

Best Practice - 1

1. Title of the Practice

SEED CELL (Students Empowerment and Entrepreneurship Development cell)

2. Objectives of the Practice

Aiming at promoting entrepreneurial skills among the students in the college, an initiative called 'Students Empowerment and Entrepreneurship Development cell' (SEED CELL) has been created. It aims to give students hands-on experience in entrepreneurship.

In the current academic atmosphere students lack the inspiration and moral support to engage and venture into entrepreneurial opportunities. Majority of the students choose to become salaried employees and this trend will not support the economic growth of a developing country like India.

At this scenario the College has decided to start a cell to promote entrepreneurial skills among the students.

VISION: To establish an ED Cell catering to the needs of young entrepreneurs with innovative ideas of social importance.

MISSION: To develop a mechanism with required infrastructure facility that can enable students and faculty to innovate and prototype their innovation with support from the Government, Industry and other Academic Institutions.

OBJECTIVES:

- To create an Entrepreneurial Ecosystem in the college campus by organising awareness camps, workshops and various training programmes.
- To emphasis on innovation driven entrepreneurship through student projects.
- Identify and motivate budding entrepreneurs by providing information on emerging challenges and opportunities relating to SME`s and Micro enterprises.
- Assist student entrepreneurs in feasible product development.
- Create a database and network d link the student entrepreneurs to coordinate for their start-ups.
- Help entrepreneurs to acquire necessary administrative skills to run his/her start-up company efficiently.

3. The Context

Most of the students in the College are from the economically and socially backward sections of the society. The vision of the cell's inception was to introduce them into the entrepreneurial enterprise and to show them a new way of approach towards entrepreneurship. The challenge was how to change the students' reluctance to start a new venture. The SEED have decided to take on this challenge by designing programmes where any student can participate and get trained.

4. The Practice

The Cell has decided to conduct different kinds of programmes to enhance the entrepreneurial skills among the students. The first of its kind was to start some shops which will be run by the students. Under this programme two initiatives KsheeraSagar (Aavin

parlour) and Pustak Bharathi (Stationary Shop) are run by the students. The management has provided sufficient infrastructure facilities and capital for the initiatives. The students who are part of this initiative are trained well to run such kind of an initiative of their own.

As part of another initiative to make the students understand and experience the entrepreneurial possibilities, a programme called 'AMJCian BAAZAR' is instituted by the SEED. Infrastructure (space, power and furniture) have been provided free of cost for the students to put up their stalls inside the campus.

5.Evidence of Success

SEED was established in the year 2017 and has been successfully continued in the following years. Unfortunately, during the time of COVID-19, these programmes were not been able to be organised.

Apart from that both the programmes were received positively by the students' community. The KsheeraSagar (Aavin parlour) and Pustak Bharathi (Stationary Shop) are running successfully within the campus.

Weblink to the details of the SEED: <http://www.amjaincollege.edu.in/seed>

AMJCian BAAZAR have attracted many students to venture into entrepreneurial practices.

Weblink to the details of the Bazaar:

<http://www.amjaincollege.edu.in/gallery?layout=edit&id=449>

6.Problems Encountered and Resources Required

SEED is trying to come up with new initiatives to engage with a greater number of students. SEED is also trying to channelise the training gained by the students to materialise as start-ups by the students.

Best Practice – 2

1.Title of the Practice

Outreach Initiative -**AMJ's SUD**

2.Objectives of the Practice

As part of the commitment towards the society and in continuation with the College's outreach initiatives to help the society in the neighbourhood, the College has instituted an Outreach Initiative called, AMJ's SUD.SUD stands for

START - WHERE YOU ARE

USE - WHAT YOU HAVE

DO - WHAT YOU CAN

It aims at helping the neighbourhood society in an emergency situation. Different Clubs in the College organise different kinds of programme to help and educate the neighbourhood society. Even though at certain circumstances such as large calamities, these initiatives have to be combined and focused to provide support and help at the hour of need. AMJ's SUD is envisaged to cater to this need.

3.The Context

The College is situated in the outskirts of the main city. In the neighbourhood society, there are weaker sections of communities who require help and support at certain situations such as a pandemic. The College has always opened its gates towards the needy in such kind of situations. AMJ's SUD aims at supporting the needy with much focus and rigour.

4.The Practice

During the time of the floods in 2015 and 2021 College has helped the neighbouring society in many ways. COVID-19 has shown that these initiatives have to be more focussed. So under AMJ's SUD many programmes were organised in the College. COVID-19 quarantine patients were given free food at their doorsteps for a period of seven days. An Allopathy and a Siddha COVID care centres were run within the campus. Free treatment with food were provided in these centres. Honourable Chief minister Thiru. M. K. Stalin has inaugurated the centres in the campus. Both centres were of 70 bed capacity. Oxygen concentrators, Water purifiers, Steamers and all other hygiene equipment were provided in the centres. The patients were given yoga training to get relief from stress and anxiety.

5.Evidence of Success

The centres were well received within the neighbouring society. Patients from Nanganallur, Madipakkam, Alandur and Pallavaram were provided support through these centres.

Weblink for the details of the programme and Media reports:

<https://www.amjaincollege.edu.in/images/iqac2022/Covid-Care-College.pdf>

6.Problems Encountered and Resources Required

College aims at taking AMJ's SUD to next level by constantly keeping in touch with the needy in the neighbouring society.