus, Phase contrast microscope, Laminar air flow, Flame photometer, Clinical centrifuge, Homogenizer, Electronic colony counter, Electronic balance, UV transilluminator, White transilluminator, Incubator, Vortex mixer, Micro centrifuge, Gel doc, Vertical sequence apparatus, Lyophilizer, Laminar air flow, Hybridizer, Micro centrifuge, PCR machine, Electronic balance, Digital pH meter, TLC equipments, Air sampler, Colorimeter, VDRL shaker, CO2 incubator, Deep freezer, UV Spectrometer,

3.1.6 Give details of the initiatives taken by the institution for collaborative research (with national/ foreign Universities/ Research/Scientific organisations / Industries / NGOs).

The institution has taken several initiatives for collaboration with research organizations of both National and International level and Industry:

- Encourages faculty and students to undertake visits to industry and other research institutions.
- Provides the required infrastructure
- Signs MoU with universities / research organization
- Invites faculty members from foreign university and other reputed institutions in India for delivering guest lectures, conducting workshops and training programmes.
- ON DUTY / Registration fee are given for faculty members attending National and International conference

3.2 Research and Publication Output

3.2.1 Give details of the research guides and research students of the institution (Number of students registered for Ph.D. and M. Phil., fellowship/scholarship, funding agency, Ph. Ds and M. Phils awarded during the last five years, major achievements, etc.)

Yet to start. In proposal

3.2.2 Give details of the following:

a) Departments recognized as research centres – In proposal

b) Faculty recognized as research guides

S. N	Name of the staff	Department / Institution	Guideship under	Degree / Mode	No. of dissertatio	Year

o		belongs	University	of guidance	ns valued / guided.	
1.	**Dr. Mrs. Thendral Hebsibha. B**	Biotechnology, Alpha Arts & Science College, Porur	Periyar University	M. Phil – Distance mode	8 nos. / internal valuation	2008
	"	"	Vinayaka Missions University, Salem	M. Phil – Distance mode	1 no. / Guidance	2008
2	**Dr. R.Santhi**	**IT/**	Bharadhidasan university	MS-IT-MCA	30	

c) Priority areas for research:

BioSciences: Microbiology, Biotechnology, Biochemistry, Medicinal plants,

IT: KBTS

d)Ongoing Faculty Research Projects (minor and major projects ,funding from the Government, UGC, DST, CSIR, AICTE, Industry, NGO or International agencies) - Nil

e) Ongoing Student Research Projects (title, duration, funding agency, total funding received for the project) - Nil

3.2.3 What are the major achievements of the research activities of the institution (findings contributed to subject knowledge, to the Industry needs, community development, patents etc.)?

3.2.4 Is there research papers published in referred journals by the faculty? If yes, give details for the last five years including citation index and impact factor.

I. Department of Microbiology:

Dr. R. Rajan

- 2010: N. K. Udaya Prakash, R. Rajan and S. Bhuvaneswari.
  Impact of Oil Slick caused by Bilge water on Soil Mycoflora in East Coast of Chennai.
  Indian Journal of Applied Microbiology, 12 (1): 54-58.

- 2007: Kownhar Hayath; Shankar Esaki Muthu; Rajan Ramachandran; Rao Usha Anand
  Emergence of nalidixic acid-resistant Salmonella enterica serovar Typhi resistant to ciprofloxacin in India.
  Journal of medical microbiology 2007; 56(Pt 1):136-7. Citation 4, Impact factor: **1.793**

- 2007: Kownhar Hayath; Shankar Esaki Muthu; Rajan Ramachandran; Vengatesan Appasamy; Rao Usha Anand
  Prevalence of Campylobacter jejuni and enteric bacterial pathogens among hospitalized HIV infected versus non-HIV infected patients with diarrhoea in southern India.
  Scandinavian journal of infectious diseases 2007; 39(10):862-6. Citation: ; Impact factor:

- 2006: Shankar Esaki Muthu; Kumarasamy Nagalingeswaran; Bella Devaleenol; Renuka Srinivasan; Kownhar Hayak; Suniti Solomon; Rajan Ramachandran; Rao Usha Anand
  Pneumonia and pleural effusion due to Cryptococcus laurentii in a clinically proven case of AIDS.
  Canadian respiratory journal: journal of the Canadian Thoracic Society 2006; 13(5):275-8.

- 2006: Shankar E M; Kumarasamy Nagalingeswaran; Rajan Ramachandran; Balakrishnan P; Solomon Suniti; Devaleenol Bella; Rao U A
  Aspergillus fumigatus, Pneumocystis jiroveci, Klebsiella pneumoniae & Mycoplasma fermentans co-infection in a HIV infected patient with respiratory conditions from Southern India.
  The Indian journal of medical research 2006; 123(2):181-4.

- 2005: Shankar E M; Rajasekaran S; Rao Usha Anand; Paramesh P; Krishnakumar, R; Rajan R; Kownhar H
  Colonization of mycoplasma in the upper respiratory tract of AIDS

patients with pulmonary symptoms in Chennai, India.
The Indian journal of medical research 2005; 122(6):506-10. **Citation 4, Impact factor:**

Dr. R. Krishnakumar

- 1. 2005: Shankar E M; Rajasekaran S; Rao Usha Anand; Paramesh P; Krishnakumar, R; Rajan R; Kownhar H
  Colonization of mycoplasma in the upper respiratory tract of AIDS patients with pulmonary symptoms in Chennai, India.
  The Indian journal of medical research 2005; 122(6):506-10. **Citation 4, Impact factor:**

Dr. N. K. Udhaya Prakash:

II. Department of Biotechnology:

1. Mrs. Thendral Hepsibha:

2010:
B. Thendral Hepsibha, V. Premalakshmi, and T. Sekar.
Genetic diversity in *Azima tetracantha* (Lam) assessed through RAPD analysis.
Indian Journal of Science and Technology 2010; 3 (2): 170 – 173.
ISSN No. 0974-6846.

B. Thendral Hepsibha, V. Premalakshmi, and T. Sekar.
Genetic diversity in Azima tetracantha (Lam) assessed through RAPD analysis.
Indian Journal of Science and Technology 2010; 3 (5): 571 – 577.
ISSN No. 0974-6846.

2. Ms. Largus Shyle:

A. Samrot, A. Mathew, L. Shylee, Hemalatha .N and Karunya.
Evaluation of Bioactivity of various Indian Medicinal plants – An in vitro study
The Internet Journal of Internal Medicine 2010 Vol. 8 (2).ISSN No. 1528-8382

III. Department of Visual Communication:

Ms. Hemamalini:

1. Hemamalini S. Aram I, Arul. Portrayal of Gender in Chutti Television Targeting Tamil children. Journal of Global communication 2010; 3(1), ISSN No. 0974-0600.

2. Hemamalini S. Aram I and Premalatha Rajan. Impact of violent images in Chutti television 2010, Journal of Media and Communication Studies 2(6): 138 – 143. ISSN No. 2141-2545

IV: Department of IT

Dr. R. Santhi

V. Department of Languages:

Tamil department:

3.2.5 Give list of publications of the faculty.

Books:

Department of Languages:

I. Tamil:

1. Professor. Tamilarasi Kodhaimarban:

Authored essays “Dinamani Inaipukkalin Cirukadhail vazhkai murai” and “Vallarar kaattum vazhkai murai” in the book entitled Book “Ilakkiyathil Vazhvial Cindhanaigal”.

2. Professor Thenmozhi:

Authored the following essays:

1. “Kavignar Sirpiyum Tamizh Paniyum”
2. “Sirpiyin Kavithaigalil Kuriyeedu”
3. “Thaduthatkonda Puranathil Aninalan”

II. English department:

1.Ms. Annie George:

1. Authored a chapter on “Longing and Solitude” as Portrayed in Selected Stories of Tagore in the book entitled “Rabindranath Tagore: Vision and Art – Dr. S. Subbiah, Saptarshi Mallack, Dr. M. Solayan,

Ist Edition January 2011, ISBN No. 978-93-80481-09-8, Published by Meera Publishers, Pudukottai.

III. Department of Microbiology:

1. **Dr. R. Rajan:** contributed a chapter entitled "Invasive pulmonary Aspergillosis" in the book named "Emerging and Reemerging pathogens and alternate approach for the diagnosis edited by Dr. Usha Anand Rao (First Edition).

2. **Dr. R. Krishna Kumar:** contributed a chapter entitled "Genital Mycoplasmas" in the book named "Emerging and Reemerging pathogens and alternate approach for the diagnosis edited by Dr. Usha Anand Rao (First Edition).

3. **Dr. N. K. Udhaya Prakash:** "Indoor Molds – isolation and identification" a Laboratory manual (2004), Color Wings Pvt. Ltd, Madras.

IV. Department of IT:

1. Dr. R. Santhi: Authored a book titled ' Design and Analysis of Algorithms' for III semester Computer Science Engineering, Anna University-2009.

Conference/Seminar Proceedings:

DEPARTMENT OF ENGLISH

1.Ms. Sharon Emmanuel

Date	Topic	Conference / seminar
18th & 19th March 2011	The power and influence of the English language in the present scenario	2nd National conference on Recent advancements in Science and Humanities (RASH-11) at United Institute of Technology, Coimbatore.
18th & 19th Feb 2011	Learner Motivation – A crucial aspect for success in language acquisition	International Seminar on Humanistic Language and Literature teaching at Anna University, Chennai

16th &17th Sep 2010	An unequal yoke – A study of the relationship between landowners and the landless in Fakir Mohan senapati's "Six acres and a third"	National Seminar on Writing on Rights is not a Rite but realistic A study on the relationship between Literature and Human Rights at National College, Trichirapalli.
5th & 6th Feb 2010	English for commerce students- syllabus, Methods, Activities & Evaluation	National Seminar on Teaching of general and technical English at Anna University, Chennai.
11-13 Aug 2010	Mother- Daughter relationship in Amy Tan's novels	Annual conference of the Indian Association for American Studies at Bharathiyar University, Coimbatore.
Nov 2010	Out of the mouths of babes and sucklings – Learning life's lessons from storybook Children.	International Seminar on Children's Literature at Bharata Mata College, Thirkkakara, Kochi, Kerala, India.
5th & 7th Aug 2010	Teaching English to Disadvantaged Learners	5th International and 41st Annual ELTAI Conference at Anna Adarsh College, Chennai.
8th – 10th Feb 2008	Enhancing speech skills of learners in an ESL classroom through practice activities	3rd International and 39th Annual ELTAI Conference on Learning to teach: A Life-long journey at Sathyabama University, Chennai
16th -18th Dec 2010	Lead kindly light- A study of female protagonist in – Lamps in the whirlpool	International Conference on "Diversity in New Literatures" at Kakatiya University, Warangal.

2.Ms. Annie George

Date	Topic	Conference/seminar
Nov 2010	Fantasy as a medium to connect to reality in fairy tales	International Seminar on Children's Literature at Bharata Mata College, Thirkkakara, Kochi, Kerala, India.
2nd & 3rd Jan 2011	Longing and solitude as portrayed in Selected stories of Tagore	International Conference at Sri Venkateshwara College of Arts and Science, Chennai.

DEPARTMENT OF TAMIL

1.Ms. Thenmozhi

Date	Topic	Conference/seminar
29th May 2009	Kavingar sirpiyum tamizhilpaniyum	7th International Conference on historical Tamil at
30-31 May 2009	Sirpiyin Kavithaikayil Kuriyedu	20th National Conference on ------- at Bharathidasan University, Trichy.

2.Ms. Tamilarasi

Date	Topic	Conference/seminar
15th &16th May 2010		International Conference Literature in todays life organized by Asian Council for Women Development & Kalaignaan Pathipagan, Chennai at Tyndale College, Singapore.

DEPARTMENT OF COMMERCE

1.Ms. Sripriya

Date	Topic	Conference/seminar
23rd & 24th Aug 2007	Impact of Micro Finance on Rural Development	National level seminar on Cooperatives and micro finance-cooperating out of poverty, Tranqueber Bishop Manikam Lutheran College, Nagai, Tamilnadu

DEPARTMENT OF COMPUTER APPLICATIONS

1.Mr. Manigandan. E

Date	Topic	Conference/seminar
20th & 21st Jan 2011	A Novel approach to analyze various strategies in customer relationship management by applying data mining tools	National conference on network and distributed systems security in Sri Chandrasekhrendra SaraswathiViswa Mahavidhyalaya, Kanchipuram.
28th Mar 2011	A Novel approach for Web Crawler Design by	National conference on Cloud and scientific computing in Dr.M.G.R

	applying compression technique	Educational and research Institute, Chennai
20-21 Apr 2011		2nd International Conference on Science Engineering and Technology at VIT University, Chennai.

DEPARTMENT OF BIOTECHNOLOGY

1.Mrs. Thendral Hepsibha

Date	Topic	Conference/seminar
4th -6th Mar 2010	*In vitro* antioxidant potential of *Jasminum multiflorum*- Relation to its phytoconstituents (Oral)	International conference on Medicinal plants and herbal drugs: Challenges and opportunities in cultivation sustainable utilization and conservation in Pachaiyappa's College, Chennai.
4th -6th Mar 2010	RAPD, a tool to assess genetic diversity in *Azima tetracantha* Lam (Poster)	International conference on Medicinal plants and herbal drugs: Challenges and opportunities in cultivation sustainable utilization and conservation in Pachaiyappa's College, Chennai.
4th -6th Mar 2010	Phytochemical analysis and *In vitro* antioxidant screening of *Azima tetracantha* Lam (oral)	International conference on Medicinal plants and herbal drugs: Challenges and opportunities in cultivation sustainable utilization and conservation in Pachaiyappa's College, Chennai.

2.Ms. Largus Shylee M

Date	Topic	Conference/seminar
26th & 27th Feb 2009	Effect of Oscillatoria willei- A marine Cyanobacterium on cigarette smoke induced changes-an invivo study	National seminar on Environmental Toxicology at St. Xavier's College, Thirunelveli, Tamil Nadu.

DEPARTMENT OF APPLIED MICROBIOLOGY

1.Dr. R. Rajan

Date	Topic	Conference/seminar
29th & 30th Jan 2009	Prevalence of invasive pulmonary aspergillosis in HIV/AIDS infected patients	National Symposium on New vistas for Mycology in meeting global challenges and 35th Annual meeting of the Mycological society of India, Centre for Advanced Studies in Botany, University of Madras
11th & 12th Dec 2009	Epidemiology and antibiogram pattern of multi-drug resistant pathogens from urinary tract infected patients	National Conference of Indian Association of Applied Microbiologist 'Bioecletics'09', SRM University, Chennai.

a. **Course materials (for Distance Education) - Nil**
b. **Software packages or other learning materials - Nil**
c. **Any other (specify) – Nil**

3.3 Consultancy

3.3.1 List the broad areas of consultancy services provided by the Institution during the last five years (free of cost and/or remunerative). Who are the beneficiaries of such consultancy?

Faculty offers their expertise to its own & different institution as guest speakers

consultants, trainers and examiners. The consultancy on staff specialization

includes Visual communication, Microbiology, French, Hindi & English languages

coaching etc.

Consultancy on Bacterial & fungal culture identification is offered through the

Department of Microbiology. Inputs from other department requires

S. No	Name of the staff / Department	Nature of consultancy service	Institution / company / Organization	Remuneration paid (in Rs.) / Free of cost	Remarks any
Year: 2010					
1	**Dr. R. Santhi/ Faculty IT**	**NBA**	**1. Sona Institute of Technology 2. Arunai Engineering College 3. St. Joseph's College of Engineering**		
Year: 2009					
1.	**Vodur Prakash / Viscomm**	Video presentation design.	SIFE (AASC)	Free of cost	Video presentation developed in our department for national and international level.
2.	**Mrs. Geetha Ravi/ Language**	French training sessions (Nov 21 – 29)	Cognizant, ASV complex, OMR, Chennai	Rs. 350/hr., for 16 hrs = Rs. 5600/-	
Year : 2008					
1.	**Vodur Prakash/ Viscomm**	Video presentation design.	SIFE (AASC)	Free of cost	Video presentation developed in our department for national and international level.

Year: 2007					
1.	Nil	Nil	Nil	Nil	Nil
Year: 2006					
1.	**Mrs. Geetha Ravi/ Language**	French training sessions (Aug 19 – Nov 11, 2006	TATA consultancy services, Habebullah Road, Chennai.	25 classes; Rs. 500/ class; Rs.12,500/-	-
2.	**Mrs. Geetha Ravi/ Language**	French training sessions (Sep 07 – Aug 11, 2006	TATA consultancy services, Habebullah Road, Chennai.	25 classes; Rs. 500/ class, Rs.12,500/-	-

3.3.2 How does the institution publicize the expertise available for consultancy services?

Through the department journals and college magazines and Institutional Website.

3.3.3 How does the institution reward the staff for the consultation provided by them?

The Management appreciates and recognizes the service rendered by the faculty.

3.3.4 How does the institution utilize the revenue generated through consultancy services?

The revenue generated is not utilized by the Institution

3.4 Extension Activities

3.4.1 How does the institution promote the participation of students and faculty in extension activities? (NSS, NCC, YRC and other NGOs).

It is mandatory for the students under the CBCS to participate in NSS, NCC, YRC

etc activities to earn credits and degree However the Institution also motivates and

encourages the Students who participate in extension activities with certificates and

medals.

3.4.2What are the outreach programmes organized by the institution? How are they integrated with the academic curricula?

The institution offers students the opportunity to participate in extension activities as part of their curricula. Extension work is done under the umbrella of the NSS, NCC and Youth Red Cross which are active in a number of areas like Blood donation camps, AIDS Awareness, Environment awareness, Literacy and visiting Old age homes. The thrust for extension programmes in our college by way of planting of saplings, Road safety awareness, adaptation of villages and visiting and providing clothing to orphanage children and old age homes are worth mentioning.

3.4.3 How does the institution promote college-neighbourhood network in which students acquire attitude for service and training, contributive to community development?

- Students and faculty of the institution visit the villages adopted by them and provide amenities in the slum area.
- The faculty and students assist the Government primary school in the adopted village in teaching Basic of computers and its uses.
- Every year the college encourages nearby government primary & high school students to take part in the rural sports event as part of the college Annual Sports Day celebration.
- The college is always ready to extend its support to the nearby hospitals by arranging free Blood donation by its students to the patients admitted in critical conditions.
- The other activities done were as follows: It conducts rallies and awareness programmes through street –plays , road-shows etc. to reach the rural audience effectively.

3.4.4 What are the initiatives taken by the institution to have a partnership with University / Research institutions / Industries / NGOs etc. for extension activities?

3.4.5 How has the local community benefited by the institution? (Contribution of the institution through various extension activities, outreach programmes, partnering with NGOs and GOs)

NSS activity (2009 -2010):

- NSS volunteers along with the SIFE team organized a Social Awareness programme on food adulteration at government school in adopted Chettiyar Agaram village in the month of July 2009. They also conducted drawing competitions and other activities for the school children.

- Served as active volunteers for the rural sport meet conducted for the neighboring schools on 22nd January 2010.

- Took the children of Annal Matriculation School, Chettiyar Agaram, one day trip to Poondi Lake and Coca-Cola factory in Chennai on 27th February 2010? Need to verify

- Organized Eye check-up medical camp for the benefit of school children during their Annual Special Camp in the last week of the month of September 2010? Need to verify.

****

Collaborative programme with NGO's:

- Conducted a coaching and teaching programme for the children of destitute women along with RAPHA, an NGO, Mogappair.

- Volunteers of NSS are actively involved in the ongoing project called "Book Collection Project" to disseminate the theme "Share the knowledge we have gained" initiated by the University of Madras.

- Actively involved in the Anti-Global Warming Programme by planting saplings in and around the city in association with Tamil Nadu Social Service Awareness Organization (TMSSAO).

Need to add 2010 activities also like computer literacy programme for the school students.

3.4.6 How has the institution involved the community in its extension activities? (Community participation in institutional development, institution-community networking etc.) need details from Mrs. Tamilarasi.

3.4.7 Any awards or recognition received by the faculty / students / Institution for the extension activities?

- The SIFE team of Alpha Arts & Science College is indeed a jewel in *Alpha's crown*. They are in success track consistently for three years due to their successful projects especially towards the uplift of the lives of agro based community.

- Seaweed cultivation, focused on sustainability during that year was chosen for the Internationally Acclaimed Climate Change Championship 2009 by the British Council.

- The SIFE team of Alpha Arts & Science College emerged as National champions in the year 2006, 2008 and 2009, won the IIIrd place in the world cup 2006 and finally won the "Runner's Up" title in The SIFE World Cup held at Berlin, Germany in the year 2009.

- **Ms. Mariam Verghese**, an III B. Sc Computer Science student and one of the SIFE team members in the World Cup championship, 2009 was awarded with "Best Performer award" for her excellent presentation skill.

- Yet to receive award details from NSS and NCC cell.

3.5 Collaborations

3.5.1 **Give details of the collaborative activities of the institution with the following organizations:**

- **local bodies/ community**
- **State**
- **National**
- **International**
- **Industry**
- **Service sector**
- **Agriculture sector**
- **Administrative agencies**
- **Any other (specify)**

1. University of Queensland, Australia,
2. Ohlone community college, USA need more details.

The nature of linkages is purely for learning and research. A higher level of awareness and upto date information on the current trends are the outcome.

3.5.2 How has the institution benefited from the collaboration?

(a) Curriculum development
(b) Internship
(c) On-the-job training
(d) Faculty exchange and development
(e) Research
(f) Consultancy
(g) Extension
(h) Publication
(i) Student Placement

- The institution collaborates with many organizations at the national, international and state level to enable the students to undergo on job training and internship which prepares them to face the global competitions and gives them an edge in job placement.

- Exposure to the latest development in their respective disciplines enhances the student's knowledge and confidence.

- Faculty Development Programmes, Consultancy of research and extension generates knowledge and shared experience to promote avenues for wider extension activities.

- Publications of research finding are aimed at sharing the expertise and enhancing the teaching learning process, research and curriculum development.

- Placement cell: The objective of the career guidance cell of the college is to collect the database of the students and compute them for use when needed. The cell facilitates the students to improve their communication skills through special training classes. The career Guidance cell organized a number of campus interviews during the last 3 years in which hundreds of our students got placement in various reputed IT / BPO companies. (need more details……like participation of students in US consulate programmes and so on.)

3.5.3 Does the institution have any MoU/MoC / mutually beneficial agreements signed with

- **Other academic institutions – Ohlone community college, USA, University of Queensland, Australia, recently…?**
- **Industry: need suggestions and details.**
- **Other agencies**

3.6 Best Practices in Research, Consultancy and Extension

- Encouraging the faculty to pursue research programmes.
- Extension activities mandatory under part IV and V curriculum
- Encouraging to publish extensively in national and international journals
- Faculties offer their expertise to different institutions as guest speakers, consultants, trainers and examiners.
- Consultancy available on Microbiology, Visual Communication and (need other areas……..
- Project on vermicomposting for managing the waste usefully and a source of fertilizer for the tree plantations.
- Project on Seaweed cultivation helps the fishermen families to earn extra revenues and supportive during the fish hatching months.
- In house preparation of molecular kits helps to reduce the cost of purchasing ready made kits.

The management strives hard for a research culture by encouraging the faculty to arrange seminars / conferences. List of seminars / conferences conducted by various departments.

Need to attach.

3.6.1 What are the significant innovations / good practices in Research, Consultancy and Extension activities of the institution?

CRITERIA – IV: INFRASTRUCTURE AND LEARNING RESOURCES

4.1 PHYSICAL FACILITIES

4.1.1 How well endowed is the college in terms of physical infrastructure? Enclose the master plan of the college campus indicating the existing buildings and projected expansion of the future?

Existing Infrastructure facilities

The College is located in the sub-urban locality of the Chennai Metropolis has a total area of 5.066 acres and constructed area of sq.feet. It includes central administrative block housing with Air–Conditioned Chairperson's room, Principal's room, Vice-Principal's room, Administrative office room, Exam cell, 14 Teaching Departments and a General Library. There are a total of 80 class rooms apart from bio-chemistry, bio-tech laboratories, libraries and computer labs. Other physical infrastructural facilities of the college include Seminar Hall, Open Auditorium, Boy's Hostel, rooms for NCC, NSS and Sports field, students' amenities include a canteen, ladies waiting room, toilets and a staff room for each department.

Projected future expansion

The College has plans to construct a 1000 capacity auditorium.

Enclose the Master Plan of the college campus indicating the existing physical infrastructure and the projected future expansions.

Master plan should be enclosed – to provide by Administrative Department

4.1.2 What are the infrastructure facilities available for?

Academic activities

The College has good room space for conducting classes and related academic activities, including seminar halls equipped with LCD projectors and laboratories with adequate equipments. Apart from these the following facilities are present which augment the academic activities:

- Department has reference libraries and a General library with internet facility
- Air-conditioned Computer laboratories with internet connection in the departments
- All the class rooms have good furniture, fans, lights, good ventilation etc

Co-curricular activities

- Open-air auditorium, Seminar Hall with LCD, Computer with Internet and advanced software which is used for co-curricular activities
- Keyboard, Mikes, Speakers with audio-video visual aids has provided for all the co-curricular activities
- Different cubicles are provided for different cells for example, placement and training cell etc
- Audio visual room for screening of documentation films [to be provided]
- A vast cubicle for Student form with notice board, computer [to be provided]
- A cubicle for Student's counselor [to be implemented]
- A separate cubicle for students rest room (Boys and girls) [to be implemented]

Extra–curricular activities and sports

- The College has excellent facilities for sports and physical education. It has vast courts for Volley Ball, Throw Ball, Foot Ball, Hockey, Cricket
- Indoor courts for table tennis, carom board etc

4.1.3 Has the institution augmented the infrastructure to keep pace with its academic growth? If yes, specify the facilities and the amount spent during the last five years.

Yes, the College has raised the level of infrastructure to keep pace with its academic growth. These include:

In the area of enabling academic growth, the college has spent **Rs.** for purchasing computers, software, laboratories, computer peripherals etc.

4.1.4 Does the institution provide facilities like common room, separate rest rooms for women students and staff?

Yes, the institution has a separate ladies toilet, wash rooms, rest rooms facilities for women students and staff.

Yes, it provides an adequate and quality drinking water for all the students and staff members. The staff members have good rest rooms with good amenities

Towards raising the level of student amenities in the College, the infrastructural facilities have been improved as mentioned below:

- Improvement of the facilities in the ladies waiting room [to be implemented]
- Construction of a new levorotary for boys [to be implemented]
- Major and minor grants allotted for improving the infrastructural facilities

4.1.5 How does the institution plan and ensure that the available infrastructure is optimally utilized?

- The college provides an infrastructure to the academic needs of different activities like Distance Education Exam, University of Madras and also for placement needs of various corporate
- The working hours of the college from 8.30 a.m. to 3.00 p.m.
- Computers labs is used for running certificate courses like TALLY
- Bio-science labs is used for running course like DMLT
- ECS labs is used for running course like PCP design
- Visual Communication labs are used for designing invitation cards for college events, journals, college magazines, program sheets etc
- The college playground is optimally used for conducting sports day functions, other cultural programs
- The seminar hall is better utilized for conducting the mini programs like departmental functions, faculty development program, campus recruitment, training program etc
- Apart from regular academic programmes, the college conducts the various career oriented program, add-on certificate program like computer science etc

4.1.6 How does the institution ensure that the infrastructure facilities meet the requirements of the differently abled students?

- Slow ups to be constructed in the ground floor [to be implemented]
- College is providing Scribes to help the visually challenged students to write the exam
- Differently abled students are allotted the rooms in the ground floor for writing the exam

4.2 MAINTENANCE OF INFRASTRUCTURE

4.2.1 What is the budget allocation for the maintenance of Land, Building, Furniture, Equipment, Computer and Transport? (Last 5 year's data)

No	Particulars	2010-11	2009-10	2008-09	2007-08	2006-07
1	Land		300,000			
2	Building		1,000,000			
3	Furniture		50,000			
4	Equipment		50,000			
5	Computers		100,000			
6	Transport		125,000			

4.2.2 How does the institution ensure optimal utilization of budget allocated for various activities?

The CEO along with Principal prepare the Budgeting for an every academic year under different heads of academic, co-curricular and extra co-curricular activities

Head of the Departments consultation with the Vice-Principal to place their requisition through MRN. The MRN can be routed the administration through office administrator while keeping a check on the budget allotted

4.2.3 Does the institution appoint staff for maintenance and repair? If not, how are the infrastructure facilities, services and equipment maintained?

- Yes, the college has various housekeeping staff under the supervision of Administrator for for the daily upkeep of maintenance of the college building campus
- However, minor and most urgent repair works are done using the available staffs in the college. It has electrician cum plumber, garden men etc.
- The computers and those of the Departments that are part of the LAN are maintained through an annual maintenance contract with an approved agency utilizing the funds.

- The laboratories like bio chemistry, bio tech are maintained through an specially trained lab assistants in the department to do minor repairs
- The college has entered into an Annual Maintenance Contract with reputed technical firms and scientific equipment suppliers in the city to take care of the instruments

4.2.4 What is the mechanism of maintenance of computer, other network facilities and library and information facilities?

- The college has network engineer who is responsible for maintaining the computer, LAN network problems, UPS execution, Server execution, providing Intranet facilities for all departments
- The college also entered an AMC for maintaining the computers
- The college has providing the power backup facilities for computer lab
- The library has a system with Internet facility and maintained by system administrator
- The Principal constitute a library committee with a team of senior faculty members to assist the librarian in view of the maintenance

4.3 LIBRARY AS A LEARNING RESOURCE

4.3.1 Does the library have a Library Advisory Committee? What are its major responsibilities?

Yes, there is a Library Advisory Committee for the College in which Principal, Vice-Principal, Librarian and Staff Secretary

Their responsibilities are

- Planning the budget allocation for an academic year
- Monitoring the purchase of books, deciding the subscription of different journals, magazines, purchase of CDs, documentation films etc
- Monitoring the stock checking of the library
- Allocation of library hours for all the students in the master time-table

4.3.2 How does the library ensure access, use and security of materials?

The college has a general library and departmental reference for the benefit of staff and students

- The general library is open on all working days for 8.15 a.m to 3.15 p.m
- The books are available for staff and students for reading and borrowing
- Students can borrow the books for the period of 2 weeks
- The entry and exit of the students are regulated and monitored by the library staff
- Five computers with internet facility provided for online reference
- The reference books maintained by the various departments are regulated and monitored by the Heads of the concerned departments

4.3.3 What are the various support facilities available in the library? (Computers, internet, band width, reprographic facilities etc.)

- The library has a total of 5 computers which are connected to a broad band internet connection having a bandwidth of 2 Mbps.
- There is a photocopying machine
- It has circulation copies, reference materials, clipping of newspapers, information kiosks, and competitive examination books like GMAT, UPSC, and Employment News etc.
- The library has initiated the process of fully automation.
- The librarian ensures that books recommended in the syllabus are available in sufficient numbers in the library

4.3.4 How does the library collection cater to the needs of the users?

- It has a various collection of books for curriculum reference and all other categories
- The Library helps the poor students to avail the book bank facility

4.3.5 What is the stock of books in the library?

Total Books	: 4984
Total Reference Books	: 1216

4.3.6 Furnish the information regarding the number of journals subscribed by the institution

Total Indian Journals	: 08
Total Foreign Journals	: 02
Total Magazines	: 03

4.3.7 How does the library ensure purchase and use of current titles, important journals and other reading materials? Specify the amount spent on new books and journals during the last five years.

The library has a Purchase Committee which acquires books for the General library and the Department libraries. The selection of current titles and other reading materials is made by subject specialists of the respective departments. A total of Rs. has been spent for the purchase of new books during the last five years.

Note: Data has to provided by the Main Administrative Department / Librarian, already send a requisition letter

4.3.8 If the library has an archives section, to what extent is it used by the readers and researchers?

At present, this facility is restricted

4.3.9 Give details on the access of the on-line and Internet services in the library to the students and faculty? (Hours, frequency of use, subscriptions, licensed software etc.,).

- Library offers internet services to students and staff during the working hours of the college. There are no specified hours for internet usage. However, students are encouraged to use the internet facilities during lunch hours and other non class hours.
- The library is open from 8.15 a.m. to 3.15 p.m. on regular college days.
- The college has provided a weekly one period as library hours. During that hour, the students can access both library and internet facility

4.3.10 Are the library services computerized? If yes, to what extent?

The library is in the process of being computerized and converting its Catalogue of books into a digital mode.

4.3.11 Does the institution make use of INFLIBNET / DELNET/IUC facilities? If yes, give details.

At present, this facility is not available. The process is to be initiated shortly

4.3.12. What initiatives are taken by the library staff to enrich the faculty and students with its latest acquisitions?

Timely information is provided on the new arrivals of books, journals, magazines etc

4.3.13 Does the libraries have interlibrary borrowing facility? If yes, give details of the facility

Currently this facility is not available.

4.3.14. What are the special facilities offered by the library to the visually- and physically- Challenged persons?

As the college has very low percentage of physically challenged students the department takes care of their needs

4.3.15 List the infrastructural development of the library over the last five years

- The library has over the last five years acquired computers and reprographic facilities.
- Annual growth of textbook is maximum 300 books, department libraries maximum of 100 books are added to the library collection
- Better storing facilities for books, magazines and journals
- Installation of upgraded software for automation of library

4.3.16. What are the other information services are provided by the library to its users?

Other than whatever listed above, the General library assists by

- Web based information service
- News paper clipping service
- Career guidance information service
- Reference service for competitive exams

4.3.17 How many days is the library kept open in an academic year? How long is the library kept open per day during normal working days during examination?

The library is open for 220 days in the academic year 2010 – 11. On normal days and examination days the library is opened for 8 hours

4.3.18 Amount of money spent on new books, journals during the last five years?

No	Particulars	2010-11	2009-10	2008-09	2007-08	2006-0
1	Number of books purchased	436	588	139	142	287
2	Value of books	66,606.95	161278.07	17464	24585	141087.
3	Number of journals	5				
4	Value of journals purchased	5700	3550	11226		

Note: Data has to provided by the Main Administrative Department / Librarian, already send a requisition letter

4.3.19. What are the steps taken for making library user friendly?

- Reference queries are attended by the librarian and staff members at any time during working hours of the library
- Every day, information is displayed regarding the latest information, news paper clipping, competitive examination notification, career guidance service, employment notification etc
- New arrival of books, notices on special events, seminars/ workshops/ conferences and group discussions are displayed.
- At the beginning of the year, orientation/user education programs are organized for all the fresh batch of students followed by an organized tour of the Central Library.
- Search strategies and complex information search from e-resources are supported by the library staff.

4.4 ICT AS LEARNING RESOURCES

4.4.1 Does the Institution have up-to-date computer facility? If yes, give details on the available hardware and software (Number of computers, computer-students ratio, stand alone facility, LAN facility, configuration, licensed software etc.)

- All the departments, libraries and office have up to date computer facility. Departments and the office are interconnected using LAN with the Server placed in the Main server room. The Windows and Server software's are licensed.
- The college has a total of 252 computers. Every department has one computer with internet facility.

4.4.2 How are the faculty facilitated to prepare computer-aided teaching/ learning materials? What are the facilities available in the college for such efforts?

- The college organizes programmes and workshops to motivate teachers to prepare computer aided teaching/learning materials, mostly using open software's and tools.
- Teachers engage Multimedia classes for teaching concepts that involve complex visualizations and Post Graduate student Seminar presentations take place in the laboratory and class rooms using computer with LCD projector.
- The teachers prepares the study materials, lesson plan etc using computer-aided tools

4.4.3 Does the Institution have a website? How frequently is it updated? Give details.

The College has a website www.alphagroup.edu which is updated frequently.

4.4.4 How many departments have computers of their own? Specify the numbers.

Department	No. of Systems
Language (Tamil, English, French, Hindi)	01
Maths	01

Commerce	01
BCA / M.Sc (IT)	01 + 100 (Lab)
BBA	01
B.Sc (ISM)	01 + 60 (Lab)
B.Sc (CS)	02 + 60 (Lab)
B.Sc (Bio Chemistry)	01
B.Sc (Visual communication)	01 + 25 (Lab)
B.Sc (ECS)	01
B.Sc (Bio tech) / M.Sc (Bio tech)	01
M.Sc (Bio Informatics)	01
M.Sc (Applied Micro Biology)	01
NSS	Nil
NCC	Nil
Physical Education	Nil
Office Administration	03
Exam Cell	01

4.4.5 How are the computers and their accessories maintained? (AMC etc.)

The Computers in the college are serviced and maintained through an Annual Maintenance Contract (AMC).

4.4.6 What is the output of the various departments in developing computer aided packages for their discipline?

The faculty members prepare study materials through PowerPoint presentation and give presentations in classes. Using technology, they design the teaching methodology in various topics of the syllabus

4.4.7 Nature of Internet Services provided by the college for students and staff.

The college has 3 Mbps Dial-up internet connectivity. The service provider is HCL.

It has another 2 Mbps Broad Band internet connectivity. The service provider is BSNL

4.4.8 How are the institutional web site and web based facility used and update for the benefit of teachers and other stakeholders?

The college web site is regularly updated. It gives information regarding courses available, the current events, placement details, action of events etc.

4.4.9 How often does the institution plan and upgrade its computer systems? What is the provision made in the annual budget for update, deployment and maintenance of the computers in the institution?

Most of the updation and maintenance of the computers are done by the college with the allocation of funds in the main budget

.Budget allocated for the purchase of computers in the year

2009-10 Rs. 7 lacs

2010-11

Amount spent on maintenance and upgrading of computers in the year

2009-10

2010-11

Note: Data has to provided by the Main Administrative Department, already send a requisition letter

4.5 OTHER FACILITIES

4.5.1 Are there hostel facilities available on the campus?

Yes, there is a hostel for Boys. It has 50 rooms to accommodate 200 students; each room is shared by 4 students

4.5.2 Are there hostel for women?

No, there is no women hostel facility in the campus. But, the college has made arrangements for hostel facility from outside which is very close to the college

4.5.3 How many students stay in the hostel? How many rooms are the in the hostel? Is the accommodation sufficient to meet the demand?

The hostel has strength of 23 (Boys) students accommodated in the 6 rooms. The accommodation is currently sufficient

4.5.4. What kind of facilities are provided in the hostel?

- Students are provided with cot, table, chair, wardrobes and shelves
- Adequate number of bath rooms and toilets
- Spacious dining hall in the canteen
- RO plant is installed for drinking water
- Indoor games facility is available in the hostel
- Hostel day is celebrated with quiz, cultural programs etc
- Hostel provides the newspaper, current events etc
- Laundry facility is available
- Communication facility like ISD, STD, Local and Internet with computer
- Standby generator is available

4.5.5 Health and Hygiene (Health Care centre, Ambulance, Nurse, Qualified Doctor) (full time/ part time etc.)

The College has a rest room where the students make use when they are sick. A doctor visit the college once a week for any students with health related problems consult the doctor

The National Service Scheme and the National Cadets Corps units of the College engage in health care activities such as voluntary blood donation and organizing health awareness programmes.

4.5.6 Does the institution have canteen faculty?

There is modern canteen where food, snacks, beverages and bakery products are provided at subsidized rate both for students and faculty.

4.5.7 Does the student have a student center?

This facility is not available at present

4.5.8 Does the institution have a placement center?

- The institution has a separate placement cell with a placement officer and the vice-principal as the coordinator of the cell.
- Each department has one staff member as placement in-charge
- Databases of the outgoing and current students are maintained
- The Placement officer co-ordinates with the staff members and various organizations that conduct off campus / on campus recruitment for the students

4.5.9 What are the physical and infrastructural facilities available for sports and physical education?

The physical and infrastructure facilities available for the sports and physical education:

1. Hockey dimensions Multipurpose Play Ground

2. Indoor Games Facilities in the Campus and Hostels (Table Tennis)

3. Indoor Gymnasium facilities for men and women

3. Various Sports Materials are available

4. Separate Coaching Facility to train the teams of different games

5. Department of Physical Education

4.5.10 Does the institution have a workshop/ instrumentation centre? if yes, what are the physical and infrastructure facilities available in the centre?

The instrumentation centre has been set up and initially limited maintenance instruments will be purchased within a month or two with allocated grant of rupees two lakhs for this purpose.

Note: This has to discussed with CEO

4.5.11 How does the institution ensure participation of women in intra-and inter- institutional sports competitions and cultural activities?

The College has a Women's' Study unit that promotes participation of women in main stream activities of the College. Some of the programmes such as the Annual Legal Literacy Classes are held in association with the Women's' Study unit. Besides, the unit organizes

its own programmes aimed at Women empowerment, Self employment and Cultural development.

4.5.12 Give details of the common facilities available with the Institution (Staff room, day care centre, common room for students, rest rooms, health centre, vehicle parking, guest house, Canteen, telephone, internet cafe, transport, drinking water etc.).

- The college has intercom facility to all departments including library, hostel, canteen etc
- The college has a seminar hall to conduct small functions like departmental events, on-stage events, off-stage events, faculty workshop etc
- Each department has separate staff room with good amenities
- The Colleges has spacious parking for student's vehicles and also staff member's vehicles
- The college is well connected with transport facility to the city. Currently the college is well connected with roads in good condition.
- There is an RO water plant for safe drinking water.
- The college has well maintained garden at the entry of the main block

4.5.13 Had the institution drawn a master plan for campus development?

Current details

The Campus Master plan defines the physical planning of the college, emphasizing a traditional "commons" approach to education with internal quadrangles and enabling the growth of a memorable campus core, integral to a thriving research campus.

It also presents a stronger set of building and infrastructure connections to our surrounding neighbours. The Alpha Group of Institution continue to build up the historic campus core of the college with new facilities and improvements that add much-needed density and academic space and give recognizable character to the heart of the campus.

The colleges building in the campus is well planned and equipped with class rooms, staff rooms, administrative office, laboratories, library, play ground etc

Projected expansion

Note: This has to given by the Administrative department

4.6 BEST PRACTICES IN INFRASTRUCTURE AND LEARNING RESOURCES

4.6.1 What innovations/best practices in 'Infrastructure and Learning Resources' are in vogue or adopted/adapted by the institution?

The institution has adapted best practices such as the usage of Educational Technology in its academic activities, computerized attendance system, computerized admission system for Undergraduate and Post-graduate Programs and the use of Online Education and Research Centre for learning and research.

Effort is made to provide adequate infrastructural facilities to students, teachers and non-teaching employees. This is seen from the developmental activities undertaken during the past five years and future plans envisaged in this direction.

1. Adding on to the computer labs

2. Providing a friendly environment to physically challenged persons

3. Provision of on-line journals

4. Creation of more reading room space in the Library. The College is trying to improve its reading room facilities to attract readers. The reading room now has more and better seating arrangements.

5. Providing hostel facility to all girl students in the campus

6. Creation of advanced testing facility in Health Centre.

7. To make the library a part of any inter-library connectivity.

8. Initiative to install an electrical transformer in the academic campus and full-fledged maintenance repair of electrical installations in both the academic and hostel campuses.

9. It has made drinking water available at more points through installation of water-purifier systems. Provision to add on to meet the increasing need

10. There has been large-scale renovation of science laboratories and new equipment has been added.

11. Library resources have been enhanced

12. Renovation of classrooms has been undertaken.

13. The student: computer ratio has been very good

14. A new canteen capable of providing better services and nutritious food

CRITERIA- V 5.2 – STUDENT SUPPORT SYSTEM

5.2.1. **Does the institution publish its updated prospectus and hand books annually? How the information is content disseminated to students?**

The institution provides and publishes both the prospectus and college calendar every year. The college issues the annual prospectus along with application form. The prospectus contains all the details about the course structure, fee details and facilities available in the college and the eligibility norms for admission.

The college calendar whi

ch is compiled and edited by a committee constituted by the principal reflects the institutional plans and organization of an integrated teaching-learning evaluation schedule.

The college calendar gives information regarding the various programmes offered at UG & PG levels with paper wise distribution of marks/ credits to be earned, Extension services offered and the credits for the various co-curricular activities. It also gives information on facilities available in the

college like internet browsing facility, campus recruitment and the schedule of various programmes .It also contains the vision and the mission of the college, the History and the Emblem, the Motto of the college. A copy of the college calendar is distributed to all the students, before the commencement of the classes every year. The students are instructed to refer to the college calendar for matters relating to attendance requirement, tests, evaluation, assessment pattern etc.

5.2.2. **Does the college have a website? Give details on information available for students.**

Yes. The college has an innovative website www.alphacollege.com., which is periodically updated. The website contains all the details about the college. In addition, it provides information on students participation in the activities conducted by the college, various achievements of the students in academics, curricular, and co-curricular activities in and off campus and the faculty development programmes.

Yes. The Institution provides financial aid to the students. 5% of the annual fee is waived off for meritorious students who have scored 85% and above in plus two examination.

5.2.3. **Does the Institution provide financial aid to the students? Specify the type and number of scholarships, freeships given to the students last year? What types of Insurance covers are available to the students?**

S.No	Scholarship type	Scholarship name	Number	Amount
1	Govt.Scholarship	Pre matric &post matric scholarship to minority community	1	4650/-
2	Govt.Scholarship	Ministry of Labour & Employment Financial assistance	5	3000/-
3.	Endownment Scholarship through college	Arignar Anna Endownment Scholarship	6	3000/-
		Kannammal	1	5000/-
		Mulakkal	1	5000/-
		N.George Memorial	1	10000/-
4.	Alumni Scholarship	ECS department	1	10000/-
		Biotech department	1	22500/-
5.	Other Scholarship	Shri k.R. Sundararajan	2	2000/-

		charities		

In addition partial assistance to students such as higher number of Installments is allowed for the payment of Annual tuition fees. Availing of loan is facilitated by providing the requirements for the Bank Loan facility.

