

*The Annual Quality Assurance Report (AQAR) of the IQAC 2009-10*

**The Annual Quality Assurance Report (AQAR) of the IQAC**

Name of the Institution : The Hindu College, Machilipatnam  
Year of Report : 2009-10

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 A.R.K. Murthy, Principal
2	Office Superintendent	: Sri A.Subrahmanyeswara Rao
	Senior Assistant	: Sri A.V.B.Sankaram
3	Members of Faculty	: Sri D.V.Ramana Murthy Sri B.Saranga Pani 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 : Smt K.Jyotsna,  
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	Smt K.Jyotsna	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	Smt K.V.Vara Lakshmi	Zoology
8	Sri K.Maruthi Kumar	Computer
9	Sri S.Venkateswara Rao	History
10	Sri B.Appa Rao	Economics
11	Smt G.Naga Lakshmi	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 1<sup>st</sup> July, 2009 and the IQAC chalked out its Master Plan for the academic year 2009-10. The following points were discussed at length.

1. Resolved to recommend to the managing committee to update the computers with latest features in all the departments.
2. It is proposed to update the computers to the central library and the P.G. Library for providing Internet access for use by the students and staff.
3. Resolved to have collaboration with more research laboratories and Research Organisations in the state.
4. It was decided to conduct 'Remedial Classes' for academically backward students, including SC and ST students as it is done every year.
5. It was resolved to request the Managing Committee to provide more journals and back volumes to the Central Library and also P.G. Library.
6. It was proposed to introduce more 'Add on' Courses in the college, for the benefit of the students, giving preference to 'Soft Skills Development.'
7. Proposed to conduct a 2 day National Level Workshop with UGC funds on a topic of general interest.
8. 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.
9. 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.
10. It was decided that the Management should be requested to further improve the roads on the campus and provide for their regular maintenance.

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11. It was decided to involve the staff and students in the 'Clean and Green' plans to be conducted at regular intervals on the campus.
12. It was resolved to conduct at least '2 Blood Donation Camps' on the campus to facilitate our students to donate blood.
13. 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.
14. 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.
15. It was decided to see that the NCC and NSS students of the college participate more actively in outreach programmes for society.
16. It was resolved to request the Management to take steps for proper maintenance of the Tennis Court on the campus.
17. 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.
18. It was decided to arrange a Talk on 'Personal Hygiene' by a noted Gynecologist for women students.

**Outcomes achieved by the end of the year 2009-10**

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 2009-

10. The details of the programmes implemented are as follows:-

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. There are total of 8 computers in the P.G. Library and 6 with Internet Facility. Computers provided to the central and P.G. Libraries with Internet facility were updated.

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4. Remedial Classes were conducted by all the departments for academically backward students including BC, SC and ST categories.
5. 15 Journals / Magazines were subscribed during 2009-10, worth Rs. 86,950/-
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. The placement officer held counseling classes to create awareness among students about web sites available for Jobs Search.
10. Internal roads laid on the campus and are being maintained properly.
11. Staff and students formed into groups to participate in the 'Clean & Green' programmes in various parts of the campus, to be conducted on every 3<sup>rd</sup> Saturday, and the participation was very encouraging, yielding good results.
12. 2 Blood Donation camps were organised in association with Red Cross Wing of Machilipatnam.
13. 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.

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14. As a part of women upliftment, 'women empowerment cell' of the college, conducted various programmes under "Sraavanthi" like singing, rangoli, painting etc., for women students and participation was very encouraging. The prizes were distributed by a leading lady Doctor B.Sailaja in a programme organised for the purpose.
15. The Tennis Court on the campus has been revived and are being used by staff and students.
16. NCC & NSS students participated actively in society outreach programmes.
17. An orientation session on 'Oral Hygiene' was conducted for the students and staff on the campus by Dr. Sampath Kumar, Dentist on 15-09-2009.
18. A talk was arranged under the auspicious of the 'Looking and feeling better' on 'Personal Hygiene' for the benefit of the women students by a noted local gynecologist Dr. D.Latha Devi and noted Beautician Aruna Kumari.

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## **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. 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

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various faculties of Acharya Nagarjuna University and contributed significantly for innovation and curricular design. Quality circles were established in almost all the Departments.

