

Best Practices

1. Title of the Practice

Industry Institution Interaction (Triple I Initiatives)

2. Objectives of the Practice

1. Expose students on the recent developments in the industry on the practices of management in different domain areas.
2. To make the students realise the challenges faced by business executives in overcoming obstacles in their everyday business activities.
3. To bring the best approach of management in different industry and expose it to the students to make them competitive.
4. To make the students understand the different skills that are required and the importance of skilling and un-skilling to face the volatile environment.

5. The Context

The market environment today is very challenging unlike 10 years ago, where the corporates could afford a cooling period of 3 to 6 months for the new graduates to understand the industry and accustom to the new culture. Today the competitive environment does not allow the luxury of these comforts to the young graduates. Corporates today want the young recruit to be job ready and productive from day one. The role of institutions is very important in shaping the skills of the graduates today. The institutions that make the students job ready both in terms of skills and attitude get good support from the corporates in terms of placement offer and internship offers. The admission to the institutes is also based on these factors.

Given these situation, it becomes paramount for the educational institutions to update the graduates on these areas.

4. The Practice

DJ Academy for Managerial Excellence, being run by the management of a leading industrial house in Coimbatore, the academy made an arrangement with the parent industry house for the input to the students. Top executives from the company will visit the institute and share their views and experience with the students and faculty members.

Interactions held for all the domain areas in management like Operations, Finance, Human Resources and Marketing. Being a manufacturing based company, students are exposed more on to the area of material handling, TQM implementation process, KANBAN, supply chain practices, Balanced score card practices, ABC based costing methods, Transfer pricing, implementation of CRM, and using digital marketing for better customer reach.

For some areas, the executives will visit the institution. While for hands on experience on the practice of management process, the domain specific students were taken to the company and are given full training on the practices. Topics like warehouse management, material handling,

functioning of Oracle Finance Module, students visited the company and underwent an experiential learning from the practising executives.

6. Evidence of Success

It is very evident that students are able to prove their learning by way of winning many management events conducted by leading business schools in Coimbatore and across TamilNadu. The learning from the industry executives also became evident from the placement drive. All the students are placed in good companies with good pay packages.

7. Problems Encountered and Resources Required

1. Class Adjustment

Adjustment of classes was a minor problem as some days, exams may fall in those days that needs adjustments.

2. Transportation services for the visit

Students without vehicle found it difficult to visit the business centers identified for data collection as the market driven activity was held only for half a day.

7. Notes (Optional)

1. Title of the Practice

Finding the Guru within

2. Objectives of the Practice

8. To make the students realise their true self by way of meditation and exercise and counselling

9. To make the student realise their true potential and strength.

10. To make the students to keep up their mental and physical health.

11. The Context

The present social environment is too chaotic and stressful for everyone. Coupled with the peer pressure and information overflow, the students are exposed too many things that are not

necessary for them in their development. The result is more confusion and mental stress to the present generation youngsters.

This leads to the wasteful actions making them unproductive in the activities the students perform. In order to keep them realized on the factors that are necessary and the factors that are unnecessary, a professional assistance is needed.

On this context the students are given the guidance from a professional institution Nithya Gurukula to render all the above mentioned activities.

4. The Practice

M/s Nithya Gurukula, has designed various programs for students, faculty members and non-teaching staff to enhance their productivity. The trainers from Nitya Gurukula will visit the institution once in a week and come with different modules for different stakeholders. In addition to training session, the trainers of Nithya Gurukula were rendering the counselling sessions to our students. Exclusive counsellors were identified and regular interaction between the counsellors and students are happening for the better understanding of the students' problem and since the same trainer is available for the institute, it becomes easier for the trainer to pay individual attention to students and follow it up.

The trainers also gave training session to both faculty members and non-teaching staff. Tai Chi method of meditation technique was instructed to all the participants to make them feel focused.

12. Evidence of Success

1. There is an increase in confidence among the students as found by the trainers of Nithya Gurukula
2. The trainers felt that the faculty have role clarity after the training program that led to the better performance of faculty members in training the students.
3. Students have marked improvement in the confidence and communications skills.

13. Problems Encountered and Resources Required

3. Class Adjustment

Adjustment of classes was a minor problem as some days, exams may fall in those days that needs adjustments.

7. Notes (Optional)