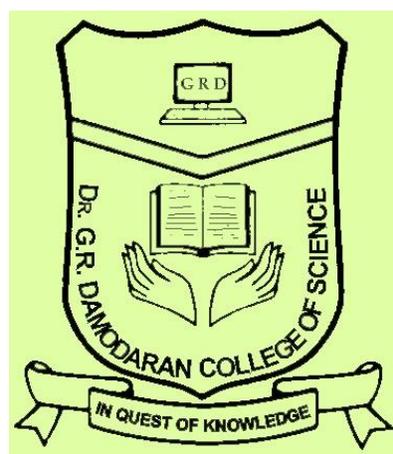**ANNUAL QUALITY ASSURANCE REPORT(AQAR) OF THE IQAC**

2017-2018

Dr. G.R. DAMODARAN COLLEGE OF SCIENCE

(Autonomous)

Civil Aerodrome Post, Avanashi Road,

Coimbatore – 641 014.

The Annual Quality Assurance Report (AQAR) of the IQAC

Year of Report: 2017 - 2018

S

Part – A

1. Details of the Institution

1.1 Name of the Institution

Dr. G.R. Damodaran   College of Science

1.2 Address Line 1

Civil Aerodrome Post

Address Line 2

Avinashi Road

City/Town

Coimbatore

State

Tamil Nadu

Pin Code

641014

Institution e-mail address

grdcs@grd.org

Contact Nos.

2572719, 2576557, 2591863-64

Name of the Head of the Institution:

Dr.T.SANTHA

Tel. No. with STD Code:

0422-2572719

Mobile:

9842221162,   9842256114

Name of the IQAC Co-ordinator:

Dr. S.BRINDHA

Mobile:

9952830174

IQAC e-mail address:

grdcsiqac@grd.edu.in

1.3 **NAAC Track ID** :   **TNCOGN10125**

1.4 Website address:

http://grd.org/grdcs/IQAC/IQAC 2017-2018.pdf

1.5 Accreditation Details:

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1st Cycle	-	-	-	-
2	2nd Cycle	A	3.18	2009-2014	5 Years
3	3rd Cycle	-	-	-	-
4	4th Cycle	-	-	-	-

1.6 Date of Establishment of IQAC :

06/04/2006

1.7 AQAR for the year :

2017-2018

1.8 Details of the previous year's AQAR submitted to NAAC after the latest Assessment and Accreditation by NAAC

    i. AQAR **2009-2010** (03/11/2014)
    ii. AQAR **2010-2011** (13/07/2015)
   iii. AQAR **2011 -2012 (**16/07/2015)
   iv. AQAR **2012-2013** (31/07/2015)
    v. AQAR **2013-2014** (04/07/2016)
   vi. AQAR **2014-2015** (04/07/2016)
  vii. AQAR **2015-2016** (04/07/2016)
 viii. AQAR **2016-2017** (10/05/2017)

1.9 Institutional Status

University   State [✔] Central [ ] Deemed [ ] Private [ ]

Affiliated College   Yes [✔]   No [ ]

Constituent College   Yes [ ]   No [✓]

Autonomous college of UGC   Yes [✔]   No [ ]

Regulatory Agency approved Institution   Yes [✔]   No [ ]
AICTE approved

Type of Institution   Co-education [√]   Men [ ]   Women [ ]

                 Urban [√]   Rural [ ]   Tribal [ ]

Financial Status   Grant-in-aid [ ]   UGC 2(f) [√] UGC 12B [√]

             Grant-in-aid + Self Financing [ ]   Totally Self-financing [✔]

1.10 Type of Faculty/Programme

Arts [ ]   Science [✔]   Commerce [✔]   Law [ ]   PEI (Phys Edu) [ ]

TEI (Edu) [ ] Engineering [ ]   Health Science [ ]   Management [✔]

Others   (Specify)   Communication

1.11 Name of the Affiliating University

| BHARATHIAR UNIVERSITY |

1.12 Special status conferred by Central/ State Government-- UGC/CSIR/DST/DBT/ICMR etc

Autonomy by State/Central Govt. / University | ✓ |

University with Potential for Excellence | No | UGC-CPE | |

DST Star Scheme | No | UGC-CE | |

UGC-Special Assistance Programme | Yes | DST-FIST | ✓ |

UGC-Innovative PG programmes | No | Any other (*Specify*) | |

UGC-COP Programmes | Yes |

2. IQAC Composition and Activities

2.1 No. of Teachers | 9 |

2.2 No. of Administrative/Technical staff | 2 |

2.3 No. of students | 20 |

2.4 No. of Management representatives | 1 |

2.5 No. of Alumni | 7 |

2. 6   No. of any other stakeholder and community representatives | 1 |

2.7 No. of Employers/ Industrialists | 1 |

2.8 No. of other External Experts | 5 |

2.9 Total No. of members | 46 |

2.10 No. of IQAC meetings held | 2 |

2.11 No. of meetings with various stakeholders: No. | 1 | Faculty | |

Non-Teaching Staff Students | 1 | Alumni | 1 | Others | ✓ |

2.12 Has IQAC received any funding from UGC during the year? Yes ☐   No ☑

If yes, mention the amount ☐

2.13 Seminars and Conferences (only quality related)

(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the IQAC

Total Nos. | 41 | International | 1 | National | 2 | State | 2 | Institution Level | 36

(ii) Themes

Themes/Details:

- 4th International Conference on **"**International Marketing in Asia Pacific Issues and Challenges (ICIM) – 2017 was Conducted by GRD Institute of Management and GRD School of Commerce and International Business on 10.11.2017 at Le Meridian, Coimbatore

- Horizon – 2018 Conducted by GRD School of Commerce and International Business on 21.03.2018 at Taj Mahal Palace, Mumbai, India, Coimbatore

- Triangle of leadership, change and Strategy, Cyberpreneurship, Values, One Day Workshop on Research Analysis using SPSS, Workshop on Application of SPSS

- Smart Cyber Weapons, Cloud Analytis, Data Analytics, Network Simulation and visualization tools, Grid computing, Internet of Things and Robotics.

- Molecular markers in genetic disorders with special reference to diabetes

2.14 Significant Activities and contributions made by IQAC

The Internal Quality Assurance Cell (IQAC) is instrumental in guaranteeing and maintaining the highest quality in all academic and other aspects. The IQAC cell is designed as a procedure to maintain the class timetable, lesson plan, course plan, notes of lesson maintained by individual faculty. Continues internal assessment test, evaluation procedures, responsibilities shared by faculty, the academic matters of the department, issues like assignment and seminar topics for students, absenteeism students and poor performers. At the end of the academic year, the IQAC evaluates the functioning of the department and their achievements. The IQAC conducts regular quality audits for the strategies implemented and the process is followed. The outcomes of the quality audits are considered as important and the action will be taken immediately to ensure the institutional quality. Board of Studies meeting comprising experts from various academic and industries are conducted once in a year for analyzing and ensuring effective development of the

curriculum. To improve quality of faculty members the College encourages them to update their knowledge by obtaining higher qualifications in their respective field and to participate in FDPs, Seminars and Conferences. Utmost Attention is given in

- Redesigning the curriculum and syllabi of all the courses
- Conducting MDP's on a regular basis to enhance Industry Institution Interface and preparing the students to be Industry specific.
- Enriching the research activities of the department through organising workshops and FDP at National level.
- Organising Skill Development Programme to acquire Technical and communication skills for Non Teaching Staff.
- Regular Faculty Seminars and Workshops to upgrade skills and to evolve better methods and processes of teaching-learning-evaluation.
- The increasing use of ICT in the teaching-learning process, including Smart Boards, Video-Conferencing, LCD presentations, Internet Connectivity etc in designated Multi-Media rooms and the use of LCD presentations in all classrooms.
- The development of language and soft-skills through the Language Lab, special communication skills courses and through participation in extra-curricular activities.
- Boot camp, Industrial Visits and Guest Lectures to make academics more experiential.
- Summer Internships for experience of a 'work culture' in industry.
- Motivating the staff to participate in seminars, workshops, publish papers, apply for minor research projects.
- Motivating students to take up social awareness programs like Orphanage visit.
- Encouraging the students to take part in the competitions like E-Yantra, Hackathon, Techathon to enhance their programming skills and logical thinking.
- Motivating the students to take up NCAT Examination conducted by IIT Delhi.
- Encouraging the women students to take part in GRACEHOPPER celebration INDIA conducted by Anita Borg Institute.

2.15 Plan of Action by IQAC/Outcome

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year

Plan of Action	Achievements
1. Teaching & Learn-	'Compass' – "Insights of Brands" by Mr. Alvin Saldanha, Founder and

ing	Chief Creative Officer, Brandarms, Mumbai on 04.07.2017.
	Short term course on 'Emotional Intelligence' by Mr.Shri Kandiah, Professor, Southampton Business School, UK on 17.07.17 to 19.07.2017.
	Compass – "Supply Chain Management" by Mr.Pawan Agarwal, CEO, Dabbawala Association, Mumbai on 24.07.2017
	Short Term Course on "Emotional Intelligence" by Prof. Sri Kandiah, Southampton Business School, University of Southampton, United Kingdom on 31.8.2017 to 1.09.2017
	Compass - Prof. Sri Kandiah, Southampton Business School, University of Southampton, United Kingdom on 5.09.2017.
	Compass - "Recent Trends in Indian Capital Market" by Dr.P.Saravanan, Associate Professor, IIM Shillong on 7.09.2017.
	Compass – "Strategic Management" by Prof. Zafaran Hassan, Faculty of Business Management University Technology MARA, Malaysia on 15.09.2017.
	Compass – "Six Sigma" -Prof. R. Radhakrishnan, Academician and Six Sigma Expert on 21.09.2017
	Compass – "Entrepreneurship" –Mr.Sreejith Hrishikesh, Vice President Operation, ZOOMCAR on 26.09.2017
	Boot Camp was organised for II BBA Students at Mangalore on 17/8/2017 to 19/8/2017
	Boot Camp was organised for III BBA Students at Mangalore on 20/8/2017 to 22/8/2017
	Boot Camp was organized for 1st year MBA students at Coorg from 31.10.17 to 2.11.17.
	Boot Camp was organised for I BBA Students at Munnar on 23/1/2018 to 25/1/2018
	Marketing Presentation by IIMBA students to Mr. Alvin Saldanha on 11.10.2017
	CEO's Word Series - 'Brands The Beginning' by Mr.Alvin Saldanha, Founder and Chief Creative Officer, Brandarms, Mumbai on 09.10.2017.
	"Life Skills" by Prof.Sri.Kandiah, Southampton Business School,

University of Southampton, UK for I BBA Students (Batch 2017-2020) on 12/3/2018

Compass – Challenges and Future of Advertising by Mr.V.K.Sanjay, PUSH Integrated Communications on 19.03.2018.

Short Term Course by Prof.Sri Kandiah, University of Southampton, Southampton Business School, UK on 7.03.2018 to 08.03.2018.

Compass - Recent Trends in SCM by Mr.Unni Vasudev, Vice President – Corbus, on 19.02.2018.

Ceo's Word Series - 'Metaphors in Management' by Dr.D.Ravi Thilagan, Head HR, Software & Systems (P) Ltd on 14.02.2018.

International Conference – ICIM 2017 - 4th International Conference on International Marketing in Asia Pacific Issues and Challenges "Million Dollar Handshake" By Ms.Catherine Molloy, Entrepreneur, Australia.

"One Belt one Road: Challenges And Opportunities" By Dr.Faridah Hj Hassan, Director, Ihalalmas (FBM) Universiti Teknologi MARA, ShahAlam, Malaysia

"Globalisation and It's Impact On Media" By Mr.A.Subramani, Senior Editor, Times of India

"Connect with Confidence To Grow Your World" by Ms. KERRIE PHIPPS, Speaker, Author, Coach, Connecting, Empowering Leaders & Entrepreneur, Australia

"Innovation, Globalization & Leadership: Perspectives For Business Education" by Prof. Martin Broad, Head, Southampton Business School, Professorial Fellow, UK

"Strategic Management" by Dr.Zafaran Binti Hassan, Professor, Faculty of Business Management, Universiti Teknologi, MARA, Malaysia

"Mindfulness In this Global World" by Mr.Ketan Bhagat, Author, International Speaker

"21st Century Innovation" by MR.Alvin Saldanha, Founder and Chief Creative Officer at BRANDARMS, Mumbai

"Go Digital Go Global" by Mr.M J Xavier, Founding Director of Indian Institute of Management Ranchi (IIM Ranchi). ProVice Chancellor of Karunya University

"Global Entrepreneurial Eco System With Advanced Technologies: Opportunities And Expectations" by Ms.Kavitha Thangasami, Executive Director, Chief Data Scientist, EXTERRO INC, USA

"Marketing In A Digital World" by Mr.Prasenjit Roy, Mentor, SVP & CMO at NTTCom, Mumbai

"India Japan Global Partnership: Japanese Innovation and India's Leadership" by Mr.Sanjeev Sinha, President India Japan Partnership Group, And Japan Advisor for India Bullet Train, Japan

"Entrepreneurial Innovation" by Dr.Stanley James, Professor,Western Sydney University, Australia.

"Challenges of Launching A New Product In A New Market" by Mr.Ravi Sharma, Founder PoochPlay, London

"Leadership" by Mr. Ganesh Venkatraman, Actor and former Mr. India at Le Meridien, Coimbatore on 10.11.2017 & 11.11.2017

Students are supported with a Book "From campus to corporate" by Macmillan publication.

Industrial Visit to Tirumalai Textiles, 4/65 Udumalai Road, Chinnampalayam, Pollachi – 642003 II MBA students on 22.07.2017.

