

The Annual Quality Assurance Report (AQAR) of the IQAC 2008-09

The Annual Quality Assurance Report (AQAR) of the IQAC

Name of the Institution : The Hindu College, Machilipatnam
Year of Report : 2008-09

For internalisation and institutionalization of quality enhancement and for developing a system for consistent action to improve the academic and administrative performance of the institution, The Quality Advisory Committee was reconstituted this year; comprising of Heads of important academic and administrative members of our college and prominent members from the society. The IQAC was reconstituted with a few dedicated members from teaching faculty, members representing the public, members from the management and office administrative faculty.

Composition of members of the Advisory Committee.

Sl. No.	Designation	Name of the Person
1	Chairperson and Head of the Institution	: Sri G.Mrutyunjaya Rao, Principal
2	Office Superintendent	: Sri A.Subrahmanyeswara Rao
	Senior Assistant	: Sri A.V.B.Sankaram
3	Members of Faculty	: Sri D.V.Rama Murthy Smt K.Jyotsna Smt V.Usha Rani Smt K.Nischala Sri K.M.J.M.Das Sri G.Srinivasa Babu Sri K.Pankaj Kumar Smt G.Amala
4	Members of Management	: Dr. B.Dhanvantari Acharya, President, The Hindu College Managing Committee, Machilipatnam. Sri D.Ramachandra Sastry, Secretary & Correspondent, The Hindu College Managing Committee, Machilipatnam.

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- 5 Members from Society : Sri Perni Venkata Ramaiah,
M.L.A.,
- 6 Member Coordinator : Sri A.R.K.Murthy,
P.G. Department of Commerce

All the heads of the Departments are the members of IOAC as detailed below.

Sl. No.	Name of the Person	Department Name
1	Sri D.V.Ramana Murthy	Commerce (P.G) Director of P.G. Courses
2	Sri T.Krishnudu	Senior Assistant
3	Sri A.Satyanarayana Murthy	Mathematics
4	Dr. P.V.Datta Prasad	Physics
5	Sri G.Srinivasulu	Chemistry
6	Sri A. Vijaya Kumar	Botany
7	Sri G.Samuel John	Zoology
8	Sri K.Maruthi Kumar	Computer
9	Sri S.Venkateswara Rao	History
10	Sri B.Appa Rao	Economics
11	Sri K.Ravi Teja	Politics
12	Sri G.Mani Babu	English
13	Smt K.Nischala	Telugu
14	Smt V.Baby Rani	Hindi
15	Sri G.Srinivasa Babu	Commerce
16	Sri P.Srinivasa Rao	Physical Education
17	Sri PT.Sebastian	Librarian (Degree)
18	Sri Y.Samson	Librarian (P.G)
19	Dr. B.Saranga Pani	Economics (P.G)
20	Dr. V.V.S.K.Prasad	Business Administration (MBA)

PART – A

The (IQAC) Internal Quality Assurance Cell and Quality Advisory Committee met on 20th June 2008 and the IQAC chalked out its Master Plan for the academic year 2008-09. The following points were discussed at length.

1. All the members of the Quality Advisory Committee stressed the need for computerisation of the office.
2. Resolved to recommend to the managing committee to update the computers with latest features in all the departments.
3. It is proposed to provide at least two computers to the central library and at least two to the P.G. Library for providing Internet access for use by the students and staff.
4. Resolved to have collaboration with more research laboratories and Research Organisations in the state.
5. It was decided to conduct 'Remedial Classes' for academically backward students, including SC and ST students as it is done every year.
6. It was resolved to request the Managing Committee to provide more journals and back volumes to the Central Library and also P.G. Library.
7. Proposed to start a 'Women Studies Centre' with a Lecturer-in-Charge.
8. It was proposed to introduce more 'Add on' Courses in the college, for the benefit of the students, giving preference to 'Soft Skills Development.'
9. Resolved to encourage P.G. Students to do Research Projects and conduct more surveys; and under graduate students to participate in visits to places of Archeological and Historical importance to enhance their knowledge.
10. It was decided to request the placement officer to provide information to students regarding various websites for Job Opportunities and also to help in the preparation of curriculum vitae of students in the final year batches.

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11. It was decided that the Management should be requested to further improve the roads on the campus and provide for their regular maintenance.
12. It was decided to involve the staff and students in the 'Clean and Green' plans to be conducted at regular intervals on the campus.
13. It was resolved to conduct at least '2 Blood Donation Camps' on the campus to facilitate our students to donate blood.
14. To conduct a 'Yoga and Meditation' camp on the campus to promote physical and mental health among staff and students and also public; as part of outreach programmes.
15. To encourage the 'Women Empowerment Cell' of the college to conduct various programmes like Quiz, debates, Essay Writing, Singing, Rangoli, Painting etc... for the women students; for their active participation in various activities as a part of gender upliftment.
16. It was decided to see that the NCC and NSS students of the college participate more actively in outreach programmes for society.
17. It was resolved to request the Management for setting up of a cooperative store on the campus for the benefit of staff and students.
18. It was resolved to request the Management to take steps for proper maintenance of the Tennis Court on the campus.
19. It was decided to arrange a Talk on 'Oral Hygiene' by a noted local Dentist for educating the students on the importance of dental care.
20. It was decided to arrange a Talk on 'Personal Hygiene' by a noted Gynecologist for women students.
21. It was proposed to take steps to see that The Hindu College is given partner institution status by IGNOU under convergence scheme.

