

# J.D. BIRLA INSTITUTE

DEPARTMENTS OF SCIENCE, COMMERCE & MANAGEMENT

## INSTITUTIONAL BEST PRACTICE, 2017-2018

CRITERIA: VII

QUESTION NO.: 7.2

### BEST PRACTICE - 1

**Title of the Practice:** Industry Institute Interface

**Objective:** The major goal was to create and maintain partnerships with the corporate world through MoUs, industrial visits, seminars & conferences, workshops, career counseling sessions, special lectures and in-plant training programs for students.

**Context:** The Institute has always made an effort to engage with a variety of industries since it is critical for ensuring that theory meets practice in all functional areas. Interaction at such forums enables students to understand the expectations and skill-set required by the different industries. At the same time, it enables industry personal to interact with students and understand their learning outcomes for the purpose of future employment.

**Practice:** In order to strengthen the Industry Institution Interaction and to achieve academic outcomes, several initiatives across following dimensions were taken:

- Internships were organized for B.Sc, BBA, M.Sc, M.Com & PGDDAN students at 168 different organizations.
- MoU was signed between the college and Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore (Tamil Nadu) on mutual interest in the field of education & research and to foster collaborative activity for research & student exchange. Under this agreement, six M.Sc. (Textiles & Clothing) students attended a 10-day training programme on Fabric Production at Coimbatore.
- Each department of the college organized national level seminars/conferences on current and new age topics through association with Industry Forums and/or by inviting experts from the industry as resource persons.
  - a) National Conference on Dynamics of Global Business Environment: Issues & Challenges organized by the Commerce Department on 31/08/2017 & 01/09/2017.
  - b) National Seminar on Recent Advances in Nutrition Therapy organized by the Food Science & Nutrition Management Department on 21/02/2018.
  - c) National Seminar on Nutricon 2018: Food Adulteration: Terror on My Plate organized by the Food Science & Nutrition Management Department on 23/03/2018 & 24/03/2018.
  - d) National Seminar on Recent Trends in Eco-friendly Textiles & Sustainable Fashion organized by the Textile Science, Clothing & Fashion Studies Department jointly with the Department of Micro Small and Medium Enterprise & Textiles (MSME), Govt. of West Bengal on 27/03/2018 & 28/03/2018.
  - e) National Seminar on Building Materials in Contemporary Interiors was organized by the Interior Designing Department in association with Association of Architects Builders, Interior Designers & Allied Business on 05/04/2018.

- f) National Seminar on Disability, Accessibility & Equality organized by the Human Development Department on 21/03/2018.
- g) National seminar on Sustainable Innovations in Business and Commerce organized by the Commerce Department on 19/04/2018 & 20/04/2018.
- h) Panel Discussion on Post Budget Insight: Connecting the Dots for a Better Idea organized by the Commerce Department on 07/02/2018.
- Thirteen workshops were conducted by certified external/industrial specialists in various sectors to provide practical training and improve students' skills.
- Eminent resource persons from all around the world conducted fifteen workshops on indigo dyeing that was hosted by the Textile Science, Clothing & Fashion Studies Department in collaboration with SUTRA on November 11th and 12th, 2017.
- Fifty-nine special lectures on a range of topics involving some external experts and resource persons from industry were organized by all the departments in order to enrich and enhance learning of students.
- Fifty-seven field visits to industries and NGOs were undertaken by students to enhance their critical thinking and supplement their theoretical knowledge.
- Sixteen career counselling sessions conducted by the industry experts were organized to impart career guidance to students.

**Evidence of Success:** The number of activities conducted by the institute, as well as the impressive participation and satisfaction by students and staff indicates the evidence of success.

**Problems Encountered and Resources Required:** The college administration provided all necessary resources and with immaculate pre-planning all events and activities were conducted seamlessly without any problems.



National Conference on Dynamics of Global Business Environment: Issues & Challenges



Seminar with Entrepreneurship Cell, IIT-Kharagpur



National Seminar on Sustainable Innovations in Business and Commerce



Panel Discussion on Post Budget Insight: Connecting the Dots



National Seminar on Nutricon 2018: Food Adulteration: Terror on My Plate



National Seminar on Recent Advances in Nutrition Therapy



National Seminar on Building Materials  
in Contemporary Interiors



National Seminar on Disability,  
Accessibility & Equality



National Seminar on Recent Trends  
in Eco-friendly Textiles & Sustainable Fashion



Workshops on Indigo Dyeing in collaboration  
with SUTRA

## BEST PRACTICE - 2

### Title of the Practice: Professional Growth of Faculty

**Objective:** The ever-changing dynamic educational technology makes it challenging for teachers to keep up with trends and best practices in the field. Thus, to help faculties to achieve effectiveness and remain satisfied throughout the various aspects of their job some training sessions were conducted for them. Through such an endeavor, teachers were provided with a platform to share ideas and collaborate in their learning with an objective to improve student accomplishment. One such inventiveness was the 'Peer Teaching Peer' initiative. Further, professional development can help teachers to plan their time better and stay organized. This makes teachers more efficient and gives them extra time to focus other matter related to their growth as well.