(Convocation day awards from the departments is the supporting document)

5.2.4. What type of schemes for student welfare? (Insurance, subsidized canteen facilities, special diets student counseling support, earn while you learn scheme etc)

Insurance scheme for students- University of Madras, 2010-11

Canteen - Canteen facility at subsidized rates of nutritious food for both day scholars and Hostel students.

Special Diets - Seminars on Nutritious diets and malnutrition are held to create awareness among students.

Student counseling support - A student counselor is available in the campus and the students avail the assistance as and when they require. Mentors counsel the wards and recommend them to the counselor. A record is maintained for the students meeting the counselor.

Earn while you learn

The EDC helps the students to enhance their entrepreneurial skills. The college timings were changed so as to enable the students to take up part time jobs. Jewellery making workshops are conducted to help the students to earn. Alpha Bazaars are conducted to facilitate their marketing skills as well to provide their earning. NEN offers them ample training through seminars and workshops. Adult Education and coaching classes in the extended work activities gives them confidence and training in enhancing their teaching skills which brings them a part time job.

5.2.5. Support service available to overseas students?

Hostel accommodation is provided

Counseling is given through overseas student's cell.

Preference given to them in the programs conducted by electronic media and printing media such as radio mirchi , NDTV, kalki and etc….

International Students Day help them to get a cultural immersion and exposes them to various cultures.

5.2.6. Give details about the placement and counseling services for students?

Alpha placement and training cell comprises a team of faculty under the guidance of principal and placement officer. The cell facilitates the students to improve their personality, self-esteem and communicative skill to face the various competitive exams and interviews. Mock interviews and group discussions conducted for the final year students give them courage and strength to face the placement tests. College organizes many campus interviews (nearly 97 companies in 2010-11) to help the students to find a

suitable job for themselves. (Backup file is compiled from all the departments)

5.2.7. How does the institution encourage and develop entrepreneurial skills among the students.

- The Institution organizes Industrial visits to provide an exposure to various entrepreneurial methods.
- Internships are taken up by students in various firms which provide practical exposure to the industry.
- EDC organizes seminars/ workshops to improve their entrepreneurial skills
- NEN, play school franchises, SIFE play an important role in promoting entrepreneurial skills in the students.

(Industrial visits details from all the departments is the backup document)

5.2.8. Does the faculty participate in academic and personal counseling (last year?)

- Yes. The counseling programme is formulated to monitor the overall performances of the student to ensure better achievement both in academics and co-curricular activities. In addition to the class teacher a mentor is involved in mentoring the students. A one to one / personalized interaction with the college counselor provides gives the student an idea of various levels of learning and helps him to achieve the course objective. The counseling programs not only guide the student in academics but also help to resolve personal problems.
  - Students, who are inattentive in class, with indifferent behavior etc., are given special attention.
  - Parent-teachers meeting are held twice in a semester to update the parents of their ward's performance.
  - Requests from parents for counseling are taken care immediately. Students are monitored continuously. Therefore student counseling programs not only help the students academically but guide them to be confident and also to overcome personal hurdles.

5.2.9. Is there a cell/committee constituted for pre /action against sexual harassment of women students (last two years)?

- Yes, women's cell as well as the discipline committee under the guidance of Vice- principal takes action against teasing / ragging of girl students. Abuse of cell phones was confiscated. Suspension orders are issued to students on act of disrespect to women students.

5.2.10. Does the institution have a grievance cell (last 2 years?)

- Principal, Vice-principal, administrative officer and selective staff members constitute the grievance cell. A suggestion box is kept for the student's to represent their grievances. The messages received through the suggestion box or the grievance cell is responded immediately or within 10 days.
- Request from the student's forum to increase the break time was responded.
- Drinking water facility is provided through R.O. Plant, which replaced the cooler facility.

  [Fee Structure revised]….

5.2.11. Is there provision for acquiring computer skills/literary for all students in the curriculum?

- Computer skills are part of the university curriculum and is mandatory for all students.

Non-major elective – MS word, practical's, inter departmental competitions, paper presentation are conducted to evaluate their computing skills.

Synergy - the inter school and interdepartmental exhibition gives the students an opportunity to showcase their computing/ literary skills.

Prizes won in the inter- collegiate competitions and paper presentations which reveal their proficiency in computing skills and literary skills are encouraged.

Workshops on literary skill enhancement are conducted to encourage and motivate the students.

5.2.12. What value added courses are introduced by the institution to develop life skills, careers ; community orientation.

- Value education, environment science, personality enrichment course, disaster management, history of Tamil cinema are various papers as per university curricula.
- Every morning assembly begins with the bible reading, followed by a thought for the day also from the Bible. This is followed by a message which is based on moral values that the student can meditate upon throughout the day.
- General **thought for the week** is based on inspirational quotes and **A word a day** increases the vocabulary thereby enhancing their language skills.
- Debates, musical extravaganza, social break up, Christmas day celebration, martial arts demonstration, yoga classes, etc… help in personality and community development.

- Student volunteers are included in various committees such as reception, refreshment, guard of honour, compering etc., These help in developing leadership quality and enhancing personal skills.

5.2.13. How does the institution ensure safety and security to the students, faculty and the institutional assets?

- A private security service is engaged to provide security round the clock. ID cards are distributed to staff and students of the college and wearing the ID card is mandatory while entering the campus.
- Lab coats are mandatory for all laboratory practicals.
- Safety measures are followed in disposal of biological waste and chemical wastes in the labs.
- Fire extinguishers are placed in all the floors.
- Stand by generator is set up to supply power in emergency.
- Bus facility is provided for staff and students. Public phones are installed for students for emergency calls.
- The Institution insures all its assets periodically against any loss due to fire, accidents, natural calamity, theft etc.

5.1.1. Give the socio economic profile (General, Sc, St, OBC, etc.,) of the students of the last two batches.

Sl.no	Category		
1	BC	45	45.5
2	MBC	18	19
3	GC	24	24
4	SC	9	8.8
5	ST	2	1.9

5.1.2. What are the efforts made by the Institution to minimize the dropout rate and facilitate the students to complete the course?

- The dropout rate is mainly due to the transfer of parents.
- Any student who finds the course beyond his academic potential is counseled and given the chance of a change in discipline within the stipulated period. Also payment of the tuition fee is allowed in more number of Installments, if the student is in need of extra time for payment.
- Appraising the parents to avail the bank loan facility are done to minimize the drop rate.

5.1.3. On an average, what percentage of the students progress to further studies and for employment? Give details for the last two years.(UG to PG to Ph.D)

Above 50% of the students pursue higher studies, and the rest seek employment.

5.1.4. How does the Institution facilitate the placement of its outgoing students? What proportion of the graduating students have been employed ? (average of last five years)

Alpha Placement and Training cell trains the students for the various campus Interviews arranged in the campus.

- Every year, campus placements are done for the III year students and the students of the preceding batch.
- 100% placement was achieved in the year 2008-09 batch.
- 80-90% of the students aspiring for jobs get placed through the campus interviews.
- Intensive coaching in Group Discussions, Mock Interviews, students seminars enhance their competitive skills
- CTS, Cognizant, TCS, Wipro, Dell etc are some of the leading organizations who conduct the selection in the campus.
- Personality enrichment, Soft Skills are mandatory papers for the students as per the syllabus of the University of Madras which facilitate the students to improve their quality in terms of performance.
- Newspaper at a subsidized rate is provided to every student in the campus to improve language as well communicative skills which is the need of the hour.
- Internet Browsing facility is helpful in updating their knowledge in their subjects

(Placement data in various dept)

5.1.5. How does the institution facilitate and support the students for appearing and qualifying in various competitive examinations(Average of last five years)(UGC-CSIR-NET,SLET, GATE, GRE, TOFEL, GMAT, civil services- IAS, IPS,IFS Central/State services etc.)

	2010-11	**2009-10**	**2008-09**	**2007-08**	**2006-07**
NET	-	-	-	-	-
SLET	-	-	-	-	-

CAT	1	6	-	-	-
TOEFL	-	-	1	-	-
GRE	-	-	-	-	-
GMAT	-	-	-	-	-
CIVIL SERVICES (IAS / IPS/ IFS)	-	1 (ATTEMPTED)	-	-	-
DEFENCE ENTRANCE	-	-	-	-	-
OTHER SERVICES	-	-	-	-	-
ANY OTHER (SPECIFY)	-	-	-	-	-

5.3 Student Activities

5.3.1 Does the institution have an Alumni Association? If yes,

i) List its current Office bearers

President - Mr. Thiagarajan (Can we mention their Batch year)

Vice President - Mr. Ganesh

General Secretary - Dr. Preethi

Treasurer - Ms. Lakshmi

Co-coordinator - Mr. Sri Balaji

ii) List its activities during the last two years.

- Financial Aid to students.
- Medical support to staff & financial support.
- Competitions for the adopted school students.
- Sapling planting in developing Herbal Garden in the Campus.
- Teachers Day celebration.

iii) Give details of the top ten alumni occupying prominent positions.

1. Shyam : Assistant Director
2. Balasubramaniam : Actor
3. Mariam Verghese :

iv) Contribution of Alumni to the Growth of the Institution.

- Help in Recruitment Process.
- HR Alumni conduct campus recruitment.
- Source of Admission.

5.3.2 How does the institution encourage its students to participate in extra-curricular activities including sports and games? Gove details on the achievements of students during the last two years. (Institution level/ inter-collegiate / Inter-University/ Inter-state/National/ International).

Incentives such as free boarding coaching facility.

- East free Education.
- Sports Quota.
- Appreciating the winners in the Assembly.

5.3.3. How does the institution involve and encourage students to publish material?
College magazine consists of students representations in the editorial board.
Departmental journals are done by students. Chuvadu, Envision, Quest, Biospark, and Bits & Bytes are the five journals released by respective departments.
Students are encouraged to write articles in the journals and newsletters.
A poetry collection in Tamil is released by the Department of Tamil.
5.3.4 Does the institution have a Student Council or any similar body? Give details on its constitution, major activities and funding.

Constitution of the Student Forum

- Student Forum is an active cell in the campus consists of the two faculty members with the student representatives as President , Vice president, General Secretary, Cultural secretary, and Sports secretary, elected by the students.

Activities of the Student Forum

- Investiture ceremony
- Freshers orientation programme
- Discipline issues
- Cultural festival such as Alpha Fest and Edufest
- Synergy exhibits technical skills of the students
- Sports day,
- Musical programme,
- Debate.

Funds

- Management
- Sponsors got by students.

3.4.5 Give details of the various academic and administrative bodies and their activities (academic and administrative) which have student representations on them.

Administrative:

- Student Forum

Investiture ceremony
Freshers orientation programme

Discipline issues
Cultural festival such as Alpha Fest and Edufest
Synergy exhibits technical skills of the students
Sports day,
Musical programme,
Debate.

- Journal and Magazine Committee

College magazine consists of students representations in the editorial board.
Departmental journals are done by students. Chuvadu, Envision, Quest, Biospark, and Bits & Bytes are the five journals released by respective departments.
Students are encouraged to write articles in the journals and newsletters

- Department club members

Secretary of the club in respective departments. Takes responsibility and coordinates for all activities of the department.

- Women Cell

Coordinates with the activities of the cell.

Academic:

- Exam redressal

3.4.6 Does the institution have a mechanism to seek and use data and feedback from its graduates and from employers, to improve the growth and development of the institution?

BEST PRACTICES IN STUDENT SUPPORT AND PROGRESSION

3.5.1 Give details of institutional best practices towards student support and progression?

1. Daily assembly
2. Thought for the day
3. Word for the day
4. Late check up
5. Daily attendance
6. Parent teacher meet
7. Remedial classes
8. Student counseling
9. Mentor guidance
10. Grievance cell
11. Motivation in cultural and other events

12. Encouraging participation in interdepartmental, intercollegiate, national and international competitions
13. SIFE
14. Career guidance
15. Placement assistance
16. NCC
17. NSS
18. YRC
19. RRC
20. CCC

Criterion VI: Governance and Leadership

6.1 Institutional Vision and Leadership

6.1.1 State the Vision and Mission statement of the institution and give details on how the institution

a) Ensures that the vision and mission of the institution is in tune with the objectives of the Higher Education policies of the Nation?

b) translates its vision statement into its activities?

Vision:

To instill in students a sound philosophy based on core human values, and through quality education foster a community of competent youth who would contribute to National and Global Development, serving humanity at large.

Mission:

1. To offer a wide range of academic programmes relevant to the regional and national needs in line with the emerging trends.
2. To train the students through innovative instructional techniques and steer them towards higher thinking.
3. To assist the students to acquire healthy and useful experiences leading to holistic progression.
4. To develop entrepreneurial skills and bridge the lacuna between the world of work and learning.
5. To promote value based education, sensitizing student to social responsibility and good citizenry.

a) Ensures that the vision and mission of the institution is in tune with the objectives of the Higher Education policies of the Nation?

b) Translates its vision statement into its activities?

All activities organized by the college reflect its Vision statement and are

oriented towards the fulfillment of the same.

- *A Sound Philosophy based on core Human Values…*

  The college attempts to instill *core human values* [Moral, Spiritual, Ethical and Professional] in its students. This is realized through activities/ programmes such as the following:

  - Morning Assembly

    [Bible Reading, Prayer, Thought for the Week]
  - Value Education for III years
  - Moral Ethics for I and II years
  - Training through Placement Cell????
  - Guest Lectures
  - Soft Skills Programme on Personality Development

- *Quality Education…*

  The college imparts holistic and quality education that benefits the student community. This is accomplished through initiatives, activities or programmes such as:

  - Programmes offered [vocation-based and of current interest]
  - Qualified and competent staff
  - Certificate Courses
  - Soft Skills
  - Placement Training and opportunities
  - Co-curricular and extra-curricular activities
  - Participation in regional, national or international competitions

- *Fostering a community of competent youth…*

  The institution provides ample opportunities to its students for self development through programmes/ activities such as:

  - Students in Free Enterprise [SIFE]
  - Entrepreneurial Development Cell [EDC]
  - National Entrepreneurial Network [NEN]
  - Department Programmes and Journals

- College Magazine
- Sports and other extra-curricular activities in [intra-collegiate, regional, national or international]

- *Contribution to National and Global Development…*

  The college encourages and trains students to contribute national and Global progress through the activities of:
  - NCC
  - SIFE

- *Service to humanity…*

  Students in the college imbibe the spirit of service to humanity and the society through the following programmes:
  - NSS
  - NCC
  - YRC
  - RRC

The institution ensures that its vision is achieved through its programmes, activities and initiatives. It takes care to monitor the same and makes value additions wherever necessary.

6.1.2 Enumerate the Management's commitment, leadership-role and involvement for effective and efficient transaction of the teaching-learning processes.

The Management is committed to and involves itself in the decision making and implementation process to ensure effective and efficient transaction of the teaching-learning process.

- **Management interaction with Staff**
  - The Chairperson of the college addresses members of staff at the commencement of every academic year. Staff present plans the objectives of the year and also she meets the staff as and when the occasion demands
  - Staff are encouraged to improve standards of teaching and enhance teaching-learning methodologies.
  - The CEO addresses staff members at the beginning of each academic year.
  - Staff are motivated to enrich teaching-learning through advanced and innovative techniques, provide student support services, improve

student performance, maintain class control and enhance teacher-student relationship.

- CEO also convenes a meeting with Principal and Vice-Principal periodically [every week/ fortnight] and reviews plans and activities.
- The Principal and Vice Principal address staff at council and general staff meetings to plan teaching-learning methods.
- Weekly reports sent by Heads of Departments are reviewed by CEO, Principal, and Vice-Principal. Feedback is received regarding the same.

Organizing Faculty Development Programmes:

The Management organizes the following to enhance teacher potential and ensure enhanced learning atmosphere:

- Retreats - at commencement of academic year to renew staff commitment to teaching-learning.
- Staff Orientation Programmes
- Faculty Development Programmes
- Training Programmes [Ex: Personality Development, Career Counseling, Counseling]
- Theatre Workshop [innovative teaching techniques]

Upgrading of Infrastructure

- The Management upgrades and makes new additions to existing infrastructure whenever necessary to complement the teaching-learning process.

Introduction of new programmes

- The Management makes a detailed study of new courses in the academic scenario and introduces them in the college.

6.1.3 How does the Management and the Head of the institution ensure that responsibilities are defined and communicated to the staff of the institution?

- The Principal, Vice Principal and ??????? determine responsibilities to be taken up by staff every academic year.
- A Duty List is prepared listing the various committees, names of staff serving in the same and their responsibilities.

- Responsibilities assigned to staff are notified to them by the Principal in a general staff meeting.

6.1.4 How does the Management/Head of the institution ensure that adequate information (from feedback and personal contacts etc.) is available for the management, to review the activities of the institution?

- Feedback

  - A Report is sent via email after each activity in the college detailing vital information that updates the Management on the nature of the programme, and its outcome. Feedback is received from the Management on the same after review.

  - The Principal regularly corresponds with the CEO by email and telephone to update the Management of the activities in the college.

  - Weekly Reports sent by Heads of Departments to the CEO keep the Management informed on Departmental activities.

- **Personal Contacts**

  - The Chairperson and CEO participate in important activities of the college. These occasions serve as discussion forum for the Head of the institution to apprise them of the activities and review the same.

  - The Principal and Vice Principal meet with the Chairperson and CEO on other occasions during which they brief them on the activities of the college.

6.1.5 How does the management encourage and support involvement of the staff for improvement of the effectiveness and efficiency of the institutional processes?

TO GET ADVICE FROM CEO

The Management actively encourages and supports staff involvement to improve the effectiveness and efficiency of the institutional processes:

- Staff are involved in the Admission Process of the college to facilitate easy access to information on courses available for candidates seeking admission.

- Staff are involved in the conduct of all events in the college. They are assigned duties for various aspects of each event and are involved right from planning to implementation and reporting. The Management meets committee members to instruct them on their duties. After the program management congratulate the staff for their contribution and also give suggestions for improvement.

- The day-to-day functioning of the college calls for the formation of various committees; Staff members ensure smooth and effective functioning of the institution through responsibilities carried out efficiently.

6.1.6 Describe the leadership role of the Head of the institution, in governance and management of the institution.

The Principal is the Head of the institution. She is the chief Administrative Officer and is in charge of the planning and execution of all affairs of the institution such as administration, staff, student, admissions, exams, hostel etc.

Leadership role with students:

- The Principal addresses the students on all Mondays and Thursdays on all important relevant issues.

- Principal periodically convenes a meeting of student forum and reviews the different student activities.

Leadership role with staff council:

- Principal convenes periodic staff council meeting with the HOD's and instructs on the various activities.

- Principal convenes staff meeting to appraise and instruct staff on the various activities of the college.

- Principal convenes the different committee meetings like discipline, cultural, EDC, NSS, Sports, etc., and review the activities.

- Principal periodically meets the hostel wardens on various issues.

Leadership role with office administration:

- Principal interacts with the office administrator on daily basis to review progress of work regarding fee payment, routine university matters, infrastructure requirements.

- Principal is in constant touch with CEO and Management on daily basis and takes instructions and submits reports on the various requirements and activities.

6.1.7 What are the significant best practices in Governance and Leadership carried out by the institution?

The Best Practices carried out by the institution in Governance and Leadership are as follows:

- Scholarships
- Concessions in fee
- Staff Orientation/Quality Improvement/ FDP Programmes for Staff

- Workshops for Non-Teaching Staff
- Recognition of Students for good results
- Recognition of Staff with 100% attendance/ who achieve 100% results

6.2 Organizational Arrangements

6.2.1 **Give the organizational structure and details of the academic and administrative bodies of the institution. Give details of the meetings held, and the decisions taken by these bodies, regarding finance, infrastructure, faculty recruitment, performance evaluation of teaching and non-teaching staff, research and extension activities, linkages and examinations held during the last two years.**

TO GET ADVICE FROM CEO

Governing body:

- Dr. Grace George, Chairperson, Alpha Group of Institutions
- Mrs. Suja George, Vice Chairperson, Alpha Group of Institutions
- Mr. Alfred Devaprasad, president & CEO, Alpha Group of Institutions
- Dr. S. Armstrong, University Representative, Head, Department of English, University of Madras
- Mr. N. Vittal, IAS, Former Central Vigilance Commissioner, GOI
- Mr. R. Buhril, IAS, Principal Secretary, Govt. of Tamilnadu
- Dr. Prateep Philip, IPS, Inspector General of Police, Founder Director – Friends of Police
- Dr. S. Ramachandran, Former Vice Chancellor, University of Madras, Vice Chancellor, Vel's University
- Dr. Alexander jesudasan, Principal, Madras Christian College
- Mr. K. Ramachandran, Corporate Marketing & Communications, CTS
- Dr. Leela Abraham, Principal, Alpha Arts and Science College
- Dr. R. Santhi, Vice Principal, Alpha Arts and Science College

Administration body:

- Dr. Grace George, Chairperson, Alpha Group of Institutions
- Mrs. Suja George, Vice Chairperson, Alpha Group of Institutions
- Mr. Alfred Devaprasad, president & CEO, Alpha Group of Institutions
- Dr. Leela Abraham, Principal, Alpha Arts and Science College
- Dr. R. Santhi, Vice Principal, Alpha Arts and Science College

Academic body:

- Dr. Leela Abraham, Principal, Alpha Arts and Science College
- Dr. R. Santhi, Vice Principal, Alpha Arts and Science College

- Staff Council Members
- Convener of various committees

- Governing body: once in a year
- Staff council – Meet once in 3weeks/When even required
- Staff Meeting – Once in 2months/When ever required
- Regular meetings of the various committees –
    - IQAC
    - R & D
    - Examination – At least twice a semester
    - Discipline – As and when required
    - Co – curricular
    - Students forum

6.2.2 To what extent is the administration decentralized? How does the institution collaborate with different sections/departments and personnel of the institution to improve the quality of its educational provisions?

- Every department functions independently with the Heads of the department as the convener and internally periodic department staff meetings are held and the activities are organized.
- The CEO and Principal holds periodic review meetings with the heads of Department and if required with all the staffs of the department.

6.2.3 Does the institution have effective internal coordination and monitoring mechanisms? If yes, specify.

- The principal and Vice-Principal constantly interacts with the Heads of various Departments to monitor the departmental activities, discipline, result analysis at the end of every CIA, and vocational review of weekly reports.
- The principal convenes the different committee meetings and interacts with the conveners of the committee for the conduct of various college programs like college day, sports day, convocation, EDUFEST etc.,
- Principal monitors the various fee pay ment (Tuition fee, hostel fee, bus fee etc.,) by the students through cashier and office administrator.

6.2.4 Does the institution have a Grievance Redressal Cell for its employees? If yes, what are its functions? List the number of grievances redressed during the last two years.

6.2.5 How many times does the management meet the staff in an academic year? What are the major issues discussed during the last meeting?

Management meets the staffs Minimum twice a year and as and when the occasion demands

Major issues discussed during the last meeting on 28.2.2011:

- Chairperson required the staff to word hard for the NAAC accreditation process
- To strengthen the placement scenario.
- To better the academic results.

6.2.6 Is there a Cell to prevent sexual harassment of women staff? How effective is the functioning of the Cell?

- Women's Cell

6.3 Strategy Development and Deployment

6.3.1 Describe the procedure of developing the perspective institutional plan. How are the Teachers, Students and Administrators involved in the planning process?

TO GET ADVICE FROM CEO

Periodic meeting is held with CEO, Principal and Vice – Principal for the perspective institutional plan, Teachers and students are involved as the next step for planning process. Principal also discuses with the Student forum, captains and vice captains. Teachers give their suggestions through council secretary and staff secretary.

6.3.2 How are the objectives communicated and deployed to all levels, to ensure individual employee's contribution for the institutional development?

TO GET ADVICE FROM CEO

Objectives are communicated to departments through periodic meetings with the council, for staffs through the department meetings, and through staff meeting. Objectives for the students are communicated through student forum meetings, through public address system, and through general assembly. Communication is also made through the circulars sent to the departments and classes, and it is also put up on the staff notice board and student notice boards.

6.3.3 List the different committees constituted for the management of different institutional activities? Give details of the meetings held and the decisions taken, regarding academic management, finance, infrastructure, faculty, research, extension and linkages, and examinations held during the last two years.

Governing body meeting and Decisions taken regarding academic management : Ref Annexure - I
Details of Meetings held : Ref: Annexure – II
Committee List : Ref: Annexure - III

- Minutes of staff council & staff meeting
- Dates of exams

6.3.4 Has the institution an MIS in place, to select, collect, align and integrate data and information on the academic and administrative aspects of the institution?

TO GET ADVICE FROM CEO

Yes, the institution has MIS to collect the data of the students, to manage accounts, and for all the other aspects of the institution.

6.3.5 Does the institution use the various data and information obtained from the feedback, in decision-making and performance improvement? If yes, give details.

TO GET ADVICE FROM CEO

Yes the institution uses the student feedback as the major aspect in decision making and in the performance improvement of the staffs. Further the feedback is also got from the heads of the various departments in decision making. Final decision is made by the principal and the management.

6.3.6 What are the institution's initiatives for promoting co-operation, sharing of knowledge, innovations and empowerment of the faculty? (Skill sharing across departments, creating/providing conducive environment, etc.)

Staffs when they attend a seminar and workshop in universities and other colleges they share their experience and knowledge through presentations in the general staff meetings. Sharing of knowledge is done through workshops conducted by the different departments. Principal and Vice principal guide the staff members in teaching methodology, various orientation programs are also conducted to improve the performance of the staffs, and to tackle the young generation. Staff members are also given the facilities to use the skills of IT like internet teaching, animations etc., Christmas day celebrations and get together is organized to promote co-operation among the staff members.

6.4 Human Resource Management

6.4.1 What are the mechanisms for performance assessment (teaching, research, service) of faculty and staff? (Self–appraisal method, comprehensive evaluation by students and peers). Does the institution use the evaluations to improve teaching/ research of the faculty and service of the faculty by other staff? If yes, how?

- The evaluation from the feed back, statistical computer interpretation is used to evaluate the performance of the faculty and appropriate counseling is given to faculty for improvement

- Through self appraisal, evaluation of the staff by external examiner staff performance is evaluated and appropriate counseling is given for the improvement.

6.4.2 What are the welfare measures for the staff and faculty? (mention only those which affect and improve staff well-being, satisfaction and motivation)

- 10 Days of medical leave in a year is permitted for a staff
- Staffs can avail Maternity leave
- College provides ESI, PF for the staff members
- College also provided medical insurance for the staff members
- College provides free transport facility for the staff from different parts of the city.
- Staff members are encouraged to participate in various professional activities like conference, workshops etc.,
- Staff members are motivated to present papers in National and International conference.

6.4.3 What are the strategies and implementation plans of the institution, to recruit and retain faculty and other staff who have the desired qualifications, knowledge and skills?

- To recruit a faculty in different departments advertisement is given in the newspaper regarding the vacancy
- Panel members of different department recruit the staff members conducting the personal interview
- Welfare schemes provided by the institution motivate the staff to continue in our institution.
- Staff members are encouraged to participate in professional activities.
- Personal touch and repo is maintained with the staff members

6.4.4 What are the criteria for employing part-time/adhoc faculty? How are the recruitment conditions of part-time/adhoc faculty different from that of the regular faculty? (Eg. salary structure, workload, specialisations).

- Part time – VisCom, BT, Councellor
- Criteria – Terms and conditions – Details to be got from admin (mail has been sent).

6.4.5 What are the policies, resources and practices of the institution that support and ensure the professional development of the faculty? (Eg. budget allocation for staff development, sponsoring for advanced study, research, participation in seminars, conferences, workshops, etc. and supporting membership and active involvement in local, state, national and international professional associations).

Staff members are encouraged to participate in seminars, conferences and workshops conducted by universities and various other colleges, our institution provides on duty for the faculty members.

- Regular fee paid by installment in certain cases.

6.4.6 How do you assess the needs of the faculty development? Has the institution conducted any staff development programmes for skill up-gradation and training of the staff? If yes, give details.

Yes our institution has conducted faculty development programmes they are

1. National level faculty development programme on teaching software engineering through case(s) conducted by CS department of our institution on April 30th 2010.

2. FDP on language skills – English department

6.4.7 What are the facilities provided to faculty? (Well-maintained and functional office, infrastructure and other space to carry out their work effectively etc.,)

Every department is provided with the staff room with all the facilities. Each staff room is provided with a computer with the internet facility. College also provides OHPs, LCD projector for the staff utilization in the teaching – learning methodologies.

6.5 Financial Management and Resource Mobilization

6.5.1 Does the institution get financial support from the Government? If yes, mention the grants received in the last three years under different heads. If no, give details of the sources of revenue and income generated during the last three years?

- NO

- Details to be got from admin - fax has been sent

6.5.2 What is the quantum of resources mobilized through donations? Give information for the last two years.

- Details to be got from admin – fax has been sent

6.5.3 Is there adequate budget to cover the day-to-day expenses? If no, how is the deficit met?

- Details to be got from admin – fax has been sent

6.5.4 What are the budgetary resources to fulfill the institution's mission and offer quality programmes? (Budget allocations over the past two years (provide income expenditure statements)

- Details to be got from admin – fax has been sent

6.5.5 Are the accounts audited regularly? If yes, give the details of internal and external audit procedures and the audit reports for last two years.

- Details to be got from admin – fax has been sent

6.5.6 Has the institution computerized its finance management systems? If yes, give details.

- Details to be got from admin – fax has been sent

6.6 Best Practices in Governance and Leadership:

- Well defined duties and responsibilities.
- Annual get together – Onam, Christmas (Principal, Viceprincipal, Heads)
- Teachers day
- Staff recognition
- Concession for staff's children
- Bus concession for staffs
- Scholarship for meritorian students, sports players
- Conducting orientation, Workshop for staffs.
- Workshop on work ethics
- Recognition for staff who secure 100% result
- Best outgoing student award
- Recognition for staff with 100% attendance or miminum leave taken (cash award?)

ANNEXURES

Annexure - I

Governing bodies: 16.10.2009

Agenda:

- Report about the college
- To start Research activities in the college
- Starting of new courses
- To initiate industry institution interface

Discussions: The chairperson welcomed the members of the council and outlined the activities of the college. She said that the college obtained permanent affiliation to the Madras University from the academic year 2009 – 2010. Mention was made of the excellent performance of the SIFE team of the college in the world cup at Berlin where they emerged as runner up. Principal furnished the details of various curricular, co-curricular and extracurricular activities of the college. The university representative suggested that the college should start on the research level activities for UG students and also suggested to start courses like English and Mathematics. CEO suggested in present mass communication will be ideal course to start. Managing Director suggested that the industry institution interfacing should be done where in the UG students get opportunity to undergo internship.

Governing bodies: 1.12.2010

Agenda:

- Report about the college
- Rules and Regulations of Governing Council members
- IQAC and NAAC
- To initiate Industry tie ups
- Starting new courses like MA literature, and Statistics.

Discussions: Mr. Vittal, IAS expressed his interest to know the objectives and Regulations, in conducting the Governing Council Meeting. CEO responded that the main objective is to get the benefit of the expertise and Guidance from the Governing Council Members in all areas of functioning of the college. Chairperson raised a query on utilization of resources that are established and available in Biotech Department. Mr. Vital suggested that it is possible to explore avenues, working with Ms. Kiran Shaw. This was followed by discussion on IQAC and NAAC. Dr. Alexander Jesudasan said a time frame is required to be set for sending the SSR. Dr. S. Ramachandran advised the college to look for some industry tie ups. Mr. Alfred Devaprasad, agreed to this view and said such initiatives have already been taken with CTS and TCS.

There was a discussion on introducing new courses in the institution and Dr. Ramachandran stated that there is a great demand for MA. Lit, and Statistics.

Annexure - II

Details of Meetings held :

Governing Council Meeting:

Last Year	**Year Before last**
1.12.10	16.10.2009

COUNCIL MEETING:

Last Year	**Year Before last**
7.6.10 23.6.10	11.6.09 17.6.09 23.6.09 25.6.09 30.6.09
9.7.10	22.7.09
11.8.10 25.8.10	19.8.09
6.9.10 27.9.10 29.9.10 30.9.10	7.9.09

13.10.10 27.10.10	1.10.09 6.10.09 23.10.09 26.10.09
26.11.10	4.11.09 10.11.09 3011.09
10.12.10	17.12.09
4.1.11 10.1.11 23.1.11	7.1.10 18.1.10 19.1.10
29.2.11	16.2.10
16.3.11 30.3.11	3.2.11
	8.4.11 15.4.11 21.4.11

STAFF MEETING:

Last Year	Year Before last
11.6.10	16..6.09
29.7.10	17.7.09
15.9.10	8.9.09
29.10.10	5.10.10 19.10.09
-	4.11.09
-	2.12.09
4.1.11	21.1.10
25.2.11	16.2.10
-	20.4.10

Annexure – III

Staff Committee List:

1. **Council secretary**

Ms. A. S. Purnalakshimi (Maths)

2. Staff Secretary

Ms. Geetha Ravi (French)

3. Quality Cell

Principal
Vice principal (coordinator)
Ms. Benita Merlin (ECS)
Ms. B. Bhuvaneswari (Commerce)
Mr. Krupakaran (BCA)
Ms. Hema Malini (Viscom)
Ms. Thendral (BT)
Ms. Thamizharasi (Tamil)
Ms. Sharon (English)
Ms. A. S. Purnalakshimi (Maths)
Ms. Geetha Ravi (French)

4. Placement & Training

Ms. Srilakshmi (BISM)
Dr. Rajan (MB)
Ms. Angayarkanni (ISM)
Ms. Arul Jothi
Ms. Shahetha (BCA)

5. Student forum Committee

Ms.B. Bhuvaneswari (B. Com) (Convener)
Ms. Sangeetha cherian
Ms. Abirami (BI)

6. Examination Committee

Ms. Flora Priyadharshini (BC) (Convener)
Mr. Kumara Gurubaran (CS)
Ms. Amirthavalli (Maths)
Ms. Shylee (BT)
Mr. Manikandan (BCA)

7. Research & Development cell

Dr. Rajan (MB) Convener
Ms. Jaya Priya (BT)

8. Discipline

Dr. M. Karthikeyan (Convener)
Lt. U.Sekar (Maths)
Ms. Tamilarasi (Tamil)

Ms. Hemamalini (VC)

9. Alumni

Ms. Abirami (BI)
Ms. Angayarkanni (ISM)

10. Magazine

Ms. Annie (English) (Convener)
Ms. Sharon (English)
Mrs. Geetha Ravi (French)
Ms. Tamilarasi (Tamil)
Ms. Hemamalini (VC)

11. Website

Dr. R. Santhi (VP)
Ms. Annie (English)
Mr. Vodur Prakash (VC)
Ms. Angayarkanni (ISM)

12. NSS

Ms. Tamilarasi (Tamil)

13. NCC

Mr. U. Sekar (Maths)

14. Cultural Committee

MS. Vidhya (B. Com)
Ms. Kauser (Commerce)
Ms. Largus shylee (BT)
Ms. Kezia

15. Reception

Ms. Poornima (Maths) (Convener)
Ms. Jayanthi

16. Canteen & Refreshment

Ms. P. Vijayalakshmi (BBA)
Ms. Kalpana

17. Stage Decoration

Ms. Rajini (ECS) (Convener)
Ms. Anuradha (ECE)

18. Parking

Mr. Sekar (Maths)(Convener)
Dr. Karthikeyan (PD)

19. Transport

Ms. Malar (ECS)

20. Mov ement Committee

Ms. V. Bhuvaneswari (BBA) (Convener)
Ms. Thenmozhi (Tamil)
Ms. Thendral (BT)
Ms. Roselin (Maths)

21. Seating Arrangement

MS. Jayapriya (BT) (Convener)
MS. Joy Brighty (ISM)
Mr. Manikandan (BCA)
Ms. Kezia (Maths)

22. Prize Distribution

Ms. B. Benita Merlin (ECS) (Convener)
Ms. Rajini (ECS)

23. Press & Report Writing

Ms. Selvamangai (BT) (Convener)
Ms. Sharon (English)

24. Photography

Ms. Rajini (ECS) (Convener)
Ms. Hemamalini (viscom)

25. Master of Ceremony

Dept. Of English

26. Programme Sheet

Ms. Hemamalikni (VC)

27. Alpha Choir

Ms. Benita Merlin (ECS)

28. Morning Assembly

Mrs. Tamizharasi (Convener)
Ms. Selvamangai (BT)

29. Parents teacher's Meet

Ms. Rekha (BI) (Convener)
Ms. Jayanthi (BCA)

30. Evangelical Union

All Christian Staff

31. Friends of Police

Dr. M. Karthikeyaan (PD)

32. NEN

Ms. Mahalakshmi (Bcom) (Convener)
Mr. Manikandan (BCA)

33. Scholarships

Ms. Abgayarkanni (ISM)

34. Floor In Charge

Ms. Tamilarasi (Tamil) Cconvener)

Ground Floor

a. Left Staircase: Ms. K. Kezia (Maths)

b. Ms. Sripriya (Bcom)

First Floor

a. Left staircase: Mrs. Thenmozhi (Tamil)

b. Right Staircase: Mrs. Rajini (ECS)

Second Foor

a. Left Staircase: Ms. Arul Jothi (CS)

b. Right Staircase: Mr. Krubakaran (BCA)

Third floor

a. Left Staircase: Ms. Renuka Devi (BBA)

b. Right Staircase: Ms. SriLakshmi (ISM)

35. House In Charge

Spencer

Mrs. Jayapriya (BT)
Ms. Rekha
Mr. Manigandan

Shaw

Mrs. Roselin (Maths)
Mr. Krupakaran
Mrs.Bramhavidya

Shelly

Mr. Kumara gurubaran (CS)
Ms. Jayanthi
Ms. Arul jothi

Shakespeare
Mrs. Poornima (Maths)
Mr. Sivakumar
Ms. K. Kezia

36. Journal Committee

ECS & MATHS 'Quest'
Ms. Poornima (Maths)
Ms. Saranya
Biosciences ' Biospark'
Ms. Selvamangai (BT)
Ms. Sujatha Suresh (English)
BBA, ISM & Commerce 'Envision'
Ms. Annie (English)
Viscom 'Chuvadu'
Ms. Hemamalini (VC)
Ms. GeethaRavi (Engllsh)
CS & BCA ' Bits 'n' Bytes'
Ms. Sharon (English)

37. Staff club

Ms. M. Amirthavalli
MS. Kalpana

38. Bus Duty

Route No 1 : Ms. Roselin
Route No 2 : Ms. Malar
Route No 3 : Ms. Sharon
Route No 4 : Ms. Srilakshmi

39. Women's Cell

a. Ms. S. Hemamalini

b. MS. M. Kalpana

40. Exam Grievance Cell

a. Dr. Santhi – Convener

b. Ms. Annie George

c. Ms. Poornima

41. NRI Cell

a. Mr. Rajan (MB)

b. Ms. Mahalakshmi (Convener)

42. Committee – in charge for presentation to Chairperson and NAAC

Staff:

1. Ms. Geetha Ravi (French)
2. Ms. Sharon E. (English)
3. Ms. Annie George (English)
4. Ms. Saranya (English)
5. Ms. Sujatha Suresh (English)
6. Ms. Arul Jothi (CS)

Students:

1. Ms. Srilakshmi (IIICS)
2. Mr. Balaji (III VISCOM)

43. Consumer club

a. Ms. Kauser

b. Ms. Brahmavidya

c. Ms. Murugheshwari

44. Value Education

a. Ms. Largus Shylee

b. Ms. Kezia Krishnan

45. Entrepreneurship development Cell

a. Ms. Indra

b. Mr. Kirubakaran

Annexure – IV:
Examinations held during 2010 – 2011 Even Semester:

Schedule	I CIA	II CIA	Model Exam
Question Paper Submission Dates	20th Dec 2010	28th Jan 2011	21st Feb 2011

Examination Schedule	6th Jan 2011 – 13th Jan 2011	9th Feb 2011 – 15th Feb 2011	9th Mar 2011- 15th Mar 2011
Result Analysis	24th Jan 2011	28th Feb 2011	30th Mar 2011

CRITERION VII: INNOVATIVE PRACTICES

7.1. Internal Quality Assurance System

7.1.1 What mechanisms have been developed by the institution for quality assurance within the existing academic and administrative systems?

- The Internal Quality Assurance Cell (IQAC) was set up in the college in 2010 in accordance with NAAC guidelines

Academic Systems

- Mentor-Ward Meeting
- Parent-Teacher Meeting
- Student Feedback on Staff performance

- Departments are encouraged to conduct Seminars and Conferences
- Placement Cell

Administrative Systems

- Weekly Reports to the Management.
- Advisory Board Meeting
- Staff Appraisal by Expert.
- Exam Redressal Cell
- Women's Cell
- NRI Cell
- Differently-abled Students' Cell
- Counselor
- Computerization of Data

7.1.2. What are the functions carried out by the above mechanisms in the quality enhancement of the institution?

IQAC

- Sets benchmarks for quality assurance in academics and administration.
- Collects data and provides parameters for appraisal of both staff and students.
- Collects and analyses the Self Appraisal Report of the faculty and forwards it to the Principal. [only????]

- Student Feedback on teaching and course content is analyzed and forwarded to the Principal for corrective measures. [only????]
- Keeps track of Faculty participation in conferences or seminars and presentation of papers in reputed journals.
- Carries out academic auditing for labs and other administration cells.

Academic Systems

- Mentor-Ward meetings are held twice a month on a regular basis.

Each mentor maintains a record of data related to their wards. When the need arises wards are counseled by the mentor to help them overcome hurdles thereby motivating them to concentrate on academics. In special cases, a ward's problems are brought to the notice of the HOD concerned and the Vice Principal or Principal.

- Parent-Teacher Meetings are held every semester after the first CIA but before the second CIA. The meet helps staff to appraise parents about their wards'

academic performance and disciplinary issues if any.

 Student Feedback is obtained to ascertain the quality of teaching imparted. It creates a chance for corrective measures, to remedy gaps in the teaching-learning process, and also helps in updating teaching methodology.

 The departments are encouraged to conduct seminars and conferences. This exposes staff and students to international standards of research and facilitates knowledge enrichment. In addition, interaction with industrial experts paves the way for collaborative research work.

 The Placement Cell helps students determine their educational and career goals, acquire career-oriented skills and attain desired employment. It trains them in group discussions, aptitude tests, numerical ability and technical facets, conducts mock interviews and organizes recruitment drives both off campus and on campus.

Administrative Systems

 Weekly Reports

Heads of departments send a weekly report to the Principal, Vice Principal, CEO and Management detailing academic work done by each staff member in addition to other activities.

 Advisory Board Meeting

The committee comprising Principal, Vice Principal, and Head of the Department also has an industry personnel and an academic expert. It meets periodically to discuss the curriculum, suggest modifications and implement certificate or training programmes, if necessary.

 Staff Appraisal

Staff Appraisal is conducted every academic year by a team comprising Principal, Vice Principal and an external Expert to examine staff contribution to the college qualification, participation in conferences, seminars and workshops, presentations and publications as an attempt to improve the teaching standards of the staff.

 Exam Redressal Cell

The Cell addresses students' queries and clarifications regarding internal assessments of papers as and when the need arises. Grievances related to evaluation are addressed by the Examination Redressal Cell with Vice Principal and two staff as members. Students can fill in a form available in the Cell and submit it to the staff in charge or mail their queries to and receive clarifications regarding the same at alphagrievancescell@gmail.com. The students are apprised of the purpose and functions of the cell. Measures are taken to ensure easy access to cell members and prompt redressal of queries.

 Women's Cell

The Women's Cell comprising two staff-in-charge deals with the grievances of female students and staff. It creates awareness on women's issues through Seminars and Guest Lectures, assists women in the college facing problems and attempts to sensitize male students on gender issues.

- NRI Cell

The NRI Cell aims to facilitate smooth transition of foreign and NRI students to life in Chennai and in the college amidst students from varied cultural and religious backgrounds. Staff-in-charge organize orientation programmes to enlighten this group on the regional and local culture, language, clothes, food and transportation, to name a few. The cell also attempts to sensitize Indian students to similar details regarding the other group in order to create an atmosphere of bonhomie and alleviate homesickness. Periodic meetings, cultural and orientation programmes organized in the campus help achieve these goals.

- Differently-abled Students' Cell

  The Cell attempts to make life on campus comfortable for its members. In this regard staff-in-charge interact with members to assess their needs and provides support services [physical, emotional psychological and academic] wherever necessary and possible after authorization by the authorities. It conducts awareness programmes to sensitize all students regarding differently-abled students' needs and promotes an inclusive atmosphere that recognizes and treats members as equally skilled and knowledgeable with the same potential for success as others.

- A Counselor visits the college once a week for a duration of two hours to help students share matters of personal or academic concern and find solutions to their problems. Students are given time off for discussion with the counselor who assists them in the areas of problem solving and decision making as an attempt to alleviate their concerns and help secure their future.

