

## CRITERION – III

### RESEARCH, CONSULTANCY AND EXTENSION

#### 3.1 Promotion of Research

##### 3.1.1 Does the College have a research committee to monitor and address the issues of research? If yes, what is its composition? Mention a few recommendations which have been implemented and their impact.

Yes. Quality research on the campus is ensured through a Research Committee which monitors, promotes and addresses the issues of research. The Research Committee comprising Principal, Director, Dean and two faculty members guides faculty and students towards quality research.

##### Research Committee - Functions/recommendations:

- Conscientizes faculty on norms and ethics of quality research.
- Identifies training needs of researchers.
- Encourages the faculty to register for M. Phil and PhD Programmes
- Encourages the faculty members to apply for minor research projects.
- Assists the departments to apply for grants to organize seminars
- Encourages the faculty members and students, to present research papers at State, National and International level seminars and conferences.
- Identifies emerging areas for student projects which are a part of the curriculum
- Encourages the faculty and students to conduct seminars/ workshop conferences in the college.
- To subscribe for National and International research journals.
- To encourage the faculty members in publications of their research articles in National and International journals.

##### Impact of the recommendations

- At present we have 7 PhDs, 25 M.Phils, 12 double PGs, 2 NET qualified, 5 SLET qualified. 25 faculty are currently pursuing Ph.D and 2 faculty were awarded PhD in the last five years.
- 2 Seminars – one National and one International Seminar were approved by UGC.
- NAAC sponsored Rs.75,000 for a two day National Seminar conducted on 25th and 26th September 2013.
- Faculty members of various departments have presented 62 research papers at State, and National seminars/conferences in last five years.
- The college is subscribing to 29 national journals and 22 international journals. As a part of resource sharing the institution has membership with DELNET, INFLIBNET e-consortia, and also with British Library.

##### 3.1.2 What is the policy of the College to promote research culture in the College?

Research is one of the identified strategic areas of focus. Hence the academic year 2012-2013 was declared as the year of research. The Policies of the college which encourage faculty to take up research include :

- Motivating the faculty to register for M.Phil / Ph.D
- Providing seed money, study leave and research incentives.
- Research facilities like SPSS (research facilitator software), free Internet, INFLIBNET, DEL NET, research journals.
- Flexible time table and financial assistance to attend and participate in seminars/workshops/conferences etc at the regional /state level.
- Eminent resource person are invited to conduct workshops/seminars/guest lectures on topics of research interest.
- Faculty members with Doctorate degree are encouraged to take up the role of internal guides to their peers pursuing research and publications.
- College rewards the faculty with BEST TEACHER AWARD department wise taking into consideration their contribution towards research.
- Research culture among the student body is cultivated through academic programmes which promote research aptitude. Thus a project is made a mandatory criterion for course completion. Projects are so identified that they inculcate a scientific temperament in them.
- Lecturers who play the role of project guides give the students guidelines methodology/topic/ research tools. Students are also encouraged to participate in seminars and conferences to present papers.

### 3.1.3 List details of prioritized research areas and the areas of expertise available with the College.

The areas of expertise available in the college in different departments are mentioned below.

| DEPARTMENTS        | AREAS OF EXPERTISE  |
|--------------------|---|
| English            | Drama, Indian Writing in English                              |
| Languages          | Vyaktitva – Kritisva, Dr.Mudhaganti Sujatha Reddy Kadhalu     |
| Commerce           | Internet banking ,E-Commerce, Information Technology          |
| Management         | Entrepreneurship, Macro Economics, Human Resource Management  |
| Mass Communication | Communication Research, Communication Theory, Media & Society |

### 3.1.4 What are the proactive mechanisms adopted by the College to facilitate smooth implementation of research schemes/projects?

- \* **advancing funds for sanctioned projects**
- \* **providing seed money**
- \* **autonomy to the principal investigator/coordinator for utilizing overhead charges**

- \* **timely release of grants**
- \* **timely auditing**
- \* **submission of utilization certificate to the funding authorities**

The College being self financed is not eligible for UGC funding. However the college has a pro active mechanism to promote research among its faculty

- Seed money (Rs. 10,000 to Rs. 15,000) is provided to faculty members pursuing Ph. D.
- Each faculty is sponsored for a minimum of two seminars / workshops in a year.
- The Institution provides research facilities like SPSS (research felicitation software), free Internet, INFLIBNET, DELNET, British library membership, research journals.
- Appreciation award (Cash award of Rs. 10,000), increments are given to faculty on completion of Ph.D.

### **3.1.5 How is interdisciplinary research promoted?**

- \* **Between/among different departments of the College and**
- \* **Collaboration with national/international institutes / industries.**

The college is taking initiative to promote interdisciplinary research and has introduced interdisciplinary programmes and papers for UG Students.

### **3.1.6 Enumerate the efforts of the College in attracting researchers of eminence to visit the campus and interact with teachers and students?**

The College puts in prioritized efforts in attracting researchers of eminence. They are invited to give guest lectures and plenary addresses during conferences and seminars. Eminent researchers are made part of the regulatory bodies of the college.

### **3.1.7 What percentage of faculty has utilized sabbatical leave for research activities? How has the provision contributed to the research quality and culture of the College?**

The College facilitates faculty members to pursue research by granting long leave for research purpose. A member of the Department of English was given one year leave to complete Ph.D in the year 2010. The faculty completed her research successfully and rejoined the college.

### **3.1.8 Provide details of national and international conferences organized by the College highlighting the names of eminent scientists/scholars who participated in these events.**

**4 National Seminars were organized in the last five years:**

| <b>S. No</b> | <b>Date</b>       | <b>Topic of the National Seminar</b> | <b>Eminent Persons Visited</b>             |
|--------------|-------------------|--------------------------------------|--|
| 1            | 19 December 2013. | Emerging Trends in Commerce-An Edge  | Prof. L. Venugopal Reddy, APSICHE Chairman |

|   |                     |  |  |
|---|---------------------|--|--|
|   |                     |  | Prof. G. Padmaja, Centre for Health Psychology, UoH<br>Prof. Usha, HoD Business Management, Nizam College<br>Prof. Sudhakar, Registrar<br>Sr.B.RAmbedkar Open University<br>Prof. M. Sulochana, Retd.Dean<br>Commerce, OU<br>Prof. Laxman, Commerce Dept. OU |
| 2 | 4 January, 2014     | Recent Trends In Financial Management And Financial Services                           | Prof. Dr. R.K. Mishra, Director, and IPE, Hyderabad.<br>Prof. B Krishna Reddy, Dean, Dept of Business Management OU<br>Dr.V.G.Chari, Asst. Vice – President<br>Siva Sivani Institute of Management<br>Prof. K.Kalidas, Chairman, BOS, OU                     |
| 3 | 25& 26 Sep 2012     | Role of IQAC in Sustenance & Enhancement of Quality In HEIs                            | Prof. V.S.Prasad, Former Director NAAC<br>Dr. G.Srinivas , Jt. Director UGC-SERO ,<br>Prof. S. Abhirama Krishna,<br>Director SSB   |
| 4 | 12 &13 March, 2009. | Emerging Trends in Business Management and Challenges of 21st century corporate sector | Prof T. Tirupathi Rao , Vice Chancellor<br>Osmania University, Hyderabad<br>Prof.D.N.Reddy Vice Chancellor JNTU  |

### Eminent International Persons who visited the College

| S.No | Date              | Eminent Scientist/<br>Scholar Visited   | Department | Purpose of Visit   |
|------|-------------------|---|------------|--|
| 1    | 21 Feb 2013       | Ms. Dawn Epting , CEO,<br>Excellent Service,<br>Chicago, US   | Management | Guest lecture on Fusion of Theory and Practice   |
| 2    | 16 Dec 2011       | Dr. Tony Lobo ,<br>Associate Professor<br>Swinburne University ,<br>Melbourne, Australia  | Management | Guest lecture on TRENDS IN Marketing   |
| 3    | 30 June 2010      | Prof. Baba Prasad,<br>Wharton University<br>Dr. Leela Prasad, Duke<br>University  | English    | International Cultural Exchange Programme.   |
| 4    | 30 Dec, 2011,2009 | Dr. Patrick Jaska, Chairperson<br>and Director of Business<br>Administration , University of<br>Mary Hardian Baylor Belton,<br>Texas, USA | IQAC       | Guest Lecture on Insights into Supply Chain Management , Statistical Applications for Research |

|   |                          |   |      |  |
|---|--------------------------|---|------|--|
|   |                          |   |      | Methodology  |
| 5 | 3 Aug 2012, 29 Dec, 2009 | Dr. Ravi Seethamraju, Professor University of Sydney, Australia | IQAC | International Guest lecture on Management Skills<br>Guest lecture on Research insights |