Outcomes achieved by the end of the year 2008-09

Most of the suggestions given by the IQAC were accepted by the college Management Committee and many of them were implemented in the academic year 2008-09. The details of the programmes implemented are as follows:-

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1. Further computerisation of the Office has commenced and is in progress
2. Computers were provided in all the Departments and were updated with the latest features.
3. Computers were provided to the central and P.G. Libraries with Internet facility.
4. Remedial Classes were conducted by all the departments for academically backward students including BC, SC and ST categories.
5. Five foreign Journals and Five Foreign periodicals were subscribed during 2008-09, worth Rs. 86,755/-
6. 'Add on' programmes were conducted in various departments.
7. Faculty of most of the departments have regular interaction with the departments in the university college of Acharya Nagarjuna University.
 - Department of Economics (P.G) has linkage with Department of Planning, Government of Andhra Pradesh at the District Level.
 - Department of Physics has linkage with (a) CLCRE, Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, (b) Department of Chemistry, Manipal Institute of Technology, Manipal, (c) Department of Physics, JNTU, Kakinada, (d) Department of Physics, SKU, Ananthapur, (e) M/s SSD polymers, Machilipatnam (f) M/s S.D. Technical Specialties, Machilipatnam.
 - Department of Chemistry has academic contacts with Sri Venkateswara University, Tirupathi and Andhra University, Waltair also.
8. Surveys and Research Projects.
 - 60 study projects were completed by MBA students in various organisation in areas of H.R. Finance and Marketing.
9. A post of 'Director' for MBA Department was created to facilitate the administration.
10. A list of 85 web sites was supplied to the P.G. Students to facilitate them with the information.
11. Internal roads were laid on the campus and are being maintained properly.

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12. Staff and students formed into groups to participate in the 'Clean & Green' programmes in various parts of the campus, to be conducted on every 3rd Saturday, and the participation was very encouraging, yielding good results.
13. 2 Blood Donation camps were organised in association with Red Cross Wing of Machilipatnam.
14. As a part of outreach programme a Yoga and Meditation Camp was Conducted for the staff, students and also for the benefit of the public. Sri Guru Prasad and Sri Kishore masters in Yoga conducted the programme.
15. As a part of women upliftment, 'women empowerment cell' of the college, conducted various programmes under "Spoorthy" like singing, rangoli, painting etc., for women students and participation was very encouraging. The prizes were distributed by a leading lady Doctor D.Latha Devi in a programme organised for the purpose.
16. The Tennis Court on the campus has been revived.
17. NCC & NSS students very actively participated in society outreach programmes.
18. Two spacious cycle sheds were constructed for the facility of P.G. students and staff.
19. An orientation session on 'Oral Hygiene' was conducted for the students and staff on the campus by Dr. Ravi Srinivas, Dentist on 14-09-2008.
20. A talk was arranged under the auspicious of the 'women empowerment cell' on 'Personal Hygiene' for the benefit of the women students by a noted local gynecologist Dr. D.Latha Devi.
21. For creating better Infrastructure on the campus the two stairs block was completed and accommodates several class rooms, staff rooms and laboratories.
22. A new undergraduate course 'B.Com (Computers)' was started with the affiliating university being Acharya Nagarjuna University.
23. The Hindu College was given Partner Institution status by IGNOU under convergence scheme.

PART – B

1. Activities reflecting the goals and objectives of the Institution.

The Hindu College, Machilipatnam functions with commitment to serve the society at large by imparting education of the highest standards in various faculties and strives to produce intellectually competent, morally upright, socially committed products and motivate them to become responsible citizens of India. Special care is taken regarding the rural students from surrounding areas who join the college with emphasis on improving communication skills.

In the process of promoting quality education together with human values we have organized guest lectures in various faculties. Various associations of the college successfully organized programmes on various social issues and burning global problems. Events of specific scientific and Historical importance were celebrated in the campus in order to create awareness to the students and staff on several issues. A few of them are AIDS awareness campaign, Blood Donation camps, traffic control, Oral Hygiene, Personal Hygiene etc., The students have been taken on Historical, Biological and Industrial tours. Our college was able to stress on issues of environmental concern to promote 'Clean & Green' programmes, awareness on population control and organizing co curricular activities like debating, quiz, dance and singing competitions etc., This academic year was packed with significant events and activities reflecting the main goals and objectives of this great institution to inculcate, moral and ethical values among the students. A number of programmes were organized in English, Telugu, Sanskrit and Hindi to suit various important events.

2. New Academic Programmes initiated.

B.Com (Computers) was a new academic programme which commenced this year. The Jawahar Knowledge Centre (JKC) programme is running

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successfully. Our college was included as partner institution of IGNOU under convergence scheme.

3. Innovation in Curricular design.

As in the past, many of the senior faculty members of various departments of our college played the role of Chairman and members of Board of Studies of various faculties of Acharya Nagarjuna University and contributed significantly for innovation and curricular design. Quality circles were established in almost all the Departments.

4. Interdisciplinary Programmes

Programmes of interdisciplinary approach like Indian Heritage & Culture at 1st year Degree level and Science & Civilization at 2nd year Degree level are effectively running. 'Add on' courses of interdisciplinary nature were also conducted.