Industrial Visit to Aavin Milk Producer Union (Ltd), Pachampalayam, Kalampalayam Post, Siruvani Main Road, Kalampalayam, Coimbatore – 641010 by II MBA students on 23.08.2017

Industrial Visit by I MBA students to Malabar Cements, Walayar, Coimbatore on 28.9.2017

Industrial Visit For - Roots Multi clean Limited, Kovilpalayam, Mettupalayam(Po), Pollachi taluk, Coimbatore – 642 110 for I MBA Students on 28.10.2017

Industrial Visit to SAIL,Salem on 13/12/2017

Industrial Visit to M/s.Sakthi Sugars, Appakudal, Pollachi on 10.02.2018.

International Industrial Visit to Malaysia by II MBA Students on 2.2.2018 to 6.2.2018.

Industrial Visit to Eastman Exports, Tirupur on 20/2/2018

Face to Face - Mr.Scott Styris, New Zealand Cricket Player on 11.08.2017.

	Face to Face - Ms.Kerrie Phipps on 10.08.2017
	Face to Face - Mr.Rana Daggubati-Actor, Mr.Ramanaidu Daagubati, Ms.Tanya Burgula, Mr.Imran Khan, Mr.Vijay Dhamne on 05.09.2017
	Face to Face - Ms.Catherine Molloy, Ms.Ruchi Sethi on 06.09.2017
	Face to Face - Ms.Shruti Haasan, Actress on 12.10.2017
	Face to Face - Mr.Prabhu Deva, Flim Actor on 20.01.2018.
	Video Session of Dr.A.P.J Abdul Kalam,Former President of India on 23/6/2017
	Video Session of Mr.Madhavan, Actor on 29/6/2017
	Video Session of Mr.Madhavan, Actor on 22/7/2017
	Video Session of Ms.Sunitha Williams, Astronaut on 4/8/2017
	Student's Participated in National Conference on Managing Technology & Innovation in Business @ Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore on 15/3/2018
	International Conference on International Marketing 2018 – by Dr.P.Kanagasabapathi, Ms.Catherine Molloy, Dr.Faridah HJ Hassan, Ms.Kerrie Phipps, Mr.Alvin Saldanha, Prof. Martin Broad, Mr.Ketan Bhagat, Dr.Zafron Hassan, Dr.Stanley James, Mr.Prasenjit Roy, Dr.M.J.Xavier, Mr.Sanjeev Sinha, Dr.Kavitha Thangasami, Mr.Ravi Sharma, Mr.Ganesh Venkatraman, on 10.11.2017 & 11.11.2017.
	Acting workshop conducted by Mr.PavalNavaneethan, on 27.07.2017.
	Awareness Generation Related To The Rural Development Projects In Tamilnadu-Role Of Media on 1.08.2017 .The speakers for the event : Dr.K.Manimekalai, former Vice Chancellor, Mother Teresa Women's University, Kodaikanal, Mr.Ruban Shankar Raj, Project Director, District Rural Development Agency (DRDA), Coimbatore., Ms.AmuthaKannan, Freelance Journalist, The Hindu, Coimbatore, Mrs.Deepa, Assistant Professor, Kumaraguru College ofTechnology,Coimbatore,Dr.V.Natarajan, Professor & Head, Dept., of Journalism and Mass Communication, Periyar University, Salem.
	Department Inaugural by Mr.SUBI SAMUEL, Bollywood Photographer , Mumbai on 15.07.2017

	'AVTAR ', Short film competition held on 22.07.2017.The Chief Guests of the event-Ms.Gayathri Mayoora,, Artiste, Trivandrum, Mr.NaveenMuralidhar, Mimicry Artist & Mr. Jayaprakash Radhakrishnan, Director.
	Photography Salon held on 22.01.2018,judged by Mr.AshwinWarrier Photographer, Mumbai
	Videography Salon held on 29.01.2018 - Judges: Mr.Balaji and Mrs Revathy.
	Boot Camp at Munnar, 31.01.2018- 2.02.2018, for Iyr MIB - A section.
	Boot Camp at Kodaikanal, 28.02.2018- 3.03.2018, for Iyr MIB - B section.
	Videography and Photography Salon awards function held on 22.03.2018 for III yr students sections A & B, batch 2015-2018.
	Conducted 4 Industry – student Interaction in the year, under the banner experts from industries were invited to provide a detailed insight into the recent and future advancement of Biotechnology in the industry.
2. Research	"A Descriptive Study On The Factors Influencing The Users Relationship In Facebook Realm"- PhD awarded on March 2018 to Dr.Kadeshwaran.
	"A study on stereotypes of women in negative roles in television mega serials"- Thesis submitted by Mr.Sadish Kumar,May 2018.
	"Role of Artificial Intelligence in Advertising"- topic for Mphil Dissertationpursued by Mrs.Asha Lydia At Bharathiar University.
	"Media Literacy In The Digital Age – A Study Among The College Students In Coimbatore " By Dr.S. Sasikala (Author), The Indian National Journal of English Language and Literature, Volume-6, Issue-21, pages 307-311. January-March ISSN- 2321-1172 (Online),ISSN-2347-2634 (print)2018.
	"Media Literacy In The Digital Age – A Study Among The College

Students In Coimbatore " By Dr.RamanVidhya (Co-Author), The Indian National Journal of English Language and Literature, Volume-6, Issue-21, pages 307-311. January-March ISSN- 2321-1172 (Online),ISSN- 2347-2634 (print)2018.

"The Correlation of Video Game Play on Children ProsocialBehaviourby"Dr.S.Saravanan Indian National Journal of English Language and Literature, Volume-6, Issue-21, page281-285. January-March 2018.ISSN- 2321-1172 (Online)ISSN- 2347-2634 (print)

"Construction Of Women Imagery Revolt Magazine" by Mrs. Malarvizhi , The Indian National Journal of English Language and Literature, Volume-6, Issue-21, pages 248-252. January-March 2018.ISSN- 2321-1172 (Online) ISSN- 2347-2634 (print)

"Multi-Dimensional Approach Of Women's Equity By The Journal Kudiyarasu" by Mrs.MalarvizhiResearch Journal of Humanities and Social Sciences, Volume-9, Issue -1, Pages 107-113. January-March 2018. ISSN- 2321-5828 (Online)ISSN- 0975-6795 (print)

Conducted a Research Seminar on **"Research Ideas on Internet of Things"** by Dr. K. Vivekandan, Professor, Department of Computer Science and Engineering, Pondicherry Engineering College, Pudhucherry on 11.12.2017.

Conducted a seminar on "Research Perspectives – Grid Computing" by Dr. Suresh Shanmugasundaram, Professor & Dean, Faculty of Engineering & Applied Sciences, Botho University, Gaborone on 25.01.2018.

Organized a Research Discussion on "Natural Language Processing**"** by Dr.T.Geetha, Director, Course and Academic, Anna University, Chennai on 06.03.2018.

Conducted Fifth International Conference on Advances in Information Technology & Networking (ICATN'18). Dr.Ian Tan Kim Teck, Department of Computing and Informatics, Multimedia University, Malaysia and Dr.Vish, Former Professor in Nottingham University, Fellow, and Higher Education Academy, UK were the guests for the conference. Latest trends in Information Technology on 02.02.2018.

	National level seminar entitled "Molecular markers in genetic disorders with special reference to diabetes" conducted on 05.01.2018 – 06.01.2018. 4 eminent guests from various research fields have been invited to give a talk on the above said theme.
3. Community Reach	'Ethnic Day' by BBA & MBA Students on 20.9.2017
	MAVA (Men Against Violence & Abuse) presents "SAMBHAV", Travelling Flim Festival - Celebrating Gender Diversity By Bimla Chandrasekaran, Prashanth, CA Operations Manager at DCIS (Dot Com Solutions (India) Pvt. Ltd, Harish Sadani, Santhosh kumar on 10.10.2017 TO 11.1.02017
	I MBA students participated in 'Happy Streets' at Race Course on 12.11.17 and 19.11.17.
	GRD Swatch Marathon on 20/2/2018
	"Cyberspace Challenges" by Mr.Karthikeyan - Advocate & Cyber Law Attorney,Certified Cyber Crime Investigator, Certified Cyber Forensic Analyst on 27.02.2018.
	"Give What You Can" Students of II BBA visited Universal Peace Foundation, Karumathampati and contributed groceries, stationeries, cloths, toys on 4/3/2018
	"Give What You Can" Students of I BBA and III BBA visited Kings Kids Orphanage, Weavers Colony, Ondipudur and contribute Cloths, Groceries, etc.. and spent their day on 11/3/2018.
	MIB students participated in 'Happy Streets' at Race Course on 29.10.2017 & 05.11.17.
	Awareness campaign by I Viscom A students on 24.01.2018.
	PR Campaign- Exotica and Lend a hand, by II yr students, on 13.03.2018.
	Advertising Campaign by I yr students on 15.03.2018
	NSS volunteer, III yr Viscom Students at ISKON temple., 16.08.2017
	As a part of Geo Green Computing Club, Department of Computer Science issued pollution certificate to vehicles towards World Zero

Emission Day on 06.12.2017.

The Geo Green Model Contest & Technical Exhibition was organized on 16.02.2018.Various events like Gadget display, Model Contest, Technical Shows, Sketching were conducted to explore the hidden talents of the students.

Geo Green Computing club and Department of Computer Science celebrated the Sparrow day by providing fresh water and food for sparrows at our College premises on 20.03.2018.

Conducted 3 Alumni – student Interaction in the year, a platform where our alumni placed in well reputed companies/organisation are invited to discuss their roadmap from GRD to what they are now?, which enlightened the present students to take up things courageously.

02.08.2017 models on recent fields in Environmental biotechnology were exhibited for the college students, some of the highlighted topics included hydrophonics, waste management, sewage treatment, contemporary agriculture etc.,

Conducted 3 sessions of Placement preparation training in the year, where the final UG and PG students were benefited. Aptitude tests, GD and How to face interviews?, were explained.

Showed on 11.01.2017, models of recent fields in biotechnology were exhibited for the upper grade school students, some of the highlighted topics includes hydrophonics, nanotechnology, biopharming etc.,

Celebrated Science day on 27.02.2017 and 28.02.2017, many competitions were conducted to show up the extracurricular talents of the students in fields like Madhubani Painting, Mandela Art etc.,
Have an all students meeting, two times in the year and discussed

	about the status of project works of all the UG and PG students.
4. Workshops / FDP, MDP	Management Development Programme - "Triangle of Leadership Change And Strategy" by Prof. Sri Kandiah, Southampton Business School, University of Southampton, United Kingdom on 21.07.2017.
	"Confidence Communication" for Faculty by Ms.Catherine Molloy, Author, "The Million Handshake", Australia on 6/9/2017
	Management Development Programme on "Navigate Through Change" by Prof. Sri Kandiah, Southampton Business School, University of Southampton, United Kingdom on 7.09.2017
	One Day Workshop On Research Analysis Using SPSS by Dr.K.Ramya, Assistant Professor, Avinashilingam University on 20/2/2018
	Two Day Workshop – by CII Logistics, a certificate Programme on 12.10.2017 & 13.10.2017.
	FDP on Emotional Intelligence by Prof. SRI KANDIAH, Southampton Business School, University of Southampton, United Kingdom on 18.07.2017.
	FDP on Factors Influencing Personality by Mr. Alvin Saldhana on 23.8.2017
	FDP on Communication Skills at Work Place by Ms. Catherine Molloy on 06.09.2017.
	FDP on Taxation, by Mr.Althaf Hussain. P ,Faculty, ISDC Bangalore, on 13.11.2017
	FDP on Audit and Assurance, by Ms.Archana Bakshi,Faculty ISDC Bangalore on 03.1.2018
	FDP on Financial Reporting, by Ms. Shyama Pradeep, Faculty ISDC Bangalore, on 04.1.2018.
	FDP on Financial Management, by Ms. Shyama Pradeep, Faculty ISDC Bangalore, on 05.1.2018.
	Workshop on "Photography" by Mr.Senthilkumar and team, Nikon Coimbatore on 6.10.2017.
	Workshop on "Analog Photography" by Mr.AshwinWarrier, Photographer Mumbai, on 18.01.2018.

Workshop on "Film Making" by Mr.Ivy Dsouza, Care For Youth on 31.01.2018.

Workshop on "Postproduction techniques" by Mr.Mohana Krishnan &Mr.Venkat, LV Prasad Studios, Chennai on 7.02.2018.

Students participation in the seminar on "Portrayal of social issues in literature and media" conducted by Periyar University, Salem on 10.02.2018.

GokulDoss, IIIyr VisCom Student Participation at MILAGRO"18" A National level technical Symposium (short film) on 23.02.2018, held at Coimbatore Institute of Technology.

Abhinaya ,Student of 1 yrViscom, participation at Rotary International Conference, Pune, 22.07.2018- 27.07.2018.

Organized a motivational talk by Dr. Nandita Dinesh, Ph. D in Drama,University of Cape Town, South Africa on 23.06.2017

Organized a seminar on "Next Generation Cyber Weapons" by Mr.Sathish Aswin, Head-Research & Operations, National Cyber Defence Research Center on 13.07.2017

Conducted "Cyber Security Summit'17, Privacy & Forensics on Cloud" by Dr.S.Amar Prasad Reddy, Additional Director – General, National Cyber Safety and Security Standards on 14.07.2017

A Faculty Development Programme on "Underwater Networking & Communications" was conducted Dr. G. A Ramdoss, Group Head, Deep Sea Technology and Ocean Mining and Dr. T. Devi, Professor of Computer Applications, Bharathiar University were the Resource persons. Underwater Networks is one of the emerging fields to serve the world with its technological aspects. The objective is to explore the significant advances and modalities of this field so as to help the Academic Community on 19.07.2017

Organized a Webinar on "Emerging Trends in IT" by Mr. Ram

Subramaniam, Founder, Airomo - A Cloud platform, California, USA on 25.07.2017

Organized a workshop on "Business Application Development with Oracle" by Mr. Boobal Ganesan, Database Consultant on 28.07.2017

"The Cloud Security Alliance - Summit 2017", was conducted at GRD Campus-IT Block, focused on multiple issues linked with the current use of cloud cyberspace.