### Other Resource Persons of Eminence

| S.No | Date              | Eminent Scientist/ Scholar Visited  | Department               | Purpose of Visit  |
|------|-------------------|---|--------------------------|---|
| 1    | 14 August 2013    | Ganta Ramesh<br>Professor in Education in Kakatiya University   | IQAC                     | Guest Lecture: Educational Trends in 21 <sup>st</sup> Century                   |
| 2    | 4 Oct, 2013       | Prof.M. Vishnuvardhan Rao ,<br>Deputy Director of NIN,<br>Tarnaka, Hyderabad  | Mathematics & Statistics | Guest Lecture on Statistics   |
| 3    | 23 Nov 2013       | Dr. M. Sreenath Reddy,<br>Assistant Professor, Nizam College  | Physics & Electronics    | Guest lecture: Principles Of Quantum Mechanics- A Perspective Approach'         |
| 4    | 6 Aug, 2013       | Sunkra V Manorama,<br>Senior Principal Scientist,<br>CSIR-IICT ,Tarnaka,Hyd.  | Physics & Electronics    | Guest lecture: Nanotechnology towards Smart Materials                           |
| 5    | 25& 26 Sep 2012   | <ul style="list-style-type: none"> <li>Prof. V.S.Prasad, Former Director NAAC</li> <li>Dr. G.Srinivas , Jt. Director UGC-SERO ,</li> <li>Prof. S. Abhirama Krishna, Director SSB</li> </ul> | IQAC                     | National Seminar on Role of IQAC in sustenance & enhancement of quality In HEIs |
| 6    | 6, 7 & 8 Aug 2012 | Mr. Venkat Ramana, Director Hyderabad Institute of Management   | Commerce                 | Seminar on Goal Setting   |
| 7    | 19 July, 2012     | DR. N. Srivastav, Dy.Manager, DRDL, DRDO  | Mathematics              | Guest lecture on Applications of Differential Equations                         |
| 8    | 5 July 2012       | Dr. N. Narsimalu, Department of Physics, OU   | Physics & Electronics    | Seminar on Current Trends in Super-Conductivity and Nano-Technology             |
| 9    | 6 & 7 June 2012   | <ul style="list-style-type: none"> <li>Dr. Bernard D Sami</li> <li>Dr. Vincent Loyola College Chennai</li> </ul>  | IQAC                     | Workshop on Enhancing Quality of Education in Autonomous Colleges               |
| 10   | 27 June 2012      | Prof. Narendranath, IPE   | Management               | Induction Programme for BBA   |
| 11   | 7 July 2012       | Prof. P. Jayaprakash Rao ,  | IQAC                     | College Interface Day   |

|    |                        |   |                                     |   |
|----|------------------------|---|-------------------------------------|---|
|    |                        | Chairman APSCHE<br>Prof. P.L. Vishveswara Rao<br>Retd.OU Professor  |                                     |   |
| 12 | 22 Sep 2012            | Mr. T. Krishna Rao, Director,<br>PG Admissions, OU  | Mass<br>Communicati<br>on           | Induction Programme<br>for MCJ  |
| 13 | 12 Jan 2012            | Mr. Krishna Mohan , Principal<br>Director, National Productivity<br>Council, AP   | Management                          | Guest Lecture on Role<br>of Quantitative<br>Techniques in<br>Management Science |
| 14 | 14 Dec 2011            | Dr.Jayaprakash Narayan , IAS<br>& MLA, AP   | Computer<br>Science                 | Sagraha- IT meet  |
| 15 | 9 & 10 June,<br>2011   | Dr. Ramesh D Tagat, IIM<br>Banglore<br>& Dr. P. Narayan Reddy, Prof,<br>CBIT  | Management<br>& Commerce            | Workshop on Teaching<br>Techniques- Case<br>Methods                             |
| 16 | 26 Sep,<br>2011        | Prof. V.V. Haragopal, Head of<br>Department of Statistics, OU   | Mathematics<br>& Statistics         | Workshop on Utility of<br>SPSS Software   |
| 17 | 20 July<br>2011        | Prof. P.L.VishweshwarRao,<br>Dept.of Mass Com,OU  | Mass Comm.                          | Mass Communication<br>Studio Inauguration                                       |
| 18 | 2 July 2010            | Prof M. Sulochana, Head ,<br>Department of Commerce, OU   | Commerce                            | Workshop on New<br>Curriculum<br>In Business Economics                          |
| 19 | 22 to 25 July<br>,2010 | Prof. Tirupathi Rao,<br>V.C., OU  | Commerce                            | Workshop on New<br>Curriculum in<br>Commerce                                    |
| 20 | 4 & 5 June<br>,2010    | Prof.K.Satyanarayana,<br>Prof. V.Srinivas<br>Dr.Dorothy Roy   | Mathematics<br>&<br>Statistics      | Seminar on Conceptual<br>Insights in Mathematics<br>& Statistics                |
| 21 | 9 & 10 June<br>,2010   | M.Gopala Krishna, IAS   | IQAC                                | Faculty Orientation on<br>Team Building for<br>Teachers                         |
| 22 | 2010                   | Mr. Ajit Kumar Mahendra, Retd<br>Deputy Director, Geological<br>Survey of India   | IQAC                                | Induction Program   |
| 23 | 18 Sep 2010            | Prof.Jebamalai Vinanchi arachi,<br>Principal Advisor to the<br>Secretary of UNIDO   | Computer<br>Science &<br>Management | Guest lecture on<br>Industrial Development                                      |
| 24 | 10 Dec,<br>2010        | MLA Christine Lazarus<br>Dr.Manisha Banger  | English                             | Observation of U.N.<br>Human Rights Day   |
| 25 | 25 Feb 2010            | Mr.Solmon Arokiaraj, IAS,<br>Director APMDP<br>Prof.P.Prasad, Director, Centre<br>for Adult and Continuing<br>Education, OU | IQAC                                | Annual Day  |
|    | 3 November,            | Sri .V.V.Sanyasi Rao, Jaycees   | IQAC                                | Guest Lecture on “Goal  |

|    |                   |  |                          |   |
|----|-------------------|--|--------------------------|---|
|    | 2010              | National Trainer   |                          | Setting-An Individual Development Course                      |
| 26 | 16 September 2010 | Prof K.Purushottam Reddy, a noted environmentalist.                              | NSS                      | Awareness talk on “Ozone Layer Depletion”                     |
| 27 | 30 October, 2010  | Prof.Mohd.Masood Ahmed, Principal, Deccan School of Management                   | IQAC                     | Achieving Success in Life                                     |
| 28 | 31 Aug, 2009      | Dr.Gopu Venkatswamy, Director, BIFT  | IQAC                     | Seminar on Management Education Strategies for success        |
| 29 | 21 Aug 2009       | Mrs. Mary Kutty, Rtd.Principial Malla Reddy College of Engineering               | IQAC                     | Talk on Communication Skills                                  |
| 30 | 2009              | Dr.Rama Krishna, Rtd Director Geological Survey of India                         | IQAC                     | Guest lecture on Save yourself and save the Mother Earth      |
| 31 | 31 Jan 2009       | Mr. Kevin Potter, Ms. Marilyn M. Falkenhagen Deloitte                            | IQAC                     | Employability Skills  |
| 32 | 16, 17 Sep 2008   | Rev. Fr.Thainese, SJ ALC ,Vijayawada   | Computer Science         | Workshop on Projects  |
| 33 | 26 Aug 2008       | Dr.C.Jaya Lakshmi, OU  | Mathematics & Statistics | Guest lecture on Distribution theory and inference            |
| 34 | 2008              | Mr.Maria Soosai, Rtd.Scientist, DRDL , Hyderabad                                 | Physics & Electronics    | Seminar on Missile Development & their Operations             |
| 35 | 30 Sep 2008       | Mr.Navin Mittal, IAS, Dist Collector, Hyderabad                                  | IQAC                     | Management Event  |
| 36 | 2008              | Dr. Gopu Venkataswamy, Professor & Director, Badruka Institute of Foreign Trade. | IQAC                     | Guest Lecture on “Management Education-Strategies for Success |
| 37 | 2008              | Mr. Sam Rufus, Vice President, Operations, Deloitte                              | IQAC                     | Guest lecture: Motivational Talk                              |

### 3.1.9 Details on the College initiative in transferring/advocating the relative findings of research of the College and elsewhere to the students and the community (lab to land).

The College broadens the purpose of education by aligning student research with community development.

Students from Department of Physics and Electronics conducted lab demonstration sessions for 8<sup>th</sup> & 9<sup>th</sup> class students of a neighboring School. Our students

used Experimental set-ups, animation slides, and over head projectors to explain the theoretical concepts from high school Physics syllabus.

### 3.1.10 Give details on the faculty actively involved in research (Guiding student research, leading research projects, engaged in individual or collaborative research activity etc.)

Prof. K. Malla Reddy is the registered guide under Osmania University. He has guided 4 M.Phils and 4 Ph.Ds. He is presently guiding 4 Ph.D scholars.

## 3.2 Resource Mobilization for Research

### 3.2.1 What percentage of the total budget is earmarked for research? Give details of major heads of expenditure, financial allocation and actual utilization for last four years.

Nearly Rs.3,50,000 is earmarked as budget for research related activities which include seed money, incentives, faculty development programmes, student seminars, subscription to journals and purchase of research software.

### 3.2.2 What are the financial provisions made in the College budget for supporting student research projects?

A provision is made in the college budget for purchase and maintenance of computer resources, free internet access, updating library resources and organizing research - oriented guest lecturers / workshops.

### 3.2.3 Is there a provision in the institution to provide seed money to faculty for research? If so, what percentage of the faculty has received seed money in the last four years?

Faculty members are encouraged to pursue research with seed money given by the management. Eleven percentage of the faculty has received seed money in the last four years. The amount granted varies from Rs. 10,000 to Rs. 15,000, based on the status of research completion.

