7.3 Best Practices

7.3.1 Give details of any two best practices which have contributed to better academic and administrative functioning of the College.

The two beat practices for the college have already been identified as

1. Inculcation of Research Culture among Faculty and Students
2. Placement and Training (Career Development)

Best Practice 1:

Title: Inculcation of Research Culture among Faculty and Students

A Research Committee constituted in the college functions with the following

Goals:

- To inculcate the culture of research among faculty and student
- To identify the emerging and thrust areas of research and disseminate the information to staff and students
- To stimulate the faculty to initiate the work in the chosen area of interest and involve students in the project
- To motivate the faculty to present the findings in reputed journals / National / International Conferences and refine the on- going research work
- To stimulate the faculty and student to present/ publish the research papers in national / international conferences /reputed journals
- To encourage faculty use this opportunity to work towards a Ph.D. degree
- To give impetus and assistance to faculty to apply to funding agencies like AICTE, DST and DRDO for furthering their research work
- To kindle interest in students for active involvement in short duration and long duration projects.
- To uplift research work to the level of patenting
- To liaise with the management for procuring and establishing optimal infra-structure facilities required for research
- To identify thrust areas to know the individual research interest

The Context:

In recent years educational institutions are grade and ranked not only based on the teaching and learning; an equal emphasis is given to the Research activities of the institution. Having identified R and D activities as one of the bestpractices of the College, the thrust given to Research in the last five years have borne fruit and both faculty and students have focused on variouslevels of research activities.

The Practice:

The contextualization of the above is effected by the following practices:

- Faculty pursuing Ph.D and with Ph. D. degrees are encouraged to attend and present papers in national and international conferences to get exposed to recent and emerging trends in their fields of interest.
- To facilitate the same, the management extends financial assistance to the tune of 50% towards TA, DA and registration fee. On duty leave can be availed by the teachers for such participations. These provisions are also extended to students for participations in seminars/ symposia/ project contests etc.
- Concession in weekly work load up to six hours is offered to faulty working on funded projects.
- External experts from bodies like DST and DRDO are invited to address the faculty to give assistance in preparing a project report to be submitted for funding.

- Seed money is provided to carry out work necessary preliminary work to enhance the probability of receiving funding
- Eminent researchers are invited to campus for delivering lectures during National and International seminars/ workshops/ conferences organized by the various departments in the college to boost the knowledge level of the faculty and the students.

- Faculty can apply to the management for travel, boarding and lodging allowances to visit reputed research laboratories and funding agencies like AICTE, DST and DRDO either to submit their proposals in person or follow up the submitted proposals. As a part of the curriculum prescribed by the Anna University, the final students have to take up and complete project work. Turning this to the advantage of students, the nature of project work assigned to the students is of quality and sometimes a portion of the research work carried out by the faculty members. Such a practice lifts the level of the students to a higher platform of knowledge domain.
- Memorandums of Understanding have been signed with many industries / agencies and such a practice plays a vital role in interaction of faculty and students with the industries and design projects in collaboration with them.
- The idea of Interdisciplinary projects has been promulgated and this has caught on by the students and faculty.
- CIPD has been set up which has culminated in establishing a Business
- Incubator bagging fund to the tune of `43 lakhs.

Evidence of Success:
 The quality of proposals has increased many folds and the following table shows the funds

Funds sanctioned for 19-20

Funding Agency	No. of Projects	Sanctioned Amount (Rs.in lakhs)
DST	1	30
EDII,DST-NIMAT	1	2.6
AICTESTTP	1	3
AICTERPS	1	6
AICTE –MODROBS	2	14.8
Total	6	56.4

Problems Encountered and Resources Required:
- Prompter reply from funding agencies will be encouraging.
- If the funding agencies can point out the reason for rejecting the proposal or offer suggestions for improvement, it will go a long way in the development to faculty and hence the students.

Best Practice 2:
Title: Training&Placement
Goals:
- To persuade the students to possess a sound technical knowledge in the area of study
- To enhance the programming skills of students
- To train the students in time- bound answering of aptitude tests
- To help students excel in language and communication skills
- To prepare the students for different levels of selection process such as group discussions and one-to- one interviews

- To help boost the students' confidence level through soft skills trianing
- To inculcate the importance of projecting a smart appearance
- To groom the students to the corporate level
- ⯑ ⯑ To ensure that all eligible students are employed by the end of the final year of study

The Context:

Our Management has always had a pointed focus on the training the students for campus placement from the first batch of students onwards. Within a short period, a Training and Placement Cell has been established with an experienced Placement Officer in charge. Since then the placement process of the college has taken a leap towards successful placement of students.