Conducted a seminar on "Technology Trends in IT" by Ms.Sreevalli Chinnamani, Senior Project Manager, , ShoreTel, USA on 02.08.2017

Organized a seminar on "NOSQL" by Dr.Vijay Nagarajan, Director, American Biomedical Informatics on 04.08.2017

A National Level Workshop "Data Analytics" was organized on 17.08.2017 .The idea behind the workshop is to give an overview on Data Analytical tools.The Resource Persons for the Programme are Dr. V.S.Binu, Associate Professor and Head, Department of Statistics, Manipal University and Mr. M.Senthil Kumar, Chief Executive, Virtual Systems, Coimbatore.

Conducted a Workshop on "Network Simulation and Visualization Tools" by Dr. G.Shanmugarathinam, IBRI College of Technology, OMAN on 31.08.2017. The main aim of this workshop is to exemplify the simulation tools used in Networking.

Organized One day Symposium on "Data Analytical Tools" in association with Computer Society of India on 09.10.2017.

Organized a Two Days Workshop (27.10.2017 & 28.10.2017) on "Introduction to Robotics is association" with IIT Bombay.

A Faculty development Programme on "Fundamentals on Big Data" at CTS Campus was conducted on 28.10.2017.

	Conducted a workshop on "Troubleshooting Mobile Handheld Devices" by Mr. B. Krishna Kumar, Managing Director, New Technology on 30.11.2017. Conducted 2 International Guest lectures on 30.08.2017 and 11.10.2017 respectively. Guest lecturers from abroad addressed students on recent research and job scenarios in abroad, which helped students to know about the growth of the field in abroad too.
5. Entrepreneurial Initiatives	II BBA Students (Batch 2016-2019) Group Discussion & Debate on GST on 29/7/2017 Entertenido-2K17 - (Learn & Laugh), Verbalartist and Brand Act Flameless Cooking By II BBA Students (Batch 2016-2019) on 7/10/2017 "PITCH FEST" – 2017 Dream & Discover organised by III BBA Students on 11/9/2017 Conducted Marketing Road show on 6.10.2017 by I, II MBA students. 'Accendo' an Inter Management meet for I & II MBA STUDENTS 'Finance for non-Finance students' on training was conducted by II MBA students to the students of Bio-Technology on 16.10.2017. Participated at AIMA - National Students Management Games at Amrita School of Business, Coimbatore from 12.10.2017 to 14.10.2017. Signed MOU with Brand Communications, Bangalore for an Online certification course. Signed MOU with Career Strokes for Certified Online Learning Portal. SCIB LIGA on 8 & 9/12/2017 Industrial Visit to Steel Authority of India Ltd, Salem on 13/12/2017 Two-in One program to BBA Students by II BBA (Batch 2016-2019) on 14/12/2017 Budget 2018-19 Presentation by MBA Students on 6/2/2018 Business Analytics Practical IBM LAB on 02.02.2018 to 03.02.2018 , 07.02.2018 to 09.02.2018. Business English (Open House – Factors that determine success for female in business) by Ms.Helen Stiffey Campbell on 20.03.2018.

	Business English (Open House-Politeness) by Ms.Helen Stiffey Campbell on 13.03.2018. Business English (Open House Class) Ms.Helen Stiffey Campbell. Topic – Generalizations and Stereotypes on 13.02.2018. Business English (Open House Seminar) on "How to face an interview" by Ms.Hellen Campbell for I BBA Students (Batch 2017-2020) on 15/3/2018 Budget Review presentation by I MBA Student on 06.02.2018. Budget - Live Session on 01.02.2018. T-10 Cricket Match on 1,2/3/2018 Kho Kho for Girls on 5/3/2018 SCIB Hunt on 6/3/2018 EXEXL-Event 2K18 organised by II BBA (Batch 2016-2019) on 9/3/2018 OFF BEAT -2K18 on 13/3/2018 AIR Shot on 14/3/2018 Awards Day on 16/3/2018 Creative Streaks – Window display on 21.8.2017 & 22.8.2017. Debate on 11.12.2017, 13.12.2017 & 14.12.2017 Participation and selling of Art work by the StudentsatOviyaSandhai, race course ,Coimbatore Vizha, 06.01.2018. Product campaign (Food Carnival) by I viscom A& B students on 22.01.2018

2.16 Whether the AQAR was placed in statutory body   Yes ☐   No ☐

　　　Management ✓   Syndicate ☐   Any other body ☐

Provide the details of the action taken

> The department wise proposal / plan of action of AQAR for the year 2016 -2017 was placed in the meeting. The meeting comprises of Management, Principal & IQAC Committee members. All the items mentioned in the proposal are briefed by the individual HOD. Upon approval by the members, the activities which are sanctioned can be organised by the College in future.

Part – B
Criterion – I

1. Curricular Aspects

1.1 Details about Academic Programmes

Level of the Programme	Number of existing Programmes	Number of programmes added during the year	Number of self-financing programmes	Number of value added / Career Oriented programmes
PhD	4			
M.phil	2			
PG	8	Additional Section(1)	1	
UG	14		1	
PG Diploma	1		3	
Advanced Diploma	1		1	1
Diploma	1		1	1
Certificate	1		1	1
Others	1			
Total	33	1	6	3

Interdisciplinary	3			
Innovative	1			

1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options
  (ii) Pattern of programmes:

Pattern	Number of programmes
Semester	**10**
Trimester	-
Annual	-

1.3 Feedback from stakeholders* Alumni ☐ √ Parents ☐ √ Employers ☐ √ Students ☐ √

Mode of feedback : Online ☐ √ Manual Co-operating schools (for PEI)

Annexure: 1 Feed Back form Stakeholders:-

1. Students feedback are collected on the following parameters in 1-5 Scaling .

a) Teaching Effectiveness

b) Teaching Methods

c) Report of the Students.

d) Discipline

2. Interaction with the parents and alumni are done on regular basis .Frequent follow up with parents regarding the student's attendance updation and discipline Alumni are included as part BOS their suggestions and contributions are incorporated at various levels of the system.

3. Employers: Corporates are approached by the student for availing projects which would help them for placements. Their inputs are also highly appreciated in moulding the students to set them in a career.

1.4 Whether there is any revision/update of regulation or syllabi, if yes, mention their salient aspects.

Changes made in the scheme and syllabus as applicable for the students admitted in the year 2018-2019.

MBA (FT)

- ➢ Introduced New Systems viz Elective - E- Governance in Semester III.
- ➢ Minor modifications in the following subjects are made in keeping in view of updation and removing repetition of topics – Human Resource Management, Retail Management, Financial Management, Equity Research & Portfolio Management, Organisational Dynamics and Taxation Management

BBA

- ➢ Core – Principles of Management will be offered in Semester I
- ➢ Core - Business Communication will be offered in Semester II
- ➢ Financial Management will be offered on 75% Theory & 25% Problems

Minor modifications in the following subjects are made in keeping in view of updation and removing repetition of topics – Business Organization, Mathematical Techniques for Mgt, principles of Mgt, Applied Operations Research, Business Economics, Organizational Behavior, Financial Accounting, Marketing Mgt, Modern banking Practices, Human Resources Mgt, Mgt .Information System, Legal Aspects in Business, International Business, Services Marketing , Organizational Development and Advanced Behavioral Science.

B.SC., BIOTECHNOLOGY

➢ The skill based subject in V semester is changed in Food biotechnology

➢ The name of an allied subject in III semester - Computer programming is changed to "Computer Programming - Perl".

Minor Modifications in subjects like Microbiology, Molecular Biology, Industrial Biotechnology, Cancer Biology, cell Biology & Genetics, Plant Biotechnology, Medical Biotechnology, Biopharmaceuticals, Bio analytical Techniques and Research Methodology.

M.SC. BIOTECHNOLOGY

➢ New subject for the Elective: "Protein Engineering and Cell Signalling" is included in fourth semester under group III

Syllabuses are scrutinized and subjects are restructured for Lab in Microbiology and Bioprocess Technology, Biophysics and Bioinstrumentation and Protein Engineering and Cell Signalling.

SCIB

• In B.COM Course "Business research Methods" and "Project & Viva-voce" are introduced.

• In B.COM (CA) a new Subject- Investment Management is introduced.

• In B.COM (IB) a new Subjects – "Business Research Methods" and "Project & Viva-voce" are introduced.

• The subjects "Business Ethics and Corporate Social responsibility" entirely re-framed in all the courses for Updation.

LANGUAGES

Tamil:

I semester: Sivahacinthamani- oru kurnooku Removed, Iyinchiru kappium kalanjiyam added.

II semester: Composition portion removed, Sivahacinthamani- oru kurnooku added.

Hindi:

I semester: In the section of Prose "Sona-Mahadevei varma" is removed, Drama "Konark-Jahadesh Chandra Mathur" is removed, Deepdan-ekaanki is added. According to that Question Paper pattern was changed.

III semester : Kabir ke padiya, Paashani, Peepal ke peele pathe, Navyug ka aarambh, akkal aur uske baad, baabhu mahan poems are removed. Raghu aur kaustya, Paurush aur siddhi short stories are removed, Vasanth Aaya, Niyam, Bihari ke dhoha poems are included. According to that Question Paper pattern is changed.

Malayalam:

II semester : Perumkaliyattam is removed, Nalukettu is added.

III semester : Mayilammayude jeevitham is removed, Vaikam Muhammed Basheer's Ezhuthum Jeevithamum is added.

French:

I semester: Connexion 1(units 1-6) removed, Echo A1 (units 0-6) added.

II semester: Connexion 1(units 7-12) removed, Echo A1 (units 7-12) added.

VISCOM

- Introduced New Elective: Digital marketing and Brand Management.
- Syllabus updated for MJMC- Journalistic skills.
- Name of subject for "Advertising, Online production techniques" is changed as "Short film and documentary making".

ENGLISH

- BA – The units have been revamped in core papers by including the significant concepts and shuffling has been done in chronological order.
- The units have been titled in few core papers.
- The paper Translation Studies is replaced by a new paper titled Poetry.

- MA- The units in the core papers have been revamped by inclusions and deletions.

- The Paper, Indian Literature in English is renamed as Indian Writing in English.

- The paper, British Literature III is replaced by Environmental Literature.

- The elective paper, Post Colonial Literature is renamed as World Classics in Literature.

COMPUTER SCIENCE

BCA

In light of the current trend, paper Embedded systems and its Applications is introduced. Enterprise resource planning paper is included in Elective I. Revisions have been done to few other theory and lab papers to include the recent topics in those subjects.

B.Sc (CS)

A new paper Mobile Operating System is included as a core paper. Revisions are made to include the latest topics in few papers and the reference books are also revised for the papers.

B.Sc (IT)

Software Testing paper is included as a core subject. Changes in the Allied paper, "Numerical Methods" is done for the benefit of the students. Since cloud platform is the recent thrust area, cloud computing paper is introduced as the Elective. Reference / Text books are revised for many papers.

M.Sc (IT)

Open source databases are included as a part in the DBMS paper. Papers reflecting recent trends likeBusiness Intelligence, Internet of Things, Cloud Computing, and Data Analytics are included in the electives. The paper"Mobile Technology" is replaced with a paper "Mobile Programming". Latest edition books of the reference were added.

MCA

Revisions in the Elective paper, " Big Data Analytics" is done to incorporate the recent topics. A new paper, " Android Programming" is included in the elective. Revisions to include the latest topics in few papers were done.

1.5 Any new Department/Centre introduced during the year. If yes, give details.

NO

Criterion – II

2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty

Total	Asst. Professors	Associate Professors	Professors	Others
155	133	19	3	-------

2.2 No. of permanent faculty with Ph.D. | 54

2.3 No. of Faculty Positions Recruited (R) and Vacant (V) during the year

Asst. Professors		Associate Professors		Professors		Others		Total	
R	V	R	V	R	V	R	V	R	V
28	-	2	-	-	-	-	-	30	-

2.4 No. of Guest and Visiting faculty and Temporary faculty | 3 | | 8 | | Nil |

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended Semi-	72	32	15
Presented papers	107	57	7
Resource Persons	Nil	4	7

2.6 Innovative processes adopted by the institution in Teaching and Learning:

- ✓ Role plays, Seminar presentation, hands on training were conducted.
  - ➢ E – Learning module on "Career Strokes" By Mr. Kris Srikkanth, Former Indian Cricket Captain offered to students to enhance their skills and professionalism.
  - ➢ Personality Development (Out bound training) activities by Master Stroke.
- ✓ Use of ICT is reflected through the activities such as power point presentations, access of subject related websites.
- ✓ Teaching faculty and students are encouraged to use latest technology such as LCD, internet in the teaching learning process.
- ✓ SCIB Organizes Creative Streaks, X Factor, SCIBATE etc. to bring about innovative skills of students.
- ✓ FACEBOOK Group for all Batches (posting assignments sharing of notes etc) is active

- ✓ Whatsapp group for information sharing.