#### Faculty Members Who Received Seed Money

| S.No. | Faculty Name          | Department         | Amount In Rupees |
|-------|-----------------------|--------------------|------------------|
| 1.    | Mr.V.S.Praveen Kumar  | Management         | 10,000           |
| 2.    | Mrs.R.Anita           | Management         | 10,000           |
| 3.    | Mrs.Danam Tressa      | Management         | 10,000           |
| 4.    | Mr.Sridhar            | Physical Education | 10,000           |
| 5.    | Mrs.Mary VinayaSheela | Commerce           | 10,000           |
| 6.    | Mrs C.Savithri        | Commerce           | 15,000           |



|    |                         |          |        |
|----|-------------------------|----------|--------|
| 7. | Mr.ThirumalaRao         | Commerce | 10,000 |
| 8. | Mr Md Irfan Mohiniuddin | Arabic   | 10,000 |

**3.2.4 Are there any special efforts made by the College to encourage faculty to file for patents? If so, provide details of patents filed and enumerate the sanctioned patents.**

**None**

**3.2.5 Provide the following details of ongoing research projects:**

**None**

**3.2.6 How many departments of the College have been recognized for their research activities by national / international agencies (UGC-SAP, CAS, DST-FIST; DBT, ICSSR, ICHR, ICPR, etc.) and what is the quantum of assistance received? Mention any two significant outcomes or breakthrough due to such recognition.**

**None**

**3.2.7 List details of completed research projects undertaken by the College faculty in the last four years and mention the details of grants received for such projects (funded by Industry/National/International agencies).**

**None**

### 3.3 Research Facilities

**3.3.1 What efforts are made by the College to keep pace with the infrastructure requirements to facilitate Research? How and what strategies are evolved to meet the needs of researchers?**

Earnest and timely efforts are made by the institution to upgrade its infrastructure facilities for research. The management identifies the requirements through its consultations with the HODs and members of the research committee. The facilities include well established computer labs with updated softwares, high speed internet, extended library resources, reprography facilities and reading rooms.

The following are the strategies adopted to meet the needs of the researchers.

- Wi-Fi campus
- Upgraded desktops and laptops in all departments
- Well equipped general library/departmental libraries with e-resources
- Purchase of e-resources and print journals recommended by researchers
- Access to e-resources with desktops and laptops through intranet & free internet.
- Uninterrupted power supply to all departments

**3.3.2 Does the College have an information resource center to cater to the needs of researchers? If yes, provide details on the facility.**

The college library is the Information Resource Centre which caters to the needs of the researchers.

- E- resources - INFLIBNET , DELNET
- Free internet facility
- OPAC system
- 24,567 Volumes, 10384 Titles, 29 national journals and 22 international journals.
- Corporate membership with British Library
- 10 computers with the latest configurations

### 3.3.3 Does the College provide residential facilities (with computer and internet facilities) for research scholars and faculty?

Computer, internet and reprographic facilities are provided for the faculty who pursue research.

### 3.3.4 Does the College have a specialized research center/ workstation to address challenges of research programmes? If yes, give details.

The College does not have a research centre.

### 3.3.5 Does the College have research facilities (centre, etc.) of regional, national and international recognition/repute? Give a brief description of how these facilities are made use of by researchers from other laboratories.

The College does not have a research centre.

## 3.4 Research Publications and Awards

### 3.4.1 Highlight the major research achievements of the College through the following:

- \* major papers presented in regional, national and international conferences
- \* publication per faculty
- \* faculty serving on the editorial boards of national and international journals
- \* Faculty members on the organization committees of international conferences, recognized by reputed organizations / societies.
- \* Major papers presented in regional, national and international conferences

☞ Major papers presented in regional, national and international conferences

**International: 13, National: 48 Regional: 01**

### Major papers presented in Regional, National and International Conferences

| S.No | Date                                       | Name of the Faculty | Department | Regional/<br>National<br>International | Title   |
|------|--|---------------------|------------|--|---|
| 1    | 25 <sup>th</sup> &<br>26 <sup>th</sup> Mar | Mrs. C. Savitri     | Commerce   | National                               | FDI in Indian Economy-Major determinants of Growth in |

|    |   |   |                    |               |  |
|----|---|---|--------------------|---------------|--|
|    | 2013  |   |                    |               | Exports at RBVRR, Hyderabad  |
| 2  | 22 <sup>nd</sup> & 23 <sup>rd</sup> May 2013  | Mrs. A. Mary Francina                             | Management         | National      | FDI in Education in India – Concerns and Benefits at Maulana Azad National Urdu University   |
| 3  | 12-13 <sup>th</sup> Feb 2013                  | Dr.S. Brinda                                      | Commerce           | International | Challenges for Industrial survival and Growth, micro, small and medium enterprises– a study on the problems faced by medium enterprises in AP at Pacific Institute of Business studies |
| 4  | 25 <sup>th</sup> , 26 <sup>th</sup> Mar 2013  | Mrs. R. Anita                                     | Management         | National      | Impact of FDI on higher Education – Challenges to Indian Universities RBVRR Women’s College, Hyderabad   |
| 5  | 7 <sup>th</sup> & 9 <sup>th</sup> Feb 2013    | Mrs. M.L. Priya                                   | Electronics        | National      | Role of Physics in Sustainable Development –RSPD at Pune   |
| 6  | 25 <sup>th</sup> , 26 <sup>th</sup> Mar 2013  | Mrs. R. Anita                                     | Management         | National      | Impact of FDI on higher Education – Challenges to Indian Universities RBVRR Women’s College, Hyderabad   |
| 7  | 6 <sup>th</sup> & 7 <sup>th</sup> Apr 2013    | Mrs. R. Anita                                     | Management         | International | A Study on Employee Commitment in Educational Institutions in Hyderabad at Udaipur   |
| 8  | 5 <sup>th</sup> & 6 <sup>th</sup> Apr 2013    | Mrs. R. Anita                                     | Management         | National      | An Evaluation of Student Perceptions of educational service quality at Gitam University , Vizag  |
| 9  | 25 <sup>th</sup> 26 <sup>th</sup> Mar 2013    | Mrs. Y. Geethanjali, N. Srilatha & Sumitra pujari | Commerce           | National      | FDI in retail sector at RBVRR Women’s College, Hyderabad   |
| 10 | Feb 22 <sup>th</sup> , 23, 2013               | Mr.Irfan  | Language - Arabic  | National      | Contribution of Jamia Ashrafia Scholars to the translation-EFLU Hyderabad  |
| 11 | 29 <sup>th</sup> & 30 <sup>th</sup> June 2012 | K.Sridhar Reddy                                   | Physical Education | Regional      | Women participation in Games and Sports at AMS Hyderabad   |
| 12 | 6 <sup>th</sup> -7 <sup>th</sup> Dec 2012     | Dr.S. Brinda & Mrs. Mary Nalina Swaroop           | Commerce           | International | India-21 <sup>st</sup> Century and CSR at IPE,OU   |
| 13 | 6 <sup>th</sup> -7 <sup>th</sup> Dec 2012     | Dr.S. Brinda & Mrs. C. Savitri                    | Commerce           | International | Motivation for CSR Profit vs Ethics at IPE,OU  |

|    |   |   |                   |               |   |
|----|---|---|-------------------|---------------|---|
| 14 | 19-20 Apr 2012                                | Rev.Fr. V.K. Swamy                                  | Management        | International | Efficiency rankings of MBA programs in India Top Public Universities , USA  |
| 15 | 6 <sup>th</sup> -7 <sup>th</sup> Dec 2012     | Mrs. VInaya Sheela & Mr. D. Tirumalal Rao           | Commerce          | International | CSR-Pre and Post Satyam held at IPE, Hyderabad  |
| 16 | 6 <sup>th</sup> -7 <sup>th</sup> Dec 2012     | Mrs. VInaya Sheela, Nisha Mathur & Rithika          | Commerce          | International | CSR- Social audit in India- a sure way to Fight Corruption  |
| 17 | 6 <sup>th</sup> -7 <sup>th</sup> Dec 2012     | Sumitra pujari, Shannthi Kiran & O.S. Suguna Sheela | Commerce          | International | Impact of CSR and its sustainability in automobile companies of India- a comparative study of Maruthi-Suzuki and Hyundai Motors India ltd at IPE, Hyderabad |
| 18 | 6 <sup>th</sup> -7 <sup>th</sup> Dec 2012     | N. Srilatha, Mrs. Y. Geethanjali & Srilaxmi         | Commerce          | International | CSR Practices in India – a comparative study of IOC and PEPSI Company at IPE, Hyderabad   |
| 19 | 30 <sup>th</sup> Nov 2012                     | N. Srilatha   | Commerce          | National      | FDI in retail- Boon or a Bane OU  |
| 20 | 6 <sup>th</sup> -7 <sup>th</sup> Dec 2012     | Charan Patnaik and CH. Appa Rao                     | Commerce          | International | CSR: Philosophical approach from an ancient an Indian perspective and Modern Scenario at IPE , Hyderabad  |
| 21 | 23 <sup>rd</sup> may 2012                     | Mrs. R. Anita                                       | Management        | National      | FDI in education sector- Opportunities and Challenges at Maulana Azad National Urdu University  |
| 22 | 25 <sup>th</sup> , 27 <sup>th</sup> Aug 2012  | Mrs. R. Anita                                       | Management        | International | A study of perceptions of Business Management Faculty towards HRD climate with reference to Hyderabad at AIMS , Hyderabad                                   |
| 23 | March 30,31 2012.                             | Mr.Irfan  | Language - Arabic | National      | Study of Marginal Notes of Hazrat Wajeehuddin Gujrati on T afseer –E- Baizavi Dept.of Arabic, Arts UGC Sponsored  |
| 24 | 19 <sup>th</sup> & 20 <sup>th</sup> Apr, 2012 | Rev.Fr.Dr.V.K. Swamy                                | Management        | International | Efficiency rankings of MBA programmes in India's top public Universities at Iowa, USA   |
| 25 | 20 <sup>th</sup> & 21 <sup>st</sup> Jan 2012  | Mrs.Danam Tressa                                    | Commerce          | National      | A study on ethical issues in HRM  |
| 26 | 14 & 15                                       | Mrs. Sangeetha                                      | Management        | National      | A study on utility of open and  |