**3. Interdisciplinary Programmes**

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

**4. 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.

**5. 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



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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.

**6. Guest Lectures Conducted.**

A 2 day UGC sponsored National Level workshop was organised on 13<sup>th</sup> – 14<sup>th</sup> of August, 2009 on “Managing Self and Others” by the Post Graduate Department of Commerce. A number of Guest Lectures were also organised by various departments.

**Guest Lectures**

<b>Sl. No.</b>	<b>Date</b>	<b>Name of the Topic</b>	<b>Resource Person</b>
<b><u>Botany</u></b>			
1	21-09-2009	Tissue Culture	Sri G.Mrutyunjaya Rao, Retd. S.G. Lecturer in Botany, The Hindu College, Machilipatnam.
2	07-12-2009	Biological Nitrogen Fixation in Plants	Smt D.Vijaya Suseela, Lecturer in Botany, S.P.M.H. Degree Kalasala, Machilipatnam.
<b><u>Oriental Languages</u></b>			
1	17-08-2009	Importance of Three Languages (Telugu, Hindi & Sanskrit)	Dr. M.Ramalinga Raju garu, Retd. Faculty Telugu Dept., The Hindu College, Machilipatnam.
2	06-01-2010	Relationship between Literature and Culture	Dr. Chalasani Subba Rao garu, Retd. Faculty Hindi Dept., The Hindu College, Machilipatnam.
<b><u>Chemistry</u></b>			
1	14-10-2009	Thermodynamics	Smt D.Geetanjali Devi, H.O.D. Chemistry, S.P.M.H. Degree Kalasala, Machilipatnam.
2	05-12-2009	Named reactions in organic chemistry	Sri T. Benjamin, Lecturer in Chemistry, Noble College, Machilipatnam.

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<b>Sl. No.</b>	<b>Date</b>	<b>Name of the Topic</b>	<b>Resource Person</b>
<b><u>Zoology</u></b>			
1	24-09-2010	Coastal Aquaculture	Dr. D.Srinivasa Rao, Lecturer in Zoology, The Hindu College, Machilipatnam.
2	11-12-2010	Gene Cloning	Sri P.Upendra, Lecturer in Biotechnology, The Hindu College, Machilipatnam.
<b><u>Computer Science</u></b>			
1	03-09-2009	Client Server Systems	Sri V.Satish Kumar, M.C.A., Lecturer in Computer Science, Noble College, Machilipatnam.
2	18-01-2010	Networking – Protocol	Sri Narasimha Raju, M.C.A., Network Administrator, DMSSVH College of Engineering, Machilipatnam.
<b><u>M.B.A.,</u></b>			
1	29-04-2009	Project Work and Placements	Miss. Padmaja, Manager, ICICI Bank and Sri B.Srinivasa Rao, P.R.O., ICICI, Hyderabad.
2	24-11-2009	Principles of Success and Career Guidance	Sri M.Jeevan, Business Manager and Sri B.Sujith, Business Manager, Imagination Work Shop, Vijayawada.
<b><u>M.Com</u></b>			
1	29-04-2009	Self Motivation before motivating others	Sri K.V.Srinivasa Rao, Associate Professor, M.B.A., Hyderabad.
2	25-11-2009	Career opportunities for M.Com students	Prof. M.G.K.Murthy, Chairman – Commerce Assn. Hyderabad. M.D., Career for Environmental Adaptation, Research, Consultancy training and extension, small and medium enterprises.