- ✓ Staff members are motivated to use of the Projectors, Power Point presentations, Models/charts , Smart class-rooms, etc to promote knowledge.
- ✓ Students are also encouraged to take seminars, group discussions and Online forum discussions.
- ✓ Conducting of tutorials, Class room tests and Group discussions on Case studies were also encouraged.
- ✓ Conducting of Carrier Guidance and counselling activities like quiz, role play, group discussions, language lab activities as a part of regular timetable which help students to acquire potentials to mould them according to their future goals and ambitions.
- ✓ Various Carrier Oriented Certificate Courses are also taught to acquire additional knowledge along with their curriculum.
- ✓ Conduct of Spoken Tutorial classes for both undergraduates and post graduates
- ✓ Conduct of various On-line certification courses including NPTEL, EDX, COURSERA etc for the students.
- ✓ Webinar and other audio video lectures are also arranged for the students

- ✓ Quick access to the learning material like hosting of the PPTs and course material on website and MOODLE -a course management system (CMS) -a software package designed to help educators easily create quality online courses that helps students to learn the concepts at their convenient time.
- ✓ Exclusive E yantra lab for our students to gain knowledge on robotics
- ✓ Audio lingual- LCDs / OHP

- ✓ Group discussion

- ✓ Simulation and role play

- ✓ Language games

- ✓ Drilling with flash cards

- ✓ Individual tasks with review

MBA students have to be groomed in such a fashion that they should acquire certain skills to succeed in the hypercompetitive business world. The ability to understand complex business situations with clarity, come up with feasible solutions for problems, as and when they occur, swiftly, work with people from diverse cultures with ease, learn new things continuously with passion, listen others totally without priori assumptions that ultimately make them to communicate with others effectively are the skills that every MBA students, who would like to make their imprints either as an entrepreneur or a corporate professional, must learn, practice and assimilate in their ethos. Keeping in mind this scenario, the GRDIM comes up with many wonderful programmes that ultimately make the students acquire those skills. The following are a few of many such programmes happened at GRDIM:

- Short term course on 'Emotional Intelligence' by Prof. Sri Kandiah, Southampton Business School, UK.
- Certified course on 'Business Analytics' by IBM

A 10-Month course on Business Communication which is termed as 'Master Class Room' by Prof. Helen Cambel, USA.

2.7   Total No. of actual teaching days

during this academic year

90 days

2.8   Examination/ Evaluation Reforms initiated by
the Institution (for example: Open Book Examination, Bar Coding,
Double Valuation, Photocopy, Online Multiple Choice Questions)

PG examination papers are valued by two examiners –one internal and the other external.

The internal assessment is done by following a composite system with continuous assessment with multiple components .The part I consists of Mid-Term Test ,MCQ test and Model Exam with 15 marks and the part II consists of Attendance ,Assignment ,Seminar and Term paper with 25 marks respectively.

The MBA full time students are assessed by their Learning Diaries that they maintain in which they record all their learning from their Co-curricular activities. This component is named as Career and Life skills and forms a component in part I. PG examination papers are valued by two examiners –one internal and the other external.

Dummy number system is followed during valuation to hide the identity of students. Results are processed through software and the results are published before commencement of the next semester.
UG examination papers are valued by external examiners

2.9   No. of faculty members involved in curriculum restructuring/revision/syllabus development
as member of Board of Study/Faculty/Curriculum Development workshop

145	69	58

2.10 Average percentage of attendance of students

75%

2.11 Course/Programme wise distribution of pass percentage:

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	Pass %
Bio Tech (UG)	53	30.18	69.81	-	-	100
M Tech (PG)	12	91.66	0.08	-	-	100
BCA(A)	53	11	49.1	30.2	-	90.6
BCA(B)	48	18.8	56.3	12.5	-	87.5
BSc(CS)	58	6.8	69	17.2	-	93.1
BSC(IT)	59	10.2	59.3	10.2	-	79.7
MCA	30	53.3	33.3	-	-	86.7
MSC(IT)	09	66.6	11.1	-	-	77.8
BA	48	-	83.3	16.6	-	98.5
MA	13	61.5	38.46	-	-	99.9
BBA	56	7.15	25	37.5	21.42%	91
MBA	56	21.40	53.60	12.50	-	87.50
B.Com	59	9	44	6	-	97
B.Com (CS)	59	8	30	18	-	95
B.Com (CA)	114	13	68	23	-	91
B.Com (ECOM)	55	3	22	16	-	70
B.Com (AM)	51	2	17	23	-	79
B.Com (IT)	53	2	22	21	-	85
B.Com (IB)	59	15	39	5	-	100
MIB	114	35	71	1	-	94
Vis.com (A)	51	10	34	2	-	91
Vis.Com (B)	51	7	39	2	-	94
MJMC	13	4	8	1	-	100

2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching & Learning processes :

IQAC, with its checks and balances, immensely contributes, monitors and evaluates the teaching –learning processes. With its rigorous stipulations about qualification requirements of faculty members, it ensures that the quality of faculty members to teach the subjects is in the world standard. With its various requirements, IQAC, encourages the faculty members to publish research articles and attend FDPs, MDPs and national & international conferences. This has its own spill-over effect on their quality of teaching in the class rooms. As IQAC encourages the institution to partake inputs from people from industry and alumni to structure the syllabi of various subjects and introduce industry relevant new subjects into the curriculum, these things go a

long way in enhancing quality of education in the institute. IQAC puts in place a good feedback system wherein students evaluate every teacher, in the light of parameters like Teaching ability and effectiveness, teaching methods and discipline

The academic council of the college and the Board of studies of all courses have places for external academicians, professional experts and University nominees. The members of board of studies interact and become aware of current developments in job specifications, skill set needs and technology development in the fields of their interest. They also meet with their own students and alumni and become aware of student views and experiences.

Introduction of quality audit procedures for ISO 9001:2000 has enabled the faculty to become aware of quality maintenance systems and engage in quality monitoring. Teacher performance and achievements are assessed by an annual self-evaluation /performance appraisal and student opinions on each teacher and subject .The teachers are encouraged to take improvement action to fill in their shortcomings. The ISO audit on set targets also helps in this regard and triggers retention and remedial action.

Continuous assessment carries 25% weightage in the UG and 40% weightage in the PG programme and this component is used not only to keep the students working steadily but also to include various curricular components and assess development of different kinds of skills.

Students are clearly informed about the modalities of continuous assessment and the requirements for credit. Model examination is given and model question papers are sent to Q.P setters. Results are reviewed by the Director, HOD and Tutors for remedial action where needed

Bridge course is conducted for non mathematics students to get rid of their fear about mathematics. The learning is made student centric by arranging regular and scheduled lectures on all subjects. Along with these extra mural lectures, add on lectures by subject experts are also arranged to facilitate enhanced learning to the students. Our institute is fully equipped with latest Information and Communication Tools like Wi-Fi Campus, Internet facility, E-learning, Audio visual Aids for classroom teaching etc. The faculty members use modern teaching aids such as Power-Point during their lectures. The students are also encouraged to submit and present their assignment in PowerPoint and other latest format to facilitate learning by doing. The institute has its unique regular assessment system for the students. The assessment gives equal weightage to the written, verbal and presentation skills which is assessed by regular presentations, seminars, as-

signments and internal test of the students. This process helps to identify slow learning students from the advanced learning students.

Our institute regularly organizes symposium, seminar, conferences, guest lectures and counseling session for helping the slow learners in a course. Remedial classes are conducted for the students to clear their arrears. The advanced learners are given opportunities to present their research work in various national and international conferences. The institute has two step evaluation processes. The first step is through conduction of internal assessment which is done for each subject in every semester for all the students. The internal assessment includes component of Midterm and Model Examination which ensure the performance of the student in his/her subject. The other components include assignment, seminar presentation, MCQ online examinations etc., The evaluation of student feedback helps the faculty member in improving the teaching pedagogy and also motivates the faculty members for doing better research work and publication.

2.13 Initiatives undertaken towards faculty development

Faculty / Staff Development Programmes	*Number of faculty benefitted*
Refresher courses	4
UGC – Faculty Improvement Programme	-
HRD programmes	-
Orientation programmes	2
Faculty exchange programme	-
Staff training conducted by the university	1
Staff training conducted by other institutions	18
Summer / Winter schools, Workshops, etc.	55
Others– FDPs	58

2.14 Details of Administrative and Technical staff

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	24	Nil	24	Nil
Technical Staff	17	Nil	17	Nil

Criterion – III

3. Research, Consultancy and Extension

3.1 Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

GRD Institute of Management is providing on-line research Journals like J-Gate and EBSCO for scholars. Availability of Wi-Fi connection in Research Center makes the scholars more comfortable in doing research. The institute has sufficient number of recognized guides for both M.Phil and Ph.D in the field of management. Once in every three months the institute conducts research circle meeting to review each scholar's progress and Doctoral committee meeting for Ph.D scholars. To enrich the research, the institute is organizing number of research related programmes like Workshop on SPSS, Application of EXCEL in management research, and Workshop on AMOS etc. The following are the other research related steps taken by the Institute

- Promoting Faculty members to attend conferences and workshops.
- Encouraging faculty members to publish the research papers in peer reviewed journals.
- Financial Support for procurement of Books, Equipment additions, consumables and travel, Digital Library Access etc.
- Motivating faculty members to submit Research Proposals to various funding agencies.
- Motivating students to take part in various events / research programmes organised by leading institutions.
- Organizing International Conferences/Workshops/Symposiums in the current technologies.
- Providing support to attend Fellowship programmes in leading institutions in the country.
- Research groups in specific domains to organize research seminars and workshops.
- Providing support to collaborate with research labs in leading institutions in the country.

3.2 Details regarding major projects

	Completed	Ongoing	Sanctioned	Submitted
Number	1	3	3	-
Outlay in Rs. Lakhs	-	-	36,90,900	-

3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number	--	4	4	-
Outlay in Rs. Lakhs	--	-	6,50,000	-

3.4 Details on research publications

	International	National	Others
Peer Review Journals	92	26	-
Non-Peer Review Journals	7	16	-
e-Journals	13	-	-
Conference proceedings	41	15	10

3.5 Details on Impact factor of publications:

Range | 2.69 – 3.14 | Average | 22 | h-index | 72 | Nos. in SCOPUS | 12 |

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

Nature of the Project	Duration Year	Name of the funding Agency	Total grant sanctioned	Received
Major projects	3 Years	UGC	36,90,900	28,32,600
Minor Projects	2 Years	UGC	6,50,000	4,25,000
Interdisciplinary Projects	-	-	-	-
Industry sponsored	-	-	-	-
Projects sponsored by the University/ College	-	-	-	-
Students research projects *(other than compulsory by the University)*	-	-	-	-
Any other(Specify)	-	-	-	-
Total	-	-	43,40,900	32,57,600

3.7 No. of books published   i) With ISBN No.   Chapters in Edited Books

ii) Without ISBN No.   4

3.8 No. of University Departments receiving funds from

UGC-SAP   -   CAS   -   DST-FIST   -

DPE   -   DBT Scheme/funds   -

3.9 For colleges   Autonomy   -   CPE   -   DBT Star Scheme   -

INSPIRE   -   CE   -   Any Other (specify)   -

3.10 Revenue generated through consultancy   -

3.11 No. of conferences organized by the Institution   22

Level	International	National	State	University	College
Number	2	06	-		14
Sponsoring agencies					

3.12 No. of faculty served as experts, chairpersons or resource persons : 18

3.13 No. of collaborations   International   2   National   7   Any other   NIL

3.14 No. of linkages created during this year   08

3.15 Total budget for research for current year in lakhs : -

From Funding agency   Nil   From Management of University/College   5,00,000/-

Total   5,00,000/-

3.16 No. of patents received this year

Type of Patent		Number
National	Applied	
	Granted	
International	Applied	NIL
	Granted	
Commercialised	Applied	
	Granted	

3.17 No. of research awards/ recognitions   received by faculty and research fellows
Of the institute in the year

Total	International	National	State	University	Dist	College
16	2	2	-	3	1	8

3.18 No. of faculty from the Institution
    who are Ph. D. Guides   2
    and students registered under them   46

3.19 No. of Ph.D. awarded by faculty from the Institution   12

3.20 No. of Research scholars receiving the Fellowships (Newly enrolled + existing ones)

JRF   3   SR   NA   Project Fellows   NA   Any other   1

3.21 No. of students Participated in NSS events:

University level   205   State level   50   National level   -   International level   -

3.22 No. of students participated in NCC events:

University level   1   State level   5   National level   -   International level   -

3.25 No. of Extension activities organized

University forum   5   College forum   34

NCC   NSS   Any other

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility

- Drug abuse awareness

- Helmet awareness

- Swatch Bharat

- Dengue Awareness Rally and Nilavembu drinks distribution

- Anti-corruption Awareness

- Music therapy for cancer patients

- Swatch Bharat essay writing and Short film contest

- Volunteers for ISKCON Rath yathra

- Road safety awareness

- Free Dental Camp

- Cancer awareness programme

- Give what you can - A team of BBA students donated clothes and snacks, books , clothes and toys to Charity Trusts named KINGS KIDS ORPHANAGE and UNI-VERSAL PEACE FOUNDATION.

- Students of BBA donated blood to many needed patients in many hospitals.

- Swachathon was conducted where students cleaned the college campus and highways in the road side.

Criterion – IV
4. Infrastructure and Learning Resources

4.1 Details of increase in infrastructure facilities:

Facilities	Existing	Newly created	Source of Fund	Total
Campus area		NIL		
Class rooms	77	NIL		
Laboratories	19	1	Self Financing	
Seminar Halls	9	NIL		
No. of important equipments purchased (≥ 1-0 lakh) during the current year.	22	9		27

Value of the equipment purchased during the year (Rs. in Lakhs)	5,07,538	Rs.25 Lakhs		30,07,538
Others				

4.2 Computerization of administration and library

- Enhanced "EduManage" software allows the faculty to operate and maintain complete automation environment for the academic activities such as Automated student attendance, computerized management of marks and grades, Time table creation and management, Centralized data repository for trouble free data access, etc.

- Automation of the library administrative activities through library management software installed makes the librarian to get all details about a specific book /journal, etc., and it is fully adaptable with Bar code which eases the everyday tasks of Library.

- Soft Copies of previous year question papers are made available in college web portal as e-resource for easy access by the students and staff through INFLIBNET-N List.