The Practice:

The campus recruitment comes under the purview of the placement

officer. The placement officer is assisted by a team of Placement coordinators drawn from each department – one faculty member and two student members. This team plans and coordinates the activities related to placement training.

At the end of the third year, students are given the choice to opt for campus placement, the other choices being progression to higher studies/ aiming to be an entrepreneur. The choice of the student is endorsed by the parent / guardian in writing. This choice stream lines the student towards his/ her future. The Intensive placement training is offered only to those who have opted for campus recruitment. It is worth mentioning that till the third year all students undergo the common training programs irrespective of the options

they may be choosing. Such an approach to the training programs ensures that all students get quipped to employability to a certain extent.

The time table incorporates the periods allotted for accommodating these sessions- 4.10 to 5.00 P.M. every day.

A systematic and scientific approach has been developed for effective training of the students towards campus recruitment. The process chart below demonstrates the steady build-up of skills required for direct campus recruitment.

To augment the training given by the faculty of the college resource persons of repute are brought in to enhance the skills of the students.

External experts from PAC training Academy, Chennai and Learn Well Chennai are invited to render soft skill training to the students

- Special sessions for General aptitude training are handle by trainers like Mr.EldoRanjithofT.I.M.E and experts from institutions like FACE and SMART
- On- line placement tests are taken up the students on a regular basis to enhance aptitude, mental ability and reasoning skills of the students
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On all college occasions and definitely at the time of campus recruitment the students are required to wear formal dress with the college blazer.

The following should also find a place in this context

Campus placement includes non IT sector companies – the companies / industries that recruit students, branch wise. The placement cell takes all efforts to place students in core companies and if the companies do not come down to Madurai, students are taken to campus interviews scheduled in VelammalEngineering College, Chennai as a pooled campus drive. Also off campus interviews in industries are planned by the placement officer exclusively for students of Velammal College of Engineering & technology.

Evidence of Success:

All the efforts of the college bear fruits and the college has registers
a note-worthy placement record.

On campus Placement details for 15-19 batch are detailed below:

	CSE	ECE	EEE	IT	MECH	CIVIL	TOTAL
No. interested students	71	48	45	28	63	16	271
Total Offers	103	65	51	40	49	7	315
No. of Students Placed	70	42	40	25	37	7	221
Placement %	98.59	87.50	88.89	89.29	58.73	43.75	81.55

No. of students with Single offer : 114
No. of students with Dual Offers :   61
No. of students with Triple Offers : 15
No. of students with Quadruple Offers :1
Maximum Salary : ` 18.4 lakhs p.a.
Average Salary: ` 3.8 lakhs p.a.

The major companies that visited our campus during 19-20 and recruited our students are

Amazon, CTS, TCS, WIPRO, INFOSYS, Coda Global, CodingMart Technologies, Byjus, Coats-PLC, CapGemini, Embedded UR Sytems, Freshworks, HCL, MindTree,SifyTechonologies, , IVTLInfoview, Hexaware,India Mart, Cerium systems,VuramTechnologies, MocDoc
Valued Epistemics, Value Labs, Tech Mahindra.Milekal, Neeyamo technologies, Qube Cinema Technologies, Uniphore, Yellow Messenger, KAAR technologies, KreaKnowledge, Gain Credit, Go-Frugal Technologies, Grootan, RenaultNissan, Spatez Technologies, Tata Elxsi Syntel, Global Analytics and Extramarks.

The efforts do not stop with on campus placement. Students are rendered help in getting recruited inreputed companies through off campus contact and rapport established.

In 19-20, 15such companies* were contacted and out of 127 students who attended interviews, 39 were recruited.

*Neeyamo, Capgemiini, Vertical Solutions, KGISL Solutions, ,KSA Software, SPATEZ Technologies, Byjus, Toppr, Star Trace, Sri Venkateswara Carbonic Gases,Easun MR ,TCS GOVE Enterprise, Delphi TVS, Golden Rocks Granites