



## Criterion 7 - Institutional Values and Best Practices

### 7.2 Best Practices





## 7.2 Best Practices

### Best Practice 1: Parivarthana – Empowering Youth through Social Awareness

#### Parivarthana: A Catalyst for Social Change

##### Objectives:

- To empower young minds and inspire positive social action through innovative community engagement.
- To address pressing societal issues by fostering awareness, critical thinking, and active citizenship among students.

##### Program Overview:

Parivarthana is an annual Institutional Social Responsibility (ISR) initiative that seeks to create a lasting impact on the community. By focusing on timely and relevant themes, the program aims to:

- **Empower Students:** Equip students with the knowledge, skills, and confidence to address societal challenges.
- **Foster Community Engagement:** Encourage active participation in social issues and inspire a sense of responsibility.
- **Promote Positive Social Change:** Catalyse positive change by raising awareness and promoting sustainable solutions.

##### 2023: Digital Safety

In 2023, Parivarthana focused on the critical issue of digital safety. A team of 120 dedicated SSTM students underwent intensive training to develop engaging skits and flash mobs. These performances were showcased in 24 schools, educating and inspiring over 2250 students about the importance of online safety and responsible digital citizenship.

##### Program Components:

###### 1. Theme Identification and Research:

- Identify pressing social issues relevant to the target audience.
- Conduct in-depth research to understand the root causes and potential solutions.



## 2. Skill Development and Training:

Provide comprehensive training to student volunteers in:

- Effective communication and presentation skills.
- Creative expression through skits, flash mobs, and other performance arts.
- Facilitation and group discussion techniques.
- Digital literacy and media awareness.

## 3. Community Outreach:

- Organise outreach programs in schools.
- Perform engaging skits and flash mobs to convey key messages.
- Facilitate discussions and encourage critical thinking.

With Parivarthana, we aim to create a more impactful and sustainable social outreach program that empowers students to become agents of positive change.

### **Problems Encountered:**

Logistical Issues: Coordinating visits to 24 schools was complex, with transportation and scheduling conflicts creating delays and reducing preparation time.

### **Resources Required:**

Human Resources: Mentors in digital safety and performance arts, volunteer coordinators, and community partners are essential for effective training and outreach.

Training Resources: Materials for digital safety education, creative performance, and multimedia tools for engaging presentations are crucial.

Partnerships: Collaborations with schools, sponsors, and organizations can strengthen the program's reach and resources.



**M Mathrubhumi മാതൃഭൂമി**

# ‘ട്രാപ്പിൽ പെടല്ലേ’...

## പരിവർത്തനയുമായി എസ്.സി.എം.എസ്. വിദ്യാർത്ഥികൾ

**കളമേഴ്സി** കൂട്ടുകൂടാനും പങ്കുവെക്കാനും ഇഷ്ടമുള്ള സൈബർ സുന്ദരമാക്കാനും ഇന്നത്തെ തലമുറയ്ക്ക് കൂട്ടായി മാൻഡേയർ ഉണ്ട്. സ്റ്റുഡൻ്റ് ക്ലബ്ബ് ഡിജിറ്റൽ സെപ്റ്റി ആന്റോമി എസ്.സി.എം.എസ് സ്റ്റുഡൻ്റ് ഓഫ് ദ ടെക്നോളജി അൻ്റ് മാർക്കറ്റിംഗ് ട്രഷറിയിൽ, വിദ്യാർത്ഥികളുടെ സംഘം നഗരത്തിലെ സ്റ്റുഡൻ്റ് ക്ലബ്ബിൽ അവതരിപ്പിച്ച പരിവർത്തന ശ്രമങ്ങൾ.