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

**LIST OF PROJECT REPORTS 2009-10**

<u>Accno</u>	<u>Title</u>	<u>Name of the Company</u>	<u>Place</u>	<u>Year</u>	<u>Submitted By</u>	<u>Under The Guidance Of</u>
1	Ratio Analysis	A.P Paper Mills Ltd`	Rajamundry	2008-2010	P.Anil	T.Venkateswara Rao
2	Performance Appraisal	Electronics Corporation India ltd	Hyderabad	2008-2010	P.Aparna	T.Venkateswara Rao
3	Investors Attitude Towards Mutual Funds	ICICI Prudential Amc Ltd	Rajamundry	2008-2010	J.Ashok	G.Amala
4	Marketing Mix	The Jeypore Sugar Co.ltd	Chagulla,W.G	2008-2010	B.Chandra Babu	Shifaly
5	Customer Relationship Management	YES Bank	Hyderabad	2008-2010	D.Devi Vara Prasad	T.Venkateswara Rao
6	Working Capital Management	Gayathri Projects Ltd	Hyderabad	2008-2010	I.S.J.D.Prasantham	D.S.B.Bharathi
7	Capital Budgeting	Gulf Oil Limited	Hyderabad	2008-2010	P.Harika	Shifaly
8	Working Capital Management	Sagar Cements Ltd	Nalgonda	2008-2010	K.Harshavardhan	D.S.B.Bharathi
9	Performance Appraisal	Nutrine Confectionery Company Ltd	Chittoor	2008-2010	G.Hima Bindu	G.Amala

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10	Training and Development	Rasoya Proteins Limited	Nagpur	2008-2010	M.Hima Naga Padma	K.Sri Phani Kumar
11	Customer Satisfaction	Indian Infoline Ltd	Hyderabad	2008-2010	P.Krishanarao	V.V.S.K.Prasad
12	Training and Development	A.P.Paper Mills Ltd	Rajamundry	2008-2010	Y.K.Chaitanya	K.Sri Phani Kumar
13	Capital Budgeting	Singareni Collieries Company Ltd	Kothagudem	2008-2010	D.Kumar Naik	K.Sri Phani Kumar
14	Export - Import Finance	Divya Shakthi Granities Ltd	Hyderabad	2008-2010	B.L.N.Malleswari	V.V.S.K.Prasad
15	Performance Appraisal	Oracle Granito Limited	Ahemadabad (Gujarat)	2008-2010	S.Lallipushpa	G.Amala
16	Recruitment Process	Sagar Software Limited	Hyderabad	2008-2010	D.Madhu	T.Venkateswara Rao
17	Project Sales	Rashtriya Ispat Nigam Ltd	Visakhapatnam	2008-2010	M.Mahesh	G.Amala
18	Training and Development	Indian Infoline Ltd	Hyderabad	2008-2010	R.Malyadri	T.Venkateswara Rao
19	Industrial Relations	East India Commercial Company ltd(EICCI)	Eluru	2008-2010	K.Manasa	K.Sri Phani Kumar
20	Marketing Mix	Rolex Paper Mills Limited	Bhimavaram	2008-2010	A.Maresh	G.Amala

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21	Customer Satisfaction	APSRTC	Hyderabad	2008-2010	Iswana Parvin	D.S.B.Bharathi
22	Sales Management	Reliance Life Insurance Company Ltd	Srikakulam	2008-2010	B.Mohan Chand	K.Upendra
23	Working Capital Management	Ramky Group	Hyderabad	2008-2010	K.Murali	G.Amala
24	Performance Appraisal System	Agi Glasspack	Hyderabad	2008-2010	P.N.Divya	V.V.S.K.Prasad
25	Welfare and Safety	Rithwik Power Projects Ltd	Khammam	2008-2010	N.Narendra Kumar	K.Sri Phani Kumar
26	Financial Statement Analysis Through Ratios	Rithwik Power Projects Ltd	Khammam	2008-2010	Abdul Naseer	T.Venkateswara Rao
27	Marketing Mix	Gulf Oil Corporation Ltd	Hyderabad	2008-2010	P.Phanidhar	K.Upendra
28	Job Satisfaction	Jeypore Sugar Industries Ltd.	Chagulla, W.G	2008-2010	S.Praveen Babu	D.S.B.Bharathi
29	Investors Perception on Mutual Funds	Reliance Money Limited	Visakhapatnam	2008-2010	A.Rajesh	V.V.S.K.Prasad
30	Customer Satisfaction	A.P Tourism Development Corporation	Hyderabad	2008-2010	V.Rajesh Kumar	K.V.P.Diwakar

