

Best Practices

Best Practice 1: MKJC BAZAAR

1) Title

Our College has organized MKJC Bazaar for the students in which the items and products are made by women and marketed by women.

2) Objectives of the Practice

MKJC Bazaar gives a Platform for our students to show off their hidden talents in business marketing with enhanced profit and experience.

- Earn while you learn
- To make a successful Entrepreneur
- To create awareness about marketing
- To encourage self-employment tendencies
- To promote small and large scale industries
- To analyze active investment of finance

3. The Context

- Promoting the entrepreneurial activities among young women, as well as women who are willing to re-orient their professional career.
- Helping their financial needs.
- Practical Exposure & Skills building
- Deal with public
- Entrepreneurs who are very confident are better poised to start and succeed in a new business.

4. The Practice:

College has provided a very good platform for the students to practice and to share their experiences and understand the market status.

By this entrepreneurship education students learn and practice crucial life skills such as,

- Unique business proposals
- Marketing skills
- Managing & Investment of finance
- Involvement & learning

- Public speaking
- Team building skills
- Creativity innovation and collaboration
- Problem Solving
- New experience & Learning competitive skills
- Collect and analyze the data

3) Evidence of Success

- Profit & Loss account
- Number of Team participated
- Variety of stalls
- Customer visited (Students, Parents, Alumni students & Staff)
- Video clippings, photos , media reports are the documentary evidence which is maintained in the college

4) Problem encountered and Resources required :

- Lack of exposure at the first time Participation- needs guidance.
- Investment of finance is not possible for all students.
- Duration of event
- Providing of electrical facility& safety needs.
- Handling public

Resources Required:

- Promotional help
- Training
- Finance
- Marketing Assistance
- Staff Guidance
- Family support

Best Practice 2: VALUE ADDED COURSE

1. Title of the Practice

- ✓ Activity Based Learning- Value added course

2. Objectives of the Practice

- ✓ Value added course make students familiar with all the modern and updated concepts of the Current status.
- ✓ The aim of this study was to create awareness on the importance of value added courses in curriculum and to ensure the importance of the courses among the students in various fields.

3. The Context

The Value added courses has its uniqueness in the context of Higher Education. There are 50 Value added courses, and they help to play an important role in the development of the students overall personality thereby enhancing their career prospectus.

4. The Practice:

The College take steps to find out the content needs in the education. Students are able to obtain Multidisciplinary skills

- ✓ Value added course is compulsory for all UG and PG
- ✓ UG First year
- ✓ Basic Physics
- ✓ MS Office
- ✓ Communicative English
- ✓ UG Second year
- ✓ HTML
- ✓ TNPSC Coaching
- ✓ Journalism
- ✓ UG Third year

- ✓ Photoshop
- ✓ Medical Lab Technology
- ✓ Human Development etc....
- ✓ PG First year
- ✓ Nanoscience
- ✓ UGC NET Paper I Coaching
- ✓ Research Methodology
- ✓ PG Second year
- ✓ Instrumentation Technique
- ✓ Photoshop
- ✓ Research Methodology

5. Evidence of Success

- ✓ Certificates are awarded to the students after the successful completion of the course.
- ✓ Regular Attendance is maintained by concerned staff incharge.
- ✓ Positive feedback from students.

6.Problems encountered and Resources required

- ✓ The students exhibited different opinions about the courses in their respective fields.
- ✓ These types of Courses help them to increase their skills academically and also personally.
- ✓ Majority of students felt that these type of courses should be taken with practical and Theory classes.
- ✓ Value added course helps most of the students from the rural areas in boosting their communication skill.
- ✓ They have choices to choose the value added courses. According to the student interest they can choose one course.
- ✓ The Value added courses are conducted for full semester.

Resource Required

- ✓ Infrastructure, Labs & Practical Classes
- ✓ Staff for handling Classes
- ✓ Time Table planning
- ✓ Circular & Syllabus
- ✓ Assessment & Publication of result
- ✓ Sports requirements

Link : <http://mkjc.in/download/downloads/0510201639492969.pdf>