

## **Best Practice No.-1**

### **1. Title:**

Celebration of AIMS National Management Week

### **2.Objectives:**

Every year, the Institute organizes National Management Week and participates in the Association of Indian Management Schools (AIMS) competition too. The objectives are:

1. To instil a sense of social responsibility among students.
2. To enhance practical learning through community engagement.
3. To strengthen institutional ties with local communities.
4. To provide students with opportunities for leadership, teamwork, and real-world problem-solving.

### **3. The Context:**

This activity is completely VOLUNTARY and is being organized successfully for more than a decade. The week is celebrated every year from 1 to 7 August by ensuring participation of students and staff members of the Institute. The activity plays a pivotal role in fostering a culture of community engagement and holistic development among students. Based on the guidelines provided by AIMS, the National Management Week is meticulously planned to align with the institution's objective of bridging academia and community.

### **4. The Activity:**

The week features diverse activities targeting various sectors, including health, environment, education, and social welfare.

- a. **Health Camps and Awareness Drives:** Collaboration with local health professionals to conduct free health camps, offering services such as dental/oral health awareness camp, menstruation health & hygiene training.
- b. **Environmental Conservation Initiatives:** Tree plantation drives, cleanliness campaigns, and workshops on making eco-friendly GANESH IDOLS in local schools. Students also activities like a marathon promoting sustainable practices and the importance of environmental conservation.
- c. **Social Welfare Projects:** Donation drives, collecting clothes, books, and essential items for distribution to marginalized communities. Visits to orphanages and old-age homes where, students spend quality time with residents and conduct recreational activities. Donating stationery, grocery, sanitary napkins, blankets or any other item/s as required at shelter homes/orphanages/old age homes/ blind schools/ schools for special kids.

**d. Conducting recreational activities for the orphans:** Conduct of Recreational/fun activities for the kids of orphanage. Rakhi making workshops, drawing competitions, Movie Day etc are organized for the kids in orphanages for their recreation.

#### **5. Evidence of Success:**

The enthusiastic participation from students, faculty, and members of support staff. More than 500 students and 50 staff members are directly involved, impacting over 1,500 beneficiaries in the local community over a span of last 10 years.

Fosters a sense of empathy and teamwork among students while providing them with real-world exposure to societal challenges pivoting a way forward in the future corporate journey of students.

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

Availability of students for the activity of first year, especially when admissions are delayed and time and other resources are the constraints.

#### **7. Other Information:**

Detailed records of the activities, including schedule, photographs, attendance sheets, and a comprehensive report is maintained to support the academic audit process. Funds are raised through voluntary donations by students/parents/ staff in cash and kind and details are maintained along with bills and receipts. The report is submitted to AIMS Office within a stipulated time frame along with all the supporting documents.

**During the year 2023-24, the AIMS appreciated the efforts put in by the students and the Institute was invited to present the report of the National Management Week 23-24 in AIMS Convention held at Coimbatore from 24-26 Aug' 2023.**

#### **Conclusion**

The Extension Activity Week successfully achieves its objectives, enhancing the institution's reputation as a socially responsible entity while enriching the academic experience of its students. The activities provide a platform for experiential learning, community service, and skill development, making them a vital component of the institution's academic audit.

Moving forward, the institution plans to expand the scope of its extension activities, incorporating more collaborative projects with NGOs and local authorities to ensure sustained community impact and continuous academic excellence.

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## **Best Practice No-2**

### **1. Title:**

Financial Awareness Programme: "Investage"

### **2. Objectives**

The primary objectives of "Investage" are:

1. To enhance understanding of fundamental financial concepts such as budgeting, saving, and investing.
2. To introduce participants to contemporary financial tools and technologies.
3. To foster a culture of informed financial decision-making among the youth.

### **3. The Context:**

Since 1991, the Institute has been organizing a financial awareness programme titled "Investage" in collaboration with Bombay Stock Exchange, Mumbai. This key initiative is to promote financial literacy among students, faculty, and the small and common investors from the community. The event aims to equip the participants with knowledge about personal finance, investment strategies, and financial planning to foster informed decision-making and economic responsibility.

### **4. The Activity:**

The event is structured into following segments:

#### **1. Inauguration:**

The programme is inaugurated in presence of BSE Officials and resource persons. Students of the Institute, under the guidance of faculty members, prepare Investors' Diary which includes rules and principles of prudent investing. Academic topper of the Institute for previous year is felicitated by the BSE during the inaugural session.

#### **2. Sessions by Experts:**

Local experts and financial advisors are invited to guide the audience on topics like stock market basics, mutual funds, and sustainable investing. These expert facilitators conduct interactive discussions to ensure comprehensive understanding.

### **5. Evidence of Success:**

1. Enhanced Financial Literacy: Participants gain a clearer understanding of essential financial concepts and practical investment strategies.
2. Increased Engagement: The interactive format of the programme ensures active involvement and sustained interest among attendees.

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

- Limited time for in-depth exploration of complex topics.

- Ensuring Participation of the prospective investors due to large amount of information available online.

## **7. Other Information:**

- **Participation:** The event witnesses participation from students, faculty, parents and external attendees.
- **Expert Speakers:** Esteemed professionals from share their expertise, offering valuable insights and answering queries from participants.
- **Resource Materials:** Attendees receive curated materials, including guides on financial planning and investment tools (investors' diary)
- **Feedback:** Over 90% of participants have rated the programme as "highly informative" in post-event feedback over the years.

## **Conclusion**

Over the years, "Investage" has successfully achieved its goal of promoting financial awareness and literacy. The positive response from participants underscores the importance of such initiatives in equipping individuals with the skills and knowledge to navigate financial challenges. The institute plans to continue conducting "Investage" as an annual event, incorporating suggestions from participants to enhance its impact further.

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