

FOR 1st CYCLE OF ACCREDITATION

AMC GROUP OF EDUCATIONAL INSTITUTIONS

KOTHAYUR ROAD, MANISSERY, OTTAPALAM PALAKKAD, KERALA - 679521 679521 www.amc-college.com

Submitted To

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL BANGALORE

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1. EXECUTIVE SUMMARY

1.1 INTRODUCTION

The specialty of Ottapalam and surrounding areas include scenic hills, forests, country-style housing, lush green paddy fields and natural beauty but it was untouched by positives of the modern-day technological and industrial advancements. As almost majority of the residents were in the lower middle class category and in the minority category, they were not able to get quality learning modules from nearby, as it was not affordable for them. The location was very far from the nearby education hubs like Coimbatore, Kochi and Kozhikode. This made Meena Ramaswamy set her vision to give quality education by blending technology while imparting education. She decided to resign her well settled career of Banglore and started a college in a rented building at Kulappuly. She herself, first rank holder in MBA marketing management, hired few well qualified faculties and started the journey with 8 students. She hired professionally qualified people who were interested in settling in the rural outskirts and ready to share their knowledge to the rural youth. Later, the college shifted to Manissery Campus. In 2014, the institution continued its success story by acquiring affiliation from University of Calicut for B. Com Finance and BBA Finance and received approval by Government of Kerala.

The journey continues, her team instils in students a zest for learning and motivates original thought and the ability to see things from multiple perspectives. She strongly believes in the success mantra that "The bond that students and faculty members share is one of the greatest assets of the college". Discussions and activities within and outside the classroom are dynamic, dyadic, dialogic and collaborative. The emphasis is on a liberating pedagogy that can shatter myths, rescue imagination, develop critical thinking and initiate change. The institution is soaring high towards glory by implementing activities related to all round development of each and every one who is a part of AMC family.

Vision

TO TRANSFORM RURAL YOUTH IN TO VIBRANT, RESPONSIBLE AND SOCIALLY COMMITTED CITIZENS, IN THE SPIRIT OF EDUCATION AND EXCELLENCE.

We mould students to be vibrant and empower them, irrespective of caste, creed and religion to fulfil their academic and professional passion in an institute that is diverse, welcoming and inclusive for all students, faculty and staff.

As a responsible institution we provide, strength, support and opportunities for both faculty members and students through teaching, mentoring and by promoting arts and culture. AMC during its journey has been delivering a promise and shouldered the responsibility and commitment to the parents to impart quality and affordable education to each and every student. The Institution is tech savvy and armed with latest infrastructure like international video conferencing facility in line with the current practices of teaching and learning.

Mission

BUILD MORALLY, PROFESSIONALLY, TECHNOLOGICALLY UPDATED FUTURE CITIZEN.

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AMC supports its students to enhance their learning potential by integrating technology into their curriculum. The institute ensures that student develop the essential interactive skills which make them competent to face the challenges of the emerging society. The Institute always inculcate moral values among students which help them to take right decisions and choose the path they need. It builds a better society and helps to develop one's overall personality.

CORE VALUES

COMMITMENT, COMPETENCY AND CREATIVITY

The institute is committed in delivering equal opportunity to each and every student to showcase his/her innate abilities for facing challenges in the real-life scenario and to mould them as a combination of skills, attitudes and knowledge.

1.2 Strength, Weakness, Opportunity and Challenges(SWOC)

Institutional Strength

- Affordable high quality education.
- Remarkable credentials about the college.
- Competent teaching and non-teaching staff.
- Excellent teacher student relationship.
- College is professionally managed by a core directing team that consists of industrialists, technocrats, finance specialists and academic experts.
- Staff and students with good civic sense
- holistic and productive students and staff.
- Freeships to eligible students of all sections.
- Lush green scenery, overlooking Western Ghats, free from sound pollution.
- The college is constantly engaged in community linkage programme through NYNA
- Clubs and Committees with active student participation

Institutional Weakness

- The college lacks freedom in curriculum design, it has to follow the syllabus framed by university of Calicut.
- As there is no provision for permanent affiliation to self-financing colleges, institution cannot get 12b status of the UGC. Hence all benefits of 12b status cannot be enjoyed.
- the students are not eligible to apply for E- grants and scholarship of state Govt, as it is under self-financing category.
- The college often losses working days due to natural calamities
- Socio economic Backwardness of the students affects their learning.
- Rural location of the institutions limits tie-up with industries and industrial exposure.

Institutional Opportunity

- Research opportunities in national and international area.
- Highly networked alumnae.
- Internship facility to students can be availed by genuine collaboration.
- Updated and integrated technology can be used more in curriculum delivery.

Institutional Challenge

- Mobilization of funds for college development from external agencies like UGC/GOVT/NGOs/PTA/Students are difficult.
- Students coming from the rural areas lack proper communication skills.
- Students using Smart phone for accessing social media rather than academic purpose
- The week socio economic background of students act as a barrier for Higher Studies.

1.3 CRITERIA WISE SUMMARY

Curricular Aspects

The curricular aspects are the backbone to promote overall personality development of learners. The curriculum addresses all the educational domains. As we are an affiliated college under University of Calicut, we solely depend on the curriculum approved by the BoS of the university. Hence, we care, student engagement and involvement in each subject and inculcate democratic, moral, social and ethical values in students. Through the mode of experiential learning we orient our students towards self-learning and develop skills in communication. We provide quality education accessible to all including the under-privileged with a thrust on holistic development of learners, irrespective of caste and creed.

Academic flexibility in the curriculum is introduced by giving more freedom of choice to faculties, so that they prepare a well-advanced teaching plan before lecture delivery. The various clubs and cells help to develop self-confidence and self-reliance to face various competitive and other professional examinations and thereby to provide greater opportunities for employment. The academicians and interaction with various experts of the field help them to undertake research in different disciplines. The certificate courses help the students to gain knowledge in current and latest topics not covered in the syllabus. The feedback system helps to analyze the pitfalls and helps to correct the errors and the suggestions which are relevant are taken for future execution.

Teaching-learning and Evaluation

AMC has made tremendous changes in the teaching learning process for imparting quality education. Since 2014 Institution has been introducing CUCBCS as per the regulations of affiliating university and was shifted

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to CBCSS during 2019. The college scrutinizes the socio economic, curricular and extracurricular aspects of each student during and after the admission process. The Institution assesses learning levels of students after admission and organises special programs for advanced learners and slow learners. Student Centric methods such as experimental learning, participative learning, and problem solving methodologies are adopted for enhancing learning experience with the collective effort of all Departments.

Information and Communication Technology (ICT) is used by all teachers to support, enhance and optimize the delivery of information to students for effective teaching –learning process in the college. Reforms in continuous Internal evaluation system was implemented to enhance the students overall competencies through regular monitoring and assessment. The College believes that the continuous evaluation of students is prominent for their sustainable performance. Hence a structured evaluation process has been designed and implemented. Institution maintains a healthy student teacher ratio along with proper mentoring to resolve academic and other issues of students.

Result analysis is carried out regularly soon after the declaration of university results. For this each department designate a teaching faculty to collect and evaluate the result on semester wise properly. College follows a system to collect feedback from alumni and their employer to understand the extent to which the course outcome benefitted them in their employment. College always keep contact with Parents and collect feedback to get their satisfaction level about the course outcome is benefited to their ward.

Research, Innovations and Extension

The institution has created an eco-system for innovation and has taken various initiatives for creation and transfer of knowledge. ED Club has been formed and conducted various activities like workshops, food stall, and production units of soap powder, paperpen, and cloth bag and LED bulb. Research forum has been formed to inculcate research attitude among students and faculties'. The students and faculty members are embolded to present papers and publish papers in Research journals. Various academic fest has been organized like "Parivarthan" for Management students, "synergy "for Commerce students and "BECO" for Economics students. Publication initiatives of the college include "Daksha" Journal of Social Science and Management, "ECHO "Newsletter, hand written magazine etc. Workshops and seminars were conducted on Research Methodology, Entrepreneurial Development and IPR. Various extension and outreach programme for sensitizing students to social issues under various departments and clubs like NSS,Red Ribbon Club, Women Development Cell, Nature Club, Social Service Club etc. the important initiatives are Gramya, NYNA, Saheli, Share And Care, Swatch Bharath, Vimukthi, Hope etc. Certain awards and recognition received for extension activities from SVEEP and Valluvanad Blood Bank Forum Charitable Trust. The college has 4 functional MOU s with various institutions.

Infrastructure and Learning Resources

AMC is situated in a rural area on the main focus on upliftment of rural people through good and updated education system. The college is situated around 7 acres and 44 KM far from Trissur town and 40 KM from Palakkad town. The college has 2.68 acres land for playground and provides various sports equipment.

About the infrastructure, the college has twenty good ventilated class rooms and enough seating facilities. The college providing Wi-Fi facilities in ten classes. The management has implemented the international video conferencing facility in the college to enlarge the technical wisdom of students and to disclose the varied

professional and academic possibilities awaiting after graduation and post-graduation. This becomes a unique feature of AMC, as the management has a truly committed team in Canada to provide necessary classes at any time according to the convenience of students and they can also directly interact with the faculties. For this college is using Polycom Software with a special dedicated internet line. The college has a fairly well-equipped computer lab with twenty computers. Various short-term ICT training are offered by computer lab in association with various departments. The college has ICT facilitated Seminar hall for discussions, meetings etc. which is equipped with LCD, projector and a good computer.

The college library facility, have a collection of more than 2000 books which includes reference books, text books, general reading books, books for competitive exams etc. Apart from, books students can use various magazines and newspapers.

For cultivating a healthy relationship with fitness, a multi-gym with sophisticated equipment is facilitated in the campus without any fee. Students and staff can enjoy the facility. Regular usage of this facility will help one to get relief from stress and fatigue and to improve focus and attention.

Student Support and Progression

The institution has a well-defined and efficient mechanism to support the students to enhance their knowledge and skill and gain a holistic development. As our institution is in a rural area we have students from economically weaker sections and from various castes and creeds. As it is a self-financing college we could avail very limited grants and scholarships from the government. The major sponsor for such scholarship is the management. Hence, the institutional freeships are the major alternative support for these students.

The various clubs and cells like, Social Service Club, Electoral Literacy Club, Red Ribbon Club, Debate club, ED club, Nature Club, Career Guidance and Placement cells etc., supports the students to enhance their knowledge, awareness, social responsibility, soft skills, language, personality development and communication skills. All clubs and cells ensures satisfactory representation of girls, ensuring gender equity. Many vibrant programs, conducted inside and outside the campus promotes the artistic character, self-confidence and enthusiasm of the students. The college is initiating many ICT skill development classes to enhance the digital literacy.

The institution also promotes the non-academic activities such as Sports and Arts, to develop the sportsman spirit and artistic character among the students. The institution takes efforts for the health and well-being of the students, the initiation of which is done by the Health and Yoga Club and also by the continuous and regular gym sessions, provided in the institution. The students take part in the sports events and cultural and arts programs actively, that keeps the balance between the health and creative aspects of the students.

The institution organizes many orientation classes and trainings, both online and offline to make the students proactive to face the challenges that may emerge in their career. It makes the student to enhance themselves beyond the academic perspective and prepare themselves to step into the competitive professional world outside the campus.

The institution has proper mechanism in order to address all the grievances, allegations and facilitate timely redressal, in the form Grievance Redressal Cell, Anti-ragging cell and Anti-Sexual Harassment Cell for the students.

Governance, Leadership and Management

AMC Group of Educational Institutions is governed and managed by Trisha Charitable Trust. The trust has its own policies and strategies as per the vision and mission of the college. As the college is in rural area, the main aim of the college is to uplift rural education and skill development and to mould the students into a vibrant, responsible and technologically updated citizen.

The institution was centralized at the beginning and with the initiative of IQAC, the institution got decentralized. The powers are decentralized from top to bottom in order to take proper and correct decisions. The organization follows a participative management technique for decision making.

Internal and external audits are conducted at regular intervals. There is no audit objections till date.

Effective welfare measures are implemented in the college through Staff Welfare Club for all staffs. The management always take initiative for the overall development of all staffs through FDP's and many other programs. The organization follows an effective performance appraisal and feedback system.

The main source of fund is tuition fees and it is mobilized in an effective manner for the upliftment and overall development of the college.

CARE, Co operative for Assistance and Relief Everywhere is one of the best practices followed by the institution. Many sensitive issues and problems received in the Grievance Cell from the part of students, which cannot be solved internally is referred to CARE. CARE is handled by experienced internal and external mentors. **Acharya Shrestha**, an IQAC initiative quality enhancement programme was introduced to enhance the communication skill, subject knowledge and interactive skill among the faculties.

The review of teaching learning process, structure and methodologies of operations and learning outcomes are done though remedial teaching and feedback system at periodic intervals.

Institutional Values and Best Practices

The institution gives great attention in ensuring gender equity by providing a safe and secure environment for all students by providing 24x7 security service, CCTV surveillance in the campus. The Grievance Redressal cell and Anti – ragging cell are also actively working towards its objectives. WDC frequently conducts enlightening sessions to render emotional support to the girl students and also gives effective counselling during necessary circumstances. A well-equipped common room with essential assistance is also available for girl students in the college. Both the genders are promoted to participate in sports, arts and in election.

As a part of Green initiative the use of LED bulbs, solar panels, recycle garden, herbal garden are introduced in the campus.In addition to this effective waste management system is followed to keep the premises clean and eco – friendly. The office automation has been introduced and highly promotes non plastic items in the campus for various purposes.The institution has an adequate water harvesting system such as bore well recharging, rain water harvesting to overcome the scarcity of water.

The Grievance Redressal Cell, SC/ST cell of the institution ensures equality of opportunity, justice and human

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dignity to all students and directs them to get government scholarships on time. All cultural days are celebrated in the campus to foster mutual love and respect among students.

The institution conducts numerous activities to strengthen social and political ideals proclaimed by the Constitution of India. Equal Opportunity Cell, SC/ST Cell, Electoral Literacy Club, NSS etc are efficiently working towards their respective goal. Important international and national days are celebrated in the campus to uphold consciousness and integrity of the nation.

GO GREEN, one of the Best practices of the institution has been taken up seriously by the stakeholders to the maintain natural habitat and to flourish the green atmosphere of the campus.

AMC'S ARTISTIC ARRAY, is another best practice of the institution which highly promotes regional artforms and invites traditional practitioners to the campus to familiarize the art forms to the students.

The sessions delivered through the International video conferencing system that makes AMC a distinctive one.

2. PROFILE

2.1 BASIC INFORMATION

Name and Address of the College				
Name	AMC GROUP OF EDUCATIONAL INSTITUTIONS			
Address	KOTHAYUR ROAD, MANISSERY, OTTAPALAM PALAKKAD, KERALA - 679521			
City	Manissery			
State	Kerala			
Pin	679521			
Website	www.amc-college.com			

Contacts for Communication						
Designation	Name	Telephone with STD Code	Mobile	Fax	Email	
Principal	ВҮЈИ К	0466-2226527	9995427765	-	amcottapalam@gm ail.com	
IQAC / CIQA coordinator	MUGESH P		9946784940	-	iqacamcotp@gmail .com	

Status of the Institution	
Institution Status	Self Financing

Type of Institution				
By Gender	Co-education			
By Shift	Regular Day			

Recognized Minority institution		
If it is a recognized minroity institution	No	

Establishment Details

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University to wl college)	hich the college is	s affiliated/	or which gov	erns the col	lege (if it is a constitue
State		University name			Document
Kerala		Universit	y Of Calicut		View Document
Details of UGC	recognition				
Under Section		Date		Vie	w Document
2f of UGC					
_	nition/approval b	-		bodies like	
Details of recog	nition/approval b MCI,DCI,PCI,RO Recognition/ roval details itution/Depai nt programn	CI etc(othe App Day Inst year rtme yyyy	er than UGC) y,Month and r(dd-mm-	Validity is months	n Remarks
Details of recog AICTE,NCTE,I Statutory Regulatory	Recognition/ roval details itution/Depar	CI etc(othe App Day Inst year rtme yyyy	er than UGC) y,Month and r(dd-mm-	Validity in	n Remarks
Details of recog AICTE,NCTE,I Statutory Regulatory Authority	Recognition/ roval details itution/Depai nt programn	CI etc(othe App Day Inst year rtme yyyy	er than UGC) y,Month and r(dd-mm-	Validity in	n Remarks

No

No

Is the College recognized by UGC as a College

Is the College recognized for its performance by

with Potential for Excellence(CPE)?

any other governmental agency?

