

The Annual Quality Assurance Report (AQAR) of the IQAC 2010-2011

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

Name of the Institution : The Hindu College, Machilipatnam  
Year of Report : 2010-2011

For internalization 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.

The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011

- 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, 2010 and the IQAC chalked out its Master Plan for the academic year 2010-2011. 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. Resolved to encourage P.G. Students to do Research Projects and conduct more surveys; and motivate under graduate students to participate in visits to places of Archeological and Historical importance to enhance their knowledge.
8. 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.
9. It was decided that the Management should be requested to further improve the Auditorium on the campus and provide for its regular maintenance.
10. It was decided to involve the staff and students in the 'Clean and Green' plans to be conducted at regular intervals on the campus.

*The Annual Quality Assurance Report (AQAR) of the IQAC 2010-2011*

11. It was resolved to conduct at least '2 Blood Donation Camps' on the campus to facilitate our students to donate blood.
12. 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.
13. 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.
14. It was decided to see that the NCC and NSS students of the college participate more actively in outreach programmes for society.
15. It was resolved to request the Management to take steps for proper maintenance of the Garden on the campus.
16. 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.
17. It was decided to arrange a Talk on 'Personal Hygiene' by a noted Gynecologist for women students.
18. It was resolved to request the Management to provide more spacious accommodation for the existing computer laboratory.

**Outcomes achieved by the end of the year 2010-2011**

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 2010-2011. The details of the programmes implemented are as follows:-

1. Computers were provided in all the Departments and were updated with the latest features.
2. Computers provided to the central and P.G. Libraries with Internet facility were updated.
3. Remedial Classes were conducted by all the departments for academically backward students including BC, SC and ST categories.

*The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011*

4. 'Add on' programmes were conducted in various departments.
5. 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.
6. Surveys and Research Projects.
  - 60 study projects were completed by MBA students in various organisation in areas of H.R. Finance and Marketing.
7. The placement officer held counseling classes to create awareness among students about web sites available for Jobs Search.
8. Internal roads laid on the campus and are being maintained properly.
9. 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.
10. 2 Blood Donation camps were organised in association with Red Cross Wing of Machilipatnam.
11. 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.
12. As a part of women upliftment, 'women empowerment cell' of the college, conducted various programmes under "Sravanthi" like singing, rangoli, painting etc., for women students and participation was very encouraging. The prizes were

*The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011*

distributed by a leading lady Doctor D.Latha Devi in a programme organised for the purpose.

13. The Tennis Court on the campus has been revived and are being used by staff and students.
14. NCC students participated actively in society outreach programmes.
15. 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.
16. 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.
17. Personality Development programmes were conducted by the Telugu Department.
18. The Sanskrit Department conducted a meet on 'Panchadara Samskrutha Sambhashana' which was very applauded.
19. Some of our faculty members attended a refresher course at Simla University on 'Human Values & Indian Ethos'.

AQAR 2010-11

## **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, especially spelling and grammar.

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

*The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011*

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



*The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011*

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 Seminar was organised on 9<sup>th</sup> & 10<sup>th</sup> October, 2010 on “Globalisation and the Indian Economy” by the Post Graduate Department of Management Studies. 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>Biotechnology</u></b>			
1	22-09-2010	Environmental hazard alarms	Sri Ch.Suresh Babu, Asst. Professor in Biotechnology, Krishna University, Machilipatnam.
2	08-11-2010	Add on Programme on “Production of Wine & Distillation”	
<b><u>Oriental Languages</u></b>			
1	21-09-2010	Role of Women in Mahabharatha	Dr. M.Ramalinga Raju garu, Retd. Faculty Telugu Dept., The Hindu College, Machilipatnam.
2	09-11-2010	Three languages (Telugu, Sanskrit & Hindi) Vyakaranavalokanam	Dr. Chalasani Subba Rao garu, Retd. Faculty Hindi Dept., The Hindu College, Machilipatnam.
<b><u>English</u></b>			
1	06-08-2010	Relevance of Communication Skills for employability	Sri Raja Sekhar, Senior Lecturer, ANR College, Gudivada.
2	20-02-2011	English as a Global Language	Dr. Jaya Raju, Government Degree College, Bantumilli
3	08-10-2010	Add on programme on “Listening and spelling” & “Remedial Grammar”	