- Computerization of Data

  Computerization of class attendance and entry of mark statements facilitates transparency in department and administrative processes.

7.1.3 What role is played by students in assuring quality of education imparted by the institution?

- The Principal convenes periodic review meetings with Student Forum members on different aspects pertaining to student amenities, co-curricular and extra-curricular activities, among others. Follow-up action is initiated to address vital concerns raised by students to provide an atmosphere for holistic education, growth and development.
- Feedback is obtained from students on teaching methodology, evaluation, add-on courses needed and other relevant aspects pertaining to teaching imparted in the

college. The information is used to assess and strengthen areas that require attention/ improvement.

- A Suggestion Box is placed to help students voice their concerns. Students are periodically notified of its existence and purpose during the general assembly and at other student meetings.

7.1.*4 What initiatives have been taken up by the institution to promote best practices in the institution? How does the institution ensure that the Best practices have been internalized?*

The College has initiated several measures to enhance the quality of teaching and impart a holistic system of education.

- A General Assembly is held twice every week for students in the open air stage. The Principal addresses students on issues of vital importance pertaining to CIAs, attendance, punctuality, co-curricular and extra-curricular activities to name a few. Prize winners in intra-collegiate and inter-collegiate competitions are felicitated by Principal in the same forum. This serves as an impetus to fellow students to aim higher and achieve more.
- The Disciplinary Committee helps check ragging in any form and addresses issues related to discipline. It assesses and implements effective strategies to enhance punctuality and reduce late coming. It also apprises parents of wards found absent or late to college for a period of three or more days. It co-ordinates patrol duty to ensure students' presence inside classrooms during college hours. The committee monitors students' adherence to the dress code prescribed by the institution.
- Parent Teacher Meetings are held every semester to apprise parents about their wards' academic performance and conduct and suggest remedial measures wherever necessary.
- Computerization of Data Entry - Records related to students' attendance and statement of marks are computerized and made centrally available through intranet.
- Staff maintain a Handbook for each subject detailing portions covered, marks in CIAs, Assignments and Seminars and attendance. The handbooks are reviewed by the head of each Department and the Vice Principal at the end of each month and suggestions made if necessary. Lesson Plans and Notes of Lessons are prepared by staff at the commencement of each semester for every subject taught.
- Certificate Courses are conducted by departments to complement students' knowledge and skill in the field of study. Courses offered are chosen based on current trends, relevance and value in the job-market.
- A Word a Day & Thought for the Week - two new initiatives – help strengthen students' vocabulary and communication skills, and instill positive values and thoughts in the young learners.

- The college encourages Student Forum initiatives such as Bazaars and Melas to promote the spirit of entrepreneurship in its learners. The proceeds are used to fund Student Forum projects and/to aid those in need. As measure to facilitate hands-on-training, students of the Visual Communications Department are given the opportunity to provide video and photo coverage of important events in the college. It trains and involves students in piloting of guests during their arrival and departure for events in the college. The institution also facilitates students' participation in relevant Media programmes hosted by channels such as NDTV, Hindu, Polymer TV and Vijay TV.
- The College hosts Synergy a platform that provides students an opportunity to design, implement and exhibit models, projects from their field of study. The event organized by students showcases their talents and offers school students who visit the campus a glimpse into college life, courses offered and facilities available.

The College ensures that its best practices are internalized through repetition, reinforcement, regular announcements and checks of new schemes, in addition to enhancement/ modification of the same whenever necessary.

7.1.5 In which way has the institution added value to the quality enhancement of students?

The institution has added value to the quality enhancement of its students through implementation of several programmes such as the following:

- The college firmly believes in imparting an academic education flavoured with social consciousness and a commitment to the community. Hence, it actively promotes the conduct of outreach programmes by the NSS, NCC, RRC and Youth Red Cross wings of the college that instill the spirit of service to the needy. Members of these groups participate in donor programmes, visit the adopted school in Chettiar Agaram and organize awareness campaigns on social and environmental issues for the local community. Members are felicitated in the general assembly and certificates awarded in recognition of services rendered.
- The Value Education course conducted for students as part of the curriculum is enhanced through group discussions, debates and presentations by students on issues of personal, social and crucial/current interest. Students are enlightened on the importance of basic ethics [personal, social and professional] that add dignity to human kind and are encouraged to practice the same.
- The institution upgrades its software and lab equipment to meet the requirements of the curriculum, thus ensuring that students have access to information and facilities for their course work.
- Field visits and internships are organized by departments to provide industry exposure and hands-on-training.
- Departments invite subject experts and industry personnel for guest lectures and

Tech Talks to enrich students' knowledge and create awareness regarding industry needs.

- The Placement Cell trains final year students in Group Discussions and Aptitude Tests to improve their performance during recruitment drives conducted by the Cell. The Cell also organizes Placement drives both on and off campus to help find suitable placements for eligible candidates.

7.2 Inclusive Practices

7.2.1. What practices have been taken up by the institution to provide access to students from the following sections of the society?

a)Socially-backward b) economically weaker and c)Differently-abled

The college gives preference to first generation learners and equal access to the socially disadvantaged and differently-abled. The following measures are implemented to provide equal access to those from the above sections:

- Fees Concession is granted and Scholarships provided to deserving students.
- Other deserving candidates are given the opportunity to pay the fee in installments.
- Special Coaching is provided to help overcome learning impediments and boost confidence.
- Communication courses are conducted to enhance English Language Skills.

7.2.2. What efforts have been made by the institution to recruit staff from the disadvantaged communities? Specify:- a) teaching b) non-teaching

a) Teaching - The institution generally recruits teaching faculty on the basis of qualification and experience. Based on applications received it also provides an opportunity to candidates from the disadvantaged communities.

b) Non-Teaching - Staff are recruited based on qualification and experience but opportunity is given to those from disadvantaged communities based on nature of applications received.
Helping Staff - Only women are recruited for the post of sweepers.

7.2.3. What special efforts are made to achieve gender balance amongst students and staff?

Students

The college promotes equal access to both genders, according to the demand. It ensures that equal opportunity is given to female students.

Staff

Male and female candidates are recruited without any discrimination on the basis of gender. Special consideration is given to deserving women candidates at the time of recruitment.

7.2.4. Has the institution done a gender audit and or any gender-related sensitizing courses for the staff/students? Give details.

As the institution comprises both men and women it sets a premium on gender related issues. Awareness programmes are conducted through Women's Cell to sensitize students on gender issues, at periodic intervals and on occasions such as Women's Day.

7.2.5. What intervention strategies have been adopted by the institution to promote the overall development of students from rural /tribal backgrounds?

Students from rural /tribal backgrounds also benefit from the following intervention strategies adopted by the institution to promote overall development of students

- Special Classes
- Remedial Classes
- Personality Enrichment
- Mentoring and Counseling
- Soft Skills
- Certificate Course in Spoken English
- Leadership role as class representatives
- Priority given for participation in college activities

7.2.6. Does the institution have a mechanism to record the incremental academic growth of the students admitted from the disadvantaged sections?

The entry level mark statement and regular checks in the university examinations from the first year to the third is an indicator of incremental growth achieved by these students. In addition, departments conduct a profile test at the beginning of each academic year for first year students to assess their strengths and weakness. Based on results gained adequate training is provided to help such students overcome hurdles in the learning process. Mark registers maintained by departments on students' performance in internal and external examinations help gauge students' incremental growth over the three year period. Also, a profile test is conducted in their final year of study to determine the rate of progress from the first year to the last.

7.2.7. What initiatives have been taken by the institution to promote social-justice and good citizenship amongst its students and staff? How have such initiatives reached out to the community?

The institution promotes social-justice and good citizenship amongst students and staff through various outreach activities.

- The college conducts awareness programmes on social, medical and environmental issues through NSS, NCC and YRC.
- Visits to Old Age Homes, Orphanages, Homes for the Destitute and the Mentally Retarded in the vicinity and other areas help students and staff reach a helping hand the community even while gaining sensitivity to the needs of such specified groups.
- Awareness campaigns organized help create awareness amongst students, staff and in the neighborhood, on issues pertaining to health such as AIDS, Cancer, TB, Mosquito Menace, Drug Abuse and Water Borne Diseases among others.
- Seminars and Street Plays are organized to create consciousness about Environmental Concerns, Legal issues and the Right to Information.
- Tree planting in and around the city, a regular feature adopted by the college and the NSS has helped kindle awareness in students and staff of the need for green cover.
- NSS members also reach out to help Chettiar Agaram its adopted school in the locality.
- Knowledge-sharing with members of the local community is facilitated through programmes such as the 3-day awareness camp on Balanced Diet organized by the college in association with WNS for students and parents of the adopted school.
- The college has helped set up a computer centre and library at its adopted school in collaboration with WNS.
- Adult Education Programme conducted for Supporting Staff provide an opportunity for students to lend a helping hand to those who help them. Blood Grouping done for this group equipped them with vital personal information.
- The activities of the Women's Cell, Differently-abled Students' Cell and International Students' Cell generate awareness amongst students and staff on crucial issues pertaining to the specific groups, and facilitate an atmosphere of bonhomie and equality.
- Education being a leveler, the college gives preference to first generation learners and those from disadvantaged sections of society as an attempt to raise their standard of living.

  Such initiatives by the college help promote social justice and good citizenship in students and staff.

7.3 Stakeholder Relationships

7.3.1 How does the institution involve all its stake holders in planning, implementation and evaluation of the academic programmes?

The Governing Body of the institution comprises its stakeholders:

1. Management
2. Principal
3. Vice Principal
4. Advisory Board [Academic and Industry Experts]
5. Alumni
6. Parents
7. Students

The college involves its stakeholders in the planning, implementation and evaluation of its academic programmes to the extent possible to facilitate the overall progress of the institution.

1. Management
2. Principal
3. Vice Principal
4. Advisory Boards comprising Principal, Vice Principal, Academic and Industry experts and respective Heads of Departments are engaged in discussions and provide valuable suggestions pertaining to curriculum enhancement through appropriate certificate courses, internships, projects, and research activities that facilitate better placement and higher education opportunities. Their feedback is indicative in evaluating academic programmes.

5. Alumni provide valuable feedback regarding the programme that includes relevance of curriculum, depth of course content, significance of project work and internships, and placement scenario for the degree, in addition to suggestions for enhancement of the academic standard of the institution.

6. Parents are involved through interactions at Parent Teacher Meetings to obtain inputs regarding the above.

7. Students are involved in the implementation and evaluation process of academic programmes. They also provide direct feedback to course teachers periodically and use the Suggestion Box, Exam Redressal Cell and Feedback Form to share concerns regarding the same.

7.3.2 How does the institution develop new programmes to create an overall climate conducive to learning?

New programmes are introduced based on contemporary relevance, demands of the industry and requirements of students and their parents after consultation with experts in the field and feedback from other academic departments. A team

of qualified faculty is recruited to teach the programmes and adequate infrastructure is provided to cater to the needs of the course to benefit students and enhance employment opportunities.

7.3.3 What are the key factors that attract students and stakeholders to the institution and result in stakeholder satisfaction?

Value System

- The strong value system of personal, social and ethical standards promoted by the institution and its inclination to cater to disadvantaged communities has earned it a reputation among the student-parent community.
- The college has the reputation of being a leading institution that empowers young men and women of the community.
- The strong alumni base of the college help spread awareness of the college and its programmes.

Courses Offered

- The programmes offered by the institution are a big draw as they cater to students' needs, are vocation-based and meet market demands thus facilitating employment opportunities.
- In addition, the CBCS implemented by the University, skill-based electives and language options serve to attract the student community to the college.

Holistic Education

- The value based holistic education offered by the college through its regular programmes, co-curricular, extra-curricular and add-on courses, imparted by qualified and competent faculty, draw students to an education in the college.

Training and Placement Opportunities

- The extensive efforts of the Training and Placement Cell to train final year students for interviews, group discussions and aptitude tests, and find suitable placements makes the college an attractive option for the student community which seeks admission for higher education.

Location, Transportation

- The semi-urban location of the college attracts students from the surrounding areas.
- The Transportation facility offered by the college draws students from other parts.

Infrastructure, Fee

- The infrastructure in the college - well equipped labs, spacious and well-lit classrooms, library, canteen and ground cover – are a major attraction to potential candidates.

- The moderate fee charged by the institution, scholarships for deserving candidates, and fee payment in installments make the college a viable option for parents and their wards.

7.3.4 How does the institution elicit the cooperation from all stakeholders to ensure overall development of the students, considering the curricular and co-curricular activities, research, community orientation and the personal/spiritual development of the students?

- Management
- Principal
- Vice Principal
- Advisory Board [Academic and Industry Experts] - The college elicits the co-operation of academic and industry experts by appointing them as Board Members and inviting them for events in the college. This helps the college benefit from their expertise in curricular, co-curricular and research areas and in the planning and implement of the same.
- Alumni – The college maintains contact with the alumni, and organizes alumni meets periodically. Alumni provide valuable feedback on curriculum, co-curricular and extra-curricular activities, campus life and infrastructure.
- They are invited for tech talks by the Departments.
- Serve as facilitators, help with placements, extend financial help for students and support college initiatives.
- Parents - The college ensures adequate interaction with parents through Orientation Programmes, Parent-Teacher meetings and other occasions in the college. Feedback and suggestions obtained from them help in ensuring overall development of the students.

- Students –
  - ✓ Regular interaction during General Assembly and Student Forum meetings provide opportunities for information-sharing and value enhancement in the above areas.
  - ✓ Students are actively involved in organizing co-curricular and extra-curricular activities, general assembly and community orientation programmes.
- Staff – Cooperation from staff is elicited in all the above areas.
  - ✓ Staff are involved in all initiatives related to curriculum planning, implementation and evaluation.
  - ✓ They are given freedom to pursue innovative teaching methods that contribute to student development.

- ✓ They play an active part in organizing co-curricular and extra-curricular activities.
- ✓ Staff also contribute to the personal and spiritual development of students through value education, mentoring and counseling, and conduct of assembly programmes.

7.3.5 How do you anticipate public concerns in your current and future programme offerings and operations?

- The college interacts with students, parents, staff and experts at regular intervals to obtain suggestions/ feedback and gauge concerns in current programmes vis-à-vis course relevance, certificate/ diploma programmes and placement scenario.
- The college anticipates public concern in future programmes by studying emerging trends and demand ratio in higher education, analyzing the job market and interacting with stakeholders.

7.3.6 How does the institution promote social responsibilities and citizenship roles among the students? Does it have any exclusive programme for the same?

The College encourages the spirit of social responsibility and promotes citizenship roles in its students. All activities in the institution are oriented towards the realization of the same.

Programmes that promote social responsibility and citizenship roles:

- ✓ NSS
- ✓ NCC
- ✓ YRC
- ✓ RRC

Activities organized by the groups include:

- ✓ Awareness programmes on social, medical and environmental issues.
- ✓ Visits to Homes for the destitute, aged, orphans, and the differently-abled.
- ✓ Knowledge-dissemination through seminars and street plays on Legal issues and the Right to Information.
- ✓ Tree planting in and around the city to emphasize the need to save Planet Earth and reduce Global Warming.
- ✓ Adoption of a school in the vicinity, catering to students' academic needs, setting up of Computer Centre and Library in collaboration with WNS at adopted school, creating awareness in parents on Balanced Diet.
- ✓ Adult Education Programme for supporting staff in the college. Blood Grouping for the same to impart vital personal information.
- ✓ Screening of documentaries on environmental issues as part of EVS.

- ✓ Consciousness-raising on crucial issues pertaining to the differently-abled, women, and other groups through activities of the Cells.
- ✓ Celebration/ observance of important national and international events like Independence Day, Republic Day, Women's Day to instill the spirit of patriotism and social responsibility.

In all its activities the college adheres to its *Vision* of instilling *core human values* in its students who would *serve humanity and* contribute to *global and national development*.

7.3.7 What are the institutional efforts to bring in community orientation in its activities?

The institution, through the activities of the NSS, NCC???, YRC and RRC, reaches out to the community and provides orientation on several key issues such as health, hygiene and pollution to name just few.

The following are some of the activities carried out by the institution to involve the community, share knowledge and create awareness on vital concerns:

- Hand Washing Day – to generate awareness on the need for hand washing.
- Synergy – Exhibits models and conducts competitions for high school students, provides a glimpse into college life, the courses offered, facilities and infrastructure in the campus.
- Survey on water-borne diseases – to kindle awareness on the need
- Adult Education - for helping staff – tutoring in math calculation and writing in English
- School Adoption – Chettiar Agaram – to serve students from less privileged sections.
- Tree Planting – to emphasize the need for green cover and the benefits of the same.

7.3.8 How does your institution actively support and strengthen the neighborhood communities? How do you identify community needs and determine areas of emphasis for organizational involvement and support?

The institution actively supports and strengthens the neighborhood community through activities that contribute to its welfare and progress. It supports the community through several welfare measures such as the following:

- Adoption of local village
- Adoption of school

- Surveys on key areas
- Contribution to laying of road

Based on interaction with members of the community, the college identifies its needs, prioritizes the same and offers support in areas where it can contribute its best. Such interactions have resulted in institutional involvement and contribution to the development of the locality in which it is situated.

7.3.8 How do the faculty and students contribute in these activities?

Staff and students contribute their mite to the upliftment of the neighborhood.

- Adoption of local village – NSS students conduct awareness campaigns and rallies to highlight issues of social, medical and environmental importance. They plant saplings to provide green cover, conduct surveys on needs of the community and water-borne diseases.
- Adoption of school – volunteers coach school students on difficult subjects, organize seminars for parents on dietary matters, have set up a computer centre and library in collaboration with WNS.

7.3.9 Describe how your institution determines student satisfaction, relative to academic benchmarks? Do you update the approach in view of the current and future educational needs and challenges?

The college determines student satisfaction through feedback on academics and college life. In accordance with inputs received, the college implements the suggestions made and ensures student satisfaction.

- Feedback on Curriculum provides information on student satisfaction with regard to course content, theory and practical papers, lab work, projects, internships and certificate courses, placement?????????.
- Teacher evaluation by students is done online by students and is confidential. It provides feedback on teaching, competency in the subject, portion completion and communication skills.
- Feedback is also obtained to determine student satisfaction with campus life, amenities and infrastructure.
- Mentors encourage wards to voice their concerns and use the information to enhance teaching-learning and evaluation as well as other aspects of academic life.
- Alumni contribute vital suggestions on curriculum, campus and placement.
- Inputs received from students through the Exam Redressal Cell helps the institution address issues regarding evaluation and improve student satisfaction with the quality of education imparted.

- Feedback through the Suggestion Box in the college are addressed promptly to help provide students a favourable learning atmosphere.

The college periodically updates its approach to cater to current and future educational needs and challenges. The following measures were initiated to address current educational challenges:

- ✓ Centre for Research
- ✓ Exam Redressal Cell
- ✓ Language Laboratory
- ✓ Mentor-Ward system
- ✓ Counselor
- ✓ Updation of Software
- ✓ Extension of existing Infrastructure
- ✓ Certificate Course in Spoken English
- ✓ Moral ethics for I and II year students
- ✓ Inviting subject experts for Tech Talks
- ✓ Placement Training for Students

7.3.10 How do you build relationships?

- *To attract and retain students*
- *To enhance students performance and*
- *To meet their expectations of learning*

What is your complaint management process? How do you ensure that these complaints are resolved promptly and effectively? How are complaints aggregated and analyzed for use in the improvement of the organizations, and for better stakeholder relationship and satisfaction?

- Building Relationships

- To attract and retain students:

  The college, specifically the staff, establishes rapport with students to enhance their comfort level, encourage them to share concerns and help them to resolve the same. In this regard, staff also play the role of mentor to help students discuss, analyze and overcome problems in personal or academic matters. The presence of a student counselor also helps smoothen the way for students. In addition, students from economically weaker sections are granted scholarships or concession in fee. The institution offers a student friendly environment which meets their learning expectation.

- To enhance student performance:

  The staff of the college help students to realize their potential and encourage them to enhance their performance. In addition to the regular classroom teaching, staff extend academic support to enhance student performance

through add-on courses, supplementary coaching, provision of previous years' question papers, question banks and remedial classes

They encourage students to enrich their knowledge through reference in the library, participation in competitions and presentations of papers.

- To meet their expectations of learning:

  Faculty cater to students' learning expectations by adopting the interactive teaching method, organizing field trips and seminars, and facilitating project work and internships. They ensure that class room learning is meaningful by supplementing it with new recent information, group discussions, debates and quiz.

- Complaint Management Process

  The college has in place the following mechanisms to receive and address complaints from students:

  - The Principal is accessible to all in the campus.
  - Suggestion Box – placed strategically to facilitate easy access. Complaints or petitions received are resolved by the Principal, Vice Principal and the Management in an amicable manner.
  - Exam Redressal Cell – resolves issues regarding internal evaluation. Students fill up a form or submit complaints online at alphaexamredressal@gmail.com and receive prompt response from Cell members.
  - Differently-abled Students' Cell – addresses problems related to the group.
  - Women's Cell – receives and resolves grievances from women students
  - International Students' Cell – addresses queries, concerns and problems faced by International students in the campus.
  - Students also present their grievances to the respective Head of the Department or Mentor.
  - Complaints from parents during Parent-Teacher meetings are addressed promptly and suitable action is taken to remedy the same.

  Two Staff members are given charge of each cell. They receive complaints or petitions, analyze and discuss them with complainants on a weekly basis. The Principal and Vice Principal are notified of the same and discussions carried out with them. Grievances are resolved in a just and amicable manner. Prompt redressal of complaints and necessary solutions implemented make teaching-learning in the college a highly satisfying one.

Department of BBA

The Bachelor of Business Administration Degree Course was started in the Academic Year 2007. This degree helps the students to enrich their knowledge in different areas like Marketing Management, Human Resource Management, Production Management, Finance Management, Entrepreneurship, Business Laws and Export Procedures. A qualified team of 3 staff members manage the Department. All the staff members are M.Phil degree holders and 2 of them have registered for their P.hd. The staff members not only prepare the students in the relevant discipline, they also offer their services as external examiners, set question papers for colleges outside and go for external paper valuation. They periodically attend Faculty Development Programs to keep themselves updated in the subject and in enhancing teaching learning process.

The Department is equipped with spacious classrooms, a department library, a computer and internet facilities. The Department follows the Choice Based Credit System introduced by the University of Madras. The department follows the syllabus framed by the University and revisions are made by the University whenever necessary**.** Analyzed case studies, Power point presentations, project work, workshops, educational tours form an integral part of teaching and learning The students are continuously assessed through assignments, tests, quiz, etc. and are also encouraged to make their presentations through seminars and projects to improve their professional skills. To improve the students' potential the Department conducts Certificate Course on TALLY ERP 9 in collaboration with Genesis, Chennai. Environmental Studies, Personality Development and Soft Skills are some of the subjects which have been made compulsory with a view to improve their personality traits and societal attitudes.

As majority of the students come from the lower middle class families, before the commencement of classes a profile test is conducted by the Department with questions related to the basics of the subject and communication skills. This exercise is carried out to know their understanding capacity of the subject and language proficiency. Remedial coaching is given to the slow learners who are weak in the subjects. Academically gifted students are identified by the faculty members and intensive training is imparted to enable them all to excel in the subject. Internship Training and Projects in various fields like Production, Marketing, HRM, and Customer Relationship are done as part of the curriculum. Industrial visits are organized periodically. Visits to Ashok Leyland and Tea Plantation sites have broadened the scope of learning for the students. The Mentor system is followed and a database of the students' details is maintained. This gives a detailed picture of the students' academic performance, achievements, family background and financial status. Regular counseling is done to address various issues related to academic and personal problems to bring down the dropout rates. Regular PTA meetings are held to communicate the progress of students to their parents. The department has secured an overall pass percentage of 88%. Among the alumni students 56% are well placed in reputed organizations and 40% of the

students have opted for higher studies. The Department also focuses on co-curricular and extra –curricular activities for an all-round development of the students and to foster their creative abilities. The students also actively contribute in the release of the Department journal Envision. Seminars, Workshops, Discussions are also arranged as part of the modern practices in teaching methods.

The Department's future plans are to upgrade to MBA course, conduct seminars and workshops at National and International level and to maintain contacts with reputed organizations.

Department of BISM

The Department of Bachelor of Information Systems and Management was set up in the year 2001 and offers a three year degree program in various specializations like Marketing Management, HR, Financial Accounting, Visual Basic etc. A team of qualified and competent 4 staff- members handle the course. They also periodically attend faculty development programs, refresher courses, seminars and workshops and have presented papers in international conferences to keep themselves updated in various fields. One staff-member is a panel member and subject expert for the approval of lecturers.

The Department is equipped with spacious class-rooms, a department library apart from a central library. The computer lab is well equipped and furnished with 65 computers. The CBCS pattern and the syllabus framed by the Madras University is followed. The syllabus revision is made by the University's Board of Studies. The teaching learning method is in the form of lectures, interactive method and Seminars. Modern teaching aides like OHP, LCD projector etc are also employed to supplement the inadequacies of the traditional method of teaching. Assignments, Seminars and Project work are assigned as part of the curriculum. Subjects like Soft

Skill, Value Education and Environmental Studies have been introduced to develop the personality of the students. To enhance practical knowledge field trips are organized. Last years visit to Butterfly Home Appliances gave a practical industrial exposure on the sequence of production, assembly line, processing unit and other safety measures used.

Students admitted into the department are from varied backgrounds. Hence care is taken to identify the needs of the students and appropriate teaching methodologies are used. Profile tests are conducted immediately after the students are admitted and their strengths and weaknesses are identified. For slow learners individual attention and extra coaching is given. Study material is provided to them for easy understanding. The advanced learners are encouraged and additional training is given to excel in the subject. Model questions and Question banks are prepared and given to the students for effective preparation for the examination. Periodical tests are also conducted to evaluate the performance of the students.Regular PTA meeting are held to communicate the performance of the students to the parents. The Mentor system is followed where every Staff does academic and personal counseling. In academic counselling, the faculty gives counselling to the slow learners, suggestions to the fast learners to enhance their performance so as to score high marks. Also students with irregular attendance and in moods of depression are personally counselled by the faculty to bring down the drop out rates. The overall results are good. Offering Career guidance and personal counseling is a particularly supportive aspect of the Department. Along with the pursuit of regular academic activities the students also participate in co-curricular and extra-curricular programs. 'Manotech'- the department club activities and other inter college cultural activities are encouraged to enrich the campus life of the students. They are also motivated to write in the Department journal and college magazine.Alumni hold prominent positions in the society. Many students go for PG course and those who fail to make it up to PG mostly go for self-employment schemes.

The Departments future plans are to conduct State level seminars on Management related topics, 'Leaders Talk' with the help of Alumni students and International conferences. It also plans to institute Endowment scholarships for deserving students..

DEPARTMENT OF COMMERCE

The Department of Commerce established in the year 1996 offers a 3 year Undergraduate Course with a team of 8 qualified staff who specialize in key areas like Indian& Business Economics, International and Rural Economics, Cost & Management Accounting, Banking Theory Law & Practice, Practical Auditing, Financial Services and Accounting, Entrepreneurial development, Basics of Insurance, Principles of Management, Business Communication, Human Resource Management to name a few. A majority of the Staff have served as question paper setters for Autonomous Colleges, and as central evaluation members for the University of Madras. The HOD is also a qualified NCC officer and holds the post of member, Academic Council Body.

While the traditional chalk and Board methods are followed the staff also make classroom learning a joyful experience by making use of OHP and LCDs and the Internet whenever possible. The departmental library is an asset for reference to the staff members and houses an increasing number of reference material. The students are encouraged to make presentations, seminars and projects with the help of the computer. In order to keep pace with the advances in technology, the staff use the

computer in all administrative work like maintenance and submission of attendance, internal marks entry, submission of question papers, result analysis etc.

The curriculum was last revised in 2009 and the Department in a bid to enhance the existing curriculum introduced addon course such as TALLY, and electives like Principles of Insurance, retail Marketing etc. These measures have paid rich rewards and most of the students have been recruited in firms like Ajuba, Southerland, HP, Allsec to name a few. Industrial Visits and field trips provide the much needed exposure to the Industry and helps the students in their career choices.

Majority of students come from the regional background and the department also has had an increased number of foreign students last year. The department monitors the performance of its students carefully, records personal, socio-economic and academic details of all its students for the three years and keeps a well maintained database that is constantly updated and checked upon. In cases where the student requires financial help the department helps either in cash or gets permission for extension of date for payment. The department has a number of professional volley-ball players who have been exempted from fee payment and who serve as Sports Ambassadors for the College. Remedial classes and personal coaching have ensured that the success rate is constantly on the rise and helps in reducing the dropout rate of students.

The department regularly conducts seminars, and inter-collegiate programmes under the auspices of its club COMET and the students represent the department in other colleges winning laurels for the Institution. The majority of the Staff attends seminars and conferences to constantly update and upgrade.

Future Plans: The Department plans to upgrade to a post graduate department and organize national seminars. Field visits to manufacturing units of reputed industries are also planned for the coming year.

Department of Computer Science

The Department of Computer Science was started in 1997, recognizing the growing demand for courses in Computer Studies and offers a 3 year programme in Computer Science at the Undergraduate level. The department has 5 qualified staff members who specialize in key areas like Web technology, Database Management systems, Java, Data Mining, Networks etc. The faculty members keep themselves abreast of the latest trends and technology in their field by attending conferences, seminars etc at both the National and International level. One of the faculty play an important role through the contributions in the Examination Cell and in the Discipline Committee of the College. Faculty members also hold other portfolio in addition to being teachers of the subject. They serve as mentors for their students and are on various committees of the College. The Head of the Department serves as External paper setter for Karunya University and has also served as Internal and External examiner for the Practical and theory exams of the University of Madras.

Being a discipline that is vibrant and ever-changing, the department is well equipped with a large, spacious and well maintained lab having modern amenities like OHP, LCD projector and internet facility that enhance the teaching –learning process. The laboratory is the hub of the department having around 60 computers to enable students to work at individual systems. It is also equipped with a well stocked departmental library for ready reference by both staff and students.

The Choice Based Credit System and the accompanying revised syllabus were introduced in the year 2007. To keep pace with the demands of the Industry,

the Department offers certificate courses like Data warehousing, C++, Trouble Shooting etc to improve the employability of the students. These measures by the Department have had rich rewards, in that its students have been recruited in MNCs like Dell, TCS, CTS , Amazon to name a few. One of the students also has the distinction of being a Ist rank winner at the University level in Languages 2009-10 and 2 students of the department (2008-09) have won 5th and 9th rank in English and Computer Science respectively.(There have been 22 distinctions and 4 university ranks to date)

A majority of the Students are from Tamil Nadu while a small group of students hail from outside the state and a few more from outside the country. The Department maintains a database of all its students in terms of personal, socio-economic details, and entry-level academic performance and they are monitored throughout the 3 years of their stay in the Institution. In cases of financial need on the part of the students, the department extends financial help either in the form of scholarships, extension of time limit for fee payment and in certain rare cases of extreme financial distress, the student is supported by the Alumni of the department. Personal mentoring by the staff and effective remedial programme for the under achievers ensures in motivating them to improve themselves and in reducing the dropout rate.

The Staff makes use of every opportunity to upgrade themselves and attend faculty development programmes both within and outside the College. Majority of the staff have attended National / International seminars in the last 5 years. The department has organized a National level Faculty Programme “Teaching software Engineering through CASE(S)” on 29-30 April 2010 and a State Level Faculty Orientation Programme “Problem Solving in Data Mining “on 12th February 2011.

Future Plans: The Department has many plans for the future, one of which is organizing a National seminar, an Inter- Collegiate meet in the forthcoming semester, an Intra Collegiate meet, arranging for Guest lectures by subject specialists for the students and organizing Industrial Visits to reputed IT firms for a glimpse into the practical modalities of the Computer based industry.

DEPARTMENT OF MATHEMATICS

Established in the year 1996, the Department teaches Mathematics as an allied subject to many of the Departments like B.Sc, BCA, B.Com.

The Faculty are all qualified and dedicated staff and have M.Phil as their highest degree. The Head of this department is also the NCC officer of the College and the Contingent Commander for TSC/IGC. He has completed his masters in Engineering and Technology and is also pursuing his doctoral degree. He has co – authored an article"Regression modeling and optimization of machinability behavior of glass-coir-polyester hybrid composite using factorial design methodology" in the International Journal "Springer". All staff are mentors to different departments and are members of the various committees of the college. A majority of the staff are question paper setters and evaluators to the University of Madras, for UG Courses. The staff also function as co-editors to "QUEST", the journal of the department of Electronics and Communication.

While the traditional board and chalk method is still followed in Maths teaching, the staff take every step to make the subject as interesting as possible by the use of OHPs and presentations. They also conduct bridge courses to those students who have not taken Maths at the Higher Secondary level.

The year 2008 saw the introduction of the CBCS and the new syllabus. The students are required to submit a project in the subject with a practical paper at the end of the course.

All the faculty members attend and participate in seminars and paper presentations. In the year 2010-11 the department has played a role in the smooth conduct of the 2 week long "Quality Improvement Programme in Mathematics "

organized by Institute of Mathematical Sciences, Taramani and the Federation of Mathematical Clubs in Tamil Nadu. They also offer remedial classes for the weak students and personalized coaching to the under achievers.

The Department intends to become a major discipline and the College has applied to the University of Madras for the same. The department also plans to establish a mathematics lab which will give the student a better understanding of the subject. By organizing events like Maths week, maths games etc. during the birthday of Shri. Ramanujam, the famous mathematician, the department helps in giving the young generation a strong foundation in Mathematics.

Department of Electronics and Communication Science

The ECS Department was one among the four, started in 1996, the year of establishment of the college. It offers a three year undergraduate degree program in Electronics and Communication Science. The department has a team of qualified faculty one among whom has registered for Ph.D at the University of Madras. One member of staff serves as a member on the Academic Board of Studies and as a Subject Expert for Staff Selection, University of Madras. Staff also serves as Examiners and Question Paper Setters for other Universities and autonomous colleges. They periodically participate in and present papers at seminars and faculty development programmes.

The department has a well-equipped lab with adequate instruments, a reference library and teaching aids like LCD projector, OHP and Computer with internet facility as a means to make teaching-learning effective. Students are also encouraged to use these resources to improve their presentation skills.

The Choice Based Credit System and revised syllabus introduced by the University was implemented by the department in 2008. Recognizing the demands of the job market and the requirements of higher education, the department conducts Certificate courses in Mobile Servicing and PCB Designing that equip them with an alternate career option. Projects, Field Trips and Real Time Training by leading industries like Defense Electronics and Integral Coach Factory, to name just two, are organized to provide industry exposure.

Students admitted into the department are from varied socio-economic and educational backgrounds and hence care is taken to ensure that learners' needs are

identified and met through appropriate teaching methodologies and supplementary techniques. Profile tests are conducted at the time of entry to determine students' strength in core subjects and language. A database of each student is maintained by the department that details students' academic performance, achievements, family background and financial status, which enable the staff to monitor the performance of the student during the 3-year period. Extra effort is taken to extend financial support to students from economically weaker sections of the society.

Based on the results of the Profile tests, bridge courses are organized for students in the core subjects. Personal mentoring and counseling sessions, for two hours per week yield positive results by bringing down student dropout rates. Based on performance in internal assessment, the department also organizes remedial programs in each subject for weak students and parents are regularly informed about the progress of their wards.

Students of the department have won University Ranks right from the year of its inception. They have also secured the First Rank successively for several years. In addition, the Department has maintained the overall pass percentage close to 100 per cent. Students have brought laurels to the department through prizes won at prestigious national and international competitions. They also participate in departmental activities and contribute significantly to the compilation of the departmental journal, newsletter and college magazine.

Alumni of the department are placed in some of India's leading industries, others are pursing higher studies in India and abroad, and yet others are involved in research. In the past two years, all students of the department who appeared for placement interviews were successful.

The Department organizes Guest Lectures, Inter Collegiate Competitions and State Level Symposia periodically. Every year, it also releases "Quest", a journal that highlights current trends and innovations in the field of Electronics and Communication Science and has recently initiated the release of a Newsletter that chronicles the activities of its departmental club "Logica".

The department plans to upgrade itself to a Postgraduate department. It also aims to provide training for its students in organizations such as ISRO, Port Trust, Doordarshan and IGCAR. Basic research work in areas like Communication and Microprocessor are to be pursued.

Post graduate Department of Biotechnology

The Department of Biotechnology started the post graduate program me (M.Sc Biotechnology) in 2001 and under graduate programme (B.Sc Biotechnology) in 2004. Students with science background are admitted in the department for UG and PG programme. The vibrant educational programme is centered on educating each student in the fundamental elements of biotechnology in the genetic, molecular, cellular, developmental, pharmaceutical, tissue engineering and nanostructure level. The faculty members also serve as question paper setters, evaluators and examiners in various universities and autonomous colleges. Three staff members are in the process of completion of their Ph.D in part-time mode. The highly trained faculties have consistent publications in reputed journals, participated in conferences in frontier areas and attended many faculty development programmes.

The laboratory is fully equipped with sophisticated instruments to substantiate and clarify theoretical concepts with experimental evidence and to carry out research. The department has the privilege of having a reference library with 23 books and a computer to access to the Web and new technology which has helped the faculty and students to get information fast. An effective teaching is ensured through multimedia materials using power point presentations which give students more access to meaning through image. Students were also taken to study tours to places like Rajiv Gandhi institute of Technology and Cochin University of Science and Technology, Kerala to update them in research field.

University of Madras has been constantly upgrading its course content in tune with the changing needs, which have been reflected in the present curriculum document. Department of Biotechnology has been in the forefront during the past two years in securing 4 university ranks. The majority of the post graduate students

subsequently pursue their doctoral programme, many as research fellows in academic institutions or industry and a large number have attained highly influential positions in industries like sigma Aldrich, Arabhindho pharmaceuticals etc.

The prime concern of the department is to mould the students to develop attitude for self learning, acquire necessary skills by the use of appropriate technologies and for pursuing self directed learning throughout their life time. The educational experience is imparted in an atmosphere of research where the major thrust areas of student projects include herbal medicine, sea weed research and exploring the utility of microbes in effluent degradation. The research development activity like hands on training in molecular techniques is supported by grant of Rs.20, 000/- from Government of Tamil Nadu agency, Tamil Nadu State Council for Science and Technology (TNSCST).

In collaboration with the department of Biochemistry and Microbiology, the department of Biotechnology has organized various technical workshops and seminars where eminent scientists have delivered their lectures. The department has remained young and vibrant due to continuous interaction with short term visitors, research trainees and summer research fellows at national level like CLRI, Sea weed research and international level like Ohlone University, USA. The department alumnae have strong association with their Alma Mater and frequently visit the department and encourage their community. The department of biotechnology has projected its vision to augment the field of research and move towards excellence.

Department of Applied Microbiology

Department of Microbiology established in the year 1996 offers post graduate program in Applied microbiology. The faculty member is well qualified with doctoral degree and has teaching experience in both UG & PG level.

Department of Bioinformatics

Bio-informatics, an emerging field offering potential to biotechnology and pharmaceutical industry was established to offer its postgraduate degree in 2002. The department has qualified, experienced and dedicated staff members. One of the staff member set question papers for autonomous colleges and S.R.M University.

The department is separately provided with 13 computers in BISM laboratory and the biochemistry related practical classes are conducted in the department of biotechnology laboratory. The department has stock of 5 reference books. The students are trained by using modern commercial tools like biosuite in computational biology, power point presentations, emphasized on small group teaching, group discussion and problem based learning.

Students with science and computer related background, from different states of the country and from abroad are admitted for the post graduate programme in bio-

informatics. The staff members are highly specialized in areas like biochemistry, biostatistics, programming in C++, java, PERl and CGI, databases in molecular biology, algorithms in computational biology, systems biology and structural bioinformatics. Major revisions were introduced in the syllabus by University of Madras during the past few years.

The students were encouraged to attend seminars, workshops and they were taken to study tours to industries like IISC, Bangalore to update themselves in the emerging field. Most of the students are well placed in established institutes like Google international, IBM, and CCMB in Hyderabad. Alumnae have regular involvement in the progress and activities of the College. They have provided financial assistance of Rs. 20,000/- towards the tution fee of a student from economically weak background. The department has established the Mentor System with the students to solve their problems. The staff members update themselves by attending various faculty development programmes, seminars and workshops.

The department in collaboration with department of biotechnology, microbiology and biochemistry has organized many number of tech talks. The student research projects are completely guided by the staff members and the thrust area includes creation of databases for diseases, analysis of non-coding DNA and comparative genomics. The staff members strive to foster in students independent learning, critical thinking, communication skills, the creative synthesis of new ideas based on experimental and practical knowledge. The department always aims to serve the people of the community and to pursue research that will further widen the scientific knowledge of mankind and lead to improvements in human welfare.

Department of Biochemistry

Department of Biochemistry, established in 1996 is a vibrant field of study that exists as a under graduate programme at the interface of Biology and Chemistry. The faculties are highly specialized in various fields of biochemistry like cell biology, nutritional chemistry, genetics, immunology and human physiology. The staff members were actively involved in setting question papers for autonomous colleges and serving as examiners for university practical examinations. One of the staff members is serving as chief superintendent for theoretical exams and IDE conducted by University of Madras.

Department of Computer Applications
and
Post graduate Department of Information Technology

Department of Computer Applications was established in the year 2000, with an objective to enhance employability. Looking in to the blooming employment scenario, the department offers its post graduate program in Information Technology since 2001. A team of talented faculty members are affianced in transforming the young minds successfully to industry ready professionals. The staff members are specialized in areas like software engineering, Java programming, computer graphics, multimedia systems, Data structures and algorithms, Programming in C/++ and Digital logic fundamentals. One of the faculty members serve as question paper setter and evaluator for autonomous colleges and University.

The faculty members constantly attend faculty development programmes, orientation programmes, seminars and workshops to upgrade themselves to the new systems and software tools to keep in pace with the changing technology. One staff member of the department has presented papers at both national and international level and also has authored a book titled "Multimedia Applications – a practical Approach" published by Today publications, Chennai.

The department is enriched with a well-equipped laboratory housing around 100 computers and adequate infrastructure to support proper shaping of the students.

The Department also has a reference library mainly for the benefit of Staff. Traditional teaching is supplemented with Over Head Projector and LCD.

The University of Madras upgrades the academic syllabi in order to maintain the standard of education, to keep pace with the changing trends in the field of Computer applications and information technology. The Department has a vibrant student body numbering around 250. Besides the regular classes and seminars, students carry out their projects in leading industries/institutions as a part of their curriculum. The students of the Department have done projects in reputed companies using recent technology and programming languages like ASP.NET, C# tech, J2ME and PHP.

The Department has an active association, "Pace Club" which periodically organizes inter-departmental competitions, Tech-Talk by eminent personalities from various sectors and also cultural activities. The department extends all possible support to its students to acquire confidence, leadership skill and communication skill and also helps them through counseling and mentoring in dealing academic and personal problems.

Two students of the department Ms.Hagini and Mr. Prashanth represented the SIFE winning team at the international level in Germany and also led the students forum during the academic year 2010- 2011, as the president. The department compiles and releases a journal "BITS & BYTES" annually which enables the student community to hone their creative skills . The department has organized faculty development and orientation programmes on the topics such as Software Engineering and Problem Solving in Data mining for the benefit of the staff community. The Department is proud of the alumni as most of them are placed in reputed multinational firms like TCS, CTS, KEAN, DELL, CSS CORP., SUTHERLAND etc. The department aspires to upgrade to the masters level (MCA) and initiate the research wing.

Department of Languages

The Department of Languages has been in existence since the inception of the College and comprises two Indian languages – Tamil and Hindi, and two Foreign Languages – English and French. Staff-Members of the department teach languages under Part I, II and IV of the curriculum prescribed by the University of Madras. According to the revised syllabus of the University in 2009 for Soft Skills a visiting faculty member in German was taken in teach the students.

The Department has a team of qualified Faculty with adequate experience in teaching. Two faculty members have served as Staff Secretary in the college during different periods and one of the staff dons the role of NSS co-ordinator. The Staff member in Hindi and one of the faculty in Tamil have submitted their Ph.D. theses and await their viva voce`. One other Tamil staff- member has registered for the same at the University of Madras. Three staff- members from the departments of Tamil, English and French respectively possess SLST / SLET/ NET/ qualification. The faculty who teaches French has attended a workshop for French Teachers sponsored by CUEF at Grenoble, France and is also a member of IATF(Indian Association for the teachers of French) One of the English staff member has jointly authored a workbook for the department on Functional English and Grammar for Remedial Students. All the Faculty members of this Department periodically

participate in, present and publish research papers at Regional, State, National and International Conferences, Seminars and Workshops. They also serve as Consultant [for private organizations], External examiners for Soft Skills and question paper setters for other Universities and autonomous colleges.

Question banks and Notes of lessons are prepared to supplement the teaching-learning process. Individual attention is given to the slow learners through remedial classes and additional coaching. Advanced learners are encouraged to excel in the subject and shine as rank holders. Faculty Members also function as mentors for wards from major departments and provide academic and personal counselling.

The Choice Based Credit System and revised syllabus introduced by the University were implemented by the Department during the academic year 2008. Faculty update themselves to meet the demands of the new syllabus with innovative teaching methodologies.