5. Examination reforms implemented

The affiliating university chalks out a plan for conduct of year end examinations at U.G. Level and Semester end exams at P.G. level. Besides conducting these exams, internal examinations are being conducted and meritorious students are awarded with prizes. Question Banks in all subjects are made available to the students to facilitate students appearing for P.G. Entrance examination and competitive examinations being conducted by different universities and institutions, Objective book banks are also made available. The career guidance cell conducted orientation classes to guide students seeking P.G. admissions.

Toppers in the internal tests are identified and their photos are placed on the notice board to motivate the students. The evaluation procedures are communicated to the students along with their marks, to provide feed back for improvement. Remedial classes are conducted for students who are below average.

*The Annual Quality Assurance Report (AQAR) of the IOAC 2008-09***6. Seminars by P.G. Students.**

Seminars are conducted by P.G. Students and every student has to speak on a topic of his choice before a panel of judges and audience comprising of P.G. Students. The panel of judges includes the Principal, Head of the Department, Director of P.G. Courses, the concerned subject staff member (Mentor) and sometimes subject experts from other colleges are also invited. Grading is done and suggestions for improvements are also given. Prizes are awarded for best performance class-wise.

7. Guest Lectures Conducted.

A 2 day UGC sponsored National Level seminar was organised on 8th and 9th of November, 2008 on “Restructuring Higher Education – Recommendations of the National Knowledge Commission (NKC)”. A number of Guest Lectures were also organised by various departments.

Guest Lectures

Sl. No.	Date	Name of the Topic	Resource Person
<u>Economics (P.G)</u>			
1	07-07-2008	Recent Demographic Trends	Prof. M.V.N.Sarma, Prof. of Economics, Acharya Nagarjuna University, Nagarjuna Nagar, A.P.,
2	08-09-2008	Impact of Recession on Indian Life Insurance	Sri Mallikarjuna Rao, Senior Divisional Manager, LIC Machilipatnam Division, Machilipatnam.
<u>Business Administration (MBA)</u>			
3	30-01-2009	Placement and Postal Services	Sri B.Srikanth, Manager
4	18-02-2009	Corporate Governance – Satyam Episode	Prof. K.V.A.Chalapati, Osmania University, Hyderabad, A.P.,

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Sl. No.	Date	Name of the Topic	Resource Person
5	20-02-2009	Environment Efficiency and Energy Management	Prof. B.Sudhakar Reddy, IGIDR, Bombay.
6	21-02-2009	“Financial Meltdown in U.S. Causes and Remedies”	Prof B.E.E.V.N.Murthy, Dean, MBA, Gudlavalleru, College, Gudlavalluru.
7	29-04-2009	Placement and Career Counseling	Smt Padmaja, Relationship Manager, Reliance Money.
<u>Commerce (P.G)</u>			
8	30-12-2008	Importance of Soft Skills and Career Opportunities in LIC	Sri V.Satyanarayana Rao, Principal, LIC Sales Training Centre, Machilipatnam.
9	14-02-2009	Financial Services	Sri Tata Rao, LIC Divisional Office, Machilipatnam.
10	14-03-2009	Financial Institutions and Markets	Prof. G.N.Brahmanandam, Prof. in Commerce, Acharya Nagarjuna University, Nagarjuna Nagar, A.P.,
<u>Physics</u>			
11	26-08-2008	Electricity and Magnetism	Sri J.Visweswarudu, Former Principal, The Hindu College, Machilipatnam.
12	27-09-2008	Electro Pollution and its Hazards	Sri K.Surya Narayana, President of Society of EMC Engineers, Hyderabad.
<u>Chemistry</u>			
13	10-11-2008	Introduction to Polymers	Dr. T.Malathi Rekha, Lecturer in Chemistry, S.P.M.H.Degree Kalasala, Machilipatnam.

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Sl. No.	Date	Name of the Topic	Resource Person
14	03-01-2009	Electro Chemistry Potentio Metric Titrations	Sri P.Rama Mohana Rao, Lecturer in Chemistry, A.J.kalasala, Machilipatnam.
<u>Economics</u>			
15	26-10-2008	Self Help Groups – DWACRA	Sri C.Sanjeeva Rao, Noble College, Machilipatnam.
16	24-11-2008	Price Determination under Oligopoly	Smt N.Dhaneswari, Principal, K.T.R. Women's College, Gidivada.
17	10-12-2008	Inflation	Smt N.Dhaneswari, Principal, K.T.R. Women's College, Gidivada.
<u>Hindi</u>			
18	09-09-2008	Hamari Sanskruthi aur Adhuniktha	Dr. M.Rama Lingeswara Rao, Former H.O.D. of Hindi, The Hindu College, Machilipatnam.
19	24-11-2008	Samay Sudharak Kabeer	Dt. R.Premanand
20	16-10-2008	Samskruthi aur Sahithya ka Paraspar Sambandh	Dr. Ch.Durga Prasad Rao
<u>Sanskrit</u>			
21	09-09-2008	Kalidasasya Kavitha Prathibha	Sri Peda Venkatappayya
<u>Telugu</u>			
22	09-09-2008	Abhivyaktha Naipunyaalu Avashyakatha	Dr. M.Ramalingeswara Rao, Former H.O.D. of Hindi, The Hindu College, Machilipatnam.
<u>Botany</u>			
23	09-07-2008	Gardening	Sri K.S.Rama Rao, Retd. Lecturer in Botany, A.J.Kalasala, Machilipatnam.