മാൻഡേയർ ഓഫീസ് അടുത്തുള്ള ഇലക്ട്രോണിക്സ് ഉപകരണങ്ങൾ വരുത്തിവെക്കുന്ന വൻ പതിക്കലുകളിൽ വിശ്വസിക്കുന്നതിനുള്ള മുൻകരുതലുകളും സൈബർ കേസുകളുടെ വ്യത്യസ്ത വഴികളാണ് എസ്.സി.എം.എസ്. വിദ്യാർത്ഥികൾ കാഴ്ചവച്ചത്. എസ്.സി.എം.എസ്. ഗ്രൂപ്പ് ഓഫ് എജുക്കേഷൻ്റെ ഒരു സംരംഭമാണ് പരിവർത്തന.

കുറഞ്ഞവയത്തിലുള്ള വിദ്യാർത്ഥികളെ ശാക്തീകമാക്കുക എന്ന ലക്ഷ്യത്തോടെ സാമൂഹിക വെല്ലുവിളികളെയും പ്രശ്നങ്ങളെയും അഭിമുഖീകരിക്കാൻ സ്റ്റുഡൻ്റ് ക്ലബ്ബിന്റെ പ്രാധാന്യം കൈമാറുന്നതാണ് പരിവർത്തനയുടെ ലക്ഷ്യം.

ഹണി ട്രാപ്പ്, മണി ട്രാപ്പ്, ഓൺലൈൻ വ്യാജ ആപ്ലിക്കേഷൻ, വ്യാജ കോളേജുകൾ, മോഹന വാഗ്ദാനങ്ങൾ, അറിയിപ്പുകൾ, മോസ്ട്രോണോ പേജ്ബാൻ, പ്രബന്ധങ്ങൾ



എസ്.സി.എം.എസ്. വിദ്യാർത്ഥികൾ സ്റ്റുഡൻ്റ് ക്ലബ്ബിൽ അവതരിപ്പിച്ച പരിവർത്തന ശ്രമം, ഗ്ലോബൽ മേൽപ്പാലിൽ അടുത്തുള്ള വിഷയങ്ങളായിരുന്നു ഇവർ സ്റ്റുഡൻ്റ് ക്ലബ്ബിന്റെ നാടകരൂപത്തിൽ അവതരിപ്പിച്ചത്.

അതിലൂടെ, പ്രസംഗങ്ങളും ഇല്ലാതെ, മുൻനിന്ന വിദ്യാർത്ഥികൾ വിഷയത്തിന്റെ ഗൗരവം മൂന്നു വിദ്യാർത്ഥികൾ പങ്കാളിയായി സംഘടനയ്ക്കായി പരിവർത്തനയെന്ന് എസ്.സി.എം.എസ്. സ്റ്റുഡൻ്റ് ഓഫ് ടെക്നോളജി അൻ്റ് മാർക്കറ്റിംഗ് ട്രഷറിയിൽ ഡോ. പി. ശർമ്മ കൂട്ടാൻ പാഞ്ഞു. ടെലിവിഷൻ, റേഡിയോ അവതരണവും എസ്.സി.എം.എസ്. പബ്ലിക് റിലേഷൻസ് മാനേജറുമായ സനൽ പോറ്റിയായിരുന്നു പരിവർത്തനയുടെ പരിശീലകൻ. അസോസിയേറ്റ് പ്രൊഫസർമാരായ ഡോ. എസ്.എസ്. മുല്ലാൻ, ഡോ. എം.എസ്. മീന എന്നിവരായിരുന്നു ഏകോപനം.

