



# MAHENDRA ARTS & SCIENCE COLLEGE

(Autonomous)

Affiliated to Periyar University, Salem.

Accredited by NAAC with 'A' Grade & Recognized u/s 2(f) and 12(B) of the UGC Act 1956

Kalippatti – 637 501, Namakkal (Dt), Tamil Nadu.

## BEST PRACTICE - I

### 1. Enhance Career Prospects and Ensure Holistic Development

#### Objectives

The institution was started in this rural belt with the sole aim of educating the underprivileged rural mass thereby uplifting the standard of their life. Since its inception, the institution has been continuously putting in great efforts relentlessly towards improving the quality of education imparted. With this end in mind, the infrastructure is upgraded every year and new courses are introduced year by year. To empower the students to get employment opportunities, many Value-added courses were introduced. Placement Training Cell is strengthened to such an extent that the number of placed students is on the increase every year.

Today's world is becoming more and more competitive and hence students need to be highly competitive to become a success in life. To empower the students to crack the various competitive examinations conducted by state as well as central governments, banks etc., Mahendra Training Centre for Competitive Examinations (MTraCE) was established in the year 2017 joining hands with SAI IAS Academy, Chennai. Regular coaching has been given to students throughout the year by professionally qualified trainers. To begin with there was massive awareness among the students about competitive examinations. Students were able to get a clear picture of these examinations. Three students were selected for Tamilnadu Uniformed Services by Clearing Tamilnadu Uniformed Services Recruitment Board (TNUSRB).

#### The Context

The primary aim of higher educational institutions is to produce responsible citizens who can take up the nation to the next level through education. Our institution provides ample opportunities to the students to look into their hidden potential and tap them towards excellence. The non-stop activities like Seminars, Workshops, Symposiums and Conferences on one side and various cultural activities on the other side go a long way to help the students explore their talents and groom them. As a result, the students are equipped with the necessary skills, both subject and communication, to face any kind of challenging situation in the future. The variety of programs that are offered both at the minors and majors are highly relevant and contemporary.

  
**PRINCIPAL**  
MAHENDRA ARTS & SCIENCE COLLEGE  
(Autonomous)  
Kalippatti (PO) - 637 501, Namakkal (Dt)

## Practice

Most of the students admitted in to the institution are from the rural pockets of Salem and Namakkal districts. They are not exposed to English Communication, as they did their schooling in Tamil medium schools. It's a marathon task that the faculty has to face and they put Himalayan efforts to teach them communication skills. It posed as an insurmountable challenge to teach them communicative skills in English, as they have to start from the fundamentals of English language.

Because it is a kind of transition for the first-year students coming to college from school for the first time, there needs to be an orientation program to make them acquainted with the new environment. The first years are facilitated with a week or ten-day-long orientation called "**Bridge Course**".

The main objective of the course is to bridge the gap between subjects studied at school level and subjects they would be studying at Graduation. The purpose of a Bridge Course is to help students make an easy transition from high school to college by developing their academic skills and knowledge in languages, Mathematics and Science subjects.

## Challenges Faced

As most of our students are hailing from rural areas and their medium of instruction happened to be only their mother tongue, it posed as an insurmountable challenge to teach them communicative skills in English right from the very fundamentals. Initially, the students too were a bit reluctant to attend the placement training sessions due to a lack of awareness and confidence. Subsequently, on seeing the improvement in the number of placed students, they came forward on their own. A few students were scared about losing their proficiency in the subject, in case they attended the placement training. However, in the course of time they were able to manage their time as such they stopped considering the training an obstacle for their subject preparation.

Value-added courses aim to provide additional learner-centric graded skill-oriented technical training with the primary objective of improving the employability skills of the students and also to provide an opportunity to the students to develop interdisciplinary skills. It is important for higher education institutions to supplement the curriculum to make students better prepared to meet industry demands as well as develop their own interests and aptitudes.