**Context:** Teaching excellence and student learning are inextricably linked. The fundamental factor in enhancing professional education and competency is faculty vitality. Enriching faculty vitality in important domains such as teaching, assessing, research, professionalism, and administration is thought to considerably improve the educational environment and learners' academic achievement.

**Practice:** The Institute organized a number of programmes for faculty members in the field of education and research with a belief that such practices shall enhance and upgrade faculties' knowledge and abilities, and also have a significant impact on the overall development of their pupils. The session were conducted to infuse creativity and innovation into the teaching-learning process; encourage faculty members to collaborate on research in their fields of expertise; raise awareness about environmental and other social issues; instill a sense of morality and ethics; and increase their overall teaching efficacy.

Various programmes were held, including FDPs, seminars, workshops, and interactive sessions with notable resource persons and experts on a variety of topics. Discourse on principles and ethics, as well as team building activities, were organized to reduce stress and promote mental welfare. The following are the activities that were conducted:

## **Special Seminar**

- A Special Seminar on the New Process of NAAC Assessment and Accreditation by Dr. B.S Madhukar, Advisor – NAAC, Bangalore was organized on 10/11/2017.

## **Educative Sessions**

- Session with Prof. (Dr.) C. Ghosh from the University of Connecticut, USA was organized for faculty members of the Management Department on 05/08/2017.
- Faculty Development Program (FDP) on Finance & Banking was conducted by Prof. Udayan Basu from NSHM Knowledge Campus for faculty members of the Management Department on 20/09/2017.
- Session on Career Advancement was conducted by Dr. Partha Karmakar, Kolkata, Deputy Secretary Academic, WBBSE, Kolkata on 18/01/2018.
- Session on Innovative Pedagogy for Better Engagement of Students by Dr. Chandrima Banerjee, Co-Founder of Unigrow Solutions Pvt. Ltd. was organized for faculty members of the Management Department on 12/02/2018.
- Two sessions on Case Study of South-West Airlines were conducted by Prof. (Dr.) N. Das, formerly the Dean of ICFAI Center for Management Research, Hyderabad for faculty members of the Management Department on 09/08/2017 & 29/08/2017.
- An Investment Awareness Programme initiated by SEBI was conducted by ICICI Asset Management Company for all faculty members of the Main Campus on 12/04/2018. \

## **Workshops**

- Workshop on Stress Management & Meditation was conducted by representatives from the Brahma Kumaris Rajyoga Meditation Centre, Kolkata for all the faculty members of the Main Campus on 06/12/2017.
- Workshop on Meditation by Yogacharya Dr. Chanchal Roy was organized for the faculty and staff members of Management Department on 11/01/2018.
- Workshop on Healthy Salads for a Healthy Living was organized for faculty members of the Main Campus under the 'Peer Teaching Peer' initiative on 28/07/2017.

## **Team Building**

- Team building excursion to Vedic Village Resort was undertaken by forty-one faculty members of the Main Campus on 26/12/2017 & 27/12/2017.
- Team Building-cum-picnic was organized for all staff members of the Department of Management on 19/01/2018.

## **Entertainment**

A light and entertaining comedy classic, Jane Bhi Do Yaaron was screened for all the faculty members of the Main Campus at the college auditorium on 08/03/2018.

## **Evidence of success:**

- Enthusiastic and excellent participation by faculty in all the programmes.
- Twenty papers were published by faculty members in UGC-approved list of Journals (National and International) during the academic year 2017-2018.

**Problems Encountered and Resources Required:** No impassable problems have been recorded anywhere regarding this practice.



Seminar on the New Process of NAAC Assessment and Accreditation



Interactive Session on the New Procedures of NAAC Accreditation by Dr. Anjan Naidu, Principal, DB Science College, Gondia (Maharashtra)



Interactive Session with Prof. (Dr.) C. Ghosh from the University of Connecticut, USA



Sessions on Case Study of South-West Airlines with Prof. (Dr.) N. Das, formerly the Dean of ICFAI Center for Management Research at Hyderabad



Faculty Development Program (FDP) on Finance & Banking by Prof. Dr. Udayan Basu, Professor, NSHM Knowledge Campus



Session on Innovative Pedagogy for Better Engagement of Students



Session on Career Advancement was conducted by Dr. Partha Karmakar, Kolkata, Deputy Secretary Academic, WBSE, Kolkata



Investment Awareness Programme initiated by SEBI and conducted by ICICI Asset Management Company



Workshop on Meditation by Yogacharya Dr. Chanchal Roy



Special Lecture on Special Learning Disorder under Peer Teaching Peer initiative



Workshop on Healthy Salads for a Healthy Living



Team building excursion to Vedic Village Resort



Team building excursion to Country Club, Chanakyapuri