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31	Job Satisfaction	East India Commercial Company Ltd(EICCI)	Eluru	2008-2010	K.Ramesh Babu	V.V.S.K.Prasad
32	Marketing Strategies	Bharat Sanchar Nigam Ltd	Rajamundry	2008-2010	J.Ravikumar	G.Amala
33	Performance Appraisal	Rashtriya Ispat Nigam Ltd	Visakhapatnam	2008-2010	K.Revathi	T.Venkateswara Rao
34	Conflicts and Conflicts Management	Gayathri Projects Ltd	Hyderabad	2008-2010	M.Roopchand Narayana	D.S.B.Bharathi
35	Training and Development	Hycons Infrastructures (india) limited	Hyderabad	2008-2010	Ch.Rukminiamma	V.V.S.K.Prasad
36	Market Search and Analysis of Bearings	EBC Bearings (india) Limited	Hyderabad	2008-2010	K.Sankar Sidhardha	K.Upendra
37	Training and Development	A.P.Tourism Development Corporation	Hyderabad	2008-2010	K.Sasidhar	D.S.B.Bharathi
38	Technical Analysis on BSE Sensex	IL and FS Investment Limited	Hyderabad	2008-2010	K.Satyavani	K.V.P.Diwakar
39	Working Capital Management	Jeypore Sugar Industries Ltd.	Chagulla,W.G	2008-2010	D.Sivanagaraju	V.V.S.K.Prasad
40	Working Capital Management	VST Industries Ltd	Hyderabad	2008-2010	P.Siva Prasad	D.S.B.Bharathi
41	Recruitment	APSRTC	Hyderabad	2008-2010	O.Sowjanya	K.V.P.Diwakar

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42	Retail Lending	Syndicate Bank	Kolkatta	2008-2010	K.Srilakshmi	K.Sri Phani Kumar
43	Ration Analysis	Rolex Paper Mills Limited	Bhimavaram	2008-2010	Ch.Sri Hari	K.V.P.Diwakar
44	Capital Market	Reliance Money Limited	Viskhapatnam	2008-2010	K.Srikanth	Shifaly
45	Working Capital Management	Divya Shakthi Granities Ltd	Hyderabad	2008-2010	B.Srinivasa Rao	Shifaly
46	Marketing Mix	Andhra Pradesh Paper Mills Ltd	Rajamundry	2008-2010	M.Subramanyam	K.V.P.Diwakar
47	Employee Training	Nava Bharat Ventures Ltd	Paloncha, Khammam	2008-2010	Ch.Supriya	K.Upendra
48	Training and Development	Rolex Paper Mills Limited	Bhimavaram	2008-2010	B.Suresh	K.Sri Phani Kumar
49	Customer Satisfaction	Ramky Enviro Engineers Ltd	Hyderabad	2008-2010	B.Swapna	K.V.P.Diwakar
50	Performance Appraisal	Zuari Cement Limited	Yerraguntal, Kadapa	2008-2010	K.Swathi	K.Upendra
51	Methods of Sales Promotion	IL and FS Invest Smart Limited	Hyderabad	2008-2010	P.Syam Prasad	Shifaly
52	Training and Development	Bharat Electronics Ltd	Hyderabad	2008-2010	V.Tapaswi	T.Venkateswara Rao

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53	Performance Appraisal	Gayathri Projects Ltd	Hyderabad	2008-2010	P.V.V.N.Ganesh Babu	V.V.S.K.Prasad
54	Training and Development	JK Paper Ltd	Jaykapur, Rayagad(OR)	2008-2010	P.Vasudevarao	G.Amala
55	Working Capital Management	Bharat Heavy Electricals Ltd	Hyderabad	2008-2010	K.Veera Venkata Ravi	K.Upendra
56	Customer Satisfaction	Bartronics India Limited	Hyderabad	2008-2010	Y.Venakata Pramod	Shifaely
57	Promotion Mix	Hycons Infrastructures (india) Limited	Hyderabad	2008-2010	K.Venkata Ramana	K.V.P.Diwakar
58	Recruitment Procedure	Ramey Enviro Engineers Limited	Hyderabad	2008-2010	D.Vijaya Lakshmi	Shifaly
59	Funds Flow Analysis	Vijai Electricals Ltd	Hyderabad	2008-2010	I.Vithal	K.Upendra



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**7. Participation in State / National / International Seminars:**

Some of our staff members actively participated in State / National / International seminars and presented papers besides the P.G. Department of Commerce organizing a National Level 2 day Workshop on 'Managing Self and Others' on 13-14 August, 2009 sponsored by UGC.. The college Management is extending its helping hand by encouraging the staff on these lines.