*The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011*

<b>Sl. No.</b>	<b>Date</b>	<b>Name of the Topic</b>	<b>Resource Person</b>
<b><u>Economics</u></b>			
1	23-08-2011	Sustainable Growth	Smt K.Vijaya Lakshmi, Head of the Dept. of Economics, K.T.R. Womens College, Gudivada.
<b><u>Physics &amp; Electronics</u></b>			
1	18-08-2010	ELECTRO MAGNETISM	Sri J.Visweswarudu, Retired Principal, The Hindu College, Machilipatnam.
2	21-01-2010	LIQUID CRYSTALS	Sri Sankar B Rananavare, Professor in Physics from U.S.A.
3	22-08-2010	Add on programme on “Fabrication of Electronic trainer boards” and “Servicing of Optical Instruments”	
<b><u>Zoology</u></b>			
1	11-12-2010	Gene Cloning	Sri K.Upendra, Lecturer in Biotechnology, The Hindu College, Machilipatnam.
<b><u>Botany</u></b>			
1	22-12-2010	Biodiversity studies in Rajasthan	Sri A.Ravi Kiran, M.Sc
2	05-01-2011	Transposable Genetic Elements	Sri G.Ram Prasad Babu, H.O.D. Botany, ANR College, Gudivada.
3	09-08-2010	Add on programme conducted during the year 2010-11 on “Study on Mangrove species of Machilipatnam Coast”	
<b><u>Chemistry</u></b>			
1	21-10-2010	NMR Spectroscopy	Sri M.Hari Prasad, H.O.D. Chemistry, ANR College, Gudivada.
2	11-12-2010	Add on programme on “Making of Eucalyptus Balm”	
<b><u>Commerce</u></b>			
1	12-11-2010	Micro Finance	Sri B.J.Stephen, H.O.D. Commerce, Noble College, Machilipatnam.
2	03-01-2011	Advanced Corporate Accountancy	Sri M.Dhanunjay, H.O.D. Commerce, A.J.Kalasala, Machilipatnam.

*The Annual Quality Assurance Report (AQAR) of the IQAC 2010-2011*

**THE HINDU COLLEGE :: MACHILIPATNAM**  
**M.B.A.,**  
**LIST OF PROJECT REPORTS 2010-11**

<u>A/c. No</u>	<u>Title</u>	<u>Name of the Company</u>	<u>Place</u>	<u>Year</u>	<u>Submitted by</u>	<u>Guidance by</u>
1	Case Study on Performance Appraisal	Bharat Electronics Ltd	Hyderabad	2009-11	J.Anusha	Upendra.K
2	A Case Study on Export Marketing	Divya Shakthi Granities Ltd	Hyderabad	2009-11	R.Anusha	Shifaely
3	A Case Study on Working Capital Management	A.P.Transco Ltd	Hyderabad	2009-11	K.Bhavani	K.Diwakar
4	A Case Study on Marketing Potential	Bharat Sanchar Nigam Ltd	Vijayawada	2009-11	M.Chaitanya Kumar	D.S.B.Bharathi
5	A Case Study on Employee Welfare & Safety Measures	VST Industries Ltd	Hyderabad	2009-11	P.Chiranjeevi	D.S.B.Bharathi
6	A Case Study on Working Capital Management	K.C.P.Ltd	Vuyyuru	2009-11	Ch.D.Nageswara Rao	Shifaely
7	A Case Study on Consortia Marketing	National Small Industries Corporation Ltd	Hyderabad	2009-11	M.Dilip	K.Diwakar
8	A Case Study on Working Capital Management	VST Industries Ltd	Hyderabad	2009-11	D.S.V.N.Raghu Ram	DR.V.V.S.K.Prasad
9	A Case Study on Budget & Budgetary Control	Visakha Steel Plant	Visakhapatnam	2009-11	V.Ganaga Bhavani	K.Upendra