Students from major departments learn Tamil/Hindi/French under Part I and English under Part II and come from diverse socio-economic and educational backgrounds with varying linguistic competencies. To address gaps in learning and provide teaching assistance that caters to the needs of students the Department of English categorizes students into stream A and B. A test is conducted at students' entry in the first year and streaming is done based on their competency in the language.

Students actively participate in the departmental club activities and contribute to the compilation of the college magazine. They make power point presentations, present seminars and participate in Group Discussions as part of their curricular activities. Students have consistently won university ranks in Tamil, Hindi, French and English. They have also won prizes at several prestigious competitions.

The Department maintains reference libraries for use by staff and students and has a computer with internet connection. The Department of English has a language lab equipped with adequate infrastructure and software to provide innovative ways of teaching the English language.

Staff of the Department periodically conduct and organize Faculty Development Programmes, Workshops and Certificate Courses. FDP on Language Skills for the other Department Staff- members, a Theatre Workshop to hone the theatrical skills of the students, a Certificate course in collaboration with Speak Easy- a professional group in this field for the first generation learners are some of the support systems provided by the Department to the teaching fraternity and students of the college. The Staff organize and implement initiatives that help students improve communication skills. The Faculty also edit Departmental journals and the college magazine. The Department of English faculty members play a crucial role in training the final year students for placements. They co-ordinate Group Discussions and provide training in the same to enhance students' linguistic competency and confidence levels before facing interviews.

Action plan for the next five years:

- The department of Tamil plans to start an under graduate programme in Tamil. It also proposes to organize an international seminar on Languages.
- The department of Hindi aims to introduce a Diploma Course in Hindi.
- The department of French proposes to initiate computer-aided teaching in French and organize a workshop on Teaching in French.
- The department of English proposes to offer value-added certificate courses, conduct workshops/ FDP for students and staff and introduce an under graduate programme in English.

Department of Visual Communication

The Department of Visual Communication was started in the year 2005 and offers under- graduate program. The Department functions with qualified and a dedicated team of 4 staff members who have specialized in various fields like Drawing and Graphic Designing, Photography & Videography, Advertising & Communication, Multimedia & Television Production. With their rich experience and exposure in related fields they prepare the students in Production, Documentary & Advertisement Films etc. They periodically attend workshops, seminars and also present papers at the National and International Level to keep themselves updated in the relative fields. They also offer their services to other colleges in conducting external practical exams, Valuation & setting Question Papers.

The Department students make the maximum use of the learning resources available. A well furnished audio- visual laboratory and other facilities and equipments like a range of cameras, editing studio and dark room are set up with the focus and emphasis on areas as Advertisement, Film Production, Documentary Films, Video Editing and Graphic Design. Laboratories like Analog & Digital Laborataries, Electronic Communication, Microwave Electronics, Micro- Processor & Micro- Controller &Fiber Optics Communications Laboratory help the students in getting the practical exposure required. Seminars, Industrial Visits & Guest Lectures

are organized on a regular basis to enhance and update the teaching learning experience.

The Department follows the CBCS & syllabus of the Madras University. The syllabi of the III & IV Semester are restructured by the University recently in the year 2010 with an aim of making it more suitable to employment. Certificate courses in Photoshop, Projects in Television Production, Training Programs in Final Cut Pro(FCP) by MediaLinks to name a few are some of the academic supplements given to the students to bridge the gap between degree and the industry.

The students of the Department come from varied socio- economic and language background. Most of the students come from lower middle class families with very little exposure to the English Language. However continued evaluation and coaching helps the students to become proficient in the subject. Mentor ward meeting is held regularly and a complete database of the student profile is maintained. They are counseled and grievances discussed to enable them to focus on academics and cross mental challenges. The Department also conducts remedial programs to the slow learners to overcome their deficiencies and improve their overall performance. The Department creates awareness to the students about Seminars, job opportunities, personality development and communication skills.

The Department maintains an overall pass percentage of 98%. Students have excelled at the State Level in various cultural activities, Web Designing etc. They have also contributed significantly in bringing out the Department Journal 'Chuvadu', and Newsletter 'Mediawings.' The Department conducts competitions at the inter-college and intra department level regularly. An annual exhibition is held in prominent places like the Lalit Kala Academy to tap and expose the talents of the students. 90% of the students are placed in well established industries in the field of Advertising, Television Channels, Film Industry, Animation etc. The rest take up higher education in related fields.

The future plans of the Department is to upgrade to the PG level and then onto research. Modernization of the department to keep abreast of the latest technologies in the Media World is on the anvil.

Part II: Evaluative Report

A. Executive Summary

Alpha Arts and Science College, a unit of the Alpha Group of Institutions is run by Alpha Educational Society, a non-profit educational body registered under the Societies Registration Act, 1860. The College started in the year 1996, is a private, unaided, co-educational Arts and Science Institution approved by the Government of Tamil Nadu with Permanent Affiliation to the University of Madras. The College was upgraded as a Post Graduate institution in 2001. The College is governed by the Founder-Chairperson, Dr. (Mrs.) Grace George assisted by Vice Chairperson Ms. Suja George. A team comprising CEO, Principal and Vice Principal assists the Management in all academic and administrative matters. The College with a 5 acre site area is located in a serene semi urban location of the metropolis of Chennai. The College offers 9 Under Graduate and 2 Post Graduate programmes under the Choice Based Credit System (CBCS) to around 1250 students tutored by 63 fulltime faculty.

The institution has well defined objectives which get reflected in all the programmes offered. Being a non autonomous, affiliated Institution, the curriculum is as prescribed by the University. However, the Advisory Board of each Department, comprising industry and academic experts, explores the possibility of enriching the curriculum by the introduction of skill based certificate courses, recommends internship opportunities and also aids in the recruitment process. To make Curriculum delivery effective, the institution makes optimal use of the feedback from students, alumni, academic peers, employers and parents. These are scrutinized and consolidated for review and suitable action by the Management.

Admission of students into various courses takes place systematically with the joint effort of faculty and administrative staff. The institution caters to the needs of students from backward and differently- abled communities, and does not discriminate on the basis of gender, language or religion. The institution recruits qualified faculty through advertisements, followed by an interview with the recruiting panel. To sustain and enhance the quality of output by teachers, Quality Improvement and Faculty Development Programmes (general/ subject specific) are periodically organized. It also encourages and promotes academic growth and

professional development among them. Yearly appraisal and appropriate incentives ensure satisfaction in faculty.

Teaching-learning is made learner centric, activity based and interesting by the faculty who make liberal use of ICT to enhance this process. Bridge courses, orientation programmes and diagnostic tests make teaching-learning relevant and meaningful. Projects, field visits, internships, and screening of relevant documentaries make learning, more activity- based and aids in the assimilation of knowledge. Expertise of academic and industry specialists is sought to augment the teaching-learning process and supplement curriculum delivery. Evaluative practices like quiz, snap tests and oral questioning help in boosting confidence in the learner. While end semester assessment by the University reflects students' proficiency in subjects of study, cyclic evaluation in all subjects serves as a continuous academic monitoring mechanism and as means of preparation for the final examination. The internal evaluation process is made reliable due to the existence of the Exam Redressal Cell. The 25 and 75 percent weightage respectively for continuous internal and external evaluation is a balanced distribution of the final score and a reliable mode of testing.

The institution encourages staff participation in research activities and programmes and facilitates presentation and publication of articles. In order to initiate more staff and students into research activities, small projects are undertaken by students guided by faculty under the auspices of the Research Centre. As part of the extension service, the institution has adopted the neighbouring village and school, rendering service to the immediate community.

The pollution free, tranquil environment, with airy and well-lit class rooms and labs, provides an ideal ambience for the conduct of educational programmes. Adequate equipment and computers and suitable mechanism for the upkeep of these, enable optimum use of the same. Faculty and students make liberal use of ICT facilities available, the Library with its holdings of books, periodicals, journals and browsing facility, and the vast playground, a boon for the youngsters in usefully spending their leisure hours.

‘Student’ being the central focus of the gamut of educational programmes, all efforts are made to guide them to the next level of edification/employment. Information on admission procedure, course completion, fee structure and student support services, are made known to students in the beginning of the academic year. Students’ feedback on teaching, campus life, placement and other services are analyzed and suitable redressal measures are implemented. Numerous co- and extracurricular activities provide students opportunities to unleash their energy and talent, facilitating holistic progression.

The foundational philosophy to mould youth as responsible citizens percolates right through the institution. Practices such as, transparent functioning, democratic governance, participative decision-making create a sound work culture conducive for attaining the vision as envisaged by the Founder. Human resource requirement and management, budgeting and finance utilization, strategy development, welfare schemes and implementation are areas where the Management joins forces with the institutional members for effective planning and execution, in order to accomplish its Mission.

The creation of Internal Quality Assurance Cell (IQAC), periodic meetings, rigorous follow-up and implementation of plans with innovation and creativity pave way for improvement in quality in all academic and administrative aspects. The institution makes best effort to ally the two main forces of modernization - Education and Technology (ICT) - to the marginalized and deprived by its inclusive practices, displaying sensitivity to changing societal, educational and market demands. Industry-Institution linkages enable the promotion of educational programmes to neighbouring community. Education, being a leveler, the institution focuses on value inculcation in all its educational offerings to endow youth with social responsibility paving way for an egalitarian society.

B. Criterion-wise Evaluative Report

Criterion I: Curricular Aspects

1.2 Curriculum Design and Development

1.2.1 ***State the vision and the mission of the institution, and how it is communicated to the students, teachers, staff and other stakeholders*****?**

Vision:

To instill in students a sound philosophy based on core human values, and through quality education foster a community of competent youth who would contribute to the National and Global Development, serving humanity at large.

Mission:

- **Academic Focus**

  To offer a wide range of academic programmes relevant to the regional and national needs in line with the emerging trends.

- **Innovative Pedagogy**

  To train the students through innovative instructional techniques and steer them towards higher thinking.

- **Entrepreneurship Training**

  To develop entrepreneurial skills and bridge the lacuna between the world of work and learning.

- **Value Inculcation**

  To promote value based education, sensitizing the student to social responsibility and good citizenry.

- **Holistic Development**

  To assist the students to acquire healthy and useful experiences leading to holistic progression.

How it is communicated to the students, teachers, staff and other stakeholders

The College Prospectus and the Calendar convey in word and spirit the vision of the College and what the College stands for in terms of its mission.

The same is communicated to the teacher community in the many staff and Council meetings (Heads of Departments) convened round the year. The Chairperson in her interaction with the staff body emphasizes the objectives and goals of the institution.

The Students are let known of the ideals that the College stands for through the various forums like the Morning Assembly, the Departmental gatherings, Classroom interactions and other college activities.

Apart from this the same message is conveyed through all the co-curricular and extracurricular activities of the College

The parents are also briefed about the high standards that the College maintains during the Fresher's Orientation and the Parents-Teachers Meetings.

The decorum and dignity of the various Programmes held in College communicate the lofty ideals reflected in the vision and mission of the College to all the stakeholders.

1.2.2 How does the mission statement reflect the institution's distinctive characteristics in terms of addressing the needs of the society, the students it seeks to serve, institution's traditions and value orientation?

The range of programmes that the College offers keep pace with the current trends of employability at the National and global level.

The academic programmes are communicated by innovative teaching methods and the students are encouraged to discover the realm of self learning and explore the subject beyond the boundaries of the prescribed curriculum.

It encourages entrepreneurial skills so that the students can run successful enterprises and offer job opportunities to many.

Through the Value education programmes, the institution ensures character building and inculcation of sound values so that the youth would play a constructive role in the emancipation of the society.

The curricular, co and extracurricular activities provide ample opportunities for the students to learn, making collegiate education a holistic experience.

The technical expertise, core values and social commitment would contribute to the national and social fabric, in accordance with the mission, objectives and traditions of the institution.

1.1.3 Are the academic programmes in line with the institution's goals and objectives? If yes, give details on how the curricula developed/ adopted address the needs of the society and have relevance to the regional/ national and global trends and developmental needs? (access to the disadvantaged, equity, self development, community and National development, Ecology and environment, Value Orientation, Employment, ICT introduction, Global and National demands and so on.

Yes. All the Academic Programmes offered by the College under the University prescribed curriculum are vocational in nature. IT- based programmes like Computer Science, Computer Applications and Information Systems Management are preferred by many students taking into consideration the current trends and requirements of the industry. These programmes enhance the employability of the students and thereby contribute to the national revenue.

The Institution provides:

- **Access to Disadvantaged Learners**

  The college imparts quality education to students from backward community who form a majority of the student population. Many of these students are first generation learners and have the added disadvantage of having studied in the regional medium. To help such students, the college conducts bridge courses in English and Mathematics. Extra coaching in the form of remedial classes also helps these students to gain confidence. The college also arranges for spoken English courses which provide the disadvantaged learner the much-needed motivation and self-confidence to perform better.

- **Equity**

  - The current Male:Female ratio is 3:2. As per the admission policy, the College does not discriminate on the basis of gender, physical disability, community or religion.
  - The College makes no discrimination against physically challenged students in terms of admission. Around 3% of the total student strength are comprised of differently -abled students.
  - Linguistic Equity : The College makes no discrimination on the basis of language.

- **Self Development**

  - Regular classes on Communication skills , Soft skills, Personality Development programme, Insistence on spoken English etc help students hone their communicative skills.
  - Participation of students in cultural activities, debates, oratorical contests, talk shows etc in and outside the college provide ample opportunity for self-development.

- Organizing academic programmes, educational fests, seminars, publishing Departmental Journals etc sharpen organizational skills of the students.

Community and National Development

Participation in any one of the Social responsibility programs like NCC, NSS, YRC, Friends of Police, Green Initiative is mandatory and this creates awareness on social issues and contributes to the community and in turn the national development.

Ecology and Environment

The course on Environmental Science, comprising a theory paper and Field Visits, Projects, Documentary Films and street plays encourage the students to keep abreast of the environmental concerns.

Value Orientation

Value Education, Telephone and e-mail etiquette, introducing the students to inspirational quotes every week, thought for the day, daily prayer, display of thought provoking quotes in every classroom and on display boards etc. go a long way in molding the students' character.

Employment

All programmes are Vocation based and provide opportunities for employment. Training cum Placement Cell plays an important role in bridging the needs of Industry and equipping the students for job market. Self employment is encouraged through various entrepreneurship programmes.

ICT Introduction

Providing ICT related knowledge through non major electives such as computing skills, workshop on IT for non IT students, projects, seminars, guest lectures etc., are some of the initiatives to introduce ICT. Subject

material is made available online for the benefit of students. Use of Multimedia packages and tutoring systems contribute heavily in the teaching –learning process.

- **Global and National Needs**

The Curriculum adopted addresses the Global and national needs as discussed below:

- The College offers the National Language Hindi and foreign languages French and German in the curriculum.
- Computer Science is not only offered as a Major Subject for UG and PG disciplines but also as allied papers to others as part of the programme to the Non IT students making the Student Community computer literate.
- In addition to the curriculum being delivered in English the students are also trained in Communicative English rigorously making them suitable to compete in global markets.
- Soft skills, Personality development Programme that lays emphasis on ethical behavior and Personality grooming enable the students to integrate themselves into the Global community.

1.1.4 How does the curriculum cater to inclusion /integration of information and communication technology (ICT) in the curricula for equipping the students to compete in the global employment markets?

The curriculum in all the disciplines offer a paper on Computer Fundamentals and paper on related topics. In addition, students of non IT disciplines undergo a course on "Computing skills" as part of soft skill training which is mandatory. A multi media and a language lab is available to give thrust in communication and soft skills. Courses in B.C.A and M.Sc -IT offer the latest in Information Technology. In addition the Training cum Placement Cell (TCP) trains students in specific topics before the placement season begins . As a result every student of the College is made computer literate and is in a position to compete in the global employment market.

1.1.5 Specify the initiatives and contributions of the institution in the curriculum design and development process.(Need assessment, development of information data base, feedback from faculty, students, alumni, employees and academic peers and communicating the information and feedback for appropriate inclusion and decisions in statutory academic bodies, Membership of BOS and by sending agenda items etc.)

Since the college is affiliated to the University of Madras, the curriculum is strictly as per University specifications. For each discipline, an advisory Board comprising the Principal, Vice Principal, Head of the department, and external experts from academia and industry review the scope of the curriculum and identify activities that would enhance the knowledge and skills of students to make them Industry ready. The Board meets once a year and also as and when required.

Feedback from students, alumni, faculty, academic peers are utilized to make curriculum more activity oriented. Suggestions and feedback to update and make the syllabi relevant to the current trends are conveyed to the University through the Member in the respective Board of Studies

1.2 Academic Flexibility

1.2.1 What are the range of programme options available to learners in terms of degrees, Certificates and diplomas?

The College offers the following courses:

Programme Options	Numbers
UG Programmes	9
PG Programmes	2

UG Programmes:

- B. Sc. Biochemistry
- B. Sc. Computer Science
- B. Sc. Visual Communication

- B. Sc. Electronics and Communication
- B.Sc. Biotechnology
- B.Com.
- B.B.A
- B.C.A
- B. I.S.M

PG Programmes:

- M.Sc. Information Technology
- M.Sc. BioTechnology

Non Major Electives

- Retail Marketing
- Principles of Insurance
- History of Cinema
- Basic Tamil
- Trends in Personal Computers
- HTML
- History of Electronics
- Ecology

Certificate Courses

- TALLY [B.Com]
- Lab Technician Course [Bio Sciences]
- Communication Skills Programme [Language Dept.]
- Web Designing and Animation [Viscom]
- Printed Circuit Board [ECS]
- Data Warehousing/ C++/Trouble Shooting/ [CS]

1.2.2 Give details on the following provisions with reference to academic flexibility, value addition and course enrichment.

- **Core Options**: Courses specific to a certain discipline as specified by the University of Madras.

- **Elective Options**: The students are asked to select one from a list of electives that are offered by their own discipline.

- **Value Addition and Course Enrichment Courses**: Certificate courses that enhance the knowledge and skills of the students and make them industry ready are offered. For Eg. Courses such as TALLY and DLMT

- **Inter Disciplinary Courses:** As Per the Curriculum all students must opt for a Non Major Elective from a discipline (Department)other than his/her own discipline.

- **Flexibility to Students to move from one Discipline to another**: The institution provides flexibility for students to change the discipline only when such a request is made within a stipulated time .The choice of discipline is limited to the subjects taken by the student at the Higher Secondary Level.

- **Flexibility regarding time for completion of Programme**: The time frame for course completion for UG is 3 years (6 semesters) and for PG is 2 years (4 semesters). The University allows the students to write arrears in the subsequent semesters and gives them the opportunity to complete the programme.

1.2.3 Give details of programs and facilities available for international students

- The institution believes in inclusive education and healthy sharing of the local community with the international students. Hence, all programmes are open to International Students, and there is no discrimination in terms of place of origin or the language. Moreover all programmes are vocational-based which attracts the International students.

- Special care is taken to strengthen their fundamental concepts and overcome language barriers.

- **Cultural Immersion** – The International students are inducted into the College and prepared to adapt to the new environment through an orientation programme which gives them a glimpse of the Indian Culture, traditions and values. Initiation to Indian food,climate, language, etc. are shared with the foreigners so that they are able to adapt to the vast changes they face with regard to the above.

- **International Student's Day** is celebrated that provides a platform for exchange of ideas and appreciation of the mutual culture.

- **Other facilities for International Students**

  - The Institution provides Localized Counselors to the foreigners who speak their language.

  - The proximity of the College to Sri Ramachandra Medical College allows for immediate consultation and a tie up with the hospital makes instant check up possible at the hospital.

  - Hostel is well equipped with facilities of International standards to cater to their needs.

  - Internet Facility is provided.

  - Sports and Games.

  - Recreation (T.V.)

  - Gym, Yoga

1.2.4 Does the institution offer any self financed programs? If Yes, list them and Indicate how they differ from other programs with reference to admission, curriculum ,fee structure ,teacher qualification, salary etc.

All the programmes are self-financed programmes

UG Programmes:

- B. Sc. Biochemistry
- B. Sc. Computer Science
- B. Sc. Visual Communication
- B. Sc. Electronics and Communication
- B.Sc. Biotechnology
- B.Com.
- B.B.A
- B.C.A
- B. I.S.M

PG Programmes:

- M.Sc. Information Technology
- M.Sc. BioTechnology

1.3 Feedback on Curriculum

1.3.1. How does the College obtain feedback on curriculum from:

- **Students**

  - Students give a written evaluation at the end of every year about the program, campus experience, facilities provided etc. They also offer suggestions to the department through the student representatives.

- There is a very active Mentor-ward system in the College which provides feedback on the curriculum and other experiences if any, through the mentors.

Alumni

Every department organizes an alumni meet, where the alumni members encourage the students by sharing their experiences and conveying their suggestions on placement opportunities, their campus experience and recent trends in the Industry.

Parents

Parents provide their feedback on the system during regular parent-teacher meetings, which in turn are analyzed carefully to enable growth of the institution.

Employers/ Industries

Feedback from employers is collected during Placement drives and other occasions as well. The Advisory Board of every dept has members from the Industry who offer suggestions on curriculum.

Academic Peers

The Subject expert of the Advisory Board offers suggestions to enrich the curriculum. Academic Peers are invited regularly to the college for workshops, seminars etc .when they interact with the students and faculty and provide their feedback.

Community

Prominent members of the Community visit the college whenever possible, suggestions are taken from them to enhance and enrich the curriculum.

1.3.2. How are the above feedback analyzed and the outcome / suggestions used for continuous improvements, and communicated to the affiliating university for appropriate inclusion?

The feedback obtained from the various sources are scrutinized.The feedback from **students** is used to update, rectify and improve the teaching –learning methods Feedback from **Alumni** is helpful in understanding the changing trends and needs of the industry and suitable measures are taken to train the students.

Feedback from **Parents** helps the teachers to pay special attention to their wards, if required. Thus the feedback collected from different sources initiates a search for enhancement or improvement of the curriculum This motivates and encourages the students to perform better.Any suggestions and improvements in **Curriculum** is placed for discussion in the Advisory Board meetings and all suggestions offered by the experts are communicated to the University in the Board of Studies meetings for appropriate inclusions/ deletions etc.

1.4 Curriculum Update

1.4.1 What is the frequency and the basis for syllabus revision and what are the major revisions made during the last two years?

Being a college affiliated to the University of Madras, the frequency of updating the syllabus lies in the hands of the University. Generally the syllabus is updated every 3 years by the University.

- **Major changes made**

  - Introduction of the Choice Based Credit System.
  - Introduction of soft skill for both UG and PG
  - Introduction of Projects and internship at UG level
  - One extra- curricular activity made mandatory for earning 2 credits.

1.4.2 How does the institution ensure that the curriculum bears a thrust on core values adopted by N A A C

Core Values of NAAC:

- Contributing to National development
- Fostering Global Competencies among students
- Inculcating a Value system among Students
- Promoting the Use of Technology
- Quest for Excellence**.**

- **Contributing to National Development**

  - All programmes offered by the College are job-oriented and turn out individuals who on completion of the programmes are recruited in campus drive.

  - The Institution plays a significant role in the development of skilled human resources, by providing a suitable environment for learning from the multifarious co-curricular and extracurricular activities and also from the various certificate courses offered. This further enhances the placement opportunities

  - The College serves the cause of Social justice by ensuring equal opportunities for all students in the various programmes offered.

- **Fostering Global Competencies among Students**

  - College offers French as a Language in part II of the Syllabus and German as part of soft skill course enabling the students to take up assignments abroad.

  - The students take up social entrepreneurship projects and compete with their counterparts at National and International level. The SIFE team worked on social entrepreneurship projects like sea weed cultivation and tomato pulping which not only helped the villagers

but the team of students participating in the SIFE were able to compete at a global level, because of their experience in social entrepreneurship projects.

- **Inculcating a Value System among Students**

  - The Curriculum offers to all students a paper on Value Education and personality Development. While these courses make a theoretical impact on the students, they are also constantly tutored on dress code, punctuality and ethical conduct.

  - In addition, the College, at every opportunity, starting with the Orientation Programme, the Morning Assembly, Prayer, the thought for the Week, and in all cultural and other events conducted by the Institution insists on Core values of truth and righteous conduct and doing the right thing at the right moment.

- **Promoting the Use of Technology**

  - The faculty use technology aided devices

  - The learner is exposed to rich learning experiences through the technology based learning resources like power point presentations, language games, multimedia, the internet etc

  - The students are encouraged to do presentations of projects, seminars etc which help them to gain confidence in the use of the computer and technology.

- **Quest for Excellence**

  - Institution of awards and prizes in curricular, co curricular and extra–curricular fields motivate and create a drive in the students to excel in their chosen field.

- Fee concession and relaxation in time frame for the internal assessment programme are granted to students who excel in sports and games.

- The Institution encourages the students to participate in inter-departmental and inter-collegiate competitions, projects and seminars.

- Recognition of students who put in 100% attendance.

- Recognition and appreciation of students who report on time to college, at the end of every semester.

1.4.3 Does the institution use the guidelines of statutory bodies (UGC/AICTE/ state Councils of HE and other bodies) for developing and / or restructuring the curricula?

N/A

1.4.4. How are the existing courses modified to meet the emerging / changing national and global trends?

The existing curriculum is enriched by the introduction of relevant skill based certificate courses which make the students employable.

1.5 Best Practices in Curricular Aspects

1.5.1 What are the quality sustenance and quality enhancement measures undertaken by the Institution during the last 5 years in curricular aspects?

- A special IQAC team was instituted and the members meet on a regular basis to discuss and suggest ways of sustaining and enhancing the Quality in all areas.

- Staff Members participate in National and International seminars, conferences, and workshops in their discipline to keep abreast of the latest developments in the field.

- Participation in seminars which deal with curricular practices give the necessary impetus to the staff to evaluate the Curriculum design, innovations in teaching methodology, and total quality management. For ex: FDPs were held on “Role effectiveness in Teaching”, “Instructional strategies for teaching instructions”, “College Teaching- A paradigm shift” etc.

- The faculty registered for Ph.D programmes are given concessions like leave, permission, on-duty etc.

- Participation in orientation and refresher courses by Faculty are treated as OD.

- Departments take turns to conduct regional and national seminars,

- Workshops and conferences every year.

- Administrative and non teaching staff participate in workshops conducted by the IQAC to incorporate quality measures in day to day work.

- The students took up social entrepreneurship projects like sea weed cultivation and tomato pulping under the auspices of SIFE.

1.5.*2* ***What best practices in “Curricular Aspects” have been planned/ implemented by the Institution?***

- Certificate courses, soft skills courses and add on courses to enhance employability and skill enhancement.

- Tie up with British Council and USIS for making available learning material of International Standards.

- Journals are brought out by all disciplines every year.

Criterion II: Teaching – Learning and Evaluation

2.1 Admission Process and Student Profile

2.1.1 How does the institution ensure wide publicity to the admission process?

a. ***Prospectus***

b. Institutional Website

c. Advertisement in Regional/ National Newspapers

d. Any other (specify)

The admission process begins prior to the release of standard 12 results. The following are some of the procedures adopted to ensure publicity for the admission process:

g. The College Prospectus, made available along with the Application Form, provides vital information pertaining to courses offered, eligibility, infrastructure, transportation and hostel accommodation.

h. The college has an active website www.alphagroup.edu that provides details about the college and the admission process.

i. Publicity is given through Cell Phones [sms], and Print Media such as Regional and National Newspapers and Hoardings.

j. Stalls at Educational Fairs and Trade Fairs both local and outstation.

k. Programmes for school students are organized in the campus to create awareness about the college, courses and facilities. [Ex: Primer, Synergy]

l. Alumni also serve as ambassadors to attract students from within and outside the state.

2.1.2 How are the students selected for admission to the following courses? Give the cut off percentage for admission at the entry level.

a) General

b) Professional

c) Vocational

a. General Programmes

The College follows a Centralized System of Admission. The Admission Committee comprises the Principal, subject faculty and a representative from the Management. Application Forms are issued after the publication of Standard 12 results. Eligible candidates report for an interview along with their parents. Candidates are first interviewed by subject faculty and then by a member of the Admission Committee. The Final Interview is with the Principal after which the fee is remitted, certificates surrendered and documents verified. Bio data of the student and contact details of parents are also collected during the time of admission.

Admission to General Programmes

A minimum pass is mandatory for admission to General Programmes. The institution helps first generation learners of the local community, with minimum eligibility, by enrolling them in various programmes of their choice.

b. Professional Programmes

The College does not offer Professional Courses. However, Programmes that are vocational in nature like B. Sc. Visual Communications, ECS, BCA, and M.Sc. IT are offered by the institution.

2.1.3 How does the institution ensure transparency in the Admission process?

The fee structure is made known to the candidates and parents at the time of interview. Payment in any form is acknowledged with a receipt.

2.1.4 How do you promote access to ensure equity?

a) Students from disadvantaged community

b) Women

c) Differently-abled

d) Economically-weaker sections

e) Sports personnel

f) Any other (specify)

a. Students from Disadvantaged Community

The college being located in the outskirts of the city, enrolls students in and around the area who are mainly from socially disadvantaged sections of society.

b. Women

The college, being co-educational in nature, promotes equal access to both genders according to the demand.

c. Differently-abled

Differently-abled candidates are given equal opportunity at the time of admission.

d. Economically-weaker Sections

While the college facilitates students to procure the government scholarship it also gives fee concession to deserving candidates and permits them to pay the fee in installments.

e. Sports Personnel

The college admits students in the sports quota and for deserving cases offers free education.

f. Any Other – NRI & Foreign Students/ Free Education Scheme

To give an international, multicultural flavor to the educational scenario in the campus, the college admits foreign students with a subsidy in fee. The college implemented the Free Education Scheme of the University of Madras to benefit 5 candidates.

2.2 Catering to Diverse Needs

2.2.1 Is there a provision for assessing the students' knowledge and skills before the commencement of the programme? If yes, give details on the strategies of the institution to bridge the knowledge gap of the incoming students for enabling them to cope with the programme to which they are enrolled.

Profile tests are conducted to identify their strength in core subjects, languages and also to identify their interests. Based on performance in profile tests bridge courses are conducted, and students are also encouraged to take up suitable extra-curricular activities that match their interests.

2.2.2 How does the institution identify slow and advanced learners? Give details on the strategies adopted for facilitating slow and advanced learners.

Every teacher identifies slow and advanced learners in the respective subject on the basis of marks obtained in Profile Tests, first CIA and classroom performance. ***Remedial classes*** are scheduled after college hours and a centralized time table is followed. Faculty assist slow learners to overcome fear of learning the subject through counseling, personalized coaching and intensive training. Study material is made available to students. Both slow and advanced learners are provided with question banks and unsolved question papers of the last five years. Brief tests are conducted regularly to assess and improve performance.

Advanced learners are encouraged to perform better and aim for University ranks. With this target in mind, they are engaged with challenging assignments, group projects, advanced reading tasks and paper presentations in conferences within and outside the college, as a measure to enhance their knowledge.

2.2.3 Does the institution have a provision for tutorials for the students? If yes, give details.

Tutorial classes are conducted to provide special instruction in certain subjects and facilitate interactive learning by students. Classes are conducted after college hours with a fixed time schedule. Teachers assist students by providing instructions and problem solving strategies to supplement classroom teaching. Periodic evaluation is conducted and records maintained to assess students' progress.

2.2.4 Is there a provision for mentoring of students or any similar process? If yes, give details.

The college has implemented mentoring and counseling system for the benefit of its students. Each staff serves as mentor for a specific group of students. Mentor-Ward meetings are organized once every fortnight within college timings for a period of one hour.

Wards meet their mentors to discuss matters pertaining to academics, professional growth and their personal life as well. Mentors keep track of their wards' academic performance in a mentor card updated after each meeting. The cards carry ward-specific data - personal, academic and other relevant information.

A professional Counselor visits the college once a week. Students avail this opportunity to share their concerns with the expert who assists them in such key areas as problem solving and decision making to help secure their future and alleviate their concerns. If necessary, mentors direct their wards to the counselor.

2.2.5 How does the institution cater to the needs of differently-abled students?

Special care is taken to make the campus suitable for all sections of students, especially for the differently-abled. Extra time is provided during CIAs, model examinations, and even university examinations on obtaining prior approval from the university. If necessary, a scribe is provided for such students. The ground floor area is made user friendly for them through provision of ramps at the student entrance. The differently-abled students are accommodated in the ground floor to the extent possible.

2.3 Teaching-Learning Process

2.3.1 How does the institution plan and organize the teaching-learning and evaluation schedules? (Academic calendar, teaching plan and evaluation blue print, etc.)

Academic Calendar

The institution plans the teaching-learning and evaluation schedule to fit into the institution's schema. The Principal and senior members of staff plan the schedule taking into consideration public holidays, tentative university exam dates and various activities of the college into consideration. The finalized schedule is printed in the college calendar which contains the institution's itinerary for the academic year. The calendar is distributed to the students and staff at the commencement of the academic year.

Teaching Plan

A teaching plan [Lesson Plan] is prepared by each staff for the forth coming semester according to the number of working days scheduled in the college calendar. A hard copy as well as soft copy of the plan is submitted to Vice Principal after verification by the Head of the Department.

Evaluation Blue Print

A meeting is convened with Principal, Vice Principal, Convener of Exams and Heads to determine the evaluation pattern for the academic year. As the institution follows the Choice Based Credit System implemented by the University of Madras, continuous internal assessment forms the chief mode of testing.

The number of CIAs, the schedule of dates for CIAs, Question Paper Submission and Mark Submission are decided and notified to the staff. In addition, staff are also notified about the question paper pattern, number of sections and questions in each section, as well as other modes of testing such as assignments and seminars, on the basis of discussions.

2.3.2 What are the various teaching- learning methods (lecture method, interactive method, project-based learning, computer-assisted learning, experiential learning, seminars and others) used by the teachers? Give details.

The institution facilitates effective implementation of several teaching-learning methods. Workshops and seminars organized at periodic intervals for this purpose ensure that innovative ideas are shared and practiced by faculty. Faculty prepare a lesson plan and adhere to it during the course of the semester, ensuring that portions are completed on time. Notes of lessons are also prepared by staff to aid the teaching process which in turn benefits students as the material is shared with them. Teaching-Learning methodologies practiced by staff of the institution are discussed below:

- **Lecture Method**

  - The lecture method with the aid of black board and chalk forms the primary method of instruction in all departments.
  - The medium of instruction is English.

- **Participatory Method**

  All staff practice the interactive method of teaching. Teaching-learning is made interactive through:

  - Course related discussions and queries before, during and after the lecture session.
  - Brainstorming on a particular topic of study.
  - Group discussions that facilitate generation of ideas, collaborative work and develop skills of communication.
  - Assignments prepared by students generating questions by peers and course teacher.

- Seminars by students on different topics using audio-visual aids.
- Group Presentations that call for student-student-tutor communication build team spirit and encourage exchange of ideas. This also provides an opportunity for peer assessment in addition to feedback from the teacher concerned.

Project Based Learning

A group of students are placed under the guidance of a faculty who plans strategies to be employed during the course of the project. Projects are chosen and designed to ensure that they are innovative, current and relevant, with the aim of fostering global competency. Through projects, students develop skills such as selection and implementation of ideas, conceptualization and collection of data, in addition to gaining industry and research exposure. Post Graduate students are encouraged to take up projects and publish their findings in journals.

Computer Assisted Learning

Faculty use this method to supplement the lecture method. Power Point and OHP presentations are made by staff to enrich classroom learning. An **English Language Lab** has been set up to enhance the communication skills of students. Students have access to computers and internet facility in the college and are encouraged to use the same for assignments, seminars and project work that form a part of their curriculum. In addition, students who do not have a computer-related paper in their curriculum are offered one as allied or non-major elective.

Experiential Learning

To add to what is learnt in the classroom, the institution paves the way for experiential hands-on-learning in order to gear students for the challenging and competitive world of work. Field Trips, Industrial Visits and Internships [part of the curriculum in some disciplines] enhance the learning atmosphere as students *learn by doing, gain better understanding and hence*

retain information for a longer period. Seminars, workshops, symposia and competitions organized under the auspices of the Departmental Clubs with student initiative train them in the skills of goal setting, decision making and problem solving. Key skills such as experimentation, observation, assessment, and action planning are honed through this. Students are thus gradually trained to become independent learners capable of direct learning even after completion of the course/ all through their life.

2.3.3 How is learning made student-centric? What are the institutional strategies, which contribute to acquisition of life skills, knowledge management skills and lifelong learning?

The institution aims at imparting holistic education to students and hence teaching-learning is made *student-centric* through various means. Faculty identify student's needs, abilities, interests and learning styles and provide opportunities in the college for independent learning, skill development and active participation.

The institution offers **Life Skill Training** through implementation of programmes through NCC, Environmental Studies, NSS (Tree Plantation, Traffic Control & awareness campaign, Adult Education), EDC, Club Activities and Yoga that instill confidence and self dependence, and inculcate entrepreneurial skills that enhance the lifestyle of the students and create better job opportunities.

. **Knowledge Management Skills** – In an attempt to enrich students' capabilities and enrich their knowledge, the college trains students in Aptitude Tests and Computing Skills apart from Projects on Environmental Studies. Group Discussions, Quiz, Essay/ Poetry Writing, Debating, Assignments, Seminars, Field Visits and Projects, a regular feature of academic training contribute to the enhancement of students' knowledge quotient.

In addition to the regular academic schema, the institution attempts to instill the culture of **Lifelong Learning** in its youth through implementation of new initiatives such as IT for Non-IT, Soft Skills, Spoken English Course, learning of foreign languages like French or German and Certificate Courses that keep students abreast of significant areas of current interest, besides the practice of A Word a Day,

Thought for the Day and circulation of Newspapers to students. Ex: Tally, HTML, MS Office and DMLT.

2.3.4 How does the institution ensure that the students have effective learning experiences? (Use of modern teaching aids and tools like computers, audio-visuals multi-media, ICT, CAL, Internet and other information /materials)

Faculty use modern teaching aids and tools such as LCD projector, computer, laptop, audio-visual equipment/ downloads of current issues, OHP to enhance their teaching experience. The visual impact provided by these tools captures students' attention, supplements classroom learning and augments their learning experience.

- Computer with internet facility provided in each department to help faculty update information on various topics and prepare for lectures.
- Over Head Projectors available for use by all Departments
- LCD Projectors for students and faculty presentations.
- Language Lab

2.3.5 How do the students and faculty keep pace with the recent developments in the various subjects?

Several measures are implemented to help students keep pace with recent developments in their field of study:

- **Students**
  - Library resources are updated annually and one hour is allotted per week in the timetable to facilitate reference work and utilization of library resources.

- Students are encouraged and trained to participate in Seminars, Conferences, Workshops and Symposia to update their knowledge and also make presentations of their findings.

- The computer and internet facilities in the college help students browse the web and gain access to pertinent information on current trends, research and innovation.

- A common mail id is created for each class that facilitates knowledge-sharing with students.

- Departments conduct club activities that help students discover and share relevant and current information in their field of study. Students conduct competitions like Quiz, Debate and Seminars that help them update their knowledge even while helping others acquire the same.

- **Faculty**

  - Faculty members attend Regional, National and International Seminars, Workshops, Conferences and Symposia in an attempt to keep abreast with current trends in the subject taught.

  - They also present papers and publish articles as a means of expanding their knowledge.

  - Faculty members are also given the opportunity to attend Refresher Courses, Faculty Development Programmes and Orientation Programmes that contribute to enrichment of knowledge and information in the subjects taught.

  - Faculty collect articles on recent research and findings from newspapers, journals and the internet to be read in class and displayed on the department notice board for the benefit of students.

2.3.6. Are there departmental libraries for the use of faculty and students? If yes, how effectively are they used for the enhancement of teaching and learning?

Each department in the college maintains a reference library with books required for use by faculty and students. This is in addition to the department-specific books maintained in the general library. Faculty use the department library to access information for lectures, provide additional data to students, choose relevant topics for students' seminars and assignments as a means to enhance the teaching-learning process. Students gain access to books from the department library for reference work, to update themselves on fields of study and related and relevant areas of current interest, to prepare assignments and seminars and make presentations.

2.3.7. Has the institution introduced evaluation of the teachers by students? If yes, how is the feedback analyzed and implemented for the improvement of teaching?

The college has implemented the mechanism of Teacher Evaluation by students carried out at the end of each semester. The questionnaire aims at gaining relevant and concrete information that would help in enhancing the quality of teaching. This evaluation process is completely online and confidentiality is maintained regarding data obtained. The feedback obtained is scrutinized by the Principal and constructive action is taken on the basis of information gained to ensure improvement in teaching methodologies and sustain and enhance quality in the teaching process. As an outcome faculty are notified about areas where they need to improve and in critical cases the matter is viewed seriously and taken to the notice of the Management.

2.4 Teacher Quality

2.4.1 How are the members of the faculty selected? Does the college have the required number of qualified and competent teachers to handle all the courses? If not, how does the institution cope with the requirements?

The college has the required number of qualified and competent staff to handle all courses. Faculty members are selected based on the guidelines of the University of Madras.

When a vacancy arises in a particular department it is brought to the notice of the Management who advertise the vacancy in a) newspapers and journals and b) the AGI website and/ or recruitment websites. Referral is also one of the widely used methods for identifying potential candidates. The HR manager shortlists candidates on the basis of qualification and teaching experience, and sends the list to the College Staff Selection Committee comprising Principal, Vice Principal and the respective Head of department for final selection. After the due process of interview [Personal Interview and Lecture Demonstration] the list of selected candidates is intimated to the Management followed by appointment of the selected candidate.

2.4.2 How does the college appoint additional faculty to teach new programmes/ modern areas of study (Biotechnology, IT, Bioinformatics etc.)? How many such appointments were made during the last three years?

For new programmes and modern areas of study such as Biotechnology, Bioinformatics and Information Technology, the college recruits staff specialized in the particular discipline as per guidelines.

2.4.3 What efforts are made by the management for professional development of the faculty? (eg: research grants, study leave, deputation to national/ international conferences/ seminars, training programmes, organizing national/ international conferences etc)? How many faculty have availed these facilities during the last three years?

Efforts are made by the Management for professional development of faculty. Faculty of the college are given the following opportunities for professional development:

- Deputation to attend National/ International Conferences/ Training Programmmes.
- Special Casual Leave (On Duty Leave) to attend National/ International Conferences/ Training Programmmes.
- Financial assistance to organize State/ Regional Level Workshops and Faculty Development Programmes.
- Orientation Programmes and FDPs conducted to hone teaching skills of faculty.
- Staff registered for Ph. D are permitted to utilize existing Lab amenities. They are also granted flexibility with regard to timing.

According to the provisions of the newly revised HR manual, introduced for the year 2011-12, the following clauses are additionally proposed:

- Academic Advancement Assistance
- Sabbatical Leave
- Leave for Submission of Thesis

Number of faculty who have availed On Duty (O.D.) in the past 3 years:

Year	No. of Faculty who availed O.D.
2008 - 2009	164
2009 – 2010	78
2010 - 2011	189

2.4.4 Give details on the awards/ recognitions received by the faculty during the last five years?

Awards/ recognitions received by the faculty [last five years]:

1. Dr. R. Santhi, Vice Principal

   - NBA Consultant – guiding technical institutions to acquire NBA Accreditation
   - Best Teacher Award

2. Dr. S. Alfred Devaprasad, Head, Department of Electronics and Communication Science

   - Member - Governing Body - Madras Christian College, Chennai

3. Mr. M. M. Rengaswamy, Visiting Faculty, Department of Visual Communications, was conferred the Kalaimamani Award for Best Cinematography [2009] by the Government of Tamilnadu.

4. Ms. B. Bhuvaneswari Head, Department of Commerce was conferred the rank of Lieutenant at Women Officers Training School (WOTS), Gwalior, Madhya Pradesh.

5. Mr. U. Sekar, [Ph.D.] Head, Department of Mathematics was conferred the rank of Lieutenant on 10.10.2009 at Officers Training Academy (OTA), Kamptee, Maharashtra.

6. Mr. R. Rajasekaran, Head, Department of Information Systems Management

   - Convener and Member of Inspection Committee for more than eight colleges
   - Panel Member for providing qualification approval of faculty
   - Chief of Central Evaluation – BBA Examination, University of Madras
   - Board of Studies Member – RKM College, Chennai

7. Mr. S. Suresh Kumar, Visiting Faculty, Department of Visual Communications selected as artist to exhibit paintings at the Lalit Kala National Akademi of Arts, Chandigarh.

8. Ms. P. Thenmozhi [Ph.D.], Faculty, Department of Languages, was conferred the Thamizhsudar Sirapu Virudhu at the 7th International Conference on "Kavingyar Sirpiyum Thamizhpaniyum" by A.T.M. Women's College (Autonomous), Nagapatinam.

2.4.5 How often does the institution organize training programmes for the faculty in the use of?

a) Computers

b) Internet

c) Audio Visual Aids

d) Computer-Aided Packages

e) Material development for CAL, multi-media etc.

The college conducts training programmes for its staff in the use of computers, internet and audio-visual aids. The programmes are conducted annually.