|    |   |   |                      |                  |  |
|----|---|---|----------------------|------------------|--|
|    | Feb 2012  | Thakur                                  |                      |                  | distance learning course   |
| 27 | 2012  | Mrs. Indira Manar                       | Mass Com             | International    | ‘Communicating Climate Change through community Radio’, at an international conference by International Political Science Association in collaboration with Advanced Center for American studies |
| 28 | 2012  | Mrs. Indira Manar                       | Mass Com             | International    | “Role of Mother tongue in Primary Education in India” at the World Telugu Literary Festival  |
| 29 | 29 <sup>th</sup> , 30 <sup>th</sup><br>July 2011    | Mrs. Karuna Reddy                       | Language – Sanskrit  | National         | The Role of Alumni in developing the Institutions— Govt. City college  |
| 30 | 28 <sup>th</sup> & 29 <sup>th</sup><br>May, 2011    | Mr. Irfan                               | Language – Arabic    | National         | Imam Ahmad Raza & Iraqi Scholars-Dept of Arabic, Arts College O.U  |
| 31 | 1 <sup>st</sup> to 4 <sup>th</sup><br>Jan, 2011     | Rev. Dr. Fr. V.K. Swamy & Mrs. R. Anita | Management           | International    | An evaluation of B-School Surveys in India - IIM Ahmadabad   |
| 32 | 1 <sup>st</sup> to 4 <sup>th</sup><br>Jan           | Prof. K. Malla Reddy                    | Management           | International    | Issues and Challenges of Management Education in India   |
| 33 | 1 <sup>st</sup> to 4 <sup>th</sup><br>Jan           | Mrs. R. Anita                           | Management           | International    | An evaluation of B-School Surveys in India - IIM Ahmadabad   |
| 34 | 2011  | Mrs. Karuna Reddy                       | Languages (Sanskrit) | National Seminar | Arts as presented in the Ramayana at Sanskrit Academy OU   |
| 35 | 2011  | Md. Irfan                               | Languages (Arabic)   | National Seminar | Role of translation in the promotion of Indo Arabic relations and Islam –anti terrorism at OU  |
| 36 | 24th<br>October,<br>2011                            | Mrs. R. Anita                           | Management           | National         | A study of Micro Finance and Self-help groups in rural areas of Ranga Reddy district at AMS, Hyderabad.  |
| 37 | Oct 14th<br>2011                                    | Mrs. Danam Tressa                       | Commerce             | National         | A Study on behavioural Finance of investors at Bangalore   |
| 38 | 21 <sup>st</sup> & 22 <sup>nd</sup><br>Apr,<br>2011 | Mrs. Karuna Reddy                       | Languages (Sanskrit) | National         | Social reforms brought by Arya Samaj at OU   |
| 39 | 11 & 12th   | Mrs. A. Mary                            | Management           | National         | Talent acquisition and strategic   |

|    |  |   |                     |                  |  |
|----|--|---|---------------------|------------------|--|
|    | March 2011                                     | Francina                                |                     |                  | Human Resource Management at Pune  |
| 40 | 24th October, 2011                             | Mrs. A. Mary Francina                   | Management          | National         | Motivation factors for women leadership – Indian Scenario at AMS Hyderabad                             |
| 41 | 2010   | Mrs. Karuna Reddy                       | Language - Sanskrit | National         | Value Education as presented in the Mahabharatha – Government City College, Hyderabad.                 |
| 42 | 2010   | Mrs. Karuna Reddy                       | Language - Sanskrit | National         | Role on ministers in Administration as depicted in Pratijna Youugandharayana and Swapnavabavadattam-OU |
| 43 | April 22-25, 2010                              | Rev. Dr. Fr. V.K. Swamy & Mrs. R. Anita | Management          | International    | India: Internet Usage and Issues” Dallas, Texas  |
| 44 | 10 <sup>th</sup> & 11 <sup>th</sup> July, 2010 | Mrs. P.A.L.N.S. Kalyani                 | Management          | National         | Taking Banking Services to the Common Man-Financial Inclusion - Badruka College of Commerce, Hyderabad |
| 45 | 13 <sup>th</sup> & 14 <sup>th</sup> Aug, 2010  | Mrs. P.A.L.N.S. Kalyani                 | Management          | National         | Role of ICT in Academic Research   |
| 46 | 9 <sup>th</sup> - 10 <sup>th</sup> Dec, 2010   | Mrs. P.A.L.N.S. Kalyani                 | Management          | National         | Share holder Activism-IPE, Hyd   |
| 47 | 21 <sup>st</sup> Aug 2010                      | Mrs. A. Mary Francina                   | Management          | National         | Cross Cultural Management-Issues and Challenges  |
| 48 | 20 <sup>th</sup> & 21 <sup>st</sup> Aug 2010.  | Mrs. Sangeeta Thakur                    | Management          | National         | Electronic CRM as a Multifaceted Strategy-, Dept of Business Management, OU, Hyderabad                 |
| 49 | 21 <sup>st</sup> Aug 2010                      | Ms. Neha Singh                          | Management          | National Seminar | Talent Management-Challenges and Strategy  |
| 50 | 10 <sup>th</sup> Jan, 2009.                    | Mrs. Madhavi Latha                      | Management          | International    | Hindering Hurdles – Societal Problems for Women Leaders” Dhruva College of Management, Hyderabad       |
| 51 | 7 <sup>th</sup> – 8 <sup>th</sup> August, 2008 | Mrs. R. Anita                           | Management          | National         | “CRM in Financial Services”  |
| 52 | 3 <sup>rd</sup> & 4 <sup>th</sup> May, 2008    | Mrs. Madhavi Latha                      | Management          | National         | RFID – An enabler of Effective SCM at RCEM College, Bhuvaneshwar, Orissa.                              |

|    |  |                            |            |          |   |
|----|--|----------------------------|------------|----------|---|
| 53 | 7 <sup>th</sup> – 8 <sup>th</sup><br>August,<br>2008   | Mrs. Madhavi<br>Latha      | Management | National | Role of CRM in the Insurance<br>Industry” at IPE, Hyderabad   |
| 54 | 7 <sup>th</sup> – 8 <sup>th</sup><br>August,<br>2008   | Mrs. P.L.N.S.<br>Kalyani   | Management | National | “Role of CRM in the Insurance<br>Industry” IPE, Hyderabad   |
| 55 | 24 <sup>th</sup> and<br>25 <sup>th</sup> Oct,<br>2008. | Mrs. P.L.N.S.<br>Kalyani   | Management | National | “Knowledge Management” at<br>ICFAI Business School  |
| 56 | 7 <sup>th</sup> – 8 <sup>th</sup><br>August,<br>2008   | Mrs.P.Rekha                | Management | National | “CRM in the Banking Industry<br>with reference to Compliant<br>Management Systems at<br>HDFC Bank” IPE, Hyderabad   |
| 57 | 8 <sup>th</sup> Sep,<br>2008                           | Mrs.P.Rehka                | Management | National | “Commodities Derivatives”<br>The Research Article was<br>published in the Book titled<br>“Contemporary Issues in<br>Finance and Banking”, a MS<br>EXCEL Publication. Saint<br>GITS Institute of Management,<br>Kottayam, Kerala |
| 58 | 24 <sup>th</sup> and<br>25 <sup>th</sup> Oct,<br>2008. | Mrs.Sangeetha<br>Thakur    | Management | National | “Innovation Management”<br>At ICFAI Business School   |
| 59 | 24 <sup>th</sup> and<br>25 <sup>th</sup> Oct,<br>2008. | Mrs.Danam<br>Tressa        | Commerce   | National | “Knowledge Management” at<br>ICFAI Business School  |
| 60 | 5 <sup>th</sup><br>August<br>2008                      | Mrs. Mary<br>Vinaya Sheela | Commerce   | National | Corporate Financial Reporting<br>at St. Ann’s Degree and PG<br>College  |
| 61 | 5 <sup>th</sup><br>August<br>2008.                     | Mrs. Anne<br>Daphne        | Commerce   | National | Corporate Financial Reporting<br>at St. Ann’s Degree and PG<br>College  |
| 62 | 5 <sup>th</sup><br>August<br>2008                      | Mr. Thirumala<br>Rao       | Commerce   | National | Intangible Assets at St. Ann’s<br>Degree and PG College   |

☞ **Publication per faculty**

32 Books and 74 papers/articles were published during the last five years.

☞ **Faculty serving on the editorial boards of national and international journals**

Department of Mass Communication, Dr. Indira was a Consulting Editor, ICFAI University Press, Hyderabad, June 2007-March 2009

☞ **Faculty members on the organization committees of international conferences, recognized by reputed organizations/societies.**

Rev. Fr. Dr.V.K.Swamy was an organizing committee member in the 24<sup>th</sup> AIMS Annual management Education International Convention 2012 held in Hyderabad, organized by Association of Indian Management Schools(AIMS). He is also the Secretary of AIMS, Hyderabad.