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Sl. No.	Date	Name of the Topic	Resource Person
24	19-11-2008	Plant growth and Development	Smt D.Vijaya Suseela, S.P.M.H.Kalasala, Machilipatnam.
<u>Commerce (U.G)</u>			
25	15-07-2008	Branches of Accountancy, Advantages, Limitations and Basics of Accountancy	Sri Shaik Subhani, Department of Commerce, T.S.R. & E.R.R. Govt. Degree College, Pamarru.
26	03-09-2008	Origin of Auditing in India and steps in valuing in Auditing.	Sri B.Siva Nageswara Rao, T.S.R. & E.R.R. Govt. Degree College, Pamarru.
27	23-11-2008	Valuation of Goodwill in Partnership at the time of Enter, Retirement or death of partner	Sri M.Raghavendra Rao, A.N.R. College, Gudivada.
28	05-12-2008	Management Accounting is the best tool for the management to achieve higher profits and efficient operations.	Sri Stephen, H.O.D. Commerce, Noble College, Machilipatnam.
29	18-02-2009	Importance of Accountancy and Difference between single entry and double entry system.	Sri M.Dhanunjaya, H.O.D. of Commerce, A.J.Kalasala, Machilipatnam.
<u>History</u>			
30	28-02-2009	Art of Expression and the Relevance of Communication Skills – Symposium	Organised by Department of History Sponsored by Eenadu, Daily News Paper.
31	01-10-2008	Relevance of Gandhian Ideals Students interaction with the Media	Organised by Eenadu, Daily News Paper.

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Sl. No.	Date	Name of the Topic	Resource Person
<u>Mathematics & Statistics</u>			
32	05-06-2008	SIMULATION	Prof. J.L.Narayana, Prof. Statistics, Andhra University, Waltair.
33	31-07-2008	Statistical Inference	Prof. J.L.Narayana, Prof. Statistics, Andhra University, Waltair.
<u>English</u>			
34	08-09-2008	Importance of Communication Skills	Sri P.Raja Sekhar, M.A., M.Phil., Senior Lecturer , ANR College, Gudivada.
35	28-10-2009	Pronunciation and the Stress Marking	Smt K.P.Sujatha, M.A., M.Phil., Senior Lecturer, K.T.R.Women's College, Gudivada.
<u>Zoology</u>			
36	09-09-2008	Biodiversity	Sri K.Dakshina Murthy, Retd. Lecturer in Zoology, The Hindu College, Machilipatnam.
37	19-11-2008	Aqua Culture in Coastal Regions	Sri D.Srinivasa Rao, H.O.D. of Zoology, Noble College, Machilipatnam.

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**THE HINDU COLLEGE :: MACHILIPATNAM
M.B.A.,**

LIST OF PROJECT REPORTS 2008-09

Sl.No	Acc.No	Title	Name of the Company	Place	Year	Submitted By	Under the Guidance of
1	613	A Case Study on Sales Management	Reliance Life Insurance Company Ltd	Eluru	2007-2009	Y A S R Srivalli	G Amala
2	614	A Case Study on Marketing Mix	Ingvysya Life Insurance	Hyderabad	2007-2009	Y Anitha Devi	K Sri Phani Kumar
3	615	Training and Development	Creamline Dairy Products Ltd	Hyderabad	2007-2009	K Bala Krishna	DR V.V.S.K Prasad
4	616	A Case Study on Employee Training	Reliance Life Insurance Company Ltd	Eluru	2007-2009	V Bhargavi	G Amala
5	617	A Case Study on Training and Development	B H P V Ltd	Visakhapatnam	2007-2009	K Dhanalakshmi	K Sri Phani Kumar
6	618	A Case Study on Mutual Funds Performance in india	Kotak mahindra Old Mutual Life Insurance Ltd	Hyderabad	2007-2009	K Deepika	K Upendra
7	619	A Study of Customer Relationship Management	Stock Holding Corporation of India	Hyderabad	2007-2009	S D Sirisha	D B S Bharathi

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Sl.No	Acc.No	Title	Name of the Company	Place	Year	Submitted By	Under the Guidance of
8	620	A Case Study on Employees Participation in Management	B H E L	Hyderabad	2007-2009	V Dharma Teja	G Amala
9	621	A Study of Welfare Facilities	B H P V Ltd	Visakhapatnam	2007-2009	K H Tirumaleswar	G Amala
10	622	A Case Study on Conflicts and Conflicts Management	B H E L	Hyderabad	2007-2009	V Hassain Sagar	DR V.V.S.K Prasad
11	623	A Case Study on Training and Development	Andhra Pradesh Paper Mills Ltd	Rajahmundry	2007-2009	V J Prakash Babu	K Upendra
12	624	A Case Study on Conflicts and Conflicts Management	Gayathri Projects Ltd	Hyderabad	2007-2009	G Gnaneswar	G Amala
13	625	A Study on Role of Trade Unions	Visakhapatnam Steel Plant	Visakhapatnam	2007-2009	M J Prakash	G Amala
14	626	A Case Study on Training and Development	Singareni Collieries Company Ltd	Kothagudem	2007-2009	M Kiran	D B S Bharathi
15	627	A Case Study on Performance Appraisal	Siva Sakthi Bio Plant Tech Ltd	Hyderabad	2007-2009	K K Kumari	K Sri Phani Kumar