**8. 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 acquired their M.Phil degree in this period. There were 6 registrations for M.Phil and 10 for Ph.D., in this period.

**9. Internal Resources Generated :**

The Management has generated a total amount of about Rs. 3,32,666/- towards running of certain unaided courses at U.G. level and an amount of Rs 30,24,300/- was generated for unaided P.G. Courses.

**10. Community Services:**

**N.C.C. Activities :**

The institutional training was started in the month of August, 2009 with 160 cadets. The National Cadet Corps has its genesis in the university corps created under the Indian Defense Act. 1917; the N.C.C. came into existence on 16<sup>th</sup> July, 1948 under the N.C.C. Act XXXVI of 1948 under the Ministry of defense.

**Training Activities.**

1. The NCC Cadets participated in CATC-I held at Gudivada
2. The NCC Cadets participated in Nuzvid Camp
3. The cadet participated in army attachment camp conducted by the: Dogra Regiment in Secunderabad.
4. The Cadet participated in army attachment camp conducted by the: Mahar Regiment in Secunderabad.
5. The cadets participated in TSC and RDC "Inter Battalion Group Competitions"
6. The cadets participated in TSC and RDC "Inter Group Competitions"
7. The cadets participated in TCS (Thal SAINIK CAMP) held at New Delhi.

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8. The cadets participated in RDC (Republic Day Camp) held at New Delhi
9. The cadets participated in Independence Day Camp (IDC) held at Secunderabad.
10. The cadets participated in National Integration Camp held at Nilagiris hills.
11. The cadets participated in National Integration Camp held at Kohima, Nagaland.
12. The cadets participated in National Integration Camp held at Gujarat Trekk.
13. The cadets participated in National Integration Camp held at Kakinada.
14. The cadets participated in para basic held at Agra

**Activities**

1. The cadets participated in CAT-I, held at Gudivada
2. The cadets participated in CATC-III, held at Nuzvid
3. The cadets participated in CATC-IX, held at Nuzvid.
4. The cadets participated in CATC-X, held at Nuzvid.
5. The cadets participated in CATC-XI, held at Nuzvid.
6. The cadets participated in CATC-XVI, held at Peddapuram
7. The cadets participated in CATC-XVII, held at Nuzvid
8. The cadets participated in CATC-XX, held at Nuzvid.
9. The cadets participated in Support camp for special NIC held at Kakinada.
10. The cadets participated in Support camp for NIC platoon attack demo team held at Kakinada.

**A Feather in the Camp :**

1. BSUO. J.Sujit Kumar, II B.Sc MPE, participated in the REPUBLIC DAY CAMP 2009 held at NEW DELHI.
2. SUO. P. Chinnari, II B.Com., participated in the THAL SAINIK CAMP 2009 held at NEW DELHI.
3. JUO. K. Sony, I B.Sc (MPC), participated in the THAL SAINIK CAMP 2009 held at NEW DELHI.
4. JUO. R.Mani Deepika, II B.Sc MSCs, selected for the REPUBLIC DAY Camp 2010 held at NEW DELHI.
5. JUO V.Ramana, II B.Com., participated in the Para Basic Course held at AGRA
6. SGT. K.Kavitha, II B.A., participated in the Para Basic Course held at Agra
7. BSUO. J.Sujith Kumar, II B.Sc MPE participated in the Special National Integration Camp held at Kohima, Nagaland.
8. CQMS. A.Siva Naga Raju, II B.Sc BZC, participated in the Special National Integration Camp held at Kohima, Nagaland.
9. SGT. N.Suneetha, II B.Sc MSCs, participated in the Special National Integration Camp held at Kohima, Nagaland.
10. JUO. B.Bala Krishna, MSCs, participated in the All India Trekking Expedition held at Gujarat.
11. JUO. K.Sobhanadri, MPC, participated in the All India Trekking Expedition held at Gujarat.
12. CPL.T.Siva Konda, Senior Inter CEC, participated in the All India Trekking Expedition held at Gujarat.
13. SGT. G.Subrahmanyam, got 1<sup>st</sup> prize in Flag Area Competition in BATTALION LEVEL (16A) BN.