**3.4.2 Does the College publish research journal(s)? If yes, indicate the composition of the editorial board, publication policies and whether it is listed in international database?**

**No**

**3.4.3 Give details of publications by the faculty:**

- \* **number of papers published in peer reviewed journals (national / international)**
- \* **Monographs**
- \* **Chapters in Books**
- \* **Editing Books**
- \* **Books with ISBN numbers with details of publishers**
- \* **Number listed in International Database (For e.g. Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)**
- \* **Citation Index – range / average**
- \* **SNIP**
- \* **SJR**
- \* **Impact factor – range / average**
- \* **h-index**

☞ Number of papers published in peer reviewed journals (national / international) : **10**

☞ Chapters in Books: **35**

☞ Editing Books : **09**

☞ Books with ISBN numbers with details of publishers : **32**

☞ Number listed in International Database (For e.g. Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.): **03**

☞ Impact factor – range / average : **0.2195 – 1.686**

**3.4.4 Indicate the average number of successful M.Phil. and Ph.D. scholars guided per faculty.**

Prof. Malla Reddy has successfully guided **4 M.Phils** and **4 Ph.Ds**.

**3.4.5 What is the stated policy of the College to check malpractices and misconduct in research?**

**Not Applicable**

**3.4.6 Does the College promote interdisciplinary research? If yes, how many inter departmental / inter disciplinary research projects have been undertaken and mention the number of departments involved in such an endeavor.**



The college is taking initiative to promote interdisciplinary research and has introduced interdisciplinary programmes and papers for UG Students.

### 3.4.7 Mention the research awards instituted by the College.

The college recognizes the faculty members who have successfully completed their Ph.Ds. by felicitating on the College Annual Day of the college. Special mention is made in the Annual Day reports. Dr. Sangeetha from the Department of English was honored with a cash award of Rs 10,000. Rev.Fr.Dr.V.K.Swamy who was awarded second doctoral degree during his tenure as Principal of the College was felicitated by the Chairman, HAES and the faculty.

### 3.4.8 Provide details of

- \* research awards received by the faculty
- \* recognition received by the faculty from reputed professional bodies and agencies

| Name of the faculty               | Department         | Year                         | Award  | Reputed Professional body                          |
|-----------------------------------|--------------------|------------------------------|--|--|
| Dr.S.Brinda                       | Commerce           | 2008                         | Best Commerce Faculty  | Institute of Practical Accountancy                 |
| Mr. Raja Kumar & Mr. A.Inna Reddy | Computer Science   | 2010<br>22 <sup>nd</sup> Jan | Best Paper presentation award<br>“Use of Web service to aid in cyber marketing”  | Shree Chandra Prabhu Jain College, Minjur, Chennai |
| Mr.Md.Irfan Mo hiuddin            | Languages (Arabic) | 2008<br>29th Sep             | <ul style="list-style-type: none"> <li>➤ Moulana Mohd Husamuddin Fazil Gold Medal for first in M.A Arabic</li> <li>➤ Dr.D.S.Reddi Memorial Gold Medal for First in M.A in Entire Faculty of Arts</li> <li>➤ S.Venkatarama Reddy Memorial Gold Medal</li> </ul> | Osmania University                                 |

## 3.5 Consultancy

### 3.5.1 What is the stated policy of the College for structured consultancy? List a few important consultancy services undertaken by the College.

The college maintains a policy of promoting the use of expertise available on the campus for consultancy services. The college permits consultancy with due care taken to see that the academic schedule is not affected.

The institution has provided consultancy to Industry, NGO/ Academic Institutions/Community and Public. The college does not have any stakes in remuneration earned by faculty through consultancy.

Some important consultancy services undertaken by the college are:

- Physical director of the college extended his services as team manager to the Osmania University sports team at national level inter-University competitions. He also extends his services as a coach to other Institutions.
- Faculty from Department of Commerce is a member on the interview committee of a National bank.
- Our faculty are BOS members, paper setters, external examiners for other institutions
- Faculty from Mass Communication Department takes up consultancy on Website Designing, Documentary, film editing and devotional albums
- Faculty from Department of Commerce contributes study Material for distance education programmes of Osmania University and Mahatama Gandhi University.
- Faculty from Department of English have been Resource persons for UGC Staff refresher course at Academic Staff College, OU.
- Faculty from Department of Psychology renders counseling services to Mount Carmel School and has been a resource person for handling psychology classes for Jailors of Chanchalguda Jail.
- Our faculty have served as visiting professors at Nizam College, Osmania University Forensic department etc.
- Our N.S.S Unit organizes various survey/awareness camps in villages on sanitation, literacy, hygiene etc
- Our faculty went as trainers to AP Productivity Council, Hospital Administration of Catholic Health Association of India (CHAI)
- Our faculty went to schools under Hyderabad Archdiocese Educational Society to conduct academic audit and teacher recruitments.
- Rev.Fr.V.K.Swamy, Principal, addressed Principals of other colleges/Schools on the 'Role of Principal in Effective Administration'.

### 3.5.2 Does the College have College-industry cell? If yes, what is its scope and range of activities?

The college industry linkages are ensured through Placement Cell and Entrepreneurial Development Cell. Both interact actively with industries and provide wider scope and avenues for employability. There is a coordinator for the Industry – Institution Interface. The activities of Placement cell are:

- Organizing on and off campus drives.
- Pre-placement training is given to the students in career planning, resume preparation, preparing for interviews, group discussion, employability skills and competitive examinations.
- Organizing industrial visits and guest lectures by corporate heads.
- Accommodates students in industries for their summer projects and internships.

### **Entrepreneurial Development Cell**

- Conducts awareness camps, guest lectures by eminent industrialists and Management Meets to make the student aware of the opportunities and avenues available for setting business initiatives.
- The industry expertise is also used for the various certificate courses/projects/internships.

### **3.5.3 What is the mode of publicizing the expertise of the College for consultancy services? Mention the departments from whom consultancy was sought.**

The college news magazine publishes information about the faculty expertise and also places the details of the consultancy offered by the faculty on the website and thus garners consultancy opportunities. The guest lectures, seminar presentations given by faculty also generate word of mouth publicity.

Following are the departments involved in consultancy:

1. Department of Management
2. Department of Commerce
3. Department of Mass Communication & Psychology
4. Department of Languages
5. Department of Mathematics & statistics
6. Department of Computer Science

### **3.5.4 How does the College encourage the faculty to utilize the expertise for consultancy services?**

The College encourages the faculty to utilize the expertise to other institutions/Universities and Organizations, with a view that it will generate goodwill with other institutions and also enrich the exposure of the faculty. The college encourages faculty in the following ways:

- Consultants are allowed to retain the remuneration
- Permission is granted and Time table is adjusted
- College Annual Reports and magazines showcase the consultancy services of the faculty.

### **3.5.5 List the broad areas of consultancy services provided by the College and the revenue generated during the last four years.**

The college provides consultancy services in diverse areas such as Academics (training, recruitment and teaching), Counseling, Banking, Film Production, Website Designing, Photography, Sports, Industries etc.,.

The individual consultants retain the income and do not contribute to the college revenue. However approximately an income of Rs. 12 Lakhs has been generated through consultancy.

### 3.6 Extension Activities and Institutional Social Responsibility (ISR)

#### 3.6.1 How does the College sensitize the faculty and students on Institutional Social Responsibilities? List the social outreach programmes which have created an impact on students' campus experience.

'Social Commitment' is an integral part of the College vision. Student and faculty Orientation programmes emphasize the critical significance of social outreach programmes for holistic development and integrated learning. NSS, JSS & YRC coordinators of the college throw light on the core values and ethos of the college. The college strives to instill civic responsibility in the young minds of students through extension programmes and value based courses so that they develop into sensitized, socially responsible citizens.

The outreach programmes in the institution are organized through four basic units: NSS, JSS, YRC and Women Empowerment Cell. The faculty and the students are sensitized on their social responsibilities through:

- Participation in Community development programmes, health and hygiene awareness programmes, AIDS Awareness programme, gender sensitizing programme, medical and blood donation camps, and environmental awareness programmes.
- Curriculum transaction is value- based and sensitizes the students through case studies, group discussions, debates, seminars on social issues.
- Celebration of World AIDS Day, Women's Day, Energy awareness Day, Ozone Day, Environment Day, International Child Right's Day, International World Youth Day etc.
- Sensitizing lectures and programmes on and off the campus:
  - Short film making/Documentary contest - SAY was organized by the Department of English for students from various colleges in the city. Short films on Child labor, rash driving, global warming etc.
  - Faculty and students attended the workshop at Red Cross Institute of Yoga and Nature Cure hospital Banjara Hills on 21st Dec 2008.
  - NSS volunteers participated in a seminar on "AIDS Awareness Program" conducted at Ravindra Bharathi at Lakdikapool, Hyderabad.
- Faculty members are encouraged to attend workshops, seminars and conferences organized by NGOs to become more professional in implementing the extension activities of the college.
- Visits to Homes for street children, Rescue centers, Orphanages, HIV/AIDS centers, Home for the aged and destitute, mentally and physically challenged Children. 5K run was conducted in collaboration with Divya Disha, an NGO, to spread awareness about child help line.
- Films on HIV/AIDS, Child Labour, human rights, anti smoking, 'Say No to Drugs', save girl child, women related issues and street plays addressing social issues
- The faculty and students respond with sensitivity to natural calamities and other issues by immediately contributing to relief fund.