- E-Learning module enables student to easily download the class notes, lecture slides and submit assignments online. The continuous assessment mark includes a component 'Multiple choice Questions'

- For User convenience, (Digital Library) the systems in respective department labs are allocated for access online materials. The digital library intranet web portal has been created and e-journals, N-List, EBSCO and J-GATE are subscribed. User account, reference materials, back volumes and library materials can also be accessed through this digital library.

- The following library services are computerized:
  - Online catalogue (OPAC)
  - Circulation systems with barcode
  - Department library
  - Back volume access
  - Book acquisition
  - User accounts
- All the classrooms have projector facility for teaching. Separate Audio Visual Hall is available to incorporate multimedia in teaching

4.3 Library services:

MANAGEMENT SCIENCE

	EXISTING		NEW ADDED		TOTAL	
	No of Books	Value	No of Books	Value	No of Books	Value

TEXT BOOKS	8750	2970306.88	21	12579.00	8771	2982885.88
REFERENCE BOOKS	253	57218.14	-	-	253	57218.14
E –BOOKS	From N-List	-	From N-List	-	From N-List	-
JOURNALS	26	64857.00	-	-	26	64857.00
E- JOURNALS	4	22100.00	-	-	4	22100.00
Digital database	N-List	39,350	N-List	35,400	N-List	74,750
CD & VIDEO	993	-	-	-	993	-

VISCOM

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	2124	2369082	28	49159	2124	2418241
Reference Books	303	756854			303	756854
e-Books	-	-				
Journals	1	620	3	11961	4	12581
e-Journals	-	-	3	-	3	-
Digital Database	1				1	
CD & Video	13	2070			13	2070
Others (specify)						

COMPUTER SCIENCE

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	7891	2503087	117	69503	8008	2572590
Reference Books	308	166029	8	24026	316	190055
e-Books						
Journals	18	563537	-	-	18	563537
e-Journals	16	27300	-	-	16	27300
Digital Database	1	35500	-	-	1	35500
CD & Video	497	-	-	-	-	-
Others (specify)						

ENGLISH

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	679	-	3	-	682	-

Reference Books	-	-	-	-	-	-
e-Books	-	-	-	-	-	-
Journals	-	-	-	-	-	-
e-Journals	-	-	-	-	-	-
Digital Database	-	-	-	-	-	-
CD & Video	--	-	-	-	-	-
Others (specify)	-	-	-	-	-	-

4.4 Technology up gradation (overall)

GRDIM:

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Depart-ments	Others
Existing	61	01	61	NIL	01	01	2 PC + 4 Laptops	---
Added	NIL	NIL	61 (Up graded)	NIL	NIL	NIL	NIL	----
Total	**61**	**01**	**61**	**NIL**	**01**	**01**	**2 PC + 4 Laptops**	**---**

COMMERCE :

	Total Com-puters	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Depart-ments	Others
Existing	80	64	80mbps	NIL	01	3	10	2
Added	2	NIL	2 (Up graded)	NIL	NIL	-	-	2
Total	82	64	80mbps	NIL	01	3	10	4

VISUAL COMMUNICATION:

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Depart-ments	Others
Existing	143	3	3	-	-	-	-	-
Added	-	-	-	-	-	-	-	-
Total	143	3	3	-	-	-	-	-

COMPUTER SCIENCE:

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Depart-ments	Others
Existing	946		946					
Added								
Total	**946**		**946**					

DEPARTMENT OF ENGLISH:

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Depart-ments	Others
Existing	60+1	-	60	NIL	-	-	2 PCs+ 1 Laptop	---
Added	-	NIL	-	NIL	NIL	NIL	NIL	---
Total	**61**	**-**	**60**	NIL	-	-	**2 PC+ 1 Laptop**	---

4.5 Computer, Internet access, training to teachers and students and any other programme for technology up gradation (Networking, e-Governance etc.)

Periodical training is given on :

- The Students Information System Software "EduManage" is provided to the New & Existing Faculty for the better utilization of the software

- The OPAC to access the details about the availability of books and journals

- The Digital Library with the Intranet Web Portal to access materials and e-resources

- The accessbility of e-journals such as INFLIBNET, EBSCO, J-GATE

- The In-house and remote access to e-publications

- The Online MCQ Tests

- The Wi-fi accessbility and Management

- Teaching – Learning activities are supported with the class room IT services through wi-fi

- Separate AV hall is available in IT Block, which is used for seminar, webinar, Video Conferencing etc.,

- The Headphones are also used to promote good teaching-learning environment especially for programming language and communication skill development.

- Computer laboratories are used to conduct hands on training in area specific tools.

- Some of the class rooms are equiped with the Smart boards.

- Robotics lab is especially available for the students pursuing PG Diploma in Robotics.

- Broadband connectivity / Wi-Fi facility : 24x7 Wi-Fi connectivity is available in the campus.

4.6 Amount spent on maintenance in lakhs :

i) ICT	–
ii) Campus Infrastructure and facilities	2,12,90,882
iii) Equipments	3,53,79,370
iv) Others	14,61,73,262
Total :	20,28,43,514

Criterion – V

5. Student Support and Progression

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

Enhancing quality Syllabus formation, conducting systematic examination, Internal and external examination assessment, Results follow – up, Mentoring and Placement guidance and opportunities for the students. Tete - a – tete, a forum, is created where students are given an opportunity to interact with eminent personalities from various companies. Ted X – an independent event was created in the community and by the community to spread their experiential learning. Students committee is formed to organize various events and Industrial visits. They voice their expression with Newsletter - Foot Prints.

Invites eminent speakers from various industries and the students are given an opportunity to interact with them. Industrial visits are organised for the students to have a practical exposure in the field. Students are given the responsibility to prepare reports of various events and Industrial visits attended in the year. The students, at the time of the admission, are helped by the faculty to choose right stream. They are informed about the scope and nature of the various subjects that form the syllabus. They are given right kind of counselling which helps them shape their career. One day orientation programme will be conducted for the I year students on the opening day and all Student support Services were enlisted in detail. Students are also provided with college Calendar to have in-depth vision on it. The feedback forms are also given to enhance the awareness about student support services. Class Committee Meeting is conducted every semester. Seminars and workshops are frequently conducted to benefit the students.

5.2 Efforts made by the institution for tracking the progression

- Students' progress was tracked both academically and in extracurricular activities.
- Academically, the students were tracked by the Continuous Internal Assessment (CA), mentoring, parent teacher meet etc.
- In the area of sports, "Intramural Sports Day" was conducted for the students.
- The college cultural fest "SIEZEL" was conducted with the aim of providing a platform to the students to showcase their innate talents.

5.3 (a) Total Number of students

UG	PG	Ph. D.	Others

| 3135 | 776 | 64 | 18 |

(b) No. of students outside the state | 359 |

(c) No. of international students | 8 |

Men

No	%
7	88

Women

No	%
1	12

Last Year						This Year					
General	SC	ST	OBC	Physically Challenged	Total	General	SC	ST	OBC	Physically Challenged	Total
3526	107	2	137	-	3772	3698	111	3	99	-	3911

Drop out: 1.91%

5.4 Details of student support mechanism for coaching for competitive examinations (If any)

No.of student beneficiaries: | **356** |

- IBM Business Analysis Placement Training
- Coaching for CA exams.
- Coaching for ICWA exams.
- Coaching for ACCA exams
- Final year students are given special coaching in the following areas:
  - communication skills
  - Aptitude training
  - Mock Test

5.5 No. of students qualified in these examinations

NET | Nil | SET/SLET | Nil | GATE | Nil | CAT | Nil |

IAS/IPS etc. | Nil | State PSC | Nil | UPSC | Nil | Others | **7** |

5.6 Details of student counselling and career guidance

No.of Students beneficiaries: | **557** |

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1. Slow learning students are given counseling and remedial classes are conducted for them.

2. The students are identified by the class tutors and the faculty members are given proper counseling on academic problems, personal problems, and their poor performance in the examinations and the assessment is made by the faculty through seminar, projects and assignments.

3. Experts from reputed National and International concerns are brought to our campus to interact with the students and share their knowledge and experience to enrich the students with corporate exposure throughout the year.

 No. of Students benefited - 18

The class tutor and the faculty members identify the students who requires counselling and are counselled regarding the students' academic problems, personal problems, poor performance in the examination and the assessment which is done through seminars, projects and assignments done by faculty members.

Students with low attendance percentage are given counselling regarding the minimum required attendance for the eligibility to appear for Term End Examinations. Eminent Experts of National and International repute interact with the students and share their knowledge and experience to enrich the students to experience corporate exposure throughout the year

Bridging the Gap: Alumini Entrepreneurship Roadshow powered by Pechakucha was really wonderful and informative for the students of how to become an Entrepreneur and the characteristics which they want to develop. Pitch – Fest is a platform which is provided to the students to pitch their Business ideas which were evaluated by leading entrepreneurs in Coimbatore who were representing the Entrepreneurial Organization (EO)

MOU with career stroke which is a company floated by the former Indian Cricket player Kris Srikkanth. It is a unique web portal which is created as an innovative programme that uses the language of sports to motivate and inspire people for achieving success in life. It is a compulsory module for the students as a part of their communication skill course

Every Year Marketing Road show takes place in the month of January in our campus. Students learn to formulate Business plan, Resource allocation, pricing strategy, Entrepreneurial Skills, Promotion of brands and utilization of profits. Big Bazar celebrates the Big Day every year in the months of January and August. Students involve in the activity which provides a hands - on – on the job training to enhance their selling skills

Students are taken for Boot Camp every year. It is a learning spot and provides guidance regarding how to adapt to situations and changes, adjust with co – workers, team work, appreciating one another, leadership qualities and enjoy what they do. Students with low attendance percent are given counselling regarding the minimum required attendance for the eligibility to appear for Term End Examinations.

Every Year SCIB Bazaar takes place in the month of March in our campus. Students learn to formulate Business plan, Resource allocation, pricing strategy, Entrepreneurial Skills, Promotion of brands and utilization of profits. Students are taken for Institutional training to places such as Kirtilal Diamonds, TNPL and ICD Irugur and National Institutional Training to Mumbai.

Archives, a literary exhibition is conducted every year and provides a platform for students to exhibit their literary knowledge.

5.7 Details of campus placement

Course	On campus			Off Campus
	Number of Organizations Visited	Number of Students Participated	Number of Students Placed	Number of Students Placed
MBA	26	50	35	10
Biotech	3	53	01	04
Computer Science	9	122	89	33
Commerce	30	405	223	25
Viscom	5	90	18	20
BBA	7	28	5	4
BA – ENGLISH	3	48	5	5

5.8 Details of gender sensitization programmes

1. Mava- Men Against Violence & Abuse presents SAMABHAV- Travelling Film Festival – Celebrating Gender Diversity on 10/10/2017 & 11/10/2017 had the resource person Mr.Harish, Director to discuss on the various films screened to the students.
2. A COMPASS Program on the topic "Cyber Challenges & The Ways to Protect It" was organized with the renowned Cyber Crime Investigator & Certified Cyber Forensic Analyst Mr.Karthikeyan on 27/2/2018 to create awareness among students on the usage of mobilephones and social networks.

3. Our FEMALE students partcipated in Grace Hopper Celebration of Women in Computing (GHCI, India) held on 16th and 17th November 2017 at Bangalore.

5.9 Students Activities

5.9.1   No. of students participated in Sports, Games and other events

State/ University level 139   National level 31   International level NIL

5.9.2.   No. of students participated in cultural events

State/ University level 14   National level 8   International level Nil

5.9.3   No. of medals /awards won by students in Sports, Games and other events

Sports : State/ University level 57   National level 11   International level -

Cultural: State/ University level 12   National level 1   International level -

5.10 Scholarships and Financial Support

	Number of students	Amount
Financial support from institution	-	
Financial support from government	-	30,180/-
Financial support from other sources	7-(Shanthi Social Services-10, Vijayalashmi Trust-5)	-
Number of students who received International/ National recognitions	-	-

5.11   Student organised / initiatives

Fairs   : State/ University level 3   National level 1   International level 2

Exhibition: State/ University level 7   National level 1   International level -

5.12 No. of social initiatives undertaken by the students   58

5.13 Major grievances of students (if any) redressed: NIL

Criterion – VI

6.1 Governance, Leadership and Management

Dr G R Damodaran College of Science shall strive for achievement of Excellence and Relevance through:

- Maintenance of a progressive and futuristic outlook in development by making   choices favouring emerging areas of high growth potential and expanding opportunity.

- Design courses, instructional methodologies and facilitate experiential learning to equip students with creativity and problem solving skills, prepare them for rewarding careers and professions and face challenges in a rapidly changing world

- Creation of facilities and programmes of advanced studies, research and development in appropriate emerging areas of national importance and global significance

- Involvement with the community around through outreach programmes including non-formal and continuing education, consultancy and extension, dissemination and transfer of technology, scientific projects of social significance, and other interactions with industry, business and other groups.

- Continual growth in the quality and range of offerings and activities through the innovative augmentation, updation and modernization of facilities, faculty and programmes.

6.2 Does the Institution has a Management Information System

Yes. The Institution has Management Information System. This is applied to all administrative works, admission, maintaining of student records, Research aspects of individual departments, scheduling of events and activities etc. The usage is found to be effective in:

- Maintenance of records related to university/college/government.
- Displaying details of students / circulars in the college notice board.
- Students records are maintained in conventional files.
- Research monitoring cell has been setup
- Regular meetings between the faculty and staff are convened to seek comments/ suggestions for improvement.

- Regular Governing body meeting is held for monitoring the smooth functioning of the institution.

- Installation of CCTV, P.A. System and secured Wifi connection in all the blocks.