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**Community Development Programmes for the year 2009-10 :**

1. Blood donation camp – 45 cadets.
2. Blood donation awareness rally – 160 cadets.
3. Quiz on donation of blood – 140 cadets.
4. Anti dowry pledge 150 cadets.
5. Clean and Green programmes were held in our college.
6. On world blood donors day a rally was conducted and blood donation at Government Hospital was attended by our cadets.
7. The cadets participated in Flag area competitions and got first prize in NCC day celebrations.

Our new group commander visited our college and inspected the coy. Our cadets gave Guard of Honor with 7.62mm self loading rifles. Col.A.S.Kumar Swamy and new commanding officer Col. Mannu Satti addressed the cadets and motivated them to join the INDIAN ARMY.

**NSS Activities:**

NSS unit of The Hindu College, Machilipatnam played an excellent role in social activities under the able guidance of Sri A.R.K. Murthy, Principal and Sri B.Basaveswara Rao, Programme Officer.

The unit enrolled 100 students both boys and girls as volunteers and participated in National Celebrations like Independence Day and Republic Day. The unit donated the blood to Dr. Pattabi Red Cross Blood Bank, participated in campus cleaning, maintaining the gardens and so many other activities.

The unit participated in AIDS awareness programme conducted by Noble College, Machilipatnam. The volunteers attended the programme which was conducted by the R.T.O., Machilipatnam Sri Lakshmi Rajyam on the topic “Awareness of Traffic Rules”.

- Blood grouping programme was organized on 17-08-2009 to familiarize the volunteers about their blood groups. Awareness was created among the volunteers about the need for Blood Donation.
- On 22-08-2009 a rally was conducted in Machilipatnam town to make people aware of the depleting energy sources and how to recoup the sources.

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Importance of Non-Conventional energy sources was made clear to the people.

- On 08-09-2009 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 10-10-2009 the NSS conducted a workshop on the importance of Gandhian values and the role of youth in promoting Gandhian values among the people.
- On 07-11-2009 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 21-11-2009 a workshop was organized on promoting 'National Integration through Communal Harmony'.
- On 20-11-2009 a fund raising programme was launched for helping the poor and deserving orphans.
- On 24-11-2009 a Guest Lecture was arranged to enlighten the volunteers about the importance of "Personality Development"
- On 01-12-2009 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 Pedakaraharam village in December, 2009. 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 15-02-2010, 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.

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It was proposed to do more new projects for the next academic year for the welfare of the society.

**11. Teaching & Non-Teaching Staff Ratio:**

Aided	:	38	:	26
Unaided	:	39	:	10

**12. 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 14<sup>th</sup> to 19<sup>th</sup> November, 2009. Participation of students was very encouraging in various competitions held during Library Week. Winners were given prizes and a special cash award was instituted by the Librarian Sri P.T. Sebastian for "Best Library User".

**13. 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.	455	32	65,800.00
02.	P.G.	1038	42	1,47,479.00
	<b>Total</b>	<b>1493</b>	<b>74</b>	<b>2,13,279.00</b>

**14. Student assessment of teachers introduced and 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 were advised to use innovative teaching methods and to maintain their teaching schedule as per the academic plan.

**15. Unit Cost of Education:**

The unit cost of our college education in this academic year for U.G. students is about Rs. 21,490/- and for P.G. students it is about Rs. 29,560/-

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

The computerisation of office administration 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.

**17. 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. Student attendance during these presentations is observed to be exceptionally good.

**18. 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.

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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. (M.A & M.Com)	M.B.A.
1	SC & ST	252186.00	370770.00	3,66,000.00
2	BC	457294.00	172180.00	8,92,000.00
3	Physically Handicapped	600.00	5000.00	10,000.00
4	Minority Scholarships	139612.00	32000.00	26,700.00
5	Economically Poor Communities	465810.00	30030.00	4,80,600.00
	<b>Total</b>	<b>1315502.00</b>	<b>609980.00</b>	<b>17,75,300.00</b>

Besides these Cash, Endowment Prizes were distributed to 93 students.