2.5 Evaluation Process and Reforms

2.5.1 How are the evaluation methods communicated to the students and other institutional members?

Methods of evaluation and examination dates are initially discussed during the Council meeting comprising Heads of departments and finalized by the Principal, Vice Principal and Convener of Examinations. This is then printed in the college calendar. First year students and their parents are apprised of the evaluation methods during the Freshers' Orientation Programme. The Principal informs all the students of the same during general assembly attended by staff and students. Heads of Departments and Course Teachers keep students informed about the testing patterns, scheme of evaluation and attendance requirements. Additionally, the Time Table is displayed on the department Notice Board.

2.5.2 How does the institution monitor the progress of the students and communicate it to the students and their parents?

The students' achievement in the learning process is evaluated chiefly through Continuous Internal Assessments (CIA). 3 continuous internal assessments/ tests on 30 marks each with time duration of 1 Hour are conducted at regular and scheduled intervals, of which 2 highest CIA marks are chosen and reduced to 10. Seminars and Assignments, two other methods of evaluation, are assigned 5 marks each. Students are notified about the dates and topics in advance and are expected to adhere to the same. 5 marks are allotted for Attendance. Thus the Internal Evaluation amounts to a total of 25 marks. The External Examination conducted by the University of Madras carries 75 marks and results in a total of 100 marks. Before the commencement of the University Exams students receive a written statement of internal marks.

Students are informed about their academic progress through the subject teachers, class teachers and respective mentors who keep track of students' performance. Parents are apprised of their wards' progress through regular Parent-Teacher meetings organized by the college. Parents of weak students are contacted through phone or mail and individual meetings are organized for their benefit. If the need arises, the Principal or Vice Principal also counsels such students and their parents.

2.5.3 What is the mechanism for Redressal of grievances regarding evaluation?

All grievances related to evaluation are addressed by the Examination Redressal Cell with Vice Principal as Convener and two staff as members. Students register queries or grievances in a form and submit the same to staff in charge. Alternately, students can also mail their queries and receive clarifications regarding the same to alphaexamredressal@gmail.com. Periodically the students are apprised of the purpose and functions of the cell. Measures are taken to ensure easy access to cell members and prompt redressal of queries.

2.5.4 What are the major evaluation reforms initiated by the institution/ affiliating University? How does the institution ensure effective implementation of these reforms?

A number of reforms in evaluation were initiated by the University of Madras. The CBCS system introduced in 2007 was implemented by the college. Under this system each subject carries a fixed weightage and students are expected to acquire the required number of credits in addition to a minimum pass in order to qualify for the degree. Non-major/Basic Tamil is offered under Part IV, in addition to Skill Based Subjects offered from Semesters I to IV. Value Education is also offered under the same in Semester V. Extension Activities offered under Part V is compulsory and carries credits.

The University of Madras introduced major reforms in Evaluation and Testing Methods. According to the University's prescription Internal and External Examinations are conducted by the institution.

The institution ensures that the reforms by the University are carried out in toto. Some of the measures undertaken by the college to ensure effective implementation of reforms are as follows:

- Personality Development Training for staff members prior to training imparted to students under the Soft Skills Programme.
- Training in ICT carried out for Non-IT students as part of Soft Skills Programme.
- Part time faculty engaged to teach German to students who opt for German under the soft skills programme.
- Vibrant Examination Cell in place - working round the year - to effectively implement the evaluation process.

2.6 Best Innovations in Teaching/Learning/Evaluation

Practices in Teaching-Learning Process

2.6.1. Detail any significant innovations in teaching/learning/evaluation introduced by the Institution?

- Subject Experts invited to deliver Guest Lectures.
- Activity-based learning such as Projects and Internships organized for students.
- Documentaries/Movies screened to help students assimilate classroom teaching.
- Quiz and Snap Tests conducted to evaluate students' progress, in addition to regular tests.

Criterion III: Research, Consultancy and Extension

3.1 Promotion of Research

3.1.1 Is there a Research Committee to facilitate and monitor research activity? If yes, give details on its activities, major decisions taken (during last year) and composition of the Committee.

Yes, The College has a Research Committee to facilitate and monitor research activity. Members of the Research Committee include Principal, and the Heads of the Post Graduate Departments.

Decisions and activities of Research Committee:

The following initiatives were taken to increase funding from external agencies:

1. Applied for UGC 2f status to avail funding from UGC
2. Initiating pilot studies on thrust areas of research
3. Forming Advisory Boards for guidance.

4. Periodic review on status of research activity
5. Collaborating and initiating training programmes to enhance employability of students

Composition of the Research Committee:

Department	**Name of the Members**	**Field of Research**	**Institution**
Biosciences: Biotechnology	**External Members:** Dr. S. Ramachandran Dr. Puvanna Krishnan Dr. Florida Tilton Dr. Vijayan Siva	Environmental Studies	Vel's University, Chennai
		Biotechnology	CLRI, Chennai
		Biotechnology	Biozone, Chennai
		Biotechnology	University of Madras
	Internal Members: Dr. R. Rajan Ms. Thendral Hepsibha Ms. Flora Priyadharshini Ms. Jayapriya. J Ms. Abirami. S	Microbiology Biotechnology Biochemistry Biotechnology Bioinformatics	Alpha Arts and Science College
Computer Sciences	**External Members:** Mrs. Srividya Dr. Ranjani Parthasarathy	Java Technologies Computer Science Engineering	Team Manager, Infosys, Chennai Professor, Anna University
	Internal Members: Dr. R. Santhi, Mrs. C. Sridevi, Mr. Manikandan	Computer Science	Alpha Arts and Science College

3.1.2 How does the institution promote faculty participation in research? (providing seed money, research grants, leave, other facilities).

The institution offers the following facilities to encourage faculty participation in Research:

- Special Casual Leave (On Duty Leave)
- Leave for submission of thesis
- Utilization of existing lab infrastructure and equipments
- Faculty individually or through the Departments apply to research funding agencies by submitting proposals to avail seed money, grants and other facilities.

3.1.3. Does the institutional budget have a provision for research and development? If Yes, give details.

Yes, the institution makes budget provision for research and development. In 2010-11, the budget allocated and utilized for pilot study on the Project "Characterization of Seaweed: *kappaphycus alvarezii*" was Rs 15,000/-

3.1.7 Does the institution promote participation of students in research activities? If yes, give details.

Yes, students are encouraged to participate in research activities and are also provided opportunities for the same. The following is a sample list of research projects undertaken by students of the department of Biosciences:

- Studies on anti-bacterial property of Seaweed: *Kappaphycus alvarezii*
- Studies on antimicrobial studies of Herbal Plants
- Extraction of sodium alginate from the Seaweed *Sargassum* and preparation of scaffolds for Tissue Engineering.

In addition, the institution takes the following steps to facilitate research in students:

- Opportunities to attend technical sessions at conferences and seminars that contribute to learning.
- Guest lectures by experts in the field of Research to highlight recent trends in research and motivate students to take up research projects.

3.1.8 What is the major research facilities developed on the campus?

Two research facilities are available for research activities in the college.

- The well-equipped laboratories of the departments of Biosciences facilitate research in Microbiology, Biotechnology and Biochemistry
- The Research Centre with a laboratory to carry out pilot studies and training programmes for students.

The list of equipments:

1. BOD-Incubator
2. Dark Field Microscope
3. Western Blot Apparatus
4. Phase Contrast Microscope
5. Laminar Air Flow
6. Flame Photometer
7. UV Transilluminator
8. White Transilluminator
9. Incubator
10. Gel Doc
11. Vertical Sequence Apparatus
12. Lyophilizer
13. Laminar Air Flow
14. Hybridizer
15. PCR Machine
16. Digital Ph Meter
17. CO2 Incubator
18. Deep Freezer
19. UV Spectrophotometer

- Computer with internet for data analysis and accessing online information from websites, journals and research institutes.

3.1.9 Give details of the initiatives taken by the institution for collaborative research (with national/ foreign Universities/ Research/Scientific organisations/ Industries / NGOs).

The institution has taken initiatives for collaboration with industries and research organizations at national/ international levels. Mutually beneficial agreements have been signed with:

- Ohlone Community College, USA

  Resource Person/ Advisor: Dr. Anu Suresh

- University of Queensland, Australia

  Resource Person: Dr. Lindsay Brown

3.2 Research and Publication Output

3.2.1 Give details of the research guides and research students of the institution (Number of students registered for Ph.D. and M. Phil., fellowship/ scholarship, funding agency, Ph. Ds and M. Phils awarded during the last five years, major achievements, etc.)

Research Guides in the institution:

1. Dr. R. Santhi, Vice Principal, M.S.IT - MCA Department of Information Technology

2. Ms. Thendral Hepsibha. B**,** Ph. D., Department of Biotechnology

3.2.6 Give details of the following:

a. Departments recognized as research centres

b. Faculty recognized as research guides

c. Priority areas for research

*d. **Ongoing Faculty Research Projects (minor and major projects, funding from the Government, UGC, DST, CSIR, AICTE, Industry, NGO or International agencies)***

*e. **Ongoing Student Research Projects (title, duration, funding agency, total funding received for the project).***

a) Departments recognized as research centres – in process

b) Faculty recognized as research guides:

1. Dr. R. Santhi, Vice Principal, Department of Information Technology - Bharathidasan University, Trichy, IGNOU, Anna University, Chennai.

2. Ms. Thendral Hepsibha. B, Ph. D., Department of Biotechnology - Periyar University, Trichy and Vinayaka Missions University, Salem [Distance Mode] in 2008

c) Priority areas for Research:

Bio-Sciences: Microbiology, Biotechnology, Biochemistry, Medicinal Plants

IT: Knowledge Based Tutoring System

d) Ongoing Faculty Research Projects (minor and major projects, funding from the Government, UGC, DST, CSIR, AICTE, Industry, NGO or International agencies) - Nil

e) Ongoing Student Research Projects (title, duration, funding agency, total funding received for the project) - Nil

3.2.7 What are the major achievements of the research activities of the institution (findings contributed to subject knowledge, to the Industry needs, community development, patents etc.)?

Research Activity

Project: "Functional characterization of the sea weed *Kappaphycus alvarzeii"*

Outcome of phase one of the study:

In its first phase, studies were undertaken on the antimicrobial property of the seaweed against bacterial pathogens using different solvent extracts of both brown and green variety. In case of brown variety, chloroform and chloroform: methanol extracts showed maximum bioactivity result against the entire 5 tested organism, whereas n- hexane extract failed to do so.

Chloroform (B) extracts showed higher degrees of antibacterial activity rather than extracts obtained from green variety with methanol. Ethyl acetate and ethanol extracts showed satisfactory results against all test organisms.

The pilot study revealed that the sea weed has antimicrobial activity and is further to be initiated to identify the compound responsible for the above said activity. The findings contributed to subject knowledge and helped in knowledge sharing amongst the student community.

3.2.8 Are there research papers published in refereed journals by the faculty? If yes, give details for the last five years including citation index and impact factor.

Yes, faculty of the college have published in refereed journals. Details of faculty publications are as follows:

1. Dr. S. Alfred Devaprasad, Department of Electronics and Communication Science

   - S.Alfred Devaprasad and J. Madhavan. Synthesis, growth and characterization of L-alaninium oxalate a promising nonlinear optical single crystal Archives of Physics Research, 2010, 2 (4): 26-32. ISSN No. 0976-0970

   - S. Alfred Devaprasad and J. Madhavan. Linear and nonlinear optical properties of L-Phenylalaniniun maleate a promising nonlinear optical single crystal Archives of Physics Research, 2010, 2 (4): 50-56. ISSN No. 0976-0970

2. Dr. R. Rajan, Department of Microbiology

- Kownhar Hayath; Shankar Esaki Muthu; Rajan Ramachandran; Rao Usha Anand. Emergence of nalidixic acid-resistant Salmonella enterica serovar Typhi resistant to ciprofloxacin in India. Journal of Medical Microbiology 2007; 56(Pt 1):136-7. Citation 4, ISSN:0022-2615 Impact factor: 2.272.

- Kownhar Hayath; Shankar Esaki Muthu; Rajan Ramachandran; Vengatesan Appasamy; Rao Usha Anand. Prevalence of Campylobacter jejuni and enteric bacterial pathogens among hospitalized HIV infected versus non-HIV infected patients with diarrhoea in southern India. Scandinavian journal of infectious diseases 2007; 39(10):862-6. Citation:1; ISSN: 0036-5548, Impact Factor: 1.7

- Shankar Esaki Muthu; Kumarasamy Nagalingeswaran; Bella Devaleenol; Renuka Srinivasan; Kownhar Hayak; Suniti Solomon; Rajan Ramachandran; Rao Usha Anand. Pneumonia and pleural effusion due to Cryptococcus laurentii in a clinically proven case of AIDS. Canadian Respiratory Journal 2006; 13(5):275-8. Citation: 1; ISSN 1198-2241, Impact Factor: 1

- Shankar E M; Kumarasamy Nagalingeswaran; Rajan Ramachandran; Balakrishnan P; Solomon Suniti; Devaleenol Bella; Rao U A. Aspergillus fumigatus, Pneumocystis jiroveci, Klebsiella pneumoniae and Mycoplasma fermentans co-infection in a HIV infected patient with respiratory conditions from Southern India. The Indian Journal of Medical Research 2006; 123(2):181-4.

- Shankar E M; Rajasekaran S; Rao Usha Anand; Paramesh P; Krishna Kumar, R; Rajan R; Kownhar H. Colonization of Mycoplasma in the Upper Respiratory Tract of AIDS patients with pulmonary symptoms in Chennai, India. The Indian journal of medical research 2005; 122(6):506-10. Citation 4, Impact Factor: 0.869

- Dr. R. Krishna Kumar, Department of Applied Microbiology

Shankar E M; Rajasekaran S; Rao Usha Anand; Paramesh P; Krishnakumar, R; Rajan R; Kownhar H. Colonization of Mycoplasma in the upper respiratory tract of AIDS patients

with pulmonary symptoms in Chennai, India. The Indian journal of medical research 2005; 122(6):506-10. Citation 4, Impact Factor: 0.869

- Ms. Thendral Hepsibha, Department of Biotechnology

  - B.Thendral Hepsibha, V. Premalakshmi, and T. Sekar. Genetic diversity in *Aim tetracantha* (Lam) assessed through RAPD analysis. Indian Journal of Science and Technology 2010; 3 (2): 170 – 173. ISSN No. 0974-6846.

  - B.Thendral Hepsibha, V. Premalakshmi, and T. Sekar. Genetic diversity in Azima tetracantha (Lam) assessed through RAPD analysis. Indian Journal of Science and Technology 2010; 3 (5): 571 – 577. ISSN No. 0974-6846.

- Ms. Largus Shylee, Department of Biotechnology

Samrot, A. Mathew, L. Shylee, Hemalatha.N and Karunya. Evaluation of Bioactivity of various Indian Medicinal plants - An in vitro study. The Internet Journal of Internal Medicine 2010 Vol. 8 (2). ISSN No. 1528-8382, Impact Factor: 1.47

- Ms. Hemamalini, Department of Visual Communication

  - Hemamalini S. Aram I, Arul. Portrayal of Gender in Chutti Television Targeting Tamil children. Journal of Global communication 2010; 3(1), ISSN No. 0974-0600.

  - Hemamalini S. Aram I and Premalatha Rajan. Impact of violent images in Chutti Television 2010, Journal of Media and Communication Studies 2(6): 138 – 143. ISSN No. 2141-2545.

3.2.9 Give list of publications of the faculty

Articles

Conference/Seminar Proceedings

Course materials (for Distance Education)

Software packages or other learning materials

Any other (specify)

List of Publications by Faculty

Books/ Software Packages:

- Dr. R. Santhi, Department of Information Technology
  - Knowledge Management [in compilation stage] - Scitech Publications.
  - Design and Analysis of Algorithms – Books - Scitech Publications - 2009. Barcode: 9788183712521
  - System Analysis and Design - Compiled Material
  - Compiled Non Routine Problems for "Gems from Mathematics" for AMTI.
  - Software Package – KBTS on "Design and Analysis of Algorithms", an intelligent tutoring system
- Dr. R. Rajan, Department of Microbiology

  "Invasive Pulmonary Aspergillosis" in the book "Emerging and Reemerging pathogens and alternate approach for the diagnosis edited by Dr. Usha Anand Rao (First Edition) – 2006.
- Dr. R. Krishna Kumar, Department of Microbiology

  "Genital Mycoplasmas" in the book "Emerging and Reemerging pathogens and alternate approach for the diagnosis edited by Dr. Usha Anand Rao (First Edition) – 2006.
- Dr. N. K. Udhaya Prakash, Department of Microbiology

  "Indoor Molds – Isolation and Identification" a Laboratory Manual (2004), Color Wings Pvt. Ltd, Madras
- Ms. Annie George, Department of Languages

"Longing and Solitude" as Portrayed in Selected Stories of Tagore in the book entitled "Rabindranath Tagore: Vision and Art – Dr. S. Subbiah, Saptarshi Mallack, Dr. M. Solayan, Published by Meera Publishers, Pudukottai,1st Edition January 2011, ISBN No. 978-93-80481-09-8.

- **Conference/Seminar Proceedings:**

- Dr. R. Santhi, Department of Information Technology

  - Mathematics in Knowledge Management and Mathematical Knowledge Management. NCDK'05 National Conference, 16-17 Sept. 2005. Pg.143-148.

  - Co-authors Mr. K. Raja & Mr. P. Nithyasaravanan. Knowledge Management in Educational System, NCDK '05 National Conference, 16-17 Sept. 2005. Pgs. 149-154.

  - Co-authors Mr. B.R. Narasimhan & Mr. V. Gokulakrishnan. The Impact of Story Telling in an Organization, NCDK '05 National Conference, 16-17 Sept. 2005. Pgs. 176-180.

  - Development of Quality Assurance Policy in Higher Education at the Total Quality Management at Madras Christian College, 2005-06, Pgs. 48-54.

  - Knowledge Based Tutoring Systems for Design and Analysis of Algorithms at Bharat University, 2008.

  - Coauthor D. Brahadeeswaran. Knowledge Based Tutoring Systems for Design and Analysis of Algorithms at SSEC TECH Journal - 2008.

- Dr. S. Alfred Devaprasad, Department of Electronics and Communication Science

  - Spectral and dielectric studies on L-phenylalanine L-phenylalaninium perchlorate (LPAPCl) single crystals: A. Cyrac Peter, F. Yogam, M. Vimalan, S. Alfred Devaprasad, S. Xavier Jesu Raja and P. Sagayaraj, 6th National conference on emerging trends in crystal growth and nano

materials (NECAN) Department of Physics, Loyola College Chennai-34, 28 - 29 February 2008.

- Structural,spectral and optical studies of L-phenylalanine L-phenylalaninium dihydrogenphosphate (LPADHP) - a semiorganic NLO material: A. Cyrac Peter, Vinay Raj Menon, M. Vimalan, S. Alfred Devaprasad and J. Madhavan, National seminar on crystal growth of Non-Linear Optical materials, Department of Physics, National college, Trichy, 3-4 March 2008.

- Structural, dielectric and photoconductivity studies on pure and doped Bisglycine hydrochloride, S. Alfred Devaprasad, T. Sujatha, P. Ganasekaran, B.Muniratinam and J. Madhavan, National Seminar on 'Crystal Growth of Laser and Nonlinear optical Materials (NSCGOM-2008)', National College, Thruchirappalli-620 001, September 25-26, 2008.

- Investigation on the growth and characterization of a novel mixed borate crystals., S. Alfred Devaprasad, P. Gnanasekaran, S. Pari and J. Madhavan, National Seminar on 'Crystal growth of Laser and Non-linear Optical Materials (NSCGOM-2008)' National College, Tiruchirapalli, Sep 25-26, 2008.

- Ms. Tamilarasi, Department of Languages

Dinamani Innaipppin sirugathaigal kattum vazhkai neri, 15th &16th May 2010, International Conference Literature in today's life organized by Asian Council for Women Development and Kalaignan Pathipagan, Chennai at Tyndale

- Mrs. Thendral Hepsibha, Department of Biotechnology

- *In vitro* antioxidant potential of *Jasminum multiflorum*- Relation to its phytoconstituents (Oral), 4-6 Mar 2010, International conference on Medicinal plants and herbal drugs: Challenges and opportunities in cultivation sustainable utilization and conservation in Pachaiyappa's College, Chennai.

- RAPD, a tool to assess genetic diversity in *Azima tetracantha* Lam (Poster) 4-6 Mar 2010, plants and herbal drugs: Challenges and opportunities in cultivation sustainable utilization and conservation in Pachaiyappa's College, Chennai.

- Phytochemical analysis and *In vitro* antioxidant screening of *Azima tetracantha* Lam (oral), 4-6 Mar 2010, International conference on Medicinal plants and herbal drugs: Challenges and opportunities in cultivation sustainable utilization and conservation in Pachaiyappa's College, Chennai.

 Dr. R. Rajan, Department of Applied Microbiology

- Prevalence of invasive pulmonary aspergillosis in HIV/AIDS infected patients 29-30 Jan 2009. National Symposium on New Vistas for Mycology in meeting global challenges and 35th Annual meeting of the Mycological Society of India, Centre for Advanced Studies in Botany, University of Madras

- Epidemiology and antibiogram pattern of multi-drug resistant pathogens from urinary tract infected patients. 11-12 Dec 2009. National Conference of Indian Association of Applied Microbiologist 'Bioecletics'09', SRM University, Chennai

 Mr. R. Rajasekaran, Department of Information and Systems Management.

On Life Skills in Human Resource Development, 6-8 April 2009, International Conference on Life Skills Education by Rajiv Gandhi National Institute of Youth Development

 Ms. Annie George, Department of Languages

Fantasy as a Medium to Connect to Reality in Fairy Tales, Nov 2010, International Seminar on Children's Literature at Bharata Mata College, Thirkkakara, Kochi, Kerala, India.

 Ms. Sharon Emmanuel, Department of Languages

- Enhancing Speech Skills of Learners in an ESL Classroom through Practice Activities. 8-10 Feb 2008, 3rd International and 39th Annual ELTAI Conference on learning to teach: A Life-long journey at Sathyabama University, Chennai

- English for Commerce Students - Syllabus, Methods, Activities and Evaluation. 5 - 6 Feb 2010, National Seminar on Teaching of General and Technical English at Anna University, Chennai

- Teaching English to Disadvantaged Learners, 5 - 7 Aug 2010, 5th International and 41st Annual ELTAI Conference at Anna Adarsh College, Chennai.

- Mother-Daughter Relationship in Amy Tan's Novels. 11-13 Aug 2010, Annual conference of the Indian Association for American Studies at Bharathiyar University, Coimbatore.

- An Unequal Yoke – A study of the relationship between Landowners and the Landless in Fakir Mohan Senapati's "Six Acres and a Third.16 -17 Sep 2010, National Seminar on Writing on Rights is not a Rite but realistic A study on the relationship between Literature and Human Rights at National College, Triuchirapalli

- Out of the Mouths of Babes and Sucklings - Learning Life's Lessons from Story Book Children. Nov 2010. International Seminar on Children's Literature at Bharata Mata College, Thirkkakara, Kochi, Kerala, India.

- Lead Kindly Light- A study of Female Protagonist in - Lamps in the Whirlpool. 16 -18 Dec 2010, International Conference on "Diversity in New Literatures" at Kakatiya University, Warangal.

- Learner Motivation – A Crucial Aspect for Success in Language Acquisition. 18 - 19 Feb 2011, International Seminar on Humanistic Language and Literature teaching at Anna University, Chennai

- The Power and Influence of the English Language in the Present Scenario. 18 - 19 March 2011, 2nd National Conference on Recent Advancements in Science and

Humanities (RASH-11) at United Institute of Technology, Coimbatore. ISBN 978-81-920799-0-5

- Ms. Thenmozhi, Department of Languages

  - Kavingar Sirpiyum Tamizhil Paniyum, 29 May 2009, 7th International Conference on Historical Tamil at Nagapattinam in ATM College.

  - Sirpiyin Kavithaikayil Kuriyedu, 30-31 May 2009, 20th National Conference at Bharathidasan University, Trichy.

- Ms. Largus Shylee. M, Department of Biotechnology

  Effect of Oscillatoria willei- A marine Cyanobacterium on cigarette smoke induced changes-an in vivo study, 26- 27 Feb 2009, National seminar on Environmental Toxicology at St. Xavier's College, Tirunelveli, Tamil Nadu.

- Ms. Sripriya, Department of Commerce

  Impact of Micro Finance on Rural Development, 23 - 24 Aug 2007, National level seminar on Cooperatives and Micro Finance- Cooperating out of poverty, Tranqueber Bishop Manikam Lutheran College, Nagai, Tamilnadu.

- Mr. Manigandan. E, Department Of Computer Applications

  - A Novel Approach to analyze various strategies in customer relationship management by applying data mining tools, 20-21 Jan 2011,National conference on Network and Distributed Systems Security in Sri Chandrasekhrendra Saraswathi Viswa Mahavidhyalaya, Kanchipuram.

  - A Novel Approach for Web Crawler Design by Applying Compression Technique. 28 Mar 2011, National Conference on Cloud and Scientific Computing in Dr. M.G.R Educational and Research Institute, Chennai

- Ms. S. B. Saranya, Department of Languages

- Co-Existence of Faith and Science in Yann Martel's Life of Pi, 4-5 Dec. 2009, Fifth All India Conference of KAAS, Vol. I, Languages, ISBN-978-81-909710-0-3

- Communicative Language Teaching- A Global Perspective.18 - 19 March 2011, 2nd National Conference on Recent Advancements in Science and Humanities (RASH-11) at United Institute of Technology, Coimbatore. ISBN 978-81-920799-0-5

Course materials (for Distance Education) **-** Nil

Software packages or other learning materials - Nil

Any other (specify) – Nil

3.3 Consultancy

3.3.2 List the broad areas of consultancy services provided by the Institution during the last five years (free of cost and/or remunerative). Who are the beneficiaries of such consultancy?

 Faculty offer their expertise to institutions and industry

Broad areas of consultancy include:

- Foreign Languages
- Consultancy for NBA Accreditation
- Consultancy on Bacterial and Fungal Culture identification is offered through the Department of Microbiology

S. No.	Name of the Staff / Department	Nature of Consultancy Service	Institution / Company / Organization	Remarks, if any
1.	Dr. R. Santhi/ Faculty IT	NBA Accreditation	1. Arunai Engineering College, Thiruvannamalai. 2. Sona Institute of	

			Technology, Salem 3. St. Joseph's College of Engineering and Technology, Kerala 4. Prathyusha Engineering College, Thiruvallur	--
	"	ISO 9001-2000 CERTIFICATION	Sri Sairam Engg. College (SSEC), Chennai (Internal Auditor)	Certified Internal Auditor
	"	NAAC ACCREDITATION	-	-
	"	Resource Person - 1. Personality Development 2. Non Routine Problem Solving 3. Knowledge Management 4. Design and Analysis of Algorithms	1. KCS Kasi Nadar College of Arts and Science 2. GSS Jain College 3. Workshop in SSEC 4. Anna University sponsored FDP in SSEC	--

2.	Dr. S. Alfred Devaprasad	1. Consultant, Policy Initiative 2. Consultant (Education) 3. Advisor (Projects)	1. Education Sector,Government of India 2. Gerson Lehrman Group Legal and Regulatory Affairs Council 3. MECIT College, Muscat.	
3.	Vodur Prakash / Viscomm	Video Presentation Design.	SIFE (AASC)	Video Presentation developed in the Department for National and International level.
4.	Mrs. Geetha Ravi/ Language	1. French Training Sessions 2. French Training Sessions 3. French Training Sessions 4. French Training Sessions	1. Cognizant Technology Services, Chennai 2. TATA Consultancy Services, Chennai 3. " 4. Language Academy, Chennai	--
5.	Vodur Prakash/ Viscomm	Video Presentation Design.	SIFE (AASC)	Video Presentation developed in the Department for National and International level.

Beneficiaries: Educational institutions, Employees of various companies

3.3.5 *How does the institution publicize the expertise available for consultancy services?*

The institution publicizes the expertise available for consultancy services through the college website. It is also publicized through newsletters.

3.3.3 How does the institution reward the staff for the consultation provided by them?

- Consultancy services by faculty are recognized in the staff appraisal.
- Certificate of recognition is issued
- Paid Leave (O.D.) is given to carry out such work

3.3.4 How does the institution utilize the revenue generated through consultancy services?

As of now, the institution gives the benefit to individual staff who provide consultancy services.

3.4 Extension Activities

3.4.1 How does the institution promote the participation of students and faculty in extension activities? (NSS, NCC, YRC and other NGOs).

Students: Awareness is raised by coordinators of extension programmes in the college on

a) the relevance of participation in social service activities

b) the mandatory nature of the programme, as part of the CBCS pattern.

One NSS volunteer is co opted as student forum member for Community Service. To encourage student participation, the college recognizes the Best NSS volunteer and NCC cadet every year on College Day.

Staff: One teaching faculty, apart from the Physical Director, is in charge of each extension programme. In the Staff appraisal, credit is given to staff members holding the additional portfolio.

Thus the Institution motivates and encourages students and faculty who participated in extension activities.

3.4.2 *What are the outreach programmes organized by the institution? How are they integrated with the academic curricula?*

The Institution offers students the opportunity to participate in extension activities as part of their curricula. Extension work is done under the umbrella of the NSS, NCC and Youth Red Cross. It is mandatory for students to take part in extracurricular activities and it carries credits for the service done by them. Some outreach programmes organized by the college are outlined below:

- Planting of Saplings
- Road Safety Awareness
- Adoption of Village
- Visits/ extension of support to orphanages and old age homes
- Coaching/ teaching programme for children of destitute women with RAPHA (NGO)

3.4.3 How does the institution promote college-neighbourhood network in which students acquire attitude for service and training, contributive to community development?

- Adoption of neighbouring village under the NSS Scheme
- Teaching basics of computers to government primary school students in the adopted village.
- Rural Sports Day for neighboring Government Schools.

- Free Blood Donation Camps through YRC, NSS units to support the nearby hospital – Sri Ramachandra Medical College [for patients admitted in critical conditions].

- Rallies and awareness programmes through street plays, road shows to reach the rural audience.

- Other activities organized are as follows:

  - Anti Tobacco Rally for Cancer Awareness
  - Awareness on need to caste the vote
  - Survey on Right to Information Act (RTI)
  - Survey on Adult Education and Water Borne Diseases
  - Eye Check-up for people of the adopted village
  - Visit to Little Drops - a home for the aged

3.4.4 What are the initiatives taken by the institution to have a partnership with University / Research institutions / Industries / NGOs etc. for extension activities?

Following are the initiatives taken by the institution for partnership with University / Research Institutions / Industries / NGOs for extension activities:

- The extension wing of the NSS unit of the college works under the auspices of the University of Madras

- Coaching programme for children of destitute women with RAPHA, an NGO, Mogappair.

- Tree Plantation Project in Chennai - Alpha Vanamahotsava 2010 with TMSSAO (Tamilnadu Social Service Awareness Organization) as part of the Global Warming Awareness Project in August 2010.

- Fruit Tree Saplings planted in the campus to mark the visit of Apostolic Youth Corps team in the month of September 2010.

- Kaitharikku Kaikoduppom - Project of the University of Madras – NSS volunteers and staff of Alpha accomplished sale of about 4 lakh worth handloom goods in February 2011. Received Award of Appreciation for the same from the University.

- Cycle Rally along with VPM School to create awareness on casting the vote during the assembly election.

3.4.5 How has the local community benefited by the institution? (Contribution of the institution through various extension activities, outreach programmes, partnering with NGOs and GOs).

The local community has benefitted through the following extension activities of the institution:

Extension Activities/ Outreach Programmes:

- Adult Education Programme
- Conducting survey in the neighbourhood
- Awareness on Food Adulteration at adopted school
- Drawing competitions and other activities for school children.
- Volunteers for Rural Sports Meet for neighboring schools
- Trip to Poondi Lake and Coca-Cola factory for school students
- Eye check-up, medical camp for school children during Annual Special Camp

- AIDS Awareness through street play
- Visits to ASHA - home for mentally-disabled children; marketing handicrafts made by ASHA children

Collaborative Programme with NGOs/ Government Agencies:

- Street Play by Illavattam (NGO) to create awareness on AIDS amongst students
- Coaching/ teaching programme for children of destitute women with RAPHA (NGO)
- Book Collection Project in association with the University of Madras
- Anti-Global Warming Programme in association with Tamil Nadu Social Service Awareness Organization (TMSSAO)
- Setting up Computer Centre and library for adopted school children along with WNS as part of their Corporate Social Responsibility programme.
- One member of staff is also Board member of ASHA, in the educational project for differently-abled children. NSS volunteers of the college visit ASHA to entertain and help them by marketing the handicrafts of these children in the campus.

3.4.6 How has the institution involved the community in its extension activities? (Community participation in institutional development, institution-community networking etc.)

Details of programmes organized with the community:

- The Institution along with a Multi National IT firm WNS set up a computer centre and a library in the government primary school adopted by the NSS Wing of the College.
- The College is actively involved in the Anti-Global Warming Programme of sapling planting in and around the city in association with Tamil Nadu Social Service Awareness Organization (TMSSAO).
- Eye check-up and medical camp for nearby villages during the Annual Special Camp of NSS of the college

- The NSS volunteers and NCC Cadets conduct rallies, form human chains, perform street plays and hold walkathons to create awareness on AIDS, Cancer, ills of tobacco use, mosquito eradication and environment protection among the neighbouring community.

- Surveys are taken on adult education, child labor, water borne diseases in the neighbouring community.

- The College invites vendors in the neighbouring community to put up stalls for occasions like Alpha Bazaars, fêtes, Sports Day and other occasions.

- The Institution holds "*Rural Sports*" namely sporting competitions for children of neighbouring schools and the winners receive prizes in the Annual Sports Day of the College.

- The Institution conducts programmes like "Primer" and "Synergy" in association with the neighbouring schools wherein the school children visit the College Campus, exhibit models and visit the different departments which also put up exhibits, projects and models. The College also holds oratorical competitions for the school children. This gives an opportunity for the College to expose and exhibit its infrastructure and other facilities available in the Institution to the outside community and helps in the Institutional Development.

3.4.7 Any awards or recognition received by the faculty / students / Institution for the extension activities?

- **Awards for SIFE students**

  - Climate Change Championship Award in 2009 by the British Council for Seaweed Cultivation project by Alpha SIFE (Students in Free Enterprise)
  - SIFE National Champion 2006
  - Third Place in SIFE World Cup 2006
  - SIFE National Champion 2008
  - Second Place in SIFE World Cup 2008
  - SIFE National Champion 2009

- Runners Up in SIFE World Cup 2009

- Best Performer Award at the SIFE World Cup championship, 2009 to Mariam Verghese, III B. Sc. Computer Science (2007 - 10) - for excellent presentation skills by SIFE INDIA.

The SIFE team of Alpha Arts and Science College is indeed a jewel in *Alpha's crown*. They have been on the success track consistently for three years due to successful projects especially towards the upliftment of the lives of agro based community. The SIFE team successfully implemented the cultivation of sea weed in the coastal region of Mandabam at Rameswaram, South India. Through the project, fishermen communities earn an additional income of about Rs.10,000 / month which served as income during the month of restriction for fish catching.

- **Award for NSS**

  Appreciation Award for NSS initiative in Kaitharikku Kaikoduppom project by the University of Madras

3.5 Collaborations

3.5.1 Give details of the collaborative activities of the institution with the following organizations:

- ***local bodies/ community***
- ***State***
- ***National***
- ***International***
- ***Industry***
- ***Service sector***
- ***Agriculture sector***
- ***Administrative agencies***

- *Any other (specify)*

Collaborative Activities with

- **Local Bodies/ Community:**
  - Coaching and teaching programme for children of destitute women along with RAPHA, an NGO.
  - Planting saplings in and around the city as part of Anti-Global Warming Programme in association with Tamil Nadu Social Service Awareness Organization (TMSSAO)
  - NSS volunteers' visits to ASHA - home for mentally-disabled children to entertain and help them by marketing the handicrafts of the children in the college
  - Anti Tobacco-Anti Cancer Rally to create awareness on risk of using tobacco products and early intervention to cure cancer.
  - Computer Literacy Programme for government primary school children with IT firm WNS.

- **State**

State Level Workshop on Hands on Training in Molecular Techniques

Date: 13 -14 August 2010

Organized By: Department of Biosciences, AASC

Sponsors: Tamilnadu State Council for Science and Technology (TNCST) and Ribogen Laboratories.

Participants: Students from different parts of the state actively took part in the programme and benefited.

 National

Quality Improvement Programme in Mathematics

Date: 25 April – 6 May 2011

Organized By: The Institute of Mathematical Sciences (IMSc), Chennai and The Federation of Science Clubs (FSCT) in Tamilnadu, Chennai, Department of Mathematics, AASC.

Participants: Faculty in Mathematics from Engineering, Arts and Science and Polytechnic Colleges.

The programme aimed at providing broader perspective and insight into the topics taught in U.G. courses such as Analysis, Algebra, Probability, Discrete Mathematics and Computing.

 International:

Department of Biosciences has collaborated with the following reputed international institutions and successfully organized training programmes for students and staff

S. No.	Nature of the Programme	Title of Programme	Period	Venue	In collaboration with
1.	Orientation cum Training Programme	Practical Course on Cardiovascular System in Health & Disease	18-26 January 2008	Alpha Arts & Science College, Porur	Dr. Lindsay Brown, Assoc Professor, University of Queensland, Australia
2.	Orientation and Training Programme – Jointly	Laboratory Safety Procedures	18.6.2008	Alpha Arts & Science College, Porur	Dr. Anu Suresh, Ohlone Community College, USA
3.	Workshop cum Training Programme	Basics of Pharmacology Studies on Drug Kinetics and its Effects	2.1.2007	Alpha Arts and Science College, Porur	Dr. Lindsay Brown, Assoc Prof., University of Queensland,

					Australia

The nature of linkages is purely for learning and research. A higher level of awareness and upto date information on the current trends are the outcome.

- **Industry:**
  - Cognizant Technology Solutions – for placement training of outgoing students
  - ICT ACT – for Faculty Development Programmes
  - Collaborations with industries for pooled campus drives
- **Service Sector:** The institution has tie up with Sri Ramachandra Medical College, Porur as a source of health care services for the students and staff members, and help in arranging blood donation vice versa.
- **Agriculture Sector:** ALPHA SIFE carried out three entrepreneurship programmes – Tomato Pulping, Environmental Sustainability and seaweed cultivation. These projects dealt with introducing business opportunities to India's most efficient population – the agro based community. With the help of the Business Advisory Board Members they introduced farmers of the Hosur city to tomato pulping process. The second one focused on Environmental Sustainability. Partnering with SIFE NOTTINGHAM, the team introduced organic farming and vermiculture in Pulicat, to enhance fodder production.

3.5.2 How has the institution benefited from the collaboration?

(j) Curriculum development

(k) Internship

(l) On-the-job training

(m) Faculty exchange and development

(n) Research

(o) Consultancy

(p) Extension

(q) Publication

(r) Student Placement

a. Curriculum Development

The Advisory Board of every department helps in enriching the Curriculum

b. Internship

Students benefit from the internship programme with industries which is part of the curriculum and gives them an edge in job placement.

c. On-the-job Training

Recruited students undergo on-the-job training for a short period before regularization

d. Faculty Exchange and Development

Faculty Development Programmes, Consultancy for research and extension generates knowledge and shared experience to promote avenues for wider extension activities.

g. Extension

- The students gain a sense of social responsibility and good citizenry thus fulfilling the mission of the college.
- By participating in collaborative programmes like SIFE and excelling in it, the reputation of the college is enhanced, attracting more students into the college.

i. Student Placement

The institution benefits from students' placements by the various industries/ corporates through the TCP of the college. The TCP Cell of the college is constantly in touch with various industries and also organizes training programmes in collaboration with industries. Thus, there is

a vibrant placement scenario in the college campus benefitting the student community. This in turn has a positive impact on the college admission.

3.6.3 Does the institution have any MoU/MoC / mutually beneficial agreements signed with

- ***Other academic institutions***
- ***Industry***
- ***Other agencies***

Other academic institutions

The institution has signed mutually beneficial agreements with the following reputed institutes and activities were also initiated.

S. No	Nature of the Programme	Title of Programme	Period	Venue	In collaboration with
1.	Orientation cum Training Programme	Practical course on Cardiovascular system in health & disease"	18 – 26 Janurary,2008	Alpha Arts & Science College, Porur	Dr. Lindsay Brown, Assoc Professor, University of Queensland, Australia
2.	Orientation & Training Programme – jointly	Laboratory safety procedures	18.6.2008, 1 day	Alpha Arts & Science College, Porur	Dr. Anu suresh, Ohlone Community College, USA
3.	Workshop cum Training Programme	Basics of Pharmacology studies on drug kinetics and its effects	2.1.2007; 1 day	Alpha Arts & Science College, Porur	Dr. Lindsay Brown, Assoc Prof., University of Queensland, Australia
4.	Yet to start	For starting training and short term courses to bridge the gap between the Institution and	--	--	Dr. Florida, Biozone Technologies, Chennai

		Industry and make students more employable.			

- **Concordia University** – Alpha Group of Institutions signed an MoU with Concordia University on 20th May 2010 for admitting students to pursue higher studies with scholarship.

- **Industry**

  - **Cognizant Technology Solutions** – The institution takes help from CTS in training students on soft skills and interpersonal skills to prepare them for placement drives.

  - **ICT ACT –** The institution is a member of **ICT ACT** that strives for Faculty Development motivation

- **Other agencies:** Nil

3.7 Best Practices in Research, Consultancy and Extension

3.6.1 What are the significant innovations / good practices in Research, Consultancy and Extension activities of the institution?

- Initiating the students to Research by encouraging them to explore new areas of research and the recent trends in the field of study.

- Awareness on health hazards pertaining to the younger generation, like the ill-effects of cigarette smoking and alcohol consumption is created by the extension wing of the College periodically.

- Sensitive to the needs of the neighbouring community, the College has adopted the Villivakkam Panchayat Middle School, Chettiar Agharam.

- The NSS Team of the College equips and aids the school in the improvement of their Academic performance and sports activities.

- With the help of a Multi National IT firm WNS the NSS Unit has set up a computer centre and a library in the adopted school.

- Expressing concern on Global Warming, the NSS Unit earnestly conducts tree planting on a regular footing.

- The NSS Unit is also sensitive to the problems of the aged and the children of the destitute and works for their upliftment in collaboration with RAPHA, a NGO.

Criteria IV: Infrastructure and Learning Resources

4.1 Physical Facilities

4.1.1 What are the infrastructure facilities available for

(a) Academic activities?

(b) Co-curricular activities?

(c) Extra –curricular activities and sports?

The college has adequate infrastructure facilities for academic, co-curricular and extra-curricular activities.

a) **Academic Activities**

The College has

- Well-lit Class Rooms with furniture, fans and lights
- A Seminar Hall equipped with LCD Projector
- A Central Library with internet facility
- Air-conditioned Computer Laboratories
- Reference Libraries for all disciplines
- OHP for all departments
- Common Bay area housing computer with internet connection
- Computer with internet connection in every Department
- Laboratories with adequate equipments for Science Departments
- Language Laboratory

b) Co-curricular Activities

- Open-air Auditorium with Stage
- Seminar Hall with LCD
- Audio System [Mikes, Speakers], Keyboard
- Cubicles for different Cells [Ex: TCP, Women's Cell]
- Cubicle for Student Forum with Notice Board and Computer
- Cubicle for Students' Counselor

c) Extra Curricular Activities and Sports

- NSS Office
- NCC Office
- Courts for Basket Ball, Volley Ball, Throw Ball, Foot Ball, Cricket, Kho Kho, Kabadi
- Indoor Courts for Table Tennis, Carom, Chess
- Gymnasium

4.1.2 Enclose the Master Plan of the college campus indicating the existing physical infrastructure and the projected future expansions.

Master Plan of the College:

4.1.3 Has the institution augmented the infrastructure to keep pace with its academic growth? If yes, specify the facilities and the amount spent during the last five years.

Yes, the College has raised the level of infrastructure to keep pace with its academic growth.

Amount spent to upgrade infrastructure facilities during the last five years:

Facilities	2010-11	2009-10	2008-09	2007-08	2006-07
Computers	621800	655907	1229800	2284566	1791501
Computer Peripherals	242837	88299	243722	216665	211611
Software	626207		233709	42168	
Lab Equipments	8125	827379	824458	721320	263662
Furniture	122713	106564	460887	297038	984289
Storage Facilities	16791	34214	-	4776	
Drinking Water Facility	208000	-	-	40077	7400

4.1.4 Does the institution provide facilities like common room, separate rest rooms for women students and staff?

- A Common Room is provided for women students
- The institution provides separate Rest Rooms for women students and staff respectively

4.1.5 How does the institution plan and ensure that the available infrastructure is optimally utilized?

The college ensures optimal use of its infrastructure facilities by

- Conducting Certificate Courses in Laboratories, apart from the regular lab sessions.