6.3 Quality improvement strategies adopted by the institution for each of the following:

6.3.1 Curriculum Development

The Academic Council, Board of Studies, Faculty and Management gives importanceto students preference for their productive career in the competitive world. They observe the newtrends, emerging needs and opportunities and collect various feedbacks and expert advice to takeactions for the appropriate curriculum.

The break-up and modes of assessment for continuous assessment, the pattern of question papers for term end examination (TEE) and the method of terminal assessment in case of curricularcomponents other than conventional subjects of study, will be framed by the Standing Committee of the Academic Council, and informed in advance to the students.

Students have to opt any two specializations among Finance, HR, Marketing, Systems and Production. The students will continue their dual specialization by choosing four electives fromeach specialization till the end of their course.

Students are also assessed through activity based learning .The most important feature of activity based instruction is learning by doing. This method of instruction can fulfil the natural urge of the students on one hand also can help them learn their lesson. Promotes better understanding of a lesson among students as they learn the lesson by practicing the task themselves. It inspires the students to apply their creative ideas, knowledge and minds in solving problems as well as promoting competitive spirit among them. Helps learner psychologically as they can express their emotions through active participation in something useful. The method also helps in developingtheir personalities, social traits and inter-personal management skills.

Curriculum review and development is sought to be made a continuous activity throughout theyear – through informal and frequent faculty and board meetings. Boards of studies, faculty andmanagement have their fingers on the pulse of student preferences. They observe chang-

ingtrends, emerging needs and opportunities and collect various feedbacks and expert advice so as to discuss and take appropriate curricular and related action.

In all the study programmes elective options have been included to provide choice to the students in terms of specialisation, interest, or orientation. Most of the programmes are in modern areas of occupational or emerging significance and are interdisciplinary or multidisciplinary(Management, Visual Communication). The curriculum in all courses has been extensively revised/redesigned (twice or thrice in the last 5 years to achieve) in the following ways

i. content updatement and inclusion of new subjects / electives in tune with knowledge

and technology development, and the emerging global context

ii. more practical/problem solving/application orientation

iii. promotion of self – learning, and skill development.

iv. Projects (mini and major)

v. Internship/Industrial Training, or Field work

vi. Term papers occupy a significant place. Some space has been allotted in the UG

The major goal of the College is to develop competencies of the students to enable them to ensure productive careers in a changing and competitive world. These aims and orientations and the College's quest for excellence and innovation are widely known outside through numerous press releases, news items on conferences, events, VIP visits etc, brochures, profiles, magazines and publications and student festivals, and word of mouth of parents, alumni, visitors and students. The College has earned quite a reputation for excellence and student friendliness.

The autonomy has enabled the College to freely explore the curricular front, and make large number of productive thrusts towards purposeful and effective education.

Experiential learning, problem solving, professional and practical skills, communication skills, computer conversance, career orientation, general awareness, and women issues (where appropriate,) are given importance in learning and teaching strategies and evaluation. The semester system and the considerable scope for continuous assessment enable the pursuit of the wider aims and the effective use of new curricular components and strategies of learning. Curriculum review and development is sought to be made a continuous activity throughout the year - through informal and frequent faculty and board meetings.

As business world is highly dynamic, always changing and evolving, in a sense that it is always trying to improve its efficiency to give better value to customers than competitors, the course that has the declared core mission of preparing students for leadership and managerial roles in the business world, MBA, should also be dynamic. Bringing about requisite changes, in response to changes in requirements of businesses, in the curriculum of an MBA programme will make it also a dynamic one. GRDIM always keeps tabs on changes in economy and industry, accordingly it brings about many pioneering changes in the curriculum of GRDIM MBA, in the form of complete revamping of existing papers and incorporation of totally new papers by taking into account changes in business practises, government policies and technology.

- The institute offers value addition courses to the students. These courses have their syllabus designed based on the recent developments in the industry.

- Quality improvement is carried out in the form of collaborations with premier institutions to conduct workshops, courses and train up students on the latest and growing technologies. Our institution is also equipped with robotics lab supported by e-yantra MHRD project by IIT Mumbai and National Creativity and Aptitude test with IIT Delhi.

- The institute is also associated with various other premium institutions like IISc, IIM and National Cyber Security Council and the students have the chance to carry out their internships.

- From the alumni students, feedbacks are collected about the curriculum and based on their feedback and suggestions new curriculum is designed.

- Suggestions from the industrial experts are one of the important criteria and the curriculum is redesigned according to the current trends and the industries expectation.

6.3.2 Teaching and Learning

- Smart class rooms, wifi connectivity, projector, audio system facilitates to aid in the teaching and learning process of faculty and students.
- The College has an academic Calendar which has details like working days, the day order sequence, periods of mid term test, model examination, Term End Examinations, Vacations, holidays etc. This calendar is made at the end of the year for the coming year at a

meeting of the Heads of Departments. Side by side, broad plans are also made about association meetings, seminars, conferences, and guest lectures to be organized by each department. Dates for stock verification, commencement of classes and orientation of the new entrants, are all fixed. The schedule for ISO internal auditing is also planned.

- Wifi connectivity is provided for internet access. Appropriate use of LCD presentations and OHP are made to aid the teaching. Video CDs are used in certain topics. Computer aided learning is used in the language laboratory.

- College calendar or plan of work has been prepared by the management and principal and all the faculties have to follow the events and action plan.

- Faculty members prepare their lesson plans 15 days prior to their class to plan accordingly to ensure the syllabus is completed on time. These lesson plans are then verified by the HOD and the Principal to keep track of syllabus completion.

- Faculty members use various visual aids for lectures to improve the teaching-learning process and to make the classroom teaching more interactive.

- Innovative methods of teaching is practiced and encouraged through assignments and fieldworks which are given in the form of written assignments, practical demo, video based tutorial and survey questionnaires.

- Remedial classes are regularly conducted for weak students.

- Feedback on teaching is taken from students, it is analyzed, and appropriate actions are carried out to improve the aspects of teaching learning process

- 100% Completion of syllabus with teaching & learning through audio visual aids, assignments, activities and outside resources(experts from media industry, academicians and professionals).

- Apart from classroom teaching students get hands on experience by organising and participating in various activities like film festival, photography exhibition, street theatre workshop, PR events, and Advertising campaigns.

- The Morning Trickle – Monthly in - house journal from the Viscom department is published   (students contribution in the form of news articles, photographs, poems, features etc.)

At GRDIM, students are expected to gain insights over many areas of business as this will go a long way for them to excel in managerial positions that they will eventually find themselves in once they start their corporate career. Keeping in mind this, teaching-learning process at GRDIM focuses on imparting insights in the wake of knowledge transactions at all dimensions of busi-

ness education. Bringing this aspect out as an everyday reality, professors at GRDIM, in the course of teaching various papers in management, either by their own demonstrations or by making students practice things that they learn theoretically, they instil insights into students mind about various areas of business. This way of teaching –learning process brings about synthesis of theoretical knowledge and empirical insights that will in turn make a student a perfect candidate for today's highly demanding managerial positions

Students are encouraged to participate in National and International Level Hackathons with the mentor ship of our teaching facilities.

6.3.3 Examination and Evaluation

The assessment comprises of continuous sessional assessment in the subjects of study and other curricular components as well as Term End examinations carrying credit as shown in the curricular scheme in *section 9* below. The students will be assessed for 75 marks under the head Term End Examination (TEE) and 25 marks under Continuous Assessment (CA) in theory subjects. The assessment of TEE comprises of Part I and Part II that are assessed for 15 and 60 marks respectively. The Part I comprise the evaluation by the internal staff member (the respective staff who handles the subject) in the mid term, model examination and the test on Career and life skills and the Part II is about the semester examination marks assessed by the external examiner. The total marks scored in Part I (out of 15) and Part II (out of 60) for a total of 75 will be the TEE in the subjects concerned.

The break-up and modes of assessment for continuous assessment, the pattern of question papers for Term End Examination (TEE) and the method of terminal assessment in case of curricular components other than conventional subjects of study, shall be framed by the Standing Committee of the Academic Council, and informed in advance to the students. The college Website is posted with information on the scheme of Term End Examinations and other connected regulations.

For the Term-end-examinations of the UG courses, Central Valuation with mostly external examiners are utilised. For PG Courses – Central Valuation is done and Double evaluation with two examiners – one external and the other internal, is adopted. There is a provision for revaluation and supply of Photostat copy of the Answer Script for UG students who apply for the same.

PG –Double valuation

UG – Single valuation

Continuous assessment element – (midterm, model, MCQ, seminar, assignment, class notes, term paper and attendance.)

6.3.4 Research and Development

GRD teachers, from the beginning have been associated with the relevant research aspects of the projects undertaken by the GRD Centre for Research in Social Sciences, Technology and Culture, which is a premier NGO institution of research and undertakes action-oriented community development projects, under the GRD Trust. Independently the College has started seeking research grants from DST, DBT, UGC, ICMR and other sponsors. Ph.D. & M.Phil. programmes have been offered in all the departments. A Research, Development and Consultancy committee has been constituted to review, coordinate and promote research. Deserving teachers are given all encouragement including paid leave to pursue research programmes. Suitable rewards are given for the acquisition of Ph.D. and M.Phil. qualifications. Lab facilities and research facilities such as internet access and library additions and support for visits to advanced institutions and for attending conferences and seminars are all liberally provided.

- Our institution has a very good research and development cell. The students and staff members are actively participating in this cell. The department has a research committee with different research groups and through these research groups many hands on workshops and symposiums are conducted regularly.
- PG students are encouraged to do internship and research project.
- M.Phil with full time and part time research programmes are offered and the students are encouraged to publish paper in refereed journals and conference.
- Faculty members and students are encouraged to participate in Summer Research Fellowship Programme conducted by Summer Research Fellowship of the Science Academies.
- The Research and Development cell has different research groups and faculty members belonging to the same domain are grouped together and these groups take the responsibility of research development activities along with the scholars like journal publication, conducting workshops on tools, organizing conferences and symposium.

6.3.5 Library, ICT and physical infrastructure / instrumentation

The College is extra-ordinarily well endowed with modern well equipped buildings, hostels, play areas, canteen, well stocked and up-to-date library, auditorium, conference halls, staff rooms and indoor stadium as well as well equipped laboratories and computer centres, with sophisticated instruments and systems. Excellent provisions have been made for water supply, and stand by electric power (covering the total power requirement). There is a fleet of transport ve-

hicles. Liberal provisions are made for continual addition to the libraries, ICT facilities, continuous modernization of laboratories and upkeep of the campus. Coordinated planning by the Departments, longer working hours, optimal scheduling and time tabling help in the maximum utilization of facilities. The library and computer centre are open for longer hours and on Saturdays and Sundays as well.

Library :

Library Management Software has been installed. The open access system is followed, with computerized, online public access catalogue referencing facility. Lighting, rack arrangements and sizes, and positioning of reading tables and chairs facilitate ease of access and working. The usual library rules and procedures are followed (library tickets, due dates of returns, fines etc.) and borrowing and return entries are computerized. Entry and exit control ensures that no personal materials are brought in and no unauthorized material goes out. The windows of the library have wire meshes. Barcoding has been done.

Working hours of the library	9.00 a.m. – 7.00 p.m.
Seating capacity	250
Number of book titles	23147
Number of books	45131
No. of book titles per student	7
Number of databases subscribed to	N – List online data base
Journals (National)	70
Journals (International)	38
Periodicals (Magazines)	42
Online Library system	6 (EBSCO & j – Gate)

ICT as a Learning Resource

The College encourages more and more use of ICT resources by students and faculty. The internet's on-line databases, lectures and tutorials, Youtube resources, e-journals, online books, journals, other vast information stores, downloadable books and software accessible through search are increasingly used for learning, information and data collection, research, term paper presentation, seminar preparation etc. Teaching is enhanced and facilitated by multimedia presentations on LCD and via laptops of students. The language laboratory is an example of technology aided learning being used at the College.

Particulars about the ICT Installed in the library

Sl.No	Categories	GRDIM Library

1	Total number of computers for public access	4 Computers
2	Total numbers of printers for public access	10 Printers
3	Internet band width speed □2mbps □ 10 mbps □1 gb(GB)	10 mbps
4	Institutional Repository	- Information relating to academic contributions made by the faculty. - Student project reports - Seminar proceeding published by the institution. - Reading material circulated by the faculty
5	Content management system for e-learning	-
6	Participation in Resource sharing networks/consortia (like Inflibnet)	As a part of resource sharing the institutions has Membership with. - INFLIBNET. - EBSCO - J.GATE

6.3.6 Human Resource Management

The College evaluates teachers on teaching and research performance as well as on other contributions and achievements by a year-end performance self-appraisal to which Heads of the Departments add their comments. It helps teachers self assess themselves on many aspects, become aware of where they can improve and take or seek remedial help, and it motivates them to set goals for themselves. The HOD/ Principal also make suggestions for improvement (like tuning up English competency or up gradation / research participation or for enhancing all-round contribution).

Manpower planning is done using the usual norms of teaching workload and the specialization requirements for teaching the subjects making allowance for the special activities and programmes and research and other commitments of the faculty which may differ between departments. There is no rigidity about the staff pattern and numbers. Needs are provided for as and when they arise. Being a self financing institution, the college does not have the problem of get-

ting posts sanctioned, or going through elaborate selection procedures etc. The Heads of the Departments assess the needs and make out the case for faculty provision. The annual major recruitment is done by advertising and interviews by properly formed selection committees. For vacancies arising now and again during the year, selection is made through interviews of applicants called from the standing file of applicants.

These latter interviews are by the College staff selection committee, except in the case of MBA and MCA, where AICTE rules are followed. Selections are purely by merit, academic record and interview performance. Doctorate qualification and industrial/professional experience are given preference.

