



# **SELF STUDY REPORT**

**FOR**

**2<sup>nd</sup> CYCLE OF ACCREDITATION**

**D J ACADEMY FOR MANAGERIAL EXCELLENCE**

**COIMBATORE-POLLACHI HIGHWAY OTHAKKALMANDAPAM COIMBATORE**

**641032**

**<https://djacademy.ac.in>**

**Submitted To**

**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL**

**BANGALORE**

**December 2021**

# 1. EXECUTIVE SUMMARY

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## 1.1 INTRODUCTION

The D.J. Academy for Managerial Excellence (DJAME) was established in the year 2001 by late Dr.D.Jayavarthanelu, Past-Chairman of Lakshmi Machine Works Limited (LMW), Coimbatore as a unit of the GKD Charity Trust, Coimbatore. The Institute offers a two-year full-time MBA program recognised by the All-India Council of Technical Education (AICTE), New Delhi and affiliated to the Bharathiar University, Coimbatore, Tamil Nadu. It is also a recognized Center for pursuing the part-time M.Phil and Ph.D programmes of the Bharathiar University. The institute is recognised by UGC under 2(f) and 12 (B).

DJAME is located on the Coimbatore – Pollachi Highway at Othakkalmandapam, about 20 kms from Coimbatore City. Set amidst greenery with sprawling open spaces and away from the hustle bustle of the city, the campus is ideally suited for academic pursuits.

DJAME was established with the objective of helping students evolve into competent and socially responsible Business Managers. Today, DJAME is poised to enter its next level of excellence in academics, research and educational outreach. The institute offers specialisations in Marketing, HR, Finance and Operations.

DJAME believes that the strength of an educational Institution lies in the quality of its faculty. Our faculty members are highly qualified, with average experience of 15 years in academics and many of them with terminal degrees from reputed Institutions.

To help Management Researchers and Faculty Members of Institutions of Management Education, DJAME conducts Faculty Development Programmes on topics of contemporary relevance. The faculty members, to keep themselves updated, attend FDP's and present papers in institutes of repute.

DJAME through Management Development Centre, aims to facilitate the learning process for Executives through our Management Development Programmes which will be of a short duration and offered on campus. The programmes would be delivered by faculty members of the Institute as well as experienced external resource persons.

Our Alumni constitute one of our strongest assets. Guided by this belief, DJAME attaches great importance to building and fostering a strong alumni network as a means to promoting vibrant institute-alumni, student-alumni and alumni-alumni interactions.

### **Vision**

DJAME is driven to be one of the most preferred destinations for quality Management education in the country. It will achieve this vision by establishing a culture that promotes quality, ethical business behavior and social responsibility.

### **Mission**

DJAME's mission is to provide Management Education that is of high-quality, ethical and socially responsible. To accomplish its mission, our faculty, infrastructure and teaching methods are designed to create an intellectual and collaborative atmosphere for students in which well-rounded business leaders of the future will emerge.

DJAME will deliver the mission by

1. Maintaining a high-quality body of faculty with

1. World-class teaching skills suited to customized learning and the use of experiential and analytic approaches. These skills are kept up to date through year-round professional development, rigorous research requirements and training in technologically-enhanced teaching methods
2. Collaborative skills that are sharpened by interactions from the Classroom to the Boardroom.
3. A deep understanding of how Entrepreneurship and Innovation are co-developed
4. Wide experience of the public policy implications of the business environment

2. Providing a sophisticated infrastructure for learning, including a digital academic management system, high-speed and open connectivity, digital libraries, a media lab, and industry collaborations through Centres of Excellence.

## 1.2 Strength, Weakness, Opportunity and Challenges(SWOC)

### Institutional Strength

1. 20 years of Educational Experience
2. Patronaging attitude of Management in supporting and uplifting the institute.
3. Backed by Lakshmi Machine Works Limited (LMW), a leading Textile Machinery Manufacturer in India and one among the three in the world, through GKD Charity Trust
4. Academic Advisory Council with members from academia (IIM Professors) and industry (CEOs and Senior Management)
5. Competent, experienced and dedicated teaching faculty with good retention ratio.
6. Excellent research climate with research policy including financial assistance/incentive for professional development.
7. Academic & Research Collaboration with Institutions abroad (France & Malaysia)
8. Association with Professional bodies like NIPM, CMA, AIMS, AIMA, WE, etc.
9. Good and consistent interaction with industry through "Connect" programs
10. Good track record of placement
11. Student-focussed functioning with mentoring and counselling through teachers and professional counsellors
12. Well-equipped library
13. Strong and active Alumni Network
14. International Internship
15. Green, clean and adequate Campus area with good infrastructure.
16. Separate hostels for boys and girls with modern facilities.
17. Transport facilities for the students and staff traveling from different parts of the city.

### **Institutional Weakness**

1. Lack of autonomy due to University affiliation.
2. Scalability
3. Limited visibility beyond the State
4. Research and Publications credentials of the faculty
5. Difficulty in attracting research funds from the Government funding agencies
6. Failure to leverage parent brand equity
7. Less focus on entrepreneurship development

### **Institutional Opportunity**

1. Introducing new courses to bridge the gap between industry and academia.
2. Enhancing teaching-learning process and supplementing by quality e-resources.
3. Opportunities for developing MOOC content by the faculty.
4. Expanding beyond the State
5. Offering value added and industry relevant courses in association with parent company.
6. Building entrepreneurship skills in students
7. Setting up of incubation centre
8. Engaging in socially relevant programmes.
9. Enhancing faculty publications in journals of repute
10. Collaborations and exchange programs with foreign universities

### **Institutional Challenge**

1. Increasing the gross enrolment ratio
2. Students with varied socio- economic background.
3. Becoming a Research Intensive Institute
4. Converting into a Multi-disciplinary Institute
5. Advent of Foreign Management Institutes

## **1.3 CRITERIA WISE SUMMARY**

### **Curricular Aspects**

D J Academy for Managerial Excellence is affiliated to Bharathiar University. The Curriculum Planning and Implementation is performed by Bharathiar University. Board of Studies of Bharathiar University organizes meetings and discussions with the active participation of selected faculty members from affiliated colleges to review the syllabus from time to time. The MBA programme offered by the institute follows CBCS pattern, which provides a wide range of courses for students to choose from.

The schedule and duration of the programme is based on the University guidelines. Besides following the semester system, our college administration has developed an efficient mechanism to deliver the respective curriculum to the students. The institute plans its academic sessions, by timely preparation of academic calendar, workload and timetable, distribution of courses and preparation of course plans. In addition, log books

are used to record a detailed summary of class work by the faculty.

The institution provides minimum 180 days of teaching in each academic session of the calendar year. If needed, remedial classes are taken during off hours to help the weaker students. The normal class duration is one hour every week day from 9.00 am to 4.30 pm. The college administration facilitates the teaching faculties to attend refresher course / workshops / seminars / short-term course / faculty in-service programme to update their knowledge and information base.

To gain a practical learning experience, students undertake live assignments in their area of interest. These live assignments allow students to have an experience of customer interface, so that they can improve their skills to become industry ready. Continuous Internal assessments of students are carried out through assignments, seminars and internal test at periodic intervals. The semester exams are scheduled, conducted and exam scripts evaluated by the affiliating University. The MBA students undertake a summer internship and project at the end of the first year of the programme. A feedback system to collect feedback on curriculum from various stakeholders is in place.

### **Teaching-learning and Evaluation**

The Academy has a sanctioned intake of 90 seats of which 45 are filled through the Tamil Nadu Common Entrance Test (TANCET) and counselling route. The remaining seats falling under the “Management Quota” would be filled through a process determined by the University. Merit based, transparent admission procedures are adopted and reservation policies of GOI are strictly followed to ensure equity. The teacher student ratio is 1:20 as per AICTE norms. The pedagogy of teaching assesses the learning levels of the students and ensures the best learning outcome for advanced learners, average learners and also slow learners. The learning is student centric and participative with innovation in both learning and assessment.

Every faculty of the institute practices student-centric method in enhancing learning capabilities through effective usage of ICT methods and online method for a paced learning and self-learning. Counselling sessions are organized every week, to facilitate students in dealing with academic/stress related issues through fair mentor-mentee ratio.

The sanctioned posts of the faculty are filled with well qualified full-time teachers with average experience of 15 years and 78 percent of them with Ph.D.

Complete transparent, time-efficient, fool proof process is ensured in conduct of examinations in the academy. Examination policy is formulated and circulated among the faculty and students. Formally supervised written assessment is held during an examination period and conducted under examination conditions. Examination Supervisor is assigned to oversee and invigilate the conduct of an examination.

The well-defined PO, PSO and CO for all the courses is displayed programme-wise in our college website. Students’ learning outcome is evaluated employing different assessment tools suited for the subject under study using both continuous and end semester examinations. Pass percentage of students is maintained at more than 80 percent, a dominant indication of effective teaching-learning and evaluation process of the institute.

### **Research, Innovations and Extension**

D J Academy for Managerial Excellence strives to play a significant role in producing outstanding Researchers and Educators in the field of Management. With this objective in view, the Institute has been offering M.Phil. and Ph.D. programmes in Management since 2007, when it was recognized by the Bharathiar University as a Research Institute in the area of Management. Candidates can pursue research in the following areas: Marketing, Human Resources and Behavioural Science, Finance and Information Systems. DJAME has produced 19 Ph.D. and 15 M.Phil. scholars and 16 more are currently pursuing their Ph.D programme.

The faculty members have published papers in UGC Care and other reputed journals. The institute incentivizes research and faculties regularly publish papers in reputed journals. They have also published in books and in national/ international conference proceedings.

To help management researchers and faculty members of institutions offering management education, DJAME has established “Centre for Faculty Development “and offers Faculty Development Programmes on topics of contemporary relevance. DJAME through Management Development Centre aims to facilitate the learning process for Executives through the Management Development programmes. The institute has organised many workshops/Conferences/FDPs to foster research and development and innovation among faculty and students. Recently DJAME had organized “One-day National Conference on “Contemporary Business Research” in July 2021.

DJ Academy for Managerial Excellence, Lakshmi Machine Works Limited and University Malaysia Pahang (UMP) represented by Faculty of Industrial Management have signed a Letter of Intent (LoI) in 2020 to collaborate in Academics, Research & Development and Industry Partnership. DJAME has also signed an MOU with ESC Clermont Business School, France in 2021 to carry out collaborative research, academic exchange, research and publications.

DJAME has associated with LMW to undertake extension activities in few villages of Coimbatore district and conducted many activities under the village adoption program. It has also partnered with UYIR NGO with the mission of making Coimbatore an accident-free city. Activities to promote awareness about road safety on campus and off-campus have been conducted.

### **Infrastructure and Learning Resources**

The Academic Block is built on a sprawling five-acre campus amidst verdant and serene surroundings.

The classrooms are well designed to provide a pleasant learning atmosphere for the students. Two classrooms are air conditioned and gallery-styled supported with an IT-enabled smart classroom facility to enhance teaching and learning process. Other classrooms have modern teaching aids like LCD projector, wi-fi connectivity and personal computer with multimedia speaker and LAN connectivity.

The seminar hall is fully air-conditioned and can accommodate 280 people. The hall is well-equipped with multi-media projection system, audio-video facilities and recording systems. Career Development Centre houses the Placement Office of the Institute, Group Discussion Room and cabins for recruiting companies to hold interviews.

The college has an air-conditioned computer laboratory and is equipped with 50 desktop computers.

There are separate furnished hostels for boys and girls. Each hostel has 77 rooms which can accommodate 144

students on a twin-sharing basis. Equipped with safe drinking water, solar water heaters, a kitchenette, automated laundry, common room with television facility, power back-up and Wi-Fi.

The Institute lays emphasis on the sports activities and physical fitness.

The amenities provided include:

- Indoor facilities for Table Tennis, Carrom and Chess.
- Outdoor facilities for Basket Ball, Foot Ball, Volley Ball, Cricket, Hand-ball, Throw-ball, Tennikoit and Frisbee.

The institute has a well-equipped fitness centre equipped with all the requisite fitness equipment for developing and maintaining physical fitness, weight reduction and body building like treadmill, bench press and dumbbells.

The DJAME Library serves as a Learning Resources Centre catering to the intellectual requirements of the students, faculty, and researchers. It has computerized all its housekeeping activities using AUTOLIB Management software. The institution has subscribed to the Ebsco database, DELNET and NPTEL services also.

Biometric machine is installed in the entrance to record the students entry. To enhance security, cameras have been installed. The physical facility maintenance is outsourced and the Institution has signed an exclusive agreement with Revantha Services Ltd. for Facility Management.

### **Student Support and Progression**

DJ Academy for Managerial excellence conducts various activities for students progression and development, engaging them better and making them corporate-ready. The Academy considers award of scholarship based on provable merit of the enrolled students on academic achievement and other specified meritorious criteria. The other specified categories include concession for sports person and remission of tuition fees for daughters & sons of Group company employees. Students securing rank within the top 500 in the recognized entrance exams & University rank holders are given 50% remission on tuition fees. College has an excellent grievance redressal system. Various Grievance committee meetings are conducted at regular intervals to spread awareness about Anti-ragging norms. Online complaint registration can be done from the college website

Academy offers various skill development programmes to improve decision making, problem solving, creative thinking, communication skill among students. 90 hours of effective aptitude training programme is given to students to make them placement ready.

For the holistic development of students, Academy has signed an MOU with Nitya Gurukula to counsel the students and bring about a positive change in them. Every Friday, trainer from Nitya Gurukula is available at the campus for counselling sessions. DJAME also conducts regular yoga sessions for the benefit of students.

DJAME has a very active student council. They organise management club activities. The quiz club organises DJ Brain Teasers an annual inter-collegiate Quiz competition, where students from various colleges participate. The ED club conducts DJ Carnival to celebrate & foster entrepreneurship among students. Adroit' – The management fest of DJAME attracts MBA students from various colleges in South India. Intra-collegiate

cultural activities are also conducted during Onam & Pongal celebrations.

Above all, DJAME has established a vibrant Alumni cell with more than 1000 members. Institution uses Almashines alumni portal for Alumni database management and engagement. Alumni of DJAME provide employability assistance & mentorship. DJAME has opened Alumni Chapters at Chennai & Bengaluru for alumni to reconnect & reminisce with fellow graduates

### **Governance, Leadership and Management**

The governance, leadership and management of the institution are primarily driven by the vision of making it the most preferred destination for Quality Management Education in the country. The institute strives to achieve this by the mission of establishing an organizational culture that promotes quality, ethics and social responsibility. The institution believes in decentralization and makes it a reality through the practice of participatory management by involving all the stakeholders.

The institute has formulated many strategies to ensure growth, build brand and improve the quality of management education. One of the objectives is to build brand and to strengthen the Industry –Institute Interface. This strategic plan is being implemented by conducting many Connect Programs such as CXO Connect, Corporate Connect, E- Connect, Alumni Connect, Academic Connect, Global connect etc. The principal aim of the e-governance policy of the institution is to optimise the use of digital technologies to provide simple and efficient system of governance. The institute provides plethora of welfare measures to all its employees to improve the quality of work-life balance. The institute also provides financial support to teachers to augment their academic credentials by attending various programs. The institution also periodically organizes professional development program for both teaching and non-teaching staff. The Performance Appraisal Reports provide good feedback to employees and help them understand their status-quo and highlighting room for further improvisation.

The institute has a well-defined system in place that ensures effective and efficient utilization of available financial resources for academic and infrastructural development. Being a self-financed institution, the funds are mainly generated through the fees paid by the students.

To ensure quality, the Internal Quality Assurance Cell (IQAC) functions with the objectives of developing a system for conscious and consistent actions that would improve the academic and administrative performance of the institution and to promote measures for institutional functioning towards quality enhancement through internalization of quality culture and institutionalization of best practices. It carries out various activities round the year unceasingly to achieve the above-mentioned objectives.

### **Institutional Values and Best Practices**

The institution takes many efforts to increase the institutional values and practices. The institution provides specific facilities for women in terms of safety and security, individual counselling and common rooms. Environment-friendly practices are adapted by installing solar water heaters and maximizing the usage of LED bulbs. The institution shows a high concern in disposing both degradable & non degradable wastes. Proper procedures to dispose and manage solid, liquid & e-waste are followed at the institute. The institute also uses water conservation techniques like Rain water harvesting, waste water recycling and maintenance of water bodies and distribution system in the campus.



The institution insists on green practices like banning plastic usage in the campus, Pedestrian friendly pathways and landscaping with trees and plants. The institute offers a disabled-friendly campus by having ramps / lifts built to access the classroom easily. The institute also has disabled-friendly washrooms.

The institution organizes various events & celebrates festivals to provide an inclusive environment, sensitization of students towards the human values & professional ethics. The institution also has a policy on code of conduct and a committee to monitor it.

The institute has several best practices like Connect programs, Alumni-student mentorship program and outbound training programs. All these practices help students in honing their skills and make them industry-ready.

A distinctive aspect of DJAME is its association with Lakshmi Machine Works, a conglomerate which helps in getting access to industrial expertise. A very unique practice of the institute is the Faculty In-service Program, which helps faculty members enrich and update themselves by getting hands-on industry experience.

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## 2. PROFILE

### 2.1 BASIC INFORMATION

Name and Address of the College	
Name	D J ACADEMY FOR MANAGERIAL EXCELLENCE
Address	Coimbatore-Pollachi Highway Othakkalmandapam Coimbatore
City	Coimbatore
State	Tamil Nadu
Pin	641032
Website	<a href="https://djademy.ac.in">https://djademy.ac.in</a>

Contacts for Communication					
Designation	Name	Telephone with STD Code	Mobile	Fax	Email
Director	A.g.v.narayanan	0422-6611755	8754999348	-	office@djademy.ac.in
IQAC / CIQA coordinator	J.j.savithri	0422-6611715	9894630270	-	savithri.j.j@djademy.ac.in

Status of the Institution	
Institution Status	Private and Self Financing

Type of Institution	
By Gender	Co-education
By Shift	Regular

Recognized Minority institution	
If it is a recognized minority institution	No

Establishment Details	
Date of establishment of the college	01-01-2001

**University to which the college is affiliated/ or which governs the college (if it is a constituent college)**

State	University name	Document
Tamil Nadu	Bharathiar University	<a href="#">View Document</a>

**Details of UGC recognition**

Under Section	Date	View Document
2f of UGC	18-04-2012	<a href="#">View Document</a>
12B of UGC	18-04-2012	<a href="#">View Document</a>

**Details of recognition/approval by stationary/regulatory bodies like AICTE, NCTE, MCI, DCI, PCI, RCI etc (other than UGC)**

Statutory Regulatory Authority	Recognition/Approval details Institution/Department programme	Day, Month and year (dd-mm-yyyy)	Validity in months	Remarks
AICTE	<a href="#">View Document</a>	25-06-2021	12	

**Details of autonomy**

Does the affiliating university Act provide for conferment of autonomy (as recognized by the UGC), on its affiliated colleges?	No
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**Recognitions**

Is the College recognized by UGC as a College with Potential for Excellence (CPE)?	No
Is the College recognized for its performance by any other governmental agency?	No

<b>Location and Area of Campus</b>				
<b>Campus Type</b>	<b>Address</b>	<b>Location*</b>	<b>Campus Area in Acres</b>	<b>Built up Area in sq.mts.</b>
Main campus area	Coimbatore-Pollachi Highway Othakkalmandapam Coimbatore	Rural	5	4096.92

## 2.2 ACADEMIC INFORMATION

<b>Details of Programmes Offered by the College (Give Data for Current Academic year)</b>						
<b>Programme Level</b>	<b>Name of Programme/Course</b>	<b>Duration in Months</b>	<b>Entry Qualification</b>	<b>Medium of Instruction</b>	<b>Sanctioned Strength</b>	<b>No.of Students Admitted</b>
PG	MBA,Management	24	Any UG Degree with fifty percentage and forty five percentage for reserved category	English	90	27
Doctoral (Ph.D)	PhD or DPhil,Management	48	Candidates with Masters Degree in the concerned or related discipline	English	24	16
Pre Doctoral (M.Phil)	MPhil,Management	24	Candidates with Masters Degree in the concerned or related discipline	English	20	0

### Position Details of Faculty & Staff in the College

<b>Teaching Faculty</b>												
	<b>Professor</b>				<b>Associate Professor</b>				<b>Assistant Professor</b>			
	Male	Female	Others	Total	Male	Female	Others	Total	Male	Female	Others	Total
Sanctioned by the UGC /University State Government	0				0				0			
Recruited	0	0	0	0	0	0	0	0	0	0	0	0
Yet to Recruit	0				0				0			
Sanctioned by the Management/Society or Other Authorized Bodies	4				3				2			
Recruited	3	1	0	4	0	3	0	3	1	1	0	2
Yet to Recruit	0				0				0			

<b>Non-Teaching Staff</b>				
	<b>Male</b>	<b>Female</b>	<b>Others</b>	<b>Total</b>
Sanctioned by the UGC /University State Government				0
Recruited	0	0	0	0
Yet to Recruit				0
Sanctioned by the Management/Society or Other Authorized Bodies				5
Recruited	4	1	0	5
Yet to Recruit				0

<b>Technical Staff</b>				
	<b>Male</b>	<b>Female</b>	<b>Others</b>	<b>Total</b>
Sanctioned by the UGC /University State Government				0
Recruited	0	0	0	0
Yet to Recruit				0
Sanctioned by the Management/Society or Other Authorized Bodies				1
Recruited	1	0	0	1
Yet to Recruit				0

**Qualification Details of the Teaching Staff**

<b>Permanent Teachers</b>										
<b>Highest Qualification</b>	<b>Professor</b>			<b>Associate Professor</b>			<b>Assistant Professor</b>			<b>Total</b>
	<b>Male</b>	<b>Female</b>	<b>Others</b>	<b>Male</b>	<b>Female</b>	<b>Others</b>	<b>Male</b>	<b>Female</b>	<b>Others</b>	
D.sc/D.Litt/LLD	0	0	0	0	0	0	0	0	0	0
Ph.D.	3	1	0	0	3	0	0	0	0	7
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	1	1	0	2

<b>Temporary Teachers</b>										
<b>Highest Qualification</b>	<b>Professor</b>			<b>Associate Professor</b>			<b>Assistant Professor</b>			<b>Total</b>
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt/LLD	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	0	0	0	0
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	0	0	0	0

<b>Part Time Teachers</b>										
<b>Highest Qualification</b>	<b>Professor</b>			<b>Associate Professor</b>			<b>Assistant Professor</b>			<b>Total</b>
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt/LLD	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	0	0	0	0
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	0	0	0	0

<b>Details of Visiting/Guest Faculties</b>					
<b>Number of Visiting/Guest Faculty engaged with the college?</b>	<b>Male</b>		<b>Female</b>		<b>Total</b>
	0	0	0	0	0

**Provide the Following Details of Students Enrolled in the College During the Current Academic Year**

Programme		From the State Where College is Located	From Other States of India	NRI Students	Foreign Students	Total
PG	Male	18	0	0	0	18
	Female	8	1	0	0	9
	Others	0	0	0	0	0
Doctoral (Ph.D)	Male	6	4	0	0	10
	Female	5	1	0	0	6
	Others	0	0	0	0	0
Pre Doctoral (M.Phil)	Male	0	0	0	0	0
	Female	0	0	0	0	0
	Others	0	0	0	0	0



<b>Provide the Following Details of Students admitted to the College During the last four Academic Years</b>					
<b>Programme</b>		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>
SC	Male	0	0	0	0
	Female	0	0	0	0
	Others	0	0	0	0
ST	Male	0	0	0	0
	Female	0	0	0	0
	Others	0	0	0	0
OBC	Male	15	16	17	15
	Female	7	6	5	5
	Others	0	0	0	0
General	Male	3	11	1	3
	Female	2	3	1	0
	Others	0	0	0	0
Others	Male	0	0	0	0
	Female	0	0	0	0
	Others	0	0	0	0
Total		27	36	24	23

### **Institutional preparedness for NEP**

1. Multidisciplinary/interdisciplinary:	The team is working on a detailed project report on launching some of the Undergraduate Arts and Science Programs under a new entity called D J Academy of Arts and Science. Thereby making the institute a multidisciplinary institute. The GKD Charity Trust has 3 institutes functioning under it. We are to propose to the Governing Body to get all these institutes integrated so as to make our institute multidisciplinary.
2. Academic bank of credits (ABC):	We are a affiliated institute , we await directions from our affiliating University.
3. Skill development:	The Trust runs a Vocational training institute

	GKDITR through which vocational courses catering could be offered to students catering to the needs of the industry.
4. Appropriate integration of Indian Knowledge system (teaching in Indian Language, culture, using online course):	The team at DJAME is formulating a plan to introduce courses on Indian values, ethos that integrates Indian knowledge system with management program through value added and certificate courses in the years to come.
5. Focus on Outcome based education (OBE):	Outcome based Education has been introduced by the affiliating University for the affiliated colleges. OBE has been implemented and is in place.
6. Distance education/online education:	Since Non Accredited institutes cannot offer Distance or online courses, we are awaiting Accreditation so that we can start offering them.

## Extended Profile

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### 1 Program

#### 1.1

Number of courses offered by the Institution across all programs during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
78	97	97	73	73
File Description		Document		
Institutional data prescribed format		<a href="#">View Document</a>		

#### 1.2

Number of programs offered year-wise for last five years

2020-21	2019-20	2018-19	2017-18	2016-17
3	3	3	3	3

### 2 Students

#### 2.1

Number of students year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
87	83	100	123	96
File Description		Document		
Institutional data in prescribed format		<a href="#">View Document</a>		

#### 2.2

Number of seats earmarked for reserved category as per GOI/State Govt rule year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
31	31	31	42	42

File Description	Document
Institutional data in prescribed format	<a href="#">View Document</a>

## 2.3

### Number of outgoing / final year students year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
34	24	23	53	30

File Description	Document
Institutional data in prescribed format	<a href="#">View Document</a>

## 3 Teachers

### 3.1

#### Number of full time teachers year-wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
9	9	9	9	7

File Description	Document
Institutional data in prescribed format	<a href="#">View Document</a>

### 3.2

#### Number of sanctioned posts year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
9	9	9	16	16

File Description	Document
Institutional data in prescribed format	<a href="#">View Document</a>

## 4 Institution

### 4.1

#### Total number of classrooms and seminar halls

**Response: 7**

**4.2**

**Total Expenditure excluding salary year-wise during last five years ( INR in Lakhs)**

2020-21	2019-20	2018-19	2017-18	2016-17
41.35	157.06	153.89	136.82	47.95

**4.3**

**Number of Computers**

**Response: 50**

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## 4. Quality Indicator Framework(QIF)

### Criterion 1 - Curricular Aspects

#### 1.1 Curricular Planning and Implementation

##### 1.1.1 The Institution ensures effective curriculum delivery through a well planned and documented process

###### Response:

DJ Academy for Managerial Excellence is affiliated to the Bharathiar University and registered under 2(f) and 12(B) of the University Grants Commission Act, 1956. The Curriculum Planning and Implementation is performed by Bharathiar University. Board of Studies of Bharathiar University organizes meets and discussions with the active participation of some selected faculty members from affiliated colleges to review the syllabus from time to time.

The college administration has developed an efficient mechanism to deliver the respective curriculum to the students. The faculty prepare the course plan for their respective subjects and circulate the same to the students. In addition, a log book is maintained to record a detailed summary of class work by the faculties. Faculty members take utmost care in completing the syllabus on time.

To have a practical learning experience students undertake live assignments in their area of interest. These live assignments allow students to have an experience of customer interface, so that they can improvise their skills to become industry ready.

The institution provides minimum 180 days of teaching in each academic session of the calendar year. If needed, remedial classes are taken during off hours to compensate the weaker students. The normal class duration is one hour every week day from 9.00 am to 4.30 pm. The college administration facilitates the teaching faculties to attend refresher course / workshops / seminars / short-term course / faculty in-service programme to update their knowledge and information base.

Periodic class committee meetings and parent-teacher meetings are conducted to monitor the progress of the curriculum delivery and necessary corrections are initiated.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Link for Additional information	<a href="#">View Document</a>

##### 1.1.2 The institution adheres to the academic calendar including for the conduct of CIE

###### Response:

The Institute is affiliated to Bharathiar University, Coimbatore. The rules and regulations for evaluation

process are laid down by the Affiliating University and are communicated to students through syllabus copies supplied in the beginning of first year of their academic program. Examination policy is formulated and circulated among the faculty and students at the beginning of the academic year in order to ensure that planning and management of examinations are conducted efficiently.

- The college strictly follows the guidelines and rules issued by the affiliating University while conducting internal and end-semester examinations.
- Three internal assessment tests are conducted during each semester.
- Time table for the exams is prepared well in advance and communicated to the students earlier.
- Seating plan and table marking is followed even for internal assessment tests and it is displayed on the notice board along with the Internal assessment time table.
- After evaluation of internal assessment answer scripts, the scripts are shown to the students to check any discrepancy.
- If they come across any doubts, clarification is given which enables them to perform better in future.
- By adopting the criteria as per the direction of affiliating University, complete transparency is maintained in internal assessment tests.
- Students and faculty members are made aware of the transparency to be maintained in the system of assessment.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Link for Additional information	<a href="#">View Document</a>

**1.1.3 Teachers of the Institution participate in following activities related to curriculum development and assessment of the affiliating University and/are represented on the following academic bodies during the last five years**

1. Academic council/BoS of Affiliating university
2. Setting of question papers for UG/PG programs
3. Design and Development of Curriculum for Add on/ certificate/ Diploma Courses
4. Assessment /evaluation process of the affiliating University

**Response:** A. All of the above

File Description	Document
Institutional data in prescribed format	<a href="#">View Document</a>
Details of participation of teachers in various bodies/activities provided as a response to the metric	<a href="#">View Document</a>
Link for Additional information	<a href="#">View Document</a>

## 1.2 Academic Flexibility

### 1.2.1 Percentage of Programmes in which Choice Based Credit System (CBCS)/ elective course system has been implemented

Response: 100

#### 1.2.1.1 Number of Programmes in which CBCS / Elective course system implemented.

Response: 3

File Description	Document
Minutes of relevant Academic Council/ BOS meetings	<a href="#">View Document</a>
Institutional data in prescribed format	<a href="#">View Document</a>
Link for Additional information	<a href="#">View Document</a>

### 1.2.2 Number of Add on /Certificate programs offered during the last five years

Response: 4

#### 1.2.2.1 How many Add on /Certificate programs are offered within the last 5 years.

2020-21	2019-20	2018-19	2017-18	2016-17
1	2	1	0	0

File Description	Document
List of Add on /Certificate programs	<a href="#">View Document</a>
Brochure or any other document relating to Add on /Certificate programs	<a href="#">View Document</a>

### 1.2.3 Average percentage of students enrolled in Certificate/ Add-on programs as against the total number of students during the last five years

Response: 11

#### 1.2.3.1 Number of students enrolled in subject related Certificate or Add-on programs year wise during last five years



2020-21	2019-20	2018-19	2017-18	2016-17
14	24	10	0	0

File Description	Document
Details of the students enrolled in Subjects related to certificate/Add-on programs	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

## 1.3 Curriculum Enrichment

### 1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics ,Gender, Human Values ,Environment and Sustainability into the Curriculum

#### Response:

#### Gender Equality:

Institute encourages boys and girls to participate in sports and cultural activities. College has functional Women's Empowerment Cell headed by senior faculty members who look into problems of girl students regarding academic and personal. Girls and boys rooms are available in the in the institute with all amenities. Internal Complaints Committee has been established for counseling of students on received grievances. Girls and boys hostels are available within campus and common rules are made for both.

#### Environment and Sustainability:

College has an environment in which human and nature can co-exist in productive harmony. Environment and sustainability topics are discussed across courses in the management programme.

#### Human Values:

A necessary part of curriculum is to include good Human Values among students. Our institute always believes in making each student a good human being, good management professional and a good citizen. Students are taught not only to respect teachers, seniors but also to respect themselves. College has anti-ragging cell to ensure ragging free environment. Internal Complaints Committee and Discipline Committee headed by senior faculty to take care of human values. College has a disabled-friendly campus. College has constructed ramp near staircase for physically challenged students. Lift facility is also made available for students with disabilities.

#### Professional Ethics:

The Institute gives equal importance to professional ethics along with academics. Professional ethics encompasses personal and corporate standards of behavior expected out of professionals.

“Soft skills” course related to professional ethics is a part of the curriculum. College has organised various personality development programs through the skill development cell to increase the employability of students. Industrial visits and internships are made compulsory and experts from corporate are invited to share their views with students to understand corporate standards and culture.

File Description	Document
Upload the list and description of courses which address the Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum.	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

### 1.3.2 Average percentage of courses that include experiential learning through project work/field work/internship during last five years

Response: 1.22

#### 1.3.2.1 Number of courses that include experiential learning through project work/field work/internship year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
1	1	1	1	1

File Description	Document
Programme / Curriculum/ Syllabus of the courses	<a href="#">View Document</a>
MoU's with relevant organizations for these courses, if any Average percentage of courses that include experiential learning through project work/field work/internship	<a href="#">View Document</a>

### 1.3.3 Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year

Response: 31.03

#### 1.3.3.1 Number of students undertaking project work/field work / internships

Response: 27

File Description	Document
List of programmes and number of students undertaking project work/field work/ /internships	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

## 1.4 Feedback System

**1.4.1 Institution obtains feedback on the syllabus and its transaction at the institution from the following stakeholders 1) Students 2)Teachers 3)Employers 4)Alumni**

**Response:** A. All of the above

File Description	Document
Any additional information (Upload)	<a href="#">View Document</a>
Action taken report of the Institution on feedback report as stated in the minutes of the Governing Council, Syndicate, Board of Management (Upload)	<a href="#">View Document</a>
URL for stakeholder feedback report	<a href="#">View Document</a>

**1.4.2 Feedback process of the Institution may be classified as follows: Options:**

- 1.Feedback collected, analysed and action taken and feedback available on website
- 2.Feedback collected, analysed and action has been taken
- 3.Feedback collected and analysed
- 4.Feedback collected
5. Feedback not collected

**Response:** A. Feedback collected, analysed and action taken and feedback available on website

File Description	Document
Upload any additional information	<a href="#">View Document</a>
URL for feedback report	<a href="#">View Document</a>

## Criterion 2 - Teaching-learning and Evaluation

### 2.1 Student Enrollment and Profile

#### 2.1.1 Average Enrolment percentage (Average of last five years)

**Response:** 32.17

##### 2.1.1.1 Number of students admitted year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
27	36	24	23	54

##### 2.1.1.2 Number of sanctioned seats year wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
90	90	90	120	120

#### File Description

#### Document

Institutional data in prescribed format

[View Document](#)

Any additional information

[View Document](#)

#### 2.1.2 Average percentage of seats filled against reserved categories (SC, ST, OBC, Divyangjan, etc. as per applicable reservation policy ) during the last five years ( exclusive of supernumerary seats)

**Response:** 68.29

##### 2.1.2.1 Number of actual students admitted from the reserved categories year-wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
22	22	22	20	34

#### File Description

#### Document

Average percentage of seats filled against seats reserved

[View Document](#)

Any additional information

[View Document](#)

## 2.2 Catering to Student Diversity

### 2.2.1 The institution assesses the learning levels of the students and organises special Programmes for advanced learners and slow learners

#### Response:

Teachers make professional judgements on learners' performance in every teaching and learning session undertaken, whether consciously or subconsciously. Using these professional judgements and translating them into feedback on the quality of individuals' work is the focus of Assessment for Learning. Successful Assessment for Learning strategies result in improved learner progress on a continual basis. The principal characteristic of Assessment for Learning is effective feedback provided by teachers to learners on their progress. The institution has a well-laid mechanism for assessing the learning level of students. The college organizes orientation program for the parents and the students at the commencement of the programme for the new batch every year. The program would help students and parents get familiarized with the institution, curricular and co-curricular activities, facilities, rules and regulations etc.,

Every year, students are given training on communication skills, personality development, time management aptitude skills and motivational sessions.

- High performing students are identified on the basis of internal assessment, University examination and involvement in classroom.
- Students are encouraged to be members of professional bodies.
- Advising to participate in group discussions, technical quizzes to develop analytical and problem-solving abilities in them and thereby to improve their presentation skills.
- Students are also provided opportunities to develop their creativity by participating and organizing inter-collegiate as well as national level management fests.
- High performing students (Semester toppers, Attendance toppers, Toppers in extra and co-curricular activities and University Rank holders) are encouraged with certificates, WOW cards and cash prizes by the Management
- The faculty monitors academic performance and interact frequently to understand and assist any student with issues that affect their ability to learn or impede their academic performance
- The institute has a system to communicate performance and attendance of students to parents regularly.
- Remedial/Extra classes are conducted with appropriate focus on the subject topic in which the students are found to be slow learners
- Academic and personal counseling are given to the slow learners by the Tutor, Mentor and the counseling cell.
- Bi-lingual explanation and discussions are imparted to the slow learners after the class hours for better understanding.

File Description	Document
Upload any additional information	<a href="#">View Document</a>

**2.2.2 Student- Full time teacher ratio (Data for the latest completed academic year)****Response:** 9.67

File Description	Document
Any additional information	<a href="#">View Document</a>

**2.3 Teaching- Learning Process****2.3.1 Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences****Response:**

The teaching-learning process revolves around the need, interest and capabilities of students. DJAME believes in the adoption of student's centric methods to enhance student involvement as a part of participative learning and problem solving methodology. This methodology helps to transform students from being relegated to the role of passive recipients to active and involved stakeholders, apart from boosting their confidence and encouraging independence. Since students vary in their ability to comprehend and absorb, it is not possible to address the needs and expectations of individual students and expect a uniform learning outcome from them all in a teacher-centric class. The teacher facilitates learning by allowing each individual student to comprehend at their personal level by ensuring their involvement in class activities so that they can absorb and grasp information at their own pace. Teachers make classes as much interactive as possible and encourage innovative thought and novel interpretations. Audio- Visual methodology, Google Classroom, Industrial Visits, Field Assignments and Projects are some of the means used by the institute to boost student participation. Students are encouraged to reflect and analyse by eliciting responses to the subject under discussion. Industry projects and collaborations are undertaken to enrich students with pre-employment training. Periodical Guest lectures on topics relevant to employment skills by personnel from respective organizations / industry are held. Different learning methods viz. problem-based, case-based, project-based, inquiry-based, computation-based, co-operative (work- or community-based) are implemented wherever feasible.

File Description	Document
Upload any additional information	<a href="#">View Document</a>

**2.3.2 Teachers use ICT enabled tools for effective teaching-learning process.****Response:**

The Institute follows ICT enabled teaching in addition to the traditional classroom education. Subsequent efforts are taken by the institute to provide e-learning atmosphere in the classroom.

In addition to chalk and talk method of teaching, the faculty members are using the IT-enabled learning tools such as PPT, Video clippings, Audio system and online sources, to expose the students for advanced

knowledge and practical learning.

Classrooms are fully furnished with LCD/Computers with wi-fi facility

Most of the faculty use interactive methods for teaching. The major emphasis is on classroom interaction in terms of research paper presentations, seminars, debates, group discussions, assignments, and quiz/tests.

Wi-Fi facility for access of internet is provided on individual laptop and mobile devices.

The electronic resource packages like DELNET, NPTEL, EBSCO and Digital Library are available.

Online tests are conducted and e-assignments are given through Google Classroom.

Seminars, Webinars, Connect programs are conducted through Google Meet and Zoom platform.

Students are advised to undertake online courses using Swayam and MOOC platforms.

Seminar hall is equipped with multimedia facilities using ICT tools. Invited talks and webinars are conducted in seminar hall using ICT facilities.

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Provide link for webpage describing the ICT enabled tools for effective teaching-learning process	<a href="#">View Document</a>

### 2.3.3 Ratio of students to mentor for academic and other related issues (Data for the latest completed academic year )

**Response:** 10.88

#### 2.3.3.1 Number of mentors

Response: 8

File Description	Document
Upload year wise, number of students enrolled and full time teachers on roll.	<a href="#">View Document</a>
mentor/mentee ratio	<a href="#">View Document</a>
Circulars pertaining to assigning mentors to mentees	<a href="#">View Document</a>

## 2.4 Teacher Profile and Quality

### 2.4.1 Average percentage of full time teachers against sanctioned posts during the last five years

Response: 80

File Description	Document
Year wise full time teachers and sanctioned posts for 5years(Data Template)	<a href="#">View Document</a>
List of the faculty members authenticated by the Head of HEI	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

### 2.4.2 Average percentage of full time teachers with Ph. D. / D.M. / M.Ch. / D.N.B Superspeciality / D.Sc. / D.Litt. during the last five years (consider only highest degree for count)

Response: 66.98

#### 2.4.2.1 Number of full time teachers with *Ph. D. / D.M. / M.Ch. / D.N.B Superspeciality / D.Sc. / D.Litt.* year wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
7	6	7	5	4

File Description	Document
List of number of full time teachers with Ph. D. / D.M. / M.Ch. / D.N.B Superspeciality / D.Sc. / D.Litt. and number of full time teachers for 5 years (Data Template)	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

### 2.4.3 Average teaching experience of full time teachers in the same institution (Data for the latest completed academic year in number of years)

Response: 7.53

#### 2.4.3.1 Total experience of full-time teachers

Response: 67.81



File Description	Document
List of Teachers including their PAN, designation, dept and experience details(Data Template)	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

## 2.5 Evaluation Process and Reforms

### 2.5.1 Mechanism of internal assessment is transparent and robust in terms of frequency and mode

#### Response:

The college has transparent and robust evaluation process in terms of frequency and variety. The Institute is affiliated to Bharathiar University, Coimbatore. The rules and regulations for evaluation process are laid down by the Affiliating University and are communicated to students through syllabus copies supplied in the beginning of first year of their academic program. Examination policy is formulated and circulated among the faculty and students at the beginning of the academic year in order to ensure that planning and management of examinations are conducted efficiently.

- The schedules of internal assessments are communicated to students and faculty in the beginning of the semester through institute academic calendar.
- Schedule for end semester examinations will be communicated during the semester as and when schedule is released by the University.
- The internal assessment evaluation process is communicated to students by the respective faculty and also during orientation programme for first year students.
- Students are given general instructions regarding the evaluation methods of University answer scripts. The periodic instructions issued by the University are promptly communicated to the students. Such instructions are read in the classrooms and the copy of the same is displayed on the students notice board.
- Further, any changes in the evaluation process will be communicated to students and faculty through circulars.
- Syllabus for internal assessment will be communicated to students well in advance.
- All the records and data bank of attendance in Internal Examinations, Question papers, valued answer sheets/copies, summary of marks sheets, are properly maintained by the teachers for academic monitoring/academic audit.
- Students who are admitted for the concerned course are assessed continuously through various evaluation processes at College and University level.
- Continuous evaluation is made through Group Discussion, Internal Tests, Assignments Submission, Quizzes, Field Visit / Field Work and Seminars Presentation.

The performance of the students is displayed on the Notice board and communicated to the students. Personal guidance is given to the poor performing the students after their assessment.

File Description	Document
Any additional information	<a href="#">View Document</a>
Link for additional information	<a href="#">View Document</a>

### 2.5.2 Mechanism to deal with internal/external examination related grievances is transparent, time-bound and efficient

#### Response:

At the Institute level, an examination committee, comprising of a senior teacher as Exam In-Charge, Program Coordinators and Head of the Institution is constituted to handle the issues regarding evaluation process.

- The college strictly follows the guidelines and rules issued by the affiliating University while conducting internal and end-semester examinations.
- Three internal assessment tests are conducted during each semester.
- Time table for the exams is prepared well in advance and communicated to the students earlier.
- Seating plan and table marking is followed even for internal assessment tests and it is displayed on the notice board along with the Internal assessment time table.
- After evaluation of internal assessment answer scripts, the scripts are shown to the students to check any discrepancy.
- If they come across any doubts, clarification is given which enables them to perform better in future.
- By adopting the criteria as per the direction of affiliating university, complete transparency is maintained in internal assessment tests.
- Students and faculty members are made aware of the transparency to be maintained in the system of assessment.
- After preparing the assessment report, the Head of the Institution along with the concerned Program Coordinator conducts meeting (Class Committee Meeting) with the students to address exam related grievances.
- Any grievances related to University question paper like- out of syllabus, repeated questions, improper split of marks, marks missed, wrong question number during semester exams are addressed to the Head of the Institution, after making an analysis of day by day university question papers by the subject handling faculties and in turn the Head proceeds the same to the University immediately.
- Review on the question papers is made by faculties to find out the percentage of toughness in the question paper and the feedback is given to the Head of the Institution.
- University's decision or information after resolving the grievances is intimated immediately to the Exam In-Charge, once it is obtained through the Head of the Institution. It is also conveyed to the students through Program Coordinators.
- If student has any grievances related to evaluation of University answer scripts, students can apply to the University for revaluation.
- In order to maintain transparency, students can apply for a photo copy of their answer script and they may decide on re-valuation/re-totaling.

File Description	Document
Any additional information	<a href="#">View Document</a>

## 2.6 Student Performance and Learning Outcomes

**2.6.1 Programme and course outcomes for all Programmes offered by the institution are stated and displayed on website and communicated to teachers and students.**

### Response:

The college is affiliated to Bharathiar University and follows the Programme that the University has designed. Program Education Objectives, Program Outcomes and Course Outcomes for the programme offered by the Institute are clearly stated, displayed on the Institute website and communicated to teachers and students. The Programme has specific objectives and the over-all design of the course ensures a certain set of skills and competence that the students graduating from the institution should gain at the end of the program. Some of the key attainments that are expected from students are knowledge, skill development, good communication skills, creative thinking, discipline, inculcation of moral and ethical values, ability to work in teams, and critical thinking. The Programme is designed in such a manner that the students will shift their focus from traditional methodology with excessive focus on industry towards a broad based learning, encompassing the end to end processes involved in developing entrepreneurial skills looking at needs and demands of broader sections of the society. The course outcomes are prefaced to each syllabus and shared with students and faculty. All the courses/programs offered by the institution emphasize on academic quality. In general, the course outcomes of the institution focus on empowering the student to inculcate proactive thinking to ensure effective performance in the dynamic socio-economic and business ecosystem and to harness entrepreneurial approach and skillsets aligned with the national priorities.

### Program Educational Objectives (PEOs)

A graduate of Master of Business Administration program is expected to attain the following within five to seven years after graduation

PEO1 - Occupy middle level managerial positions in private and public sector business firms

PEO2 - Occupy executive positions in primary, secondary and tertiary sector industries

PEO3 - Adding value to organizations by ushering in innovative ideas and applying emerging technologies

PEO4 - Become successful entrepreneurs providing employment for many and contribute to the country's economic growth

PEO5 - Turn to productive research in Management and contribute to the existing body of knowledge

### Program Specific Outcomes (PSOs)

After the successful completion of MBA program, the students are expected to

PSO1: Take decisions related to their area of employment independently

PSO2 : Apply knowledge gained to arrive at rational decisions

PSO3 : Manage a relatively small group of people effectively

PSO4 : Achieve objectives consistently

PSO5 : Conduct research in the broad field of Management

PSO6 : Apply ICT tools effectively on the job

PSO7 : Identify and implement innovative business ideas

### **Program Outcomes (POs)**

The students are expected to possess the following skill sets on completing the course

PO1 : Basic knowledge of different spheres of management

PO2 : Business decision making

PO3 : Analyse the situation and find solutions

PO4 : People management skills

PO5 : Goal oriented team work

PO6 :Time bound achievement of objectives

PO7 : Effective leadership skills

PO8 :Applying ICT tools on business

PO9 :Ability to focus on objectives

PO10 : Apply managerial principles in life situations as well

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Past link for Additional information	<a href="#">View Document</a>

**2.6.2 Attainment of programme outcomes and course outcomes are evaluated by the institution.**

**Response:**

The institute is affiliated to Bharathiar University. The curriculum planning, syllabus and examinations are conducted by the University. The program outcomes and Program Specific outcomes are assessed with the help of course outcomes of the relevant courses through direct and indirect methods. Direct methods are provided through direct examinations or observations of student knowledge or skills against measurable course outcomes. The knowledge and skills described by the course outcomes are mapped to specific problems on University Examination, internal exams and home assignment. Average attainment in direct method = University Examination (75%) +Internal assessment (25%).

Indirect assessment strategies are implemented by embedding them in Student Exit Survey, Employer Survey and Alumni Survey.

Assignments are given at the end of each module. The assignments are provided to students, such that students will refer the text books and good reference books to find out the answers and understand the expected objective of the given problem.

Two mid examinations and one model examination are conducted per semester for the following purposes:

Direct : To ensure that students have achieved desired level of competencies at module level. To evaluate, whether corresponding COs are achieved or not. According to the performance of the student in answering each question, mapping is carried out with the respective COs for assessing the attainment level of the specific CO of the subject.

Alumni survey is an important assessment tool to find out following important factors:

Indirect : Once in a year,

1. Level of relevance of the curriculum with the expected skills of the industries.
2. The level of attainment of goal for the specified program.

Employer surveys are conducted for finding out whether the knowledge, skill and attitude learned from this institution is adequately satisfying their expectation or not.

File Description	Document
Upload any additional information	<a href="#">View Document</a>

**2.6.3 Average pass percentage of Students during last five years**

**Response:** 88.12

**2.6.3.1 Number of final year students who passed the university examination year-wise during the last five years**

2020-21	2019-20	2018-19	2017-18	2016-17
31	20	23	47	24

### 2.6.3.2 Number of final year students who appeared for the university examination year-wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
35	24	23	53	30

File Description	Document
Upload list of Programmes and number of students passed and appeared in the final year examination (Data Template)	<a href="#">View Document</a>
Upload any additional information	<a href="#">View Document</a>
Paste link for the annual report	<a href="#">View Document</a>

## 2.7 Student Satisfaction Survey

### 2.7.1 Online student satisfaction survey regarding teaching learning process

**Response:** 3.92

File Description	Document
Upload database of all currently enrolled students (Data Template)	<a href="#">View Document</a>

## Criterion 3 - Research, Innovations and Extension

### 3.1 Resource Mobilization for Research

**3.1.1 Grants received from Government and non-governmental agencies for research projects, endowments, Chairs in the institution during the last five years (INR in Lakhs)**

Response: 1

**3.1.1.1 Total Grants from Government and non-governmental agencies for research projects , endowments, Chairs in the institution during the last five years (INR in Lakhs)**

2020-21	2019-20	2018-19	2017-18	2016-17
1	0	0	0	0

**File Description**

**Document**

List of endowments / projects with details of grants

[View Document](#)

e-copies of the grant award letters for sponsored research projects / endowments

[View Document](#)

**3.1.2 Percentage of teachers recognized as research guides (latest completed academic year)**

Response: 55.56

**3.1.2.1 Number of teachers recognized as research guides**

Response: 5

**File Description**

**Document**

Institutional data in prescribed format

[View Document](#)

**3.1.3 Percentage of departments having Research projects funded by government and non government agencies during the last five years**

Response: 20

**3.1.3.1 Number of departments having Research projects funded by government and non-government agencies during the last five years**

2020-21	2019-20	2018-19	2017-18	2016-17
1	0	0	0	0

### 3.1.3.2 Number of departments offering academic programmes

2020-21	2019-20	2018-19	2017-18	2016-17
1	1	1	1	1

File Description	Document
Supporting document from Funding Agency	<a href="#">View Document</a>
List of research projects and funding details	<a href="#">View Document</a>
Paste link to funding agency website	<a href="#">View Document</a>

## 3.2 Innovation Ecosystem

### 3.2.1 Institution has created an ecosystem for innovations and has initiatives for creation and transfer of knowledge

#### Response:

The institute has created an agile and open environment for innovation to thrive. The institute offers challenging assignments and learning opportunities and creates the right type of mindset, organisational learning is prioritized, approached strategically, and integrated into the culture to achieve the best possible outcome.

By fostering interactions with the experts in the field of creativity, the institute inculcates creativity in the minds of students. Programs on Creativity and innovation, Design workshops are organised every year through which students are provided hands-on experience on the creativity and design processes.

#### Center for Research

The Institute has taken initial steps towards developing an ecosystem for innovations and knowledge-sharing methods. The faculty members are empowered to take up research activities utilizing the inherent skills. As an Institute dedicated to Managerial Excellence, DJAME is not only interested in shaping outstanding Managers for the world of business but also strives to play a role in producing outstanding Researchers and Educators in the field of Management. It was recognized by Bharathiar University as a Centre for Research in the area of Management. Candidates can pursue research in the following areas: Marketing, Human Resources and Behavioural Science, Finance, and Information Systems.



The DJAME Journal of Management Research (DJMR) is a peer-reviewed business and management journal. The objective is to provide an opportunity for academicians and practitioners to interact and exchange their ideas in a peer-reviewed manner. The journal is envisioned for researchers, educators, practitioners, and students. The journal invites original scholarly research articles, case studies, book reviews in the diverse field of management.

#### Centre for Faculty Development

To help Management Researchers and Faculty Members of Institutions of Management Education, DJAME offers Faculty Development Programmes on topics of contemporary relevance. In conducting these programs, the expertise of the faculty members of the Institute is leveraged, occasionally supplemented by the expertise of external resource persons.

#### Entrepreneurship Development Cell

Entrepreneurship Development Cell has been established to develop global entrepreneurial mindset citizens sensitive to professional and human values. The cell has been conducting programs like-connect, Panel discussion among entrepreneurs and Business Plan workshops. The EDC has been associating with the National Entrepreneurship Network to develop an innovative mindset among the management students. Students are also guided to present their Business Plans/Proposals in competitions organised by B Schools and Professional Bodies.

File Description	Document
Paste link for additional information	<a href="#">View Document</a>

### 3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the last five years

**Response:** 27

#### 3.2.2.1 Total number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
7	6	5	2	7

File Description	Document
List of workshops/seminars during last 5 years	<a href="#">View Document</a>

### 3.3 Research Publications and Awards

**3.3.1 Number of Ph.Ds registered per eligible teacher during the last five years****Response:** 2.33**3.3.1.1 How many Ph.Ds registered per eligible teacher within last five years**

Response: 14

**3.3.1.2 Number of teachers recognized as guides during the last five years**

Response: 6

<b>File Description</b>	<b>Document</b>
List of PhD scholars and their details like name of the guide , title of thesis, year of award etc	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>
URL to the research page on HEI website	<a href="#">View Document</a>

**3.3.2 Number of research papers per teachers in the Journals notified on UGC website during the last five years****Response:** 3.26**3.3.2.1 Number of research papers in the Journals notified on UGC website during the last five years.**

2020-21	2019-20	2018-19	2017-18	2016-17
6	11	3	1	7

<b>File Description</b>	<b>Document</b>
List of research papers by title, author, department, name and year of publication	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

**3.3.3 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years****Response:** 0.93**3.3.3.1 Total number of books and chapters in edited volumes/books published and papers in national/ international conference proceedings year-wise during last five years**

2020-21	2019-20	2018-19	2017-18	2016-17
1	2	0	1	4

File Description	Document
List books and chapters edited volumes/ books published	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

### 3.4 Extension Activities

**3.4.1 Extension activities are carried out in the neighborhood community, sensitizing students to social issues, for their holistic development, and impact thereof during the last five years.**

**Response:**

**DJAME-LMW-CSR ACTIVITY AT ANAIKATTI, PERIYANAICKENPALAYAM AND PALAMALAI ON 07-11-2019**

Socially responsible business practice is an integral part of an organization's effort at ensuring good Corporate Governance. In this regard, it has to be noted that LMW, since its inception, has been in the vanguard of social welfare and development through numerous initiatives undertaken on a regular basis. Considering the new statutory requirement, LMW has framed a CSR policy that is reflective of its long-held beliefs and commitment towards community development. The CSR Policy of LMW contains principles that will guide future CSR projects / Programmes/activities, such as prescribing the budgetary limits, the scope of CSR activities, the geography within which the activities are to be carried out, the procedure for sanction of funds, the procedure for obtaining Board approval, monitoring mechanism for projects, programs and activities, etc.

LMW has adopted a few villages in the Coimbatore district and conducted the following activities under the village adoption program.

1. Solar Street Lights
2. Livelihood Enhancement Program: For improving the income generation capacity of the tribals in Palamalai & Anaikatti Hills, Mushroom Cultivation training programs were conducted.
3. Veterinary Checkup Camps: Animal husbandry being one of the major livelihood activities among the Tribals in Palamalai & Anaikatti Villages, Veterinary health checkups and vaccination camps were conducted in collaboration with Tamil Nadu Government Animal Husbandry Department.
4. Education Infrastructure Development: Infrastructure renovation work was taken up and completed in few schools located in the villages of Anaikatti, Perianaickenpalayam. Activities such as building maintenance, laying of floor tiles in classrooms, supply of teaching aid & equipment, drinking

water facilities, toilet facilities, painting works, kitchen gardens were done in these schools. Students of DJ Academy for Managerial Excellence also participated in the CSR of LMW. Being a student, they too can make a difference by taking baby steps.

5. Student social responsibility mainly focuses on taking responsibility for one's own actions. Ten students of DJAME participated in the CSR of LMW.

**UYIR -Date of Event : 06-07-2019, 01-10-2019, 25-10-2019, 05-11-2019**

UYIR is the result of a culmination of industries, philanthropists, associations, and like-minded people of Coimbatore for creating a safe and better quality of life for the citizens of Coimbatore

Vision: To render Coimbatore as a zero-accident city and a model city in road safety

Mission: To initiate and support people's movement for road safety such that citizens feel responsible for the lives and safety of all on the roads. To collaborate with the Government and other NGOs to make Coimbatore the city with the safest roads in the country

Objectives:

1. Promote awareness about road safety on campus and off-campus through various activities
2. Transform your college students by consistent awareness programs/initiatives and make them torchbearers for road safety
3. Target zero - accident in and around (adopted area) college zone

Activities:

1. Pledge campaign – weekly
2. Awareness Videos played through projector/ smartboard / circulated through WhatsApp for fellow classmates – weekly

Campus Level:

1. 100% signature campaign – Yearly
2. Bullseye / Pledge sticker campaign – Half-yearly
3. Expert sessions on Road safety – Bi-Monthly

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Paste link for additional information	<a href="#">View Document</a>

### 3.4.2 Number of awards and recognitions received for extension activities from government/ government recognised bodies during the last five years

**Response: 0**

#### 3.4.2.1 Total number of awards and recognition received for extension activities from Government/ Government recognised bodies year-wise during the last five years.

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

File Description	Document
Number of awards for extension activities in last 5 year	<a href="#">View Document</a>

### 3.4.3 Number of extension and outreach programs conducted by the institution through NSS/NCC, Government and Government recognised bodies during the last five years

**Response: 0**

#### 3.4.3.1 Number of extension and outreached Programmes conducted in collaboration with industry, community and Non- Government Organizations through NSS/ NCC/ Red Cross/ YRC etc., year-wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

File Description	Document
Number of extension and outreach Programmes conducted with industry, community etc for the last five years	<a href="#">View Document</a>

### 3.4.4 Average percentage of students participating in extension activities at 3.4.3. above during last five years

**Response: 0**

**3.4.4.1 Total number of Students participating in extension activities conducted in collaboration with industry, community and Non- Government Organizations such as Swachh Bharat, AIDs awareness, Gender issue etc. year-wise during last five years**

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

**File Description**

**Document**

Average percentage of students participating in extension activities with Govt or NGO etc

[View Document](#)

### 3.5 Collaboration

**3.5.1 Number of Collaborative activities for research, Faculty exchange, Student exchange/ internship per year**

**Response: 7**

**3.5.1.1 Number of Collaborative activities for research, Faculty exchange, Student exchange/ internship year-wise during the last five years**

2020-21	2019-20	2018-19	2017-18	2016-17
0	2	1	2	2

**File Description**

**Document**

e-copies of related Document

[View Document](#)

Details of Collaborative activities with institutions/industries for research, Faculty exchange, Student exchange/ internship

[View Document](#)

**3.5.2 Number of functional MoUs with institutions, other universities, industries, corporate houses etc. during the last five years**

**Response: 29**

**3.5.2.1 Number of functional MoUs with Institutions of national, international importance, other universities, industries, corporate houses etc. year-wise during the last five years**

2020-21	2019-20	2018-19	2017-18	2016-17
12	11	6	0	0

<b>File Description</b>	<b>Document</b>
e-Copies of the MoUs with institution/ industry/corporate houses	<a href="#">View Document</a>
Details of functional MoUs with institutions of national, international importance, other universities etc during the last five years	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

## Criterion 4 - Infrastructure and Learning Resources

### 4.1 Physical Facilities

**4.1.1 The Institution has adequate infrastructure and physical facilities for teaching- learning. viz., classrooms, laboratories, computing equipment etc.**

**Response:**

The Academic Block is built on a sprawling five-acre campus amidst verdant and serene surroundings that offers an environment which is ideal for academics. It houses spacious lecture halls and tutorial rooms, faculty chambers, library, computer lab, conference hall and Career Development Centre.

The Institution being an exclusive B School has both lecture halls and tutorial rooms. Each lecture hall is supported with an IT-enabled Wi-Fi facility to enhance teaching and learning process. The Tutorial rooms are meant for conducting the specialisation classes for the II MBA students

**Classrooms**

The classrooms are well designed to provide a pleasant learning atmosphere for the students. The classrooms are spacious and well aerated. The class rooms have proper lighting, fans, and also windows to allow natural light and air to come in. The classrooms contain a white board as well as a projector to enable the faculty to switch to various modes of teaching as and when required. These classrooms are also used to conduct Connect programmes by the industrialists as well as academicians.

The classrooms are refurbished periodically to keep up with the latest technology. Two classrooms are air conditioned and gallery styled supported with an IT-enabled smart classroom facility to enhance teaching and learning process. Each classroom has modern teaching aids like LCD projector, wi-fi connectivity and personal computer with multimedia speaker. All the classrooms are integrated with the campus wide network.

**Seminar hall**

The seminar hall is fully air-conditioned and can accommodate 280 people. The hall is well-equipped with multi-media projection system, audio-video facilities and recording systems. The seminar hall is effectively used to host various events like Connect programmes with industry and academic professionals, co-curricular activities like conferences, business quiz, business presentations, extra-curricular activities like inaugural, cultural events, farewell and other meetings.

**Career Development centre**

Career Development Centre houses the Placement Office of the Institute, Group Discussion Room and cabins for recruiting companies to hold interviews. The institute has signed an MOU with a counselling centre named Nitya Gurukula. The student counselling will be carried out at the career development centre.

**Computer centre**

The college has an air-conditioned computer laboratory. The lab is equipped with 50 desktop computers



for the students. The campus is wi-fi enabled with high speed Internet connection. This facilitates students and faculties to access Internet across the institute.

### Hostel

The residential facilities at the DJAME are designed to make students feel at home.

They include:

- Separate furnished Hostels for boys and girls.
- Each hostel has 77 rooms which can accommodate 144 students on a twin-sharing basis.
- Equipped with safe drinking water, solar water heaters, a kitchenette, automated laundry, common room with television facility.
- The hostels have adequate power back-up.
- Wi- Fi facility is provided in both the hostels.

### Other facilities include

Library & reprographic facility

Separate common rooms for boys & girls

Lift & ramp facility

Security & CCTV Surveillance

RO Water plant and Sewage treatment plant

Cafeteria

Drinking water coolers

Transport facility

File Description	Document
Upload any additional information	<a href="#">View Document</a>

#### 4.1.2 The Institution has adequate facilities for cultural activities, sports, games (indoor, outdoor), gymnasium, yoga centre etc.

##### Response:

The Institute lays emphasis on the sports activities and physical fitness.

The amenities provided include:

- Indoor facilities for Table Tennis, Carrom and Chess.
- Outdoor facilities for Basket Ball, Foot Ball, Volley Ball, Cricket, Hand-ball, Throw-ball, Tennikoit and Frisbee.

The institute has a well-equipped fitness centre equipped with all the requisite fitness equipment for developing and maintaining physical fitness, weight reduction and body building like treadmill, bench press and dumbbells.

The institute has an air conditioned seminar hall and can accommodate 280 people The hall is well-equipped with multi-media projection system, audio-video facilities and recording systems. It gives right ambience to the students of the institute in organizing the cultural activities and yoga sessions.

File Description	Document
Upload any additional information	<a href="#">View Document</a>

#### 4.1.3 Percentage of classrooms and seminar halls with ICT- enabled facilities such as smart class, LMS, etc. (Data for the latest completed academic year)

**Response:** 100

##### 4.1.3.1 Number of classrooms and seminar halls with ICT facilities

Response: 7

File Description	Document
Upload Number of classrooms and seminar halls with ICT enabled facilities (Data Template)	<a href="#">View Document</a>
Upload any additional information	<a href="#">View Document</a>

#### 4.1.4 Average percentage of expenditure, excluding salary for infrastructure augmentation during last five years(INR in Lakhs)

**Response:** 20.8

##### 4.1.4.1 Expenditure for infrastructure augmentation, excluding salary year-wise during last five years (INR in lakhs)

2020-21	2019-20	2018-19	2017-18	2016-17
1.83	47.36	45.51	52.83	0.58

File Description	Document
Upload Details of budget allocation, excluding salary during the last five years (Data Template)	<a href="#">View Document</a>
Upload audited utilization statements	<a href="#">View Document</a>

## 4.2 Library as a Learning Resource

### 4.2.1 Library is automated using Integrated Library Management System (ILMS)

#### Response:

The DJAME Library serves as a Learning Resources Centre catering to the intellectual requirements of the students, faculty, and researchers. It has computerized all its housekeeping activities using AUTOLIB Management software. The software is a popular library management software (LMS), designed and developed by a team of LIS specialists, database designers and software developers. It is fully integrated versatile, user friendly, cost effective and multiuser LMS. It is developed My -SQL version 5.0-12 modules with web OPAC module for intranet access. Library integrated software is implemented in the year 2007. The software facilitates fully automated circulation (issue-return-renewal) of books and speedy access to bibliographic, location and availability of information of the books in the library. We also have the facility of web catalogue. The institution has subscribed to the Ebsco Database, DELNET, NPTEL services also.

At the beginning of the year user orientation is provided regarding the various facilities, services and resources available in the library. The library provides reprographic service and internet service. The librarian maintains separate policies and procedures for registration of new member and circulation of library resources. Digital library section offers the services like online database of journals and internet browsing option. Scanning of documents and books are allowed. The students can use the digital library section for doing the scanning. Separate reprographic section is available in the library.

The Library is provided with Wi-fi facility. Biometric machine is installed in the entrance to record the students entry. To enhance security, cameras have been installed.

File Description	Document
Upload any additional information	<a href="#">View Document</a>

### 4.2.2 The institution has subscription for the following e-resources

- 1.e-journals
- 2.e-ShodhSindhu
- 3.Shodhganga Membership
- 4.e-books
- 5.Databases
- 6.Remote access to e-resources

**Response:** C. Any 2 of the above

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Details of subscriptions like e-journals, e-ShodhSindhu, Shodhganga Membership , Remote access to library resources, Web interface etc (Data Template)	<a href="#">View Document</a>

#### 4.2.3 Average annual expenditure for purchase of books/e-books and subscription to journals/e-journals during the last five years (INR in Lakhs)

**Response:** 2.58

##### 4.2.3.1 Annual expenditure of purchase of books/e-books and subscription to journals/e- journals year wise during last five years (INR in Lakhs)

2020-21	2019-20	2018-19	2017-18	2016-17
2.48	3.41	5.39	0.66	0.98

File Description	Document
Details of annual expenditure for purchase of books/e-books and journals/e- journals during the last five years (Data Template)	<a href="#">View Document</a>
Audited statements of accounts	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

#### 4.2.4 Percentage per day usage of library by teachers and students ( foot falls and login data for online access) during the latest completed academic year

**Response:** 19.79

##### 4.2.4.1 Number of teachers and students using library per day over last one year

Response: 19

File Description	Document
Details of library usage by teachers and students	<a href="#">View Document</a>

## 4.3 IT Infrastructure

**4.3.1 Institution frequently updates its IT facilities including Wi-Fi****Response:**

Institution has adequate and latest IT infrastructure. The entire Institute is Wi-Fi enabled with necessary adequate systems in computer lab, classroom and department connected through LAN with internet facilities. Staffs are also provided with individual desktop system with internet facility.

**DETAILS OF THE EQUIPMENTS**

S.No.	Name of the Equipment	Nos.	S. No.	Name of the Equipment	No.
1	Computer (Core 2 Duo, i3 and i5)	65	6	Scanner (HP 2400 Scanner)	2
2	Laptops (i5 Laptop)	3	7	Software/ Data base	7
3	Printer (HP Laser Jet, Dot Matrix)	11			
4	LCD Projector (Epson, Benq)	6			
5	Net Connection	55 MBPS			
	Wi-Fi :	16			
	Wired :	69			

Wi-Fi facility is provided to the students in the hostel as well as in campus. Campus is having 55 MBPS of high speed internet facility. The institute has 24X7 Wi-Fi facility in the college campus for the student and faculty members to avail internet connection.

The IT infrastructure and resources are updated and upgraded continuously as per the requirements and changing technology.

**HARDWARE UPDATION DETAILS:**

S.No	Hardware Purchase/Updation	Year of Implementation
1	Faculty systems updated to i5	Mar-18
2	2 New Laptops purchased	Jun-18
3	2 New printers purchased	Jul-18

4	Two Benq projectors purchased	Mar-18	
5	Two Epson projectors purchased	Jan-19	
6	Library Wi-Fi device installed	Jul-17	
7	Hostel Wi-Fi installation	Dec-18 To Jan 19	
8	Computer lab Ram updated to 2 GB	Mar-19	
9	Computer lab Ram updated to 4 GB	Mar-21	
10	Internet bandwidth updated to 45 Mbps	Aug-19	
11	Library Camera installation	Sep-18	
12	Biometric Machine	Jul-18	

The IT In-charge is responsible for creating new account, data back-up, data security, technical support, maintenance of EDP equipment and purchase and AMC renewal.

#### VENDOR DETAILS AND SERVICES

Name of the Vendor with contact details	Details	Year of implementation	
Aeon System India Private Limited, Coimbatore	IBM BLADE SERVER Maintenance and Support	2012	
Ish Information Systems, Chennai	Online Admissions	2018	
Universys Technologies Pvt Ltd, Coimbatore	Network and support	2018	
Quadra Systems, Coimbatore	Microsoft campus license and Anti-virus supplier	2020	
Vijex Solution, Coimbatore	Rental printer vendor	2018	
Drill Bit Softech Pvt Limited, Bangalore	Anti - plagiarism software provider	2020	
ERNET, Delhi	Domain Provider	2013	
Fibroin Technologies Pvt. Ltd, Coimbatore	Website Maintenance vendor	2018	
Raksha Technologies, Coimbatore	Network provider Wi-Fi	2018	
Skylink Fibernet Private Limited, Coimbatore	Internet provider	2019	
Esteem Enterprises, Coimbatore	Printer toner refill and service support	2019	

<b>File Description</b>	<b>Document</b>
Upload any additional information	<a href="#">View Document</a>

#### 4.3.2 Student - Computer ratio (Data for the latest completed academic year)

**Response:** 1.74

<b>File Description</b>	<b>Document</b>
Upload any additional information	<a href="#">View Document</a>

#### 4.3.3 Bandwidth of internet connection in the Institution

**Response:** A. 750 MBPS

<b>File Description</b>	<b>Document</b>
Upload any additional Information	<a href="#">View Document</a>
Details of available bandwidth of internet connection in the Institution	<a href="#">View Document</a>

### 4.4 Maintenance of Campus Infrastructure

#### 4.4.1 Average percentage of expenditure incurred on maintenance of infrastructure (physical and academic support facilities) excluding salary component during the last five years(INR in Lakhs)

**Response:** 79.2

##### 4.4.1.1 Expenditure incurred on maintenance of infrastructure (physical facilities and academic support facilities) excluding salary component year-wise during the last five years (INR in lakhs)

2020-21	2019-20	2018-19	2017-18	2016-17
39.52	109.70	108.38	83.99	47.37

<b>File Description</b>	<b>Document</b>
Details about assigned budget and expenditure on physical facilities and academic support facilities (Data Templates)	<a href="#">View Document</a>
Audited statements of accounts	<a href="#">View Document</a>

#### 4.4.2 There are established systems and procedures for maintaining and utilizing physical, academic

**and support facilities - laboratory, library, sports complex, computers, classrooms etc.**

**Response:**

There are established systems and procedures for maintaining and utilizing physical, academic and support facilities such as classrooms, computer lab, seminar hall etc in the institute. An administrative officer is appointed to monitor and maintain the physical facilities and other administrative work. A brief description is presented below on maintenance and utilization of some facilities.

**Physical facility**

The physical facility maintenance is outsourced and the Institution has signed an exclusive agreement with RVL for Facility Management. Facility management is supervised by the Revantha Services Ltd. Supervisor and he is the direct contact with the Institute's representative i.e Administrative officer. All facilities including temple, office, classroom, hostel, parking, maintenance room, power house, Library, Seminar Hall, Sports room and all restrooms are cleaned as per the schedule given by the RVL. Housekeeping for regular cleanliness of corridors, washrooms, classrooms, computer lab, library and premises is carried out on a daily basis. Sanitizing of washrooms is done in frequent intervals in a day. The garden maintenance is also supervised by the RVL supervisor. For ground maintenance, the house keeping people regularly use weeds cutter and road cleaning blower.

**Classrooms and building maintenance**

Classrooms and seminar hall are provided with enough seating capacity and LCD projectors. Cleanliness of class rooms and seminar hall is carried out on a regular basis. Working condition of audio system, LCD projectors etc. is done on regular basis.

**Computer lab**

The computer laboratory is well equipped. The institute has adequate number of computers with internet connections and utility softwares. Computer systems, UPS, Softwares and Servers are maintained by lab in-charge. For the repair of hardware and general maintenance, the services of trained technicians are hired. The equipment and accessories are maintained and updated as per the requisition received from the Department with the approval of the Director. For printer and photocopying machine maintenance, AMC has been signed with **Vizag solutions**.

**Libraray**

The college has a separate building for library. The library is fully digitalised. The library has large reading space and also has computer terminals with internet facility. The library committee is appointed to overlook the library activities. The college has a Library Committee under the chairmanship of the Director, the librarian and a faculty as its members. The committee looks after effective functioning of the library and its services.

Procurement of books as per the requirement is initiated through Library Committee by inviting book request from all the faculty in the department and the finalized list of required books is duly approved by the Director. The latest issues of magazines and journals are displayed in the display racks. Regular update on new arrival / additions is provided by the Librarian to the department. At the end of the academic year



stock verification is done.

### **Hostel**

The hostel is equipped with all required facilities and the Administrative manager is responsible for the maintenance of residential facilities.

### **Electricity services**

Round the clock electricity facilities are ensured for the classroom and the department. Institute has employed Electrician for upkeeping and maintenance of electrical facility. Generators are maintained as precautions against unexpected outages. The Electrician is also responsible for the power house maintenance.

### **Security Services**

The security services are outsourced and the Institution has signed an exclusive agreement with Revantha Services Ltd. for security services. 5 Security staff including 2 ladies guards under a security supervisor is employed to safe guard the whole premises. Security services are provided round the clock. Security Inspector is the single point of contact of RVL with Institutional representative Administrative Manager.

### **Other facilities maintenance**

**CCTV, Security** - A critical component of a comprehensive security plan is the utilization of a surveillance camera system in the institution. Through 17 cameras, regular surveillance is maintained.

**Drinking water coolers-** Clean and hygienic drinking water is available in the Institute. Water coolers are maintained and cleaned on a regular basis. AMC has been signed with Crossfield water purifiers.

**Lift** - AMC has been signed with Otis Elevator company. The Representative visits the college monthly once for general checkup.

**Air conditioners, Solar heater-** The Electrician takes care of the maintenance of air-conditioners and solar heater. For any repair work of air- conditioner, Orean Pvt Ltd is hired and for solar heater, the services of trained external technicians are hired.

**Fire Extinguisher** – AMC has been signed with Usha Fire Safety Equipment Pvt Ltd. The company refills the fire extinguishers once in two years.

**RO Water plant and Sewage treatment plant** – The Plumber is in-charge of the regular maintenance of these plants. External technicians from Leed Pvt Ltd are usually hired for repairs.

<b>File Description</b>	<b>Document</b>
Upload any additional information	<a href="#">View Document</a>

## Criterion 5 - Student Support and Progression

### 5.1 Student Support

#### 5.1.1 Average percentage of students benefited by scholarships and freeships provided by the Government during last five years

Response: 0

##### 5.1.1.1 Number of students benefited by scholarships and free ships provided by the institution, Government and non-government bodies, industries, individuals, philanthropists during the last five years (other than students receiving scholarships under the government schemes for reserved categories)

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

#### File Description

Upload any additional information Average percentage of students benefited by scholarships and freeships provided by the Government during the last five years (Data Template)

#### Document

[View Document](#)

#### 5.1.2 Average percentage of students benefitted by scholarships, freeships etc. provided by the institution / non- government agencies during the last five years

Response: 2.28

##### 5.1.2.1 Number of students benefited by scholarships and free ships provided by the institution, Government and non-government bodies, industries, individuals, philanthropists during the last five years (other than students receiving scholarships under the government schemes for reserved categories)

2020-21	2019-20	2018-19	2017-18	2016-17
4	4	2	0	0

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Number of students benefited by scholarships and freships institution / non- government agencies in last 5 years (Date Template)	<a href="#">View Document</a>

### 5.1.3 Capacity building and skills enhancement initiatives taken by the institution include the following

1. Soft skills
2. Language and communication skills
3. Life skills (Yoga, physical fitness, health and hygiene)
4. ICT/computing skills

**Response:** A. All of the above

File Description	Document
Details of capability building and skills enhancement initiatives (Data Template)	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>
Link to Institutional website	<a href="#">View Document</a>

### 5.1.4 Average percentage of students benefitted by guidance for competitive examinations and career counselling offered by the Institution during the last five years

**Response:** 0

#### 5.1.4.1 Number of students benefitted by guidance for competitive examinations and career counselling offered by the institution year wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

File Description	Document
Number of students benefited by guidance for competitive examinations and career counselling during the last five years	<a href="#">View Document</a>

### 5.1.5 The Institution has a transparent mechanism for timely redressal of student grievances

**including sexual harassment and ragging cases**

1. Implementation of guidelines of statutory/regulatory bodies
2. Organisation wide awareness and undertakings on policies with zero tolerance
3. Mechanisms for submission of online/offline students' grievances
4. Timely redressal of the grievances through appropriate committees

**Response:** B. 3 of the above

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Minutes of the meetings of student redressal committee, prevention of sexual harassment committee and Anti Ragging committee	<a href="#">View Document</a>
Details of student grievances including sexual harassment and ragging cases	<a href="#">View Document</a>

**5.2 Student Progression****5.2.1 Average percentage of placement of outgoing students during the last five years**

**Response:** 88.39

**5.2.1.1 Number of outgoing students placed year - wise during the last five years.**

2020-21	2019-20	2018-19	2017-18	2016-17
33	24	23	45	18

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Self attested list of students placed	<a href="#">View Document</a>
Details of student placement during the last five years (Data Template)	<a href="#">View Document</a>

**5.2.2 Average percentage of students progressing to higher education during the last five years**

**Response:** 0

**5.2.2.1 Number of outgoing student progression to higher education during last five years**

File Description	Document
Details of student progression to higher education (Data Template)	<a href="#">View Document</a>

**5.2.3 Average percentage of students qualifying in state/national/ international level examinations during the last five years (eg: IIT-JAM/CLAT/ NET/SLET/GATE/ GMAT/CAT/GRE/ TOEFL/ Civil Services/State government examinations, etc.)**

**Response: 0**

**5.2.3.1 Number of students qualifying in state/ national/ international level examinations (eg: IIT/JAM/ NET/ SLET/ GATE/ GMAT/CAT/GRE/ TOEFL/ Civil Services/ State government examinations, etc.)) year-wise during last five years**

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

**5.2.3.2 Number of students appearing in state/ national/ international level examinations (eg: JAM/CLAT/NET/ SLET/ GATE/ GMAT/CAT,GRE/ TOFEL/ Civil Services/ State government examinations) year-wise during last five years**

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

File Description	Document
Number of students qualifying in state/ national/ international level examinations during the last five years (Data Template)	<a href="#">View Document</a>

### 5.3 Student Participation and Activities

**5.3.1 Number of awards/medals won by students for outstanding performance in sports/cultural activities at inter-university/state/national / international level (award for a team event should be counted as one) during the last five years.**

**Response: 0**

**5.3.1.1 Number of awards/medals for outstanding performance in sports/cultural activities at university/state/national / international level (award for a team event should be counted as one) year-wise during the last five years.**

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

File Description	Document
Number of awards/medals for outstanding performance in sports/cultural activities at university/state/ national/international level during the last five year	<a href="#">View Document</a>

### 5.3.2 Institution facilitates students' representation and engagement in various administrative, co-curricular and extracurricular activities following duly established processes and norms (student council, students representation on various bodies)

#### Response:

#### Student Council Activities

Every year, Student Council is formed with students of II year MBA and I year MBA. This is done to impart and improve leadership and managerial skills among students. The main responsibility of this council is to co-ordinate and conduct programmes for the benefit of Fellow students & student community at large.

Activities coordinated and conducted by the student Council Include:

- **Industrial Visits:** Student Council of DJAME along with the Faculty coordinator organises Industrial visit to various units of LMW –our parent institution and other industries in Coimbatore and neighbouring districts.
- **Club & Cultural Activities:** Management clubs like HR Club, Finance Club, Marketing Club are formed and activities are conducted regularly to better their knowledge in functional areas. Student council also take initiatives to conduct cultural events & activities for Pongal, Onam, Eid, Christmas, Teachers day, International women's day, International Men's Day etc.
- **Intercollegiate events & Intra collegiate events:** Student Council along with the Faculty Team organises Intercollegiate and inter collegiate events. This includes Adroit - Intercollegiate National Management Fest, Prayudh – Intra collegiate management Meet, DJ Brain Teasers - Annual Quiz programme etc.
- **Activities for social cause:** Student council & fellow students take part in various social initiatives. They reach out to school students of Government Higher secondary school Ottakalmandapam & conducts quiz programmes for them. Student members have joined hands with UYIR for commencing 'UYIR CLUB' They have been extending all our support towards making it a successful initiative"

File Description	Document
Upload any additional information	<a href="#">View Document</a>

### 5.3.3 Average number of sports and cultural events/competitions in which students of the Institution participated during last five years (organised by the institution/other institutions)

**Response:** 10

#### 5.3.3.1 Number of sports and cultural events/competitions in which students of the Institution participated year-wise during last five years

2020-21	2019-20	2018-19	2017-18	2016-17
3	24	21	1	1

File Description	Document
Report of the event	<a href="#">View Document</a>
Number of sports and cultural events/competitions in which students of the Institution participated during last five years (organised by the institution/other institutions (Data Template)	<a href="#">View Document</a>

## 5.4 Alumni Engagement

### 5.4.1 There is a registered Alumni Association that contributes significantly to the development of the institution through financial and/or other support services

**Response:**

**An organization's alumni are the reflection of its past, representation of its present and a link to its future.**

Today's students have plenty of choices when choosing the best and most promising college. With everyone offering the best of syllabus, faculty and infrastructure, Alumni relations have become a strategic asset for any kind of higher education institution willing to stand out from the domestic and international competition. Keeping this in mind, DJAME has established a Vibrant Alumni cell with more than 1000 members. **Institution uses Almashine software for Alumni Management.**

Alumni of DJAME provide the following multidirectional support for the institution.

**1. Support system:** DJAME's engaged alumni network allows the institution to benefit from the skills and

experience of our graduates, by offering their support to our students. They are the most loyal supporters and our best ambassadors, offering invaluable marketing and promotion across their personal and professional networks. Many alumni have helped in getting better admission for the college and placement for our students

**2. Offering expertise:** Talented alumni carry wealth of experience and skills to share with current students via talks and meets. In this direction we make successful alumni's to speak to our students through ALUMNI CONNECT programme. **Recently Mr.Ganesh shanker (2003-05) batch who was awarded the youngest entrepreneur by EY in USA spoke to our students about his entrepreneurial journey**

**Four of our Alumni Ms.Kiruthiga.S(2004-2006), Mr.M.Pasupathi (2008-2010), Mr.S.Sangeeth Kumar(2009-2011) and Mr. Upendra R.Nath (2010-2012) from LMW interacted on the topic “ Campus to Corporate Challenges for the MBA’s” with I & II MBA students on 16th Nov 2018**

**3. Assistance in Employability:** DJAME Alumni network has a real life benefit for current students. Alumni also donate their valuable time to offer career support to current students. This enhances the students' experience and gives them that competitive edge in today's tough job market. **Many of our Alumnis have come forward to place our students in renowned business organisations like KPMG, HCL, and LMW etc. to name a few.**

**4. Mentorship and Scholarships:** DJAME Alumni cell has an active mentorship programme. **There are around 31 active Alumnus** who are a part of mentorship club who handholds and train students in different functional areas. They share their expertise and best practices in a given field.

Leveraging the alumni community can be a win-win for both the institution and the alumni. Many of them are willing to 'Give-Back' to their alma-mater as a sign of their gratitude and affinity towards the institution.

**5. Reconnect.** To reminisce with fellow graduates, Alumini meets are conducted regularly. Alumni chapters have been inaugurated at Bangalore( 8th FEB 2020), Chennai(18th NOV 2019) and looking forward to inaugurate more chapters in the years to come.

File Description	Document
Upload any additional information	<a href="#">View Document</a>

#### 5.4.2 Alumni contribution during the last five years (INR in lakhs)

**Response:** E. <1 Lakhs



## Criterion 6 - Governance, Leadership and Management

### 6.1 Institutional Vision and Leadership

#### 6.1.1 The governance of the institution is reflective of and in tune with the vision and mission of the institution

##### Response:

##### Vision

DJAME's ultimate vision is value creation for the society at large. It believes that it can only be achieved by moulding aspiring managers in a professional way by offering them the best possible management education- both theory and practice, inculcating ethical values, exposure to latest technology and best industrial practices, with emphasis on innovative problem solving traits, experiential learning through strong industry-institute interface and value added programs that enhance their employability skills in the job market and also fostering entrepreneurial skills. DJAME focuses on producing professional managers, who are having strong skills and competence in their chosen field and exhibit professionalism and quality in all their demeanors. DJAME aims to produce socially responsible managers who are having a sense of duty to society and environment. Our brand ambassadors are accountable to society at large, not just to their shareholders alone. DJAME also recognizes the fact that the global economy is consuming the world's natural resources and generating waste streams at an unprecedented alarming scale and scope and this calls for the drastic revamping of current design of business activities.

*“DJAME is driven to be one of the most preferred destinations for quality Management education in the country. It will achieve this vision by establishing a culture that promotes quality, ethical business behavior and social responsibility.”*

##### MISSION

To make the institution as the most preferred destination for pursuing MBA among the student community -both domestic and global, by creating an excellent environment comprising of well-qualified and committed professionals, best possible infrastructure and other support systems .

To make the institution as the dream place to work for academicians by offering very attractive monetary packages and by providing excellent environment for pursuing teaching, research and consultancy activities .

To make the institute as the choicest pool for recruiters seeking for the best talents with professionalism imbibed. By establishing a strong industry-institute interface, we strive to fine tune the students to the current industry needs and make them industry ready.

**DJAME's mission is to provide Management Education that is of high-quality, ethical and socially responsible. To accomplish its mission, our faculty, infrastructure and teaching methods are designed to create an intellectual and collaborative atmosphere for students in which well-rounded business leaders of the future will emerge.**

**DJAME will deliver the mission by**

**1. Maintaining a high-quality body of faculty with**

1. World-class teaching skills suited to customized learning and the use of experiential and analytic approaches. These skills are kept up to date through year-round professional development, rigorous research requirements and training in technologically-enhanced teaching methods
2. Collaborative skills that are sharpened by interactions from the Classroom to the Boardroom.
3. A deep understanding of how Entrepreneurship and Innovation are co-developed
4. Wide experience of the public policy implications of the business environment

**2. Providing a sophisticated infrastructure for learning, including a digital academic management system, high-speed and open connectivity, digital libraries, a media lab, and industry collaborations through Centres of Excellence.**

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Paste link for additional information	<a href="#">View Document</a>

**6.1.2 The effective leadership is visible in various institutional practices such as decentralization and participative management**

**Response:**

**Faculty members as Governing Council members**

The institution believes in decentralization and makes it a reality through the practice of participatory management reflecting its belief in collective leadership and democratic traditions. The Governing Council is the apex body of decision making pertaining to the institutional affairs. It involves Chairman, Managing Trustee of the GKD Charity Trust, Regional Officer as a AICTE nominee, an Additional director as a DTE nominee, a Professor from affiliating University, two corporate leaders and the Director of the institute. The Governing council plays a vital role in defining policies and procedures, framing guidelines and rules & regulations pertaining to admission, examination, discipline, grievance, support systems, finance etc. To make faculty members as a part of this decision making body, it was decided to accommodate a Professor and an Assistant Professor in the Governing Council. **Dr.S.Thirupparkadal Nambi, Professor DJAME and Prof. S.Johnsi, Assistant Professor DJAME** were inducted as members of the governing council in a meeting held on 30th January 2018. This ensures the opportunity for the teachers to share their views with the Management of the institution. The Governing Council meets every quarter in a year. The Governing Council authorizes the Director to carry out his strategic plans for each and every quarter.

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Paste link for additional information	<a href="#">View Document</a>

## 6.2 Strategy Development and Deployment

### 6.2.1 The institutional Strategic / Perspective plan is effectively deployed

#### Response:

The institute has formulated many strategies to ensure growth, build brand and improve the quality of management education. One of objectives is to build brand and to strengthen the Industry –Institute Interface. This strategic plan is being implemented by conducting many Connect Programs. As the name implies, it ensures connectivity between the institute and the industry. The institute conducts different types of connect program such as

- CXO Connect
- Corporate Connect
- E- Connect
- Alumni Connect and
- Academic Connect

CXO Connect is DJAME’s Interaction Initiative with corporate leaders. This forum provides an opportunity for our students to interact with the top-brass of the corporate world such as Chief Executive Officers, Chairman and Managing Director, Chief Finance Officer, Chief Technology Officers etc. This offers a very unique opportunity for the student community to interact with the top echelons of the industry.

Corporate Connect is the interaction Initiative from the institute to provide students a forum to deliberate with the Practicing Managers from diverse functional areas of business. Practicing Managers from all the levels of management representing different business domains interact with the students. This allows students to learn from the Practicing Managers about the current practices in the industry, industry expectations from freshly minted MBAs and also the challenges posed by the volatile, uncertain, complex and ambiguous business environment that is prevailing today. More over, it helps them to improve their networking skills too.

E-Connect is the short form for Entrepreneur Connect. It is the institute’s Interaction Initiative with successful Entrepreneurs. Its objective is to instill entrepreneurial spirit among the budding MBAs to take up entrepreneurial initiative. Apart from the fact, that a successful startup inspires many to follow the suit, there is a lot of learning from the mistakes in their entrepreneurial journey. Every entrepreneur who has climbed up the success ladder from the conceptual phase has learned his lessons in the hard way from many mistakes that he had committed. Listening to them offers invaluable insights that will guide the students in their entrepreneurial journey.

Alumni Connect is the Interaction Initiative of the institute with its alumni. It gives the opportunity for the students to interact with their super seniors providing many leads and opportunities to build their network

in the corporate connect. It is aimed at sustaining the affinity with alumni after graduation and sustain the relation into invaluable, lifelong support to the alma mater.

Academic Connect is the interaction initiative to provide students a forum to deliberate with the leading academicians of the country.

These Connect programs are conducted once in a week to give enough exposure to the students. During and after the lockdown these Connect programs continue with a renewed vigour as a series of webinars attracting many students, faculty members from other colleges and corporate professionals as well.

File Description	Document
Upload any additional information	<a href="#">View Document</a>
strategic Plan and deployment documents on the website	<a href="#">View Document</a>
Paste link for additional information	<a href="#">View Document</a>

#### **6.2.2 The functioning of the institutional bodies is effective and efficient as visible from policies, administrative setup, appointment, service rules and procedures, etc.**

##### **Response:**

The Governing Council is the apex body of decision making pertaining to the institutional affairs. It involves Chairman, Managing Trustee of the GKD Charity trust, Regional Officer as a AICTE nominee, an Additional Director as a DTE nominee, a Professor from affiliating University, two corporate leaders, the Director of the institute, a Professor and an Assistant Professor from the institute. The members of the Governing Council are listed below.

- Sri. Sanjay Jayavarthanelu  
Chairman, GKD Charity Trust  
CMD, Lakshmi Machine Works Limited, Coimbatore.
- Dr.(Smt.) Lalithadevi Sanjay Jayavarthanelu  
Member, Managing Trustee, GKD Charity Trust  
Secretary/Correspondent,  
D.J.Academy for Managerial Excellence, Coimbatore.
- Regional Officer  
AICTE Nominee

All India Council for Technical Education, Chennai.

- Additional Director - Examinations

DTE Nominee, Directorate of Technical Education

Government of Tamil Nadu, Chennai.

- Dr.V.Ramanujam

Member

BSMED, Bharathiar University, Coimbatore.

- Dr.A.G.V.Narayanan

Member

Director, D.J.Academy for Managerial Excellence, Coimbatore.

- Sri. C.R. Shiv Kumaran

Member

Company Secretary, Lakshmi Machine Works Limited, Coimbatore.

- Sri. G. Mani

Member

President, Super Sales India Limited, Coimbatore.

- Dr. S. Thiruparkadal Nambi

Member

Professor, D.J.Academy for Managerial Excellence, Coimbatore.

- Dr. S. Johnsi

Member

Associate Professor, D.J.Academy for Managerial Excellence, Coimbatore.

The Governing council plays a vital role in defining policies and procedures, framing guidelines and rules & regulations pertaining to admission, examination, discipline, grievance, support systems, finance and others. The Governing Council meets every quarter in a year. The Governing Council oversees and reviews the activities happened during the period and offers its suggestion for the future course of actions.

The Managing Trustee who is also the Secretary of the institution is the chief-patron of the institution and is the ultimate decision maker pertaining to the affairs of the institute. The Director of the institute reports to the Managing Trustee. He provides academic leadership and is responsible for pursuing the vision, formulating strategies, their successful implementation, ensuring growth & prosperity and proper management of the financial and other resources of the institute. The faculty team is responsible for delivering curricula and instruction consistent with the educational goals of the institution as prescribed by the University ensuring the desired outcome. The Librarian also reports to the Director who is the custodian of information resources of the institute and chiefly responsible for the dissemination of the information among the users. The team of technical and administrative staff helps in the running of the institution.

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Link to Organogram of the Institution webpage	<a href="#">View Document</a>

### 6.2.3 Implementation of e-governance in areas of operation

1. Administration
2. Finance and Accounts
3. Student Admission and Support
4. Examination

**Response:** A. All of the above

File Description	Document
Screen shots of user interfaces	<a href="#">View Document</a>
ERP (Enterprise Resource Planning) Document	<a href="#">View Document</a>
Details of implementation of e-governance in areas of operation, Administration etc	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

## 6.3 Faculty Empowerment Strategies

### 6.3.1 The institution has effective welfare measures for teaching and non-teaching staff

**Response:**

In today's competitive economy, the organizations need to focus explicitly on providing the welfare facilities and robust performance appraisal system to the employees as it results in their satisfaction towards the organisation and improved quality of work life balance.

The Institution's (DJ academy) effective welfare measures are:

1. Group Insurance Scheme – GPA Group personal accidental policy
2. Maternity Leave and Medical Leave (as per the Govt. norms)
3. Medical Fitness done by group hospital
4. Education and Research Leave
5. Comp off and week off
6. National Holidays.
7. Transport at reasonable cost
8. Beverage two times a day
9. Faculty members are provided with Individual cabins and systems to facilitate good ambience.
10. Disciplinary Committee/Cell for any staff grievances.
11. Sponsorship for Faculty Development programs.
12. Support for research publications and case studies.
13. Faculty Abroad Program to enable faculty to visit foreign universities for study/research/conferences
14. Wedding gifts

File Description	Document
Upload any additional information	<a href="#">View Document</a>

### 6.3.2 Average percentage of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies during the last five years

**Response:** 95.24

#### 6.3.2.1 Number of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies year wise during the last five years

2020-21	2019-20	2018-19	2017-18	2016-17
12	21	5	1	3

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Details of teachers provided with financial support to attend conference, workshops etc during the last five years	<a href="#">View Document</a>

### 6.3.3 Average number of professional development /administrative training programs organized by the institution for teaching and non teaching staff during the last five years

**Response: 1.2**

**6.3.3.1 Total number of professional development /administrative training Programmes organized by the institution for teaching and non teaching staff year-wise during the last five years**

2020-21	2019-20	2018-19	2017-18	2016-17
1	4	0	1	0

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Details of professional development / administrative training Programmes organized by the University for teaching and non teaching staff	<a href="#">View Document</a>

**6.3.4 Average percentage of teachers undergoing online/ face-to-face Faculty Development Programmes (FDP)during the last five years (Professional Development Programmes, Orientation / Induction Programmes, Refresher Course, Short Term Course ).**

**Response: 8.89**

**6.3.4.1 Total number of teachers attending professional development Programmes viz., Orientation / Induction Programme, Refresher Course, Short Term Course year-wise during the last five years**

2020-21	2019-20	2018-19	2017-18	2016-17
4	0	0	0	0

File Description	Document
Upload any additional information	<a href="#">View Document</a>
IQAC report summary	<a href="#">View Document</a>
Details of teachers attending professional development programmes during the last five years	<a href="#">View Document</a>

**6.3.5 Institutions Performance Appraisal System for teaching and non-teaching staff**

**Response:**

The Functioning status of the Performance Appraisal System for teaching and non-teaching staff:



In line with this, the Institute follows a Performance Based Appraisal System (PBAS) for both Teaching and Non-Teaching staff. The Performance Appraisal Reports provide good feedback to faculty and help them in understanding the agility of students. All faculty members fill prescribed Performa for self-appraisal. The PBA system encourages the faculty members to make excellent performance in teaching –learning and research. The Appraisal report is based on the Annual performance (June – May) of the employee on the basis of their teaching/non teaching objectives, research and academics administration. It is also based upon his/her relation with the students, colleagues and administration. The above set performance appraisal report is to be filled by employees in a given prescribed Performa which includes all the above set related to points and sub points. The views of the employee filled in the prescribed Proforma is reviewed by the Director. The overall report is further reviewed by the Trustee of the governing body and final performance functioning status is set up and confidentially recorded in the office. And the corresponding compensation raise will be added to the staff remuneration.

File Description	Document
Upload any additional information	<a href="#">View Document</a>

## 6.4 Financial Management and Resource Mobilization

### 6.4.1 Institution conducts internal and external financial audits regularly

**Response:**

#### **DJAME – EXTERNAL AUDIT**

DJAME's financial & statutory audits are conducted by M/s.S.Krishnamoorthy & Co., Chartered Accountants, Ganapathy, Coimbatore. There were no audit objections raised during the last 5 financial years and hence there was no necessity to implement any mechanism to settle the same.

#### **DJAME – INTERNAL AUDIT**

DJAME's internal audit for the financial aspects is conducted by M/s.Astral Consultancy Pvt Ltd., Chartered Accountants, Goldwins, Coimbatore from 2018 onwards. There were no audit objections raised during these financial years and hence there is no necessity to implement any mechanism to settle the same. The institute regularly follows internal financial audit system.

File Description	Document
Upload any additional information	<a href="#">View Document</a>

### 6.4.2 Funds / Grants received from non-government bodies, individuals, philanthropers during the last five years (not covered in Criterion III)

**Response:** 0

6.4.2.1 Total Grants received from non-government bodies, individuals, Philanthropers year wise during the last five years (INR in Lakhs)

2020-21	2019-20	2018-19	2017-18	2016-17
0	0	0	0	0

File Description	Document
Details of Funds / Grants received from of the non-government bodies, individuals, Philanthropers during the last five years	<a href="#">View Document</a>

### 6.4.3 Institutional strategies for mobilisation of funds and the optimal utilisation of resources

#### Response:

DJAME is a self-financed institution, where the funds are mainly generated through the fees paid by the students. Deficit is managed by the GKD Charity Trust which is its parent Trust. Additional funding is also mobilized by the Management Development Center that facilitates the learning process for Executives through the Management Development Programmes which would be of a short duration and offered in the campus. These programmes are conceived and designed as per the requirement of the clients and delivered by faculty members of the Institute as well as experienced external resource persons.

The institute has a well-defined system in place that ensures effective and efficient utilization of available financial resources for the development of the academic activities and infrastructural development.

- Institutional budget is prepared by the Director every year considering all recurring and non-recurring expenditures from the various requirements.
- All the major financial decisions are taken by the Governing Council which is the principal governing body of the institute.
- Whenever there is any urgent requirement, it is approved by the Managing Trustee after due evaluation process.
- Once approved, the Purchase Department calls for quotations from different vendors. After due vendor analysis and negotiation, purchase orders are placed.
- The payments are released by the Finance Department only after delivery of the product and due approval from the recipients.
- To ensure transparency, all transactions are recorded through bills and vouchers. The bill payments are made through online, strictly eschewing cash transactions.

- External and internal financial audits are conducted periodically to verify the compliance.

File Description	Document
Upload any additional information	<a href="#">View Document</a>

## 6.5 Internal Quality Assurance System

### 6.5.1 Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes

#### Response:

The Internal Quality Assurance Cell (IQAC) of this institution functions with the following objectives

- To develop a system for conscious, consistent and catalytic actions that would improve the academic and administrative performance of the institution.
- To promote measures for institutional functioning towards quality enhancement through internalization of quality culture and institutionalization of best practices.

It carries out various activities round the year unceasingly to achieve the above-mentioned objectives.

#### **Two of the practices institutionalized are Outbound Training Program and Corporate Connect Series.**

One of the practices institutionalized is the regular conduct of regular **Outbound Training Program.**

Our new students required to undergo a three-day out bound training programme designed to build the leadership skills, survival skills, strength and character. The basic aim of the program is to improve the interpersonal communication and leadership skills of the aspiring MBAs. As the name implies, it was conducted at serene location that is far-off from the cacophony of the city life and conducted by specialists. Young students are generally shy, reluctant to come out of their comfort zone and exhibit high level of inhibitions. To kick start, outbound training programs are usually conducted as soon as the new batch of students completes their orientation program. They are taken to a new location where they have to stay for a day or two to break the ice. The outbound training comprises of a series of exercises and games that include communication activities, team building activities, time management, treasure hunt, resource utilization, trekking and many other activities, built around the training theme and are carried out by students in teams. All these activities require students to adjust to new environment and interact with new people to carry out the task assigned individually as well as collectively. These activities help them to hone their communication skills, build a rapport among individuals that result in positive group dynamics. The challenges posed by these activities help them to discover the dormant leader in themselves, their ability to shoulder responsibility to bring out the leadership qualities. The outcome of the outbound program is conspicuous in terms of bonding among the students, increased level of communication, morale of the team, motivation level, and discovery of leadership qualities in individuals.

The second programme is the **Connect Series**. It is DJAME's Interaction Initiative to provide students a forum to deliberate with the practicing Managers from diverse functional areas of business. We invite corporate leaders at all the levels to our campus to interact with our students. This allows students to learn from the practicing Managers about the current practices in the industry, industry expectations from freshly minted MBAs and also the challenges posed by the volatile, uncertain, complex and ambiguous business environment that is prevailing today. Moreover, it helps them to improve their networking skills too. During and after the lockdown, the corporate Connect program continues with a renewed vigour as a series of webinars attracting many students, faculty members from other colleges and corporate professionals as well.

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Paste link for additional information	<a href="#">View Document</a>

**6.5.2 The institution reviews its teaching learning process, structures & methodologies of operations and learning outcomes at periodic intervals through IQAC set up as per norms and recorded the incremental improvement in various activities ( For first cycle - Incremental improvements made for the preceding five years with regard to quality For second and subsequent cycles - Incremental improvements made for the preceding five years with regard to quality and post accreditation quality initiatives )**

**Response:**

The IQAC periodically reviews and takes steps to augment the quality of the teaching-learning process.

- At the outset, the Academic Calendar is prepared well in advance, posted on the website, and circulated among the various stakeholders of the Institute.
- IQAC also ensures that the prepared academic calendar is strictly followed.
- It is made mandatory that all newly admitted students have to attend the Orientation Programme which would be an eye-opener for the aspiring managers about the institute, uniqueness of the course, the teaching learning process, continuous evaluation process, core activities, extra and co-curricular activities, discipline and culture of the institute. It also helps them to have glimpses of corporate world, industry expectations from freshly minted MBAs.
- Students are apprised of the Time-Table, Programme structure, syllabi of the courses before the Semester commences.
- The class teachers ensure smooth and effective functioning of classes.
- Class Committees are constituted and regularly convened to get feedback from the students and appropriate steps are taken to enhance the teaching-learning process.

- IQAC ensures regular feedback from students and route it to the Director for further scrutiny and remedial actions.
- Students are also encouraged to approach the Director of the Institute for feedback and suggestions.
- Academic Advisory Committee comprising of industry leaders and eminent academicians is also constituted under the aegis of IQAC and its recommendations and suggestions are considered to further enhance the quality of management education
- The teaching-learning processes are constantly reviewed and suggestions are implemented based on the IQAC recommendations.

File Description	Document
Upload any additional information	<a href="#">View Document</a>
Paste link for additional information	<a href="#">View Document</a>

### 6.5.3 Quality assurance initiatives of the institution include:

1. Regular meeting of Internal Quality Assurance Cell (IQAC); Feedback collected, analysed and used for improvements
2. Collaborative quality initiatives with other institution(s)
3. Participation in NIRF
4. any other quality audit recognized by state, national or international agencies (ISO Certification, NBA)

**Response:** B. 3 of the above

File Description	Document
Upload e-copies of the accreditations and certifications	<a href="#">View Document</a>
Upload details of Quality assurance initiatives of the institution	<a href="#">View Document</a>
Upload any additional information	<a href="#">View Document</a>
Paste web link of Annual reports of Institution	<a href="#">View Document</a>

## Criterion 7 - Institutional Values and Best Practices

### 7.1 Institutional Values and Social Responsibilities

#### 7.1.1 Measures initiated by the Institution for the promotion of gender equity during the last five years.

##### Response:

##### Safety & Security:

The Institution has signed an exclusive agreement with RVL for security services. Security Inspector is the single point of contact of Revantha Services Ltd with Institutional representative Administrative Officer. A critical component of a comprehensive security plan is the utilization of a surveillance camera system in all facilities of institution. There is a separate hostel facility for boys and girls equipped with all required facilities with separate Wardens for any assistance and guidance.

The institutions also have an Anti-ragging policy & Committee to protect students from ragging issues. It also has a Disciplinary Committee in action to safeguard the well-being of students inside the campus.

##### Counselling:

The present social environment is too chaotic and stressful for everyone. On this context, the students are given the guidance from a professional institution Nitya Gurukula to render counselling to students weekly once.

##### Common Room:

The Academic Block is built on a sprawling five-acre campus amidst verdant and serene surroundings that offers an environment which is ideal for academics. It houses spacious lecture halls and tutorial rooms, a computer lab, a conference hall and the Career Development Centre. The institution also has air-conditioned Conference hall with multi-media facilities.

The institution's Library serves as a Learning Resources Centre catering to the intellectual requirements of the students.

File Description	Document
Link for specific facilities provided for women in terms of: a. Safety and security b. Counselling c. Common Rooms d. Day care center for young children e. Any other relevant information	<a href="#">View Document</a>
Link for annual gender sensitization action plan	<a href="#">View Document</a>

#### 7.1.2 The Institution has facilities for alternate sources of energy and energy conservation measures

- 1.Solar energy
- 2.Biogas plant
- 3.Wheeling to the Grid
- 4.Sensor-based energy conservation
- 5.Use of LED bulbs/ power efficient equipment

**Response:** B. 3 of the above

File Description	Document
Geotagged Photographs	<a href="#">View Document</a>
Any other relevant information	<a href="#">View Document</a>
Any other relevant information	<a href="#">View Document</a>
Any other relevant information	<a href="#">View Document</a>

### 7.1.3 Describe the facilities in the Institution for the management of the following types of degradable and non-degradable waste (within 500 words)

- Solid waste management
- Liquid waste management
- Biomedical waste management
- E-waste management
- Waste recycling system
- Hazardous chemicals and radioactive waste management

**Response:**

#### **Solid Waste Management:**

The institution believes that proper waste management will avoid contamination. All solid wastes are segregated by the sanitary workers, the routine wastes are disposed to corporation bins through periodic housekeeping and other wastes are sent for scrap. The Sanitary waste collected from various place of the campus is isolated and taken to the machine where it burns all the waste and convert to ashes.

Paper usage is considerably reduced in the campus with the help of using all sort of electronic communication like emails, hardware and online file storage devices, implementation of SAP to create a paperless office. The institution also insists to go for two side printing of materials and one sided papers are saved for second time printing.

#### **Liquid Waste Management:**

The institute has a Sewage Treatment Plant (STP), which aims to produce a water discharge that does not harm the surrounding environment thereby it prevents pollution. This STP treats about 18000 litres of water which is collected from academic block, canteen and hostels. The collected water undergo a series of process and then ready to use for the watering of trees, plants, green landscaping works and cleaning the campus surroundings.

**E-Waste Management:**

One of the biggest concerns about digital era is e waste. All the e-waste particles from the institution like computers, computer parts, mother boards, CD, all electronic hardware components in the computer lab, Printers and photocopiers are collected with the help of IT Admin and sent to scrap without any leakage of toxic substances.

File Description	Document
Any other relevant information	<a href="#">View Document</a>
Link for Geotagged photographs of the facilities	<a href="#">View Document</a>

**7.1.4 Water conservation facilities available in the Institution:**

1. Rain water harvesting
2. Borewell /Open well recharge
3. Construction of tanks and bunds
4. Waste water recycling
5. Maintenance of water bodies and distribution system in the campus

**Response:** A. Any 4 or all of the above

File Description	Document
Geotagged photographs / videos of the facilities	<a href="#">View Document</a>
Link for any other relevant information	<a href="#">View Document</a>

**7.1.5 Green campus initiatives include:**

1. Restricted entry of automobiles
2. Use of Bicycles/ Battery powered vehicles
3. Pedestrian Friendly pathways
4. Ban on use of Plastic
5. landscaping with trees and plants

**Response:** Any 4 or All of the above

File Description	Document
Various policy documents / decisions circulated for implementation	<a href="#">View Document</a>
Geotagged photos / videos of the facilities	<a href="#">View Document</a>
Link for any other relevant information	<a href="#">View Document</a>



**7.1.6 Quality audits on environment and energy are regularly undertaken by the Institution and any awards received for such green campus initiatives:**

1. Green audit
2. Energy audit
3. Environment audit
4. Clean and green campus recognitions / awards
5. Beyond the campus environmental promotion activities

**Response:** E. None of the above

**7.1.7 The Institution has disabled-friendly, barrier free environment**

1. Built environment with ramps/lifts for easy access to classrooms.
2. Divyangjan friendly washrooms
3. Signage including tactile path, lights, display boards and signposts
4. Assistive technology and facilities for Divyangjan accessible website, screen-reading software, mechanized equipment
5. Provision for enquiry and information : Human assistance, reader, scribe, soft copies of reading material, screen reading

**Response:** B. 3 of the above

File Description	Document
Policy documents and information brochures on the support to be provided	<a href="#">View Document</a>
Geotagged photographs / videos of the facilities	<a href="#">View Document</a>
Details of the Software procured for providing the assistance	<a href="#">View Document</a>
Any other relevant information	<a href="#">View Document</a>
Link for any other relevant information	<a href="#">View Document</a>

**7.1.8 Describe the Institutional efforts/initiatives in providing an inclusive environment i.e., tolerance and harmony towards cultural, regional, linguistic, communal socioeconomic and other diversities (within 500 words).**

**Response:**

The institution has taken many efforts to create an inclusive environment for the students. On that basis, the institution will celebrate various festivals & events:

**Outbound Activity @ NALS Coonoor:**

In the form of off sites, NALS will conduct a two-day residential fun activity.

**Some of the key objectives handled are:**

- Courage, confidence, team spirit, character building, sharing, tolerance, patience, humility, improved self esteem
- Interpersonal communication, problem solving, body language, group dynamics
- Skill development - rock climbing, high ropes, outdoor survival courses

**Fresher's day:**

This fresher's day is celebrated every year in the college to welcome the new batch students. This day will create a bonding between seniors and juniors through some tasks, fun games and music. It is organized to fill the freshers with positivity as many may feel confused and have fear in the heart when they start a new phase of life in an unknown environment. This day is an informal kind of introduction to the seniors, faculty members, and the institution as well.

**Pongal Celebration:**

Pongal is celebrated to thank the Sun God for helping farmers in getting better-yielding crops. It is observed at the start of the month Thai according to Tamil solar calendar. On this auspicious day, all the faculties and students come in traditional attire. The main challenge on this day is to make the best pongal. After which, faculties and students enjoy participating in different traditional games including Kabadi, Uri-adi.

File Description	Document
Link for supporting documents on the information provided (as reflected in the administrative and academic activities of the Institution)	<a href="#">View Document</a>

**7.1.9 Sensitization of students and employees of the Institution to the constitutional obligations: values, rights, duties and responsibilities of citizens (within 500 words).****Response:****Volunteers of UYIR CLUB:**

The students of DJAME are active student volunteers of UYIR CLUB Coimbatore, which is an NGO targeting Zero accidents. This club promotes and involves the culture of road safety amongst students studying in all educational Institutions and make them active ambassadors of road safety. As a part of this club, DJAME students conduct various Road Safety awareness Programs to motorists on road on a regular basis

**Ethics in syllabus:**

**As a part of the paper Management Principles & Practices (MPP) in I Semester first year MBA students study the social responsibility and ethics as a concept based on organisation.**

Being an MBA , students should know how to analyse the external environment. They learn concepts related to Management & Society, which makes them understand the functioning of the organisation in its legal and social environment.

**As a part of Business Ethics & Global Business Environment (BEGBE) students learn Ethics and Social Responsibilities in business in their III Semester (Second Year)**

In this paper students learn about the Business ethics and social responsibility, corporate governance, Political and legal system and this will give them an idea to run an ethical business in the society.

File Description	Document
Link for details of activities that inculcate values necessary to render students in to responsible citizens	<a href="#">View Document</a>

**7.1.10 The Institution has a prescribed code of conduct for students, teachers, administrators and other staff and conducts periodic programmes in this regard.**

- 1. The Code of Conduct is displayed on the website**
- 2. There is a committee to monitor adherence to the Code of Conduct**
- 3. Institution organizes professional ethics programmes for students, teachers, administrators and other staff**
- 4. Annual awareness programmes on Code of Conduct are organized**

**Response:** A. All of the above

File Description	Document
Details of the monitoring committee composition and minutes of the committee meeting number of programmes organized reports on the various programs etc in support of the claims	<a href="#">View Document</a>
Code of ethics policy document	<a href="#">View Document</a>

**7.1.11 Institution celebrates / organizes national and international commemorative days, events and festivals (within 500 words).**

**Response:**

**At D J Academy, we celebrate commemorative days and festivals to inculcate values of unity, inclusivity and sensitivity.**

**Christmas Celebration:**

The Christmas celebration at the institution always comes with an excitement and extravaganza as it will be followed by a short vacation. Students and faculties celebrate Christmas by coming in colourful attire to the college, cutting cakes and exchanging gifts. One student will dress like a Santa and go around the college by singing jingle bells and throwing gifts at random people.

### **Pongal Celebration:**

Pongal is celebrated to thank the Sun God for helping farmers in getting better-yielding crops. It is observed at the start of the month Thai according to Tamil solar calendar. On this auspicious day, all the faculties and students come in traditional attire. The main challenge on this day is to make the best pongal. After which, faculties and students enjoy participating in different traditional games including Kabadi, Uri-adi.

### **Holi Celebration:**

One of the most symbolic of these celebrations is Holi, also known as the Festival of Colours. This festival celebrates the arrival of spring and harvests to come, and the victory of good over evil. Although it is traditionally a Hindu festival, Holi is celebrated across the globe and is a great equalizer.

### **Ugadhi Celebration:**

Ugadhi or Yugadi, is the New Year's Day for the States of Andhra Pradesh, Telangana, and Karnataka in India. It is festively observed in these regions on the first day of the Hindu lunisolar calendar month of Chaitra. This typically falls in April month of the Gregorian calendar. DJAME celebrates this festival by wearing an ethnic wear and conduct few cultural events.

### **Onam Celebration:**

Onam is the biggest and the most important festival of the state of Kerala. It is celebrated in the college every year as a mandatory event. It is a harvest festival and is celebrated with joy and enthusiasm all over the Kerala state by people of all communities. The festival is celebrated to welcome King Mahabali, whose spirit is said to visit Kerala at the time of Onam. On this day all faculties and students come in the Kerala attire, hostels and academic block will be decorated with flowers and Poo kolam.

### **Women's Day Celebration:**

International Women's day is celebrated every year on March 3 to commemorate the cultural, political and socioeconomic achievements of women. In DJAME, to empower women and girls, to promote equal rights, the male faculties and students organize few events, share gifts, chocolates to all female faculties and girl students.

### **Fresher's day:**

This fresher's day is celebrated every year in the college to welcome the new batch students. This day will create a bonding between seniors and juniors through some tasks, fun games and music. It is organized to fill the freshers with positivity as many may feel confused and have fear in the heart when they start a new phase of life in an unknown environment.

File Description	Document
Link for any other relevant information	<a href="#">View Document</a>
Link for Annual report of the celebrations and commemorative events for the last five years	<a href="#">View Document</a>

## 7.2 Best Practices

### 7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.

#### Response:

#### Best Practices I

##### 1. Title of the Practice

##### *Connect Programs*

##### 2. Objectives of the Practice

To establish a symbiotic relationship with the industry, the institute organises 4 types of Connect Programs such as Corporate Connect, Academic Connect, E-Connect, CXO Connect and Alumni Connect. This is a unique experiential learning opportunity to students by inviting CEOs, CFOs, CHROs, Middle and Senior Managers of top Indian and Multinational Companies, renowned Academicians and distinguished Alumni on campus to interact.

The Connect Programs are offered with the following objectives;

- To transform MBA students into competent professionals.
- To provide a platform for the students to interact with and showcase their abilities to the industry professionals
- To create learning atmosphere that nurtures individual intellectual development.

##### 3. The Context

The changing dynamics of the business environment has necessitated the industry and the academia to develop close links to create the synergy.

The interface between these two has led to increasing mutual dependence to ensure their better survival in their domains.

DJAME has been making conscious efforts in strengthening the industry academia interface. Despite the efforts, academic requirements and industry expectations do not amalgamate well.

##### 4. The Practice

Management institutions and industry are rapidly inching closer to each other create synergy. One best way DJAME believes in bridging the gap is through the Connect Programs organised at D J Academy for Managerial Excellence. It is a distinctive initiative taken by the institute to educate students and keep them abreast of the industry happenings, by creating a unique opportunity for them to interact with eminent industrialists, renowned academicians, distinguished alumni and influential entrepreneurs. These programs help in creating a pool of qualified potential employees that are ready to hit the ground running when they are hired. These programs align with the mission and vision of the institute aiming at creating value for society by grooming a body of professionals who will guide business practices along the lines of professionalism, innovation and social responsibility.