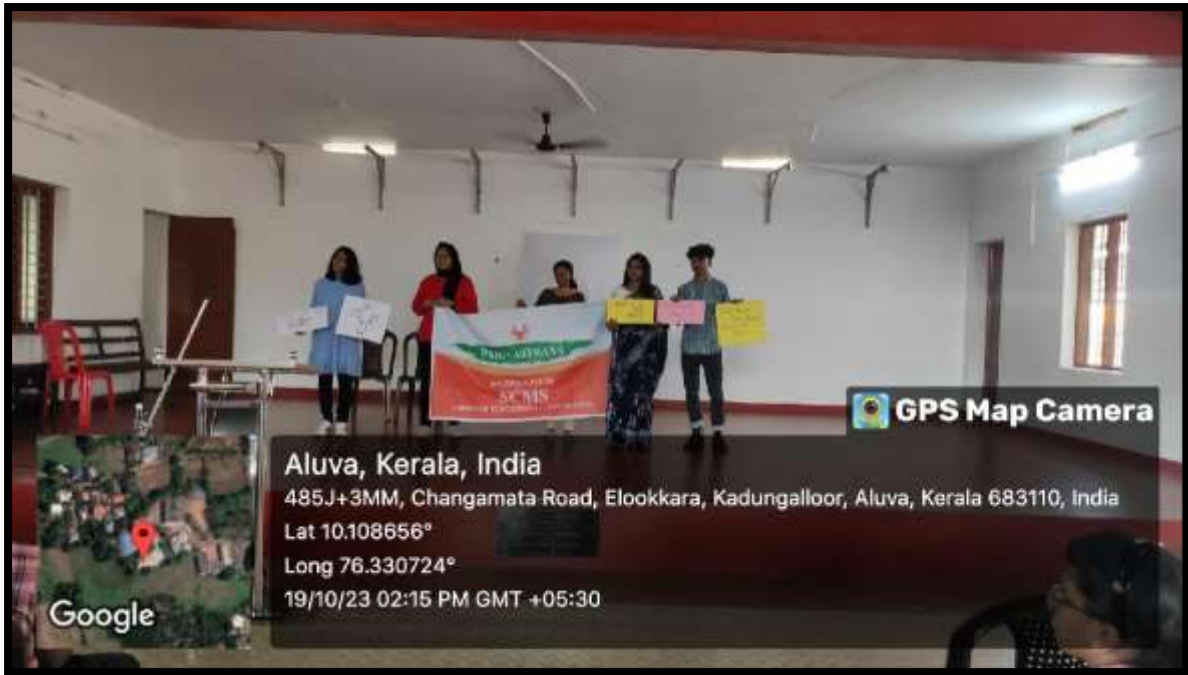
28/10/2023 AROOR-MATTANCHERY Pg 01

Parivarthana 2023 –Article on Mathrubhumi Newspaper



# SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

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## Parivarthana at Rajashree S M Memorial School, Aluva



## Parivarthana at Nirmala school, Aluva



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**Parivarthana Team with Headmistress, Students of Cochin Public School**



**Parivarthana Team with Headmistress and staff at the Govt. High School, Edapally**



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**Parivarthana at St. Mary's Public School, Kurupampady, Perumbavur**



**Parivarthana at GLPS, Velloor**



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**Parivarthana at Kunjiraman Memorial High School, Velloor**