Any shortfall or deficiency of inefficiency in the work of non-teaching staff becomes quickly apparent as they work as small groups, each under a supervisor who reports to the Principal and also because most of them come into close contact with students and faculty. The College has not felt any need to maintain an elaborate appraisal system. The non-teaching staffs are frequently advised and impressed upon to take up higher education and specialized programmes for new skills through distance and non formal courses. The response has been very gratifying. The department assess the needs and make out the case for faculty provision. The annual major recruitment is done by advertising and interviews by properly formed selection committees. For vacancies arising now and then during the year, selection is made through interviews of applicants called from the standing file of applicants.

6.3.7 Faculty and Staff recruitment

The details of faculty and staff recruitment is briefed above and the Teaching and Non teaching ratio is: 1:6 (Teaching : 152 ; Non-teaching : 93).

A public Call for Interview is announced in dailies when there are staff requirements. Once the applications received, they are scrutinized, conducted interviews by the Interview Panel.

6.3.8 Industry Interaction / Collaboration

COMPUTER SCIENCE

- People from corporate, professionals and experts are invited to our institutions to have an interaction with our students.
- Students take part in various internship programs like i3soft solutions, Robert Bosch, Spectra Systems, Sakthi Sugars, Electro Solutions and Roots Industries.
- A good number of students have been placed every year through placement cell at the UG and PG Level.

- Executives from industries are invited to deliver lectures during seminars and conferences.
- The students are also taken for campus and industrial visits to premier institutions and IT companies in Bangalore, Mumbai and Chennai.
- Every year outstation seminars are conducted in premier institutions where experts come and share their expertise knowledge with our students.

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Names of external institutions associated with the College for student project work

- Jagannath textiles company Ltd.
- NDTV.
- Career stroke.
- ICICI Bank Mumbai.
- Roots Industries Coimbatore.
- HCL Infosystems.
- Shanthi gears.
- Institute of Computation Biology – Bangalore.
- Centre for research in assisted reproduction &foetal therapy Kerala.
- UDIS forum Coimbatore.
- Krishna assisted reproduction and endoscopy Centre, Kerala.
- Kalaikathir achagam.
- Indra Gandhi National Open University New Delhi.
- The relief Foundation Chennai.
- Coimbatore Cancer foundation.
- National Botanical Research institute Lucknow.
- G Kuppusamy naidu Memeorial hospital Coimbatore.
- Tamil Nadu Agriculture University.

Collaboration for projects has been established with Amala Research Centre, Thrissur, Anna University, Pasteur Institute, Coonoor, Rajiv Gandhi Centre for BT, Thiruvananthapuram, Tamilnadu Agricultural University etc. by the Biotechnology department. In the Bioinformatics department collaboration for student (MSc) projects exists with a large number of major institutions including NCL Pune, CDRI, Lucknow, Institute of Bioinformatics and Applied Biotechnology, Bangalore, NIMHANS Bangalore, Jawaharlal Nehru University, New Delhi, Aravinda Biosolutions, Hyderabad, CPCRI – Kasaragod, IBX solutions, Bangalore; IBI Solutions, Chan-

digarh; Do EACC Centre-Imphal, Ramachandra Medical College, Chennai; Helix Infosystem, Chennai, Amrita Institute of Medical Science, Cochin, Biotechnology Info Bytes Technologies – Bangalore, Institute of Forest Genetics and Tree Breeding, Coimbatore; Sai's Bio Science Research Institute, Chennai, Indian Institute of Spices Research, Calicut, Biosolutions, Secunderabad, Amala Cancer Research Institute, Thrissur, IISc, Bangalore, Institute of Genomics and integrated biology, New Delhi and Jalaja Technologies, Bangalore. Likewise the other departments take up collaborative research projects either as departmental projects or through PG projects e-g. Aravind Eye Hospital is working with the Microbiology Department for the definition and quick diagnosis of certain infections by modern Biotech methods, and Roots Industries Ltd. with the Management Department for problem solutions/studies through MBA projects.

The College gives due publicity to its program and facilities through its comprehensive prospectus for PG & UG Courses and its annual pre-admission advertisements, one for the College as a whole and one separately for the MBA and MCA Programmes. A general information folder is also made available for wide circulation. The College website www.grd.org has been created and has been functioning for the last 4 years. With respect to the MBA/MCA programs and admissions there to mandatory information as required by the AICTE is being provided in the website. Admissions to the MBA / MCA programmes are covered by the AICTE guidelines and here is also a State Quota filled up through State Government entrance test. For the College's own Quota the test scores in MAT, as well as the UG academic record are considered along with performance in an interview and a peer group discussion. In other courses, admissions are made by merit as shown by the marks in the qualifying exam and motivation and potential as judged at the interview. If the number of applicants is too large, as for MSc (Biotechnology), an entrance test may also be conducted by the College. Selections and admissions are made by the senior faculty without too much formality.

6.3.9 Admission of Students

Admission to the MBA/MCA programmes are covered by the AICTE guidelines. The test scores in MAT, TANCET, as well as the UG academic record are considered along with performance in an interview and a peer group discussion.

The Admissions for MIB and other PG courses are based on their UG academic records and Personal Interview.

For UG courses, admissions are made by merit as shown by the marks in the qualifying exam and motivation and potential as judged at the interview selections and admissions are made by the senior faculty without too much formality.

6.4 Welfare schemes for teaching, Non Teaching and Students

Teaching	Provident Fund Special leaves to pursue higher education Maternity Leave Medical Leave Insurance Medical Insurance policy Canteen and bus facility
Non teaching	Mediclaim Policy, Medical Leave Salary Advances PF Canteen and bus facility
Students	Accidental Policy, Safe drinking water Hostel facility Canteen facility Group Insurance Transportation facility

6.5 Total corpus fund   -   ✔

6.6 Whether annual financial audit has been done   Yes ✔   No ☐

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

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	Yes	TUV Rheinland India (P)Ltd	Yes	MR of the College
Administrative	Yes	TUV Rheinland India (P)Ltd	Yes	MR of the College

6.8 Does the University/ Autonomous College declares results within 30 days?

For UG Programmes   Yes ✔   No ☐

For PG Programmes   Yes ☑   No ☐

6.9 What efforts are made by the University/ Autonomous College for Examination Reforms?

The departments have been given freedom to consider certain subjects as practice oriented subjects and adapt a pattern of 50 marks under continuous assessment for them with suitable break up and also devise a suitable mode of term end examinations. There is a move to make senior faculty of the College to be the examiners for the subjects taught by them in the UG Term end Examinations. For new interdisciplinary / emerging subjects introduced in the curriculum in which text books are scarce, or examiners familiar with the subjects are not available, the faculty teaching the subject will himself / herself be the examiner. The feasibility of introducing open book – examination is being examined in respect of one or two subjects in each course. We are in the process of creating question banks for subjects in which the total assessment can be of the objective type.

A facility for conducting a special supplementary examination in June for the failed students of final semester only, has been implemented from 2006 so that students may not lose a semester or a year. We are also examining the possibility of extending this facility to the failed candidates of all semesters, so that the students are not burdened with the carried over arrears in the subsequent semester.

It was suggested that the department to include more activities and practical training in the initial two years to help the students understand what each area of specialisation would provide for them, and if they have the aptitude for it. They also requested the juniors to take their internships more seriously, and this will help them to get placements even before the graduation. It really helps a lot.

Online MCQ examinations are standardized and security measures are enhanced. Examination committee meets every semester to discuss the system and incorporate changes on timely basis.

Online Publication of Term End Examination results, Supplementary Examinations during weekends, Mark sheets printed with security features including the photograph of the students

Scribes for students with inability, Extra time given for students who are in need of it, Photocopies of answer scripts, provided if applied by the students.

6.10 What efforts are made by the University to promote autonomy in the affiliated/constituent colleges?

The Bharathiar University appoints a nominee in the academic council of the college and Board of Studies of all the departments to ensure strict adherence to the UGC guidelines. By this the university ensures proper procedure is being followed in curriculum development and its implementation in line with the latest changes in the educational and business environment. The University is having its nominee in the result passing board of the college to maintain the requisite quality and standard.

6.11 Activities and support from the Alumni Association

The Alumni association is an active body of the institution. Alumni meet is conducted every year and reunion of alumni is organized by the alumni in their own interest. Through these alumni body, the alumni support the institution by offering internships to our students, career guidance, they also take part in the academics by giving their suggestions in improving the syllabus and reframing of syllabus to meet the current demands. An Alumni Club is formed called Banyan with an exclusive website for connecting and collaborating them.

Alumni represent the Board of studies for curriculum development. They also help in:

- Arranging for Industrial visit / training of students.
- Assisting in Placements.
- Providing information on latest happenings e.g. exhibitions, seminars, etc.
- Arranging guest lecturers in the college.
- Management training for faculty if required.
- Arranging training program, career consultations (Higher studies, developing communication and interpersonal skills of students for interviews).

Alumni also participate in Management Development Programme organized by our institution and get trained and create a rapport between industry and institution.

6.12 Activities and support from the Parent – Teacher Association

The Institution believes in a strong interaction between teachers and parents. At least once in a year, a formal parent-teacher's meeting is held. Besides this, at various formal and informal levels, teachers are in contact with parents. For students having irregularities in attendance, the teachers get in touch with the parents. The parents of those students, who commit con-

tinuous mistakes, are informed in advance by personal meeting and their wards are given a chance to improve, so that their terms can be retained. For any misbehaviour / misconduct, the Principal meets the guardian / parent before taking any strict disciplinary measures. This helps to maintain discipline, with the humane approach that is required. There is also a Parents Teachers Association set up to receive feedback from the parents and to involve them in the growth of the College.

SMS are sent to parents regarding Midterm, Model Mark Statements. For every thirty days the attendance percentage and the student's performance is also sent. If a student takes 2 days leave continuously for no valid reason, parents will be intimated.

On an average 10% of the parents come in person and meet the tutors regarding their wards performance. Suggestions are given by the teachers to improve the performance of attendance and marks.

For every indiscipline action of the student, the first intimation is given by the Principal to the Director and HOD. Enquiry is carried out on those students by the Enquiry Committee and Class Tutor, message is conveyed to their parents. Based on the report given by the enquiry committee, actions like suspension, warning and counselling will be given to the students.

6.13 Development programmes for supporting staff

Following programmes were organised for the supporting staff

- Meditation and Fitness Awareness Programme for Non Teaching members of the institution.

- Training Programme on Using Internet, Edumanage software and mails.

- Workshop on "Life Skills".

- A workshop on Record Keeping and File Management system in the work domain.

- On hands Training on EDU MANAGE software to experience easiest and competent work flow.

6.14 Initiatives taken by the institution to make the campus eco-friendly

Tree plantation is actively carried out across the college campus to keep the eco – friendly atmosphere .A special initiative has been taken to have the majority of the internal communications across different departments through intranet. There is strict monitoring of usage of printers and copiers with a view to reduce consumption of paper there by contributing to save the trees and the environment.

- Garbage bins are placed at regular various spots to maintain clean environment at the college campus.

- Use of google groups, whatsapp for communicating with students to save resources and time.

Geo Green Computing is formed and actively participated in the Eco-friendly activities of the Campus. The activities include

1. World Sparrow Day.
2. World Zero-Emission Day.
3. World Water Day.
4. Model Contest and Technical Exhibition.

Criterion – VII

7. Innovations and Best Practices

7.1 Innovations introduced during this academic year which have created a positive impact on the functioning of the institution. Give details.

1. E-Learning Modules on Career Strokes which Focuses on developing Communication abilities and language abilities of students. This has a positive impact on the students by developing their communication skills as well as skills needed for them to survive in the competitive Business world.

2. Personality Development – a programme offered by Master Strokes- aims to develop leadership and team management. It facilitates the students to improve their interpersonal skills, leadership skills and team building abilities which will help them to compete strongly in this competitive world.

3. Drupal.org- an online open source program was offered to students to enable them to have a truly digital experience on the platform that knows web content management. This creates and develops students' skills on this tech- savy world to manage their business and develop proper web content.

Students are encouraged to conduct intra departmental competitions and they came up with "PITCH FEST" – 2017 (Dream & Discover)- III BBA; Entertenido-2K17 (Learn & Laugh)- II BBA and EXECL-Event 2K18 (Educate & Entertain) – II BBA. These events have created a platform to the students which has given them responsibilities of bring their ideas for effective planning and organizing programmes. The other measures are

- Part-Time PG Diploma in Robotics for the MCA Students as a dual degree course

- Conducted NCAT '18 in association with IIT, Delhi in February 2018

- Support to students for appearing and doing well in competitive exams like BEC, CAT, TANCET etc. for higher studies.

- Financial rewards for students attending programmes in prestigious Institutions like IIT/IIM etc.

- Moral Awareness Programme

- Clean Campus Drive

- MoU's have been signed with several reputed Institutions like ACCA, ISDC, CII institute of Logistics, ICICI Bank, institute of Company Secretaries of India, Institute of Cost Accountants of India and Sun Online Learning India Private Limited for skill development and to develop the soft skill training for the students.

- Tie up with "Talent HR Hire Solutions" for providing Job placments and training for our students. Our Institution has collaboration with NIST Institute Private Limited, Chennai for Job oriented Short Term Certificate Programmes at UG and PG Level. Mr.Joel Roshan, Assistant Manager, Talent Team EY, from Bangalore conducted an orientation programme for the students for placements. The department organizes many placement drives in association with many MNC's such as McKinsey, EY placements, Amazon, Forge, Concentrix, IDPL and Aditya Birla.

- Boot Camp gives a platform to the students for aspiring management minds to showcase talented inner self. It portrays the fruits of untiring hard work, the essence of team-building, strategizing as an integral part of the team, anxiety while oscillating between winning and so close to winning. It is the perfect arena for a student to carve an identity among the cluster of promising-future. In association with Master Strokes Solution Private Limited, it is a form of activity based learning at natural setting and conducted at three different levels for the students as follows:-

  - LEVEL I   – Leadership Camp
  - LEVEL II   - Entrepreneurial Camp
  - LEVEL III   - Team Building Camp

- School of Commerce and International Business organizes many association activities such as Creative streaks, X factor, SCIB Idol, etc. for the students. This year the association introduced SCIBATE.