Ex:

- Computer Science Laboratory is used to conduct certificate course in TALLY
- Bio-science Laboratory is used to conduct certificate course in DMLT
- ECS Laboratory is used for certificate course in PCB Design

- Visual Communication Laboratory is used to design
  - Invitation Cards, Program Sheets for events in the College
  - Departmental Journals
  - College Magazine
- Classrooms and other infrastructure facilities of the college are utilized for
  - The University of Madras to conduct Distance Education Examinations
  - Corporate Organizations to conduct Placement/ Recruitment Drives
- The College Playground is used to conduct
  - Intercollegiate Sports Tournaments/ Matches
  - Sports activities by Corporates
  - Rural Sports for neighbouring schools
  - Fetes and Bazaars
  - NSS Campaigns
- The Seminar Hall is utilized for
  - University Examinations
  - Pooled Campus Drives
  - Placement-oriented Training
  - Chess Tournaments

Apart from the above, the Seminar Hall is also used as Audio-visual room whenever the need arises.

4.1.6 How does the institution ensure that the infrastructure facilities meet the requirements of the differently abled students?

The college takes care to make the campus disabled-friendly through the following measures:

- Ramps in the ground floor
- Allotment of classrooms in the ground floor depending on the nature of disability

4.2 Maintenance of Infrastructure

4.2.1 What is the budget allocation for the maintenance of (last year's data)

a. Land?

b. Building?

c. Furniture?

d. Equipment?

e. Computers?

f. Vehicles?

Budget Allocation for 2010-11:

Sl. No.	Particulars	Budget Allocated (Rs.)
1	Land	-
2	Building	2,50,000
3	Furniture	37,500
4	Equipment	41,700
5	Computers	2,60,500
6	Transport	1,25,000

4.2.2 How does the institution ensure optimal utilization of budget allocated for various activities?

The institution ensures optimal utilization of budget allocated by the following procedures:

- Request for funding of various activities [Student, Faculty, Lab] of the upcoming year are raised by departments at the end of the preceding academic year.
- The Principal and Vice Principal verify these in consultation with respective heads of departments and forward the requisition to the Management.
- Once the budget is sanctioned, departmental heads prioritize their activities as per the budget allocated.
- At the end of the academic year, heads of departments submit a budget utilization report with suitable explanation for underutilized budgets, if any.

4.2.3 Does the institution appoint staff for maintenance and repair? If not, how are the infrastructure facilities, services and equipment maintained?

The college appoints full time staff for maintenance and repair of certain infrastructure facilities, services and equipment and employs skilled personnel [on contract basis] for maintenance/ repair of others

- Housekeeping staff under the supervision of the Office Administrator take care of the daily upkeep and maintenance of the college building and campus
- The Electrician cum Plumber takes care of minor and urgent maintenance/ repair in the college.
- The Gardener has the responsibility for maintaining green cover in the campus
- Trained Lab Assistants ensure upkeep of Laboratories

- The System Administrator maintains/ repairs LAN Network and Computers, takes care of UPS Execution and Server Execution, and provides Internet, Intranet facilities for the office, library and departments.

4.3 Library as a Learning Resource

4.3.1 Does the library have a Library Advisory Committee? What are its major responsibilities?

Yes. The Library Advisory Committee comprises the Principal, Vice-Principal, Librarian and Staff Secretary as members.

Responsibilities of the Library Advisory Committee:

- Budget allocation for each academic year
- Recommending Books, CDs, Documentaries to be purchased
- Selection of journals, magazines for subscription
- Monitoring upkeep of Library and its resources
- Monitoring stock checking of the library
- Allocation of students' library hours in the master time-table

4.3.2 How does the library ensure access, use and security of materials?

- **Access**

  - The Library is open on all working days from 8.15 a.m. to 3.15 p.m.
  - The Library is housed in the first floor of the main block; it is well-lit and airy and suitably furnished to facilitate reading/ referencing
  - Specific Library hour is allotted for each class in the regular time table

- **Use**

  - All Books are available for reading and referencing.

- Select books are meant for borrowing
- Newspapers, Magazines and Journals are meant for reading and referencing
- CDs are made available for viewing and further study
- Computers with internet facility are provided for online browsing
- Library cards are issued to Students and Staff which entitle them to borrow books from the Library.
- Books are issued to students for a period of 14 Days and to staff for a period of 30 days
- Online Journals are available for use by students and staff

Security

- Students and Staff are expected to wear their identity card when visiting the library
- Entry and exit of students is regulated and monitored by library staff through a register
- Students are encouraged to replace books in case such resources are lost or damaged
- Books damaged due to continuous usage are replaced by the institution. Fund from late return fee is used for this purpose

4.3.3 What are the various support facilities available in the library? (Computers, internet, band width, reprographic facilities etc.)

- Computers with broad band internet connection having a bandwidth of 2 Mbps.
- Reprographic Facility
- Circulation Facility
- Reading Material [Newspapers, Magazines]
- Reference Material [Books, Journals]

- Newspaper Clippings
- Display Shelves

4.3.4 How does the library ensure purchase and use of current titles, important journals and other reading materials? Specify the amount spent on new books and journals during the last five years.

- The Library Advisory Committee prepares an annual budget for the purchase of current titles, important journals and other reading material
- Heads of Departments prepare a list of books, journals and submit the same to the Principal for approval.
- The approved list is submitted to the Librarian who does the purchase.
- The Librarian acquires new releases and recent editions through the help of publishers/ book sellers.
- New Additions [Books, Journals] are notified to students and staff through Display Shelves in the Library.

Amount spent on New Books and Journals during the last five years:

YEAR	BOOKS	AMOUNT SPENT	JOURNALS	AMOUNT SPENT
2006-07	287	1,41,087.60	15	85
2007-08	142	24,585.00	14	110
2008-09	137	17,314.00	25	8,995
2009-10	469	1,50,600	5	12,700
2010-11	543	1,26,959	10	15,950

4.3.5 Give details on the access of the on-line and Internet services in the library to the students and faculty? (Hours, frequency of use, subscriptions, licensed software etc.,).

- The Library offers internet services to students and staff during its working hours.
- Students can access internet facility during their library hour as well.
- Subscription to online journals: DELNET

- Licensed Software: Library Manager [Version 6.5.9]

4.3.6 Are the library services computerized? If yes, to what extent?

The library is partially computerized.

4.3.7 Does the institution make use of INFLIBNET / DELNET/IUC facilities? If yes, give details.

The college makes use of DELNET/ facility. The following facilities are availed through DELNET:

- Catalogue of Books and Periodicals
- List of Current Periodicals
- List of Video Recordings
- List of Sound Recordings
- Database of Periodical Articles
- CD-ROM Database
- Theses and Dissertations
- Profile of Member Libraries

4.3.8. What initiatives are taken by the library staff to enrich the faculty and students with its latest acquisitions?

- New Books are displayed for the benefit of staff and students in a display shelf in the Library
- Latest editions of magazines and journals are displayed in a separate shelf
- Reading nook/ stand is provided near the shelves to facilitate browsing of latest acquisitions
- Quiz on Books and Authors is conducted as part of Library Day Celebrations

4.3.9 Does the library have interlibrary borrowing facility? If yes, give details of the facility

Yes, the College has institutional membership at The British Council Library and the USIS General Library. Students and staff avail the facility to borrow books or carry out reference work in both libraries.

4.3.10. What are the special facilities offered by the library to the visually- and physically-challenged persons?

As the college has a very low percentage of physically challenged students respective departments take care of their needs.

4.3.11 List the infrastructural development of the library over the last five years

- Partial Computerization
- Installation of upgraded software for automation of Library
- Computers with internet facility for browsing
- Reprographic Facility
- Browsing Corner
- Display Shelf [Current Awareness Service]
- Additional storage facilities for books, magazines and journals
- Annual addition of Books
- Braille

4.3.12. What other information services are provided by the library to its users?

- Question Paper Service
- Book Bank Service through the Departments
- CD ROM Service
- Reference service for Competitive Exams

4.4 ICT as Learning Resource

4.4.1 Does the Institution have up-to-date computer facility? If yes, give details on the available hardware and software (Number of computers, computer-students ratio, stand alone facility, LAN facility, configuration, licensed software etc.)

Yes, the Institution has up-to-date computer facility for use in the office, departments and library.

- Hardware/ Software Available:
  - Number of Computers: 252
  - Computer-Students Ratio: 1:2
  - Stand Alone Facility: All systems possess stand alone facility which also form a part of the LAN
  - LAN Facility: Office and Departments are interconnected using LAN with Server in the Main Server Room.
  - Configuration:
    1. General Configuration: RAM: 1 GB, Hard Disk: 80 GB, Speed: INTEL DUAL CORE 2.2 GHZ Processor
    2. The college has link-to-link LAN configuration
  - Licensed Software: Windows XP, MS Office Server, Network Visual Studio, Oracle 2000, Adobe, Photoshop, Flash, 3ds Max, Avid Xpress, Final Cut Pro

4.4.2. Is there a central computing facility? If yes, how is it utilized for staff to students?

The college has a central computing facility. All computers are connected to an IBM server.

- Important software is installed in the server and shared with departments for use by staff and students.
- Centralized data of students' marks and attendance is connected through server for easy reference by Principal and Vice Principal.
- Students' use of computers is also monitored through this facility. It is available for the use of staff and students, free of cost.

4.4.3 How are the faculty facilitated to prepare computer-aided teaching/ learning materials? What are the facilities available in the college for such efforts?

- Each Department is provided with a computer and internet connection with required software for the preparation of teaching/ learning materials.
- A Common Bay Area with a computer is also meant to aid staff in such ventures.
- LCD Projectors are available for use by staff
- Suitable venues [Seminar Hall, Language Laboratory, Computer Laboratories] for projection of teaching materials to students are provided
- Specialized software like Flash and Photoshop are available for staff to develop computer-aided teaching learning material.
- Provision to upload computer-aided teaching material in the college website.

4.4.3 Does the Institution have a website? How frequently is it updated? Give details.

The college has a website www.alphagroup.edu that provides information about programmes offered and facilities available. The website is updated fortnightly or as and when the need arises. The Website Committee of the Alpha Group, with Vice Principal as its convener and institutional representatives, meets periodically to discuss updates for the website. Updates are carried out by the administrator promptly after approval by the Convener.

4.4.5 How often does the institution plan and upgrade its computer systems? What is the provision made in the annual budget for update, deployment and maintenance of the computers in the institution?

- The institution plans and upgrades its computer systems annually or as and when the need arises.

- Provision in annual budget for update/ deployment/ maintenance of computers:

Year	Budget Allocated
2010-11	2,60,500
2009-10	1,00,000

4.4.6 How are the computers and their accessories maintained? (AMC etc.)

Computers and accessories are currently serviced and maintained by the System Administrator and team of System Engineers employed by the institution.

4.5 Other Facilities

4.5.1 Give details of the following facilities:

a) Capacity of the hostels (to be given separately for boys and Girls)

b) Occupancy

c) Rooms in the hostel (to be given separately for boys and Girls)

d) Recreational facilities

e) Sports and Games (Indoor and Outdoor) facilities

f) Health and Hygiene (Health Care centre, Ambulance, Nurse, Qualified Doctor) (full time/ part time etc.)

a) Capacity of the hostels

Boys Hostel: 102

Girls Hostel: Accommodation for resident female students is provided in a private hostel very close to the institution

b) Occupancy

Boys Hostel: 23 + 57 students of Alpha Engineering College

Girls Hostel: 16 + 28 students of Alpha Engineering College

c) Rooms in the hostel

Boys Hostel: 40

Girls Hostel: 18

d) Recreational facilities

Television, Newspapers, Computer with internet connection

e) Sports and Games facilities

Indoor: Carom, Chess, Table Tennis and Gymnasium

Outdoor: Courts for Basket Ball, Volley Ball, Throw Ball, Foot Ball, Cricket, Kho KHo, Kabadi

f) Health and Hygiene (Health Care centre, Ambulance, Nurse, Qualified Doctor) (full time/ part time etc.)

The institution's proximity to Ramachandra Medical College and Hospital alleviates the need for a Health Centre in the campus as students are eligible for subsidized medical care in the hospital.

4.5.2 ***How does the institution ensure participation of women in intra-and inter- institutional sports competitions and cultural activities?***

- Transportation is provided to and from the venue of the match/competition
- Staff chaperon women participants to events whenever required
- Additional coaching is provided for certain sports if necessary

4.5.3 Give details of the common facilities available with the Institution (Staff room, day care centre, common room for students, rest rooms, health centre, vehicle parking, guest house, Canteen, telephone, internet cafe, transport, drinking water etc.).

The following common facilities are provided by the college for the benefit of students and staff:

- Staff Room – for each Department
- Seminar Hall – for lectures, presentations, events, competitions
- Chapel – for a few meditative moments to refresh the soul
- Common Room for women students
- Rest Rooms – separate restrooms for boys and girls, additional rest room for female staff
- Vehicle Parking – separate parking lots are provided for students and staff
- Canteen – provides food, snacks and beverages

- Telephone
  - PCO for external local calls
  - Intercom facility connecting cabins of Chairperson, Principal, Vice Principal, Office and Staff Rooms, Library and Physical Director's Room.
- Sports Field
- Drinking Water – through Reverse Osmosis Plant for safe drinking water
- Generator – to provide electricity back up during power cuts
- Transportation - to and from the college with boarding points in different parts of the city

4.6 Best Practices in Infrastructure and Learning Resources

4.6.1 What innovations/best practices in 'Infrastructure and Learning Resources' are in vogue or adopted/adapted by the institution?

The college makes efforts to provide adequate infrastructural facilities to students, teachers and non-teaching employees. In this regard it has adopted several best practices in Infrastructure and Learning Resources such as the Provision of:

- Computer: Student Ratio - 1:2
- Department Reference Libraries for use by students and staff
- Provision of work area for Students Forum with space for display
- Upgrading software to suit current needs
- Provision of ICT tools for curricular and co-curricular activities
- Provision of safe drinking water in every floor through RO Plant
- Vast Campus for sports and cultural activities

- Industry Interface to supplement infrastructure and learning resources [Projects, Tie-ups, internships]
- Chennai as extended resource [Ex: external Libraries in which students are encouraged to become members and other facilities in this huge metropolis which students have access to.]
- Use of DELNET for knowledge sharing.

Criteria-V: Student Support and Progression

5.1. Student Progression

5.1.1. Give the socio- economic profile (General, SC, ST, OBC, etc.,) of the students of the last two batches.

- **Social Profile**

Around 75% of the students belong to the backward communities and of these 90% of the students are first generation learners.

S.No	Category	2010 Batch %	2011 Batch%
1	GC	24	24
2	OBC	63	64.5
3	SC	9	8.8
5	ST	2	1.9

- **Economic Status**

Nearly 60% of the students belong to the lower middle class and of the remaining, 30 % fall into the middle class and only a negligible number of students are of the upper middle class.

5.1.2 What are the efforts made by the Institution to minimize the dropout rate and facilitate the students to complete the course?

- Students who find the course beyond their academic potential are counseled and are permitted a change of discipline within a stipulated period of one month. Moreover students are permitted to pay the tuition fee in installments.
- Creating awareness and facilitation to avail bank loan.
- Hostel facility is offered.

5.1.3. On an average, what percentage of the students progress to further studies and for employment? Give details for the last two years. (UG to PG to Ph.D)and /or to employment.

Around 60% of the eligible students pursue higher studies, and the rest seek employment.

S.No	Dept/Class	2009-2010 Batch No. of Students		2010-2011Batch No. of Students	
		Pursuing Higher Studies	Employed	Pursuing Higher Studies	Employed
1	B.Com	30	20	28	33
2	Vis. Com	10	04	10	10
3	Biochemistry	02	02	03	03
4	BT	05	06	06	05
5	BCA	60	10	70	10
6	CS	30	20	24	18
7	BBA	06	09	14	17
8	ISM	16	12	17	08

9	ECS	08	12	04	08
10	BT&BI	04	10	03	09
	Total	**171**	**105**	**179**	**121**

5.1.4. How does the Institution facilitate the placement of its outgoing students? What proportion of the graduating students have been employed ? (average of last five years)

The Training cum Placement (TCP) cell of the College trains the students on topics such as numerical ability, aptitude tests, computing skills etc. In addition it conducts career counseling, mock interviews and group discussions on a regular basis. The TCP is constantly in touch with the Industries and organizes interviews both off campus and on campus. The TCP Cell also offers placement services to the passed out students. It also arranges regular career counseling. Around 35% of the graduating students of the preceding years have been employed.

5.1.5. How does the institution facilitate and support the students for appearing and qualifying in various competitive examinations(Average of last five years)(UGC-CSIR-NET,SLET, GATE, GRE, TOFEL, GMAT, civil services- IAS, IPS,IFS Central/State services etc.)

The Institution facilitates and supports the students for appearing and qualifying in various competitive examinations by:

- Improving communicative and language skills by means of a language lab.
- Providing Special Training to face the competitive exams.
- Conducting Aptitude tests on a regular schedule.
- Facilitating the students to acquire knowledge through Internet Browsing during the Library hours.
- Making available Magazines and Journals and competitive guides like competition success, Reader's Digest, Manorama Year Book etc for the benefits for students.

5.1.6 . Give a comparative analysis of the Institutional academic performance with reference to other Colleges of the affiliating University and the university average. (Pass percentage, Distinctions, Gold Medals and University Ranks, Marks obtained in relation to University average(Last five years' data)

Examination Results (data of past five years)

RESULTS	UG					PG				
	2008-2011 (Odd Sem)	2007-2010	2006-2009	2005-2008	2004-2007	2008-2011	2007-2010	2006-2009	2005-2008	2004-2007
Pass Percentage	87.9	80.9	74.73	82.2	79.2	89	72	87	80	68
Number of first classes	233	246	182	23	121	7	13	6	7	7
Number of Distinctions	23	23	20	25	14	7	12	6	7	7
Ranks (if any)	Results awaited	11	25	7	8	-	0	3	0	0

5.2 Student Support System

5.2.14. ***Does the institution publish its updated prospectus and hand book and other student information material annually? If yes, what is the information disseminated to students through these publications?***

The institution publishes both the prospectus and college calendar every year. The college issues the annual prospectus along with application form. The prospectus contains all the details about the course structure, and facilities available in the college and the eligibility norms for admission.

The college calendar which is compiled and edited by a committee constituted by the Principal contains the vision and mission of the college, the History, the Emblem and the Motto of the College.

The College Calendar gives information regarding the various programmes offered at UG & PG levels with paper wise distribution of marks/ credits to be earned, extension services offered and the credits for the various co-curricular activities. It also gives information on facilities available in the college like internet browsing, campus recruitment and the schedule of various programmes.

A copy of the college calendar is distributed to all the students, before the commencement of the classes every year. The students are instructed to refer to the college calendar for matters relating to attendance requirement, tests, evaluation, assessment pattern etc.

5.2.2 Does the Institution provide financial aid to the students? If yes, Specify the type and number of scholarships/ freeships given to the students during the last academic year by the institution (other than those provided by the social welfare departments of the state or Central Governments).

Yes. The Institution provides the following scholarships:

- The College provides 3 scholarships namely the Kannamma Jeya Award and the Annamma Mulakkal Award of Rs. 5000/- each and the N. George Memorial Award of Rs. 10,000/-
- The Alumni of the Department of Electronics and Communication Sciences has given a scholarship of Rs. 10,000/- during the academic year 2010-2011 and
- The Alumni of the Department of Biotechnology has given a scholarship of Rs. 22,500/- during the academic year 2010-2011.
- The institution allows freeships for a cost –free education to 5 meritorious students of different departments of the College under the University of Madras scheme.
- 5 Meritorious Sports persons receive scholarships for a cost free education.
- Shri K.R. Sundararajan Charities scholarship of Rs. 2000/-.is routed through the College.

5.2.3 Give details of schemes for student welfare? (Insurance, subsidized canteen facilities, special diets student counseling support, earn while you learn scheme etc)

- **Insurance Scheme for Students**

The college has initiated an Insurance Scheme for the welfare of students as suggested by the university of Madras, from the year 2010-2011, wherein every student (both UG and PG) pay an annual premium of Rs 33/- and is insured for Rs. 1,00,000 for the year. This amount is payable in the event of accident or hospitalization or even death of the student.

- **Canteen**

Canteen facility at subsidized rates for both day scholars and Hostel students.

- **Student Counseling Support**

A student counselor is available in the campus once a week. Mentors counsel the wards and recommend them to the counselor if needed. A record is maintained for the students meeting the counselor.

- **Earn while you Learn**

The EDC helps the students to enhance their entrepreneurial skills. The college timings were changed so as to enable the students to take up part time jobs. Workshops like jewellery making are conducted to help the students to earn. Alpha Bazaars are held to encourage marketing skills.

5.2.4. What type of Support services are available to overseas students?

- Hostel accommodation is provided
- International Student's Cell
- Cultural Immersion
- Orientation Programme
- Free Access to meet Principal to appraise their grievances
- A Counselor to support their needs

5.2.5. ***Give details about the placement and counseling services for the students?***

The Training and Placement Cell (TCP) comprising one faculty from each discipline works under the guidance of the placement officer (a faculty) and Convener (Vice-Principal). The Cell is in action from the beginning of the year, training the students on numerical ability, aptitude tests, computing skills etc. Mock interviews and group discussions are also held periodically. The Cell is constantly in touch with the industries and organizes campus interviews and pooled campus drives at short notice. The students are also sent for off- campus placement drives and pooled campus drives. The TCP also organizes campus placement for the passed out students. TCP also engages in Career Counseling periodically.

5.2.6. ***How does the institution encourage and develop entrepreneurial skills among the students.***

- Entrepreneurial Development Cell (EDC) of the College works and organizes seminars/ workshops where successful entrepreneurs speak to the students.
- Activities such as 50 Rupees exercise, e-week activities, Alpha Bazaar when students gather and put up stalls, workshop on Play school franchise, are held as part of EDC activities.

5.2.7. ***Does the faculty participate in academic and personal counseling? If yes , give details on services provided during last academic year?***

Yes, the college has implemented mentoring and counseling system for the benefit of its students. Each staff serves as mentor for a specific group of students. Mentor-Ward meetings are organized once every fortnight within college timings for a period of one hour. Wards meet their mentors on a one to one basis to discuss matters pertaining to academics, professional growth, scope of the institution and their personal life as well. Mentors keep track of their wards' academic performance in a mentor card updated after each meeting. The cards carry ward-specific data - personal, academic and other relevant information.

In addition to the mentor-ward system, a professional Counselor also visits the college once a week. Students avail this opportunity to share their concerns with the expert who assists them in such key areas as problem solving and decision making to help secure their future and alleviate their concerns. If necessary mentors direct their wards to the counselor.

5.2.8 ***Is there a separate guidance and counseling centre for women students? If yes, enumerate the activities of the centre.***

Yes, the College has a Women's Cell with both faculty and student representatives which :

- Provides guidance and counseling for Women students,
- Creates awareness on women's issues by organizing seminars, workshops, and lectures by eminent women activists on issues like Health and Hygiene, Women's rights, Discrimination based on gender, Exploitation of Women, Sexual harassment of Women to name a few.

5.2.9. ***Is there a cell/committee constituted for prevention/action against sexual harassment of women students? If yes, detail its constitution and enumerates its activities (issues addressed during the last two years)***

Yes, Women's cell functions with 2 faculty members and 2 female students. Cell members make themselves available during lunch break every working day so that students can register their grievances. Action is taken in case of sexual harassment of women students.

5.2.10. Does the institution have a grievance redressal cell? If yes, what are its functions? Detail the major grievances redressed during the last two years

Principal, Vice-principal, administrative officer and select staff members constitute the grievance cell. Students always have access to members of the cell. A suggestion box is kept for the students to represent their grievances. The messages received through the suggestion box or the grievance cell is responded to immediately.

The following issues were redressed by the College during the last 2 years:

- A new Reverse Osmosis Water purifier Plant has been installed.
- The Morning break has been extended by 5 minutes on the request of the students.
- A new improved Canteen facility has been provided.
- An improved Gymnasium and provision for Indoor Games has been provided.

5.2.11. Is there provision for acquiring computer skills/literacy for all students, in the curriculum? If yes give details on how it is imparted, and level of proficiency.

- The Curriculum of all disciplines includes a paper on Computer fundamentals or papers on related topics. The students of non IT disciplines undergo a course on "Computing Skills" as part of their soft skills programme which is mandatory. A multi-media and a language lab is available to give thrust in communication and soft skills. Courses in B.C.A and M.Sc. I.T offer papers related to latest trends in Information Technology. In addition, the TCP Cell trains students in Computer related topics before the placement season begins. Thus every student of the Institution is fully computer literate and ready to face the global employment market.

5.2.12. What value added courses are introduced by the institution to develop life skills, career training, community orientation, good citizenship and personality development of students?

The following are offered to develop life skills, careers and community orientation

- Value Education, Environment Science, Personality Enrichment Course, Disaster Management, History of Tamil Cinema are various papers as per university curricula.
- Certificate courses like TALLY, Spoken Hindi, Web Designing, Jewellery-making, Fire safety management.

5.2.13. How does the institution ensure safety and security to the students, faculty and the institutional assets?

- A private security service is engaged to provide security for the College round the clock.
- ID cards are distributed to staff and students of the college and wearing the ID card is mandatory while entering the campus.
- Lab coats are mandatory for all laboratory practicals.
- Safety measures are followed in disposal of biological waste and chemical wastes in the labs.
- Fire extinguishers are placed in all the floors.
- Stand by generator is set up to supply power in times of emergency.
- Bus facility is provided for staff and students. Public telephones are installed for students enabling them to make emergency calls.
- The Institution has insured all its assets periodically against any loss due to fire, accidents, natural calamity, theft etc.

5.3 Student Activities

5.3.1 Does the institution have an Alumni Association? If yes,

i. List its current Office bearers

ii. List its activities during the last two years.

iii. Give details of the top ten alumni occupying prominent positions.

iv. Give details of the contribution of alumni to the growth and development of the institution.

Yes.

i) List its current Office bearers

President	Mr.T.S. Thiagarajan	1999-2002	ECS
Vice President	Mr. V.C.Ganesh	2002-2005	ECS
General Secretary	Dr. G.Preethi	1999-2002	BC
Treasurer	Ms.S.Sri Lakshmi	2007-2010	BCA

ii) List its activities during the last two years.

- Every department has an Alumni – Student Interaction twice a year.
- Participation in Teachers' Day Celebrations.
- Competitions for the adopted school students.
- Participation in the NSS Programmes of the College.
- Participation in Sapling planting in developing Herbal Garden in the campus.

iii) Give details of the top ten alumni occupying prominent positions.

- Rajaraman Muralimanoharan-2000-2003 Deluxe Digital Studios, Burbank, CA – Technical Project Manager
- Mr. Vinod. J. Kumar, 1999-2002, Frost & Sullivan Consultant Associate. Chennai

- Mr. V.C. Mouli, 1998-2001, Standard Chartered Bank, Dubai.
- Ms. Divya Aigal, 1999-2002, Associate Manager, TSP Computer Sciences Corporation, Chennai.
- Ms. P.L. Kanthi Meena, 1996-1999, ASIC Design Engineer, RENESAS Mobile Corporation, Europe
- Mr.Ashok – Senior officer, Bulls India, Chennai.
- Ms.Krithika Karthikeyan –Sr. Executive, TCS ,Chennai
- Ms. Ranju Vijayan : Senior Research Fellow, Sri Ramachandra Medical College, Chennai-116
- Ms.Betina Laurent: Managing Director (Anklets India Pvt. Ltd.),Chennai.
- Mr.Marikani – proprietor, M.S Enterprises, Chennai.

iv) Give details of the Contribution of Alumni to the Growth and development of the Institution.

- Financial Aid to students
- Financial Support for medical expenses of ex-staff members.
- Alumni help in updating the TCP of the vacancy positions in their organization and also recommend candidates if needed.
- Alumni Entrepreneurs recruit students of the Institution.
- Help in sponsoring programmes for the College.
- Alumni serve as ambassadors to attract students from their respective schools within and outside the state.

5.3.2 ***How does the institution encourage its students to participate in extra-curricular activities including sports and games? Give details on the achievements of students during the last two years. (Institution level/ inter-collegiate / Inter-University/ Inter-state/National/ International)***

- **Extracurricular Activities**

The College encourages extracurricular activities in Inter-College Competitions by:

- Providing Free Transport to the Venue.
- Chaperoning the participants to the venue of the Competition.
- OD Facility for the participants.
- On receipt of Competition details the Staff-in-charge and the Cultural Secretary go into immediate action and provide training to the participants by engaging experts in the respective field.

Achievements of Students

Name of the student	**Class**	**Event**	**Position**	**Organizer**	**Year**
M.Praveen	III CS	Adzap	1st Place	British Council	2009
S.Ramachandran	II BT	Poetry	1st Place	U.S. Consulate	2009
Prasanth. R & Team	III CS	Mime	2nd Place	IIT-(Sarang)	2010
Prasanth. R & Team	III CS	Quiz	1st Place	VIT	2010

 Sports and Games

The College lays great emphasis in encouraging sporting talent. The beginning of the academic year an orientation program is held extolling the benefits of enrolling in the various extra-curricular activities. The Institution encourages the students to actively participate in extra-curricular activities including sports and games by offering a number of incentives such as:

- Promising sportspersons are considered for admission in the College.
- Free boarding & coaching facility for talented sportsmen.
- Cost free Education.
- Appreciating the winners in the Morning Assembly

The sportspersons of the college participate in all the events of the Inter-Collegiate tournaments conducted by the University of Madras, namely Basketball, Volleyball, Throwball, Cricket, Kho-Kho, Chess to name a few.

Achievements

Event	**Category**	**Position**	**Place**
Volley Ball	State level	Winner	IIT, Chennai.
Volley Ball	Regional	Winner	Asan Memorial College, Chennai
Volley Ball	Regional	Runner	RKM, Chennai
Throw Ball –Women	State level	III Place	KRMMC, Chennai
Cricket	Zonal	IV Place	Sindhi College, Chennai
Chess	Zonal	IV Place	University of Madras, Chennai

Individuals

K.Komagan -III BCA Zonal selection – Khabbadi

B.Bingston Dorai-II BI-Participant-International Chess Tournament

K.Ganesh Murthy-II B.Com- Player-University Volley Ball Team, South Zone.

- **SIFE (Students In Free Enterprise)**

The Alpha SIFE team carried out three Social Entrepreneurship programmes namely Tomato Pulping, Environmental Sustainability(2007) & Sea Weed Cultivation (2008). These projects dealt with introducing business opportunities to the Agro -based community. These projects helped the SIFE Team to win the National SIFE Competition consecutively:

- 2006-2007 - National level Special prize
- 2007-2008 - National level winners
- 2008-2009 - National level winners
- 2009-2010 - Runner-up International level

5.3.3. How does the institution involve and encourage students to publish materials like catalogues, wall magazines, College magazines and other material? List the major publications/materials brought out by the students during the previous academic session.

- **Journals**

The following journals are published every year by the Students of the different disciplines:

Chuvadu, Envision, Quest, Biospark, Bits & Bytes.

- Every journal will have 3 Students on the editorial committee who collect articles from students and do editing, proof reading, designing and layout of the entire journal and will be guided by 2 faculty members.

- The Cost of publishing the journal is entirely covered by the sponsorship brought by the students.
- These journals are released on the occasion of EDUFEST, when an educationist is invited as Chief Guest and the students share their experiences of publishing the journal

College Magazine

Students also contribute in the publishing of the College Magazine by way of articles, cover Design and Layout.

5.3.4 Does the institution have a Student Council or any similar body? Give details on its constitution, major activities and funding.

Yes , the College has a Student Forum comprising of President , Vice president, General Secretary, Cultural secretary, and Sports secretary which is democratically elected by the students every year.

Activities of the Student Forum

- Inaugural of Student Forum
- Freshers' Orientation Programme
- Cultural and Academic festivals such as Alpha Fest and Edufest
- 'Synergy'- exhibits technical skills of the students
- Sports Day
- Music Club
- Debating Club
- Valedictory of Student's Forum and Investiture Ceremony
- Social Break Up
- Student Elections
- Alpha Bazaars, Mela

- **Funds**

  - Most activities of the Student Forum are funded by the Management.
  - The Student representatives also get funds through Sponsorship.

5.*3.5* ***Give details of the various academic and administrative bodies and their activities (academic and administrative) which have student representations on them.***

- **Administrative Body**
- **Student Forum**

Activities

- ✓ Investiture Ceremony
- ✓ Freshers' Orientation Programme
- ✓ Discipline Issues
- ✓ Cultural Festival such as Alpha Fest and Edufest
- ✓ Synergy – an exhibit of technical skills of students
- ✓ Sports Day
- ✓ Music Programme
- ✓ Debate

- **Academic Body (Co-Curricular):**
- **Journal and Magazine Committee**

Activities

- ✓ College magazine consists of students representations in the editorial board.
- ✓ Departmental journals are done by students. Chuvadu, Envision, Quest, Biospark, and Bits & Bytes are the five journals released by respective departments.

- ✓ Students are encouraged to write articles in the journals and newsletters

Department Clubs

Office-bearers of the club are nominated by the department every year based on leadership qualities and efficiency.

Activities

Organize activities inside and outside the college, such as:

- ✓ Guest Lectures
- ✓ Field Visits
- ✓ Inter Department Competitions
- ✓ Inter Collegiate Competitions

Houses

The entire college is segregated into four Houses and Captains and Vice –Captains are nominated.

Activities

- ✓ Coordinate the Cultural fest – Alpha fest
- ✓ Inter departmental Sports events for Sports Day

Women's Cell and International Student Cell

The cell constitute representatives under the guidance of the faculty members organize programmes.

Activities

- ✓ Register the grievances of students
- ✓ Find redressal measures.
- ✓ Organize programs on various women's issues to create awareness.

5.3.6 Does the institution have a mechanism to seek and use data and feedback from its graduates and from employers, to improve the growth and development of the Institution?

Yes the Institution has a mechanism to use the feedback both from its graduates and its Employers.

The data from the feedback helps to bridge the gap and develop the Institution.

- **Alumni**

  Feedback is obtained from the Alumni graduates during the Alumni Visits to the departments, Alumni get-togethers, on the graduation Day and also from the Outgoing students .

- **Employers**

  During the Placement drive the College seek the feedback and use that to help in the training programme to further the improvement of the graduates and thus improve the growth and development of the Institution

5.4 Best Practices in Student Support And Progression

5.4.1 Give details of institutional best practices towards student support and progression?

To fulfill the true intent of Education, Academics is given top priority with regular and special classes throughout the year. Apart from the regular curricula the college makes effort to organize the following for the students to participate and experience the wholesomeness of higher education.

- Parent- Teachers meet.
- Bridge Courses in English and Mathematics and Remedial classes for weak students.
- Student Counseling.
- Mentor -Ward meetings.
- Redressal Cell, NRI Cell, Differently- abled Cell, Women's Cell, General

- Grievances Cell, Exam Redressal Cell.
- Motivation to participate in cultural and other events.
- Medical Insurance.
- Tie-up with Sri Ramachandra Medical College Hospital, situated adjacent to the College for health check-up.
- Financial Aid to the deserving students through Management & Alumni.
- Certificate courses to improve job opportunities.

Criterion VI: Governance and Leadership

6.1 Institutional Vision and Leadership

6.1.1 State the Vision and Mission statement of the institution and give details on how the institution

a) Ensures that the vision and mission of the institution is in tune with the objectives of the Higher Education policies of the Nation?

b) translates its vision statement into its activities?

Vision:

To instill in students a sound philosophy based on core human values, and through quality education foster a community of competent youth who would contribute to National and Global Development, serving humanity at large.

Mission:

6. To offer a wide range of academic programmes relevant to the regional and national needs in line with the emerging trends.

7. To train the students through innovative instructional techniques and steer them towards higher thinking.

8. To assist the students to acquire healthy and useful experiences leading to holistic progression.

9. To develop entrepreneurial skills and bridge the lacuna between the world of work and learning.

10. To promote value based education, sensitizing student to social responsibility and good citizenry.

a) Keeping Vision and Mission of Institution in tune with objectives of Higher Education policies of the Nation

In accordance with the National Policy on Education, the Vision of the college lays emphasis on Quality Education and core Human Values which would produce skilled human resources contributing towards National and Global Development.

Based on the motto **Seek Share Serve** the college mission has been framed with the focus on equality, social justice and access to education. As emphasized by the National policy on education.

As emphasized by the National Policy on Education, the Mission outlines the institution's objective to offer a wide range of academic programmes using innovative teaching methods, and to groom young entrepreneurs who would serve the society as good citizens by virtue of the holistic development acquired in the college.

b) Translation of Vision Statement into Activities

All activities organized by the college reflect its Vision statement and are oriented towards the fulfillment of the same.

- The college inculcates moral and ethical values in its students through Value Education classes which are a part of the curriculum. It also helps students imbibe moral, spiritual and ethical values through the conduct of programmes such as Bible Reading, Prayer and Thought for the Week. Professional values are honed in students through Training offered by the TCP Cell, Soft Skill Development programmes and Guest Lectures. Discipline and Punctuality are just two values inculcated in students with the help of the Discipline Committee.

- In addition to the regular curricular programmes, handled by qualified and competent staff, the college also offers certificate courses and rigorous placement training to enhance students' skills and augment placement opportunities. In addition the numerous co-curricular and extracurricular activities conducted by the college give students the necessary personality grooming, thus making the Educational Programmes offered a holistic one.

- The college offers training in Entrepreneurship through the activities of EDC, NEN and SIFE and the publication of departmental journals and the College Magazine. It provides students, opportunities to participate in inter and intra collegiate competitions at regional/ national/ international levels, thus giving them the necessary exposure which help in confidence building even while boosting competency.

- The college gives paramount importance to national and social service programmes like NCC, NSS, YRC and RRC and encourages student participation in the same. Students, guided by faculty, undertake numerous community welfare programmes which evoke the spirit of patriotism and service to humanity.

The institution ensures that its vision is achieved through its programmes, activities and initiatives. Steps are taken to monitor the same and make value additions wherever necessary.

6.1.2 Enumerate the Management's commitment, leadership-role and involvement for effective and efficient transaction of the teaching-learning processes.

The Management is committed to and involves itself in the decision making and implementation process to ensure effective and efficient transaction of the teaching-learning process.

- **Management interaction with Staff**

- The Chairperson of the college addresses faculty at the commencement of every academic year and also meets them subsequently as and when the occasion demands. Heads of Departments present Departmental objectives and action plan to the Management every semester.

- The Chairperson addresses staff members at the beginning of each semester, and CEO interact with staff when ever the need arises.

- CEO also convenes meetings with Principal and Vice-Principal regularly and reviews plans and activities pertaining to the teaching-learning process.

- Weekly reports sent by heads of Departments are reviewed by CEO, Principal and Vice Principal and in turn feedback is sent to HOD's on various issues.

Organizing Faculty Development Programmes

The Management extents complete support and organizing the following to enhance teacher potential and ensure enhanced learning atmosphere:

- Retreats - at the commencement of the academic year to renew staff commitment to teaching-learning.

- Staff Orientation Programmes

- Faculty Development Programmes

- Training Programmes [Ex: Personality Dimension]

- Innovative Teaching Techniques [Theatre Workshop]

Upgrading of Infrastructure

The Management provides upgrades teaching aids/ learning resources as and when required to make the teaching-learning process effective.

6.1.3 How does the Management and the Head of the institution ensure that responsibilities are defined and communicated to the staff of the institution?

- The Principal, in consultation with CEO and Vice Principal, decides on responsibilities to be taken up by staff every academic year.
- A Duty List is prepared listing the various committees, names of staff serving in the same and their responsibilities.
- Responsibilities assigned to staff are notified to them by the Principal in a general staff meeting.
- Different items of work are delegated to conveners of committees to facilitate a decentralized atmosphere in the College.
- Overall monitoring of these are done by both the Principal and Vice Principal.

6.1.4 How does the Management/Head of the institution ensure that adequate information (from feedback and personal contacts etc.) is available for the management, to review the activities of the institution?

- **Feedback**
  - A Report is sent via email after each activity in the college detailing vital information that updates the Management on the nature of the programme, and its outcome.
  - The Principal regularly corresponds with the CEO by email and telephone to update the Management of the activities in the college.
  - Weekly Reports sent by Heads of Departments to the CEO keep the Management informed on Departmental activities.

- Result Analysis of each semester examination is sent for review by the Management

- **Personal Contact**

  - Important College occasions are decided in consultation with CEO.

  - The Chairperson and CEO participate in all important activities of the college. These occasions serve as discussion forum for the Head of the institution to apprise them of the activities of the college and review the same and also discuss other important issues, if any.

6.1.5 How does the management encourage and support involvement of the staff for improvement of the effectiveness and efficiency of the institutional processes?

The Management actively encourages and supports staff involvement/ contribution in the operational procedures of the institution to improve its effectiveness and efficiency. The Management encourages the involvement of Faculty in

- The Admission Process in the college. This facilitates easy access to information on courses available for candidates seeking admission.

- Staff are involved in the conduct of all events in the college. They are assigned duties for various aspects of each event and are involved right from planning to implementation and reporting. On important occasions, the Management meets committee members to instruct them on their duties. After the programme, the Management congratulates staff for their contribution and also give suggestions for improvement.

- Staff are also involved in the day-to-day functioning of the college. They ensure smooth and effective functioning of the institution through responsibilities carried out efficiently.

6.1.6 Describe the leadership role of the Head of the institution, in governance and management of the institution.

The Principal is the Head of the institution. The primary job responsibilities of the Head of the institution are classified into two broad categories: a) Academic and b) Administrative.

a) Academic

The Principal leads the Academic Council in matters pertaining to Curriculum, Pedagogy, Core and Extra Curricular Activities, student discipline and other matters related to staff and students.

b) Administrative

The Administrative Governance of the institution is carried out with the Principal supervising the Administrative team comprising Administrative Officer, Financial Officer, Statutory and Liaison Officer, Relationship Manager, Human Resource Manager, Facilities Manager and Hostel Wardens.

6.1.7 What are the significant best practices in Governance and Leadership carried out by the institution?

With a well-defined organizational structure and distinct responsibilities charted out, the institution encourages the following practices in Governance and Leadership:

- Transparent Functioning
- Democratic Involvement
- Consensus-based Decision Making
- Professional cum Corporate Governance
- Delegator Leadership
- Decentralization of Work
- Team Work

6.2. Organizational Arrangements

6.2.1. Give the organizational structure and details of the academic and administrative bodies of the institution. Give details of the meetings held, and the decisions taken by these bodies, regarding finance, infrastructure, faculty recruitment, performance evaluation of teaching and non-teaching staff, research and extension activities, linkages and examinations held during the last two years.

Organizational Structure

- **Governing Body**

  - Dr. Grace George, Chairperson, Alpha Group of Institutions, Chennai
  - Mrs. Suja George, Vice Chairperson, Alpha Group of Institutions, Chennai
  - Mr. Alfred Devaprasad, President & CEO, Alpha Group of Institutions, Chennai
  - Dr. S. Armstrong, University Representative, Head, Department of English, University of Madras, Chennai
  - Mr. N. Vittal, IAS, Former Central Vigilance Commissioner, GoI
  - Mr. R. Buhril, IAS, Principal Secretary, Govt. of Tamilnadu
  - Dr. Prateep Philip, IPS, Deputy Inspector General of Police, Chennai.
  - Dr. S. Ramachandran, Former Vice Chancellor, University of Madras, Vice Chancellor, Vel's University, Chennai
  - Dr. Alexander Jesudasan, Principal, Madras Christian College, Chennai
  - Mr. K. Ramachandran, Corporate Marketing & Communications, CTS, Chennai
  - Dr. Leela Abraham, Principal, Alpha Arts and Science College, Chennai
  - Dr. R. Santhi, Vice Principal, Alpha Arts and Science College, Chennai

- **Administrative Body**

  - Dr. Grace George, Chairperson, Alpha Group of Institutions
  - Mrs. Suja George, Vice Chairperson, Alpha Group of Institutions
  - Mr. Alfred Devaprasad, President & CEO, Alpha Group of Institutions
  - Dr. Leela Abraham, Principal, Alpha Arts and Science College

- Dr. R. Santhi, Vice Principal, Alpha Arts and Science College

Academic Body

- Dr. Leela Abraham, Principal, Alpha Arts and Science College
- Dr. R. Santhi, Vice Principal, Alpha Arts and Science College
- Staff Council Members (Heads of Departments)

Governing Body

Members of the Governing Body meet once a year to discuss pertinent issues related to the growth, progress and management of the college.

Details of the Governing Body Meeting held on 16.10.2009:

Agenda

- ✓ Report on College activities
- ✓ To start Research activities in the College
- ✓ Starting of new courses
- ✓ To initiate industry institution interface

Discussions: The chairperson welcomed the members of the council and outlined the activities of the college. She said that the college obtained Permanent Affiliation to the University of Madras from the academic year 2009-2010. Mention was made of the excellent performance of the SIFE team of the college in the world cup at Berlin where they emerged as runners up. Principal furnished the details of various curricular, co-curricular and extracurricular activities of the college. The university representative suggested that the college should start on research level activities for UG students and also suggested to start courses like English and Mathematics. CEO suggested in present mass communication will be ideal course to start. Managing Director suggested that the industry institution interfacing should be done where in the UG students get opportunity to undergo internship.

