Principles for Responsible Management

Sharing Information and Progress Report
December 2013
Sree Saraswathi Thyagaraja College, Coimbatore, INDIA
LETTER OF RENEWED COMMITMENT

Dear PRME Directorate and members of the PRME Secretariat

We at Sree Saraswathi Thyagaraja College is delighted to take this opportunity to forward our report for the present reporting period and also restate our high level of commitment and engagement with the work and activities of the PRME.

The period 2012-13 has seen extensive evolution and progressive change for Sree Saraswathi Thyagaraja College and it has supported a range of developments that impact on the issues and principles of responsible and sustainable management education. The forthcoming period is one that invites yet further developments, in particular close co-operation with the newly formed MoU with Coimbatore Productivity Council, and will see the Faculty and the overall college transform and develop alongside the PRME community.

Yours faithfully,

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MAJOR ACHIEVEMENTS
(in line with PRME Principles):
PRINCIPLE 1, 2 and 3: PURPOSE, VALUES AND CURRICULUM DEVELOPMENT

- **MOU with The Coimbatore Productivity Council-CPC**
  - Post graduate department of Management science in association with the Coimbatore Productivity Council has introduced a Post Graduate Diploma in Personnel Management and Industrial Management.
  - As a prelude to PG Diploma in Personnel Management and Industrial Relations, a MoU to this effect was signed between us and The Coimbatore Productivity Council on 10.10.2013. Mr.S.Ramamurthy, Hon Secretary, Dr.A.M.Natarajan, GB Member, and Dr.B.Vanitha, Chairman, Board of PGDPM Studies, took part on this occasion.
  - During the reporting period an advisory committee meeting was conducted. The advisory committee consisting of experts from various fields will meet once a year and give inputs for the further development of the teaching learning process, training, infrastructure & technology, which will fall in line with the vision and mission of the institution.
For the development of curriculum the department has formulated a board of studies and meets once in a year and deliberates on the development and changes in the curriculum. The board of studies consists of the experts from industry and institution.

The faculty has designed and introduced innovative and practical work on courses like Information Technology for Managers, Financial analysis using software called ACE EQUITY.

The curriculum was designed in such a way that the student gets more exposure to quantitative aptitude and verbal reasoning which will help them in problem solving ability in their real life situation.

To provide a practical exposure to the students an internship for a period of 8 weeks is introduced. The students are put into industry as like a regular employee and they are assigned with an assignment, which they need to complete in time.

**PRINCIPLE 4: RESEARCH**

- In association with the center for research and development, the department has submitted 4 (four) major projects and 5 (five) minor projects to University Grants Commission (UGC).
- Faculty development programme in the areas of research and publication of papers in reputed journals were conducted by the department.

**PRINCIPLE 5: PARTNERSHIPS**

- **MoU with CPC**
  - As a prelude to PG Diploma in Personnel Management and Industrial Relations, a MoU to this effect was signed between us and The Coimbatore Productivity Council on 10.10.2013. Mr.S.Ramamurthy, Hon Secretary, Dr.A.M.Natarajan, GB Member, and Dr.B.Vanitha, Chairman, Board of PGDPM Studies, took part on this occasion.

- **MoU With Talent Sprint**
  - Talent Sprint is a leader in professional skill development and integrated talent management. Its mandate is to create
500,000 new IT and Banking professionals by 2020. Formed in 2009, the company is backed by the National Skill Development Corporation and Nexus Venture Partners. It has won prestigious awards including the NSDC Best Performer Awards 2012 and 2013, NASSCOM Emerge 50 2011, FICCI Skill Champion Roll of Honour 2012, Skoch Digital Inclusion Award 2011, and RED HERRING TOP 100 Asia Company 2012. The company's skill development programs currently impact 25,000+ trainees, 200+ companies, and 80+ colleges. The college has signed MoU with Talent Sprint to provided structured training to our students in the area of aptitude, soft skills, and interview techniques.

- Student chapter of Coimbatore Management Association
  - Student chapter of CMA at our college is the first of its kind in India to have an exclusive chapter to associate with a professional body and conduct events for the development of the students.

**PRINCIPLE 6: DIALOGUE**

- Our faculty has engaged in dialogue with Coimbatore Management Association by delivering a talk on ‘Management strategies of AAP in Delhi elections’, which has won many seats and formed the state government.

- Faculty established a network by sharing their knowledge among the faculty of various institutions on areas like finance and marketing.
KEY OBJECTIVES FOR THE NEXT 18-MONTHS

1. Working towards getting NBA accreditation.

2. To become an excellent research and consultancy center.

3. To provide exclusive programmes on agro business management.

4. To develop our center to promote as nodal agency for family run business.

5. Working towards providing community based management programmes to the adopted villages in and around our campus.

DESIRED SUPPORT FROM PRME

The Faculty of STC and the Management would welcome PRME to form a cloud of PRME members forum where the members can exchange and share their resources and knowledge. This might involve members of the Faculty attending events of PRME members and share the benefits.
ENVIRONMENTAL SUSTAINABILITY, GREEN CAMPUS AND EMPOWERMENT AT STC

Sree Saraswathi Thyagaraja College has been in the forefront of organizing “Environmental Sustainability Programmes” both on-the campus and off-the campus. The range of programmes undertaken includes:

Tree Saplings Plantation as part of awareness campaigns that forms the part of on-going extension activities of the PG Department of Social Work in its Rural Camp and course related outreach programmes by the I and II MSW students in the villages in and around Pollachi.

An unique programme of promoting the need and importance of tree plantation among all the staff members has been undertaken by the Department of Social Work by distributing fast growing tropical species of tree saplings as a birthday gift to all the teaching and non-teaching staff of the college on their birth date.

Green Campus Initiatives in the Campus

STC firmly believes in Green Cover in the campus. Some of the initiatives undertaken by the college are:

The “Green Cover Landscaping” in the frontage of its buildings.

These stand a testimony to the efforts of the Management towards a greener environs for its staff in the campus.

Empowerment foray for the community

The college is committed to bring about empowerment to the vulnerable sections of the community through its educational, social, economic, and legal campaigns which include:

Human Rights Awareness programme in the community by the Department of Social Work and National Service Scheme wing of the college, Workshop for imparting training to members of self-help groups in manufacture of products like basket making, flower vases and other handicraft curio items using locally
available palm leaves. Legal awareness programmes for women members of Self Help Groups, Consumer Rights awareness programme through services of consumer awareness social activists and volunteers to the general public in and around Pollachi E-Governance Training for local Panchayat leaders, Vermi-compost and organic manure manufacturing workshop training for farmers using the locally and indigenously available resources. Entrepreneurial Development Programmes for college students other than those studying at STC are conducted by the Centre for Entrepreneurship Development.