Location and Area of Campus						
Campus Type	Address	Location*	Campus Area in Acres	Built up Area in sq.mts.		
Main campus area	KOTHAYUR ROAD, MANISSERY, OTTAPALAM PALAKKAD, KERALA - 679521	Rural	7.0804	1486.44		

2.2 ACADEMIC INFORMATION

Details of Pro	Details of Programmes Offered by the College (Give Data for Current Academic year)							
Programme Level	Name of Pr ogramme/C ourse	Duration in Months	Entry Qualificatio n	Medium of Instruction	Sanctioned Strength	No.of Students Admitted		
UG	BCom,Com merce	36	HSE	English	65	58		
UG	BCom,Com merce	36	HSE	English	65	61		
UG	BCom,Com merce	36	HSE	English	65	61		
UG	BBA,Manag ement	36	HSE	English	32	30		
UG	BBA,Manag ement	36	HSE	English	60	37		
UG	BA,Economi cs	36	HSE	English	60	47		
PG	MCom,Com merce	24	B.COm or BBA	English	20	18		

Position Details of Faculty & Staff in the College

Teaching Faculty												
	Professor			Asso	Associate Professor			Assistant Professor				
	Male	Female	Others	Total	Male	Female	Others	Total	Male	Female	Others	Total
Sanctioned by the UGC /University State Government				0				0				0
Recruited	0	0	0	0	0	0	0	0	0	0	0	0
Yet to Recruit				0				0				0
Sanctioned by the Management/Soci ety or Other Authorized Bodies				0				0	J			34
Recruited	0	0	0	0	0	0	0	0	7	27	0	34
Yet to Recruit				0		1		0				0

Non-Teaching Staff						
	Male	Female	Others	Total		
Sanctioned by the UGC /University State Government		7,		0		
Recruited	0	0	0	0		
Yet to Recruit				0		
Sanctioned by the Management/Society or Other Authorized Bodies				11		
Recruited	5	6	0	11		
Yet to Recruit				0		

Technical Staff					
	Male	Female	Others	Total	
Sanctioned by the UGC /University State Government				0	
Recruited	0	0	0	0	
Yet to Recruit				0	
Sanctioned by the Management/Society or Other Authorized Bodies				0	
Recruited	0	0	0	0	
Yet to Recruit				0	

Qualification Details of the Teaching Staff

Permanent Teachers											
Highest Qualificatio n	Professor			Associate Professor		Assistant Professor					
	Male	Female	Others	Male	Female	Others	Male	Female	Others	Total	
D.sc/D.Litt/ LLD	0	0	0	0	0	0	0	0	0	0	
Ph.D.	0	0	0	0	0	0	2	0	0	2	
M.Phil.	0	0	0	0	0	0	0	2	0	2	
PG	0	0	0	0	0	0	30	0	0	30	

	Temporary Teachers												
Highest Qualificatio n	Professor		Associate Professor		Assistant Professor								
	Male	Female	Others	Male	Female	Others	Male	Female	Others	Total			
D.sc/D.Litt/ LLD	0	0	0	0	0	0	0	0	0	0			
Ph.D.	0	0	0	0	0	0	0	0	0	0			
M.Phil.	0	0	0	0	0	0	0	0	0	0			
PG	0	0	0	0	0	0	0	0	0	0			

Part Time Teachers											
Highest Qualificatio n	Professor		Associate Professor		Assistant Professor						
	Male	Female	Others	Male	Female	Others	Male	Female	Others	Total	
D.sc/D.Litt/ LLD	0	0	0	0	0	0	0	0	0	0	
Ph.D.	0	0	0	0	0	0	0	0	0	0	
M.Phil.	0	0	0	0	0	0	0	0	0	0	
PG	0	0	0	0	0	0	0	0	0	0	

Details of Visting/Guest Faculties						
Number of Visiting/Guest Faculty	Male	Female	Others	Total		
engaged with the college?	0	0	0	0		

Provide the Following Details of Students Enrolled in the College During the Current Academic Year

Programme		From the State Where College is Located	From Other States of India	NRI Students	Foreign Students	Total
UG	Male	168	0	0	0	168
	Female	126	0	0	0	126
	Others	0	0	0	0	0
PG	Male	2	0	0	0	2
	Female	16	0	0	0	16
	Others	0	0	0	0	0

Provide the Following Details of Students admitted to the College During the last four Academic Years								
Programme	Year 1	Year 2	Year 3	Year 4				
SC	Male	30	8	13	19			
	Female	11	12	33	20			
	Others	0	0	0	0			
ST	Male	0	0	0	0			
	Female	0	0	0	0			
	Others	0	0	0	0			
OBC	Male	122	77	103	114			
	Female	52	51	102	96			
	Others	0	0	0	0			
General	Male	26	23	23	16			
	Female	10	16	12	12			
	Others	0	0	0	0			
Others	Male	17	17	10	21			
	Female	12	10	9	14			
	Others	0	0	0	0			
Total	•	280	214	305	312			

Institutional preparedness for NEP

1. Multidisciplinary/interdisciplinary:	Integration of different disciplines like humanities, arts science, technology, engineering and maths will help to create a positive learning and promote creativity, critical thinking and to explore in depth knowledge. There is no doubt that holistic and multidisciplinary approach in education can achieve this. Curriculum designed by university of calicut is followed by the institutions which is designed as per CBCSS. An affiliated college has to follow the curriculum which is designed by university. If current curriculum is changes as per the NEP many students will be benefited.
2. Academic bank of credits (ABC):	Academic Bank of Credits (ABC) will help the learners to open a unique digital account and the same will encourage blended learning mode which allow the students to earn credit from different institutions. The concept is good and will help to implement multi-disciplinary approach in higher education. University level policy change is to be made and guidelines should be issued to affiliated colleges so that the HEIs can follow the same. The policy will benefit those students who have discontinued studies due to economic backwardness especially in rural areas.
3. Skill development:	Knowledge only cannot mould future citizen. Use of knowledge for the benefit of students require skills. Skill development need continuous efforts. Institutions have already constituted various clubs and programme for skill development. Internal evaluation introduced by university highlights on attendance and internal examination. More weightage should be provided to the skill enhancement
4. Appropriate integration of Indian Knowledge system (teaching in Indian Language, culture, using online course):	Learning in our own language is better than any other language Native language influence the cultural identity and upliftment. Unfortunately HEIs like affiliated college are compelled to follow English language as a medium of instruction. Use of Native local language for curriculum, Text books, print materials, etc. have to be done
5. Focus on Outcome based education (OBE):	UGC is insisting for outcome based education and universities have taken some initiatives. The outcome should be in a measurable form. Unfortunately the syllabus designed by university especially for UG course is suit for lecture methods and institutions are adopting their own practices for adopting modern

	method of teaching.
6. Distance education/online education:	The digital surge due to covid 19 pandemic has already created a revolutionary change in the use of smartphone in education. The current system of distance education is limited to registration for the course and attending the examination. Conversion of distance education into a digital learning platform will help the learner to attend the online classes, access to digital resources.

Extended Profile

1 Program

1.1

Number of courses offered by the Institution across all programs during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
160	140	140	140	110

File Description	Document
Institutional data prescribed format	<u>View Document</u>

1.2

Number of programs offered year-wise for last five years

2020-21	2019-20	2018-19	2017-18	2016-17
7	5	5	5	5

2 Students

2.1

Number of students year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
312	286	201	265	175

File Description	Document
Institutional data in prescribed format	View Document

2.2

Number of seats earmarked for reserved category as per GOI/State Govt rule year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
87	75	54	67	58

File Description	Document
Institutional data in prescribed format	<u>View Document</u>

2.3

Number of outgoing / final year students year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
209	278	174	165	58

File Description		Docun	nent		
Institutional data in	prescribed format	View 1	<u>Document</u>		

3 Teachers

3.1

Number of full time teachers year-wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
32	30	29	28	24

File Description	Document
Institutional data in prescribed format	<u>View Document</u>

3.2

Number of sanctioned posts year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
32	30	29	28	24

File Description		Docum	nent	
Institutional data in prescribe	ed format	View I	<u>Document</u>	

4 Institution

4.1

Total number of classrooms and seminar halls

Response: 25

4.2

Total Expenditure excluding salary year-wise during last five years (INR in Lakhs)

2020-21	2019-20	2018-19	2017-18	2016-17
49.22	36.31	33.16	36.06	53.69

4.3

Number of Computers

Response: 30

4. Quality Indicator Framework(QIF)

Criterion 1 - Curricular Aspects

1.1 Curricular Planning and Implementation

1.1.1 The Institution ensures effective curriculum delivery through a well planned and documented process

Response:

AMC Group of Educational Institutions (Allied Management College) is one of the leading academic institutions in the district of palghat since 2003. The institution is promoted by a charitable trust named-TRISHA (Training and Research Institute for Societal and Humanitarian Aspects) which envisions vibrant, responsible, premium educator in the spirit of education and excellence. The founders of the institution have a clear mission to build morally, professionally and technologically youngish citizens for future, and it has been incessantly transmitted to the student community collectively by the management and faculty through various academic and non-academic programmes. Besides, the institution always upholds the values of commitment, competency and creativity in achieving enduring success in the realm of academics and therefore preparing Students to confront the challenges ahead.

The institution adheres the syllabus framed by the University of Calicut, to which the college has been affiliated. Following the guidelines of the respective university, the college ensures successful implementation of syllabus and conducts the curriculum under CUCBCSS/CBCSS. Down the years, college has organized a plethora of National and International Seminars in association with the Department of Commerce, Department of Management and Department of Economics. These sessions helped in honing the academic and research knowledge among students and faculty. The college always ensures meticulous attention in providing effective remedial teaching for slow learners during the end of respective semesters. This has proven to be an effective approach, as many students surmounted the learning challenges and shown evident improvement in the academics.

As a part of curricular and skill enhancement among students, the institution provides certificate courses, which has proved to be benevolent and successful, with the vibrant participation of students. Thus a majority of them are also being indulged in original Project work which backs them to improve their skill of self-learning. Along with classroom learning, the college takes effort to impart and promote the qualities of social responsibility and humanity in students through various seminars, awareness programs and extracurricular activities throughout the academic year. The college has also a strong and diverse feedback mechanism which is thoroughly put in to discussion in IQAC and College council meetings. This system helps the faculty to rectify and improvise the teaching methods adopted and thus to transform the academic atmosphere an effective and livelier one.

File Description	Document
Upload Additional information	<u>View Document</u>
Link for Additional information	View Document

1.1.2 The institution adheres to the academic calendar including for the conduct of CIE

Response:

AMC Group of Educational Institutions (Allied Management College) strictly follows a well structured framework in administering the curriculum as per the direction of the University of Calicut. The college designs and updates a parallel **academic calendar** referring the one published by the respective university, for the smooth and convenient functioning of academics. At the outset of every academic year, the Academic Council, in the presence of Principal of the college prepares an explicit allocation of duties as per the changing educational scenario. At this meeting, the Principal in consultation with Vice Principal and the Head of the Departments plan and schedule various curricular and co curricular activities for the year. As a result, the institution has been dexterously functioning by ensuring the efficient implementation of decisions taken in such meetings.

The institution publishes a well chalked out **Prospectus** during every academic year encompassing the details of courses offered, fee structure, the co curricular activities and so on. The Prospectus undergoes revision in case of additional courses if any sanctioned by the university. The college maintains a well knit Timetable for the proper functioning of curriculum and also keeps a unique attendance system to ensure the students' academic punctuality, which is of paramount importance as far as the academics is concerned.

The faculty of the institution has been given clear directions to prepare modules and conduct the classes accordingly. This system has proved to be conducive in the time bound completion of syllabus and it is closely monitored and assessed by the college. The institution gives predominant importance to mould academically strong and technologically competent pupil, as it believes in the system of outcome based education.

File Description	Document
Upload Additional information	View Document
Link for Additional information	View Document

- 1.1.3 Teachers of the Institution participate in following activities related to curriculum development and assessment of the affiliating University and/are represented on the following academic bodies during the last five years
 - 1. Academic council/BoS of Affiliating university
 - 2. Setting of question papers for UG/PG programs
 - 3. Design and Development of Curriculum for Add on/certificate/ Diploma Courses
 - 4. Assessment /evaluation process of the affiliating University

Response: C. Any 2 of the above

File Description	Document
Institutional data in prescribed format	<u>View Document</u>
Any additional information	View Document
Link for Additional information	View Document

1.2 Academic Flexibility

1.2.1 Percentage of Programmes in which Choice Based Credit System (CBCS)/ elective course system has been implemented

Response: 100

1.2.1.1 Number of Programmes in which CBCS / Elective course system implemented.

Response: 7

File Description	Document
Minutes of relevant Academic Council/ BOS meetings	View Document
Institutional data in prescribed format	View Document

1.2.2 Number of Add on /Certificate programs offered during the last five years

Response: 21

1.2.2.1 How many Add on /Certificate programs are offered within the last 5 years.

2020-21	2019-20	2018-19	2017-18	2016-17
9	3	3	3	3

File Description	Document
List of Add on /Certificate programs	View Document
Brochure or any other document relating to Add on /Certificate programs	View Document
Any additional information	View Document

1.2.3 Average percentage of students enrolled in Certificate/ Add-on programs as against the total number of students during the last five years

Response: 155.55

1.2.3.1 Number of students enrolled in subject related Certificate or Add-on programs year wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
773	395	355	307	174

File Description	Document
Details of the students enrolled in Subjects related to certificate/Add-on programs	View Document
Any additional information	<u>View Document</u>

1.3 Curriculum Enrichment

1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics ,Gender, Human Values ,Environment and Sustainability into the Curriculum

Response:

The curriculum designed by the University of Calicut provides subjects relevant to gender equality environment sustainability. The institution has made responsive attempts to integrate the curriculum in an experiential manner so that the students experience consciousness about rights, wellbeing and opportunities.

The institution has focused on gender equality subjects like Entrepreneurial Development Programme in commerce and Management. The syllabus assigned for the programmes is delivered by bringing successful lady entrepreneur's through Women development cell. The entrepreneurship skill is inculcated by Friday stalls, paper file making etc. The debate club primarily conducts debates on gender issues, human values, environment and discussions on climate changes.

Topics of professional ethics, human values, gender equality, role of women in entrepreneurship, Indian Constitution and Politics, Basic features and Governmental Structure, Incorporated in courses of programmes like BBA, B. COM, BA, and M. COM. All departments conducted external experts' seminars and webinars on the most related topics through which students are really benefited.

Innovative initiatives have been implemented in the course curriculum like the introduction of Audit Course. The audit course which is interdisciplinary in character provides students with an opportunity to expose themselves to discipline of contemporary and practical relevance like Disaster Management, Environment Studies etc. Systematic exams are conducted for students in online mode and the results are uploaded and handed over to University.

The industrial visits, in recent year was difficult due to the Covid pandemic but the faculties have productively used the digital platforms to show live working of factories and industrial units in India and abroad. Students write report on the various CSR activities of the companies so they understand how serious the corporates are taking environment issues and sustainability seriously.

The institution has developed a inclusive strategy for the students namely SMART in which bright students teach the below average students, it's a place or group where youth learn sharing caring each other, the human values gets imbibed knowingly or unknowingly.

The nature club helps the students to experience the importance of swachtha mentioned in their curriculum by getting students experience in live cleaning programs inside and outside the campus.

In order to promote vegetable garden and water conservation the nature club trying its best and to maintain Green Campus Initiatives college has undertook different environment friendly activities such as Recycle Bin and plastic waste collecting competition etc. The college has switched to using paper and steel utensils for its various functions and use of flex banner is discouraged and introduced cloth banners.

The Health and Yoga Club of the college is providing enough activities keeping students health and betterment. Women Development Cell of the institution is acting as a helping hand for female students and conducted many activities to develop their inherent strength. Under the leadership of Social Service Club social awareness videos have been organised such as awareness against Dengue fever, Covid pandemic etc.

File Description	Document
Upload the list and description of courses which address the Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum.	View Document
Any additional information	View Document

1.3.2 Average percentage of courses that include experiential learning through project work/field work/internship during last five years

Response: 3.93

1.3.2.1 Number of courses that include experiential learning through project work/field work/internship year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
7	5	5	5	5

File Description	Document
Programme / Curriculum/ Syllabus of the courses	View Document
MoU's with relevant organizations for these courses, if any Average percentage of courses that include experiential learning through project work/field work/internship	View Document

1.3.3 Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year

Response: 136.86

1.3.3.1 Number of students undertaking project work/field work / internships

Response: 427

File Description	Document
List of programmes and number of students undertaking project work/field work//internships	View Document

1.4 Feedback System

1.4.1 Institution obtains feedback on the syllabus and its transaction at the institution from the following stakeholders 1) Students 2) Teachers 3) Employers 4) Alumni

Response: C. Any 2 of the above

File Description	Document
URL for stakeholder feedback report	View Document

1.4.2 Feedback process of the Institution may be classified as follows: Options:

- 1. Feedback collected, analysed and action taken and feedback available on website
- 2. Feedback collected, analysed and action has been taken
- 3. Feedback collected and analysed
- 4. Feedback collected
- 5. Feedback not collected

Response: A. Feedback collected, analysed and action taken and feedback available on website

File Description	Document
URL for feedback report	View Document

Criterion 2 - Teaching-learning and Evaluation

2.1 Student Enrollment and Profile

2.1.1 Average Enrolment percentage (Average of last five years)

Response: 89.69

2.1.1.1 Number of students admitted year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
312	305	214	280	186

2.1.1.2 Number of sanctioned seats year wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
367	325	215	290	253

File Description	Document
Institutional data in prescribed format	View Document
Any additional information	View Document

2.1.2 Average percentage of seats filled against reserved categories (SC, ST, OBC, Divyangjan, etc. as per applicable reservation policy) during the last five years (exclusive of supernumerary seats)

Response: 74.7

2.1.2.1 Number of actual students admitted from the reserved categories year-wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
63	59	53	59	21

File Description	Document
Average percentage of seats filled against seats reserved	View Document
Any additional information	View Document

2.2 Catering to Student Diversity

2.2.1 The institution assesses the learning levels of the students and organises special Programmes for advanced learners and slow learners

Response:

IQAC and the Departments of the college scrutinise the socio economic, curricular and extracurricular aspects of each student during and after the admission process. In college level, with the collective effort of IQAC and all Departments conduct a descriptive mode Test named GET (General Evaluation Test) to test students' knowledge level on their subject. The students who scored below 40% marks have identified as slow learners and above 70% marks as advanced learners. Then organising special programes for slow learners as well as high learners.