The students are facilitated with many value-added courses offered by different departments- Web Design and DTP by Computer Science, Mobile Phone Service and Trouble shooting for Electrical Appliances by Physics, Entrepreneurship in Chemistry by Chemistry, Quantitative

  
**PRINCIPAL**  
**MAHENDRA ARTS & SCIENCE COLLEGE**  
(Autonomous)  
Kalippatti (PO) - 637 501, Namakkal (DT)

Aptitude by Maths, e-Marketing by Commerce CA, Tally with GST by Commerce, Entrepreneurial skills by BBA, Enhanced Communicative skills by English, Mass Media by JMC, Statistical Package for Crucial Sciences by Statistics and Competitive Exam coaching by Tamil. The main objective of all these value-added courses is to enhance the employability skills of the students.

### Testimonials for the Success of the programmes

**'Seeing is Believing'** goes the proverb. We can see discernable increase in the number of students getting placed in the on campus drives. There is improvement in the quantity and quality in the sense, that not only the number of placements went up but also many flagship companies conducted their interview in the campus. Several Companies like Infosys, Tata Consultancy Service, Cognizant Technology Solutions. WIPRO, Accenture, Capgemini, Sutherland, Nokia Siemens Networks, Infoview, HGS, Tech Mahindra , HCL Etc. Visited our college and selected many students in the campus drive. While 63% of the outgone students got placed in the academic year 2016-17, the following academic years saw 66.5 %. The next academic year showed a steep increase in placement with 78%. Due to the advent of the Pandemic, the placement percentage plummeted in the following years.


## 2. The Institution as the Champion of Societal Empowerment

### Introduction

The primary motto of any educational institution is invariably the upliftment of the society through education and Mahendra Arts & Science College is no exception to this. The very location of our institution is highly significant, as the institution aims at empowering the rural youth through quality education that fosters in the students the skills required for facing the future and leading the society forward. The institution leaves no stone unturned and pulls out all the stops to ensure that the student community gets the kind of education that builds in them confidence and life skills.

### Background

Education is not confined to the four walls of the classroom; of course much more of it is outside the classroom. It is not mere instruction that defines education. It is and it should be man-making. Students need great exposure to the outside world. The institution should pave for such kind of education. Our institution is well-aligned with this concept and hence students are facilitated with outreach programmes throughout the year. The degree that the institution offers is not a physical certificate but an endorsement of the student's readiness to face the outer world. The students enter the campus as just +2 passed students and exit as responsible citizens of the society.

  
**PRINCIPAL**  
**MAHENDRA ARTS & SCIENCE COLLEGE**  
(Autonomous)  
Kalippatti (PO) - 637 501, Namakkal (DT)

The institution is very keen on organizing various community-related activities and creating awareness about education, culture, responsibility, health, and the environment by organizing outreach and extension activities in collaboration with Government and Non-Governmental organizations to the public. More than 119 extension activities and 40 seminars were organized over the last five years.

### **Practice: Rural background of students**

Most of the students admitted in to the institution are from the rural pockets of Salem and Namakkal districts. They are not exposed to English Communication, as they did their schooling in Tamil medium schools. It's a marathon task that the faculty has to face and they put Himalayan efforts to teach them communication skills. Moreover, they are hailing from very humble backgrounds with meager income. They are not only backward socially but also economically. Students need monetary support too for continuing their education. Hence the institution, besides getting governmental scholarships and private industry scholarship, constituted management scholarships to the needy on the meritorious ground. Apart from the governmental and private firm scholarship, the institutional scholarship to the tune of Rs.54,29,200/- (Fifty Four Lakhs Twenty Nine Thousand Two Hundred only) in the past five years, 2016-17 to 2020-2021. A total of 1,348 students were benefitted. Prominent sports persons are given concession in their tuition fee. The institution extends a helping hand to the underprivileged youth in order to raise the standard of their life.

The institution helps students in extending fee waivers and fee concession of different types. While students with poor affordability are given concession in their tuition fee, the management extends fee concession in the college fee to the students with single parent. Students who complete their schooling in our sister institutions are given Mahendra Matric Scholarship. To help students earn while studying, the students are given incentive for the new admissions they bring in. The staff of our institution enjoys fee concession for their children studying in our Mahendra schools.