*The Annual Quality Assurance Report (AQAR) of the IQAC 2010-2011*

10	A Study on Training	Vaartha	Nellore	2009-11	P.Geetha Surya Kumari	G.Amala
11	A Case Study on Employee Satisfaction	Visakha Steel Plant	Visakhapatnam	2009-11	N.Harika	DR.V.V.S.K.Prasad
12	A Study on Performance Appraisal	Rithwik Power Projects Ltd	Khammam	2009-11	Md.Jaffar Ali	K.Diwakar
13	A Case Study on Training and Development	CMC Ltd	Hyderabad	2009-11	K.Jhansi Rani	K.Phani Kumar
14	A Case Study on Working Capital Management	Sagar Cements Ltd	Hyderabad	2009-11	Sk.John Saida	G.Amala
15	A Case Study on Export Development Finance	The National Small Industries Corporation Ltd	Hyderabad	2009-11	K.Dhana Lakshmi	Shifaely
16	A Case Study on Training and Development	HPCL	Visakhapatnam	2009-11	A.Karthik	G.Amala
17	A Case Study on Capital Budgeting	Sigareni Collaries Company Ltd	Kothagudem	2009-11	K.Anand Kumar	G.Amala
18	A Study on Working Capital Management	Vibha Agro Tech Ltd	Hyderabad	2009-11	M.Kishore	T.Venkateswara Rao
19	A Study on 360 Degree Performance Appraisal System	Dr.Reddy Laboratories Ltd	Hyderabad	2009-11	K.Bhagya Latha	K.Diwakar

*The Annual Quality Assurance Report (AQAR) of the IQAC 2010-2011*

20	A Study on Performance Appraisal	East India Commercial Company Ltd(EICCI)	Eluru	2009-11	K.L.N.Rajesh	T.Venkateswara Rao
21	A Case Study on Capital Structure	G.S.Alloy Casting Ltd	Vijayawada	2009-11	V.Mahesh Babu	Shifaely
22	A Case Study on Industrial Relations	A.P.S.R.T.C	Hyderabad	2009-11	K.Naga Malleswara Rao	G.Amala
23	A Case Study on Working Capital Management	B.H.P.V.Ltd	Visakhapatnam	2009-11	Md.Shammunnisa	G.Amala
24	A Case Study on Working Capital Management	Kesoram Industries Ltd	Ramapuram,Kodada	2009-11	E.Nagarjuna Rao	K.Phani Kumar
25	A Case Study on Performance Appraisal	Vibha Agro Tech Ltd	Hyderabad	2009-11	T.Narayana Rao	D.S.B.Bharathi
26	A Case Study on Capital Budgeting	Gulf Oil Corporation Ltd	Hyderabad	2009-11	T.Niranjan Rao	DR.V.V.S.K.Prasad
27	A Case Study on Training and Development	Godrej & Boyce Mfg.Co.Ltd	Hyderabad	2009-11	K.Padmavathi	G.Amala
28	A Study on Training and Development	B.H.P.V.Ltd	Visakhapatnam	2009-11	P.Manmadha Rao	Shifaely
29	A Case Study on Working Capital Management	Divya Shakthi Granities Ltd	Hyderabad	2009-11	U.Phanindhar	Shifaely