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Sl.No	Acc.No	Title	Name of the Company	Place	Year	Submitted By	Under the Guidance of
16	628	A Study on Ratio Analysis	Andhra Pradesh Paper Mills Ltd	Rajahmundry	2007-2009	G Laxmana Rao	T Venkateswara Rao
17	629	A Case study on working capital management	H B L Power Systems Ltd	Hyderabad	2007-2009	P Laxmaiah Naidu	K Sri Phani Kumar
18	630	Stress Management	A P Tourism Development Corporation	Hyderabad	2007-2009	E L Mahathi	K Upendra
19	631	A Case Study on Quality of Work Life	Andhra Pradesh Foods Ltd	Hyderabad	2007-2009	G L Sirisha	DR V.V.S.K Prasad
20	632	A Case Study on Customer Attitude	Voltas Air Conditioners		2007-2009	B Leela Krishna	K Sri Phani Kumar
21	633	A Case Study on Capital Budgeting	I T C Ltd	Bhadrachalam	2007-2009	G Lokesh	K Sri Phani Kumar
22	634	A Case Study of Mutual Fund and as a Tool in Financial Management	Mahindra and Mahindra Ltd	Hyderabad	2007-2009	K Meenankshi Devi	K Upendra
23	635	A Case Study on Corporate Social Responsibility	Singareni Collieries Company Ltd	Kothagudem	2007-2009	K N L Anupama	DR V.V.S.K Prasad

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Sl.No	Acc.No	Title	Name of the Company	Place	Year	Submitted By	Under the Guidance of
24	636	A Case study on working capital management	Matrix Laboratories Ltd	Hyderabad	2007-2009	K N Suneetha	K Upendra
25	637	A Case Study on Job Satisfaction	Vijai Electricals Ltd	Hyderabad	2007-2009	D Nancharaiah	K Sri Phani Kumar
26	638	A Case Study on Role of Logistic Management	Rashtriya Ispat Nigam Ltd	Visakhapatnam	2007-2009	V Narayana Rao	G Amala
27	639	A Case Study on Export and Import Finance	Divya Shakthi Granities Ltd	Hyderabad	2007-2009	R Naresh	DR V.V.S.K Prasad
28	640	A Case Study on Personnel Policies	B H P V Ltd	Visakhapatnam	2007-2009	CH Pallavi	D B S Bharathi
29	641	A Case Study on Marketing Mix	Andhra Pradesh Paper Mills Ltd	Rajahmundry	2007-2009	CH Pavan Kumar	K Upendra
30	642	A Case Study on Performance Appraisal	Rashtriya Ispat Nigam Ltd	Visakhapatnam	2007-2009	P Pavani	T Venkateswara Rao
31	643	A Case Study and Selections	Matrix Laboratories Ltd	Hyderabad	2007-2009	M Praveena	K Sri Phani Kumar
32	644	A Case Study on Capital Budgeting	Singareni Collieries Company Ltd	Kothagudem	2007-2009	M Rama Krishna	DR V.V.S.K Prasad

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Sl.No	Acc.No	Title	Name of the Company	Place	Year	Submitted By	Under the Guidance of
33	645	A Case Study on Role of Conflicts and Conflicts Management	Thermal Power Station	Kothagudem	2007-2009	S Ramesh	T Venkateswara Rao
34	646	A Case study on working capital management	Visakhapatnam Port Trust	Visakhapatnam	2007-2009	A Ratnakar	K Upendra
35	647	A Case Study on Marketing Mix	Berger Painter India Ltd	Hyderabad	2007-2009	B Ravi Raja	K Upendra
36	648	A Case Study on Training and Development	BEL ltd	Hyderabad	2007-2009	T Santhi	T Venkateswara Rao
37	649	A Case Study on Channels of Distribution	Agartya Agro Ltd		2007-2009	M Sasikala	D B S Bharathi
38	650	A Case Study on Channels of Distribution	Videocon International Ltd	Hyderabad	2007-2009	SK Subhani	D B S Bharathi
39	651	A Case Study on Ratio Analysis	E C I L Ltd	Hyderabad	2007-2009	P Siva Sankar	T Venkateswara Rao
40	652	A Case Study on Training and Development	H B L Power Systems Ltd	Hyderabad	2007-2009	T S N Mallika	G Amala
41	653	A Case Study on working capital management	Bajaj Allianz	Hyderabad	2007-2009	A Sowjanya	G Amala

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Sl.No	Acc.No	Title	Name of the Company	Place	Year	Submitted By	Under the Guidance of
42	654	A Case Study on Industrial Relations	Indian Detonations	Hyderabad	2007-2009	K Sri Devi	DR V.V.S.K Prasad
43	655	A Case Study on Capital Budgeting	Rashtriya Ispat Nigam Ltd	Visakhapatnam	2007-2009	CH Sri LAKSHMI	T Venkateswara Rao
44	656	A Case Study on Human Resource Practices	V S Tobacco India Ltd	Hyderabad	2007-2009	T Sri Lakshmi	T Venkateswara Rao
45	657	A Case study on working capital management	Paraga Tools Ltd	Hyderabad	2007-2009	T Srimannarayana	T Venkateswara Rao
46	658	A Case Study on Marketing Mix	Bajaj Allianz	Hyderabad	2007-2009	M Srinivas Rao	T Venkateswara Rao
47	659	A Case study on working capital management	Sujana Meta Products Ltd	Hyderabad	2007-2009	CH Sri Vani	T Venkateswara Rao
48	660	A Case study on working capital management	Primary Ag Co Op Credit Society Ltd	Jaggavaram	2007-2009	CH Subba Rao	T Venkateswara Rao
49	661	A Case Study on Training and Development	L& T Ltd	Chennai	2007-2009	N Sujatha	D B S Bharathi
50	662	A Case Study on Training and Development	Thermal Power Station	Kothagudem	2007-2009	B Suresh	K Upendra
51	663	A Case study on working capital management	B H E L	Hyderabad	2007-2009	P Swathi	G Amala