**List of social outreach programmes which have created an impact on students' campus experience:**

**2008 – 2009**

| <b>Organizing body</b>                 | <b>Event</b>   | <b>Date</b>                                      |
|--|--|--|
| Red Cross                              | A blood donation camp (92 students + 4 faculty)  | 21 <sup>st</sup> July 2008                       |
| Red Cross                              | Relief operations for Bihar flood victims  | 21 <sup>st</sup> Sept 2008                       |
| Women Empowerment Cell                 | Gender and human rights  | 7 <sup>th</sup> July 2008                        |
| Department of English                  | Save Yourself and Save the Mother Earth  | 10 <sup>th</sup> July 2008                       |
| Women Empowerment Cell                 | Talk show on Women's issues with Film actress Jayasuda   | 11 <sup>th</sup> July 2008                       |
| Red Cross                              | First aid certificate course by Dr. Samba Siva Rao, Medical Officer, IRC   | 14 <sup>th</sup> Nov & 15 <sup>th</sup> Nov 2008 |
| Red Cross                              | Representation in the State level memorial for Mumbai terror attack victims at parade grounds, Sec'bad                                     | 5 <sup>th</sup> Dec 2008                         |
| Red Cross                              | Workshop on completion of 50 glorious years of Red cross society   | 21 <sup>st</sup> Dec 2008                        |
| Red Cross                              | Youth development programme, Railway Degree College, Tarnaka   | 23 <sup>rd</sup> Jan – 24 <sup>th</sup> Jan 2009 |
| NSS                                    | Visit to Nadrekal Village - Survey about health, hygiene conditions and educational facilities   | 19 <sup>th</sup> July 2008                       |
| NSS                                    | Tree plantation programme in adopted Jogipet village   | 25 <sup>th</sup> July 2008                       |
| NSS                                    | Eye Camp programme in adopted Jogipet village, Medak District, A.P   | 24 <sup>th</sup> Sept 2008                       |
| NSS                                    | Participation in AIDS awareness programme at Ravindra Bharathi, Lakdikapool, Hyderabad   | 1 <sup>st</sup> Dec 2008                         |
| In collaboration with NGO- Divya Disha | Participation in Two day workshop on "Run away children: A multi disciplinary perspective for rehabilitation"                              | 23 <sup>rd</sup> Jan – 24 <sup>th</sup> Jan 2009 |
| In collaboration with NGO- Divya Disha | Yuvotsav 2008 – Celebration of life (literary competitions) was supported by UNICEF, APSACS and Lepa Society International World Youth Day | 12 <sup>th</sup> Aug 2008                        |
| Department of BusinessManagement       | Raksha Deepika   | 12 <sup>th</sup> Dec 2008                        |

## 2009-2010

| Organizing body  | Event  | Date  |
|--|--|---|
| Department of Physics & Electronics  | Science Day Celebrations   | 9 <sup>th</sup> Nov 2009                      |
| Department of English and Department of Physics & Electronics along with AP Productivity council | Energy Awareness programme   | 16 <sup>th</sup> Dec 2009                     |
| Women's Empowerment cell   | Health Awareness Camp for Girls (In collaboration with the Gynecological and Obstetrics Society of India)                    | 5 <sup>th</sup> Nov 2009                      |
| Department of Commerce   | Workshop on Yoga and Meditation  | 5 <sup>th</sup> Oct 2009                      |
| Department of Computer Science   | Visited Freedom Foundation an HIV/AIDS rehabilitation Centre   | 23 <sup>rd</sup> Dec 2009                     |
| Department of English  | AIDS Awareness workshop as a part of the National AIDS control programme   | 29 <sup>th</sup> Jan 2010                     |
| Youth Red Cross  | Blood Donation camp  | 18 <sup>th</sup> Nov 2009                     |
| Youth Red Cross  | Essay writing Competition on Climate change  | 16 <sup>th</sup> June 2009                    |
| Youth Red Cross  | Inter-state YRC training cum study camp at Tirunelveli   | 27 <sup>th</sup> -31 <sup>st</sup> July 2009  |
| Youth Red Cross  | Relief Operations for Kurnool flood victims  | Sep 2009                                      |
| JSS  | Rescue operations of runaway children in collaboration with Divya Disha at Nampally and Secunderabad railway stations.       | Nov 2009                                      |
| JSS  | Visits to Bala Niketan and Baliak Niketan  | Nov 2009                                      |
| Department of Computer Science   | Independence Day at Government Boys High School, Sultan Bazar  | 15 <sup>th</sup> August 2009                  |
| Youth Red cross wing   | First aid Certificate Course   | 17 <sup>th</sup> Feb 2010                     |
| NSS  | 7 day special camp at Rampally village, Kesar Mandal, RR district. (Clean and Green Programme, Prevention of Swine flu camp) | 19 <sup>th</sup> to 25 <sup>th</sup> Sep 2009 |
| NSS  | International Child Rights Day   | 20 <sup>th</sup> Nov 2009                     |
| Department of Computer Science   | 15 day Workshop on Computer Literacy for Govt. boys high   | 4 <sup>th</sup> -19 <sup>th</sup> Dec 2009    |

|  |                                 |  |
|--|---------------------------------|--|
|  | School, Sultan Bazar, Hyderabad |  |
|--|---------------------------------|--|

**2010-2011:**

| Organizing body                                   | Event   | Date  |
|---|---|---|
| JSS   | 5K run in collaboration with Divya Disha an NGO--Girl child rights/child helpline | 20 <sup>th</sup> Nov,2010                   |
| Department of English                             | International cultural event for students from Duke University                    | 30 <sup>th</sup> Jan 2010                   |
| Department of Physics & Electronics               | Science Day celebration-Group discussion, Poster Presentations and lectures       | 9 <sup>th</sup> -10 <sup>th</sup> Nov 2010  |
| Department of English                             | A Workshop on Social Leadership in collaboration with TAPAS                       | 27 <sup>th</sup> Oct 2010                   |
| Department of English                             | UN White Ribbon Campaign for elimination of violence against women.               | 8 <sup>th</sup> Dec 2010                    |
| Department of English                             | UN Rights Day   | 10 <sup>th</sup> Dec 2010                   |
| Dept .of Commerce & Physics & Electronics         | Cultural Exchange Programme as a part of Regional Youth Festival at Tiruvarur     | Jan 2011                                    |
| YRC   | Blood grouping Camp, Essay writing Competition on “Safe blood starts with me”.    | 20 <sup>th</sup> July 2010                  |
| NSS   | 7 day special camp at Thatti Annaram Village                                      | 8 <sup>th</sup> -14 <sup>th</sup> Nov, 2010 |
| Department of Commerce & Department of Counseling | Journey through Adolescence   | Oct 2010                                    |

**2011-2012:**

| Organizing body        | Event   | Date  |
|------------------------|---|---|
| Youth Red Cross        | A two day blood screening camp                          | 19 <sup>th</sup> & 20 <sup>th</sup> Sept 2011 |
| Youth Red Cross        | Blood Donation Camp<br>Visit to Blood Bank              | 7 <sup>th</sup> Jan 2012                      |
| NSS                    | NSS Camp – Visit to Chengicharla Village in RR District | 25 <sup>th</sup> – 31 <sup>st</sup> Dec 2011  |
| Department of Commerce | Visit to Home for Mentally Challenged – Bhoiguda        | 18 <sup>th</sup> Nov 2011                     |
| Department of          | Visit to Orphanage of HIV/AIDS                          | 26 <sup>th</sup> Nov 2011                     |

|                                     |   |                           |
|-------------------------------------|---|---------------------------|
| Commerce                            | orphans, IDA, Bollaram  |                           |
| Department of Commerce              | Visit to Divine World – AIDS centre, Moinabad, Gandipet, Hyderabad      | 3 <sup>rd</sup> Dec 2011  |
| Department of Commerce              | Visit to Home for the disabled – Secunderabad<br>Visit to Care & Luv    | 14 <sup>th</sup> Nov 2011 |
| Department of Commerce              | Visit to Sri Vidya Centre for the special children, East Marredpally    | 21 <sup>st</sup> Nov 2011 |
| Department of Physics & Electronics | Visit to Cherish Foundation – An orphanage                              | 3 <sup>rd</sup> Dec 2011  |
| Women Empowerment Cell              | Medical Camp for Girls-Gynecological and Obstetric Society of Hyderabad | 10 <sup>th</sup> Jan 2012 |
| Department of Management            | Visit to Divya Disha  | 5 <sup>th</sup> May 2012  |

### 2012-2013:

| Organizing body                        | Event  | Date   |
|--|--|--|
| Youth Red Cross                        | Visit to Government School for the Blind - The Red Cross Wing “DARU SHIFA” a school of visually challenged near Afzalgunj        | 26 <sup>th</sup> July 2012                   |
| Department of Computer Science         | As part of SASMITA program visited "Aram Ghar - Indian Council of Social Welfare" a center for aged & mentally disordered people | 15 <sup>th</sup> June 2012                   |
| Women Empowerment Cell                 | Guest lecture on <b>Challenges of Growing</b> by Dr. Vasundhara  | 13 <sup>th</sup> August 2012                 |
| Women Empowerment Cell                 | Seminar on <b>Women’s Growing Problems</b> by Dr. P. Balamba   | 18 <sup>th</sup> August 2012                 |
| Department of Mathematics & Statistics | The Home for the Disabled, Kavadiguda  | Nov 2012                                     |
| NSS                                    | The Tree Plantation Programme at our adopted village, Chengicherla, Ghatkesar Mandal, Hyderabad                                  | 20 <sup>th</sup> October 2012                |
| Department of Physics & Electronics    | OPEN DAY /Science Day- at St. Joseph’s High School for Girls (Telugu Medium) of 8 <sup>th</sup> & 9 <sup>th</sup> Class Students | 25 <sup>th</sup> & 26 <sup>th</sup> Feb 2013 |
| St. Joseph’s Degree & PG College       | As part of Corporate Social Responsibility donated an amount of Rs1.5 lakhs for renovating the seminar hall and fitting the hall | 25 <sup>th</sup> February 2013.              |



|                                  |  |          |
|----------------------------------|--|----------|
|                                  | with LCD at St. Josephs Girls high School, Gunfoundry.             |          |
| St. Joseph's Degree & PG College | Donation of computers to St. Andrews School, Nizambad              | Dec 2012 |
| St. Joseph's Degree & PG College | Donation of furniture to Infant Jesus School, Balaji Nagar, Yapral | Dec 2012 |

Thus Josephites are made agents of social change and transformation.