A new initiative to organize or conduct intra department meet to elicit the creative capabilities in students. Organized specialization focused Quiz contest and debate to increase awareness and knowledge amoung the students. This year SCIB conducted X-factor, is a quality that you cannot describe that makes someone very special, to bring individual talents of the students. Creative Streaks is mainly focused on students to enable turning new and imaginative ideas into reality. SCIB HUNT is for the students to search determinedly for someone or something. The following are other such activities / programmes with a same mission.

- International Immersion programmes
- Learning Diary Methods
- Marketing Road show
- Boot camps to students, conducted by MASTER STROKES, Mangalore
- Part-Time PG Diploma in Robotics for the MCA Students as a dual degree course
- Conducted NCAT '17 in association with IIT, Delhi in February 2017
- Support to students for appearing and doing well in competitive exams like BEC, CAT, TANCET etc. for higher studies.
- Financial rewards for students attending programmes in prestigious Institutions like IIT/IIM etc.
- Student and Faculty participation in Smart India Hackathon in April 2017
- MoU's have been signed with several reputed industries like ACCA, ISDC, CII Institute of Logistics, ICICI Bank, Institute of Company Secretaries of India, Institute of Cost Accountants of India and Sun Online Learning India Private Limited for skill development and to develop the soft skill training for the students.
- Our Institution has collaboration with NIST Institute Private Limited, Chennai for Job Oriented Short Term Certificate Programmes at UG and PG Level.
- Our Institution has tie up with "Talent HR Hire Solutions" for providing Job Placements and Training for our students.
- Chennai international short film festival 3rd edition was launched here in Coimbatore during November 2nd to 4th 2016, which was appreciated by students and public.

7.2 Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year.

GRDIM

1. To Improve Teaching and Learning ,

a. Initiatives have been taken to incorporate the necessary modifications and additions to the present syllabus along with the introduction of a new core paper on Digital marketing by taking into account the demand of online industry.

b. Professionals, mentors, experts and famous personalities from various fields and sectors have visited the campus to interact with the students and enrich their knowledge on various pressing issues in the corporate world as well as to equip them to meet the industry demands and to mention a few :

Mr.Karthikeyan, the renowned Cyber Crime Investigator & Certified Cyber Forensic Analyst gave an engaging talk on the topic "Cyber Challenges & The Ways to Protect It" and also Ms Helen Campbell, Collegiate Professor, Department of Business & Management, and Department of Social Sciences at the University of Maryland, University College, USA giving series lectures on Communication, moreover under the banner of CEO World Series, Face to Face- A flagship Program of GRDIM & SCIB, COMPASS the Institute has brought many experts to the campus.

2. On the Research front, the following are the list of Conferences, FDP, MDP and Workshops happened at the Institute,

   a. 4th International Conference on "International Marketing in Asia Pacific Issues and Challenges (ICIM) – 2017" is organized by GRD Institute of Management, GRD School Of Commerce and International Business, Dr.GRD College Of Science, India, in association with the universities from US & UK, on 10th & 11th November at Coimbatore, India. On the theme "Globalization, Innovation, and Leadership".

   b. A one day Workshop on "Research analysis using SPSS" was Organized on 20/02/2017 to give a hands on training to the scholars on data analysis.

   c. A MDP on "Triangle of leadership, change and strategy" by Prof.Sri Kandiah, University of Southampton School of Management on 21/07/2017.

3. Community outreach activities which also involved the students extension activities during March 2018, Swatch Marathon on 16/02/2017 and "Give What You Can" through which students lend their support to various orphanages.

SCIB

- Systematic planning has been done to maximize academic and co-curricular exposure to the students every year. Students to have a global exposure, many programmes have been planned at the beginning of the year. The following are the action taken report based on the programmes designed:

S.No	Programme	Target Planned	Outcome (Action taken)
1	Curriculum	Introduction of IFRS Paper	This year we introduced a new paper "International Financial Reporting Standard" for all Commerce UG courses to have an academic exposure based on international financial reporting standards.

2	International Conference – Global exposure	Organising International Conference on International Marketing	An 4th International Conference on International Marketing in Asia Pacific Issues and Challenges has been conducted on 10.11.2017 and 11.11.2017 at Le Meridien, Coimbatore.
3	International Immersion Programme	International Immersion Programme with leading universities in UK and US	Programme has been organised by the department on the following topic "Emotional Intelligence" by Prof. Sri Kandiah, University of Southampton, United kingdom on 18.07.2017
4	FDP	Increasing the number of Faculty Development Programme to have an exposure on different areas.	Every year the institution take initiatives to conduct many FDP programmes. This year we conducted 7 FDP's on the following various topics:- ➢ Emotional Intelligence ➢ Factors Influencing Personality ➢ Communication skills at work place ➢ Taxation ➢ Audit and assurance ➢ Financial Reporting ➢ Financial Management

5	Placement Programme	Good Placement assistance to the students	Special attention is given for 100 percent placement for the students. Many placement drives have been conducted this year with the top MNC's such as McKinsey, EY, Amazon, Forge, Concentrix, IDPL and Aditya Birla. Mr.Joel Roshan, Assistant Manager, Talent Team EY, from Bangalore conducted an orientation programme for the students for placements.
6	CEO word series/ Face2Face	Increasing the quality of global exposure by bringing in prominent personalities belonging to business and academia from different countries and continents.	CEO word series has been organised on 14.02.2018 Dr.D.J.E.RaviThilagan was the chief guest During this year 7 Face 2 Face have been organised.
7	Co-curricular exposure – a talent hunt	Introducing many new creative programmes for the students to have an co-curricular exposure to the students	Every year the Institution organises many creative programme such as creative streaks, X factor, SCIB Idol, Debate etc. for the students.This year another new programme SCIBATE has been introduced.
8	Internship Training	To arrange Industrial visits to various organisations	Systematic planning has been done to strengthen the technical skills of the students every year by conducting training classes and industrial

			visit. Students are motivated to visit many prestigious organisations. This year the students visited many organisations such as Sakthi Diary, Malabar cements, GVG Paper Mills, Roots, Salzer Electronics ltd., Amaron Foundary, TNPL, Bannari Amman Sugar Industries Ltd., MagicvInsta, Sakthi sugar-soya division, Arya Hi-tech Pipe and Component Pvt. Ltd., Fine Fit Garment, Loocust Incorp Apparel Export Pvt Ltd., and Sri Ratna Lakshmi Spinning Mills. More than 22 batches of Students have been taken to the above organisations for Industrial Visit this year.
9	Orientation Programme	Support to students for appearing and doing well in CA/ACCA examinations.	An orientation programme has been organised on 8.8.2017 for supporting the students to face ACCA examinations. Orientation programme has been organised on the following topics during this year: Computer Based Exam Logistics
10	Extra-curricular activities	Motivate the students to participate in extra-curricular activities	Our department conducts many extra-curricular activities like SCIB Liga-football match, Net Shot – Hand ball, SCIB T-10 – Cricket match etc., Students are motivated to participate in those activities. During this year, on the occasion of Women's Day celebration,

			SCIB Cricket League specially for Women was conducted on 10.03.2018.

COMPUTER SCIENCE

- Strengthening the Technical Skills of the Students, training classes were conducted.

- Introduced In-house projects for the students. The students were made to work in the Funded projects of the department

- Conducting placements drives with the top MNC's for all the colleges in and around Coimbatore region

7.3 Give two Best Practices of the institution *(please see the format in the NAAC Self-study Manuals)*

1. Effective teaching planning and learning process.

2. Faculty Development programs and Research Initiatives.

3. Quality Global Exposure – BEC and other certificate courses.

GRDIM

1. New initiative "Compass" have been introduced, facilitating students to interact with Corporate Executives to guide students on their career growth prospects. The topics covered are

- 'Compass' - A directive program for enhancing the employability skills by Mr. Pasupathy Pandian, Sr.Vice President, HR, Careernet Solutions, Bangalore.
- 'Compass'- Constructive Messages in Advertisements by Mr.T.Baalaajee, Media Consultant, Chennai.
- 'Compass'- 'Leveraging business intelligence for supply and operation' by Mr.R.Radhakrishnan, General Manager, Information system (Functional), HPCL, Mumbai.
- Compass - "Supply Chain Management" by Dr.Pawan Agarwal, President, Dabbawala Assn., Mumbai.

2. Short-term course on "Business analytics" was conducted by IBM trainers to get students exposed to Analytics.

3. Quality Global Exposure – BEC and other certificate courses.

4. Joy of Giving.

5. Effective teaching planning and learning process.

6. Faculty Development programs and Research Initiative.

GRD SCIB

1. Give what you can (Joy of giving)

It's rightly said... No other joy is more precious than the joy of giving. School of Commerce and International Business is organizing "The Joy of Giving Week" from 3rd August to 7th August 2016. In this drive, donations will be collected in the form of clothes, toys, utensils, stationery, foodstuff etc from the students of SCIB; they were able to collect more cartons of clothes, utensils and stationery. With every passing year, the number of donors are increasing which is seen in the fact that around 400 people donated in this drive in 2016 which was double the figure in 2015. While the collected items were handed over to many orphanages. This noble initiative is organized by School of Commerce and International Business, Dr.GRD College of Science. It continues to impact numerous lives belong to the less fortunate section of the society.

2. International Yoga Day

First year students at SCIB, Dr.GRD College of Science participated in 1.30Hrs session on 21st June 2016 specifically put together by experts Mr.Kanagasabapathy and Mrs.Sasirekha. "It was a fun and healthy session and everybody enjoyed it,"

VISCOM

Social awareness campaigns through street theatre and organizing amateur film festival for students.

7.4 Contribution to environmental awareness / protection

COMPUTER SCIENCE
- The department propagates the importance of energy conservation by intimating staff and students to turn off the fans and lights in hostel and college whenever not needed.
- Awareness programme is conducted periodically for elaborating the importance of water resource on World Water Day is celebrated at the department by the Geo green Club.
- Installation of solar panels for electricity consumption.
- Plants at the campus watered by recycled water.
- Rain water harvesting in the campus.

- Zero emission day is conducted every year in the campus. All vehicles are tested and Carbon Emission Certificates are issued.

- Exhibitions conducted by Geo green computing on eco friendly awareness.

ENGLISH

- Encouraging Students to take part in various environmental and social awareness programmes to cultivate the individual identity with an awareness of global environment concerns.

GRDIM

- Campus is environment friendly and is surrounded by trees.

- 35 saplings were planted in the college campus by I Year MBA students as an afforestration initiative.

- Encouraging students to write slogans on Tree Plantation and Plastic free zone in the areas like CODISSIA and SITRA.

- PR Campaign on Environmental Awareness.

GRDSCIB

- School of Commerce and International Business Students planted 200 saplings of different varieties viz ornamental, shadowing and fruit bearing trees. The students also placed bricks as plant barricades and each student took the responsibility to nourish and maintain the allocated plant. Eventually, the ground attained a glorious look. The committee decided to proceed with the same inspiration, enthusiasm and zeal to enhance the beauty of the college campus.

- Students of School of commerce and international Business clean the college campus and road sides from Hope College to SITRA with the name of SWACH MARATHON on 17.02.2017. The Event was inaugurated by Honourable Union Minister Pon Radhakrishnan, Minister of Heavy Industries and Public Enterprises of India. Students gathered at the college entrance, they were divided into groups and assigned various areas to clean. This was followed by a cleanliness within the college as well. All the broken dustbins at the campus were mended.

- III B.Com IB Students conducted Water Awareness Program on 03.08.2016 with the name "SAVE H2O" for students at the Dr.GRD schools and Dr.GRD College of Science

built their drinking water facilities. Through this program, students created awareness regarding water conservation and protection of water resources to ensure responsible utilization of water for a sustainable future.

- II.B.Com CA students organised a program on "MISSION UNDER THE MASK" where they have cleaned the entire Ukkadam Bus Stop and created awareness to the public regarding sanitation.

7.5 Whether environmental audit was conducted?

Yes [ ]   No [✓]

7.6 Any other relevant information the institution wishes to add. (for example SWOT Analysis)

Nil

8. Plans of institution for next year

- To launch a new course in BBA(Retail Management) by taking into account industry demand as well as academic evolution which aim to inculcate the skills needed for students to start and manage a retail business.
- To increase the industry -institute communication through following ways
  - Signing MOUs with corporate so as to make them as mentors to the students
  - Inviting Corporate Experts to interact with the students on the challenges faced by Industries and Opportunities for the Students
  - Industrial Visits specifically focusing on enhancing Retail Management skills of the students by taking them to Malls like Prozone, FunRepublic, Brookefields etc
- To introduce Webinars for new papers- like Digital Marketing and Mall Management
- To Increase the quality of global exposure to students by bringing eminent personalities and in organising international immersion programmes
- Efforts to sign MoU with UK and US based Universities to have an exchange programme for both students and faculties
- To Provide coaching classes for the students to appear and doing well in professional and competitive examinations.
- Faculty members are motivated to complete Ph.D Programme and also encouraged to perform research projects.
- To provide placement assistance and training to the students for job placements in prestigious organisations
- To promote research activities in terms of better publications/Internships and fellowships
- To conduct workshops, conferences, Symposia in the International Level

- To organise conferences/guest lectures/seminars on various literary concepts by the English department.
- To encourage more students to join BEC certificate courses offered by British Council and Cambridge University.
- To have a literary association club based on theatre.
- To involve students in ecocentric studies
- Establishing a full-fledged research oriented higher studies programme.

Name _____

Name _____

_____

_____

Signature of the Coordinator, IQAC

Signature of the Chairperson, IQAC