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Sl.No	Acc.No	Title	Name of the Company	Place	Year	Submitted By	Under the Guidance of
52	664	A Case study on working capital management	Gayathri Projects Ltd	Hyderabad	2007-2009	PT Vidya Sagar	K Sri Phani Kumar
53	665	Corporate Governance	E C I L Ltd	Hyderabad	2007-2009	P Vijaya Durga	DR V.V.S.K Prasad
54	666	A Case study on working capital management	Andhra Bank	Hyderabad	2007-2009	S V M Tripureswar	D B S Bharathi
55	667	A Case Study on Performance Appraisal	BEL ltd	Hyderabad	2007-2009	K V N Prasanthi	D B S Bharathi
56	668	Training and Development	H M T Ltd	Hyderabad	2007-2009	V V Rama Rao	DR V.V.S.K Prasad
57	669	A Case Study on Performance Appraisal	Sri Krishna Jute Mills	Eluru	2007-2009	A Vasudha	D B S Bharathi
58	670	A Case Study on Performance Appraisal	Gayathri Projects Ltd	Hyderabad	2007-2009	N V Ramana	K Upendra
59	671	A Case Study on Discipline and Disciplinary Action	Khaita Electricals Ltd	Hyderabad	2007-2009	P V Subba Rao	D B S Bharathi
60	672	A Case Study on Customers Satisfaction	H D F C Bank Ltd	Hyderabad	2007-2009	V Venkatesh	K Sri Phani Kumar

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8. Participation in State / National / International Seminars:

Some of our staff members actively participated in State / National / International seminars and presented papers besides organizing a National Level 2 day Seminar on 'Restructuring of Higher Education'. The college Management is extending its helping hand by encouraging the staff on these lines.

9. Research Activity:

All the MBA faculty are guiding project works of MBA students. In addition some lecturers in UG and other P.G. Departments are allowed to guide M.Phil and Ph.D., programmes of our university and also some other universities. 2 lecturers from P.G. Departments acquired their M.Phil degree in this period. There were 6 registrations for M.Phil and 10 for Ph.D., in this period.

10. Honors and Awards to the Faculty :

Sri A.R.K. Murthy, Senior Lecturer in P.G. Department of Commerce and NAAC Coordinator was honored with 'State Best Teacher Award' by Govt. of Andhra Pradesh. The Management, staff and students of the college felicitated Sri A.R.K. Murthy in this conjecture.

11. Internal Resources Generated :

The Management has generated a total amount of about Rs. 18,88,760/- towards running of certain unaided courses at U.G. level and an amount of Rs 4,35,800/- was generated for unaided P.G. Courses.

12. Community Services:

N.C.C. Activities :

A separate wing for girl students was started in the college during 2008-09, as many girl students were enthusiastic. It is a matter of pride that the NCC has been spear heading the youth movement in the country. It has played an important role in the propagation of the ideals of secularism, National Integration, Selfless services etc., which are ever essential in the present day context.

Regular NCC activities began in the month of August, 2008 with 160 cadets. In this academic year our college enrolled 25 girl cadets in the Senior Wing.

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Training Activities.

1. The NCC Cadets participated in ATC-I held at Vuyyuru.
2. The NCC Cadets participated in CATC-II held at Nuzvid
3. The NCC Cadets participated in CATC-III also held at Nuzvid
4. SGT Naresh, II B.Sc (TM) participated in NIC held at Tirupathi
5. J.U.O. S.Naga Phani, III B.Com (EM) participated in NIC held at Tiruvananthapuram, Kerala
6. J.U.O. T.Ravi Teja, III B.Com (TM) participated in All India Ocean to Sky Camp, Trecking held at Goa.
7. J.U.O. J.Sujith Kumar, I B.Sc (EM) participated in Republic Day Parade on 26th January, 2008 held at New Delhi.
8. J.U.O. A.Rupa, II B.Sc (TM) participated in National Republic Day Parade on 26th January, 2009 held at New Delhi.
9. CSUO V.Anand, III B.Sc (EM) participated in State Republic Day Parade on 26th January, 2009 held at Hyderabad.
10. SGT Zafrullah Beig, I B.Com (EM) participated in the Independence Day Parade on 15-08-2008.
11. The NCC Cadets contributed to the Orissa Cyclone relief fund.
12. CPL BOG selected for IDC held at Secunderabad on 15th August, 2009.
13. Our college cadets won best Coati gent Drill award in NCC Day Parade 2008.

NSS Activities:

The unit started its activity by conducting orientation training programme for the year 2008-09 on 10-08-2008 and extended training for 125 volunteers enrolled for the year 2008-09. They were enlightened about the aims and objectives of the NSS.

- Blood grouping programme was organized on 18-08-2008 to familiarize the volunteers about their blood groups. Awareness was created among the volunteers about the need for Blood Donation.
- On 20-08-2008 a rally was conducted in Machilipatnam town to make people aware of the depleting energy sources and how to recoup the sources. Importance of Non-Conventional energy sources was made clear to the people.