*The Annual Quality Assurance Report (AQAR) of the IQAC 2010-2011*

30	A Case Study on Working Capital Management	Vijai Electricals Ltd	Hyderabad	2009-11	P.Nagajuna Devi	K.V.P.Diwakar
31	A Case Study on Recruitment and Selection	Vensoft Solutions Ltd	Hyderabad	2009-11	P.Praveen Kumar	T.Venkateswara Rao
32	A Case Study on Marketing Mix	Golf Oil Corporation Ltd	Hyderabad	2009-11	J.Rajani	DR.V.V.S.K.Prasad
33	A Case Study on Consumer Satisfaction	Hero Honda Ltd	Hyderabad	2009-11	V.Rajesh	T.Venkateswara Rao
34	A Case Study on Product Mix	Hero Honda Motor Ltd	Vijayawada	2009-11	V.Ramesh Babu	Shifaely
35	A Case Study on Welfare Measures	Golf Oil Corporation Ltd	Hyderabad	2009-11	T.Ratna Jyoti	K.Phani Kumar
36	A Case Study on Performance Appraisal	Creamline Dairy Products Ltd	Hyderabad	2009-11	B.S.S.M.Prasad	DR.V.V.S.K.Prasad
37	A Case Study on Equity Stock Prices Through Technical Analysis	Angel Broking Ltd	Hyderabad	2009-11	R.Sandeep Kumar	K.Phani Kumar
38	A Case Study on Financial Analysis	Kusalava International Ltd	Vijayawada	2009-11	S.Vijaya Kumar	D.S.B.Bharathi
39	A Study on Job Satisfaction	K.C.P.Ltd	Vuyyuru	2009-11	M.Satish	K.Phani Kumar
40	A Case Study on Marketing Mix	A.P.Paper Mills Ltd	Rajamundry	2009-11	K.Seshu Babu	K.V.P.Diwakar

*The Annual Quality Assurance Report (AQAR) of the IQAC 2010-2011*

41	A Study on Ratio Analysis	Rithwik Power Projects Ltd	Khammam	2009-11	Md.Shiraj	K.V.P.Diwakar
42	A Study on Labour Welfare Activities	K.C.P.Ltd	Laxmipuram	2009-11	B.Siva Kumar	T.Venkateswara Rao
43	A Case Study on Working Capital Management	Hetero Drugs Ltd	Hyderabad	2009-11	D.Sowjanya	K.Upendra
44	A Case Study on Performance Appraisal	Visakha Industries Ltd	Hyderabad	2009-11	R.Sri Krishna	K.Upendra
45	A Case Study on Working Capital Management	A.P.Paper Mills Ltd	Rajamundry	2009-11	Ch.Srilatha	K.Upendra
46	A Study on Inventory Management	Delta Paper Mills Ltd	Vendra,W.G.Dist	2009-11	P.Sujatha	K.Phani Kumar
47	A Case Study on Training and Development	India Infoline Ltd	Hyderabad	2009-11	K.Suman Wesly	D.S.B.Bharathi
48	A Case Study on Capital Budgeting	KCP Ltd	Laxmipuram	2009-11	M.Suri Babu	D.S.B.Bharathi
49	A Case Study of Mutual Funds	Birla Sun Life Insurance Ltd	Hyderabad	2009-11	T.Naga Manoj Kumar	K.Upendra
50	A Study on Customer Relationship Management	Visakhapatnam Steel Plant	Visakhapatnam	2009-11	B.Tirisha Rani	T.Venkateswara Rao

*The Annual Quality Assurance Report (AQAR) of the IQAC 2010-2011*

51	A Case Study on Hire Purchasing System in Non-Banking Finance Comp.	Shriam Transport Finance Company Ltd	Visakhapatnam	2009-11	T.V.Narasimha Rao	DR.V.V.S.K.Prasad
52	A Study on Training and Development	Delta Paper Mills Ltd	Vandra,W.G.Dist	2009-11	N.Vasantha Rao	K.Upendra
53	A Case Study on Training and Development	Nava Bharat Ventures Ltd	Paloncha,Khammam	2009-11	D.V.Sai Rajesh	K.Phani Kumar
54	A Case Study on Training and Development	Avantel Ltd	Hyderabad	2009-11	T.Vijaya Sree	D.S.B.Bharathi
55	A Study on Customer Satisfaction	India Info line Ltd	Hyderabad	2009-11	K.Vikram Kumar	T.Venkateswara Rao
56	A Study on Ratio Analysis	Andhra Paper Mills	Rajahmundry	2009-11	H.Vykuntam	DR.V.V.S.K.Prasad



*The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011*

**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 Management Studies organizing A 2 day UGC sponsored National Level Seminar was organised on 9<sup>th</sup> & 10<sup>th</sup> October, 2010 on “Globalisation and the Indian Economy”. The college Management is extending its helping hand by encouraging the staff on these lines.