**20. 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.

**21. 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.

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**22. Placement Services provided to the students:**

1. Trained JKC students in Tally and placement assistance is provided to JKC trained students at Vijayawada, Guntur and Hyderabad.
2. Approached and received consent favor Sr. Manager (T&D), ITC, Guntur for placements and campus selection.
3. Sent 13 students to M/S Capital I.Q., Hyderabad for selections (M.Com and MBA students)
4. Placement was provided to 3 MBA students as faculty in NIIT, Machilipatnam.
5. Sent Degree and P.G. students to Job Mela at G.V.V. Institute of Technology, Bhimavaram for placements.
6. Sent 12 merit students of MBA to WIPRO for placements on 17-08-2009.

**23. Community Services:**

100 volunteers enrolled and were trained for the year 2009-10. 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 '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'.

**24. 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.

**25. Students achievements and awards :**

3 students Mr. P. Praveen, K.Srikanth and M.Mahesh won First Prize in AMS Stockers at AMS Conference – 2009 at Gudivada.



**26. Faculty Achievements:**

1. Dr. P.V.Datta Prasad, Reader in Physics having 12 international publications during the year 2009 (Abstracts are enclosed).
2. Miss Shifaly, MBA Faculty passed University Grants Commission NET examination and registered for Ph.D., at Krishna University, Machilipatnam.
3. Mrs. D.Bala Bharathi registered for M.Phil at Andhra University.
4. Dr. V.V.S.K. Prasad attended Tally training programme at Hyderabad organised by The Commissioner of Collegiate Education, Government of Andhra Pradesh.
5. Dr. V.V.S.K.Prasad faculty of MBA co-authored and published a Text Book “Managerial Economics and Financial Accounting” – Duvvuri Publications.
6. Published a paper on “Green Marketing Initiatives by Indian Corporate Sector” in “The Executive” business journal (Vol.8 July – December – 2009).
7. Dr. V.V.S.K.Prasad participated and presented a paper on “Corporate Governance” at National Seminar organised by KBN College, Vijayawada sponsored by Andhra Pradesh State Council of Higher Education, A.P., Hyderabad on 06-03-2010.
8. Sri T.Venkateswara Rao participated a three day National Seminar on Organisation and Working of Financial Sector in India from 23<sup>rd</sup> September, 2010 to 25<sup>th</sup> September, 2010 organised by Alluri Institute of Management Sciences, Hunter Road, Hanamkonda, Warangal.
9. “Regulatory Frame Work of Indian Capital Markets : An Overview”  
– T.Venkateswara Rao
10. “Foreign Direct Investment in India : A Critical Appraisal”  
– T.Venkateswara Rao

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**27. Tours:**

1. 60 MBA students attended industrial tour and visited 5 companies in and around Vijayawada.
2. Department of Botany conducted field trip for III B.Sc BZC students to Bandarkota area to study Mangrove Plants.

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## **PART – C**

### **Detailed Plans of the Institution for the next year :**

Internal Quality Assurance Cell (IQAC) in its meeting held on 19-01-2010 chalked out its master plan for the next academic year 2010-11 and discussed the following points at length.

1. Proposed to increase the number of career oriented 'Add On' programmes.
2. Proposed to speed up the digitalization of P.G. Library.
3. 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.
4. Proposed to request the Management to update the computers in all the Departments.
5. Proposed to increase Society out reach programmes by involving NCC Cadets and NSS Volunteers.
6. Proposed to encourage the staff to conduct a minimum of two Seminars / Workshops with the help of funding agencies like UGC, ICSSR.
7. Proposed to adopt local schools and conduct workshops and seminars to the teachers working in high schools on teaching pedagogy.
8. Proposed to encourage P.G. students to pursue M.Phil and Doctoral Degrees after completion of P.G. Course.
9. Proposed to encourage the members of faculty to participate in more number of UGC sponsored Seminars / Workshops organized by various institutions.
10. Proposed to start a new course in B.Sc with Mathematics, Electronics & Computer Science as core subjects.
11. Proposed to construct a Seminar Hall with UGC 12<sup>th</sup> plan funds.
12. Proposed to repair the furniture of the college.

Name & Signature of the  
Coordinator, IQAC

Name & Signature of the  
Chairperson, IQAC