**Parivarthana activity at Nirmala School, Aluva**



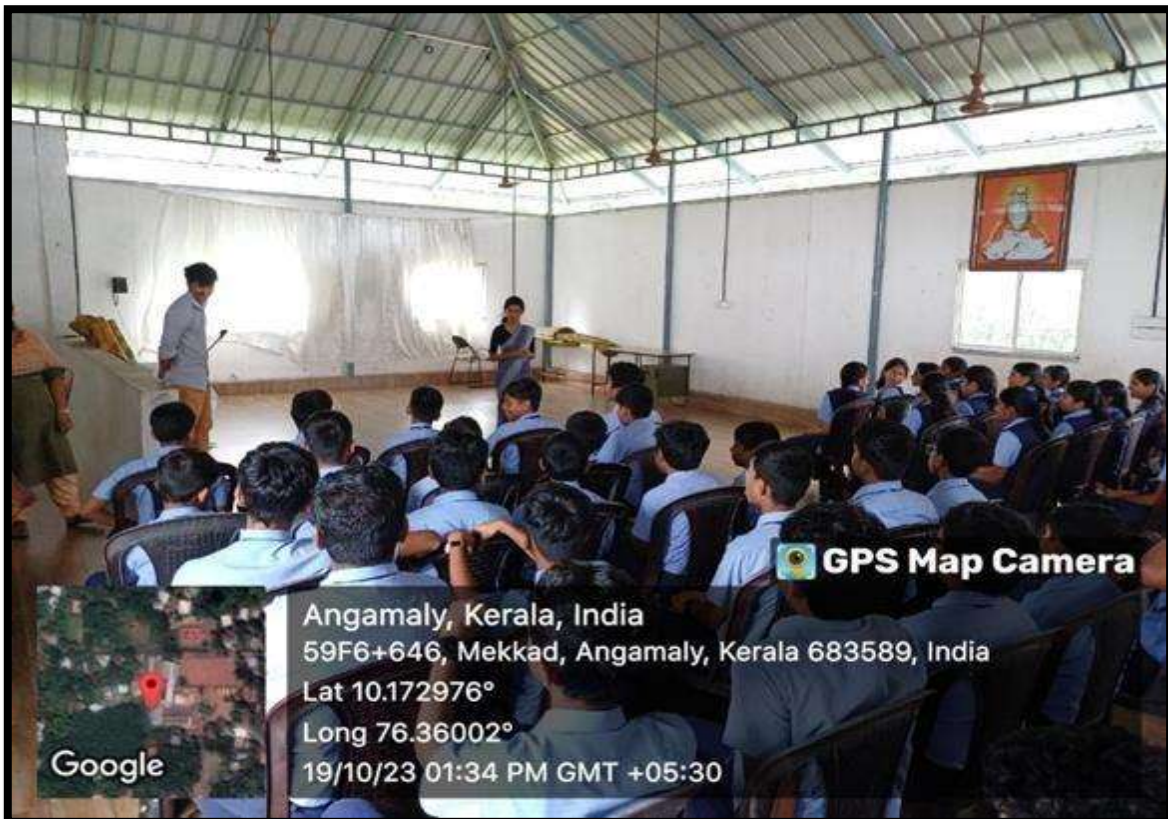


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**Parivarthana at St. George High School, Edappally**



**Parivarthana activity at Vidyadhira School, Angamaly**



## Best Practice 2 - Unnathi

**Unnathi: To enhance institutional performance through the effective execution of a disposition of actionable steps and its periodic assessment.**

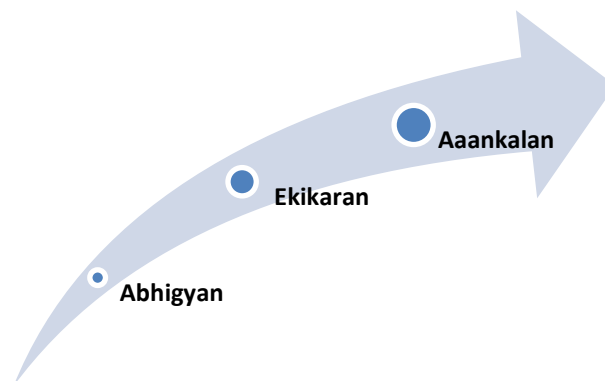
### Objectives of the Practice:

Unnathi is not just about institutional performance improvement. It's a change initiative that empowers both the institution and employees. It leads to a culture change that helps individuals, teams, and the institution as a whole to realize their full potential and thrive.

### The Context:

In order to achieve the vision of SCMS School of Technology and Management, the departments are to prepare a strategic plan which laid emphasis on the critical areas and growth of the institution. The critical factors identified for effective planning were - the requirements and expectations of students, external and internal stakeholders, opportunities for improvement in quality, continuous improvement of student performance and overall institutional performance.

### The Practice:



### I. Identification (Abhigyan)

The faculty council chooses the activities to be taught in the following areas, with each task having a specific deadline, taking into account feedback from stakeholders like employers, alumni, parents, and industry professionals, to achieve the strategic goals - Curriculum,



Teaching and Learning , Research & Extension , Learning Resources, Student Support and Governance

## II. Ekikaran (Integration)

The action plan for the academic year (July – June) is prepared keeping in mind the strategic pillars of the institution's core values , based on the following parameters

### 1. Student Academics

The following activities can be included in the Students' Academics parameter in order to stay up with shifting market trends, adoption of new technological developments, and implementing student-centered approaches with changing student demands and expectations, timely academic schedule preparation, Course Plan Workshops held each semester for finalising the content and delivery, Value Add Programmes development.