### 3.6.2 How does the College promote College-neighborhood network and student engagement, contributing to holistic development of students and sustained community development?

The college has promoted the **college-neighborhood network** through its many outreach programmes involving faculty and students. As part of civic engagement, the students under the guidance of faculty coordinator have undertaken the following programmes:

- A survey was conducted on 'educational facilities, health and hygienic conditions' in Nandrekal village by our NSS students in July 2008.
- Department of Computer Science conducted a 15 day workshop on MS Office for the students of Government boys high school, Sultan Bazar in December 2009
- A survey was conducted on drinking water and other facilities available in Thatti Annaram Village by our NSS students in Nov 2010.
- 33 students volunteers of our Youth Red Cross Wing conducted various educational programmes like teaching English, Career Counseling for the inmates of Government BC Welfare Hostel in 2010
- Seminar on Conceptual insights in Mathematics and Statistics was conducted for High School Teachers of HAES on 4th & 5th June 2010.
- A week long course for the Hosiptal Administration of Catholic Health Association of India (CHAI) on Fundamentals of Computers
- A survey was conducted on demographics – education, employment and family - in Chengicharala Village in Dec 2011.
- Students from Department of Physics and Electronics on 25th and 26th Feb 2013 conducted lab demonstration sessions for 8th & 9th class students of a neighboring School. Our students used Experimental set-ups, animation slides, over head projectors to explain the theoretical concepts from high school Physics syllabus
- As part of corporate social responsibility towards the disadvantaged, the college repaired and refurnished a Hall with audio/Video equipment in St. Joseph's Telugu Medium School (Girls) Gunfoundry with an amount of 1.5 lakhs on 25th Feb 2013.

Thus Josephites are trained to become agents of social transformation to create awareness on issues related to health, hygiene, environmental protection, civic

responsibilities, gender and human rights. This, in turn, has contributed to the holistic development of students and sustained community development.

### **3.6.3 How does the College promote the participation of students and faculty in extension activities including participation in NSS, NCC, YRC and other National/International agencies?**

The College sends faculty coordinators of NSS, Red Cross for formal training sessions to facilitate effective coordination. The College also makes transport and other arrangements for effectively conducting these extension activities. Attendance concessions are also given to participants.

The students and faculty who participate in extension activities are acknowledged and rewarded with a certificate of appreciation on the College Annual day. The College magazine showcases extension activities and highlights the contributions made by students and faculty.

### **3.6.4 Give details on social surveys, research or extension work (if any) undertaken by the College to ensure social justice and empower the under-privileged and most vulnerable sections of society?**

Extension activities give wide exposure to students on societal challenges, environmental issues, and prevailing injustices towards the less privileged and the marginalized. Consequently, students become humane and learn to value social responsibility for the future of common good. Social surveys and research extension activities undertaken by the students thus promote holistic development and add value to their formal education. Following are the surveys that were undertaken in the last five years:

- A survey was conducted on ‘educational facilities, health and hygienic conditions’ in Nandrekal village by our NSS students in July 2008.
- Department of Computer Science conducted a 15 day workshop on MS Office for the students of Government boys high school, Sultan Bazar in December 2009
- A survey was conducted on drinking water and other facilities available in Thatti Annaram Village by our NSS students in Nov 2010.
- 33 students volunteers of our Youth Red Cross Wing conducted various educational programmes like teaching English, Career Counseling for the inmates of Government BC Welfare Hostel in 2010
- A survey was conducted on demographics – education, employment and family - in Chengicharala Village in Dec 2011.

### **3.6.5 Give details of awards / recognition received by the College for extension activities / community development work.**

The YRC wing of the college received a certificate of appreciation from Indian Red Cross Society, AP, State Branch for making outstanding contribution to the Indian Red Cross Blood Bank. The Vice Chancellor lauded the NSS contributions of the college at OU press Conference.

### 3.6.6 Reflecting on objectives and expected outcomes of the extension activities organized by the College, comment on how they complement students' academic learning experience and specify the values and skills inculcated?

The college motto being 'Knowledge, Love and Service', the scope of academic learning integrates values and skills imparted through outreach programmes as mentioned below:

- Student gain awareness of social issues and develop the spirit of social service, equality, fairness, tolerance, caring and sharing, civic responsibility, and humanity.
- Taking cognizance of real life problems, social and ethical implications of theoretical concepts are learnt
- Being eco-conscious, gender sensitive and championing human rights
- Understanding the dignity of labor and being sensitive to the needs of the under privileged and elderly.
- Acquiring life skills like teaching skills, technical skills, counseling skills, Self-confidence, Self- esteem, interpersonal skills, leadership and teamwork skills, self employment / entrepreneurial skills and managerial skills.

### 3.6.7 How does the College ensure the involvement of the community in its outreach activities and contribute to the community development? Detail the initiatives of the College which have encouraged community participation in its activities.

The college involves various NGOs, government and civic organizations for its community development activities.

- The college has conducted the following activities in collaboration with Divya Disha, an NGO
  - Yuvotsav – Celebration of life on 12<sup>th</sup> August 2008
  - Rescue operations of runaway children in 2009
  - International Childs Rights Day on 20<sup>th</sup> Nov 2009
  - 5K run to spread awareness about child's rights/child help line 1098 on 20<sup>th</sup> Nov, 2010.
  - Visit to orphanages
- In collaboration with Gynaec and Obstrics Society of Hyderabad- Medical Camp for girls is conducted every year.
- The college has involved politicians like Mrs.Christine Lazrus MLA, Mrs. Jayasudha, Film Actress and Politician, for Women Empowerment programmes. With their collaboration the students participated in
  - UN White Ribbon Campaign for Elimination of Violence against Women, 10 December 2010
  - Workshop on Women and Media in 25 November 2010
  - Semimar on Women and Functional Literacy on 8 Dec, 2010 at RBVRR College
- NSS Camps
  - Tree plantation in Jogipet on 25th July 2008
  - Eye camp programme on 24th Sept 2008
  - AIDS awareness programme on 1st Dec 2008

- Tree plantation, clean and green programme, Prevention of Swine Flu camp – 7 day special camp held at Rampally Village, Kesar Mandal, RR District from 19th – 25th Sept 2009
- Health camp, clean and green, discussion with villagers on their problems, Survey on drinking water and other facilities, in a seven day special camp held at Tatti Anaram village from 8th -14th Nov, 2010.
- Tree plantation, clean and green programme, Health camp, A survey on education and employment in a seven day special camp held at Changecharla Village from 25th – 31st Dec 2011
- Tree plantation, a special camp held at Changecharla Village 20th Oct 2012.
- Energy Awareness Day celebrated by AP Productivity Council on 16<sup>th</sup> Dec 2009
- Youth Red Cross
  - Blood donation camp on 21st July 2008, 18th Nov 2009, 20th July 2010, Dec 2010, 5th Jan 2012
  - Blood grouping camp on 28th July 2010
  - Participated in relief operations for Bihar flood victims on 21st Sept 2013.
- Additional district and medical Health office conducted an AIDS awareness workshop on 29<sup>th</sup> January 2010

### **3.6.8 Does the College have a mechanism to track the students' involvement in various social movements / activities which promote citizenship roles?**

All community engagement programmes of the students are documented by respective departments. The college involves the NSS programme officer; Youth Red Cross Coordinator to keep track of the community development. The College magazine devotes a separate section to showcase detailed reports on social extension programmes.

### **3.6.9 Give details on the constructive relationships (if any) with other institutions in the nearby locality in working on various outreach and extension activities.**

The college has constructive relationship with the following institutions for meaningful outreach activities:

- Divya Disha
- Hospital Administration of Catholic Health Association of India (CHAI)
- Gynaec and Obstric Society of Hyderabad
- UN White Ribbon Campaign for elimination of violence against women
- AP Productivity Council
- Additional District and Medical Health Office
- Indian Red Cross
- Adopted Villages namely - Rampally Village, Tatti Anaram village, Changecharla Village.
- Visited homes like Government Blind School at Darlu Sheefa, Nirmal Hruday, Home for Disabled, The Divine World – AIDS Centre, Srividya Centre, Care & Love, Rasha Deepika – AIDS Centre, Desire Society, Ashrutha Family an Orphanage, Sai Sahakar – Home for the aged and mentally Sick, Bala Niketan and Balika Niketan

- Government Boys High School, Secunderabad.

### **3.6.10 Give details of awards received by the institution for extension activities and/contributions to the social/community development during the last four years.**

The YRC wing of the College received a certificate of appreciation from Indian Red Cross Society, AP, State Branch for making outstanding contribution to the Indian Red Cross Blood Bank. The Vice Chancellor lauded the NSS contributions of the college at OU Press Conference.