- Sri P.Pardha Saradhi has attended National Workshop on “EMBEDDED SYSTEMS” held at USIC Department, Acharya Nagarjuna University, Nagarjuna Nagar.
- Smt P.Kamala has attended a national Seminar on “Recent Trends in Pharmaceutical Chemistry” on 30-01-2011 and 31-01-2011 at Krishna University, Machilipatnam.
- Sri G.Sreenivasulu and Smt P.Kamala have attended state level workshop on “Chemical Instrumentation” on 08-10-2010 and 09-10-2010 at AG & ST Degree College.
- Sri Ch.Naga Raju has attended a National Seminar on “Women Empowerment through Micro Finance and Small Enterprises” on 11<sup>th</sup> & 12<sup>th</sup> November, 2010
- Sri Ch.Naga Raju has attended a National Seminar on “The Role of Micro Finance in Capacity Building of Rural Folk” on 25<sup>th</sup> February & 1<sup>st</sup> March, 2011.
- Sri K.Upendra Nadh has attended a National Workshop on “Molecular Biology & Immunology techniques” conducted by Helini Bionaleules – Chemistry, Acharya Nagarjuna University, Nagarjuna Nagar from 8<sup>th</sup> to 10<sup>th</sup> August, 2010.
- Sri B.Appa Rao and Smt K.N.Malleswari have attended a National Seminar on “Globalisation and Indian Economy” organized by P.G. Department of Management Studies on 09<sup>th</sup> and 10<sup>th</sup> October, 2010 in P.G. Seminar Hall, The Hindu College, Machilipatnam.

*The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011*

**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.

- Dr. P.V.Datta Prasad, Reader in Physics guided two students who were awarded Ph.Ds for in the academic year 2010-2011.
- Dr. P.V.Datta Prasad published ten international Journals.
- Kum. J.Lalitha Kumari research student of Dr. P.V.Datta Prasad, acquired Senior Research Fellowship and submitted the thesis for the award of Ph.D.,
- B.Raja Rajeswari, Lecturer in Physics, K.B.N. College, Vijayawada submitted her thesis for the award of Ph.D., under the guidance of Dr. P.V.Datta Prasad.
- Sri P.Pardha Saradhi published two international publications in the academic year 2010-2011 from The Hindu College, Machilipatnam and is working for Ph.D., under the guidance of Dr. P.V.Datta Prasad.
- Kum M.Shanthi Supriya, Lecturer in Botany registered for M.Phil in 2008 from Acharya Nagarjuna University and is planning to convert to Ph.D., programme this year.
- Sri CH.Badari Narayana, Lecturer in Mathematics joined S.V. University, Tirupathi under Faculty Development Programme for doing Ph.D.,
- Smt P.Kamala, Lecturer in Chemistry is doing research work under the guidance of Dr. T.Malathi Rekha, Lecturer in Chemistry, S.P.M.H. Degree Kalasala, Machilipatnam.
- Kum N.Jyothsna, Lecturer in Chemistry got 1<sup>st</sup> rank in Ph.D., entrance test conducted by Krishna University, Machilipatnam.
- Sri Ch.Naga Raju, Lecturer in Commerce is doing Ph.D., at Acharya Nagarjuna University, Nagarjuna Nagar under Faculty Improvement Programme.
- Sri K.Upendra Nadh, Lecturer in Biotechnology is doing Ph.D., at Krishna University, Machilipatnam.