Details of the Governing Body Meeting held on 1.12.2010:

- **Agenda**

  - ✓ Report on College activities
  - ✓ IQAC and NAAC
  - ✓ To initiate Industry tie-up
  - ✓ Starting new courses MA Literature, and Statistics

Discussions: Mr. Vittal, IAS expressed his interest to know the objectives and regulations, in conducting the Governing Council Meeting. CEO responded that the main objective is to get the benefit of the expertise and guidance from Governing Council Members in all areas of functioning of the college. Chairperson raised a query on utilization of resources that are established and available in Biotech Department. Mr. Vital suggested that it is possible to explore avenues, working with Ms. Kiran Shaw. This was followed by a discussion on IQAC and NAAC. Dr. Alexander Jesudasan said a time frame is to be set for sending the SSR. Dr. S. Ramachandran advised the college to look for industry tie ups. Mr. Alfred Devaprasad agreed to this view and said such initiatives have already been taken with CTS and TCS. There was a discussion on introducing new courses in the institution and Dr. Ramachandran stated that there is a great demand for M.A. Literature and Statistics.

- **Administrative Body**

The Administrative Body which meets twice a year takes important decisions related to administrative aspects of the college.

Details of meetings held and important decisions taken:

19.06.2009:

- To prepare for the visit of the Permanent Affiliation Commission from the University of Madras. All departments to work in a cohesive manner towards this.
- To apply for 3 new courses UG Mathematics, M. Com., M.A. Journalism and Mass Communication.
- Faculty Development Programmes to be arranged both subject specific and general on teaching methodology, to sustain and improve the quality of teaching.
- To enforce strict discipline among students in the campus particularly after freshers join the college so as to avoid any unpleasant situation. Wide publicity to be given for the anti ragging Sugestion Box kept as recommended by University of Madras.

8.01.2010:

- To provide rigorous training to outgoing students and boost recruitment drives to enable all eligible students to get placement.
- To hold a job fair in the college
- To encourage sports and games, fee concession can be considered for candidates who have district/ state level proficiency in sports. Volley Ball team can be trained to participate in all tournaments, and bring the team to the National level.
- Staff appraisal to be done before the end of the semester and the report to be forwarded to the Management.
- Students' appraisal of teachers to be carried out professionally and staff to be counseled if found necessary.

14.07.2010:

- To constitute an internal committee to review requirements for NAAC accreditation.
- To enforce punctuality and check late coming of students, Hostel Warden will assist security personnel and maintain a late register in the morning.
- Classes to be held regularly and the standard of below-average students to be raised by systematic remedial measures.
- To hold Synergy – An exhibit of technical skills of students involving neighboring schools.
- To explore the possibility of Industry linkage with regard to research.

7.12.2010:

- Work towards NAAC accreditation process to be speeded up.
- Staff appraisal and student appraisal to be carried out.
- Remedial classes and extra coaching if necessary to be given to underperforming students to improve results.
- To renew the old Industry/ Corporate contacts and tap new ones to boost Placement of outgoing students.

Academic Body

Details of meetings held and decisions taken

The Staff Council which meets once in 2 weeks during working days, takes important decisions pertaining to academic management.

Excerpts of Decisions taken during 2009 - 2010:

- Time Table, Work Allotment, Lesson Plan to be submitted by 10.6.2009.
- Heads of Departments to prepare presentation on proposed activities and requirements for the semester.
- Revision in college timings - 8.15 a.m. to 2.15 p.m.
- Discussions held with regard to preparation for visit of Permanent Affiliation Commission.
- Core committee for certificate courses and journals constituted.
- Remedial classes to be conducted, strict attendance record to be maintained.
- PTA meet to be held on 12.9.2009

Excerpts of Decisions taken during 2010 - 2011:

- Time Table, Work Allotment, Lesson Plan to be submitted by 9.6.2010.
- Heads of Departments to prepare presentation on proposed activities and requirements for the semester.
- Alumni Network to be created.
- Rigorous Placement training to be given to students
- Synergy to be conducted
- Remedial classes to be planned and scheduled; Remedial registers to be maintained.
- PTA meeting to be held on 31.7. 2010
- Weekly reports to be sent to CEO, Principal, Vice-Principal at the end of every week.

- Exam Redressal Cell and NRI Cell to be initiated
- More Field Visits and Industry Visits to be organized
- Alumnus Meet to be organized and Alumnus to be invited for the same
- All departments to form Advisory Boards with academic and industry experts on the panel

6.2.2. To what extent is the administration decentralized? How does the institution collaborate with different sections/departments and personnel of the institution to improve the quality of its educational provisions?

Decentralization of Administration:

- The institution runs with the Principal as its Head and with every department functioning independently with its Head as the convener.
- Meetings are conducted at regular intervals with different departments/ sections and personnel of the institution for discussion and decision making to enhance the quality of educational provisions. These forums provide a platform for discussion and execution of educational plans.
- The CEO holds periodic review meetings with Heads of Departments and if required with all the staff of the department.
- Staff Council Meetings: The Principal convenes Staff Council Meetings at regular intervals with Heads of departments to discuss vital issues that facilitate quality in teaching, learning and evaluation.
- Staff Meetings: The Principal addresses staff of the college regularly to discuss issues of vital concern pertaining to curricular, co-curricular and extracurricular activities.
- Departmental Staff Meetings are held periodically to plan, implement and review activities.

- Meetings with Office Administrator/Staff:_The Principal meets with the Office Administrator on a daily basis, and periodically with the staff, to monitor and streamline measures that contribute to an enhanced learning atmosphere in the college.

- Meetings with Conveners of Committees are held periodically/ as and when required to receive updates on activities.

- Meetings with Hostel Wardens are held to discuss issues pertaining to Hostels and welfare of inmates.

6.2.3. Does the institution have effective internal coordination and monitoring mechanisms? If yes, specify.

Yes, the institution has effective internal coordination and monitoring mechanisms in place. The following are details on the same:

- The Principal constantly interacts with Heads of Departments to monitor departmental activities, discipline, result analysis at the end of every CIA, and occasional review of weekly reports.

- The Principal convenes committee meetings and interacts with conveners of committees for conduct of College programmes like College Day, Sports Day, Convocation, EDUFEST, etc.

- Principal monitors fee payment [Tuition Fee, Hostel Fee, Bus Fee] by students through Cashier and Office Administrator.

- The Principal monitors the teaching and non teaching staff attendance on a daily basis.

- Heads of Departments oversee matters pertaining to teaching and testing [submission of marks and result analysis], departmental activities, student affairs [discipline, attendance and punctuality].

- The Discipline Committee monitors and checks student conduct [punctuality, dress code] in the college to provide a congenial atmosphere conducive to learning.

- Staff Secretary and Council Secretary aid the Head of the institution in internal co-ordination and monitoring mechanisms.

6.2.4 Does the institution have a Grievance Redressal Cell for its employees? If yes, what are its functions? List the number of grievances redressed during the last two years.

Yes, as part of the Human Resource Department, the institution has a Grievance Redressal Cell for its employees. It is classified into two categories

1. Grievance redressal of employees currently in employment
2. Rectification of shortcomings pointed out during their exit interviews.

6.2.5 How many times does the management meet the staff in an academic year? What are the major issues discussed during the last meeting?

Members of the Management meet staff minimum twice a year and as and when the occasion demands such interactions.

Last Meeting of the Management with Staff [28.2.2011]:

- **Members Present**
  - Chairperson
  - CEO
  - Vice President
  - Principal
  - Vice Principal
  - Staff

- **Major issues discussed during the last meeting on 28.2.2011**
  - NAAC Accreditation Process

- Placement Scenario
- Academic Results

6.2.6 Is there a Cell to prevent sexual harassment of women staff? How effective is the functioning of the Cell?

The college has a Women's Cell, with two staff in charge, which caters to the needs of all women members of the institution. The cell addresses issues pertaining to women [including sexual harassment], helps women with difficulties faced on the campus, conducts awareness programmes to highlight problems faced by them and sensitizes male members on gender issues.

6.3 Strategy Development and Deployment

6.3.1 Describe the procedure of developing the perspective institutional plan. How are the Teachers, Students and Administrators involved in the planning process?

The members of the Management meet periodically to develop the institution's plan regarding academic objectives, academic programmes, scope, areas of focus, industrial scenario, educational facilities, academic divisions, linkages [industry, community and foreign institutions/universities], governance and administrative management, and quality and human resource development. Institutional plans are then conveyed to administrative and teaching faculty who are also involved in the planning process.

- Teachers identify areas that need initiation or improvement and express the same to the Principal during staff meetings. Staff also give their suggestions through the Council Secretary and Staff Secretary.

- The Students Forum, an active force in the college, conveys students' suggestions to the Principal. The Principal also convenes meetings with the Student Forum and Captains and Vice Captains of Houses for the same purpose. In addition, Feedback obtained from students on relevant aspects plays a crucial role in the design of the institutional plan.

- Inputs on requirements and suggestions for improvement are obtained from Administrative Staff/ Hostel Wardens/ Hostel Representatives to help strengthen the institutional plan.

  The requirements/ suggestions/ ideas are consolidated and conveyed to the Management for discussion and implementation, wherever necessary.

6.3.2 How are the objectives communicated and deployed to all levels, to ensure individual employee's contribution for the institutional development?

- **Staff:** The Objectives of the institution are communicated to Departments through periodic meetings with the Management, Council and Staff Meetings, and Department Meetings. Staff are encouraged to achieve objectives through all activities in the college - curricular, co-curricular and extracurricular. Faculty Development and Orientation Programmes are conducted to emphasize objectives and implement the same in teaching-learning methodologies.

- Communication of objectives is also made through circulars to staff and students and the same is displayed on staff and student notice boards.

- Considerable weightage is given in Performance Evaluation to quantifiable achievements of objectives. This ensures better individual participation in institutional development.

6.3.3 List the different committees constituted for the management of different institutional activities? Give details of the meetings held and the decisions taken, regarding academic management, finance, infrastructure, faculty, research, extension and linkages, and examinations held during the last two years.

List of Committees:

1. Institutional Management Committee (CEO, Principal, Vice-Principal)
2. Staff Council (Principal, Vice Principal, Heads of Departments)
3. IQAC (Principal, Vice Principal, IQAC Members)
4. Examination Committee (Principal, Vice Principal, Controller of Examinations)
5. Placement Committee (Vice Principal, Placement Coordinator and Members)
6. Student Forum Committee (Staff -in-Charge of Student Forum, Student Forum Members)
7. Discipline Committee (Principal, Vice Principal, Discipline Committee Members)
8. Research and Development Committee (Principal, Vice Principal, Research Coordinator)

9. Publication Committee – Department Journals and College Magazine (Principal, Editors of Journals)

10. Finance Committee (Principal, Group Finance Manager, Institution Finance Officer)

11. Cultural Committee (Principal, Cultural Coordinator and Members)

12. Extension Activity Committee – NSS and Industry linkages (Principal, Vice Principal, NSS Coordinator)

Details of meetings held and decisions taken:

Academic Management

The Staff Council which meets once in 2 weeks during working days, takes important decisions pertaining to academic management.

Excerpts of Decisions taken during 2009 - 2010:

- Time Table, Work Allotment, Lesson Plan to be submitted by 10.6.2009.
- Heads of Departments to prepare presentation on proposed activities and requirements for the semester.
- Revision in college timings - 8.15 a.m. to 2.15 p.m.
- Discussions held with regard to preparation for visit of Permanent Affiliation Commission.
- Core committee for certificate courses and journals constituted.
- Result analysis to be prepared by Heads of departments
- Remedial classes to be conducted, strict attendance record to be maintained; remedial attendance to be submitted for verification
- Portion completion status to be submitted
- PTA meet to be held on 12.9.2009

Excerpts of Decisions taken during 2010 - 2011:

- Time Table, Work Allotment, Lesson Plan to be submitted by 9.6.2010.
- Heads of Departments to prepare presentation on proposed activities and requirements for the semester.
- Alumni Network to be created.
- Rigorous Placement training to be given to students
- Synergy to be conducted
- Remedial classes to be planned and scheduled; Remedial registers to be maintained; remedial attendance to be submitted for verification
- Mark list of students who attended remedial classes in the previous semester to be submitted
- List of students with three or more arrears to be submitted and parents to be notified
- Result analysis to be submitted
- PTA meeting to be held on 31.7. 2010
- Weekly reports to be sent to CEO, Principal, Vice-Principal at the end of every week.
- Exam Redressal Cell and NRI Cell to be initiated
- More Field Visits and Industry Visits to be organized
- Alumnus Meet to be organized and Alumnus to be invited for the same
- All departments to form Advisory Boards with academic and industry experts on the panel

- **Institutional Management Committee**

The committee meets thrice a semester.

Excerpts of Decisions taken during 2009 - 2010:

- Decision to prepare detailed Infrastructure Status Report
- Committee comprising Administrative Officer as Convener, Civil Engineer and Architect, constituted.
- Infrastructure Status Report to be submitted on or before 22.7.2009
- Decisions taken to supplement immediate infrastructure requirement raised by Heads of Departments. Requirements compared with budgetry provisions and approved.
- Faculty Assesment Committee with Principal as Convener and Vice Principal as member was constituted to propose revised faculty procedure and a phase plan to upgrade all qualified staff to pay scales as prescribed by the pay commission.
- The Faculty Assessment Committee asked to submit proposal on or before 10.3.2010

Excerpts of Decisions taken during 2010 - 2011:

- Infrastructure Status Report presented by convenor to the committee with recommendations on infrastructural upgradataion to be carried out.
- The committee studied the report and approved the same.
- Faculty Assesment Report and staff pay structure recommendations studied by the committee.

- The committee said 3 years time frame to ensure that pay structure of all qualifed staff was according to the pay commission scale.
- The committee also convened a special meeting with the finance committee to discuss budgetary provisions to accommodate the revised pay scale.

Finance Committee

The committee meets twice a year.

Excerpts of Decisions taken during 2009 - 2010:

- Budget for the acadamic year discussed and approved.
- Anticipatary budgetry provisions after Infrastructure Status Report was discussed.
- Budget allocation and utilization studied and approved.

Excerpts of Decisions taken during 2010 - 2011:

- Budgetry requirement for the academic year approved. Increased budget for Infrastructure Status Report allocated.
- Provisions to increase allotment of employee pay scales discussed.
- Anticipatary budgetry provisions expected after Infrastructure status report was discussed.
- Budget allocation and utilization studied and approved.

Research and Development Committee

The Research and Development Committee meets twice a semester.

Excerpts of Decisions taken during 2009 – 2010:

- Decision to evolve common project involving expertise of individual staff.

- Discussion on potential applications of seaweed extract as effective biofertilizer/ growth stimulator

- Key area identified for research on other applications of seaweed extract and characterization of its functional properties.

- Decision to prepare draft research proposal of pilot project on **Seaweed Extract Characterization**

- Detailed background of proposed project and its feasibility to be assessed in time bound phases.

Excerpts of Decisions taken during 2010 – 2011:

- Two projects "Biodegradation of Tannery Effluent" and preliminary experiments carried out on seaweeds reviewed.

- Decision to get in touch with Dr. Ramachandran, Ocean Technology, Dr. Sakthivel, Seaweed Expert, Prof. Poovanakrishnan - Emeritus Scientist, CLRI, Dr. S. P. Thiyagarajan, Founder, with regard to the above projects and ideas for further research proposals.

- Decision to study cultivation of seaweed and its effect on ecology with respect to microorganisms and its responses in collaboration with Dr. Sakthivel, President, Aquaculture Foundation of India. M.S. Swaminathan Research Foundation, Taramani to be approached funding.

- Study on "Biodegradation of Tannery Effluent" to be carried out with different parameters like pH, temperature, and the same to be standardized in the laboratory.

- Field study to be carried out using effluent from effluent treatment plants. Suggestions made to change the base for immobilization process and publication of preliminary results in impact journals.

- To explore the possibility of industry collaboration and thereby seek funding through these means.

Examination Committee

The examination committee meets 3 to 4 times in a semester.

Excerpts of Decisions taken during 2009 - 2010:

Exam Schedule - I, III & V Semesters [2009 - 2010]

Schedule	**I CIA**	**II CIA**	**III CIA**	**Model Exam**
Question Paper Submission Dates	06.07.09	10.08.09	31.08.09	05.10.09
Examination Schedule	20.07.09 - 27.07.09	24.08.09 - 31.08.10	14.09.09 - 22.09.09	19.10.09 - 26.10.09
Result Analysis	03.08.09	07.09.09	30.09.09	02.11.09

Exam Schedule - II, IV & VI Semesters [2009 - 2010]

Schedule	I CIA	II CIA	III CIA	Model Exam
Question Paper Submission Dates	16.12.09	20.01.10	10.02.10	24.02.10
Examination Schedule	06.01.10 - 13.01.10	25.01.10 - 1.02.10	15.02.10 -22.02.10	01.03.10 - 8.03.10
Result Analysis	20.01.10	03.02.10	24.02.10	10.03.10

Excerpts of Decisions taken during 2010 - 2011:

Exam Schedule - I, III & V Semesters [2010-2011]

Schedule	I CIA	II CIA	III CIA	Model Exam
Question Paper Submission Dates	06.07.10	031.08.10	02.09.10	27.09.10
Examination Schedule	19.07.10 - 24.07.10	16.08.10 - 21.08.10	13.09.10 - 18.09.10	11.10.10 - 18.10.10
Result Analysis	02.08.10	31.08.10	30.09.10	22.10.10

Exam Schedule - II, IV & VI Semesters [2010 - 2011]

Schedule	I CIA	II CIA	Model Exam
Question Paper Submission Dates	20.12.2010	28.1.2011	2.2.2011
Examination Schedule	6.1. 2011 - 13.1. 2011	9.2.2011 - 15.2.2011	9.3.2011- 15.3.2011

Result Analysis	24.1. 2011	28.2.2011	30.3.2011

Examination Committee members of each department to maintain records of the following:

1. Student Database
2. Details of submission of Question Papers
3. Details of distribution of Answer Scripts
4. Subjects Codes of different subjects and the teacher handling the respective Paper
5. Exam Timetable
6. Details of Progress Reports and Mark Registers

- Invigilators to record attendance details on the cover containting the answer scripts.
- Detailed and exhaustive instructions given to invigilating staff before the commencement of examinations.

Extension Activity Committee

Members of the extension activity committee meet 3 times in a semester and as and when required. The Training cum Placement Cell meets twice a semester and as and when required.

Excerpts of Decisions taken during 2009 – 2010:

- Activities in the adopted Vilivakkam Panchayat Middle School, Chettiyar Agaram to be continued
- Coaching classes to be conducted for destitute children in collaboration with RAPHA [NGO]

- Tree Planting Projects to be scheduled on regular basis in and around the city.
- Blood donation camp to be conducted in College.
- To commence University NSS project on Book Collection
- To hold annual special camp in adopted village.
- The Placement Committee to be constituted with one representative from each Department.
- To organize mock interviews, aptitude tests, group discussions on regular basis.
- Department Coordinators to organize tech-talks on subject related areas and invite industry experts for the same.
- CTS to train students and organize placement drives.
- Plans to invite companies such as Syntel, TCS, CTS and Sutherland for campus drives

Excerpts of Decisions taken during 2010 – 2011:

- Activities in the adopted Vilivakkam Panchayat Middle School, Chettiyar Agaram to be continued
- Tree Planting Projects to be continued in and around the city.
- Blood donation camp to be held
- To conduct annual special camp in adopted village.
- To commence University NSS project of "Kaithari-ku kai kodupom" – handloom promotion.

- Decision to conduct rally, street plays, walkathon, human chain to create awareness among public on social issues like AIDS, Tobaco and Cancer, corruption free India, Mosquito Eradicaiton.
- To initiate student Knowledge Enrichment Programme
- To train candidates in four key areas 1. Aptitude 2. Numerical Ability 3. Group Discussion 4. Technical Facets
- To enhance technical know-how and communication skills of eligible candidates who would face interviews.
- To group students as Group A, B and C based on communication skills and marks; training to be given based on competency levels. Group A to be given top company training; training for Group B to focus on Insurance and other BPOs; training for Group C to focus on Small Scale Business Sectors.
- Decision to include one member from the corporate sector in the Advisory Board of each Department.
- To organize training programmes by corporate sectors on mock interviews and G.D.
- To maintain good rapport with corporate sectors.

6.3.4 Has the institution an MIS in place, to select, collect, align and integrate data and information on the academic and administrative aspects of the institution?

Yes, the institution has an MIS for collection of students' data and management of accounts and all other academic and administrative aspects of the institution. The institution employs two levels of MIS a) Academic and b) Administrative

a) Academic

The Academic MIS is largely online with weekly reports generated by Heads of departments and submitted to the principal. The consolidated report of the Principal is submitted

to the Group Governing board. MIS is also in place in obtaining and collating student feedback information once a year.

b) Administrative

MIS is employed to generate infrastructural requirements through a Material requisition Note (MRN) which on verification of need by the Administrative Officer and verification of budgetary provision by the Finance Officer is passed on the Principal for final approval. Similarly, a stock issue and verification process is adopted through a Goods Received Note (GRN) and verification of stock registers.

6.3.5 Does the institution use the various data and information obtained from the feedback, in decision-making and performance improvement? If yes, give details.

Yes the data and information obtained from the feedback plays a major role in decision-making and in the improvement of staff performance. Additionally, feedback is also received from Heads of Departments to aid the decision-making process. The Final decision is taken by the Principal and the Management.

6.3.6 What are the institution's initiatives for promoting co-operation, sharing of knowledge, innovations and empowerment of the faculty? (Skill sharing across departments, creating/providing conducive environment, etc.)

The institution promotes co-operation, knowledge-sharing, innovations and empowerment of faculty through the following initiatives:

- **Co-operation:** Staff of various departments are placed in varied committees based on their skills/expertise during programmes [College Day, Sports Day, Graduation Day, Christmas Day Celebrations] organized in the college. This helps creates a congenial atmosphere for bonding and skill-sharing and provides common ground for staff from other disciplines to work together with team spirit.

- **Skill-Sharing:** The College organizes Faculty Development Programmes wherein staff of the college serve as resource persons and share their knowledge with fellow staff from other departments. Staff of the department of English share their Communication Skills in English with other staff. Staff of Department of Visual Communication help in the publication of departmental journals and college magazine. In addition, staff who attend prestigious seminars, conferences or workshops share knowledge gained with the teaching fraternity through power point presentations. Staff of the department also teach specific papers related to their discipline to students from other departments. Non-Teaching staff too benefit from such ventures as the college periodically conducts programmes such as "IT for Non-IT" to help improve skills in certain areas using the expertise of staff in the college. Heads of Departments share the good practices followed in their departments with counterparts during council meetings. Principal and Vice Principal guide staff members in improving teaching methodology, and organize orientation programs to improve staff performance.

- **Innovations:** Faculty are provided with facilities like computer and internet to make teaching interesting and innovative.

- **Empowerment:** Staff are given opportunities to attends conferences, present and publish papers at regional/national/international forums. They are encouraged to register for Ph.D., involve in other research work, take up degree/diploma/ certificate courses, and offer consultancy services to enhance their skills and capabilities. Sufficient measures are in place to help staff who attend conferences, and in the case of those pursuing research flexibility in timing is permitted.

6.4 Human Resource Management

6.4.1 What are the mechanisms for performance assessment (teaching, research, service) of faculty and staff? (Self–appraisal method, comprehensive evaluation by students and peers). Does the institution use the evaluations to improve teaching/ research of the faculty and service of the faculty by other staff? If yes, how?

The college adopts comprehensive mechanisms for performance assessment of faculty, namely a. Student Evaluation of Faculty b. Self Appraisal c. Staff Appraisal.

- **Student Evaluation of Faculty**

  Feedback is obtained from students on staff performance [competency, portion completion, student-teacher relationship, fluency] to assess faculty contribution to the teaching-learning process. Based on feedback received, appropriate counseling is given to faculty for improvement. Evaluation is done online and is highly confidential.

- **Self Appraisal**

  Annually staff submit a self appraisal form that details personal accomplishments related to papers presented/ published, books authored, patents, membership in professional bodies, certification acquired responsibilities held and research status c.

- **Staff Appraisal**

  Staff appraisal by an external expert is carried out every academic year with Principal and Vice Principal as members of the panel. Staff make power point presentations on work carried out during the year, papers taught, research, publications, paper presentations and workshops/ conferences attended.

  Information obtained from the above evaluative mechanisms is used to improve teaching, learning and evaluation methodologies, in addition to providing an enhanced atmosphere conducive to holistic learning.

6.4.2 What are the welfare measures for the staff and faculty? (mention only those which affect and improve staff well-being, satisfaction and motivation)

Alpha Group of Institutions promotes the wellbeing and welfare of its employees through a variety of statutory and non statutory benefits, viz.:

- Children's Education Scholarship
- Personal Financial Assistance during Emergencies

- Group Medical Insurance Scheme
- Employees Provident Fund
- Employees Pension Fund
- Employees Deposit Linked Insurance Scheme
- Gratuity

6.4.3 What are the strategies and implementation plans of the institution, to recruit and retain faculty and other staff who have the desired qualifications, knowledge and skills?

- **Strategies for Recruitment/Retention:**

  - To recruit faculty with desired qualifications, knowledge and skills advertisement is placed in newspapers regarding vacancy
  - Potential candidates are drawn from a wide pool of applicants and equal opportunities are ensured for all candidates.
  - All recruitments are based on the development of a comprehensive job description for each available position. Each job description specifies the position's objectives, work environment, scope of activities, essential knowledge, skills, and experience.
  - The Recruitment Committee, comprising Principal, Vice Principal, Head of the respective Department and Human Resource Manager, selects the candidate after an interview which includes lecture demonstration and personal interaction.
  - Attractive Pay Scale is offered for staff with desired qualifications, knowledge and skills.
  - Promotion is offered based on merit, qualifications, performance, job knowledge and technical know-how.
  - Attractive annual increment based on performance appraisal

6.4.4 What are the criteria for employing part-time/adhoc faculty? How are the recruitment conditions of part-time/adhoc faculty different from that of the regular faculty? (Eg. salary structure, workload, specialisations).

The college prefers full time faculty for all faculty positions. However, in areas where either the workload requirement is not sufficient or when expertise of industry personnel is to be employed, part-time/ ad-hoc faculty are employed. In such cases, Heads of Departments recommend to the Principal the part-time/ ad-hoc faculty requirement. On approval from the Principal, the Human Resource Department source candidates who then are interviewed by a duly constituted faculty recruitment committee. Based on the workload and other requirements, pay structures are either consolidated in structure or calculated on a pro rata basis. Appointments so done are usually contractual and terminable at the end of the contract period. Renewing of contract is based on a performance report and a requirement report raised by the Head of the department, approved by the Principal and passed on to the Human Resource Department.

6.4.5 What are the policies, resources and practices of the institution that support and ensure the professional development of the faculty? (Eg. budget allocation for staff development, sponsoring for advanced study, research, participation in seminars, conferences, workshops, etc. and supporting membership and active involvement in local, state, national and international professional associations).

Policies that support and ensure Professional Development

- Academic Advancement Assistance provided by the institution.
- Various categories of leave will be provided on suitable sanction.

  These include

  - ✓ Special Casual Leave (On Duty Leave)
  - ✓ Sabbatical Leave
  - ✓ Leave for Submission of Thesis

- The institution recognizes and rewards professional development of faculty through monetary and other benefits.

Resources to ensure Professional Development

- The institution provides resources by allotting a budget for staff development by sponsorship for advanced study, participation in seminars, conferences and workshops, and facilitating membership in local, state, national and international professional associations for the academic year 2011-12.
- The Budget allotted was 48,000 and the budget utilization was 42,000

Practices that support and ensure professional development of faculty

- Dissemination of information on institutional budgets available for professional development
- Encouragement of staff to report professional development in Self Appraisal Reports.
- Recognition and promotion of professional development by offering various incentives.

6.4.6 How do you assess the needs of the faculty development? Has the institution conducted any staff development programmes for skill up-gradation and training of the staff? If yes, give details.

Areas in which faculty require development are identified based on

- Current trends in the educational scenario
- Feedback and evaluation conducted on staff performance
- Needs of students

FDP programmes are conducted to improve/ emphasize/ introduce

- Teaching Strategies

- Language Skills
- Instructional Objectives
- Recent Techniques in Teaching Methodologies

The institution periodically conducts Faculty Development Programmes for the benefit of staff. The FDPs/ FIPs/ FOPs conducted in the college in the last year are as follows:

1. Teaching Software Engineering through Case(s) - National Level FDP

29 -30 April 2010

Organized by: Departments of Computer Studies

Inaugurated by: Dr. Anburthinavel, Senior Vice President & Head of Learning and Development, Polaris Software Lab, Chennai & Eminent Technocrats & Academicians;

Resource Persons: Mr. K.S. Maharasan, Associate Professor, Computer Applications, School of Science & Humanities, Karunya University, Coimbatore; Mr. Senthil Kumar, Professor, Amritha Institute of Technology, Coimbatore; Mr. S. Mahendran, Vice President, CTO's Office, Polaris Software Lab, Chennai

Valedictory/Field Visit at: Polaris Software Lab, Chennai

Participants: Staff, Department of Computer Studies [AASC and other Colleges]

2. Role of Effectiveness in Teaching - Workshop

08.06.2010

Resource Person: Ms. Vijayanthi Jagannathan, TASK, Chennai

3. Motivational Talk - Staff Orientation

19.06.2010

Resource Person: Mr. Guru Babu, Deputy Director, Doordarshan

4. Hands on Training in Molecular Techniques - Biosciences Workshop

13 -14 August 2010

Chief Guest: Dr. Ramachandran, Former Vice Chancellor, University of Madras.

Sponsored by Tamil Nadu State Council for Science & Technology and Ribogen Laboratories.

Participants: Staff, Department of Biosciences [AASC and other Colleges]

5. Innovation and Teaching - Theatre Workshop on Dramatic Techniques

21-09-2010

Resource Person: Prof. Daniel Kelin, Director of Theatre Training, Award-winning Author and Fulbright Scholar

6. Personality and Teaching – A Paradigm Shift

25.11.2010

Resource Person: Mr. Silas Balraj, South Asia Director, Compassion International

7. Skills in Language Communication - Workshop

29.11.2010

Resource Persons: Staff, Department of English and French

8. Instructional Strategies for Improving Teachers' Instructions - Workshop

30.11.2010

Resource Person: Dr. Margaret Solomon, University of Redlands, California

9. Instructional Objectives and Teaching and Evaluation Methodologies - FOP

11.12. 2010

Resource Person: Dr. Brahedeeshwaran, Prof. and Head, Department of Policy Planning and Educational Research, NITTTR

10. Problem Solving in Data Mining - National Level Faculty Orientation Programme

12.2.2011

Inaugurated by: Mr. P.C.R. Suresh, Senior Vice President Scope International, Chennai

Resource Person: Prof. Abdul Rasheed, Valliammmai Engineering College

Participants: Staff, Departments of Computer Studies [AASC and other Colleges]

11. Quality Improvement Programme in Mathematics (QIPM-2011) **- Workshop**

25 April - 6 May 2011

Organized by: Department of Mathematics, AASC, The Institute of Mathematical Sciences, Taramani and Federation of Science Clubs of Tamilnadu

Participants: Staff, Department of Mathematics [AASC and other Colleges]

6.4.7 What are the facilities provided to faculty? (Well-maintained and functional office, infrastructure and other space to carry out their work effectively etc.)

- Functional Office Area
- Laboratories
- Library
- Seminar Hall
- Staff Room for each Department
- Computer with internet connection in each staff room
- Telephone with intercom facility
- Cupboards for storage
- OHP for each Department
- LCD Projector on sharing basis
- Common Bay area with computer and internet for use by all staff

6.5 Financial Management and Resource Mobilization

6.5.1 Does the institution get financial support from the Government? If yes, mention the grants received in the last three years under different heads. If no, give details of the sources of revenue and income generated during the last three years?

No, the institution does not get any financial support from the Government.

6.5.2 What is the quantum of resources mobilized through donations? Give information for the last two years.

The institution does not mobilize resources through donations

6.5.3 Is there adequate budget to cover the day-to-day expenses? If no, how is the deficit met?

Yes, there is adequate budget to cover day-to-day expenses.

6.5.4 What are the budgetary resources to fulfill the institution's mission and offer quality programmes? (Budget allocations over the past two years (provide income expenditure statements)

Tuition Fee, Hostel Fee and Transport Fee are the budgetary resources of the institution. These are utilized to fulfill its mission and offer quality programmes.

The institution believes in ensuring that its mission to offer quality through a holistic approach in all programmes offered is fulfilled. The Income-Expenditure statement of the institution for the past two years is provided below:

No	**Description**	**Budget Allocated & Expenditure**	
		2009-10	**2010-11**
Income / Budget Allocated			
1	Tuition And Other Fees	38,860,700	37,958,100
2	Grants	-	-
3	Others	278,500	500
	Total Income	39,139,200	37,958,600
Expenditure Occurred			
4	Employee Cost	15,847,000	18,006,764

5	Professional Development	-	-
6	Academic Expense		
	A. Consumable	1,200,000	1,634,900
	B. Student Activities	450,000	337,300
	C. Others	821,000	294,800
	D. Grants	-	-
7	Utilities & Services		
	A. Electricity & Water	576,000	706,300
	B. Repairs & Maintenance	1,724,000	1,536,800
	C. Other Services	520,000	527,200
	D. Lease Rent	-	-
8	Office Expense	1,155,000	820,200
9	General Expense	5,423,000	1,304,600
10	Finance Cost	-	-
11	Provisions & Allocations	1,868,000	-
12	Depreciation	3,516,000	3,459,100
Total Expenditure		33,100,000	28,627,964
13	**Surplus/(Deficit)**	6,039,200	9,330,636

6.5.5 Are the accounts audited regularly? If yes, give the details of internal and external audit procedures and the audit reports for last two years.

Yes the accounts of the college are audited regularly. The external audit is conducted by a chartered accountant appointed for this purpose.

External Audit Report[2008-09]

External Audit Report [2009-10]

6.5.6 Has the institution computerized its finance management systems? If yes, give details.

Yes, the institution has computerized its finance management systems. TALLY ERP 9 is used for Financial Management.

6.6 Best Practices in Governance and Leadership

6.6.1 What are the significant best practices in Governance and Leadership carried out by the institution?

- Transparency
- Democratic Functioning
- Consensus-based Decision Making
- Professional cum Corporate Governance
- Delegator Leadership
- Decentralization of Work
- Team Work

Criterion VII: Innovative Practices

7.1. Internal Quality Assurance System

7.1.1 What mechanisms have been developed by the institution for quality assurance within the existing academic and administrative systems?

The following are some of the mechanisms used for the purpose of Quality Assurance:

- The **Internal Quality Assurance Cell (IQAC)** was set up in the college in accordance with NAAC guidelines.

- **Academics**
  - Mentor-Ward System
  - Parent-Teacher Meeting
  - Students' Feedback on Curriculum, Staff performance, Campus experience

- Periodic Subject-specific Faculty Development Programmes
- Field Visits, Guests Lectures
- Exam Redressal Cell
- Academic Audit
- Bridge Courses
- Remedial Classes
- Certificate Courses

Administration

- Periodic Principal-Management interaction
- Weekly Reports to the Management
- Advisory Board Meeting
- Staff Appraisal by Expert
- Data Centre
- Governing Council
- Staff Council

Support Services

- Placement Cell
- Research Centre
- EDC
- NRI Cell
- Women's Cell
- Differently-abled Cell
- Counselor

7.1.2. What are the functions carried out by the above mechanisms in the quality enhancement of the institution?

- **IQAC**

  - Sets benchmarks for quality assurance in academics, administration and support systems.
  - Reviews quality measures implemented.
  - Collects data and provides parameters for appraisal of staff and students.
  - Analyses Self Appraisal Report of faculty and forwards it to Principal and CEO.
  - Analyzes and makes statistical inferences on information received through **Student Feedback** on a) teaching b) course content and c) campus life. In turn, faculty members are counseled appropriately by Principal.
  - Keeps track of Faculty participation in conferences or seminars and presentation of papers in reputed journals.
  - Periodically organizes Quality Improvement Programmes and also deputes IQAC members to participate in such programs organized outside.

- **Academics**

  - **Mentor-Ward meetings** are held twice a month. This opportunity is utilized to monitor academic progress of wards. In special cases, problems of a particular ward are brought to the notice of the Head of the Department and class teacher. Parents are also called for discussion.
  - **Parent-Teacher Meetings** are held every semester. The meet helps staff to appraise parents about their wards' academic performance and disciplinary issues if any.

- **Student Feedback** is obtained to ascertain the quality of teaching imparted. It creates a chance for corrective measures, to remedy gaps in the teaching-learning process.

- Departments conduct **seminars and conferences** to expose staff and students to higher standards of research and facilitate knowledge enrichment.

- Departments also organize field trips, study tours and guest lectures to help students gain exposure to industry and learn from experts in the field.

- **Exam Redressal Cell** The Cell addresses students' queries regarding internal assessment of papers. Grievances related to evaluation are addressed by the Cell with Vice Principal and two staff as members. Students submit a form available in the Cell to the staff in charge or mail their queries to alphaexamredressal@gmail.com. Measures are taken to ensure easy access to cell members and prompt redressal of queries.

- The institution conducts **Academic Audit** for all Departments including the Library.

- **Bridge Course** is offered as a transition service to prepare students for the intellectual challenges of college education. The college conducts Bridge Course in Mathematics and English and provides students with information and assistance to successfully navigate course work.

- **Remedial Classes** are conducted with the intent to correct or improve deficient skills in specific subjects. Faculty identify slow learners in each subject through CIA and classroom performance and provide additional coaching to rectify weakness. Classes are held after college hours when faculty provide personalized coaching, notes for study and counseling whenever necessary.

- **Certificate Courses** are conducted to equip the student community with skills in key areas and enrich the existing curriculum. Courses offered are chosen based on recent trends in the academic and job scenario.

Administration

Weekly Reports

Heads of departments send weekly reports to the Management, Principal and Vice Principal detailing the activities of the Department.

Advisory Board Meeting

- ✓ The Advisory Board of each Department comprising Principal, Vice Principal, Industry, Academic Experts and the Head of the Department meets periodically.
- ✓ The Board, among other things, discusses:

1. Institute-Industry collaboration
2. Research Projects and Funding
3. Scope for introduction of Curriculum based Certificate Courses
4. Internship facilities and Placement scenario

Staff Appraisal

Staff Appraisal is conducted every academic year by a team comprising Principal, Vice Principal and an external Expert to examine staff credentials in terms of qualification, approval, research work, membership in professional bodies, participation in conferences/ seminars/ workshops, presentations/ publications and contribution to the college as an attempt to improve professional standards of the staff.

Data Centre

Computerization of class attendance and entry of mark statements facilitates transparency, data availability and regular updating. Apart from this, there is an effective students' Feedback system and all the data pertaining to Training cum Placement Cell is also maintained at the Centralized Data Centre.

Governing Council

The Governing Council comprises eminent members from different sectors apart from members of the Management, Principal and Vice Principal. The committee meets at least once a year to discuss aspects that contribute to the development of students and the growth of the institution. Following are the members of the Governing Council who provide inputs due to their rich experience and concern for the student community:

1. Dr. Armstrong, Head, Department of English, University of Madras
2. Mr. N. Vittal, IAS, Former Central Vigilance Commissioner, GoI
3. Mr. R. Buhril, IAS, Principal Secretary, Govt. of Tamilnadu
4. Dr. Alexander Jesudasan, Principal, Madras Christian College, Chennai
5. Mr. K. Ramachandran, Corporate Marketing & Communication, CTS, Chennai
6. Dr. S. Ramachandran, Former Vice Chancellor, University of Madras; Vice Chancellor, Vel's University, Chennai
7. Mr. Pradeep Philip, IPS, Deputy Inspector General of Police, Chennai.

- **Staff Council**

The Staff Council comprising Principal, Vice Principal, Council Secretary, Staff Secretary and Heads of departments meet regularly to discuss important issues, plan and organize upcoming events, implement decisions and obtain feedback and suggestions on matters concerning the college. The Council Secretary takes care of matters pertaining to academics, mediates between Principal and Heads of Departments to assist in the implementation of vital decisions taken with regard to the same. The Staff Secretary assists in planning and implementation of issues relevant to staff and serves as intermediary between Principal and staff.

- **Support Systems**

- **Training cum Placement Cell**

The **Training cum Placement Cell** helps students determine their educational and career goals, acquire career-oriented skills and attain desired employment. It trains them in group discussions, aptitude tests, numerical ability and technical facets, conducts mock interviews and organizes recruitment drives both off and on campus.

- **Research Centre**

The aim of the cell is to ignite in students and staff an interest in research. It takes steps to equip students with basic knowledge of research methodology and research technologies. Minor research projects are taken up in relevant areas by students and the required guidance is provided by staff.

- **Entrepreneurial Development Cell (EDC)**

The Entrepreneurial Development Cell is instrumental in training students to take up entrepreneurial ventures with a judicious mix of business acumen and social responsibility.

It also celebrates E-Week annually to highlight its goals and projects and create awareness amongst the student community on modern ideas of management and industry opportunities.

- **NRI Cell**

The NRI Cell aims to facilitate smooth adaptation of foreign and NRI students to life in Chennai and in the college amidst students from varied cultural and religious backgrounds. Staff-in-charge organize orientation programmes to enlighten this group on the regional and local culture, language, clothes, food and transportation, to name a few. The cell also attempts to sensitize Indian students to similar details regarding the other group in order to create an atmosphere of bonhomie and alleviate homesickness. Periodic meetings, cultural and orientation programmes organized in the campus help achieve these goals.

- **Women's Cell**

The Women's Cell comprising two staff-in-charge deals with the grievances of female students and staff. It creates awareness on women's issues through Seminars and Guest Lectures, assists women in the college facing problems and attempts to sensitize male students on gender issues.

- **Differently-abled Students' Cell**

The Cell attempts to make life on campus comfortable for its members. In this regard staff-in-charge interact with members to assess their needs and provide support services [physical, emotional psychological and academic] wherever necessary and possible after approval by the authorities.

- **Counselor**

A Counselor visits the college once a week for duration of two hours to help students share matters of personal or academic concern and find solutions to their problems. Mentors and Heads direct their wards to the Counselor if found necessary.

7.1.3 What role is played by students in assuring quality of education imparted by the institution?

- Student Forum members meet the Principal and provide suggestions and recommendations pertaining to needs/ concerns in curricular programmes and co-curricular activities. Follow-up action is initiated to provide an atmosphere for holistic education, growth and development.

- Feedback is obtained from students on campus experience, staff performance, add-on courses needed and other relevant aspects pertaining to teaching imparted in the college. The information is used to assess and strengthen areas that require attention/ improvement.

- A Suggestion Box is placed to help students voice their concerns. Students are periodically notified of its existence and purpose during the general assembly and at other student meetings.

7.1.*4* *What initiatives have been taken up by the institution to promote best practices in the institution? How does the institution ensure that the Best practices have been internalized?*

The College has initiated several measures such as the following to enhance the quality of teaching and impart a holistic system of education:

- **TCP Cell and Functions**

The Training cum Placement Cell, with the Vice Principal as its convener, is a very active body carrying out the following tasks: It prepares the Placement brochure and distributes it to the Human Resource Department of the Corporate Sector. The cell provides rigorous training to students in classroom interactions, group discussions, quiz, IQ tests and mock interviews to augment students' skills and enhance placement opportunities. The Training also focuses on honing the skills of candidates in key areas like Aptitude, Numerical Ability, Group Discussion and Technical facets. Additionally, the Cell organizes programmes on personality development, and communication skills, career planning and career mapping, technology and management. The Student Knowledge Enrichment Program initiated in 2010 aims to enhance technical know-how and communication skills of eligible candidates. The Cell also trains recruited candidates to face the challenges ahead of them. Exclusive campus drives are organized periodically to benefit final year students.

- **Staff Appraisal**

Staff Appraisal done at the end of every academic year is made objective by the inclusion of an external expert on the panel to assess the competence of faculty. Appraisal is made on the basis of faculty's professional accomplishments, academic results, contribution to the institution and status of approval by the University. Based on the outcome of the feedback and assessment of each staff a confidential report is submitted to the Management.

- **Online Student Feedback System**

Feedback is obtained from students on staff performance for the respective subjects taught. The feedback is carefully analyzed and also used in the appraisal of faculty. The Online

Feedback System was developed in-house by a team of staff and students under the guidance of the Vice Principal.

- **Adoption of Local School, Collaboration with WNS**

To extend its services to the local community and fulfill its social responsibility, the college adopted a panchayat middle school in its vicinity. NSS volunteers of the college actively contribute to the welfare of the student and parent community in the school by regularly conducting enrichment and awareness programmes.

The college in collaboration with World Networking Services [WNS], a multinational IT company, set up a Computer Center and Library at its adopted school. The school was provided computers by WNS and books by the college. An instructor was also employed to train the students.

- **General Assembly**

A General Assembly is held twice every week for students in the open air stage. Prize winners in intra-collegiate and inter-collegiate competitions are felicitated by Principal in the same forum. This serves as an impetus to fellow students to aim higher and achieve more.

- **Discipline Committee**

The Discipline Committee helps check ragging in any form and addresses issues related to discipline. It assesses and implements effective strategies to enhance punctuality and reduce late coming. The committee also monitors students' adherence to the **dress code** prescribed by the institution.

- **Parent Teacher Meetings**

Parent Teacher Meetings are held every semester to apprise parents about their wards' academic performance and conduct and suggest remedial measures wherever necessary.

- **Computerization of Data Entry**

Records related to attendance, statement of marks, personal data and recruitment details

of students are computerized and made centrally available through intranet for easy reference by Principal and Vice Principal.