## **3.7 Collaboration**

### **3.7.1 How has the College's collaboration with other agencies impacted the visibility, identity and diversity of activities on the campus? To what extent has the College benefitted academically and financially because of collaborations?**

The college collaborates with number of agencies/ organizations/Eminent people/NGOs/Politicians to conduct extension activities/community development programmes, social awareness campaigns, Placement training workshops and certificate courses. The programmes which include eminent collaborators, gain media coverage and thereby enhance the brand equity, visibility and identity as a college that promotes holistic learning.

The diversified collaborative programmes impart life skills and make learning multi-dimensional, vibrant, practical, socially- relevant, job-oriented and holistic.

The collaboration of the college with other agencies has had a positive impact:

- Linkages with Academic Institutions have helped in curriculum development, Faculty research and development.
- Collaboration with industries has helped in projects, internships and on-the job training
- Linkages with other agencies have helped in consultancy and extension activities

The collaborative programmes have undoubtedly enhanced the brand equity of the college which is visibly indicated in the current reputation of the college as one of the most sought after colleges. The college is ranked among top colleges by reputed National Magazines based on various quality parameters.

While the academic benefits from the collaborative programmes have been substantial the financial benefits have been marginal.

### **3.7.2 Mention specific examples of, how these linkages promote**

- \* **Curriculum development**
- \* **Internship, On-the-job training**
- \* **Faculty exchange and development**
- \* **Research, Publication**
- \* **Consultancy, Extension**

- \* Student placement
- \* Any other, please specify

### 🔗 Curriculum Development:

Our linkages with Industry in Curriculum development come in the form of inputs from some of our BOS members who occupy important positions in Industries/Institutes like NIN, IICT, DRDL, Technique Design Group, Satyam Mahindra, The Hindu, Indian Overseas Bank, Cordys Software Pvt. Ltd., IDPL, Deccan Chronicle, Deloitte. etc. The linkages promote curriculum development which helps in updating the syllabi and introduction of courses on current topics, emerging trends and career oriented courses.

| Department          | Topics included   |
|---------------------|---|
| English             | <ul style="list-style-type: none"> <li>➤ Resume Building, Presentation skills, Group Discussion, Interview Skills and E-mail Correspondence</li> <li>➤ Guidelines on research methodology for English Literature students.</li> </ul>   |
| Business Management | <ul style="list-style-type: none"> <li>➤ Work Study, Material Management, inventory management, time study in Operation Management paper</li> <li>➤ Insurance in Financial Services paper</li> <li>➤ Company Accounts in Financial Accounting paper</li> </ul>  |
| Mass Communication  | <ul style="list-style-type: none"> <li>➤ Different types of reporting in Print Journalism paper</li> <li>➤ In Design topics in Photo Journalism paper</li> <li>➤ Supreme Court and press Councils guidelines for reporters in Media Laws paper</li> <li>➤ Basics of marketing and Integrated marketing communication in Advertising paper</li> </ul>  |
| Commerce            | <ul style="list-style-type: none"> <li>➤ Research Methodology for II B.Com Honors</li> <li>➤ Industrial Relations for III B.Com Honors.</li> </ul>  |
| Mathematics         | <ul style="list-style-type: none"> <li>➤ Discrete Mathematics for III B.Sc NHAEM</li> </ul>   |
| Physics             | <ul style="list-style-type: none"> <li>➤ Acoustic waves in Waves and Oscillations paper</li> <li>➤ Newton rings Haidinagar fringes in Optics paper</li> <li>➤ Transformer Construction working and Energy Loss, Betatron in Electricity and Magnetism paper</li> <li>➤ Linear circuits and Networks, Network theorems in Electronic devices and Digital Electronics paper</li> <li>➤ Fabrication of Quantum Nano Structures, Cyclotron and Betatron Construction and theory in Particle accelerators and Nuclear detectors, in Solid State Physics and Nuclear Physics</li> </ul> |
| Electronics         | <ul style="list-style-type: none"> <li>➤ AVR micro controllers in embedded systems for III B.Sc MECS</li> <li>➤ PIC /ARM micro controller in embedded systems for III B.Sc NHAEM</li> <li>➤ Electronic instrumentation for III B.Sc NHAEM</li> </ul>  |
| Computer Science    | <ul style="list-style-type: none"> <li>➤ Java for B.Sc II year</li> <li>➤ Operating System for B.Sc(NHAEM) I year</li> <li>➤ Cloud Computing for B.Sc( NHAEM) III year</li> <li>➤ E-Commerce in Business in IDP</li> </ul>  |

### ☞ **Internship, On-the-job training**

Internship/Projects which are mandatory components of the curriculum succeed in not only inculcating research aptitude among students but also give them hands-on-experience and thereby provide scope for employment.

- ☞ **On-the-job training** – Student gains exposure to industry practices/corporate culture, thereby making their learning application-oriented and job relevant.

The college collaborates with Igate, Amazon.com, Deloitte, Genpact, Prayog lab, different media houses namely HM TV, Z-Telugu, Aradhana TV, ARKA Media House, Splash Media, ABN Andhra Jyothi, Steme AD Agency and also in Public relations through Ministry of Coal, Franklin Templeton, Indian Overseas Bank, Cognizant, etc. for internships/projects.

### ☞ **Faculty exchange and Development**

The faculty linkages with Industries, organizations and institutions promote:

- Updated knowledge in emerging areas
- Training in the use of latest technologies (developing E-content)
- Development of curriculum incorporating components for employability, research, emerging trends and social relevance
- Acquaintance with examination system/syllabus/best practices of other institutions
- Identification of thrust areas of research and publications.

Our faculty got the opportunity to render their services to the following institutions:

| Consultant                             | Collaborators  |
|--|--|
| Department of Business Management      | Nizam College, Dr. Ambedkar University, Osmania Univeristy, OU Distance mode of Education Centre, AP Productivity council and Catholic Health Association of India, St. Anns Mehdipatnam, NTPC |
| Department of Mathematics & Statistics | Forensic Department, OU Distance mode of Education centre, Bharatidasan University   |
| Department of Phycis & Electronics     | Bharatidasan University<br>Infant Jesus International Junior College   |
| Department of Commerce                 | Madhurai Kamaraj University<br>Sikkim Manipal University   |
| Department of Computer Science         | Catholic Health Association of India<br>Cordy Software Pvt. Ltd  |
| Department of Psychology               | Chanchalguda Jail, Mount Carmel School   |
| Department of Mass Communication       | Society of Jesus Mary Joseph   |

### ☞ **Research, Publication:**

The goodwill shared by Dr. S. Brinda with Kalyani Publishers has yielded substantial number of Text books useful for students.

### ☞ **Consultancy, Extension:**

Linkages with

- Universities like Sikkim Manipal, Madhurai Kamaraju University, Osmania University, Bharatidasan University, Dr. Ambedkar University etc. & Institutions like Nizam College, St. Ann's College for Women, A.P Productivity Council, etc., open avenues for consultancy.
- NGOs like Divya Disha, UN White Ribbon, Youth Red Cross and Obstetric and Gynecological Society of Hyderabad, facilitate a number of extension activities of the college.

### ☞ **Student Placement:**

Linkages are of great support in terms of Student Placement.

- The college collaborates with ADP, Deloitte, Genpact, Wipro, I-gate, Cognizant, Amazon.com, Dell, HSBC, Apollo Health Street, Hinduja Global Solutions (E-Boss), G.E Capital, MRF etc., for placement

### ☞ **Any other, please specify**

- EDC collaborated with Tapas India, NEN, MSME for Entrepreneurship awareness programmes
- Media partners with 93.5 FM, Radio Mirchi, 92.7 FM

### 3.7.3 **Does the College have MoUs nationally / internationally and with institutions of national importance/other universities/ industries/corporate houses etc.? If yes, explain how the MoUs have contributed in enhancing the quality and output of teaching-learning, research and development activities of the College?**

**Yes.** The MOUs have contributed significantly in enhancing research activities and placement of students. They have resulted in various value add-on programmes which develop analytical skills, logical thinking and creativity among students.

| Department              | MOU                                    | Contribution in enhancing the quality of teaching, learning, research and other activities |
|-------------------------|--|--|
| Physics & Electronics   | Prayog Labs Pvt. Ltd. Kukatpally, Hyd. | Workshop/Seminar/Internship/Projects/ Faculty training / Curriculum designing              |
| Physics and Electronics | BSNL Central Govt - RTTC HYD           | Certificate Course on Optical (Fiber) slicing and Cable Laying                             |
| Physics and Electronics | Siddu Technical institution, Hyd       | Certificate course on Mobile Hardware  |
| Physics and Electronics | Techno i-Electronic Security           | Certificate course on Access Control System  |
| Computer Science        | BSNL Central Govt - RTTC HYD           | BSNL Certified Networking Engineer   |
| Computer Science        | Certified Microsoft Professional       | Microsoft Office Specialist - Excel  |
| Management              | Emobitise                              | Digital Marketing  |
| Commerce                | Impact Education                       | E-Commerce   |



|                    |                         |  |
|--------------------|-------------------------|--|
| Commerce           | National Stock Exchange | NSE Certified Market Professional (NCMP) |
| Mass Communication | U lead Movie Factory    | Film Editing                             |
| Mass Communication | Michael Studio          | Basics of Photography                    |

### 3.7.4 Have the College industry interactions resulted in the establishment / creation of highly specialized laboratories / facilities?

The college through its interactions with industry has got valuable inputs in terms of suggestions/information that has resulted in

- Making informed choices in establishing/updating state-of-the art Mass Communication studio Updation of computer Laboratories
- Acquiring new softwares : AVR Studio, Kicad Adopting Virtual teaching methodology : Moodle, NPTEL Video lectures