*The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011*

- Sri K.Upendra Nadh, Lecturer in Biotechnology published an article on Cardio Vascular Zinc protection in invitro human cell cultures in Journal of Biochemical & Biophysical Research communication.
- Sri G.Mani Babu, Lecturer in English completed his M.Phil during this year.
- Sri K.Pankaj Kumar, Lecturer in English, submitted his thesis for the award of Ph.D.,
- Smt G.Sujatha, Lecturer in English, submitted her thesis for the award of Ph.D.,
- Smt M.Uma Rao, Lecturer in English, submitted her thesis for the award of Ph.D.,

**9. Internal Resources Generated :**

The Management has generated a total amount of about Rs.18,17,440/- towards running of certain unaided courses at U.G. level and an amount of Rs 40,65,400/- was generated for unaided P.G. Courses.

**10. Community Services:**

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

The institutional training was started in the month of August, 2010 with 162 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.

**AIM of NCC**

To develop character, commandership, discipline, leadership, secular outlook, spirit of adventure and deal with self service emergency needs of the country.

**Training Activities.**

1. The NCC cadets participated in CATC-I held at Mopidevi, Krishna
2. The NCC cadets participated in CATC-II held at Nuzvid
3. The NCC cadets participated in TSC & RDC Inter Battalion Competition held at Kakinada.
4. The NCC cadets participated in state Independence Day and Republic Day parade held at Secunderabad.

The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011

5. The Cadets participated in TSC (Thal Sainik Camp) held at New Delhi, 2010
6. The Cadets participated in special N.I.C. camp held at Kakinada
7. The Cadets participated in special N.I.C. camp held at Tenali, Gunturu Group
8. The Cadets participated in All India Trekking Camp held at Bihar
9. The Cadets participated in Gujarath Trakk
10. The Cadets participated in CATC – IX camp held at Nuzvid.
11. The Cadets participated in Special N.I.C. Camp held at Shillong
12. The Cadets participated in Special N.I.C. Camp in Madhya Pradesh

**Community Development Programmes for the year 2010-2011 :-**

1. Blood Donation Camp - 60 Cadets
2. Pulse Polio Rally – 150 Cadets
3. Clean & Green Programmes were held in our college
4. Tree plantation programme – 80 sapling planted
5. The importance of Right to Vote – Rally

**A Feather in the Cap:-**

P.Tejaswi, J.U.O., participated in T.S.C.Camp held at New Delhi, 2010

Lt. Gera Mani Babu got certificate of merit for rendering meritorious service while discharging the duties on the occasion of Independence Day Celebration, 2010. He received the merit certificate from Hon'ble Minister K.Pardha Saradhi and District Collector Piyush Kumar.

**SPORTS & GAMES**

1. Our students won second place in the Women Ball Badminton inter collegiate tournaments conducted by Acharya Nagarjuna University held at Repalle.
2. Three students participated in Inter University Ball Badminton tournaments held at SRM University, Tamilnadu
  - i. M.Sumalatha, III B.A.,
  - ii. B.Baby, II B.Sc
  - iii. R.Mani Deepika, II B.Sc
3. Two students of our college were selected to participate in National level Tug-of-war tournaments.
  - i. Ch.Krishna Kumari, II B.A.,
  - ii. R.Mani Deepika, II B.Sc

The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011

**Indian Red Cross Society (IRCS)**

The Mission of the Indian Red Cross is to inspire, encourage and initiate at all times all forms of humanitarian activities so that human suffering can be minimized and even prevented and thus contribute to create a more congenial climate of peace.

Indian Red Cross Society (IRCS) was established in 1920 under the Indian Red Cross Society Act and incorporated under Parliament Act XV of 1920. The act was last amended in 1992 and rules were formed in 1994.

**Major Activities Include**

Hospital Service, Blood Bank, HIV/AIDS programs, home for disabled servicemen, vocational training centres, teaching activities, maternity, child and family welfare, nursing, junior red cross activities, preparedness and prevention of communicable & infectious diseases, relief operations in fire, railways & other accidents and events.