Focusing on the industry needs and requirements is an essential step required to understand the specifications and skills which the companies look for, in their future employees. This is achieved through the Connect Programs. This program opens the eyes of the students to how things go about in the professional world.

Being promoted by Lakshmi Machine Works Limited (LMW), a leading Textile Machinery Manufacturer in India and one among the three in the world to produce the entire range of Spinning Machinery, offers the institute a unique advantage of access to industrial expertise, experiential learning from practicing managers and value added programs and activities that enhance employability. Scope for joint projects, consultancies and the prospect to organise training and development programs for the industry is also explored.

All the Connect Programs organized by DJAME can be accessed through:

<https://djacademy.ac.in/top-menu/life-djame/>

[https://www.youtube.com/channel/UCGY7mneAItmfMFX\\_64ayzsQ](https://www.youtube.com/channel/UCGY7mneAItmfMFX_64ayzsQ)

## **5. Evidence of Success**

Connect programmes has helped students to understand the expectations of the industry. The success of this practice can be best judged qualitatively than quantitatively. We find renewed interest among students to delve deeper into management thoughts & practices. There is an increase in enthusiasm and confidence among students. These connect programmes has helped students to figure out the relevance of grooming better and communicating confidently. They have also developed this great quality of asking pertinent questions to the industry experts. Students also start networking with the guest speaker through social media and start interacting with them, seeking their handholding in shaping up their career.

The Connect programs links are shared with students of other B Schools and Corporate Executives in this region. Infact, it is being witnessed that many students and corporate executives are attendees as these are happening online since March 2020.

## **6. Problems Encountered and Resources Required**

The challenges or issues in designing and implementing the Connect programs are:

- Obtaining buy-in and support from industry to collaborate
- Differences between industry and academia in terms of objectives, and perceptions of what is useful
- Access to industry professionals interested in sharing their knowledge
- Insufficient Time schedule
- Less flexibility in academic structure
- Less scope for analysing the impact of these programs
- An apprehension that if students are involved in these kind of programs, it might bring down the academic rigour.

## **7. Notes**

This practice was introduced in DJAME during 2018 but there was a great acceleration in the frequency of the programmes after Pandemy, as speakers were invited from various parts of the world through online. This gave a better mileage to this practice.

**More than 80 deliberations have been organised at DJAME since March 2020 till date.**

## **Best Practices II**

### **1. Title of the Practice**

#### **Alum Laud**

### **2. Objectives of the Practice**

#### **AlumLaud – Distinguished Alumni Felicitation**

The objective is to felicitate a distinguished alumnus of DJAME who bring name and fame to the institution even after ages. In that way DJAME has thousands of alumni reaching greater heights, the agenda is to identify their top notch achievements and felicitate them.

### **3. The Context**

Alumni relations is an important part of an institution's advancement activities for many reasons: Alumni are an institution's most loyal supporters. Alumni generate invaluable word-of-mouth marketing among their social and professional networks. Indeed receiving all the above benefits from alumni, what an alma mater can do to its former students in return, thus evolved the practice AlumLaud.

### **4. The Practice**

We believe that our alumni constitute one of our strongest assets. Guided by this belief, DJAME attaches great importance to building and fostering a strong alumni network as a means to promoting vibrant institute-alumni, student-alumni and alumni-alumni interactions.

An Alumni Affairs Committee is active at the institute with a mandate to

- Promote the formation of Alumni Chapters, maximize membership and maintain an updated alumni directory.
- Facilitate alumnus-alumnus and alumni-student interaction through “get-togethers”.
- Arrange for guest lectures by alumni.
- Promote the co-creation of new value adding curricular offerings through faculty-alumni interaction.
- Keep alumni informed about current DJAME activities through regular communications.

This Committee maintains a good relationship with the alumni and gets update on their career progress on a frequent basis and any achievement in their progress is notified to the institution and the institute recognizes the alumnus through AlumLaud.

## 5. Evidence of Success

Mr. Ganesh Shankar, an alumni of DJAME (MBA 2003-2005 batch) is named Entrepreneur of the Year 2020.

Mr Ganesh Shankar, CEO & Co-Founder, RFPIO Inc., USA was felicitated by Sri Sanjay Jayavarthanavelu, CMD, Lakshmi Machine Works, Coimbatore on January 22, 2021. He is also notified in the **Wall of the Fame column of DJAME in its website**

The link to program:

<https://www.youtube.com/watch?v=55fAiaCkooc>

The link to Wall of Fame:

<https://djacademy.ac.in/wall-of-fame/>

Gallery: (photos of the event)

[https://djacademy.ac.in/djame\\_gallery/alumlaud/](https://djacademy.ac.in/djame_gallery/alumlaud/)

## 6. Problems Encountered and Resources Required

The challenges & issues in implementing this practice are:

- Few alumnus may feel little hesitant and not very open to discuss his/her achievements.
- To find a time to spend with their alma mater may at times be a problem for the Alumni
- Alumni might expect that any kind of progression in their career will be felicitated in Alum Laud, but the agenda of the practice is to appreciate a distinguished alumni
- The alumni might think that the college takes them for granted and disturb them very often which may affect the alumni institution relationship.



File Description	Document
Link for Best practices in the Institutional web site	<a href="#">View Document</a>

## 7.3 Institutional Distinctiveness

### 7.3.1 Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words

#### Response:

#### Faculty In-Service Program

DJ Academy for Managerial Excellence (DJAME) works in tandem with industry through its association with Lakshmi Machine Works (LMW), Coimbatore. LMW and its related companies support DJAME through access to industrial expertise, experiential learning through practicing managers and offer opportunities for joint research and consultancy projects.

During the month of June 2019, teaching faculties from DJAME attended a two weeks Faculty In-Service Program at LMW Unit 1 which is located in Coimbatore. The faculties could enrich and update themselves by interacting with the practicing Managers and employees from the departments such as Human Resources, IT, Marketing, Operations, Finance, Production, Sales, etc.

Through such programs, the faculties get to know more about the recent trends and updates from the industry, so that they can impart the knowledge to the students.

After the completion of Faculty In-Service program, the faculties made presentations to the LMW Management about their learning from the program. Also faculties proposed for consultancy projects in the identified areas so that they can work in tandem with the respective departments, to improvise the departments' output.

#### FIP 2021:

During this year, the FIP was conducted online because of the Covid 19 Pandemic. It was a 11 day program which is listed as follows:

**Day 1** - Mr K Gowrishankar, General Manager - Marketing & Business Development, Machine Tool Division, Lakshmi Machine Works Limited, Coimbatore interacted with the Faculty on 'Marketing & CRM Practices at LMW' on 25th June 2021.

**Day 2** - Mr S Sathiyarayanan, General Manager - Operations, Machine Tool Division, Lakshmi Machine Works Limited, Coimbatore interacted with the Faculty on 'New Trends in Manufacturing Technology' on 26th June 2021.

**Day 3** - Mr S Chandrasekarabharathi, GM Global Services, Component Business, Textile Machinery Division, Lakshmi Machine Works Limited, Coimbatore interacted with the Faculty on 'Overview of Post-

sales Operations at LMW' on 26th June 2021.

**Day 4** - Mr C R Shivkumaran, Company Secretary, Lakshmi Machine Works Limited, Coimbatore, interacted with the Faculty on 'Corporate Law Landscape & Role of Company Secretary' on 29th June 2021.

**Day 5** - Ms B Dhanalakshmi, Sr. General Manager - Finance, Lakshmi Machine Works Limited, Coimbatore, interacted with the Faculty on 'Overview of Finance Department Functions and Finance Function Transformation' on 30th June 2021.

**Day 6** - Sri K Nagarajan, TQM Consultant, Lakshmi Machine Works Limited, Coimbatore, interacted with the Faculty on 'Overview of TQM Implementation at LMW' on 01st July 2021.

**Day 7** - Sri P Ananthan, Vice President - SCM, Lakshmi Machine Works Limited, Coimbatore, interacted with the Faculty of DJAME & FIM UMP on 'Supply Chain Management Practices at LMW' on 02nd July 2021.

**Day 8** - Mr J Sugumaran, Deputy General Manager - HR, Lakshmi Machine Works Limited, Coimbatore, interacted with the Faculty on 'HR Transformation at LMW' on 03rd July 2021.

**Day 9** - Mr S Rajasekaran, Vice President - R&D, Lakshmi Machine Works Limited, Coimbatore, interacted with the Faculty of DJAME & FIM, Universiti Malaysia Pahang on 'R&D and New Product Development at LMW' on 07th July 2021.

**Day 10** - Mr HarikrishnaRagupathi, Vice President - IT, Lakshmi Machine Works Limited, Coimbatore, interacted with the Faculty of DJAME on 'Information Technology Strategy at LMW' on 08th July 2021.

**The Faculty In-Service program is our institutional distinctiveness**

File Description	Document
Link for appropriate web in the Institutional website	<a href="#">View Document</a>

## 5. CONCLUSION

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### **Additional Information :**

What sets the DJAME MBA apart from the MBA programme of similar institutions is its programme of value addition which includes skill building courses that supplement the curriculum of the Bharathiar University and are updated every year to keep pace with changing demands.

The IQAC initiates and implements activities that enhance the quality of the institute. Faculty members are encouraged to apply for research projects, conferences to funding agencies. Faculty are also encouraged to present research papers in conferences organised by top management institutes within and outside the country and publish papers in Scopus and UGC CARE Journals. The institute provides necessary financial support and assistance to faculty for research related activities.

Efforts and investments have been made on building good infrastructure and in creating a clean green campus. An Academic Advisory Committee has been constituted to analyse the strengths, weaknesses, opportunities and challenges of the institute so as to enhance the quality of education and to take the institute to the next level of excellence.

At DJAME, through Management Development Centre, we aim to facilitate the learning process for Executives through our Management Development Programmes which will be of short duration and offered on campus. The programmes would be delivered by faculty members of the Institute as well as experienced external resource persons.

### **Concluding Remarks :**

DJAME was born out of the firm belief that good management education has the ability to build character, increase the strength of mind, enlarge the intellect and empower one to stand on one's own feet. With dedicated teachers and excellent infrastructure, the institute helps students to realise their potential and evolve as successful individuals.

The institute has several students run clubs such as HR Club, Finance Club, Marketing Club, Operations Club, Entrepreneurship Club, Lafemme, etc for students to plan, organize and execute programs in their respective specializations.

DJAME offers Faculty Development Programs on contemporary topics. The expertise of faculty members of the institute is leveraged in offering these programmes. The Academy encourages and sponsors faculty members for attending FDPs and QIPs at top management institutes like IIMs. The faculty members are also encouraged to present papers in national and international conferences organised by institutes of repute both within and outside the country. The faculty team at DJAME undergoes Faculty In-service Program every year to get hands on industry experience.

To establish a symbiotic relationship with the industry, DJAME offers different types of connect programs such as Corporate connect, Academic connect, E-connect, CXO Connect and Alumni connect. CFOs, CHROs, Middle and senior Managers of top Indian and multinational companies, renowned academicians and distinguished alumni are invited to interact with students.

Our alumni constitute one of our strongest assets. Guided by this belief, DJAME attaches great importance to building and fostering a strong alumni network as a means to promoting vibrant institute-alumni, student-alumni and alumni-alumni interactions.

The institute is dedicated to the proposition that students can learn only through experience. We regard this intention as growing people from the inside and not just transfer of capability from the outside.

NAAC

## 6.ANNEXURE

### 1.Metrics Level Deviations

Metric ID	Sub Questions and Answers before and after DVV Verification																				
1.2.2	<p><b>Number of Add on /Certificate programs offered during the last five years</b></p> <p><b>1.2.2.1. How many Add on /Certificate programs are offered within the last 5 years.</b> Answer before DVV Verification:</p> <table border="1"> <thead> <tr> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> <th>2017-18</th> <th>2016-17</th> </tr> </thead> <tbody> <tr> <td>2</td> <td>1</td> <td>1</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <p>Answer After DVV Verification :</p> <table border="1"> <thead> <tr> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> <th>2017-18</th> <th>2016-17</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2</td> <td>1</td> <td>0</td> <td>0</td> </tr> </tbody> </table>	2020-21	2019-20	2018-19	2017-18	2016-17	2	1	1	0	0	2020-21	2019-20	2018-19	2017-18	2016-17	1	2	1	0	0
2020-21	2019-20	2018-19	2017-18	2016-17																	
2	1	1	0	0																	
2020-21	2019-20	2018-19	2017-18	2016-17																	
1	2	1	0	0																	
2.1.2	<p><b>Average percentage of seats filled against reserved categories (SC, ST, OBC, Divyangjan, etc. as per applicable reservation policy ) during the last five years ( exclusive of supernumerary seats)</b></p> <p><b>2.1.2.1. Number of actual students admitted from the reserved categories year-wise during the last five years</b> Answer before DVV Verification:</p> <table border="1"> <thead> <tr> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> <th>2017-18</th> <th>2016-17</th> </tr> </thead> <tbody> <tr> <td>22</td> <td>22</td> <td>22</td> <td>20</td> <td>34</td> </tr> </tbody> </table> <p>Answer After DVV Verification :</p> <table border="1"> <thead> <tr> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> <th>2017-18</th> <th>2016-17</th> </tr> </thead> <tbody> <tr> <td>22</td> <td>22</td> <td>22</td> <td>20</td> <td>34</td> </tr> </tbody> </table>	2020-21	2019-20	2018-19	2017-18	2016-17	22	22	22	20	34	2020-21	2019-20	2018-19	2017-18	2016-17	22	22	22	20	34
2020-21	2019-20	2018-19	2017-18	2016-17																	
22	22	22	20	34																	
2020-21	2019-20	2018-19	2017-18	2016-17																	
22	22	22	20	34																	
2.4.2	<p><b>Average percentage of full time teachers with Ph. D. / D.M. / M.Ch. / D.N.B Superspeciality / D.Sc. / D.Litt. during the last five years (consider only highest degree for count)</b></p> <p><b>2.4.2.1. Number of full time teachers with Ph. D. / D.M. / M.Ch. / D.N.B Superspeciality / D.Sc. / D.Litt. year wise during the last five years</b> Answer before DVV Verification:</p> <table border="1"> <thead> <tr> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> <th>2017-18</th> <th>2016-17</th> </tr> </thead> <tbody> <tr> <td>7</td> <td>6</td> <td>7</td> <td>5</td> <td>4</td> </tr> </tbody> </table> <p>Answer After DVV Verification :</p> <table border="1"> <thead> <tr> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> <th>2017-18</th> <th>2016-17</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	2020-21	2019-20	2018-19	2017-18	2016-17	7	6	7	5	4	2020-21	2019-20	2018-19	2017-18	2016-17					
2020-21	2019-20	2018-19	2017-18	2016-17																	
7	6	7	5	4																	
2020-21	2019-20	2018-19	2017-18	2016-17																	

7	6	7	5	4
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2.4.3 **Average teaching experience of full time teachers in the same institution (Data for the latest completed academic year in number of years)**

2.4.3.1. **Total experience of full-time teachers**

Answer before DVV Verification : 67.81

Answer after DVV Verification: 67.81

2.6.3 **Average pass percentage of Students during last five years**

2.6.3.1. **Number of final year students who passed the university examination year-wise during the last five years**

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
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2.6.3.2. **Number of final year students who appeared for the university examination year-wise during the last five years**

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
35	23	23	53	30

Answer After DVV Verification :

2020-21	2019-20	2018-19	2017-18	2016-17
35	24	23	53	30

3.1.1 **Grants received from Government and non-governmental agencies for research projects, endowments, Chairs in the institution during the last five years (INR in Lakhs)**

3.1.1.1. **Total Grants from Government and non-governmental agencies for research projects , endowments, Chairs in the institution during the last five years (INR in Lakhs)**

Answer before DVV Verification:

2020-21	2019-20	2018-19	2017-18	2016-17
100000	0	0	0	0

Answer After DVV Verification :

2020-21	2019-20	2018-19	2017-18	2016-17
1	0	0	0	0

Remark : The value is edited into lakhs.

3.1.2 **Percentage of teachers recognized as research guides (latest completed academic year)**

**3.1.2.1. Number of teachers recognized as research guides**

Answer before DVV Verification : 5

Answer after DVV Verification: 5

**2.Extended Profile Deviations**

ID	Extended Questions																				
1.1	<p><b>Number of students year-wise during last five years</b></p> <p>Answer before DVV Verification:</p> <table border="1"> <thead> <tr> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> <th>2017-18</th> <th>2016-17</th> </tr> </thead> <tbody> <tr> <td>27</td> <td>36</td> <td>24</td> <td>23</td> <td>53</td> </tr> </tbody> </table> <p>Answer After DVV Verification:</p> <table border="1"> <thead> <tr> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> <th>2017-18</th> <th>2016-17</th> </tr> </thead> <tbody> <tr> <td>87</td> <td>83</td> <td>100</td> <td>123</td> <td>96</td> </tr> </tbody> </table>	2020-21	2019-20	2018-19	2017-18	2016-17	27	36	24	23	53	2020-21	2019-20	2018-19	2017-18	2016-17	87	83	100	123	96
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