The Management awards scholarship under different categories to the students of the institution using various academic and economic parameters. The various categories are:

1. Mahendra Matric Scholarship Scheme
2. Learn and Earn Scholarship
3. Scholarship for Parent-less students.
4. Student Higher Education Scholarship
5. Economically Poor Student Scholarship

  
**PRINCIPAL**  
**MAHENDRA ARTS & SCIENCE COLLEGE**  
(Autonomous)  
Kalippatti (PO) - 637 501, Namakkal (DT)

S.No.	Year	Scholarship Amount	No. of students benefited
1.	2020-21	592750	111
2.	2019-20	654500	143
3.	2018-19	774000	183
4.	2017-18	1420000	329
5.	2016-17	1987950	582

### Community Initiative

The institution by and large has to be closely connected with the community for rendering service and creating awareness about various things. The institution is replete with many clubs which are doing community service throughout the year. The NSS wing is regularly doing village adoption programme in the surrounding villages. The programme is an eye opener to the students in more than one way; it inculcates a sense of social responsibility and also provides a good platform for working in groups. The YRC too complements the service done by NSS. NSS students are engaged in crowd regulation-a crowd of more than one lakhs- and temple campus cleaning activity in the nearby temple every year during the car festival which is celebrated over a fortnight. In recognition of the service at the temple, the institution was awarded a certificate of appreciation from the District Police Office. The club activities include awareness programmes about Emancipation and Empowerment of Women, Save Girl Child, Plastic Menace, Road Safety, Aids Awareness, Covid 19, Blood donation and so on. The institution creates public awareness through rallies and Invited talks too. Girl children were given awareness about the 'Kaavalan SOS App' which is exclusively launched by the Police department for the safety of girl children. The outreach programmes sensitize the students about their contribution to the community.

### Extended service to the local community

The Institution donates every year a considerable amount to the visually-challenged people. The unskilled labourers in the nearby villages are given employment opportunity in the college.

### Response to emergent situations

The institution remains very responsive to natural calamities and other unforeseen situations. It is open to any kind of relief to victims of the calamities. Relief materials were sent to Kerala for helping the 2018 Kerala flood victims. The institution offered over 250 steel cots to Quarantine Centres for the Covid patients and a huge block, the Commerce block was made ready for constituting Quarantine centre, responding to the District administration.

  
**PRINCIPAL**  
**MAHENDRA ARTS & SCIENCE COLLEGE**  
 (Autonomous)  
 Kalipatti (PO) - 637 501, Namakkal (DT)

### Testimonial for Success

The NSS students of the institution played a major role in organizing the following activities. Youth Awakening Day Rally and Eye-Donation Awareness Rally were conducted by the NSS students on 16<sup>th</sup> October 2017 and July 27<sup>th</sup> 2016 respectively. Camping activity on Dental Awareness (11<sup>th</sup> August 2016), Blood group Testing (10<sup>th</sup> March 2017) and Dengue Awareness (8<sup>th</sup> & 9<sup>th</sup> of August 2017) were successfully carried out. Blood Donation was conducted on 28<sup>th</sup> November 2016 and on 21<sup>st</sup> November 2017 with 135 units of blood being donated from the latter camp. An Eye check-up camp was organized on 11<sup>th</sup> January 2017 and over 2200 commons were benefited. Road & safety Awareness Rally was conducted on 11<sup>th</sup> October 2017. Alagappanpalayam, a village nearby was adopted by the NSS students for a week, from 12<sup>th</sup> February to 18<sup>th</sup> February 2018. Another camp on HIV Awareness was conducted on 1<sup>st</sup> December 2017.

### Special Internship Program

Special Internship Program for the students of B.Sc., Botany of Sri Saradha College for Women's (Autonomous), Salem. 19.11.2018 to 30.11.2018. 25 students participated and benefited.

During 2019-2020, the virtual internship program on "Techniques in Biotechnology" was conducted for B.Sc., Botany of Sri Saradha College for Women (Autonomous)- from 19-11-2018 to 30-11-2018. Totally 36 students participated and benefited.

### Challenges Faced

In the village adoption programme, initially the public was not convinced about the service, however, subsequently, the students were appreciated. The last day programme was participated by the village Panchayat officials and the former VC of Periyar University. People had mythical ideas about eye and blood donation and the turn-out was scanty. However, many villagers were convinced about both at the end. Dental awareness was very poor among the public. The students had to make them understand the importance of dental care. People were highly hesitant about blood group testing. The myths surrounding these donations were resolved by the campers.

  
**PRINCIPAL**  
**MAHENDRA ARTS & SCIENCE COLLEGE**  
(Autonomous)  
Kallipatti (PO) - 637 501, Namakkal (DT)

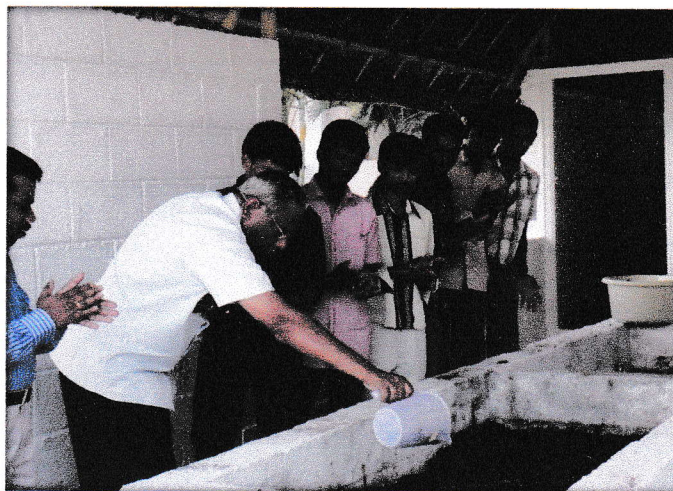
## Best Practice – II Environmental Consciousness

### Vermicompost

The department of biotechnology provides hands-on training to students for the production of Vermicompost from organic wastes. It is an eco-friendly approach for developing Entrepreneurship and skill development among the students. The produced Vermicompost is rich in nutrition and thus, it is widely used as bio fertilizers in organic farming and sewage treatment plants. Vermicompost can **enhance soil fertility physically, chemically, and biologically**. Physically, Vermicompost-treated soil has better aeration, porosity, bulk density and water retention.



**Earthworm**



**Large Scale Production**

  
**PRINCIPAL**  
**MAHENDRA ARTS & SCIENCE COLLEGE**  
(Autonomous)  
Kalippatti (PO) - 637 501, Namakkal (DT)



**Small Scale Production**



**Vermicompost**

Handwritten signature in green ink.

**PRINCIPAL**  
**MAHENDRA ARTS & SCIENCE COLLEGE**  
(Autonomous)  
Kalippatti (PO) - 637 501, Namakkal (DT)



## Herbal Garden

Our institution's "*Ex-situ* Conservation of Medicinal Plants Germplasm Maintenance" needs a special mention. Students are engaged in the activity of collecting the endangered as well as medicinal plants germplasm and conserving them on campus.

- *Ex-situ* Conservation of Germplasm maintenance through medicinal plant garden.



**PRINCIPAL**  
**MAHENDRA ARTS & SCIENCE COLLEGE**  
(Autonomous)  
Kalippatti (PO) - 637 501, Namakkal (DT)

## Bamboo Garden

The campus is facilitated by a **Model Ecosystem** through the establishment of the bamboo garden **for mitigation of CO<sub>2</sub> emissions** for a pollution-free environment. The bamboo garden has many environmental benefits, because they absorb carbon dioxide, produces oxygen, controls soil conditions, produces organic matter, conserves biological diversity, beautifies the landscape, and contributes to the cleansing and sustainable development of the environment.




**PRINCIPAL**  
**MAHENDRA ARTS & SCIENCE COLLEGE**  
(Autonomous)  
Kalippatti (PO) - 637 501, Namakkal (DT)

## Mushroom Cultivation

**Mushroom cultivation is the most productive and one of the most profitable businesses in India.** It is getting popular gradually in India because, in a short time, it converts farmers' hard work into profit. Farmers use the mushroom cultivation process in India as an alternate source of money. Hands-on training is offered to students in production and cultivation and they are trained to earn money while they are studying.



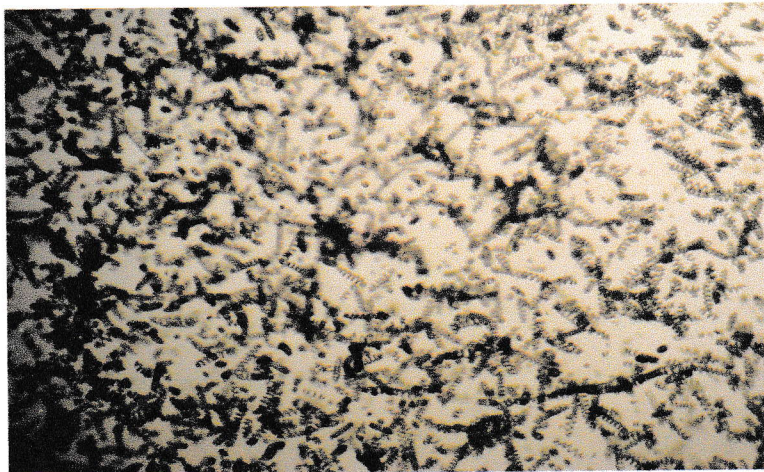
  
**PRINCIPAL**  
**MAHENDRA ARTS & SCIENCE COLLEGE**  
(Autonomous)  
Kalipatti (PO) - 637 501, Namakkal (DT)

## Spirulina Cultivation

Spirulina is grown in a culture medium that is made of water and fertilizers. Due to the high pH of this culture medium, Spirulina has almost no competitors



**PRINCIPAL**  
**MAHENDRA ARTS & SCIENCE COLLEGE**  
(Autonomous)  
Kalippatti (PO) - 637 501, Namakkal (DT)



The Bio-Technology department has established Research and Training Centre for Spirulina cultivation, Bio-pigment extraction, medicinal plant germ-plasm maintenance, mushroom production, and vermicomposting technology to promote applied biotechnological knowledge to students and the rural community.

### SWACH BHARATH ABIYAN

Cleanliness is next to Godliness. The institution strives through all possible means to sensitize the students towards cleanliness. The NSS students were sent to a nearby village school, Kottapalayam Primary school under SWACH BHARATH ABIYAN scheme and undertook the job of cleaning the entire school campus. Their work was appreciated with certificates.

### Waste to Energy - Biogas Unit

The institution established a moderate-size Biogas production unit for the utilization of organic vegetable and food waste into the conversion of energy for regular use at the college canteen. It is a unique best practice of **Waste-to-Energy**, which significantly reduces the volume of landfill waste into energy. This approach reduces the demand for fossil fuel combustion-derived energy and reduces greenhouse gas emission.

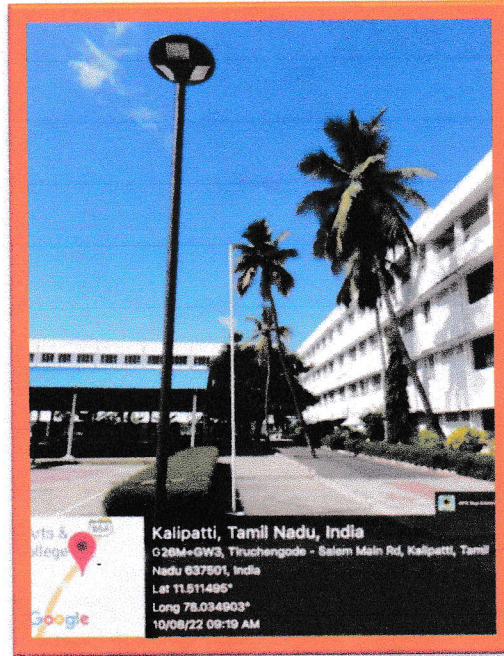
### Energy Conservation

The institution explores every possibility to save electric power to the extent possible. More than 50% of the lights are changed to LED and by that way a considerable amount of electric power is saved every day. Nearly 30,000 watts will be saved every month.

**PRINCIPAL**  
**MAHENDRA ARTS & SCIENCE COLLEGE**  
(Autonomous)  
Kalippatti (PO) - 637 501, Namakkal (DT)

## Solar Energy

Energy conservation and the use of alternative renewable source of energy are gaining momentum every day. Realizing the importance, the institution took an initiative and Solar panels are installed and the solar power is used for lighting purpose at a few places. Besides this, Sensor-based solar lights are fixed out-doors at main places in the college campus. The institution purchased a Battery-powered 4-wheeler vehicle which is used for transportation inside the campus.



**Solar Street Lights**



**Battery Powered Vehicle**



**PRINCIPAL**

**MAHENDRA ARTS & SCIENCE COLLEGE**

(Autonomous)

Kalipatti (PO) - 637 501. Namakkal (DT)