**Our Activities in this year**

1. I.R.C.S. Membership program of students was conducted and 77 students were joined as members.
2. On the eve of World AIDS day (1<sup>st</sup> of December) an awareness program was conducted as a part of which competitions like Quiz program, Essay writing and Elocution were conducted and prizes were distributed by the principal.

**Future Plans**

1. Blood Grouping of every student is to be noted on every student's identity card.
2. Blood donation camp for the academic year 2011-2012.

**The Joint Committee of Red Ribbon & Red Cross Society are**

Secretary	:	Sri A.R.K.Murthy, Principal
Co-ordinator	:	Sri V.Chandar Rao, Lecturer in Physics
Members	:	Sri G.Mani Babu, H.O.D. in English & N.C.C. Coordinator Sri G.Sreenivasulu, H.O.D. in Chemistry & NSS Coordinator Sri S.Venkateswara Rao, H.O.D. in History Sri M.Rama Krishna, District Red Cross Member

The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011**11. Teaching & Non-Teaching Staff Ratio:**

Aided	:	37	:	25
Unaided	:	32	:	22

**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, 2010. 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" as is done every year.

**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.	185	28	58,424.00
02.	P.G.	1809	58	3,34,765.00
	<b>Total</b>	<b>1994</b>	<b>86</b>	<b>3,93,189.00</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. 33,405/- and for P.G. students it is about Rs. 45,665/-

**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.

*The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011***19. 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. (M.A & M.Com)	M.B.A.
1	SC & ST	141121.00	36000.00	487900.00
2	BC	428527.00	0	611675.00
3	Minority Scholarships	184860.00	35,700.00	
4	Economically Poor Communities	236775.00	60000.00	581025.00
5	Physically Handicapped	0	0	31500.00
	<b>Total</b>	<b>991283.00</b>	<b>131700.00</b>	<b>1712100.00</b>

Besides these Cash, Endowment Prizes were distributed to 58 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.



*The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011*

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

1. Trained JKC students in Tally and placement assistance was 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. Capital IQ for MBA, M.Com, MFM at Vijayawada sent students to ANU at Vijayawada.
4. Deloitte, Hyderabad at V.R.Siddhartha Engineering College, Vijayawada for MBA students on 25-03-2011.
5. Nuziveedu Seeds, Hyderabad, Management Trainees, Sent profiles of students on 17-01-2011
6. First American Co; BPO Jobs for Degree students – sent students to SRR & CVR Govt. Degree College, Vijayawada on 07-01-2011.
7. Sent students to Mega Job Mela at GVIT College, Bhimavaram on 10<sup>th</sup> and 11<sup>th</sup> July, 2011.
8. NIIT, Machilipatnam conducted campus interviews and selected 3 MBA students.
9. Reliance Telecom – Dff campus Recruitment – 1 candidate P.Chiranjeevi, (MBA) was selected.
10. Capital IQ 0 26, 27 and 28<sup>th</sup> June, 2010 Placement event was conducted by V.R.Siddhartha Engineering College. Two of our MBA (Final) students were selected.
11. PATMOS HR services conducted recruitment drive at Hyderabad on 20-05-2011 for MBA Students.

**23. Career & Placement Guidance Workshops**

1. A workshop for MBA students on “Career & Placement Guidance” was conducted at P.G. seminar hall on 26-08-2010. Speaker – V.V.Varun Kumar, Executive Director, Marketing, Educare.
2. India Skills a joint venture of Manipal Education work centric vocational skills and training has approached the college and gave. Demo/talk to MBA students (Final) on 20-05-2011.
3. Vijaya Bank – Clerical Cadre – Campus recruitment – for graduates – we sent profiles of some Degree and P.G. students for placement.

The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011**24. 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 emphasize 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'.

**25. 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.

**26. Students achievements and awards :****Surveys By Students**

Survey on "Bio diesel awareness" was conducted on APSRTC Drivers in Machilipatnam during 2010-2011.

Sl. No.	Class	No. of Drivers interacted	Information known	Information unknown		
01	III BBC	16	04	12		
<b><u>Survey Conducted on Lorry &amp; Auto Drivers in Machilipatnam.</u></b>						
Sl. No.	Class	No. of Drivers interacted	Information known		Information unknown	
			Lorry	Auto	Lorry	Auto
02	II BBC	45	4	6	20	15

## **27. Other Faculty Achievements:**

- Sri V.Chandar Rao faculty of Physics & Electronics acted as Coordinator of 'Red Ribbon Club' of the college and conducted the academic activities of the club.
- Dr. P.V.Datta Prasad, Reader in Physics guided two students who were awarded Ph.Ds for in the academic year 2010-2011.
- Dr. P.V.Datta Prasad published ten international Journals.
- Kum. J.Lalitha Kumari research student of Dr. P.V.Datta Prasad, acquired Senior Research Fellowship and submitted the thesis for the award of Ph.D.,
- B.Raja Rajeswari, Lecturer in Physics, K.B.N. College, Vijayawada submitted her thesis for the award of Ph.D., under the guidance of Dr. P.V.Datta Prasad.
- Sri P.Pardha Saradhi published two international publications in the academic year 2010-2011 from The Hindu College, Machilipatnam and is working for Ph.D., under the guidance of Dr. P.V.Datta Prasad.
- Kum M.Shanthi Supriya, Lecturer in Botany registered for M.Phil in 2008 from Acharya Nagarjuna University and is planning to convert to Ph.D., programme this year.
- Sri CH.Badari Narayana, Lecturer in Mathematics joined S.V. University, Tirupathi under Faculty Development Programme for doing Ph.D.,
- Smt P.Kamala, Lecturer in Chemistry is doing research work under the guidance of Dr. T.Malathi Rekha, Lecturer in Chemistry, S.P.M.H. Degree Kalasala, Machilipatnam.
- Kum N.Jyothsna, Lecturer in Chemistry got 1<sup>st</sup> rank in Ph.D., entrance test conducted by Krishna University, Machilipatnam.
- Sri Ch.Naga Raju, Lecturer in Commerce is doing Ph.D., at Acharya Nagarjuna University, Nagarjuna Nagar under Faculty Improvement Programme.

*The Annual Quality Assurance Report (AQAR) of the IOAC 2010-2011*

- Sri K.Upendra Nadh, Lecturer in Biotechnology is doing Ph.D., at Krishna University, Machilipatnam.
- Sri K.Upendra Nadh, Lecturer in Biotechnology published an article on Cardio Vascular Zinc protection in invitro human cell cultures in Journal of Biochemical & Biophysical Research communication.
- Sri G.Mani Babu, Lecturer in English completed his M.Phil during this year.
- Sri K.Pankaj Kumar, Lecturer in English, submitted his thesis for the award of Ph.D.,
- Smt G.Sujatha, Lecturer in English, submitted her thesis for the award of Ph.D.,
- Smt M.Uma Rao, Lecturer in English, submitted her thesis for the award of Ph.D.,

**28. Tours:**

1. Zoology Students went on tour to CIFA – Central Institute of Fisheries Aquaculture, Penamaluru on 14-12-2010.
2. Department of Botany conducted a Flora Study trip to Pedapatnam, Machilipatnam for I & II year BZC students on 03-12-2010
3. Department of Botany conducted a botanical tour to FRI, Rajahmundry and to horticulture nurseries at Kadiyam from 02-01-2011 to 04-01-2011.

## **PART – C**

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

Internal Quality Assurance Cell (IQAC) in its meeting held on 20-01-2011 chalked out its master plan for the next academic year 2011-12 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 further 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.

Name & Signature of the  
Coordinator, IQAC

Name & Signature of the  
Chairperson, IQAC