- A **Handbook** maintained by staff for each subject details portions covered, marks in CIAs, Assignments, Seminars and Attendance and serves as student record to monitor progress. Monthly review of handbooks by the head of the Department and Vice Principal helps monitor and sustain quality in the teaching-learning process.

- **Lesson Plans and Notes of Lessons** prepared by staff at the commencement of each semester for every subject taught serve as measures to strengthen the teaching methodology.

- **Certificate Courses** are conducted by departments to complement students' knowledge and skill in the field of study. Courses offered are chosen based on current trends, relevance and value in the job-market.

- **A Word a Day & Thought for the Week** - two new initiatives – help strengthen students' vocabulary and communication skills, and instill positive values and thoughts in the young learners.

- The college encourages Student Forum initiatives such as **Bazaars and Melas** to promote the spirit of entrepreneurship in its learners. As a measure to facilitate hands-on-training, students of the Visual Communications Department are given the opportunity to provide **video and photo coverage** of important events in the college. It trains and involves students in **piloting** of guests during their arrival and departure for events in the college. The institution also facilitates students' participation in relevant Media programmes hosted by channels such as NDTV, Hindu, Polymer TV and Vijay TV.

- The College hosts **Synergy,** a platform that provides students an opportunity to design, implement and exhibit models, projects from their field of study. The event organized by students showcases their talents and offers school students who visit the campus a glimpse into college life, courses offered and facilities available.

The College ensures that its best practices are internalized through repetition, reinforcement, regular announcements and checks of new schemes, in addition to

enhancement/ modification of existing practices whenever necessary.

7.1.5 In which way has the institution added value to the quality enhancement of students?

The institution adds value to the quality enhancement of its students through implementation of several programmes such as the following:

- The college firmly believes in imparting quality education flavoured with social consciousness and a commitment to the community.

- Through quality enhancement programmes like NSS, NCC, RRC and YRC the college encourages students to conduct donor programmes, visit the adopted school and organize awareness campaigns on social and environmental issues for the local community. Effective members of various socially relevant programmes are felicitated in the general assembly and certificates awarded in recognition of services rendered.

- The **Value Education** course conducted for students as part of the curriculum is enhanced through group discussions, debates and presentations by students on issues of personal, social and crucial/current interest. Students are enlightened on the importance of basic ethics [personal, social and professional] that add dignity to human kind and are encouraged to practice the same.

- **Field visits and internships** are organized by departments to supplement classroom learning and make it relevant and interesting, as well as to provide industry exposure and hands-on-training. Departments invite **subject experts and industry personnel** for guest lectures and Tech Talks to enrich students' knowledge and create awareness regarding industry needs.

- The rigorous training programmes and recruitment drives organized by the **Placement Cell** for final year students help improve their performance during Placement drives both on and off campus.

- Opportunities for entrepreneurial ventures are provided through the activities of Students in Free Enterprise (SIFE) an international non-profit organization that works to make a

difference in poor communities. SIFE trains students to become socially responsible business leaders. Its leadership and career initiatives [Tomato Pulping, Environmental Sustainability and Seaweed Cultivation] create opportunities for learning and placement of students with companies in search of emerging talent. In the National Competition held on July 3rd 2009, the ALPHA SIFE TEAM emerged winners and was chosen to represent India at the SIFE WORLD CUP 2009 as SIFE INDIA. SIFE INDIA emerged as runners up in Berlin, Germany.

7.2 Inclusive Practices

7.2.8. What practices have been taken up by the institution to provide access to students from the following sections of the society?

a) Socially-backward b) economically weaker and c)Differently-abled

- The college welcomes first generation learners and gives equal access to the socially disadvantaged and differently-abled.
- Other deserving candidates are given opportunity to pay the fee in installments.
- Special Coaching is provided to help slow learners to overcome learning impediments and also to boost their confidence level.
- Bridge courses are conducted in Mathematics and English to enhance skills of students from non-mathematics groups or vernacular medium of instruction.

7.2.1(2) What efforts have been made by the institution to recruit staff from the disadvantaged communities? Specify:- a) teaching b) non-teaching

c) **Teaching** - The institution generally recruits teaching faculty on the basis of qualification and experience. Based on applications received it also provides an opportunity to candidates from disadvantaged communities.

d) **Non-Teaching** - Staff are recruited based on qualification and experience but opportunity is given to those from disadvantaged communities based on nature of applications received.

e) **Supporting Staff** – Supporting staff, generally women are from economically weaker sections of society.

7.2.9. What special efforts are made to achieve gender balance amongst students and staff?

- **Students**

The college is co-educational in nature and hence promotes equal access to both genders. It ensures that equal opportunity is given to female students during admissions.

- **Staff**

Male and female candidates are recruited without any discrimination in terms of gender. Special consideration is given to deserving women candidates at the time of recruitment.

7.2.10. Has the institution done a gender audit and or any gender-related sensitizing courses for the staff/students? Give details.

As the institution comprises both men and women it sets a premium on gender related issues. Awareness programmes are conducted through Women's Cell to sensitize students on gender issues, at periodic intervals and on occasions such as Women's Day.

7.2.11. What intervention strategies have been adopted by the institution to promote the overall development of students from rural /tribal backgrounds?

Students from rural /tribal backgrounds benefit from the following intervention strategies adopted by the institution to promote overall development of students:

- Bridge courses
- Remedial Classes
- Personality Enrichment Programmes
- Mentoring and Counseling
- Soft Skill Development Programmes
- Certificate Course in Spoken English
- Leadership role as class representatives

- Encouraging participation in college activities/ interdepartmental/ intercollegiate competitions

7.2.12. Does the institution have a mechanism to record the incremental academic growth of the students admitted from the disadvantaged sections?

Departments conduct a profile test at the beginning of each academic year for first year students to assess their strengths and weakness. Based on results gained adequate training is provided to help such students overcome hurdles in the learning process. Mark registers maintained by departments on students' performance in internal and external examinations help gauge students' incremental growth over the three year period. Also, a profile test is conducted in their final year of study to determine the rate of progress from the first year to the last.

7.2.13. What initiatives have been taken by the institution to promote social-justice and good citizenship amongst its students and staff? How have such initiatives reached out to the community?

The institution promotes social-justice and good citizenship amongst students and staff through various outreach activities.

- Education being a leveler, the college welcomes first generation learners and those from disadvantaged sections of society as an attempt to raise their standard of living.

- The college conducts awareness programmes, campaigns, seminars, street plays and surveys on social, medical, legal and environmental issues through NSS, NCC YRC and RRC to facilitate knowledge sharing and lend a helping hand to the community.

- The activities of the Women's Cell, Differently-abled Students' Cell and International Students' Cell generate awareness amongst students and staff on crucial issues pertaining to the specific groups, and facilitate an atmosphere of bonhomie and equality.

Such initiatives by the college help promote social justice and good citizenship in students and staff.

7.3 Stakeholder Relationships

7.3.11 How does the institution involve all its stake holders in planning, implementation and evaluation of the academic programmes?

The college involves its stakeholders in the planning, implementation and evaluation of its academic programmes to the extent possible to facilitate the overall progress of the institution.

- The **Management** takes policy decisions and frames regulations that get implemented in the institution. The Management also takes recommendations from the Head of the Institution in important matters related to the delivery of academic programmes.

- **Advisory Boards** comprising Principal, Vice Principal, Academic and Industry experts and respective Heads of Departments provide valuable suggestions pertaining to curriculum enhancement through appropriate certificate courses, internships, projects, and research activities that facilitate better placement and higher education opportunities.

- **Industry** personnel form a crucial part of the planning, implementation and evaluation process of programmes offered by the college. The expertise of the personnel, drawn from different fields, is sought to garner information on latest trends in the job market, academic programmes in current demand that can be initiated, add on courses to supplement existing programmes and to receive information on placement opportunities, facilitate ties with industries for training, placement and internship/ project opportunities.

- **Parents** are involved through interactions at Parent Teacher Meetings to obtain inputs regarding effectiveness of academic programmes and measures for improvement.

- **Alumni** provide valuable feedback regarding the programme that includes relevance of curriculum, depth of course content, significance of project work and internships and placement scenario in respective disciplines.

- **Students** are involved in the implementation and evaluation process of academic programmes. Students give Feedback on effectiveness of teaching through Online Feedback System. They also provide direct feedback to their teachers periodically and

use the Suggestion Box, Exam Redressal Cell and Feedback Form to share concerns regarding the same.

7.3.2 How does the institution develop new programmes to create an overall climate conducive to learning?

New programmes are introduced in the college at three levels:

- Evaluation of Student Need
- Implementation of Innovative Practices
- Assessment of Performance

At all three levels programmes are structured in a manner that improves participatory learning, peer-teaching and extended continuous learning, thereby creating an atmosphere conducive to learning.

7.3.3 *What are the key factors that attract students and stakeholders to the institution and result in stakeholder satisfaction?*

- **Holistic Education**
  - The value based holistic education through its regular programmes, numerous co-curricular, extra-curricular and certificate courses draws students to an education in the college.
  - The strong value system of personal, social and ethical standards promoted by the institution and its inclination to cater to disadvantaged communities has earned it a reputation among the student-parent community.
  - The standard of discipline instilled in students of the college attracts parents who desire to inculcate the same in their wards.
- **Courses Offered**

- The programmes offered by the institution are a big draw as they cater to students' needs, are vocation-based and meet market demands thus facilitating employment opportunities.

- In addition, the Choice Based Credit System implemented by the University of Madras, skill-based electives and language options serve to attract the student community to the college.

Training and Placement Opportunities

- The extensive efforts of the Training and Placement Cell to train final year students for interviews, group discussions and aptitude tests, and find suitable placements make the college an attractive option for the student community.

- The strong Industry Institution interface that draws companies to regularly recruit students from the institution also attracts the student community.

Alumni Support

- The strong alumni base of the college help spread awareness of the college and its programmes.

- Alumni who are placed in reputed organizations act as ambassadors carrying the flag of Alpha in their respective organizations.

- The constant rapport with Alumni by the authorities and staff drive the alumni to contribute to the development of the institution.

Transportation

- The Transportation facility offered by the college draws students from other parts.

Infrastructure, Fee

- The infrastructure of the college - well equipped labs, spacious and well-lit classrooms, library, canteen and extensive ground cover for sports and cultural activities - are a major attraction to potential candidates.

- The moderate fee charged by the institution, scholarships for deserving candidates, and fee payment in installments make the college a viable option for parents and their wards.

7.3.3 How does the institution elicit the cooperation from all stakeholders to ensure overall development of the students, considering the curricular and co-curricular activities, research, community orientation and the personal/spiritual development of the students?

Management

- The Management supports the Principal and Vice Principal in all matters pertaining to the College both academics and administration.

- It takes top level policy decisions and frames regulations that get implemented in the institution.

- The CEO meets the Principal and Vice Principal fortnightly to discuss, and review the various curricular co and extracurricular activities in the College.

- Major issues with regard to students, faculty, hostel and University are also discussed.

Principal

- The Principal keeps the Management informed of all the decisions being taken with regard to academics and administration.

- The Management also takes recommendations from the Head of the Institution in important matters related to staff requirement, staff appraisal and acts appropriately.

Vice Principal

- Vice Principal shares the responsibilities of administration and Academics for the smooth conduct of the College affairs.
- The CEO, Principal and Vice Principal work as a cohesive body for the overall development of students.

Advisory Board

- The college elicits co-operation of academic and industry experts by appointing them as Board Members and inviting them for events in the college.
- This helps the college benefit from their expertise in curricular, co-curricular and research areas, and in the planning and implementation of the same.

Industry

- Industry personnel help in providing valuable information regarding current trends in the academic scenario and the job market and suggest courses for curriculum enhancement.
- They assist in providing training and placement opportunities for students.
- Industry personnel also create vistas for projects and internships for students.

Parents

The College ensures adequate interaction with parents through Orientation Programmes, Parent-Teacher meetings and other occasions in the college. Feedback and suggestions obtained from them help in ensuring overall development of the students.

Alumni

- The college maintains contact with the alumni, and invites them for interactive sessions to the college. Alumni provide valuable feedback on curriculum, co-curricular and extra-curricular activities, campus life and infrastructure.
- They are invited for **Tech Talks** by the Departments.

- ➢ Serve as facilitators, help with placements, extend financial help for students and support college initiatives.

- **Students**

  - ✓ Regular interaction during General Assembly and Student Forum meetings provide opportunities for information-sharing and value enhancement in the above areas.

  - ✓ Students are actively involved in organizing co-curricular and extra-curricular activities, general assembly and community orientation programmes.

- **Staff**

Cooperation from staff is elicited in the following areas:

  - ✓ Staff are involved in all initiatives related to curriculum planning, implementation and evaluation.

  - ✓ They are given freedom to pursue innovative teaching methods that contribute to student development.

  - ✓ They play an active part in organizing co-curricular and extra-curricular activities.

  - ✓ Staff also contribute to the personal and spiritual development of students through value education, mentoring and counseling, and conduct of assembly programmes.

7.3.4 How do you anticipate public concerns in your current and future programme offerings and operations?

- The college interacts with students, parents, staff and experts at regular intervals to obtain suggestions/ feedback and gauge concerns in current programmes vis-à-vis course relevance, certificate/ diploma programmes and placement scenario.

- The college anticipates public concern in future programmes by studying emerging trends and demand ratio in higher education, analyzing the job market and interacting with stakeholders.

7.3.5 How does the institution promote social responsibilities and citizenship roles among the students? Does it have any exclusive programme for the same?

The College encourages the spirit of social responsibility and promotes citizenship roles in its students. All activities in the institution are oriented towards the realization of the same.

Programmes that promote social responsibility and citizenship roles:

- NSS
- NCC
- YRC
- RRC

Activities organized by the groups include:

- Awareness programmes on social, medical and environmental issues.
- Visits to Homes for the destitute, aged, orphans, and the differently-abled.
- Knowledge-dissemination through seminars and street plays on Legal issues and the Right to Information.
- Tree planting in and around the city to emphasize the need to save Planet Earth and reduce Global Warming.
- Adoption of a school in the vicinity, catering to students' academic needs, setting up of Computer Centre and Library in collaboration with WNS at adopted school, creating awareness in parents on Balanced Diet.
- Adult Education Programme for supporting staff in the college. Blood Grouping for the same to impart vital personal information.
- Screening of documentaries on environmental issues as part of Environmental Studies.
- Consciousness-raising on crucial issues pertaining to the differently-abled, women, and other groups through activities of the Cells.
- Celebration/ observance of important national and international events like Independence Day, Republic Day, Women's Day to instill the spirit of patriotism and social responsibility.

In all its activities the college adheres to its *Vision* of instilling *core human values* in its students who would *serve humanity and* contribute to *global and national development*.

7.3.6 What are the institutional efforts to bring in community orientation in its activities?

The institution, through the activities of the NSS, NCC, YRC and RRC, reaches out to the community and provides orientation on several key issues such as health, hygiene and pollution to name just few.

The following are some of the activities carried out by the institution to involve the community, share knowledge and create awareness on vital concerns:

- Hand Washing Day – to generate awareness on the need for hand washing.
- Synergy – Exhibits models and conducts competitions for high school students, provides a glimpse into college life, the courses offered, facilities and infrastructure in the campus.
- Survey on water-borne diseases – to kindle awareness on the need
- Adult Education - for helping staff – tutoring in math calculation and writing in English
- School Adoption - to serve students from less privileged sections.
- Tree Planting – to emphasize the need for green cover and the benefits of the same.
- Anti-Tobacco Rally

7.3.7 How does your institution actively support and strengthen the neighborhood communities? How do you identify community needs and determine areas of emphasis for organizational involvement and support?

The institution actively supports and strengthens the neighborhood community through activities that contribute to its welfare and progress. It supports the community through several welfare measures such as the following:

- Adoption of Local Village
- Adoption of School
- Surveys on Key Areas
- Contribution to laying of Road

Based on interaction with members of the community, the college identifies its needs, prioritizes the same and offers support in areas where it can contribute its best. Such interactions have resulted in institutional involvement and contribution to the development of the locality in which it is situated.

7.3.8 How do the faculty and students contribute in these activities?

Staff and students contribute their mite to the uplift of the neighborhood.

- Adoption of local village – NSS students conduct awareness campaigns and rallies to highlight issues of social, medical and environmental importance. They plant saplings to provide green cover, conduct surveys on needs of the community and water-borne diseases.

- Adoption of School – Volunteers coach school students on difficult subjects, organize seminars for parents on dietary matters, have assisted in setting up a computer centre and library in collaboration with WNS.

- Laying of Roads – The Management has contributed to the laying of roads in its vicinity.

7.3.9 Describe how your institution determines student satisfaction, relative to academic benchmarks? Do you update the approach in view of the current and future educational needs and challenges?

The college determines student satisfaction through feedback on academics and college life. In accordance with inputs received, the college implements the suggestions made and ensures student satisfaction.

- Feedback on Curriculum provides information on student satisfaction with regard to course content, theory and practical papers, lab work, projects, internships and certificate courses.

- Teacher evaluation by students is done online by students and is confidential. It provides feedback on teaching, competency in the subject, portion completion and communication skills.

- Feedback is also obtained to determine student satisfaction with campus life, amenities and infrastructure and Placement activities.

- Mentors encourage wards to voice their concerns and use the information to enhance teaching-learning and evaluation as well as other aspects of academic life.

- Alumni contribute vital suggestions on curriculum, campus and placement.

- Inputs received from students through the Exam Redressal Cell helps the institution address issues regarding evaluation and improve student satisfaction with the quality of education imparted.

- Feedback through the Suggestion Box in the college is addressed promptly to help provide students a favourable learning atmosphere.

The college periodically updates its approach to cater to current and future educational needs and challenges. The following measures were initiated to address current educational challenges:

- Research Centre
- Exam Redressal Cell
- Language Laboratory
- Mentor-Ward System
- Counselor
- Updating Software
- Certificate Course in Spoken English
- Inviting subject experts for Tech Talks

- Placement Training for Students

7.3.10 How do you build relationships?

- ***To attract and retain students***
- ***To enhance students performance and***
- ***To meet their expectations of learning***

- **Building Relationships**

- To attract and retain students:

The college, specifically the staff, establishes rapport with students to enhance their comfort level, encourages them to share concerns and helps them resolve the same. In this regard, staff also play the role of mentor to help students discuss, analyze and overcome problems in personal or academic matters. The presence of a student counselor facilitates access to professional support when needed. In addition, students from economically weaker sections are granted scholarships or concession in fee. The institution presents a student friendly environment that meets their learning expectations. Special care is taken to help foreign and NRI students adapt to college life in Chennai. In this regard, the NRI Cell makes efforts to facilitate a smooth transition of students from such backgrounds.

- To enhance student performance:

The staff of the college help students to realize their potential and encourage them to enhance their performance. In addition to the regular classroom teaching, staff extend academic support to enhance student performance through certificate courses, supplementary coaching and provision of previous years' question papers, question banks and remedial classes. They encourage students to enrich their knowledge through reference in the library, participation in competitions and presentations of papers.

- To meet expectations of learning:

Faculty cater to students' learning expectations by adopting the interactive teaching method, organizing field trips and seminars, and facilitating project work and internships. They

ensure that class room learning is meaningful by supplementing it with information on recent trends, group discussions, debates and quiz.

7.3.11 What is your complaint management process? How do you ensure that these complaints are resolved promptly and effectively? How are complaints aggregated and analyzed for use in the improvement of the organizations, and for better stakeholder relationship and satisfaction?

- **Complaint Management Process**

  The college has in place the following mechanisms to receive and address complaints from students:

  - The Principal is accessible to all in the campus.
  - Suggestion Box – placed strategically to facilitate easy access. Complaints or petitions received are resolved by the Principal, Vice Principal and the Management in an amicable manner.
  - Exam Redressal Cell – resolves issues regarding internal evaluation. Students fill up a form or submit complaints online at alphaexamredressal@gmail.com and receive prompt response from Cell members.
  - Differently-abled Students' Cell – addresses problems related to the group.
  - Women's Cell – receives and resolves grievances from women students
  - International Students' Cell – addresses queries, concerns and problems faced by International students in the campus.
  - Students also present their grievances to the respective Head of the Department or Mentor.
  - Complaints from parents during Parent-Teacher meetings are addressed promptly and suitable action is taken to remedy the same.

Two Staff members are in charge of each cell. They receive complaints or petitions, resolve them at the earliest. The Principal is notified of the same and discussions carried out with them. Grievances are resolved in a just and amicable manner. Prompt redressal of complaints and necessary solutions implemented make teaching-learning in the college a highly satisfying one.

C. Evaluative Report of the Departments

Department of Electronics and Communication Science

The Department established in 1996, the year of establishment of the college, offers a three year undergraduate degree programme in Electronics and Communication Science. The programme, designed to prepare students in the discipline of electronics technology, communications protocol, signal processing and the design and development of control systems was introduced to meet student and industry demands for a degree programme that offers career and vocational opportunities.

The department has a team of qualified faculty with M. Phil as the minimum qualification. The Head of the department has completed his Ph. D. and possesses SLET qualification. He was also a member of the Academic Council of the University of Madras for one term. He was one of the invitees to the International Visitor Leadership Programme (IVLP) organized by the Bureau of Educational and Cultural Affairs, US Development of State, October 2008 in the United States of America. One member of staff has registered for Ph.D. at the University of Madras and also serves as member of the Academic Board of Studies and as Subject Expert for Staff Selection, University of Madras. Staff also serve as examiners and question paper setters for other Universities and autonomous colleges. They periodically participate in and present papers at seminars and faculty development programmes.

The department has a well-equipped laboratory with adequate instruments, a reference library and teaching aids like LCD projector, OHP and Computer with internet facility, as a means to make teaching-learning effective. Students are also encouraged to use these resources to improve their presentation skills.

The Choice Based Credit System and revised syllabus introduced by the University was implemented by the department in 2008. Recognizing the demands of the job market and the requirements of higher education, the department conducts Certificate courses in Mobile Servicing and PCB Designing that equip them with an alternate career option. Projects, Field Trips and Real Time Training by leading industries like Defense Electronics and Integral Coach

Factory, to name just two, are organized to provide industry exposure and supplement theoretical knowledge with practical experience.

Students admitted into the department are from varied socio-economic and educational backgrounds and hence care is taken to ensure that learners' needs are identified and met through appropriate teaching methodologies and supplementary techniques. Profile tests are conducted at the time of entry to determine students' strength in core subjects and language. A database of each student is maintained by the department that details students' academic performance, achievements, family background and financial status, which enable staff to monitor students' performance during the 3-year period. Extra effort is taken to extend financial support to students from economically weaker sections of the society.

Based on the results of the Profile test, bridge courses are organized for students in English and Mathematics. Personal mentoring and counseling sessions organized for two hours per week, yield positive results and bring down student dropout rates. Based on performance in internal assessment, the department also organizes remedial programmes in each subject for weak students. Parents are regularly informed about the progress of their wards.

Students of the department have won University Ranks right from the year of its inception. They have also secured the First Rank successively for several years. In addition, the Department has maintained the overall pass percentage close to 100. Students have brought laurels to the department through prizes won at prestigious national and international competitions. They also participate in departmental activities and contribute significantly to the compilation of the departmental journal, newsletter and college magazine.

Alumni of the department are placed in some of India's leading industries, others pursue higher studies in India and abroad, and yet others are involved in research. In the past two years, all students of the department who appeared for placement interviews were successful.

The Department organizes Guest Lectures, Inter Collegiate Competitions and State Level Symposia periodically. Every year, it also releases "Quest", a journal that highlights current trends and innovations in the field of Electronics and Communication Science and has recently initiated the release of a Newsletter that chronicles the activities of its departmental club

"Logica". The department plans to upgrade itself to a Postgraduate department. It also aims to provide training for its students in organizations such as ISRO, Port Trust, Doordarshan and IGCAR. Basic research work in areas like Communication and Microprocessor are to be pursued.

Department of Computer Science

The Department of Computer Science was started in 1997, recognizing the growing demand for courses in Computer Studies and is specially designed for students looking for a career in computers. It offers a 3 year programme in Computer Science at the Undergraduate level for students interested in pursuing higher studies in M.Sc. or MCA or in taking up jobs as trainee programmers. The department has qualified staff members who teach specialized areas like Web Technology, Database Management Systems, Java, Data Mining and Networks.

The Choice Based Credit System and the accompanying revised syllabus were introduced in the year 2007. The department is well equipped with a spacious and well maintained laboratory having around 60 computers. It also has modern amenities like OHP, LCD projector and internet facility that enhance the teaching-learning process. It is has a reference library for use by staff and students.

Faculty keep abreast of latest trends by attending conferences at National and International levels. One member of staff plays serves as member of the Examination Cell and Discipline Committee of the College. Faculty members serve as mentors for students and are also on various committees of the College. One faculty serves as question paper setter for other universities and also internal and external examiner for practical and theory exams of the University of Madras.

A majority of students hail from Tamil Nadu while a small group of students are from outside the state and a few from outside the country. The Department maintains a database of all its students in terms of personal, socio-economic details, and entry-level academic performance and students are monitored throughout the 3 years of their stay in the Institution. In case of financial need on the part of students, the department extends help either in the form of scholarships, extension of time limit for fee payment, and in certain rare cases of extreme

financial distress, the student is supported by the Alumni of the department. Personal mentoring by staff and effective remedial programme for under achievers ensures in motivating students to improve themselves and in reducing dropout rate.

To keep pace with the demands of the Industry, the Department offers certificate courses like Data Warehousing, C++ and Trouble Shooting to improve the employability of students. These measures have reaped rewards as students have been recruited in MNCs like Dell, TCS, CTS and Amazon to name a few. Students of the department have secured distinctions and ranks in the university examinations.

Staff make use of every opportunity to upgrade themselves and attend faculty development programmes and National/ International seminars. The department has helped organize a National Level Faculty Development Programme "Teaching Software Engineering through CASE(S)" [29-30 April 2010] and a State Level Faculty Orientation Programme "Problem Solving in Data Mining" [12 February 2011.

The department's plans for the future include conducting a national seminar, inter-collegiate and intra-collegiate meets, and organizing more Guest lectures and industrial visits to reputed IT firms.

Department of Information Systems Management

The Department set up in the year 2001, offers a three year Under Graduate degree programme in Information Systems Management. This programme was introduced to cater to student and industry demands as it offers a combined focus on conceptual, technical and business skills that lead to a career which helps determine and implement the technological needs of a company. The Department has a well-equipped computer laboratory, reference library and teaching aids like LCD and OHP to make teaching-learning effective and interesting.

The department has an adequate team of qualified and competent faculty who provide an enriched teaching-learning atmosphere. Faculty teach specialized subjects like Marketing Management, HR, Financial Accounting and Visual Basic. One member of staff serves in various capacities as member on the Board of Studies, panel member and subject expert for

approval of lecturers, convener and member of inspection commission for colleges, chief of central valuation for BBA Examination by the University of Madras. Faculty participate in seminars, workshops, faculty development programmes and refresher courses, and present papers at international conferences to stay abreast with recent trends in the field.

Students admitted into the department are from diverse scholastic and socio-economic backgrounds. Hence care is taken to identify students' academic needs through a Profile test conducted at entry level to determine strengths and weaknesses and provide appropriate teaching assistance. Slow learners are given individual attention and extra coaching in specific subjects through the Remedial programme. Study materials prepared by staff are provided to facilitate easy comprehension. Advanced learners are given additional training and counseling to help them secure University ranks. Faculty make available previous years' questions papers of and Question banks prepared by them to enhance performance in examinations. Periodical tests are also conducted to evaluate the performance of the students.

The department follows the revised syllabus and Choice Based Credit System implemented by the University of Madras. Subjects like Soft Skills, Value Education and Environmental Studies were introduced to instill social, moral values and environmental consciousness in students. The Department conducts Certificate courses on TALLY ERP 9 in collaboration with Genesis, Chennai as value addition to the curriculum offered. Teaching-learning techniques employed by faculty of the department include lectures, interactive means and seminars. Teaching aids are employed to supplement the traditional teaching methodology. Assignments, Seminars and Project work are assigned as part of the curriculum. Field trips are organized to industries to provide firsthand experience of real work environment in addition to the theoretical input.

Regular PTA meeting are held to communicate students' performance to parents. As part of the Mentor-Ward system every faculty is involved in providing academic and personal counseling to wards, whenever the need arises. This also serves to bring down the dropout rates and boosts pass percentage amongst students. Along with the pursuit of regular academic activities, students also participate in co-curricular and extra-curricular programmes. Participation in department and inter collegiate activities are encouraged to enrich the campus

life of students. They are also involved in compiling the Department journal and college magazine.

Career guidance and personal counseling are particularly supportive aspects of the Department. Alumni hold prominent positions in industry, pursue higher education or have taken up entrepreneurial ventures.

The Department proposes to conduct State Level and International conferences on Management related topics. It also plans to institute Endowment scholarships for deserving students.

Department of Commerce

The Department of Commerce established in the year 1996 offers a 3 year Undergraduate programme with a team of 8 qualified staff who specialize in key areas like Indian and Business Economics, Cost and Management Accounting, Banking Theory, Law and Practice, Entrepreneurial Development and Business Communication, to name a few. One member of staff is an NCC officer with the rank of lieutenant and also holds the post of member, Academic Council, University of Madras. Two faculty possess NET qualification of whom one has also qualified for JRF. A majority of Staff serve as question paper setters for Autonomous Colleges and central evaluation members for the University of Madras.

While the traditional chalk and Board method is followed, staff also employ teaching aids such as OHP, LCD and the Internet whenever possible to engage students' attention and make classroom learning effective. The departmental library is an asset for reference to staff members and houses an increasing number of reference material. Students are encouraged to make presentations, seminars and projects with the help of the computer. In order to keep pace with advancement in technology, staff use the computer in all administrative work like maintenance and submission of attendance, internal mark entry, submission of question papers and result analysis.

The curriculum was last revised in 2009 and the Department in a bid to enhance the existing curriculum introduced a certificate course on TALLY, and electives like Principles of

Insurance and Retail Marketing. These measures have paid rich rewards and most of the students have been recruited in firms like Ajuba, Southerland, HP, Allsec to name a few. Industrial Visits and Field Trips provide the much needed exposure to the Industry and help students in their career choices.

Students of the department come from different social, economic and linguistic backgrounds in India and abroad. They include professional volley-ball players, exempted from fee payment, who serve as Sports Ambassadors for the College. The department monitors students' performance, records personal, socio-economic and academic details over the three years and regularly updates the same. The department provides financial assistance to deserving students when the need arises or recommends extension of date for fee payment. Remedial classes and personal coaching have ensured that the success rate is constantly on the rise and helps in reducing the dropout rate of students.

Students participate in departmental, intra-collegiate and inter-collegiate competitions and seminars and win laurels for the Institution. A majority of the Staff attends seminars and conferences to constantly update and upgrade subject knowledge.

The Department plans to upgrade to a Post Graduate department. It proposes to organize national seminars on Stock Exchange and Foreign Trade. Field visits to manufacturing units of reputed industries are also planned for the up-coming year.

Department of Computer Applications and Post Graduate Department of Information Technology

The department of Computer Applications was established in the year 2000, with the objective to enhance employment opportunities in the IT sector. The department offers a 2-year post graduate programme in Information Technology since 2001. Faculty teach specialized areas like Software Engineering, Java Programming, Computer Graphics, Multimedia Systems, Data Structures and Algorithms, Programming in C/++ and Digital Logic. One member of staff serves as question paper setter and examiner for autonomous colleges and University.

Faculty participate in faculty development and orientation programmes, seminars and workshops to gain knowledge of new systems and software tools and to keep pace with advances in technology. One staff of the department has presented papers at national, international levels and has also authored a book titled “Multimedia Applications – A Practical Approach” published by Today publications, Chennai.

The department has a well-equipped laboratory housing around 100 computers and adequate infrastructure to support students’ lab work. The Department also has a reference library for the benefit of staff and students. Traditional teaching is supplemented with Over Head Projector and LCD.

The University of Madras upgrades the academic syllabi to keep pace with changing trends in the field of Computer Applications and Information Technology. Besides the regular classes and seminars, students carry out projects in leading industries/institutions as a part of their curriculum. Students of the Department have completed projects in reputed companies using recent technology and programming languages like ASP.NET, C# tech, J2ME and PHP.

The Department has an active association, “Pace Club” which periodically organizes inter-departmental competitions, Tech-Talk by eminent personalities from the IT sector and also cultural activities. The department extends support to its students to acquire confidence, leadership and communication skills and also helps them through counseling and mentoring in dealing with academic and personal problems.

Two students of the department represented the SIFE winning team at the international competition in Germany, one of whom also led the Students’ Forum during the academic year 2010- 2011, as College President. The department compiles and releases its journal BITS & BYTES annually which enables the student community to hone its creative skills. The department organizes faculty development and orientation programmes on topics such as Software Engineering and Problem Solving in Data Mining for the benefit of the staff community. Alumni are placed in reputed multinational firms like TCS, CTS, KEAN, DELL, CSS CORP., and SUTHERLAND. The department aspires to upgrade to the masters level (MCA) and begin a research wing.

Post Graduate Department of Biotechnology

The department started in the year 2001 as a postgraduate department introduced a 3-year undergraduate programme in the year 2004. The programmes were introduced to cater to the demands of the industry and research hubs that recognized the need for trained biotechnologists. Biotechnology ranked second as a growth sector offers tremendous employment potential. The eligibility criteria is a science for UG programme and UG in Life Sciences for PG programme.

The department has a team of well-qualified staff who teach specialized fields of study like Genetics, Molecular Biology, Pharmaceutical Biotechnology, Tissue Engineering and Nanotechnology. They serve as question paper setters, evaluators and examiners in various universities and autonomous colleges. Three staff are in the process of completing of their Ph. D. Faculty publish papers in reputed journals, participate in conferences and attend faculty development programmes.

The laboratory is equipped with sophisticated instruments to substantiate theoretical concepts with experimental evidence and carry out research. The department has a reference library for use by staff and students and a computer with access to the Web. Teaching is made effective through multimedia materials using power point presentations. Study tours are organized annually to help students gain practical experience of classroom learning.

The department follows the syllabus prescribed by the University of Madras under the CBCS pattern. Changes in curriculum initiated by the affiliating university are promptly implemented. Students of the department have brought laurels to the college by securing 4 university ranks in the last two years. A majority of the post graduate students subsequently pursue their doctoral programme, and work as research fellows in academic institutions or industry, while several others hold influential positions in reputed industries like Sigma Aldrich and Arabhindho Pharmaceuticals.

Curriculum delivery takes place in an atmosphere of research where the major thrust areas of student projects include herbal medicine, sea weed research and utility of microbes in effluent degradation. Research development activities like hands-on-training in molecular

techniques is supported by a grant from an agency of the Government of Tamil Nadu, Tamil Nadu State Council for Science and Technology (TNSCST).

The department organizes workshops and seminars by eminent scientists to benefit faculty. The department interacts at the national/ international level with visiting faculty, research trainees and summer research fellows at CLRI and like Ohlone University, USA. Alumnae have strong association with their Alma Mater and frequently visit the department to encourage their juniors. The Department aims to augment its research activities.

Department of Visual Communication

The Department started in the year 2005 offers a 3-year under graduate programme in Visual Communication. It has qualified staff who teach specialized fields like Drawing and Graphic Designing, Photography and Videography, Advertising and Communication, Multimedia and Television Production. With experience and exposure in related fields, staff prepare students in Production, Documentary and Advertisement and Films. They periodically attend workshops and seminars and also present papers at national and international conferences to update themselves. They also offer their services to other colleges in conducting external practical examinations, valuation and setting of question papers.

Students of the department make maximum use of learning resources available. A well furnished audio-visual laboratory and other facilities, equipments like a range of cameras, editing studio and dark room are set up with the focus and emphasis on areas as Advertisement, Film Production, Documentary Films, Video Editing and Graphic Design. Laboratories like Analog and Digital Laboratories, Electronic Communication, Microwave Electronics, Micro-Processor and Micro-Controller and Fiber Optics Communications Laboratory help students gain practical exposure. Seminars, Industrial Visits and Guest Lectures are organized on a regular basis to enhance the teaching-learning experience.

The Department follows the CBCS pattern and syllabus of the University of Madras. The syllabi of the III and IV Semester were restructured by the University in the year 2010 with the aim of making it more suitable for employment. Certificate courses in Photoshop, Projects in Television Production, Training Programmes in Final Cut Pro (FCP) by Media Links to name a

few are some of the academic supplements given to students to bridge the gap between degree and industry.

Students of the department hail from varied socio-economic and linguistic backgrounds. Most of them are from lower middle class families with very little exposure to the English Language. However continued evaluation and coaching helps students improve in the subject. Mentor-Ward meetings are held regularly and a complete database of students is maintained. Staff who serve as mentors counsel students to help them focus on academics and overcome challenges. The department also conducts remedial programmes to help slow learners overcome deficiencies and improve their overall performance. The department updates students about seminars and job opportunities, and training in personality development and communication skills.

The department maintains an overall pass percentage of 98%. Students have excelled at the state level in various cultural activities, and in Web Designing. They have also contributed significantly in bringing out the Department Journal 'Chuvadu', and Newsletter 'Mediawings.' The Department conducts competitions at the inter-college and intra-department level regularly. An annual exhibition is organized in prominent venues like the Lalit Kala Academy to expose the creative talents of students. 90% of the students are placed in well established industries in the field of Advertising, Television Channels, Film Industry and Animation. The rest take up higher education in related fields. Future plans of the department include upgrading to higher technology and introduction of post graduate programme.

Department of Business Administration

The Department of Business Administration was established in the year 2007 to meet the demands of the student community for management programmes and with the objective of producing competent managers for the industry. The programme introduces and exposes students to industry-specified management functions that enable them to get attuned to the expectations of corporate culture. The Department is equipped with spacious classrooms, reference library, and computer with internet facility to make teaching-learning effective. Students are also encouraged to use these resources to widen their knowledge and to improve their presentation skills.

The Department has a team of qualified faculty, two of whom have registered for Ph.D. Staff offer their services as chief/ external examiners and set question papers for other colleges. They attend Faculty Development Programmes periodically to update in current trends in the subject and enhance teaching competencies.

Students admitted to the department are from varied ethnic, linguistic, economic and educational backgrounds, from within India and abroad. The department conducts a Profile test at the commencement of the regular programme to identify competency in core and allied subjects, and language proficiency. Based on test results, students are provided adequate coaching in weak areas or trained to improve strengths. Remedial coaching is given to slow learners. Academically proficient students are trained to enable them to excel in the subject.

The Department follows the revised syllabus and Choice Based Credit System introduced by the University of Madras. Environmental Studies, Personality Development and Soft Skills are some of the subjects made compulsory with a view to improve personality traits and societal attitudes. To add value to the curriculum offered, the Department conducts Certificate courses on TALLY ERP 9 in collaboration with Genesis, Chennai. Faculty adopt modern teaching methodologies and tools to enhance curriculum delivery. Projects, case studies, power point presentations, workshops and educational tours form an integral part of teaching-learning. Students are assessed through CIAs, assignments, tests and quiz, and are encouraged to make presentations through seminars and projects to improve their professional skills. The Department emphasizes on co-curricular and extra-curricular activities to foster their creative abilities and for all-round development of students. Students actively contribute to the compilation of the department journal.

Faculty of the department serve as mentors, who provide guidance regarding curriculum and campus life. Mentors maintain a database that gives a detailed account of students' academic performance, achievements, family background and financial status. Faculty also serve as counselors to students to address issues related to academics or personal life as a measure to boost confidence and bring down dropout rates. Regular PTA meetings are held to communicate the progress of students to their parents. The department secured an overall pass percentage of 88% in the year 2010.

The department collaborates with reputed industries and organizations to facilitate internship training and industrial visits. Several alumni of the department have secured placements in reputed organizations while some have opted for higher studies.

The Department aims to conduct seminars/workshops at the National level. The department also plans to enhance contacts with reputed organizations to facilitate students' internships, projects and placements.

Department of Biochemistry

The department, established in 1996, offers a 3-year under graduate programme in Biochemistry. Faculty teach specialized fields of biochemistry like cell biology, nutritional chemistry, genetics, immunology and human physiology. Staff are also involved in setting question papers for autonomous colleges and serving as examiners for university practical examinations. One member of staff serves as Chief Superintendent for theoretical exams and IDE conducted by University of Madras.

Department of Mathematics

The Department was established in the year 1996 and offers Mathematics as allied subject to students of disciplines like B.Sc. Computer Science, BCA and B. Com. It provides grounding in areas of mathematics and statistics chosen from a range of topics relevant to economics, finance and applications of Computer Languages. The year 2008 saw the introduction of the CBCS and new syllabus, which requires students to submit a project with a practical paper at the end of the course. The Department is equipped with a Library for reference by both staff and students.

Faculty of the department are qualified and have M. Phil as their highest degree. The head of the department serves as the NCC officer of the College and was conferred the rank of Lieutenant in 2009 and the Contingent Commander for TSC/IGC, 2010. He has completed his masters in Engineering and Technology and is also pursuing his doctoral degree. While one member of staff has published an article in an international journal, another staff has authored a textbook in Mathematics for school children under the Samachir Kalvi Thittam.

Faculty serve as mentors to students of other departments and are members of various committees in the college. A majority of staff are question paper setters and evaluators to the University of Madras. Staff also serve as co-editors of "QUEST", the interdepartmental journal compiled by the departments of Mathematics and Electronics and Communication. Faculty attend and present papers at seminars and paper presentations. In 2010-11 the department jointly organized a 2 week Quality Improvement Programme in Mathematics, in association with the Institute of Mathematical Sciences, Taramani and the Federation of Mathematical Clubs in Tamil Nadu.

While the traditional board and chalk method is still followed, staff take every step to make the subject as interesting as possible by the use of OHPs and presentations. They also conduct bridge courses for students from non-math background at the Higher Secondary level. Faculty offer remedial classes for weak students and personalized coaching to under achievers. By organizing events like Math week and Math games during birthday celebrations of the famous mathematician, Shri. Ramanujam, the department helps in giving the young generation a strong foundation in Mathematics.

The Department intends to become a major discipline and the college has applied to the University of Madras for the same. The Department also plans to establish a mathematics lab to give students a better understanding of the subject.

Department of Languages

The Department of Languages has been in existence since the inception of the College and comprises two Indian languages – Tamil and Hindi, and two Foreign Languages – English and French. Staff of the department teach languages under Part I, II and IV of the curriculum prescribed by the University of Madras.

The department has a team of qualified Faculty with adequate experience in teaching. Two staff have served as Staff Secretary in the college during different periods and one staff dons the role of NSS coordinator. Two members of staff have submitted their Ph.D. theses and await viva voce` while one staff has registered for the same at the University of Madras. Three staff from the departments of Tamil, English and French respectively possess SLST / SLET/ NET/ qualification. One member of staff attended a workshop for French Teachers sponsored by

CUEF at Grenoble, France and is also a member of IATF. One staff member has jointly authored a workbook for the department on Functional English and Grammar for Remedial Students.

Staff periodically participate in, present and publish research papers at Regional, State, National and International Conferences, Seminars and Workshops. Staff also serve as consultants, examiners and question paper setters for other Universities and autonomous colleges. They also function as external examiners for Soft Skills Programmes in other colleges affiliated to the University of Madras in addition to training students of the college in the same. Staff prepare question banks and notes of lessons to supplement the teaching process. Individual attention is given by staff to weak students through remedial classes and additional coaching. They also function as mentors for wards from major departments and provide academic and personal counselling.

The Choice Based Credit System and revised syllabus introduced by the University were implemented by the Department during the academic year 2008. Faculty update themselves to meet the demands of the new syllabus with innovative teaching methodologies. The department maintains a reference library for use by staff and students and has a computer with internet connection. The department of English has a language lab equipped with adequate infrastructure and software.

Students from major departments learn Tamil/Hindi/French under Part I and English under Part II and come from diverse socio-economic and educational backgrounds with varying linguistic competencies. To address gaps in learning and provide teaching assistance that caters to the needs of students the Department of English categorizes students into stream A and B. A test is conducted at students' entry in the first year and streaming is done based on their competency in the language.

Students actively participate in departmental club activities and contribute to the compilation of the college magazine. They make power point presentations, present seminars and participate in Group Discussions as part of curricular activities. Students have consistently won university ranks in Tamil, Hindi, French and English. They have also won prizes at several prestigious competitions.

Staff organize and implement initiatives that help students improve communication skills. Faculty also edit departmental journals and the college magazine. Staff of the department of English play a crucial role in training final year students for placements. They co-ordinate Group Discussions and provide training in the same to enhance students' linguistic competency and confidence levels before facing interviews. The department proposes to start an under graduate programme in Tamil and organize an international seminar on Languages. It aims to introduce a Diploma Course in Hindi, initiate computer-aided teaching in French and organize a workshop on Teaching in French. The department also proposes to conduct value-added certificate courses and workshops / FDP for students and staff in English.

D. Declaration by the Head of the Institution

I certify that that the data included in this Self-Study Report (SSR) are true to the best of my knowledge.

This SSR is prepared by the institution after internal discussions, and no part thereof has been outsourced.

I am aware that the Peer team will validate the information provided in this SSR during the peer team visit.

Signature of the Head of the institution

with seal:

Place:

Date: