

**SRR & CVR GOVERNMENT DEGREE COLLEGE(A)-
VIJAYAWADA**

Department of Commerce & Business Administration

Best Practice

As we believe that a motivating culture in the campus of any educational institution (particularly for staff and students) can be a significant factor for Institutional academic success and Reputation. The Department of Commerce taking this as a positive energy initiated to impart some Student centric inter- linked best practices such as **Joy of Share, Tap the Talent, Academic excellence awards to students.**

A brief description of All these practices in each academic year is as below.

Starts from the Academic Year 2017-18

1. Title of the Practice: Joy of Share

- **Goals:** To offer monetary help with the aid of self-encouraged Faculty members and like-minded to the selected Economically Deprived students who lack eligibility for the Government bonafide schemes due to some reasons and make them studios and efficient towards the Successful completion of the deserved courses.
- **Context:** However, the Government is initiating meticulous steps to support and help Economically deprived students in their education but somehow a portion of people are uncovered for unique reasons. In this context, the program is practiced by the Department of Commerce
- **The Practice:** Generally, the majority of students who opt for Government Institutions for their education are Economically and socially marginalized people. In such cases, most of their families are illiterate and are engaged in daily labour work. So their economic needs are insufficient to support their Kid's Education. To overcome these problems Government introduced various educational schemes such as welfare measures for the benefit of these sections. Yet some portion of students are unable to avail these benefits due to the following reasons.

1. Spot Admission
2. Non-Local Students
3. Errors in the personal documents of students which are required for getting benefit from govt schemes.

The real practice of the scheme begins with the Identification of those students in need of financial assistance by the concerned class counsellors. Then the class counsellors present the financial need of the student before the Department.

Then after careful analysis of such students, the department provides financial assistance.

Evidence of Success: Students who couldn't afford to continue their education owing to financial restrictions have benefited from this practice. Since the implementation of this programme, the dropout rate for these students has decreased, and this practice has so far benefited several pupils.

Problems Encountered and Resources Required: Mobilisation of funds was the biggest challenge when the beneficiaries are very high in number. However, all the staff members are very cooperative and concerned about this outreach programme

Title of the Practice: Tap the Talent (Talent Hub) Starts from 2017-2018

“ All things are attainable with ordinary talent and extraordinary perseverance “

Apart from education nowadays students should also practice extracurricular bent of mind *to face the multi-tasked challenges in their careers*

Objectives of the Practice: There are numerous types of hidden talents among the students. But not everyone is given the chance to discover and develop their skill. So the objective of the practice is to identify and fine tune the hidden talents of the students

so they can become a talent hub to meet their future challenges from an educational and cultural perspective on a common platform.

The Practice: Every student is unique and has special potential by virtue. But due to some inhibition (hang up) they could not identify or ignore by self. In light of this, the Department of Commerce encourages students to discover their hidden abilities in order to enhance their overall personalities. One such initiative launched by the Department of Commerce as their Best practice is called Tap the Talent.

The entire programme is designed and organized by pooling up the students based on their talents and they will be assembled every week for two hours to hone their skills and their talents under the guidance and mentor-ship of various forums like including the Cultural club of Commerce, Entrepreneur Development cell, Commerce Lab, Commerce club, Consumer club, etc., The department uses the following techniques to identify and nurture students' skills.

- ✓ The **Commerce club** is established from 2017-18 in order to make the students to part in various activities conducted by EDC, Commerce lab, Consumer club etc., The students and staff contribute fund for the above said activities. The incharge of the commerce club along with student members maintains accounts of the funds collected.

- ✓ The **Entrepreneur Development Cell** of the Department established from 2017-2018 academic year grabs the proactive entrepreneurial abilities of the students and streamlines the activity programs for further development of their abilities in entrepreneurship. The cell arranges the programmes such as

Business quiz –Where the students are exposed to Logos & punch lines Brand ambassadors, Company CEO's and AD making of various products, services of different companies.

Business plans -Improve the forecasting abilities for the products

Skill orientation in **film making** helpful for creative enterprises and

Preparation and sale of **Handy crafts** Best from waste,

Event Management

- ✓ The **Commerce Lab** is established from 2021-22 academic year as a part of best practice to give an orientation in filling Bank challan, Group discussions, Awareness programs on banking, finance and insurance sectors, Preparation of live commerce models and charts by students which are exhibited for the creation of exposure of the other students.
- ✓ The **Consumer club** is established as a best practice to create an awareness regarding consumer rights and duties by conducting field surveys, guest lectures, field visits etc

Evidence of Success: The purpose of the concept of TAP THE TALENT is well served. The students were having exposure towards various topics related to banking, finance, insurance etc, they are also participating in various competitions held at department level which helps them overcome their fear of participation and build their confidence. This in-turn made students participate in competitions at our college level and inter college competitions and win prizes which motivates them a lot for their career building.

Problems Encountered and Resources Required: The problems faced over here are like the students resist to participate in competitions out of their fear. But all the class counsellors identify the skills of their students and motivate them to participate in the competitions. In order to have transparency in usage of funds the student members themselves maintain the fund of commerce club under the guidance of the incharge of commerce club.

Academic excellence awards to students from 2022-23

Academic excellence awards to students : The Department of Commerce starts another best practice from Academic year 2022-23 I.e, Academic Excellence awards to the students

Objectives of the Practice: The main, motto behind this practice is to have motivation for achieving excellence in academics. This makes the students acquire indepth knowledge of the subject which helps them in grabbing the jobs according to their vision and practice the habit of self discipline which is a key for their success in their future. The main objective of the practice is to create an atmosphere of healthy competition among students. Hard working and

consistent students in various spheres- overall development, academics or sports, tend to turn out into leading performers. These students need to be recognized for their performance, not only by their teachers and peers, but also on a wider platform- the complete College. Such appreciation leads to the realization of the importance of hard work, not only among the awardees, but also among the other students. Appreciation and incentive are thus the two keystones of this practice inculcating the value of diligence

The Practice: It is exclusively practised by the faculty of department of commerce Dr.

K.Sudhakar rao for I B.Com C.A students from the academic year 2021-2022. Then the department has chosen it as a best practice and introduce this to all the classes from the academic year 2022-2023. A cash award of Rs.1000 is given to the student who achieves highest performance in internal as well as external exams in the academic year.

Evidence of Success: The awards are publicized by the teachers, in course of their regular delivery of the curriculum. The target is thus set for the high performers to win the award. Students feel encouraged to compete for the top position and excel in studies. It is seen that the students themselves come forward and seek the guidance of their mentors and teachers in their quest for the award. Achievements of the students are not reflected only in the Awards in the College, but as winners of many accolades. Every student feels that he or she should also be one day awarded as the best outgoing student. Every student thus tries to participate in multiple activities and be on the forefront, creating a healthy spirit of competition, benevolently overseen by mentors, teachers and Cell coordinators. Shy students have been seen to become active, outspoken and bold leaders through their tenure in College. The function is held in the spacious College Auditorium, which is always full to its capacity for this programme

Problems Encountered and Resources Required: No major obstacles have ever been faced in the implementation of this best practice. It has been going on in a smooth, efficient and well-planned manner. For this practice, the funds are required for award of cash prize to the students who have attained excellence in their academics.