Special Programmes for Slow Learners

- Remedial Coaching is an initiative taken by IQAC and implemented through Departments to provide special coaching for slow learners. Total Improvement Programme (TIPS) is an initiative for slow learners in which selected students are given individual attention for the better academic as well as life skill along with befitting them with basic IT knowledge.
- Additional online materials are provided to the slow learners, which is prepared by concerned subject teachers and provide through special whats app groups for their better result.
- **Peer teaching**: peer learning groups form in each Departments, in which selected students from high learners get an opportunity to help the slow learners in the learning process.
- **Bridge course:** All departments conduct Bridge course to overcome the Zone of Proximal Development among first year students while entering to higher education institutions. Also giving special attention for the students those are from other stream.

Special Programmes for Advanced Learners

- Student Motivation and Real Transformation (SMART) is a special Program for Advanced learners to meet scholars and enrich their knowledge about the global world.
- Iniatives have taken to meet the entrepreneurs & Inudstrialists for advanced learners to make an in-depth study of successful entrepreneurs with a view to identify and evaluate their business strategies.
- **Research Forum** a platform for students, aim to help them, to present and publish papers and to discuss latest issues in their discipline. It is to help the students to develop themselves with the aptitude of research.
- Online Question Bank. Advanced learners initiates to prepare online question bank for almost all subjects and it is circulated with other students to make their learning ability easier. It helps the advanced learners to experience the preparation of questions which increases their learning capacity.

File Description	Document
Upload any additional information	<u>View Document</u>

2.2.2 Student- Full time teacher ratio (Data for the latest completed academic year) Response: 9.75 File Description Document Any additional information View Document

2.3 Teaching- Learning Process

2.3.1 Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences

Response:

- **Friday Stalls:** An initiative taken by ED Club to promote marketing skill of students through one day stall at campus every Friday. It ensures class wise participation to arrange stalls in the campus and sale their products which is brought by them from their home. It helps them to enhance their capacity and ability to understand the behavior of consumer.
- Commerce Exhibitions: Department of Commerce organises exhibitions through student participation to promote their commerce experience. In this exhibitions students present still modells of different industries and models from cooperative sector and models of computer software and hardware.
- Economics Surveys: Department of Economics conduct BPL Survey at vaniyamkulam panchayath.
- **Best Manager**: Department of Commerce and Department of Management conduct best Manager Competition to excel the managing skills among students through various rounds of competitions.
- **Best Economist**: Department of Economics conduct best economist Competition to enhance the quality as an economist among students.
- **HR Games**: All departments organize variety of HR Games to improve the quality of students and to find out the ability in them.
- Marketing Games: All department conduct marketing game to improve the marketing skills and marketing techniques.
- Role plays: Department of commerce conduct role plays among students to make empathetic culture in students.
- **Manuscript magazine**: All departments organise hand written magazine competition to improve writing skill and creativity in their subjects.
- Quiz competitions: All departments conduct quiz competition in academic and non-academic areas to excel the knowledge of students.
- : Debate club make Debate competitions in a continuous manner.
- **Seminars with external agencies**: All departments conducts various seminar with external resource persons to give an extended knowledge on subjects.

- Participation in inter collegiate fest: students participate in different inter collegiate program.
- **Readers Forum**: literary club co ordinates a readers forum from students those who are interested in reading and book review
- Wall Magazine: NSS initiates a wall magazine to publish student's writing skill imaginations.

Experimental Learning

- **Trade exhibitions**: ED club initiate trade exhibitions through the participation of students to get practical experience
- One day market: Department of Economics and department of Management initiate to conduct one day market to enhance student's marketing skill.
- LED manufacturing Training: ED Club started LED Manufacturing training to promote student's practical experience in entrepreneurship and marketing
- Department of Management organises workshops on Paper bag making to improve the selfemployment ability among students.
- **Soap powder unit**: ED Club started a soap powder making unit to enhance entrepreneurship and self-employment.

Problem solving methodology

• Assignment with field: The college assigned industrial visit and internship in companies regarding the academic requirements of Entrepreneurial Development Programme

Student centric Hub (Adharcard cell, Driving Cell): Social Service Club conducted Aadhar Adalath to attain aadhar, a valid document and Women Development Cell co ordinate "Wings", a special program for girls to improve their life skills.

File Description	Document
Upload any additional information	<u>View Document</u>

2.3.2 Teachers use ICT enabled tools for effective teaching-learning process.

Response:

Information and Communication Technology (ICT) is used by all teachers to support, enhance and optimize the delivery of information to students for effective teaching –learning process in the college. For the same teachers use the following ICT tools:

- LCD Projector: It is used in teaching learning process to make visual impacts for enhancing learning ability
- Computers and Laptops: In College, facilitate a computer lab for students to enhance their knowledge in the field of information technology.
- Scanner and Printer: Internal exam Question Papers, e book materials are prepared by using

scanners and printers.

- Free e- resources: Students are provided "Digital Locker" facility through library to get e resources for their references in studies.
- **Power point presentations**: Teachers are taking sessions by using Power point presentations in classes which is useful to the students for further reference.
- Online Learning Platforms: All the students are using online platform for learning like Microsoft Teams, Edonix, Speak Ed, Zoom, Jiomeet, Google meet etc. These platforms are an integrated set of interactive online services to manage teaching learning process and also to disseminate.
- Online video conferencing: Policom hardware and software is used for international video conferences to take sessions from various countries.
- **Soft copy of Notes:** Teachers are using adobe PDF for providing additional notes for the slow learners in remedial teaching.

File Description	Document
Upload any additional information	<u>View Document</u>
Provide link for webpage describing the ICT enabled tools for effective teaching-learning process	View Document

${\bf 2.3.3}$ Ratio of students to mentor for academic and other related issues (Data for the latest completed academic year)

Response: 9.75

2.3.3.1 Number of mentors

Response: 32

File Description	Document
Upload year wise, number of students enrolled and full time teachers on roll.	View Document
mentor/mentee ratio	View Document
Circulars pertaining to assigning mentors to mentees	<u>View Document</u>

2.4 Teacher Profile and Quality

2.4.1 Average percentage of full time teachers against sanctioned posts during the last five years

Response: 100

File Description	Document
Year wise full time teachers and sanctioned posts for 5years(Data Template)	View Document
List of the faculty members authenticated by the Head of HEI	View Document

2.4.2 Average percentage of full time teachers with Ph. D. / D.M. / M.Ch. / D.N.B Superspeciality / D.Sc. / D.Litt. during the last five years (consider only highest degree for count)

Response: 3.27

2.4.2.1 Number of full time teachers with *Ph. D. / D.M. / M.Ch. / D.N.B Superspeciality / D.Sc. / D.Litt.* year wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
2	2	1	0	0

File Description	Document
List of number of full time teachers with Ph. D. / D.M. / M.Ch. / D.N.B Superspeciality / D.Sc. / D.Litt. and number of full time teachers for 5 years (Data Template)	View Document
Any additional information	View Document

2.4.3 Average teaching experience of full time teachers in the same institution (Data for the latest completed academic year in number of years)

Response: 4.09

2.4.3.1 Total experience of full-time teachers

Response: 131

File Description	Document
List of Teachers including their PAN, designation, dept and experience details(Data Template)	View Document
Any additional information	View Document

2.5 Evaluation Process and Reforms

2.5.1 Mechanism of internal assessment is transparent and robust in terms of frequency and mode

Response:

Reforms in continuous internal evaluation system at college level

Continuous Internal Evaluation system enhances the students overall competencies through regular monitoring and assessment. AMC Group of Educational Institutions has been affiliated to the University of Calicut and it strictly follows the rules and regulations prescribed by the University. To assess the students, the University rec ommends both an internal and external evaluation system. The College believes in the continuous evaluation of students for their sustained performance .Hence a structured evaluation process has been designed and implemented.

Internal Examinations: Students are well informed about the internal examination and conduct a centaralised mode of internal exam and within one week results are published. If the students have any complaint regarding valuation and marks they can approach concerned teacher and Department Head. If

They are not satisfied in the response they can approach college grievance cell, and it will be discussed by the committee and necessary steps will be taken to rectify the complaint.

College Calendar: According to the University Calendar College prepares an academic calendar and it is discussed in academic council and staff council. Later it is announced through departments .calendar includes all regulations regarding semester internal exams, APC, semester end.

Tutorial system: A one to one discussion is facilitated in this tutorial hour once in a month which is monitored by the class teacher and it is a platform to discuss student's grievences and achievements.

Seminars, Assignments and attendance with class room participation are also taken into consideration for rewarding internal assessment marks.

File Description	Document		
Any additional information	View Document		

2.5.2 Mechanism to deal with internal/external examination related grievances is transparent, timebound and efficient

Response:

Mechanism of Internal Assessment in transparent and robust in terms of frequency and variety

- Centralised Internal Examination:College conducts Internal Examinations at College level by following the procedures same as University Examinations to minimize the chance of malpractices and to get an experience of examination to the students. It is co ordinated by College co-ordinator.
- Academic council monitor the concerned Exams and makes arrangement for the transparent functioning of internal exams.

- Timely Evaluation: After Examinations answer scripts are valued within short time and return back to individual students for verifying their marks and to get a chance to consult the subject teacher to make correction, if any.
- Publish the internal examination result in notice board.
- Progress Card System: Prepare Progress card for individual students to keep their progress report to communicate with the parents as their demand.
- Students Grievance cell & Complaint box: Any grievances related to internal examination procedures including valuation can be reported to the concerned subject teacher, Mentor, Class Tutor, HOD, and Principal in this order. If the concern is not addressed, students can approach Grievance cell or put complaints in complaint box.
- Attendance Report: Class Tutor prepare monthly APC and publish in college noticeboard to make alert the students to maintain proper attendance.
- Class PTA: Arrange class PTA and discuss the performance of students with their parents. Mentors alert the parents about the performance of students regularly.

2.6 Student Performance and Learning Outcomes

2.6.1 Programme and course outcomes for all Programmes offered by the institution are stated and displayed on website and communicated to teachers and students.

Response:

- 1. Programme outcome exhibits the end result of doing a specific programme which will reflect the outcome of a particular discipline. Programme specific outcome is the result of a special area which supports the student to reach higher studies in the same by sharpening his excellence. College has identified the Programme outcome and programme specific outcome and Course outcome of all programmes are communicated to teachers and students. College Communicate the details of Programme outcome, Programme specific outcome and course outcome by the following mode.
- Programme Outcome, Programme Specific Outcome, and Course Outcome are displayed in website: College display the details of Programme Outcome, Programme specific outcome and Course outcome in college Website.
- Programme Outcome communicate through prospectus: During Admission College provide a
 prospectus to each student which reflects the outcome of Programme, Programme specific and
 course.
- College calendar specify about Programme Outcome, Programme Specific Outcome and course outcome.
- Syllabus is informed to the students: Shares the soft copy of syllabus and curriculum to each student as per the Scheme of affiliated University.
- Orientation Programmes: After the completion of first year admission every year college conducts a Three day orientation Programme. First day at College level provide a detailed idea about the Programme Outcome, Programme Specific Outcome and Course Outcome. In the second day at Department level and in the third day in the class level.
- Bridge course is being conducted by each department

File Description	Document
Past link for Additional information	View Document

2.6.2 Attainment of programme outcomes and course outcomes are evaluated by the institution.

Response:

Programme Outcome, Programme Specific Outcome evaluation by the Institution: College monitor programme outcome and programme specific outcome on a regular basis and take necessary steps to measure the level of achievement. Programme outcome is measured in terms of the placement and higher studies opted by the students.

- University Result analysis: University result analysis is carried, regularly soon after the declaration of university results. For this each department designate a teaching faculty to collect and evaluate the result on semester wise properly. A department level review is carried under the guidance of Department Head. After department analysis it is reported to IQAC under the chairmanship of Principal and appropriate steps are taken to corrective action.
- Internal exam evaluation: College take more attention with the continuous development of students through internal exam evaluation. In every semester college conduct internal examination in a centralised pattern. Results thus received and published through progress card and identify weak students and give proper attention to each course through remedial classes.
- Feedback from Alumni: College follows a system to collect feedback from alumni to understand the extent to which the course outcome benefitted them in their employment. College also initiate to collect employer feedback from the students those are placed in different Industry.

Feedback from PTA: College always keep contact with PTA and collect feedback to get their satisfaction level about the course outcome benefit to their ward

2.6.3 Average pass percentage of Students during last five years

Response: 85.66

2.6.3.1 Number of final year students who passed the university examination year-wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
153	209	157	148	58

2.6.3.2 Number of final year students who appeared for the university examination year-wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
209	278	174	165	58

File Description	Document
Upload list of Programmes and number of students passed and appeared in the final year examination (Data Template)	View Document
Upload any additional information	View Document

2.7 Student Satisfaction Survey

2.7.1	Online	student	satisfaction	survev	regarding	teaching l	learning process
=• / • •	Cililic	Buducii	Butistaction	Bui vey	i can anna	teaching !	cui ming process

Response: 3.61

File Description	Document
Upload database of all currently enrolled students (Data Template)	View Document

Criterion 3 - Research, Innovations and Extension

3.1 Resource Mobilization for Research

3.1.1 Grants received from Government and non-governmental agencies for research projects, endowments, Chairs in the institution during the last five years (INR in Lakhs)

Response: 0

3.1.1.1 Total Grants from Government and non-governmental agencies for research projects, endowments, Chairs in the institution during the last five years (INR in Lakhs)

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

File Description	Document
List of endowments / projects with details of grants	View Document

3.1.2 Percentage of teachers recognized as research guides (latest completed academic year)

Response: 0

3.1.2.1 Number of teachers recognized as research guides

3.1.3 Percentage of departments having Research projects funded by government and non government agencies during the last five years

Response: 0

3.1.3.1 Number of departments having Research projects funded by government and non-government agencies during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

3.1.3.2 Number of departments offering academic programes

2020-21	2019-20	2018-19	2017-18	2016-17
3	3	3	3	3

File Description	Document
List of research projects and funding details	View Document

3.2 Innovation Ecosystem

3.2.1 Institution has created an ecosystem for innovations and has initiatives for creation and transfer of knowledge

Response:

The college always tries to develop scientific temperament among the students and attempts to promote innovative atmosphere. The following are the vital initiatives taken by college for creation and transfer of knowledge:

To enhance entrepreneurial skill among youth the college has introduced Entrepreneurship Development Club (ED Club) in 2015. The club is registered with Department of Industries and Commerce, Government of Kerala. The club is formed to inculcate entrepreneurial culture among youth and equip them with the skills, techniques and confidence to act as torch bearers of enterprise for the new generation. Club gives emphasis to inculcate trustworthiness, integrity, hard work, discipline, honesty etc. as constituents of entrepreneurship. Various activities like workshops, interaction with successful entrepreneurs, exhibitions, food stall are doing the banner of ED Club. Inside the college, Club has four production units of soap powder, paper pen, cloth bag and LED bulbs. The students are very enthusiastic to work and experience with ED club

Research forum is another initiative of AMC to inculcate the research aptitude among students. The forum conducts different programs to enhance research aptitude among students and faculty. The forum is following a collaborative method of collective thinking and fruitful discussion in the research arena. Students are supported to conduct surveys on different area.

The college has active mechanism to recognize and promote talented students through academic fests. Some of them are :

'Parivarthan': Department of Management conducts "Parivarthan" management fests for BBA Students.

"Synergy" The festival of management games was conducted by Department of Commerce. The department also conducts Mr. Corporate and Miss Corporate event every year.

"BECO" - Best Economist is an event conducted by Department of Economics

Publication initiatives of the college are as follows:

Daksha Journal of Social Science and Management- The College is publishing a bi annual peer refereed research journal since 2019. **ECHO** is a news letter publishes quarterly encompassing the academics and non academic activities conducted by the college. '*Mazhayil Nananja Gulmoharukal*' A collection of

Poem was published in the year February 2020. All departments publishes Class wise **Hand Written Magazine** every year. Besides student Union Publishes College Magazine every year.

File Description	Document	
Upload any additional information	View Document	

3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the last five years

Response: 28

3.2.2.1 Total number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
11	5	4	4	4

File Description	Document
Report of the event	View Document
List of workshops/seminars during last 5 years	<u>View Document</u>

3.3 Research Publications and Awards

3.3.1 Number of Ph.Ds registered per eligible teacher during the last five years

Response: 0

3.3.1.1 How many Ph.Ds registered per eligible teacher within last five years

3.3.1.2 Number of teachers recognized as guides during the last five years

File Description	Document
List of PhD scholars and their details like name of the guide, title of thesis, year of award etc	View Document

3.3.2 Number of research papers per teachers in the Journals notified on UGC website during the last five years

Response: 0.56

3.3.2.1 Number of research papers in the Journals notified on UGC website during the last five years.

2020-21	2019-20	2018-19	2017-18	2016-17
6	7	3	0	0

File Description	Document
List of research papers by title, author, department, name and year of publication	View Document

3.3.3 Number of books and chapters in edited volumes/books published and papers published in national/international conference proceedings per teacher during last five years

Response: 0

3.3.3.1 Total number of books and chapters in edited volumes/books published and papers in national/ international conference proceedings year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

File Description	Document
List books and chapters edited volumes/ books published	View Document

3.4 Extension Activities

3.4.1 Extension activities are carried out in the neighborhood community, sensitizing students to social issues, for their holistic development, and impact thereof during the last five years.

Response:

The AMC Group of Educational Institutions has made its net worth contribution to the society and environment by making a participation to promote college Neighborhood community network. In these extension and outreach activities, emphasis is given on student engagement, service orientation, and holistic development of students contributing to good citizenship. Nss unit, Social Service Club, Nature club, Women Development Cell, Red Ribbon Club etc. and a team of committed faculty members engage in the community development programme. Rural India has been facing Uncleaning, unhygienic and malnutrition conditions. Lack of awareness is noted among the villagers such problems like health, cleanliness—and diseases. Our NS unit and Social service Club gave awareness regarding nutrition,

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immunity, cleanliness, and hygiene condition and works for solving such social problems. Nature club under the scheme of Swatch Bharath Mission do many cleanliness programme in nearby localities. Nature Club give awareness regarding need for water conservation presented street play regarding this. Cleanliness programme done by NSS unit & Nature club very satisfactory sensitization of students to issue and problems related to cleanliness and garbage disposal. Social Services Club and NSS unit do many blood donation camp & medical camp to the community. It strengthen the of empathy and compassion among donors and also instils in them a sense of commitment and ethical responsibility. programmes on women empowerment and girl child higher education create awareness among girl students of their conditions and their rights and among boys a sensitivity towards problems of women leading to lessening of gender bias and prejudices. All these leads to informed, balanced and responsible citizenship. Working outside the college campus and with diversified social groups of people allow students to gain more self-confidence.

Helping the marginalized

With the aim of developing care and concern for the poor and marginalized, the college has conducted the following programmes

- 1 Supplying teaching aid to Medha Educational Trust
- 2.Distribution of books to nearest Anganwadi
- 3.Mid-day meal program of selected hospitals and orphanages

College-Local Community Partnership

As a part of commitment to the community the college has conducted several programs

- 1. Mega -medical camp
- 2. Blood donation camp
- 3.Eye camp
- 4. Distribution of flood relief materials
- 5. Visit to orphanages and old-age home

Swachh Bharath Abhiyan

The college has conducted programs like

- 1.Clean campus, Green campus
- 2.Cleaning of public places

Environment Preservation

As a part of environmental protection, the college has done the following activities

- 1. Construction of Vegetable garden
- 2. Collection of plastic waste
- 3 Butterfly garden

File Description	Document
Upload any additional information	<u>View Document</u>

3.4.2 Number of awards and recognitions received for extension activities from government/ government recognised bodies during the last five years

Response: 0

3.4.2.1 Total number of awards and recognition received for extension activities from Government/ Government recognised bodies year-wise during the last five years.

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

File Description	Document
Number of awards for extension activities in last 5 year	View Document
Any additional information	<u>View Document</u>

3.4.3 Number of extension and outreach programs conducted by the institution through NSS/NCC, Government and Government recognised bodies during the last five years

Response: 51

3.4.3.1 Number of extension and outreached Programmes conducted in collaboration with industry, community and Non- Government Organizations through NSS/ NCC/ Red Cross/ YRC etc., yearwise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
17	19	8	4	3

File Description	Document
Reports of the event organized	<u>View Document</u>
Number of extension and outreach Programmes conducted with industry, community etc for the last five years	View Document

3.4.4 Average percentage of students participating in extension activities at 3.4.3. above during last five years

Response: 144.53

3.4.4.1 Total number of Students participating in extension activities conducted in collaboration with industry, community and Non- Government Organizations such as Swachh Bharat, AIDs awareness, Gender issue etc. year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
591	651	355	145	130

File Description	Document
Report of the event	<u>View Document</u>
Average percentage of students participating in extension activities with Govt or NGO etc	View Document

3.5 Collaboration

3.5.1 Number of Collaborative activities for research, Faculty exchange, Student exchange/internship per year

Response: 0

3.5.1.1 Number of Collaborative activities for research, Faculty exchange, Student exchange/internship year-wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

File Description	Document
Details of Collaborative activities with institutions/industries for research, Faculty exchange, Student exchange/ internship	View Document

3.5.2 Number of functional MoUs with institutions, other universities, industries, corporate houses etc. during the last five years

Response: 4

3.5.2.1 Number of functional MoUs with Institutions of national, international importance, other universities, industries, corporate houses etc. year-wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
4	0	0	0	0

File Description	Document
e-Copies of the MoUs with institution/ industry/corporate houses	View Document
Details of functional MoUs with institutions of national, international importance, other universities etc during the last five years	View Document

Criterion 4 - Infrastructure and Learning Resources

4.1 Physical Facilities

4.1.1 The Institution has adequate infrastructure and physical facilities for teaching- learning. viz., classrooms, laboratories, computing equipment etc.

Response:

AMC Group of Educational Institutions under Trisha Charitable trust is situated in a rural area on the main focus on Upliftment of rural people through good and updated education system. The college is situated around 7 acres and 44 KM far from Trissur town and 40 KM from Palakkad town. The College obtained affiliation from University of Calicut during 2014. Now the college offers six undergraduate courses and one post graduate course for students. The following are the main academic facilities providing to students.

Class room

College has 20 ventilated class rooms and enough Seating facilities. All class rooms equipped with black board and facilities like lights and fans. The college providing Wi-Fi facilities in 10 class rooms.

Library

Library is the heart of every educational institution. Student's academic and General Knowledge can be improved with the help of a good library. We have a collection of more than 2000 books which includes reference books, text books, general reading books, books for competitive exams etc. Apart from books, students can use various magazines and newspapers. The responsibility of maintaining library facilities rests with the Librarian. Library is equipped with ample seating arrangements for the students and teachers. Procurement of books are made as per the requirements of teachers and students. The Maintenance and utilization of library resources are done through strictly following the library rules.

International Video conferencing

The institution always reinforces in moulding academically and technologically competent citizens. In relation to this vision, the management has implemented the international video conferencing facility in the college from 2009 onwards to enhance the technical wisdom of students and to disclose the wide range of professional and academic possibilities awaiting after graduation and post-graduation. This becomes a unique feature of AMC, as the management has a truly committed team in Canada to provide necessary classes at any time according to the convenience of students and they can also directly interact with the faculties. For this we are using Polycom Software with a special dedicated internet line.

Seminar Hall

The college has ICT facilitated Seminar hall for discussions, meetings etc. For this, college provides ample seating facilities. It equipped with LCD, projector and a good computer. The room is spacious and have enough seating facility for the teaching learning activities.

Computer Lab

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The college has a fairly well-equipped computer Lab with 30 Computers. The practical classes are held in Computer Lab. Various short-term ICT training programmes are offered by our college.

During pandemic situations, we used to take classes through online mode by using Microsoft Teams.

File Description	Document	
Upload any additional information	View Document	

4.1.2 The Institution has adequate facilities for cultural activities, sports, games (indoor, outdoor), gymnasium, yoga centre etc.

Response:

The development of students depends both on academic and non-academic activities. The college also give importance to non-academic activities like Arts, sports etc. The college has approximately 2.6 acres of land for playground and provides various sports equipments. The college conducts different forms of tournaments and arts fest for motivating the students for their extracurricular activities.

Facilities for sports

- o Capacious playground for football, Cricket, Handball, Athletics etc
- volleyball court
- o badminton court
- College promotes indoor games such as caroms, chess etc.
- A separate space for cricket practice which includes nets and mats
- All necessary sporting equipments for students

Health club

Cultivating a healthy life with fitness for personal well-being is a vital for every individual and more so with college students. A multi-gym with sophisticated equipments in the campus attracts health and fitness enthusiasts. With this aim the college is providing a multi-gym facility. This facility is provided without any fee. Students and staff can enjoy the facility before and after the regular classes. Regular usage of this facility will help one to get relief from stress and fatigue and to improve focus and attention.

The Gymnasium has Equipments like Speed Fitness [walker], Power Cycle, Thigh Machine, Wrist Machine, Bar with plates and stand, Twist Machine, Weight Lifting Belt, Abs Machine, Trisapbisub Big machine, Weight Lifting machine, Trisapbisub Shoulder Leg Machine, Dumbles, Weight Machine, etc

Cultural facilities

There are different clubs for developing student's cultural activities like literary club, debate club, fine arts club etc. College conducts different types of competitions for identifying talents and motivating and developing the students. The college also gives importance for festivals like Christmas, Onam, Iftar etc. and makes ensure student's participation.

Facilities for cultural activities

- The college has ample multi-purpose auditorium for cultural development
- A spacious indoor audio-visual hall with ICT facilities
- Conducting different competitions by different clubs like debate club, fine arts club, literary club etc
- Promoting traditional festivals and give importance to traditional cultural activities
- Students won individual prizes
- Active participation of Students in different cultural activities
- In addition, students went to nearby towns and conducted flash mobs and dramas related to the protection of our environment

Other facilities

- The college has a rest room for the lady staffs and girl students to take rest during menstrual days and whenever they feel sick. The room is well equipped with the basic medical kit to meet emergency situations. Besides, the college has fixed a sanitary pad vending machine in the room and an adjacent washroom with incinerator.
- First Aid kit is available for all students
- 3 Water filter cum cooler available for students and staffs.

File Description	Document	
Upload any additional information	View Document	

4.1.3 Percentage of classrooms and seminar halls with ICT- enabled facilities such as smart class, LMS, etc. (Data for the latest completed academic year)

Response: 48

4.1.3.1 Number of classrooms and seminar halls with ICT facilities

Response: 12

File Description

Upload Number of classrooms and seminar halls with ICT enabled facilities (Data Template)

View Document

View Document

View Document

4.1.4 Average percentage of expenditure, excluding salary for infrastructure augmentation during last five years(INR in Lakhs)

Response: 38.21

4.1.4.1 Expenditure for infrastructure augmentation, excluding salary year-wise during last five

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years (INR in lakhs)

2020-21	2019-20	2018-19	2017-18	2016-17
0.42	14.90693	19.66364	9.90807	33.48990

File Description	Document	
Upload Details of budget allocation, excluding salary during the last five years (Data Template)	View Document	
Upload audited utilization statements	View Document	

4.2 Library as a Learning Resource

4.2.1 Library is automated using Integrated Library Management System (ILMS)

Response:

Till the month of April 2021, library was working manually. By the month of May, library is under the processing stage of automation. 'Necttos' is our college automation software through which the library is going to work. Members (staffs and students) can get and return the book and also members can check the availability of the book and give online request anywhere at anytime. Members can get the books physically within 2 hours of online request. If not processed within 2 hours, the request gets cancelled automatically. Global library system advantage can be availed through Necttos. Members can get book from other libraries which is using same application. Having the stock of that book, with the approval of principal, members can take/access the book physically or by pdf mode.

As University of Calicut provides only temporary status to self-financing colleges, the institution is not able to get 12(b) status and hence reduction in subscription cost to inflibnet and other central libraries can not be availed by us.

File Description	Document
Upload any additional information	View Document

4.2.2 The institution has subscription for the following e-resources

- 1.e-journals
- 2.e-ShodhSindhu
- 3. Shodhganga Membership
- 4.e-books
- 5. Databases
- 6. Remote access to e-resources

Response: E. None of the above	
File Description	Document
Details of subscriptions like e-journals, e- ShodhSindhu, Shodhganga Membership, Remote access to library resources, Web interface etc (Data Template)	View Document

4.2.3 Average annual expenditure for purchase of books/e-books and subscription to journals/e-journals during the last five years (INR in Lakhs)

Response: 0.53

4.2.3.1 Annual expenditure of purchase of books/e-books and subscription to journals/e- journals year wise during last five years (INR in Lakhs)

2020-21	2019-20	2018-19	2017-18	2016-17
0.55390	1.79345	0.10154	0.07440	0.11108

File Description	Document
Details of annual expenditure for purchase of books/e-books and journals/e- journals during the last five years (Data Template)	View Document
Audited statements of accounts	View Document

4.2.4 Percentage per day usage of library by teachers and students (foot falls and login data for online access) during the latest completed academic year

Response: 4.36

4.2.4.1 Number of teachers and students using library per day over last one year

Response: 15

File Description	Document	
Details of library usage by teachers and students	<u>View Document</u>	
Any additional information	View Document	

4.3 IT Infrastructure

4.3.1 Institution frequently updates its IT facilities including Wi-Fi

Response:

College provides high-speed internet and Wi-Fi facilities for students and staffs. The main aim of the college is to develop the students' knowledge through updating technologies and make them capable to handle the technology for their future. The college uses IT and wifi facilities in the following areas:

Office automation

For the smooth functioning of office and administration we are using *Share soft* application. It helps to store the students' details like personal details, fees details (amount paid in installments, amount to be paid and refund) etc. This will help the students' and parents to get an alert about their fees due. Tally software is using for accounting purposes. Admission of students is done through the admission portal given by University of Calicut

Laptops and other computers

College has 6 laptops and 4 desktop computers for administrative and academic purposes. There are 30 systems in our computer lab. All the computers are upgraded as per the requirements. The College Management has appointed a System executive to take care of the problem related to IT facilities. For the proper maintenance and repair work, we approach Knack Care solutions.

Wi-Fi and internet

For the wi-fi and internet connection the college has dedicated line from BSNL with a bandwidth of 4 Mbps. From 2020 onwards due to covid 19, we interchanged BSNL connection to Railware networks. Wifi facilities is available in 10 class rooms.

International video conferencing

International video conferencing classes is one of the unique facilities provided by the college. For this college is using POLYCOM facility. Regular maintenance is done as per the requirement.

Other facilities

- The college has enough hard ware for supporting the academic and non-academic facilities
- ICT seminar hall for discussions, meeting etc
- 16 well working CCTV
- One printer for academic and non-academic purposes
- o One dot- matrix printer for office purposes
- One scanner for academic and non-academic purposes

File Description		Document
	Upload any additional information	View Document

4.3.2 Student - Computer ratio (Data for the latest completed academic year) Response: 10.4 File Description Document

View Document

4.3.3 Bandwidth of internet connection in the Institution

Response: D. 05 MBPS – 10 MBPS

Upload any additional information

File Description	Document	
Upload any additional Information	<u>View Document</u>	
Details of available bandwidth of internet connection in the Institution	View Document	

4.4 Maintenance of Campus Infrastructure

4.4.1 Average percentage of expenditure incurred on maintenance of infrastructure (physical and academic support facilities) excluding salary component during the last five years(INR in Lakhs)

Response: 57.79

4.4.1.1 Expenditure incurred on maintenance of infrastructure (physical facilities and academic support facilities) excluding salary component year-wise during the last five years (INR in lakhs)

2020-21	2019-20	2018-19	2017-18	2016-17
13.59199	25.17018	19.31830	22.39236	38.46445

File Description	Document
Upload any additional information	View Document
Details about assigned budget and expenditure on physical facilities and academic support facilities (Data Templates)	View Document

4.4.2 There are established systems and procedures for maintaining and utilizing physical, academic and support facilities - laboratory, library, sports complex, computers, classrooms etc.

Response:

AMC College owns infrastructure to deliver teaching - learning, research and administrative functions. The infrastructure consists of classrooms, library, seminar halls, auditorium, sports, games and fitness facilities, Computer labs, vehicles and equipment. This document provides a framework and an outline of the allocation of responsibilities to ensure optimum utilization and maintenance of existing resources.

College has a well formulated policy and procedure for the maintenance of its infrastructure facilities and campus in general. Timely response to the requests for repairs and replacements done through a team of dedicated technical persons, support staff and housekeeping team. The work distribution is meticulously done and followed in a systematic manner. Budgetary provisions are made for regular checking, repairs and corrective measures.

Procurement of facilities

The College council in consultation with the Trust decides the procurement of all its infrastructure facilities. The Trust administers all the purchases or construction of infrastructure facilities as per the mandates of the Government, University and UGC.

Optimum Utilization of infrastructure facilities

The institution promotes optimum use of all the infrastructure resources by the stakeholders. All the departments have sufficient number of class rooms, furniture and other equipment. Equipment's are made available to the staff and students. Play ground is given to local people in the evening session on request.

Maintenance of facilities

The college monitors the maintenance of all the campus buildings and facilities.

The facilities can be classified into:

- a. Departmental facilities- classrooms, furniture, and Computer Labs and equipment
- b. Meeting, Seminar and Conference facilities,
- c.Library facilities
- d.Computer facilities, LAN, internet and Wi-Fi
- e. Air conditioners
- f. LCD Projectors
- g. Public address system
- h. Sports, games and Fitness
- i. Washrooms and Rest rooms and sickroom
- j. Drinking water, Uninterrupted Power supply.

- k. Waste management facilities
- 1. Fire and safety measures

Maintenance Planning: Annual Maintenance Planning is done in the general body of the College council.

General maintenance: An annual maintenance schedule is developed in which the maintenance team looks into the general aspects of infrastructure maintenance. painting, pruning of trees, clearing of drainage system, cleaning roofs, maintenance of washrooms etc. are done during holidays.

Housekeeping: A house keeping team consists of adequate support staff conscientiously engage in keeping the campus clean, green and safe

Maintenance of class rooms, Furniture, Equipment and Laboratories

Every department is provided with sufficient number of classrooms, staff rooms, washrooms/toilets, and necessary furniture and equipment which are maintained by the respective department staff supervised by Head of the Department. The classes shall be properly maintained with the support from the departmental staff supervised by Head of the Department. The maintenance team responds immediately in case of any maintenance issues. The institution includes students also in making the classroom a nice place to learn and live

Utilisation and Maintenance of Seminar halls and Auditorium

While using the meeting rooms, the organizers are expected to follow the rules given below:

- a.Do not change the configuration of the laptop and/or of the electronic equipment in the room.
- b. In case of motivated necessity (for example a Speaker with a presentation saved on his/her personal pc / use of special software not installed on the room laptop, etc...) it is necessary to contact institution's technical person in advance to check the feasibility of the request.
- c. Do not change the set-up of tables / chairs in the room (unless previously agreed) or rearrange them into the previous position after the session
- d. Remove all the materials used including the plates, cups and the waste generated. Use of plastics is banned in the campus.
- e. Any complaints related to the functioning of any of the equipment or any damage occurred to be notified soon after the event

f.Technical persons are available in case of emergencies or for help with needs concerning audio-visual equipment

Guest room

The guest room is attached with BA Block. This facility is used for resource person who needs residential facilities.

Library facilities

The responsibility of maintaining library facilities rests with the Librarian. The librarian is properly trained . Purchase of books and other resources are made as per the rules and regulations of Government, University and UGC. The library facilities are accessible to all students. Annual auditing, stock checking, pest management are properly executed. Cleaning and dusting of shelves, desks and computers is done on a daily basis by the library staff. The Librarian informs any matter regarding maintenance of materials on a daily basis to the Principal. The Maintenance and utilization of library resources are done by following the library rules.

ICT facilities- Computer facilities, LAN, internet and Wi-Fi

The institution has one computer lab. The institution has a Computer Infrastructure Maintenance Cell that provides maintenance service on an ongoing basis and also annual maintenance. This includes software installation, antivirus and up- gradation. The electronic gadgets like projectors, computers, and printers are properly serviced and reused and thus minimize e-waste in the campus. All IT related systems shall be in good repair and maintained within short period of time.

Electrical and Plumbing

A team of electricians look into the maintenance of electrical devices. Annual maintenance of all electrical equipment for its efficiency and safety, day to day repairs etc are done on a systematic manner. The team also provides support in the area of light and sound especially during meetings, seminars, conferences, cultural events in the seminar Halls and auditorium.

File Description	Document
Upload any additional information	View Document

Criterion 5 - Student Support and Progression

5.1 Student Support

5.1.1 Average percentage of students benefited by scholarships and freeships provided by the Government during last five years

Response: 57.03

5.1.1.1 Number of students benefited by scholarships and free ships provided by the institution, Government and non-government bodies, industries, individuals, philanthropists during the last five years (other than students receiving scholarships under the government schemes for reserved categories)

2020-21	2019-20	2018-19	2017-18	2016-17
153	171	135	159	86

File Description	Document
upload self attested letter with the list of students sanctioned scholarship	View Document
Upload any additional information Average percentage of students benefited by scholarships and freeships provided by the Government during the last five years (Data Template)	View Document

5.1.2 Average percentage of students benefitted by scholarships, freeships etc. provided by the institution / non- government agencies during the last five years

Response: 19.42

5.1.2.1 Number of students benefited by scholarships and free ships provided by the institution, Government and non-government bodies, industries, individuals, philanthropists during the last five years (other than students receiving scholarships under the government schemes for reserved categories)

2020-21	2019-20	2018-19	2017-18	2016-17
14	22	35	82	64

File Description	Document
Upload any additional information	<u>View Document</u>
Number of students benefited by scholarships and freeships institution / non- government agencies in last 5 years (Date Template)	View Document

5.1.3 Capacity building and skills enhancement initiatives taken by the institution include the following

- 1. Soft skills
- 2. Language and communication skills
- 3. Life skills (Yoga, physical fitness, health and hygiene)
- 4.ICT/computing skills

Response: A. All of the above

File Description	Document
Details of capability building and skills enhancement initiatives (Data Template)	View Document
Any additional information	View Document
Link to Institutional website	View Document

5.1.4 Average percentage of students benefitted by guidance for competitive examinations and career counselling offered by the Institution during the last five years

Response: 177.99

5.1.4.1 Number of students benefitted by guidance for competitive examinations and career counselling offered by the institution year wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
691	735	405	396	106

File Description	Document
Number of students benefited by guidance for competitive examinations and career counselling during the last five years	View Document
Any additional information	View Document

5.1.5 The Institution has a transparent mechanism for timely redressal of student grievances including sexual harassment and ragging cases

- 1. Implementation of guidelines of statutory/regulatory bodies
- 2. Organisation wide awareness and undertakings on policies with zero tolerance
- 3. Mechanisms for submission of online/offline students' grievances
- 4. Timely redressal of the grievances through appropriate committees

Response: A. All of the above

File Description	Document
Upload any additional information	View Document
Minutes of the meetings of student redressal committee, prevention of sexual harassment committee and Anti Ragging committee	View Document
Details of student grievances including sexual harassment and ragging cases	View Document

5.2 Student Progression

5.2.1 Average percentage of placement of outgoing students during the last five years

Response: 10.24

5.2.1.1 Number of outgoing students placed year - wise during the last five years.

2020-21	2019-20	2018-19	2017-18	2016-17
7	12	20	13	14

File Description	Document
Upload any additional information	View Document
Details of student placement during the last five years (Data Template)	View Document

5.2.2 Average percentage of students progressing to higher education during the last five years

Response: 87.56

5.2.2.1 Number of outgoing student progression to higher education during last five years

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Response: 183	
File Description	Document
Upload supporting data for student/alumni	View Document
Details of student progression to higher education (Data Template)	View Document

5.2.3 Average percentage of students qualifying in state/national/international level examinations during the last five years (eg: IIT-JAM/CLAT/ NET/SLET/GATE/ GMAT/CAT/GRE/ TOEFL/ Civil Services/State government examinations, etc.)

Response: 28.38

5.2.3.1 Number of students qualifying in state/ national/ international level examinations (eg: IIT/JAM/ NET/ SLET/ GATE/ GMAT/CAT/GRE/ TOEFL/ Civil Services/ State government examinations, *etc.*)) year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
2	5	0	3	1

5.2.3.2 Number of students appearing in state/ national/ international level examinations (eg: JAM/CLAT/NET/ SLET/ GATE/ GMAT/CAT,GRE/ TOFEL/ Civil Services/ State government examinations) year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
7	11	2	7	4

File Description	Document
Number of students qualifying in state/ national/ international level examinations during the last five years (Data Template)	View Document

5.3 Student Participation and Activities

5.3.1 Number of awards/medals won by students for outstanding performance in sports/cultural activities at inter-university/state/national / international level (award for a team event should be counted as one) during the last five years.

Response: 2

5.3.1.1 Number of awards/medals for outstanding performance in sports/cultural activities at university/state/national / international level (award for a team event should be counted as one) yearwise during the last five years.

2020-21	2019-20	2018-19	2017-18	2016-17
0	1	1	0	0

File Description	Document
Number of awards/medals for outstanding performance in sports/cultural activities at university/state/ national/international level during the last five year	View Document
e-copies of award letters and certificates	View Document
Any additional information	View Document

5.3.2 Institution facilitates students' representation and engagement in various administrative, cocurricular and extracurricular activities following duly established processes and norms (student council, students representation on various bodies)

Response:

Students are the most important stakeholders and students' representation is given due importance in the decision making and implementation in the process. AMC Group of Educational Institutions facilitates students' representation and engagement in various administrative, co-curricular and extracurricular activities. There are various students committees in the institution. An elected Students' Union is the main student body which represents the student community. The College Union which has representatives from all the programs interacts with the students regularly.

There is a **College Union** representing various bodies. The election to the College Unions conducted in accordance with the provisions contained in the Rules of Election given by the University of Calicut. All students' related activities are carried out under the leadership of the College Union, advised and facilitated by the Staff Advisor. All important decisions are taken in the combined meetings of the union executive members, class representatives and association secretaries, which are convened regularly.

The college union constitutes Chairman, Vice Chairman, General Secretary, Joint Secretary, University Union Councilor, Fine Arts Secretary, General Captain, Student Editor, Association Secretaries and Class Representatives. The union members are mentored and guided by a staff advisor in commemorating festival days conducting arts and sports competitions. The student's voice in the affiliated university is represented by the University union councilor. The student union is given enough freedom and support from the authorities to various programs which go in line with college discipline under the leadership of union chairman. The arts club secretary co-ordinates cultural and literacy initiatives. Magazine editor

collects articles from talented students for the annual college magazines. University union councilor, class representatives serve as the responsible voice of the whole students in the matters concerned. General Captain co-ordinates all sports related events.

Despite this all cells, clubs and forums are coordinated by two student coordinators democratically selected and one co-ordinator position is reserved for girls to make gender neutral.

Regular Activities

Students Council functions for the benefits of the entire students and the general welfare of the College .Under the guidance of the staff advisor they conduct the co-curricular activities throughout the year

- The Union Inauguration
- Arts Festival and cultural programmes.
- Onam, Eid Ul Fithar & X mas celebration
- Food festival
- Department Association Activities
- Celebration/Observance of National/International days
- Annual Sports meet
- College Day Celebrations
- Printing and publishing of College Magazine

Student Representation in Administrative and Academic Bodies:

Student participation in the academic and administrative bodies empowers them and helps them acquire leadership qualities and executive skills. Members of the Students' Council represent the student community in academic and administrative bodies.

Department Associations, Cells and Clubs have student representatives. Executive committees of NSS, Anti Ragging club, Women Development Cell, Social club and Electoral Literacy club have student coordinators for the effective execution of college events. The Grievance Redressal Cell, and Anti-Sexual Harassment committee have student members to raise their issues so that it can be dealt with an effective and transparent manner. Students use these platforms for expressing their opinions and suggestions.

File Description		Document
Paste link for additional information	V	iew Document

5.3.3 Average number of sports and cultural events/competitions in which students of the Institution participated during last five years (organised by the institution/other institutions)

Response: 8.4

5.3.3.1 Number of sports and cultural events/competitions in which students of the Institution

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participated year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
7	10	7	9	9

File Description	Document
Upload any additional information	View Document
Report of the event	<u>View Document</u>
Number of sports and cultural events/competitions in which students of the Institution participated during last five years (organised by the institution/other institutions (Data Template)	View Document

5.4 Alumni Engagement

5.4.1 There is a registered Alumni Association that contributes significantly to the development of the institution through financial and/or other support services

Response:

The Alumni Association of AMC Group of Educational Institutions strives to promote an enduring relationship between old students and current students. It initiates steps to recognize outstanding achievements, provide scholarships for deserving students. It also helps and cooperate with college authorities for the development of college. Our alumni are the reflection of its past, representation of its present and a link to future. The association supports the institution and contributes to its institutional, academic and infrastructural development. The association was the contributor of hand-ball court. The association arranged a function to honour the principal on the occasion of his achievement of Ph.D.

The association helps financially weaker students by sponsoring their college fees. The association also conducted training sessions on industry practices in order to improve the employability of the students. The programmes of alumni made the students proactive to face the challenges that may emerge in their career. The association provides information related to job opportunities to fresh bachelors.

The association has different chapters in various countries of the world – Dubai, UAE etc. One of the teaching staff is the former student of AMC. The memorable meets of Alumni provides a platform for strengthening the friendly relations. The association evolved needs from both the ends i.e., academicians and professionals, in the aim of building a bridge between college life and career life, so that the pressured graduates are made proactive to face the current challenges of competitive professional world. Both the ends shall work hand in hand to help each other for achieving the goal. The idea took shape and formation of alumni association turned into reality.

The executive committee took the effort for the official registration of alumni association and got

registration on 17 March, 2021 with the name – "AMC Group of Educational Institutions Alumni Association".

This year on 17th April, college conducted Placement Drive and five alumni members participated. All the alumni members supported by sharing the information about the same in the social media and supported the college. This year some of the alumni members visited the college in different times and gave the moral support for the future endeavors.

File Description	Document
Upload any additional information	<u>View Document</u>
Paste link for additional information	<u>View Document</u>

5.4.2 Alumni contribution during the last five years (INR in lakhs)

Response: E. <1 Lakhs

Criterion 6 - Governance, Leadership and Management

6.1 Institutional Vision and Leadership

6.1.1 The governance of the institution is reflective of and in tune with the vision and mission of the institution

Response:

Education is defined as a system consisting of the roles and norms that ensure the transmission of knowledge, values and patterns of behaviour from one generation to the next. AMC Group of Educational Institutions, Manisseri is one of the most influential institutions in the contemporary society.

The institution has been in forefront in the field of education and imparting values which instil an aura of responsibility, freedom of speech and action and above all rise to the occasion during tough times for every students which in turn shapes the character and a positive perception to every adverse situations in life.

AMC Group of Educational Institutions began its humble journey in the year 2003 with a skeletal number of eight students in the first batch of MBA under Newport University. In the beginning the institution started functioning in a rented premises. In the year 2004 the institution acquired its own premises. The memorable moment for the institution came when it got affiliation from Calicut University in the year 2014.

The journey of every educational institution begins with a clear Vision, Mission and Values. The institution is backed by the vision of:

VISION

TO TRANSFORM RURAL YOUTH IN TO VIBRANT, RESPONSIBLE AND SOCIALLY COMMITTED CITIZENS, IN THE SPIRIT OF EDUCATION AND EXCELLENCE

We mould students to be vibrant and empower them, irrespective of caste, creed and religion to fulfil their academic and professional passion in an institute that is diverse, welcoming and inclusive for all students, faculty and staff.

As a responsible institution we provide, strength, support and opportunities for both faculty members and students through teaching, mentoring and by promoting arts and culture. AMC during its journey has been delivering a promise and shouldered the responsibility and commitment to the parents to impart quality and affordable education to each and every student.

The Institution is tech savvy and armed with latest infrastructure like international video conferencing facility in line with the current practices of teaching and learning.

MISSION

BUILD MORALLY, PROFESSIONALLY, TECHNOLOGICALLY UPDATED FUTURE

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CITIZEN.

AMC supports its students to enhance their learning potential by integrating technology into their curriculum. The institute ensures that student develop the essential interactive skills which make them competent to face the challenges of the emerging society. The Institute always inculcate moral values among students which help them to take right decisions and choose the path they need. It builds a better society and helps to develop one's overall personality.

VALUES

COMMITMENT, COMPETENCY AND CREATIVITY

The institute is committed in delivering equal opportunity to each and every student to showcase his/her innate abilities for facing challenges in the real life scenario and to mould them as a combination of skills, attitudes and knowledge.

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File Description	Document
Paste link for additional information	View Document

6.1.2 The effective leadership is visible in various institutional practices such as decentralization and participative management

Response:

The concept and idea of Management education which was totally alien in and around Ottapalam took a shape through a proactive approach from AMC Group of Educational Institutions. They were the pioneers and flag bearers in introducing Management education in a rural area like Manisseri. Although the institution began its operation with thin man power, the institution rose to its glory by imparting quality education to students. During the nascent stage of institution, the decisions related to the institute were centralized. All the rights were vested with the top management and senior experienced staff, which were implemented during decision making process for the institute. The decisions were passed on as orders and important circulars and making other staffs and students aware of them. Running an institution through this manner had its own loopholes which stagnated the growth of all staff and students. As the time passed on, the institution witnessed growth in take of students, in turn leading to increase in staff recruitment. The initiative to form IQAC was a major step for promoting decentralization. The idea of decentralization is exercised through the teaching, non-teaching staff and students. Teachers and students are assigned tasks to manage various clubs and cells such as NSS, Nature Club, WDC, ED Club etc. Suggestions which comes from the students and from teachers are put forward by the staff representative to the college council. Discussions are carried out and decisions are taken. The nonteaching staff were also given powers to voice their opinion leading to dignity in their work. The concept of decentralization gave importance to each and every individual who is a part of the institute. The concept of decentralization has

been instrumental to align the vision, mission and goals of the institution.

Case study

The advantage of decentralization has been experienced by students. For example, the idea of ladies room became a reality with this. It was a request from female students on 30/03/2019 to Women Development Cell (WDC) to have a separate girl's room. WDC analysed the request and handed over the request to the College council. The College council discussed with the management and permission was granted. With effect from September 2019 ladies room started functioning with vending machine. During times of physical weakness the ladies room turned out to be a boon to many.

File Description	Document
Upload any additional information	<u>View Document</u>

6.2 Strategy Development and Deployment

6.2.1 The institutional Strategic / Perspective plan is effectively deployed

Response:

AMC Group of Educational Institutions, established in the year 2014, follows a well-defined strategic plan implemented by the College Management (Trisha Charitable Trust), after productive discussions with College Council, Academic Council and IQAC, which meets frequently. The councils present the requirements needed for effective implementation of curriculum and other activities, it also recommends the various infrastructural needs. The Management periodically examines, analyze and implement the various functions and take necessary decisions regarding remedial and improvement measures as and when required. To ensure that the decisions taken benefits all stakeholders; while taking a decision, management always considers teaching and non-teaching staff. All the major decisions are analyzed periodically and ratified by the College Council being at the apex whenever required. Long term strategic plan was framed in parallel with the vision and mission of the college.

VISION

TO TRANSFORM RURAL YOUTH IN TO VIBRANT, RESPONSIBLE AND SOCIALLY COMMITTED CITIZENS, IN THE SPIRIT OF EDUCATION AND EXCELLENCE

MISSION

BUILD MORALLY, PROFESSIONALLY, TECHNOLOGICALLY UPDATED FUTURE CITIZEN.

File Description	Document
Upload any additional information	View Document
strategic Plan and deployment documents on the website	View Document

6.2.2 The functioning of the institutional bodies is effective and efficient as visible from policies, administrative setup, appointment, service rules and procedures, etc.

Response:

AMC has an effective organizational structure which includes managing committee, college council, Academic Council, IQAC and various Department.

The college comes under Trisha Non-profit Organization established in 2003 for the upliftment of rural education. The trust is headed by Meena Ramaswamy , Ramaswamy & Manikandan Ramaswamy. The managing committee under this trust executes all administrative as well as organizational duties as per their vision and policies. Major decision of the college is taken by an internal governing called College Council. The Council include Principal, Vice Principal, General Head, Department heads, teaching and non-teaching representatives and librarian.

Academic council deals the academic matters to ensure all departments are following CBCSS regulations of University of Calicut. The Council also monitor all academic affairs of all departments. The academic council comprises representatives from all department of the college.

IQAC is a significant body to improve both academic and non-academic activities of the college. There are three academic departments and administrative wing. Head of each department take the responsibility regarding various academics performance of the students.

Appointment of Staff is done on the basis of interviews. Various Committees, associations, clubs, cells like Discipline Commitee, WDC, Anti Ragging Cell, Anti sexual Harrasment Cell, Anti Drugs Cell. SC/ST Club, Equal Opportunity Cell etc are functioning in the college.

Recruitment policy

- Publish Notification
- Collecting resumes
- Interview by Interview board
- Demonstration session
- Publishing the short list.
- Personal interview by Principal.
- Selection rounds
- Releasing appointment letter

The college follows the norms and guidelines of University of Calicut and Higher Education Department, Government of Kerala

File Description	Document
Upload any additional information	<u>View Document</u>
Link to Organogram of the Institution webpage	View Document

6.2.3 Implementation of e-governance in areas of operation

- 1. Administration
- 2. Finance and Accounts
- 3. Student Admission and Support
- 4. Examination

Response: A. All of the above

File Description	Document
Screen shots of user interfaces	<u>View Document</u>
ERP (Enterprise Resource Planning) Document	<u>View Document</u>
Details of implementation of e-governance in areas of operation, Administration etc	View Document

6.3 Faculty Empowerment Strategies

6.3.1 The institution has effective welfare measures for teaching and non-teaching staff

Response:

The institution has welfare measures for teaching and non-teaching staff is perfectly maintained in our institution. Proper guidance and support is given to the faculty members by providing all personal and academic requirements.

A Staff Welfare Club was formed to improve social interaction and fulfill the welfare needs of all staff. All the staff including teaching and non-teaching are the members of the staff club. The head of the institution is the president of the club and it has one male and female co-ordinator. It has also an executive committee which ensures welfare of all members of the institution and maintain a welfare fund in order to meet the financial requirement of the members.

List of welfare measures

- ESI & PF scheme
- ICT training and workshop
- Duty leave are sanctioned for attending seminars and workshop
- Institution grants maternity leave eligible members
- Separate parking facility for the staff
- Wi-Fi facility offered by the institution

- Awareness programmes are conducted
- Health club
- Community lunch
- Staff tour
- Refreshment
- New year programme
- Staff games are organised for enhancing the physical and mental strength of the members.
- Festival allowance is offered to all members.

Welfare fund is used to provide support in

- Wedding Gifts
- House Warming
- Medical Exigencies
- Honouring the staff
- Refreshment
- Farewell

File Description	Document
Upload any additional information	<u>View Document</u>

6.3.2 Average percentage of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies during the last five years

Response: 14.59

6.3.2.1 Number of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies year wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
4	2	8	5	2

File Description	Document
Upload any additional information	<u>View Document</u>
Details of teachers provided with financial support to attend conference, workshops etc during the last five years	View Document

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6.3.3 Average number of professional development /administrative training programs organized by the institution for teaching and non teaching staff during the last five years

Response: 1.8

6.3.3.1 Total number of professional development /administrative training Programmes organized by the institution for teaching and non teaching staff year-wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
3	2	3	1	0

File Description	Document
Upload any additional information	View Document
Details of professional development / administrative training Programmes organized by the University for teaching and non teaching staff	View Document

6.3.4 Average percentage of teachers undergoing online/ face-to-face Faculty Development Programmes (FDP)during the last five years (Professional Development Programmes, Orientation / Induction Programmes, Refresher Course, Short Term Course).

Response: 1.67

6.3.4.1 Total number of teachers attending professional development Programmes viz., Orientation / Induction Programme, Refresher Course, Short Term Course year-wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	2

File Description	Document
Upload any additional information	View Document
Details of teachers attending professional development programmes during the last five years	View Document

6.3.5 Institutions Performance Appraisal System for teaching and non-teaching staff

Response:

The institution has developed a Performance Appraisal System since the beginning of the college.

Objectives;

- To assist teachers in their professional development and career planning
- To improve the quality of education for students
- To help the teachers to understand their strength and weakness
- To analyze the performance and to enhance their financial hike accordingly

Earlier the college followed a manual feedback system for evaluating teaching staff. Head of the DEPT collected feedback from students directly. It was done with the help of specially framed questionnaire, which was given to the students at the end of each semester. The filled forms were handed over to General HOD and later sent to Vice Principal. Then it compiled and analyzed and submitted to the Principal. Then the Principal call faculty members personally to communicate their strength and weakness. It helps them to improve their standard. As an IQAC initiative an online feedback system has been implemented from 2018-19 onwards. Data for the evaluation of teaching is collected from students using structured questionnaire. Google form is used for data collection and the link is circulated in Watsapp group. Ten variables are used to measure the teaching quality. Then the students are asked to send the filled form to IQAC. Then IQAC compiled and analyzed it and send to the concerned teachers. Salary enhancement is done on the basis of their performance.

From 2019-20 onwards IQAC started to evaluate the non-teaching staff with the help of Google form which is circulated among teachers. The filled form is collected from the teachers for analysis.

Since 2021-22 our institution is going to introduce 360 degree appraisal system. So we will maintain necessary documents to support this system.

6.4 Financial Management and Resource Mobilization

6.4.1 Institution conducts internal and external financial audits regularly

Response:

Management of income and expenses is an important task for any organization. AMC Group of Educational Institutions has laid strong emphasis to ensure that funds sourced are deployed for meaningful purpose and there is no mismanagement of the same.

Over the years Chartered Accountant V. Gopinathan & Co has played a pivotal role in guiding and advice the institution to carry out the audit of the institute in a seamless manner. The institution has been utilising the services of V.Gopinathan& Co since inception. He is a renowned Chartered Accountant in and around Ottapalam.

The institution has been relying on services of external auditor till date. The internal audits are timely conducted by administrative officials and if any errors are identified are rectified accordingly.

The main source of fund is tuition fee. This external audit mechanism ensures that the funds are effectively utilised.

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File Description	Document
Upload any additional information	<u>View Document</u>

6.4.2 Funds / Grants received from non-government bodies, individuals, philanthropers during the last five years (not covered in Criterion III)

Response: 0

6.4.2.1 Total Grants received from non-government bodies, individuals, Philanthropers year wise during the last five years (INR in Lakhs)

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

File Description	Document
- 110 2 0001- P 01011	
Details of Funds / Grants received from of the non-	<u>View Document</u>
government bodies, individuals, Philanthropers	
during the last five years	

6.4.3 Institutional strategies for mobilisation of funds and the optimal utilisation of resources

Response:

AMC Group of Educational Institutions has a clear and systematic strategies to ensure the effective utilisation of available fund and resources. An effective committee is functioning in the college for planning and development headed by the Principal and Directors. All the strategic decisions regarding optimum utilisation and allocation of resources are taken by the committee. They always analyse the importance and impact of each activity and decides accordingly. The institution being a self-financing college, does not receive any capitation for appointments and admission. Only sources of fund are student's tuition fee and funds allotted by Trisha Charitable Trust and department funds, and a small source of fund is through selling fishes and vegetables. These fund is utilised for staff salary, campus maintenance and beautification, lab expenses, library books, encouraging sports activities, expense of club activities and college promotional expenses. The department fund is utilised in improving the department and small amount received from selling fishes and vegetables is utilised to improve the vegetables garden, fish pond and related expenses. Thus the institution ensures that effective strategies are in place for the mobilisation and application of funds.

In future an initiative will be taken to collect fees from the outsiders by providing the facility to use the playground. This fund will be utilized for the maintenance of the ground and for the upliftment of the students in sports.

File Description	Document
Upload any additional information	<u>View Document</u>

6.5 Internal Quality Assurance System

6.5.1 Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes

Response:

1. Co-operative for Assistance and Relief Everywhere (CARE)

The AMC Group of Educational Institutions has a clear policy norms to redress the grievances of students. Its main aim is to develop a transparent, responsive and accountable attitude among all the stakeholders of AMC Group of Educational Institutions in order to maintain a harmonious and pleasant educational ambience in the institute. As per the regulation, Grievance Redressal Committee is constituted in the college to take care of the students complaints. There are many problems registered in the grievance cell from the side of students both academically and personally. Some of them were settled internally. But some cases cannot be solved internally. So a counselling cell named Cooperative for Assistance and Relief Everywhere (CARE) was introduced. The objective of this is imparting stress relief in academic and personal life and also to empower them to face the challenges in life. The beneficiaries of the cell are the students who face problems in academic and personal life. They shared their problems and thoughts in this cell. The counselling cell has two wings, internal mentors and external mentors. These members met together and shared their thoughts about the problems faced by the students and gave suggestions to them. Once in a week counsellors rendering their services to those who need help. Those unresolvable cases are referred to external mentors.

2. Acharya Shresta

(An IQAC initiative quality enhancement programme)

Any educational institution should set a platform to bring out the best and nurture hidden skills and talent of their staff. The management of AMC Group of Educational Institutions is constantly striving towards this goal and provide all the necessary support to enhance staff quality. The co ordination and understanding among the staff is really commendable, when it comes to co operation among themselves.

A teacher should always strive to look forward to update his/ her area of study. With the implementation of IQAC, a quality enhancement programme for teachers was organized. The name of the programme is "Acharya Shreshta." From the name itself is clear that the programme is set up to make a teacher an efficient one. The aim of the programme is to develop teacher's communication skill, subject knowledge and their interactive skill. The programme is conducted on a weekly basis by picking the names in a random lot of teachers. The chosen teacher from the lot can select a topic of their choice. The teacher should present the chosen topic in front of other teachers in detail. There is no time limit for the presentation. One can use any mode of presentation like Power Point, Excel etc. At the end of the presentation a question answer session is open to all staff. Teachers can clarify their doubts regarding the topic presented by the teacher. After the session feedback from audience will be collected and evaluation is

done on the basis of feedback. This will help the teacher to get an idea about his/her presentation.

File Description	Document
Upload any additional information	View Document
Paste link for additional information	View Document

6.5.2 The institution reviews its teaching learning process, structures & methodologies of operations and learning outcomes at periodic intervals through IQAC set up as per norms and recorded the incremental improvement in various activities (For first cycle - Incremental improvements made for the preceding five years with regard to quality For second and subsequent cycles - Incremental improvements made for the preceding five years with regard to quality and post accreditation quality initiatives)

Response:

During the period of 2016-17, the college got good result. Unfortunately the result has come down during the succeeding years 2017-18 and 2018-19. IQAC is a significant administrative body responsible to improve the quality standard in teaching, learning and evaluation process.

In the year 2018-19 IQAC was formed and analysed the previous result of all batches of every department and identified that the result has come down. To review teaching learning process IQAC strictly implemented several initiatives like, mentoring, SMARTS, TIPS, Feedback system, result analysis compiling, PTA meeting etc. The result improved with the implementation of these measures.

Two of them are described below:

1.Remedial Teaching

Remedial teaching was started to help the students to identify and improve difficult areas and to prepare the students for their examinations. It will also help them to increase their confidence level.

2. Feed Back System

There was an effective feedback system in our college. Till 2018 feedback on teachers was collected manually from students and analysed in college council and was properly communicated with the teachers. After the formation of IQAC in 2018, a well-structured feedback system was implemented by distributing questionnaires to the students through google form and filled google forms were collected back from the students and compiled it and analysed. The final feedback generated and forwarded to respective teachers through department head. This is carried out every semester for all courses.

File Description	I	Document	
Paste link for additional information	Vie	ew Document	

6.5.3 Quality assurance initiatives of the institution include:

- 1. Regular meeting of Internal Quality Assurance Cell (IQAC); Feedback collected, analysed and used for improvements
- 2. Collaborative quality intitiatives with other institution(s)
- 3. Participation in NIRF
- 4. any other quality audit recognized by state, national or international agencies (ISO Certification, NBA)

Response: C. 2 of the above

File Description	Document
Upload details of Quality assurance initiatives of the institution	View Document
Paste web link of Annual reports of Institution	View Document

Criterion 7 - Institutional Values and Best Practices

7.1 Institutional Values and Social Responsibilities

7.1.1 Measures initiated by the Institution for the promotion of gender equity during the last five years.

Response:

The Institution provides various measures for the provision of safe and secure environment for all students both in academic and non-academic activities. During the last five years no issues related to gender, sexual harassment, abuse etc. has been reported in the institution.

Safety and Security

Security service: The institution provides strict and strong security service for all students .24*7 security service exists in the campus .It will help us to avoid the entering of strangers inside the campus and delivers full protection for all students, especially for girl students.

CCTV Surveillance: For ensuring more protection, CCTV cameras are fixed at places where students gather. It is helpful for identifying any issues between students.

Grievance cell: A well functioned student's grievance cell exists in the institution. Cell identifies the student grievances related to academic and non- academic matters. Any serious grievance from the part of students are taken in to consideration and take necessary measures for solving that matter.

Anti-ragging cell: Institution gives more priority to avoid ragging in the campus. For that purpose Anti-Ragging cell take serious efforts to make consciousness among the students properly by conducting Awareness programs, poster making, exhibitions etc. Cell includes representation from girls and boys from each and every class.

WDC: The major objective of women development cell is to aware the girl students regarding the problems faced by women. It also provides mental support and confidence to face the challenges and issues faced by the girl students inside the campus and outside the campus. For making them bold and strong WDC conducts diversified programs in the campus. It also provides classes regarding menstrual problems and the importance of hygiene. A complaint box is placed in the college for all students..

ID card: Institution provides ID Cards to all students for their safety. It is helpful for them to travel with concession in the public transport.

Fire extinguisher is placed in the college.

In addition to this Ethics Committee exists in the college. It imparts moral values among girls and boys. SC/ST Club functioning in the college.

Counseling: Through the Mentor- Mentee system teaching staff gives counselling to the needy students at any time both in academic and non- academic matters. Teachers maintain friendly approach with students, so it will create a stable state to open up with teachers.

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Common Room:

A separate rest room is provided for girl students. Inside the room Sanitary pad, vending machine and incinerator are available to them.

Separate toilets for girls and boys exist in the college.

The college admits both girls and boys.

Girl students enthusiastically participate in sports events and cultural activities. A well- equipped gym facility is available for both girls and boys. The Union council also consists of both girls' and boys' representatives.

All these facilities are optimally utilized by lady teachers and girl students.

File Description	Document
Link for specific facilities provided for women in terms of: a. Safety and security b. Counselling c. Common Rooms d. Day care center for young children e. Any other relevant information	View Document
Link for annual gender sensitization action plan	View Document

7.1.2 The Institution has facilities for alternate sources of energy and energy conservation measures

- 1. Solar energy
- 2. Biogas plant
- 3. Wheeling to the Grid
- 4. Sensor-based energy conservation
- 5. Use of LED bulbs/ power efficient equipment

Response: C. 2 of the above

File Description	Document
Geotagged Photographs	<u>View Document</u>
Any other relevant information	View Document
Any other relevant information	View Document

7.1.3 Describe the facilities in the Institution for the management of the following types of degradable and non-degradable waste (within 500 words)

• Solid waste management

- Liquid waste management
- Biomedical waste management
- E-waste management
- Waste recycling system
- Hazardous chemicals and radioactive waste management

Response:

The college management along with Nature club initiated various programmes for reducing the generation of waste material and its disposal in the campus. The generated waste is separated to solid, liquid and E-waste. All are effectively disposed by the college to make the campus clean and healthy.

Solid waste

As a part of green initiative the college always emphasizes the reuse method to reduce waste, which ensure the eco balance and hygiene of the campus. Initiatives for paperless office, through office automation has also been initiated by the college. As a part of plastic free campus the college discourages the use of plastic items (bottle, plastic cups, utensils) steel water bottles, paper cups and so on . The college also promotes to use cloth instead of rexine, for printing flex for various programmes. The major solid waste in the campus include food waste, plastic and papers. These wastes are collected in three different waste bins coloured; green, black and blue where it collects food, hazardous and recyclable items respectively. Later the hazardous and recyclable items are handed over to scrap , as the college is on the way to set up a recycling unit in nearby future. The karmasena members of NSS has received a practical class on paper bag making conducted by vaniyamkulam panchayat, where students got explicit knowledge regarding the concepts of reduce, reuse and recycling and got a practical session on paper bag making.

Liquid waste

The major liquid waste includes waste water from toilets. Separate septic pits are dug and the waste water is naturally filtered as the college is situated in a soily area.

Bio medical waste:

The college has not have science related subjects and its related lab experiments and so on, therefore it does not generate bio medical waste.

E-Waste: Electronic goods are used to its optimum level by proper up gradation and maintenance which is done by the suppliers themselves. As a result, little genetarion of e-waste is ensured by the institution.

File Description	Document
Link for Geotagged photographs of the facilities	View Document

7.1.4 Water conservation facilities available in the Institution:

1. Rain water harvesting

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- 2. Borewell /Open well recharge
- 3. Construction of tanks and bunds
- 4. Waste water recycling
- 5. Maintenance of water bodies and distribution system in the campus

Response: B. 3 of the above

File Description	Document
Geotagged photographs / videos of the facilities	<u>View Document</u>
Any other relevant information	View Document
Link for any other relevant information	View Document

7.1.5 Green campus initiatives include:

- 1. Restricted entry of automobiles
- 2. Use of Bicycles/ Battery powered vehicles
- 3. Pedestrian Friendly pathways
- 4. Ban on use of Plastic
- 5.landscaping with trees and plants

Response: B. 3 of the above

File Description	Document
Various policy documents / decisions circulated for implementation	View Document
Geotagged photos / videos of the facilities	<u>View Document</u>
Any other relevant documents	View Document

7.1.6 Quality audits on environment and energy are regularly undertaken by the Institution and any awards received for such green campus initiatives:

- 1. Green audit
- 2. Energy audit
- 3. Environment audit
- 4. Clean and green campus recognitions / awards
- 5. Beyond the campus environmental promotion activities

Response: A. Any 4 or all of the above

File Description	Document
Certification by the auditing agency	View Document
Any other relevant information	View Document

7.1.7 The Institution has disabled-friendly, barrier free environment

- 1. Built environment with ramps/lifts for easy access to classrooms.
- 2. Divyangjan friendly washrooms
- 3. Signage including tactile path, lights, display boards and signposts
- 4. Assistive technology and facilities for Divyangjan accessible website, screen-reading software, mechanized equipment
- 5. Provision for enquiry and information: Human assistance, reader, scribe, soft copies of reading material, screen reading

Response: C. 2 of the above

File Description	Document
Geotagged photographs / videos of the facilities	View Document
Any other relevant information	<u>View Document</u>

7.1.8 Describe the Institutional efforts/initiatives in providing an inclusive environment i.e., tolerance and harmony towards cultural, regional, linguistic, communal socioeconomic and other diversities (within 500 words).

Response:

Institution follows various policies and activities to ensure inclusiveness, integrity and harmony among the students both in academic, non- academic and administrative activities. It is ensured through practicing positive policies in the case of giving preference to minorities, girls and disable friendly students. It is clearly depicted in data showing increased admission of girl students and socially economically backward students across five years .Likewise various students and teachers coming from different regions constitutes regional diversity in the campus.

Every academic year after completing the admission process the tutor who is in class charge clearly map out the cultural, regional, social and economic background of the students and adopts different strategies to address their diverse needs. After that through mentoring and personal counselling services students get mental support and academic guidance for their overall development.

A well functioned Grievance Redressel Cell in the college ensures equality of opportunity, justice and human dignity to all students and staffs irrespective of their caste, creed, status or socio economic backgrounds. SC/ST Club gives proper information on correct time related to Government Scholorships in addition to the career development programmes. It is clearly evident from the last academic year as we applied merit-cum scholarship for 17 students who scored 80% marks in higher secondary and no supplementary in each semester and all applied students got cash prize irrespective of caste, religion or socio economic background.

Majority of our students are coming from economically backward families so our institution provides fee concession to these students for ensuring justice and equality. Mindful environment is adopted equally in leadership opportunities. Our campus is a politics free campus so free and fair election is conducting for

selecting leaders without looking gender, caste or religion In several academic, cultural, clubs, events, fests various students come together with their diverse talents and interests irrespective of caste, religion etc.

College offers two second languages apart from English to upheld linguistic diversity. Literary club and Hindi & Malayalam Departments conduct literary competition on multi languages. Various multi- ethnic cultural programmes were organized by Literary club to make a sense of mutual appreciation for other cultures. In addition to this Literary club honoured eminent personalities like Nadan pattu artist Mr. Surendran, Malayalam poet K.R. Chethalloor, Mr. Harisankar, Mr. Devan, Sadandha pulavar, Miss Susana (Germany) etc. Students organized a Cultural Expo on different types of traditional art forms like Kathakali, Theyyam, Ottanthullal and so on.

Every year institution organizes communal events like Onam, Christmas, Eid etc for fostering communal harmony. Ifthar Party and food fest was held by students which familiarized them about the diverse food. Annual day and Fresher's day are extensively celebrated including various dance forms.

Students actively participated in sports ,Yoga training, fashion show which brought about harmony among the students,Equal Opportunity Cell usually visits palliative care unit,old age home to provide emotional backing, sympathy and to grow the feeling of empathy and compassion among students towards society.

File Description	Document
Link for supporting documents on the information provided (as reflected in the administrative and academic activities of the Institution)	View Document

7.1.9 Sensitization of students and employees of the Institution to the constitutional obligations: values, rights, duties and responsibilities of citizens (within 500 words).

Response:

The institution has conducted numerous activities to fructify social and political ideals proclaimed by the Constitution of India. The clubs and cells such as, Equal Opportunity cell, SC/ST Club, Social Service Club, Anti ragging cell, Anti sexual harassment cell, Anti-drugs cell ,Electoral Literacy club, Red Ribbon club , National Service Scheme are functioning actively in the campus , conducting various classes on topics relevant to their respective objectives. Equal opportunity cell takes great interest in generating basic values of sympathy, empathy, affection and love towards humanity through various programs. The Anti-drugs cell reinforces to discourage students from using drugs and to transform the campus as a drug free one. Anti-ragging cell and Anti sexual harassment cell conducts classes for students to register their strong voice against ragging and sexual abuse. Electoral Literacy club plays a vital role in conducting awareness programs related to Franchise. The club has conducted Mock voting sessions to alleviate students' unnecessary fear regarding election. The Red Ribbon Club motivates students through enlightening sessions to accommodate people with AIDS by discarding the stereotypical perspectives prevailing inside us and in society in general. The Social Service club of the college encourages students to donate blood once in three months. The club also keeps a record of students' list and their blood group to help the needy

during emergency circumstances.

The National Service Scheme of the college is passionately working towards their goals of fostering fraternity, sovereignty and national integration and envisions a better and bright tomorrow. The NSS unit conducts cleaning challenges also, in solidarity with the Swatch Bharat Mission proposed by the Central Government of India. The institution observes and celebrates important days such as Independence Day, Republic day, Flag day, Gandhi Jayandhi, Army day, Martyrs day, National Voters day and so on to pay respect towards our Nation. National Anthem is sung every day and National Flag is hoisted on special occasions in the campus, to strengthen the feeling of togetherness and unity among students. Students of Second and Third semester (Department of Economics) has a Complementary Paper named,' Indian Constitution and Politics', which encompasses the major features of Indian Constitution, its aim and the necessity to safeguard its teachings and so on. With regard to this, The Department of Economics with the backing of certain club and cell has organized interactive sessions of Advocates and Judges to enlighten students regarding the nuances, structure and functioning of Democracy. Election is contested every year in the campus which help them to understand the practical aspects of Election. Teaching and Non-Teaching staff of the institution are encouraged to take part in the election procedures of polling and vote counting. The Management, Faculty and Non-teaching staff of the institution take great interest in working towards the fulfillment of Constitutional Obligations and to impart the same with the true spirit to the student community also.

File Description	Document
Link for details of activities that inculcate values	View Document
necessary to render students in to responsible citizens	

7.1.10 The Institution has a prescribed code of conduct for students, teachers, administrators and other staff and conducts periodic programmes in this regard.

- 1. The Code of Conduct is displayed on the website
- 2. There is a committee to monitor adherence to the Code of Conduct
- 3. Institution organizes professional ethics programmes for students, teachers, administrators and other staff
- 4. Annual awareness programmes on Code of Conduct are organized

Response: A. All of the above

File Description	Document
Details of the monitoring committee composition and minutes of the committee meeting number of programmes organized reports on the various programs etc in support of the claims	View Document
Code of ethics policy document	View Document

7.1.11 Institution celebrates / organizes national and international commemorative days, events and festivals (within 500 words).

Response:

ENVIRONMENT DAY

AMC celebrates World environment day to encourage and to aware students about the need to protect our environment for better future. As a part of this, students under Nature club clean the campus and plant saplings.

WORLD POPULATION DAY

Department of Economics conducts various activities as a part of this day. Even during the Covid pandemic situation, the Department celebrated population day on virtual platform. The students conducted survey regarding Covid 19 pandemic in Kerala with special reference to North, South, and Middle Region through online.

INDEPENDENCE DAY

The institution celebrates Independence Day with great national spirit and patriotism. Principal hoists the flag and delivers Independence Day message .After that, pledge is recited by the students' co-ordinator. Sweets are distributed to all students. Independence Day quiz competition, patriotic song competition etc are conducted as a part of Independence Day. Assembly is dispersed after singing the national anthem.

TEACHER'S DAY

AMC celebrates Teacher's day in memory of Dr. Radhakrishnan, the great Teacher and philosopher of India .Each department organize various programs as a gesture of gratitude towards teachers. Commemorating the inspired teachers, a programme named, 'GURUVANDHANA' was conducted by the department of Management.

GANDHI JAYANTHI OBSERVATION

Gandhi Jayanthi is observed with great passion and enthusiasm. Students under Nature club cleaned the campus and filmed a video to create awareness among public about the importance of cleanliness.

CHILDREN'S DAY

The children's day celebration of AMC is usually held at Anganwadi, Vaniyamkulam and contribute books to the Anganwadi library. Students distribute sweets to the children and spend time with them. Teachers and students visit Modern English Medium School , nearby the college and perform various activities like poem recitation, dance , songs and so on.

WORLD AIDS DAY

As a part of awareness program regarding HIV and AIDS, Red Ribbon Club of our college organized a magic show . This event was co- sponsored by Kerala State AIDS control society and District medical

office. It was a good program which achieved its objective with the participation of students, teaching and non-teaching staffs.

INTERNATIONAL WOMEN'S DAY

AMC conducts various programs related to Women's day in every year. WDC conducts awareness programs regarding menstrual problems, Exhibition in campus, Talk with entrepreneurs, Mask donation campaign, Musical Ecstacy, Ammakk Oru Umma, workshop for personality and career development, introducing inspiring personalities and so on.

KERALA PIRAVI

Literary club in AMC celebrates Kerala Piravi Day by honouring the great legends in the field of art and literature. It is really an inspiration to our students for understanding and respecting various traditional cultures.

TRIBUTE TO LEGENDS

The Institution provides tribute to various legends like A.P.J Abdul Kalam and Mahatma Gandhi with great patriotism and national spirit. Students achievement award, SPARK 2k20 is conducted as a part of tribute to Kalam.

INTERNATIONAL YOGA DAY

For the last 5 years Yoga day was observed for students and Teachers to enlighten the importance of psychical health and mental refreshment, with the help of Brahma kumaris yoga center.

File Description	Document	
Link for Annual report of the celebrations and commemorative events for the last five years	View Document	

7.2 Best Practices

7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.

Response:

Best Practice 1 : Go Green

AMC Group of Educational Institutions , Manisseri always reinforces and envisions to retain the natural habitat and to flourish the green atmosphere of the campus . The college staunchly believes that, Higher education institution has the responsibility to promote the importance of preserving Nature and to make the stakeholders aware about the necessity to sustain it without affecting its beauty. The institution has been taking immense effort to encourage students to get engaged in the environmental related activities to foster

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the affection and their responsibility towards nature.

1. Aims and Objectives

- To foster the habit of Organic farming
- To provide a proper niche for preserving medicinal plants through a Herbal garden
- To limit and reduce the usage of plastic in the college premises
- To promote rainwater harvesting
- To make stakeholders aware about the Swatch policy

1. The Context

At the outset, the college confronted various issues, as the land was barren and met with issues of water deficiency and so on. Through persistent effort and determination, a gradual but evident transformation has been brought out to transform the campus as a lush green one with the ardent support of stakeholders. In 2017, the college fructified these efforts under a well-coordinated club, named Nature club.

1. The practice

The college has organised various classes on Olericulture, to enhance the knowledge of students regarding farming. The institution has also appointed a gardener to prune the ornamental plants and maintain the garden and the karmasena members also take part in the weekly and monthly nurturing of plants and trees in the campus. Continuous effort has been put forward by the college to discourage the usage of plastic items inside the campus and instead promotes to utilize cloth materials for essential purposes. Water being the elixir of life is used with utmost care and the college has implemented certain plans to preserve water in tanks and bunds, to reduce the scarcity of water

4. Evidence of success

The college has successfully introduced Organic farming, where a variety of vegetables are being cultivated and harvested such as, Pea, Spinach, Cauliflower, Ladiesfinger, Green chillies of various kind, Tomato, Brinjal and so on. Drawing inspiration from this, the students started doing organic farming at their home and made the humble initiative of the institution meaningful .The Nature club of AMC conducted a sale of organic vegetables and promoted stakeholders to follow this ideal habit at their abode and consume the same to adopt a healthy diet pattern in their life. The NSS unit of college has also conducted a seminar on the Importance of following a healthy lifestyle with the inclusion of organic vegetables in the daily diet pattern of one's life. The college has also adopted an Alternative cultivation method, where we grow crops such as, Arrowroot, Ginger, turmeric etc. on alternative basis. This method of cultivation simultaneously helps in increasing the quality and fertility of soil. The Herbal garden maintained by the college consists of unique medicinal plants which in fact work as an agent to store underground water and thereby to retain the moisture content in the soil.in addition to this, the club has also compiled a dictionary named, 'Medi Magazine', incorporating the medicinal values and scientific name of herbal plants in and around us. The institution has also strongly took up the policy to reduce the usage of plastic items in the college premise as a part of Go Green practice. In relation to this, the faculty themselves have set an example by discarding the usage of plastic items (plastic files, plastic bottles, plastic tiffin box) for academic and personal use. As a part of this mission, the college insists students to opt cloth materials for printing flex while conducting various activities. The same is also followed by the institution to a certain extent, using electronic means to create Prospectus, Brochures, Notice, Magazine,

Newsletter and other essential documents to reduce the over use of paper related to academics. The college has faced intense water deficiency during summer season and to tackle this issue, adequate steps have taken. The system of collecting rain water to tank, which is fixed in a convenient place (which is further transmitted to the bore well through proper piping mechanism) helps in maintaining a good level of water in the bore well. The water is adequately filtered and is channeled to the water coolers placed inside the college, which is the major source of fresh water to the faculty and students. Besides, a pond in the garden collects water from a nearby unproductive quarry and utilizes it for irrigation purposes and it helps plants and saplings from perishing. The institution has energized student to get engaged in Swatch Policy, which is in tune with the Central Government initiative called, Swatch Bharat. The NSS volunteers and the Karmasena members of Nature club unanimously volunteer to clean the public areas and the campus, and proclaims their social responsibility towards Nature. Besides, students show much enthusiasm in conceiving, directing and performing dramas and flash mobs, theming nature conservation and the urgent necessity to protect our environment and retain its green countenance. In relation to this, the students with the ardent support of faculty employed their creativity and scripted a drama and staged it in the nearby places, proclaiming the various ways to overcome the scarcity of water and to give a general awareness on the same

Problems encountered

- 1. The scarcity of water during summer season (Resources required Implemented Rain water harvesting and placed sprinklers inside the garden for effective watering of plants and saplings.)
- 2. Destroying vegetables in the organic garden and plants in herbal garden by wild animals (Resources required-Put strong fence around the gardens to resist the attack of wild animals.)
- 3. Unavailability of students to take care of vegetable and herbal garden during semester breaks. (Resources required The management appointed a gardener to nurture the herbal and vegetable garden.)

Best practice - 2

Title of the practice – AMC's Artistic Array

Objectives of the practice -

- 1. To promote and retain the art forms that are at the verge of extinction.
- 2. To enable students in turning these art forms as their livelihood.
- 3. To foster reverence towards the art forms and artists by appreciating the experts and talented gems.
- 4. To give proper training of traditional art forms.
- 5. To impart the essence of culture, sense of responsibility and to transform them as ideal citizen by letting them interact with these art forms.

The context

The district Palghat, especially the municipality Ottapalam is abundant with variety of traditional art forms and its practitioners, such as Poothan-thira, Kanyarkali, Thattinmel koothu, Porattukali, Nadanpattu,

Tholpavakoothu, Pulluvanpaattu and so on. In this backdrop, the college chalked out an idea to provide a space for these art forms to be staged and encourage such artistic personalities to visit and acquaint with students, to propogate—the relevance and nuances of traditional art forms. Thus to make an awareness about these art forms existing in and around the locality. The college provides ample opportunity to the student community to interact with artists of multiple discipline, with an objective to enlighten them about the vast heritage of our culture and traditional art forms in particular.

Practice

The Institution gives meticulous attention in promoting and fostering various artistic forms inside the campus. The management and teaching staff of the college takes immense interest in inviting and providing relevant training of art forms such as, Oppana, Drama, Mappilapattu, Vattapattu, Nadanpattu, Thiruvathirakkali, Tholpavakoothu and so on. The institution has given frequent workshops for staging Drama and the various factors involved in it. The students are also given proper training for artforms such as, Oppana, Thiruvathirakkali etc. The college conducts miscellaneous programmes in connection with festivals such as Onam, Eid, Christmas and encourages students to perform these dance forms on the day of celebration. The college also invites legendary artistic figures to the college and provides classes and workshops. Sri. Ramachandra pulavar, who is a legendary practitioner of Tholpavakoothu was invited to the college and he introduced, demonstrated and described the art form in detail and its cultural heritage and its relevance to the students. Training for performing Nadanpattu has also given to the students helps honing the inherent artistic ability of singing folklore songs in them. A regional folklore practitioner of an instrument named, 'Thudi' was invited to the campus and she gave an interesting practice session of the same and explained its origin and its employment during various ocassional festivals in our culture. The Fine Arts Club of the college is well functioning and incessantly encourages the student community to polish their varied interests regarding Art and Culture. The club has separate wings to encourage students having different artistic skills such as, Actor's World, Artisan's World and Music club and so on. The college ensures in conducting Artistic Exhibitions in association with various cells and clubs to give opportunity to exhibit the handmade craft items, paintings, Miniature portraits made by students and encourages the rest to assure their participation in future.

Evidence of successs

Many students seriously took up this initiative and fructified it through perseverance and hardwork. They outshined in various artistic disciplines such as Mural art (painting), Tholpavakoothu, Ottanthullal, Mappilapattu, Pulluvanpaattu and bagged distinctive prizes and recognition in these respects. Raghil K.P., B.com Computer Application (2018-2021) has won third prize for Thullal in the University Arts Festival and has staged the art form at the Drisya sahityolsavam 2019 at Kannur, where he got a golden opportunity to share a stage with the honourable Chief Minister of Kerala, Mr. Pinarayi Vijayan and he received a momento participating in this programme. Besides, he is a professional Thullal artist and is performing in temples during festivals and earning out of it. Akshaya K.R., B.B.A (2015- 2018) got an outstanding achievement in the year 2021. She set a record for making the largest mural painting by an individual, in the India Book Records 2021. The painting measuring 6 feet and 4 feet in breadth received great appreciation from the Editorial Board of Asia Book of Records. Muhammed Ansar C., B.com Finance (2017-2020, pursued the passion of singing Mappilappattu and has released Albums combining mappilapttu songs on youtube. He has got third position in the Mappila song in the A Zone Arts Fest- 2019 and augmented the fame of the Institution to the University level. Abhilash P., B.com Cooperation (2018-2020) received a glorious achievement in etching his name in the India Book of Record 2021 by drawing Maximum miniature portraits of an actor made by an individual. He has participated in the

Programme, Kalajadha, conducted by the Calicut University Union during the academic year 2017- 2018. Besides, he is a professional artist and has drawn more than 200 drawings as per the discretion of various customers and earning a good amount from it. Arathi K.V , B.com Cooperation, has been singing in the folklore group named 'Unarvu', which promotes and performs folklore songs throughout Kerala. She is getting a decent remuneration out of it. She has received accolades and one among is from, the Mahakavi Vallathol Sahithya Samskarika Samithi, conducted by the Poomulli Neelakandan Namboothirippad Memorial Ayurveda Medical College and Hospital, Cheruthuruthy. She represented the college and got a certificate of participation from it. Drawing practical experience from the sessions provided on Drama, the students of AMC staged a number of street dramas in and around the Institution.

Problems encountered

- 1. To get the skilled artistic practitioners in the respective traditional disciplines (Resource Required: Identified and invited regional practitioners to the campus, with the collective effort of Management and Faculty)
- 2. To bring some introvert students with less focus and attention to the artistic environment(Resource Required :Constantly motivated students imparting the true essence of it and the vast possibility in becoming the expertise in such artforms.)

File Description	Document
Link for Best practices in the Institutional web site	View Document

7.3 Institutional Distinctiveness

7.3.1 Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words

Response:

AMC Group of Educational Institutions emphasizes in moulding academically and technologically competent students by providing and familiarizing the multifarious aspects of technology. The Institution has a clear vision and foresight in introducing and implementing novel features in the campus. One such distinctive feature the college implemented is the International Video Conferencing system in the year 2012. This college was first institution in and around Palakkad district to introduce live classes from abroad. For many Corona pandemic was an open door to live classes but for us the gateway was opened from the year 2012 onwards.

At that time it was tough to open a gateway to European countries due to inter country security issues, but, BSNL, helped us to go through mandatory regulations and we did it with huge financial commitment and dedication. Majority of the students belong to rural area, the institution wanted them to virtually experience the outside world through the technology of video conferencing, so that they can dream high in future. And proudly saying we succeeded in making two or three students to do their higher studies in Canada by

taking bank loan .Undoubtedly it became one of our uniqueness as we were able to introduce live interaction with experts from various fields operating abroad.

We have a dedicated team of people from Canada who interacts through live classes at odd hours, they used to sit overnight to take classes for our students. They even spend time in super markets, establishments and public places to show live European culture.

For this institution took dedicated lease line of BSNL and opted the internationally acclaimed brand, Polycom for accessing this technology. Polycom is an American multinational corporation renowned for developing voice, video and content collaboration and communication technology, active in the market since 1992. The Institution had an explicit aim to give the students a global outlook through the installation of this technology. Down the years, students of all batches have benefited from this revolutionary addition timely implemented by AMC.

The Institution works with the backing of Trisha Charitable Trust (Canada) that upholds high standards of aspiration, regarding academic and non-academic excellence. The Trust members and the faculty simultaneously toils for intensifying the passion and broadening the perspective of the student community through various orientation classes, interactive sessions and so on utilizing the endless possibility of this respective technology. Ms Meena Ramaswami, Director in Operations (Halifax, Canada), AMC Group of Educational Institutions, is a true inspiration for students being a successful woman entrepreneur, and it is she who has been delivering miscellaneous sessions to the students through the video conferencing system from Canada, which is one of the advantages they enjoy from this campus. The students have virtually witnessed the public places of Canada and especially the strict system that country adhere in terms of public life, waste management and so on. These unique experiences have highly motivated them to practicalize it inside the campus to show their part as social beings.

The Institution has also formulated certain goal oriented programs such as Stepto and Lakshya, to prepare students in encountering the challenges of professional life ahead with sheer confidence and competency. Both these programs effectively utilizes the International Video Conferencing system to arrange soft skill development classes and professional skill development classes by people from abroad, for more than 60 students at a time without any technical interruptions. Students are getting international exposure through such classes and drawing inspiration out of this, a few have pursued their passion of getting graduated in Foreign Universities and are now real examples of success to the rest and moreover a true pride to the Institution also.

Over the past nine years the faculty and students of AMC are extremely habituated to the modern technological possibilities, and this prior exposure really helped all in the online mode of teaching during the outbreak of Covid 19. Therefore, the Institution was least affected with the challenges of virtual teaching compared to its competitors and resultantly withstood and successfully confronted it. In the absence of physical classrooms the college utilizes all the possibilities of online interaction and has conducted both academic and nonacademic sessions in a good manner.

The college is situated in a rustic place where the technological innovations and its feasibility were completely unknown. In this backdrop the introduction of International video conferencing system in a college like AMC was a real distinguishing and especially a surprising factor for the stake holders and its neighboring colleges. Tracing the technological improvements of its competitors, still AMC has a strong hand over all, in terms of this foreseeing implementation, as many are yet to accomplish it. As a result, it is the certain strength of AMC, as it laid its first stone of technological empowerment way back in 2012.

This forte doubles its prominence with the internationally sound and inclined manpower in the Management of the Institution. Majority of the sessions are delivered right from Canada, which is a country having strong time zones. But irrespective of time constraints, dedicated and erudite persons are always at the helm, to accommodate and fulfill the academic and non academic needs of the students, which undoubtedly couldn't be easily imitated by others. The highly determined and dedicated manpower along with the strong technical support of International Video Conferencing facility together turns the Institution distinctive from the rest

File Description	Document
Link for appropriate web in the Institutional website	View Document

5. CONCLUSION

Additional Information:

- Every Morning the College begins with National Song "Vande Matharam" and classes ends with National Anthem.
- The college has implemented dress code for the students. Uniform as a dress code ensure uniformity among students from different economic background. Many of the parents are daily wage earners and the expenses were extremely taxing. Parents were also with similar opinion about the dress code
- Campus is working in an undisruptive academic exercise. Not even a single working is not interrupted by student's agitations. At the same time loss of working days to natural calamities like heavy rain, flood, etc was common since 2018.
- Flexibility in tuition fee payment Since majority of the students are from economically backward the college has provided the facility to pay fee in installment basis. This will relieve the students from the burden of paying fee in lump sum.
- A new block is under construction and nearing completion

Concluding Remarks:

AMC Group of educational Institutions has been playing a vital role in ensuring higher education to rural disadvantaged locality of Ottapalam Taluk and nearby areas. AMC during its journey has been delivering a promise and shouldered the responsibility and commitment to the parents to impart quality and affordable education to each and every student. The institution is soaring high towards glory by implementing activities relates to all round development of each and everyone who is a part of AMC family. The decision to go for NAAC accreditation and the process of preparing self study report for the last five years will be considered as a milestone by the stakeholders since the whole process is enabling AMC a deep introspection and self evaluation. AMC family understands the accreditation is not a preparation for an inspection but a stepping stone to a continuous quality improvement initiative. Formation of Internal Quality Assurance Cell has made positive changes in the college and sure it will continue to frame a good system and thereby ensure better quality in curriculum delivery, teaching learning process, Research and extension, student progression along with other development of college. There is no doubt that the accreditation process is going to create a roadmap for future academic and infrastructural development of college.

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6.ANNEXURE

1.Metrics Level Deviations

Metric ID Sub Questions and Answers before and after DVV Verification

1.4.1 Institution obtains feedback on the syllabus and its transaction at the institution from the

following stakeholders

1) Students

2)Teachers

3)Employers

4)Alumni

Answer before DVV Verification: A. All of the above Answer After DVV Verification: C. Any 2 of the above Remark: Input edited referring supporting documents

Average teaching experience of full time teachers in the same institution (Data for the latest completed academic year in number of years)

2.4.3.1. Total experience of full-time teachers

Answer before DVV Verification: 176 Answer after DVV Verification: 131

2.6.3 Average pass percentage of Students during last five years

2.6.3.1. Number of final year students who passed the university examination year-wise during the last five years

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
153	189	143	148	58

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
153	209	157	148	58

2.6.3.2. Number of final year students who appeared for the university examination yearwise during the last five years

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
196	265	175	165	58

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
209	278	174	165	58

Number of awards and recognitions received for extension activities from government/government recognised bodies during the last five years

3.4.2.1. Total number of awards and recognition received for extension activities from Government/ Government recognised bodies year-wise during the last five years.

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
1	0	1	0	0

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

Remark: Input edited as Certificate of appreciation cannot be considered as an awards

Number of extension and outreach programs conducted by the institution through NSS/NCC, Government and Government recognised bodies during the last five years

3.4.3.1. Number of extension and outreached Programmes conducted in collaboration with industry, community and Non- Government Organizations through NSS/ NCC/ Red Cross/ YRC etc., year-wise during the last five years

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
19	19	8	4	3

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
17	19	8	4	3

3.4.4 Average percentage of students participating in extension activities at 3.4.3. above during last five years

3.4.4.1. Total number of Students participating in extension activities conducted in collaboration with industry, community and Non- Government Organizations such as Swachh Bharat, AIDs awareness, Gender issue etc. year-wise during last five years

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
680	683	961	145	130

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
591	651	355	145	130

4.1.4 Average percentage of expenditure, excluding salary for infrastructure augmentation during last five years(INR in Lakhs)

4.1.4.1. Expenditure for infrastructure augmentation, excluding salary year-wise during last five years (INR in lakhs)

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
1.0764	14.90693	19.66364	9.90807	33.48990

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
0.42	14.90693	19.66364	9.90807	33.48990

Remark: Input edited considering only expenditure for infrastructure augmentation

4.2.2 The institution has subscription for the following e-resources

- 1. e-journals
- 2. e-ShodhSindhu
- 3. Shodhganga Membership
- 4. e-books
- 5. Databases
- 6. Remote access to e-resources

Answer before DVV Verification: D. Any 1 of the above Answer After DVV Verification: E. None of the above

4.2.4 Percentage per day usage of library by teachers and students (foot falls and login data for online access) during the latest completed academic year

4.2.4.1. Number of teachers and students using library per day over last one year

Answer before DVV Verification: 13 Answer after DVV Verification: 15

Remark: Input edited referring data uploaded by HEI

5.2.1 Average percentage of placement of outgoing students during the last five years

5.2.1.1. Number of outgoing students placed year - wise during the last five years.

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
8	14	24	15	16

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
7	12	20	13	14

Remark: Input edited referring data uploaded by HEI

- Number of awards/medals won by students for outstanding performance in sports/cultural activities at inter-university/state/national / international level (award for a team event should be counted as one) during the last five years.
 - 5.3.1.1. Number of awards/medals for outstanding performance in sports/cultural activities at university/state/national / international level (award for a team event should be counted as one) year-wise during the last five years.

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
0	1	4	0	0

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
0	1	1	0	0

- Average number of sports and cultural events/competitions in which students of the Institution participated during last five years (organised by the institution/other institutions)
 - 5.3.3.1. Number of sports and cultural events/competitions in which students of the Institution participated year-wise during last five years

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
22	60	44	37	29

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
7	10	7	9	9

6.3.2 Average percentage of teachers provided with financial support to attend

conferences/workshops and towards membership fee of professional bodies during the last five years

6.3.2.1. Number of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies year wise during the last five years

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
6	3	9	6	2

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
4	2	8	5	2

- Average number of professional development /administrative training programs organized by the institution for teaching and non teaching staff during the last five years
 - 6.3.3.1. Total number of professional development /administrative training Programmes organized by the institution for teaching and non teaching staff year-wise during the last five years

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
4	4	2	3	0

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
3	2	3	1	0

- Average percentage of teachers undergoing online/ face-to-face Faculty Development Programmes (FDP)during the last five years (Professional Development Programmes, Orientation / Induction Programmes, Refresher Course, Short Term Course).
 - 6.3.4.1. Total number of teachers attending professional development Programmes viz., Orientation / Induction Programme, Refresher Course, Short Term Course year-wise during the last five years

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	6	2

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
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ı										
	0	0	0	0	2					
	Remark : I	nput edited	by consider	ring 5 days	and above	FDP.				
6.5.3	Quality assur	rance initia	tives of the	institutio	n include:					
	1. Regul	ar meeting	of Interna	l Quality A	Assurance	Cell (IQAC); Feedback collected,				
	_	sed and use	-							
		borative qu	•	itives with	other insti	itution(s)				
		cipation in N								
				ognized by	state, nati	onal or international agencies (ISO				
	Certii	ication, NB	A)							
	Answer	before DV	V Verificat	ion : C. 2 o	of the above					
		After DVV								
7.1.7	The Institution	on has disal	oled-friend	lly, barrie	r free envi	ronment				
	1. Built environment with ramps/lifts for easy access to classrooms.									
	_	ngjan frien	•							
		-	_		_	ards and signposts				
					Divyangja	n accessible website, screen-reading				
		are, mechan			II	a agrictores monday souths goft soutise of				
		sion for enq ng material,			n : Humar	n assistance, reader, scribe, soft copies of				
	leaun	ig material,	, serven rea	aumg						
	Answer	before DV	V Verificat	ion : C. 2 o	of the above					
		After DVV								

2.Extended Profile Deviations

ID	Extended (Questions				
1.1	Number of	f students ye	ear-wise du	ring last five	e years	
	Answer be	fore DVV V	erification:			
	2020-21	2019-20	2018-19	2017-18	2016-17	
	799	752	641	617	412	
	Answer Af	ter DVV Ve	rification:			
	2020-21	2019-20	2018-19	2017-18	2016-17	
	312	286	201	265	175	
2.2		enditure exc	O	ry year-wise	e during last	ive years (INR in Lakhs)
	2020-21	2019-20	2018-19	2017-18	2016-17	
	2020-21	2017-20	2010 17	2017 10	2010 17	

Answer After DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
49.22	36.31	33.16	36.06	53.69