



ETHIRAJ COLLEGE FOR WOMEN (Autonomous)

Chennai – 600 008

Affiliated to the University of Madras

College with Potential for Excellence

Reaccredited with A+ Grade by NAAC

AQAR 2022-23

BEST PRACTICES

BEST PRACTICE I

TITLE: *Bridging the Industry Academia Divide*

OBJECTIVES OF THE PRACTICE

- To promote a learning environment which serves the needs of the industry
- To expand the capacity and potential of the students to tackle the real- life complexities involved at the professional front of any industry

CONTEXT

- While analyzing the placement statistics of the institution, it was found that many of the employers found the students to be inadequately trained or had insufficient exposure to the needs of the industry.
- Keeping in mind the future of the students and their growth in the chosen professional fields, the institution strives to augment the potential through various strategies. And one such time-tested strategy is to intensify the collaboration with industries.

PRACTICE

- In 2022-23, various departments of the college had signed a total number of 17 MoUs with prestigious institutions to provide a strong industry ready curriculum as well as to impart necessary skills and competence required to thrive and succeed in the aggressive job market.
- Some of the important organisations with which MOUs are signed are as follows:



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- a. Confederation of Indian Industries -Young India (CII-YI)
- b. Hindustan Chamber of Commerce (HCC)
- c. NASSCOM
- d. Ministry of Micro, Small and Medium Enterprises (MSME)
Technology Development Centre, Government of India Enterprise,
- e. Madras Chamber of Commerce and Industry
- f. Audacious Dreams Foundation

EVIDENCE OF SUCCESS

- One of the important outcomes of collaboration is the prospect of better employability and exposure to industry needs. This has been achieved through internship opportunities and certified skill development courses offered by these reputed organizations. The college in collaboration with Ministry of Human Resource and Development offers courses like ‘Supply Chain Management’ and ‘Tally’ for the students
- Several international conferences were conducted in this regard pertaining to the specific problem of bridging the gap between industry and academia. The conference organized by the Department of Bank Management is a case in point. The International Conference was planned in association with the Hindustan Chamber of Commerce, the Confederation of Indian Industry - Young Indians, titled “NextGen Innovation – Engage, Embrace and Adapt in the Era of Digital Transformation” between 24th and 25th January, 2023. It gave a realistic glimpse into the future that awaits today’s generation of students.
- A total of 9 patents have been filed this year as a result of collaboration with various organizations, and out of the nine, five patents have been granted
- 32 students participated in the India-Singapore-Malaysia Youth Exchange Programme organized in partnership with Audacious



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Dreams Foundation with the vision of gaining a global understanding for sustainable development.

PROBLEMS ENCOUNTERED AND RESOURCES REQUIRED

- More often than not, convincing business giants and well-known organisations to collaborate with an institution is a huge challenge as it requires enormous planning as well as immense resources to sustain a MoU.
- Lack of self-motivation on the part of students to involve themselves in a rigorous training programme is also a challenge that one encounters while venturing into a collaboration.

BEST PRACTICE 2

TITLE: *Efforts towards an Institution of Excellence*

OBJECTIVES OF THE PRACTICE:

- To devise strategies for upgrading the college into an institution of excellence
- To make it a hub of excellence and Scientific innovation

CONTEXT

- In the present-day higher education scenario, it won't suffice for an institution to merely exist as a brick-and-mortar structure. It must strive to embrace a global outlook with a penchant for indigenous values and find sustainable innovative solutions to local problems.
- In keeping with the new policy initiative of the government of India, "Science, Technology and Innovation Policy, 2020 (STIP)", the institution leaves no stone unturned in exploring opportunities to incorporate excellence in its every endeavour

PRACTICE

- A Centre for research and innovation was established to promote quality research and innovation. Ethiraj Centre for Research and Innovation (ECRIC) was established in the year 2019 with the vision of



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enabling the institution to become a pioneer in research and excellence. The centre is also planning for a lecture series, where eminent people in research and industry would address the faculty and students on the recent trends in research and innovation.

- There is also a plan in the pipeline to launch “The Centre for Excellence for Emerging Technologies” in partnership with RISAYA Academy to offer industry specific expertise to students. The collaboration will train the students in Drone technology and help them expand their career prospects beyond the conventional choices.

EVIDENCE OF SUCCESS

- In 2022-23 ECRIC had funded summer projects of 15 students and Ph.D fellowships were provided for 10 full time research scholars. The Centre sanctioned reimbursement for 30 faculty members. A total of 13 faculty projects have been selected and approved for funding from ECRIC seed money.
- A National Symposium on “Science and Technology for Sustainable Development with Women Empowerment” was organized on 18th Jan. 2023.

PROBLEMS ENCOUNTERED AND RESOURCES REQUIRED

- To identify excellent organisations and have tie-ups with them towards the goal of research and innovation in itself is a challenge as involves several hurdles along the way in terms of financial mobilization, additional efforts needed on the part of the teaching faculty and the administration, student involvement etc.
- With the rapid growth in new technologies and the risk of every skill attained to go outdated within a short period, it becomes difficult for institutions to keep up with changing trends and cater to the students accordingly.