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- On 08-09-2008 International Literacy Day was celebrated in order to enlighten the rural people about the fact that they are being frequently exploited because of their illiteracy.
- On 10-10-2008 the NSS conducted a workshop on the importance of Gandhian values and the role of youth in promoting Gandhian values among the people.
- On 05-11-2008 volunteers visited local slum areas in order to create awareness among the 'Yanadhi' community with regard to food and nutrition, health and hygiene and the importance of literacy.
- On 19-11-2008 a workshop was organized on promoting 'National Integration through Communal Harmony'.
- On 28-11-2008 a fund raising programme was launched for helping the poor and deserving orphans.
- On 28-11-2008 a Guest Lecture was arranged to enlighten the volunteers about the importance of "Personality Development".
- On 01-12-2008 in view of International AIDS Day, the NSS unit conducted a rally promoting awareness about the Rapid Growth of AIDS and its influence over youth.
- A week long special campaign programme was conducted at Pedakaragraharam village on 28-12-2008. 50 volunteers participated in the camp and they have conducted many awareness programmes to enlighten the rural people about the rapid growth of AIDS, importance of health and hygiene, food and nutrition, literacy, blood donation, formation of self help groups and about the sociological evils such as Child Labour, Child Marriages, Alcohol Consumption and Dowry system, Domestic Violence, Ragging and eve-teasing.
- On 06-01-2009 Pulse Polio immunisation programme was attended by the volunteers at various municipal urban health centres.
- On 07-01-2009, A Blood Donation camp was conducted with 65 volunteers. The camp was inaugurated by the local M.L.A. Sri Perni Venkata Ramaiah and Government Hospital Blood Bank unit attended the camp.
- Youth Leadership Training Programme was organized in our college from 12-02-2009 to 14-02-2009. A good number of resource persons delivered Guest Lectures on various aspects and enlightened the 6 volunteers who attended from

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different colleges. The programme was very successful and the volunteers participated with great enthusiasm in the proceedings.

- On 20-02-2009, A 'Food Festival' was conducted to promote the importance of traditional and conventional food items, which have lost their popularity due to emergence of 'Fast Foods'. Students set up various stalls and best 3 were awarded prizes.

13. Teaching & Non-Teaching Staff Ratio:

Aided	:	44 : 31
Unaided	:	26 : 10

14. Improvements in Library Services:

The Broad Band Net facility in the libraries was made available to staff and students with increased terminals. The library was provided with a good number of new educational CDs on different subjects to create awareness on the fundamentals of the subjects to the students. A library committee comprising of Principal, Staff and students is actively functioning. 'Library week' celebrations were conducted from 14th to 19th November, 2008. Participation of students was very encouraging in various competitions held during Library Week. Winners were given prizes and special cash award was instituted by the Librarian for "Best Library User".

15. No. of Books / Journals subscribed and their value:

Every year the college management is adding new books to the library, so that the staff and students will be in touch with the latest information.

Books and Journals purchased during this year.

Sl. No.	Course	No. of Books Purchased	No. of Journals Purchased	Cost Rs.
01.	U.G.	404	-	64,693.00
02.	P.G.	1251	58	3,13,620.00
	Total	1655	58	3,78,313.00

16. No. of courses for which student assessment of teachers is introduced and the action taken on student feedback :

The feedback obtained from the students through a standard proforma prescribed by NAAC was analysed by the Principal and the college Management at the end of the academic year. Some of the teachers are advised to use innovative teaching methods and to maintain their teaching schedule as per the academic plan.

17. Unit Cost of Education:

The unit cost of our college education in this academic year for U.G. students is about Rs. 21,984/- and for P.G. students it is about Rs. 29,261/-

18. Computerisation of administration and the process of admissions, examination results, issue of certificates :

The College Management has commenced computerisation of office administration and it is in process. The Management is taking steps to computerize the entire process of admissions, issue of certificates such as Transfer Certificates, Conduct & Character certificates etc., to facilitate the students. Results will be announced by the affiliating University. For P.G. admissions, the affiliating University conducts admission test and centralized admissions are in force.

19. Technology Up gradation:

LCD projectors and Overhead projectors are made available for effective presentation by the resource persons at the time of Seminars / Workshops / Symposia and for class room Lectures. The students and staff are very much enthusiastic with these facilities.

20. Computer and Internet access and Training to Teachers and Students :

The college is having two computer labs with Internet facility. Teaching and Non-Teaching Staff are given training by the staff of Computer Science Department to browse internet. Staff and students are given free access to use the net facility provided free of cost. Most of the staff are using it to the maximum extent.

*The Annual Quality Assurance Report (AQAR) of the IOAC 2008-09***21. Financial Aid to Students :**

The financial aid made available to the students includes Government Scholarships, Donor Prizes for outstanding students, fee concessions etc.,

Government Scholarships amounts disbursed

Sl. No.	Category	Financial aid provided	
		U.G.	P.G.
1	SC & ST	3,98,264.00	70,090.00
2	BC	6,66,000.00	3,00,110.00
3	Physically Handicapped	-----	1,530.00
4	Minority Scholarships	39,141.00	-----
5	Economically Poor Communities	4,73,000.00	30,000.00
6	Uppalapati Rajya Lakshmi Charitable Trust	3,000.00	-----
	Total	15,79,405.00	4,01,730.00

Besides these Cash, Endowment Prizes were distributed to 85 students.