### 2. Student Social Skills

The institution offers many programme to improve the interpersonal abilities and competencies that students need to effectively communicate and collaborate with others in social setting. Academic Counselling, Mentoring, Placement and Etiquette Training, Social Research, live projects, Personality Development Programmes and Cultural & Sports Activities along with health and hygiene training conducted on a regular basis to get the required level of the student's social skills built .

### 3. Faculty Knowledge Updation

One major pillar of the institution is the faculty and the faculty development takes a centre stage in the action plan preparation and the major parameters used to assess the Faculty Knowledge Upgradation are

- Faculty presentations and paper publications along with attending conferences and workshops.
- Regular Knowledge Sharing Program (KSP) called SatChat, where faculty members share their expertise and newly acquired knowledge with their colleagues.

### 4. Innovation in teaching methodology

To encourage faculty members to come up with creative teaching methods, a constant watch on the innovative teaching practices and process of proactively introducing new teaching strategies and methods into the classroom is maintained. This is to improve academic outcomes and address real problems to promote equitable learning. Live projects, Live case discussions, and certificate courses are incorporated into the curriculum to enhance the learning process in the modern flipped classroom approach.

### 5. Institutional Sustainability

An institutional sustainability report is a document that outlines an organization's sustainability goals, strategies, and performance. It typically includes information on the organization's environmental impact, social responsibility initiatives, and economic



performance. In the action plan of the institution a constant watch on the Institutional Sustainability efforts by the department is recorded and used to track progress towards sustainability goals also to identify areas for improvement and communicate with stakeholders about the organization's sustainability efforts.

### III. **Aaankalan (the Audit Process)**

The most crucial part of this best practice followed by SCMS School of Technology and Management is the Audit Process. The successful implementation of strategic plan is achieved through a monthly action plan with the parameters mentioned above, with clear timelines set by the various departments. Further, the outcome of these action plans is closely monitored at various levels.

1. The first level of it is through the meetings of the Head of the Departments with the Principal. And the Principal presents it before the Heads of the SCMS Group Institutions meeting held online every fortnight.
2. The second level is the quarterly audit by the Governing Council members. In this review, the progress and the outcomes are assessed and deviations noted for rectification.
3. The third level is the annual external audits. This system of close monitoring helps the institution to track the deviations and rectify the same immediately.



#### **Evidence of Success:**

- Better job profile and salary package in placement
- Quality Enhancements with NBA and ACBSP Accreditation
- Adoption of OBE in departments
- 19 value added/ add-on courses offered, and 1082 students enrolled and completed the course
- 1114 students undertook project work/fieldwork/internships
- 1008 students benefited by guidance for competitive examinations and career counselling offered by the Institution
- 65% of the students are placed or progressed to higher education



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- Increase in students participation in cultural /sports activities
- Student enrolment increased from 75% to 98% during last five years
- 97.7 % students pass the final year university examination
- CGPA Improvement and University Ranks
- Faculty and Student's International University Visits to share their research
- Extensive use of LMS-Linways for academics and mentoring
- Improvements in Usage of ICT platforms by faculty members.
- 13 patents filed by the institution and 3 patents granted so far
- More than 50% of the faculty members are with NET/PhD
- Innovation and Entrepreneurship development centres / IPR Cell opened
- 47 Outreach and extension activities were undertaken by the institution as part of UBA, NSS, Parivarthana and Lakshya.

## **Problems Encountered and Resources Required**

Challenges include aligning diverse departmental goals, ensuring consistent faculty participation, and managing time constraints for action plans. Resources required include adequate funding, continuous faculty development programs, and robust monitoring tools for audits and feedback.