

Best Practice - 1

1. Title of the Practice

SEED CELL (Students Empowerment and Entrepreneurship Development cell)

2. Objectives of the Practice

Aiming at promoting entrepreneurial skills among the students in the college, an initiative called 'Students Empowerment and Entrepreneurship Development cell' (SEED CELL) has been created. It aims to give students hands-on experience in entrepreneurship.

In the current academic atmosphere students lack the inspiration and moral support to engage and venture into entrepreneurial opportunities. Majority of the students choose to become salaried employees and this trend will not support the economic growth of a developing country like India.

At this scenario the College has decided to start a cell to promote entrepreneurial skills among the students.

VISION: To establish an ED Cell catering to the needs of young entrepreneurs with innovative ideas of social importance.

MISSION: To develop a mechanism with required infrastructure facility that can enable students and faculty to innovate and prototype their innovation with support from the Government, Industry and other Academic Institutions.

OBJECTIVES:

- To create an Entrepreneurial Ecosystem in the college campus by organising awareness camps, workshops and various training programmes.
- To emphasis on innovation driven entrepreneurship through student projects.
- Identify and motivate budding entrepreneurs by providing information on emerging challenges and opportunities relating to SME`s and Micro enterprises.
- Assist student entrepreneurs in feasible product development.
- Create a database and network d link the student entrepreneurs to coordinate for their start-ups.
- Help entrepreneurs to acquire necessary administrative skills to run his/her start-up company efficiently.

3. The Context

Most of the students in the College are from the economically and socially backward sections of the society. The vision of the cell's inception was to introduce them into the entrepreneurial enterprise and to show them a new way of approach towards entrepreneurship. The challenge was how to change the students' reluctance to start a new venture. The SEED have decided to take on this challenge by designing programmes where any student can participate and get trained.

4. The Practice

- The SEED Cell has initiated various programs to improve the entrepreneurial skills of the students.
- The first program involved starting shops that are managed by the students.
- The management has provided adequate infrastructure and capital for the initiative.
- The participating students have received comprehensive training to operate their own businesses.

- Ksheera Sagar (Aavin parlour) and Pustak Bharathi (Stationary Shop) were launched under this program during the academic year 2020-21.
- In the academic year 2021-22, an additional program named 'Soup Corner' was introduced.
- An Entrepreneurship Development (ED) Cell was established within the College under the SEED initiative during the academic year 2021-22.
- The ED Cell has arranged five programs to foster entrepreneurial skills among the students.

1	ED Cell Expo	02.11.2021 - 03.11.2021
2	ED Cell Reopening of Soup Corner	17.11.2021
3	ED Reopening of the Stationary Stall	22.11.2021
4	ED Cell Inauguration	07.12.2021
5	ED Fecivryl Workshop	09.05.2022 - 13.05.2022

- The SEED initiative introduced a program titled 'AMJCian BAAZAR' in the academic year 2020-21 to provide students with an understanding and hands-on experience of entrepreneurship.
- The College has provided free infrastructure, including space, power, and furniture, for the students to set up their stalls within the campus.
- In the academic year 2021-22, the AMJCian BAAZAR was included as part of the 'Sardar 2022' cultural program.
- A total of 40 stalls were set up under the SEED initiative in the College - 17 prime stalls and 23 regular stalls.
- Of the 6 prime stalls operated by the students, the remaining prime stalls were run by other companies.
- All 22 regular stalls were operated by students, with only 1 regular stall run by a company.
- The program saw participation from 183 student entrepreneurs, consisting of 39 girls and 144 boys.

5. Evidence of Success

SEED was established in the year 2017 and has been successfully continued in the following years. After the pandemic the SEED initiatives have become active in the academic year 2021-22. Many student entrepreneurs have received hands on training during the AMJCian BAAZAR as part of Sardar 2022.

Apart from that both the programmes were received positively by the students' community. The Ksheera Sagar (Aavin parlour), Pustak Bharathi (Stationary Shop) and Soup Corner are running successfully within the campus.

Weblink to the details of the SEED: <https://www.amjaincollege.edu.in/seed>

AMJCian BAAZAR have attracted many students to venture into entrepreneurial practices.

Report of the Baazar:

https://drive.google.com/file/d/1O5tCNIIDgc2DiL0tDzkK-HijBcHuZVwV/view?usp=share_link

Compiled Reports of the ED Cell Programmes:

https://drive.google.com/file/d/1yFZ3BzuL2oX44SjkcaGXjk1eich-daDZ/view?usp=share_link

6. Problems Encountered and Resources Required

SEED is trying to come up with new initiatives to engage with a greater number of students. SEED is also trying to channelise the training gained by the students to materialise as start-ups by the students.

Best Practice – 2

1. Title of the Practice

Outreach Initiative - **AMJ's SUD**

2. Objectives of the Practice

As part of the commitment towards the society and in continuation with the College's outreach initiatives to help the society in the neighbourhood, the College has instituted an Outreach Initiative called, AMJ's SUD. SUD stands for

START - WHERE YOU ARE

USE - WHAT YOU HAVE

DO - WHAT YOU CAN

It aims at helping the neighbourhood society in an emergency situation. Different Clubs in the College organise different kinds of programme to help and educate the neighbourhood society. Even though at certain circumstances such as large calamities, these initiatives have to be combined and focused to provide support and help at the hour of need. AMJ's SUD is envisaged to cater to this need.

3. The Context

The College is situated in the outskirts of the main city. In the neighbourhood society, there are weaker sections of communities who require help and support at certain situations such as a pandemic. The College has always opened its gates towards the needy in such kind of situations. AMJ's SUD aims at supporting the needy with much focus and rigour.

4. The Practice

- The College has extended help to the neighbouring society during the floods in 2015 and 2021.
- To provide more focused assistance, the AMJ's SUD initiative organised several programs in the College during COVID-19.
- Quarantine patients with COVID-19 were given free food for seven days, and Allopathy and Siddha COVID care centres were established within the campus with a bed capacity of 70 each.
- Honourable Chief Minister Thiru. M. K. Stalin inaugurated both the centres, which were equipped with oxygen concentrators, water purifiers, steamers, and other hygiene equipment.
- Patients were also provided with yoga training to relieve stress and anxiety.
- In the academic year 2021-22, under the initiative of AMJ's SUD, a program called 'Joy of Giving' is organised jointly by the Student Development Council-Shift I (SDC) and the Student Welfare Council-Shift II (SWC) of the College.
- The program involved inviting the inmates of Ramalinga Adigalar Gurukulam, orphanage to the College on 21st December 2021 as guests.
- Various programs, including games and cultural events, were organised to bring joy to the inmates, and they were given individual gifts.

- The College also provided the Gurukulam with a refrigerator, a wet grinder, and provisions for one month.
- Along with the Gurukulam inmates, the housekeeping and security staff of the College were also given new clothes and provisions for a month.
- The program saw participation from students, faculty members, and management representatives of the College.

5. Evidence of Success

The centres were well received within the neighbouring society. Patients from Nanganallur, Madipakkam, Alandur and Pallavaram were provided support through these centres.

Report of the programme, Joy of Giving:

https://drive.google.com/file/d/1VmAgzE_oW2M9psu0zlSdNkLbMX0caBQ5/view?usp=share_link

6. Problems Encountered and Resources Required

College aims at taking AMJ's SUD to next level by constantly keeping in touch with the needy in the neighbouring society.