22. Activities of the Alumni Association:

The Alumni Association meets twice a year and gives its suggestions to the Management for the over all development of the college. The suggestions are welcomed by the Management who tries to implement most of them.

23. Health Services:

The College continues to maintain a health centre on the campus with reputed doctors to look after the needs of staff and students. Dr. B.Dhanvantary Acharya, President, The Hindu College and its allied institutions along with Dr. G.V.Ramu and Dr. D.Mrutyunjaya Rao who are very reputed Doctors of our town are conducting regular medical checkups for the staff and students of our college. Two blood donation camps were organized during this academic year and a good number of UG and P.G. students donated blood. Camps for checking Eye Sight, Blood Pressure and also Blood Grouping were conducted.

24. Performance in Sports Activities :

Our college students secured 1st place in Ball Badminton Inter Collegiate Tournament held in Noble College, Machilipatnam during 2008-09.

T.Sushma and M.Sumalatha participated in the tournaments at Bharathi Dasan University, Tiruchinapally.

M.Pavan Kumar won th 3rd prize in Weight Lifting (62kgs) held at T.R.R. Govt. Degree College, Kanolukum.

25. Achievements and Awards:

A 10 Membered games committee was reconstituted with 4 staff members one Physical Director and 5 students. Our college boys teams participated in A.N.U. Inter Collegiate Cricket, Weight Lifting, and Best Physique tournaments Girls teams participated in Cricket and Ball Badminton tournaments.

26. Placement Services provided to the students:

The college entered in to MOU with India Career Portal. This placement portal automates the placement process at the college. Employers can use this portal to communicate with the college placement office and through necessary permissions, manage campus recruitment and hire students and alumni online. Students and alumni can access the college placement office, search jobs and access information to help enhance career and advance their skills. Please visit our college website for placement assistance <http://hcmtm.indiacareerportal.com/home.php>

In addition to the above placement assistance during 2008-09, 30 MBA Finance students were sent to Acharya Nagarjuna University for off campus Job Mela to secure jobs at Factset India Company Ltd., and 2 students were selected

27. Community Services:

125 volunteers enrolled and were trained for the year 2008-09. Blood grouping and Blood donation programmes were organized and a rally was conducted to emphasise the importance of depleting energy sources and importance of saving of energy. International Women's Day and literacy day were celebrated. Workshop was conducted for promoting 'National Integration through Communal harmony' and also

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‘Role of Youth in promoting Gandhian values.’ Volunteers also visited slum areas to educate the poor or the importance of hygiene + health, food and nutrition and literacy.

The NCC cadets participated in Tree Plantation, Pulse Polio drive, AIDS Awareness Rally, Blood Donation Camp and ‘Eradication of illiteracy’.

28. Best practices of the Institution :

On the suggestion of the Secretary & Correspondent of our college, Group Mail (gmail) is created to facilitate information exchange among the staff and students of MBA department. All notices and information for students are posted through this to the MBA students and this facility has proved to be of great utility.

39. Students achievements and awards :

2 MBA Finance Students participated in pre Management meet organised by ANR College, Gudivada and secured First and Second Prizes in “Stock Exchange Event”.

40. Publications:

Dr. V.V.S.K.Prasad, H.O.D., M.B.A. Department authored a text book for MBA Students – 2008.

Title : Management and Organisational Behavior

Publisher : Duvvuri Publishers

The following papers were published in online journals by Dr.V.V.S.K.Prasad, H.O.D., MBA Department.

- a “C5R initiatives by Indian Companies”
– www.indianmba.com – Faculty column
- b “Soft Skills for Management students to excel”
– www.coolvenues.com – H.R.Section
- c “Impact of Globalisation on Indian Financial Services Industry”
– www.article____.com – Finance Section

PART – C

Detailed Plans of the Institution for the next year :

Internal Quality Assurance Cell (IQAC) in its meeting held on 29-12-2009 chalked out its master plan for the next academic year 2009-10 and discussed the following points at length.

1. Proposed to increase the number of career oriented 'Add On' programmes.
2. Proposed to add another language laboratory.
3. Proposed to speed up the digitalization of P.G. Library.
4. Proposed to request the college Management to arrange Mineral Drinking Water Plant in the college premises.
5. Proposed to observe the Birth Day of Dr. S.Radha Krishnan (Teacher's day) on a grand scale by inviting the students and staff of various colleges in the town.
6. Proposed to request the Management to update the computers in all the Departments.
7. Proposed to increase Society out reach programmes by involving NCC Cadets and NSS Volunteers.
8. Proposed to encourage the staff to conduct a minimum of two Seminars / Workshops with the help of funding agencies like UGC, ICSSR.
9. Proposed to adopt local schools and conduct workshops and seminars to the teachers working in high schools on teaching pedagogy.
10. Proposed to encourage P.G. students to pursue M.Phil and Doctoral Degrees after completion of P.G. Course.
11. Proposed to encourage the members of faculty to participate in more number of UGC sponsored Seminars / Workshops organized by various institutions.
12. The Hindu College was given 'Partner Institution' status by IGNOU under the convergence scheme, it proposed to encourage and motivate students to join the IGNOU Courses.

Name & Signature of the
Coordinator, IQAC

Name & Signature of the
Chairperson, IQAC