CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
NAAC Accreditation III Cycle : A Grade (CGPA 3.41 out of 4)
Tiruchirappalli - 620018, Tamil Nadu, India

NAAC - Cycle IV SSR

CRITERION VII   **BEST PRACTICES**

Key Indicator – 7.2 Best Practices

7.2.1: Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual

Best Practice 1

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CRITERION VII   **BEST PRACTICES**

From Ideas to Action: Youth Entrepreneurship and Social Development

Institution Innovation Council (IIC)

Objectives:
- To foster creative thinking and problem-solving skills that drive innovationthrough partnerships with academia, industry, and government agencies.
- To create an ecosystem that nurtures innovative ideas and supports theirtransformation into viable products and services.

Context

- **Financial Support**: A seed fund of Rs.1,50,000 from management supports the Student Campus Company in developing entrepreneurial skills. Alumnae startupfounders have received Rs.3,30,000 under the PMEGP scheme for their businesses.
  Rs.40,000 has been allocated to enhance student ideas, and Rs.5,60,000 from DST empowers women in technology and entrepreneurship.

- **Infrastructure and Resources**: Furnished office space, technological support in R&D through the TTO, Startup Cell, and Patent Utility Centre, along with the **SHINE Business Incubation Centre**, provide comprehensive infrastructure.

- **Faculty Expertise**: Through the IIC, 19 faculty experts across various domains have been trained as Innovation Ambassadors to promote innovation,entrepreneurship, IPR, and startups.

- **Proposal Evaluation by Committee**: Ideas developed into prototypes at various TRLs are evaluated by an expert committee from the TTO and Patent Utility Centre. Under TRL Level 9, 3 startups, Level 6- 5 startups, Level 4- 1 startup, Level 3-4 startups and Level 1-19 startups are in progress with top Management selection to ensure effective functioning.

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CRITERION VII   BEST PRACTICES

Practice

The Incubation's uniqueness lies in its innovative entrepreneurship education, collaborative ecosystem, and mentorship opportunities, fostering job creators. The first-year Innovation & Entrepreneurship course unlocks creativity, while the Wadhwani Ignite Course develops validated ideas into business models, advancing prototypes from TRL 0-2. Selected ventures refine concepts and business plans during Startup Acceleration Course with the support of knowledge partners and incubation.

Evidence

IIC has

- Received **4-star rating for three consecutive years in IIC 3.0, 4.0 and 5.0 January 2020 onwards by Ministry of Education, Government of India.**
- **Band Performer under Non-Technical category in ARIIA** Ranking 2021.
- Collaborations with **three ATAL Tinkering lab Schools** for promotion ofInnovative ventures.
- **Mentor for Five Mentee HEI's** to improve the quality of innovation and startup culture.
- **17 MOUs** to develop prototypes across various TRLs to nurturing innovativeideas.
- First to launch **e-MART Cauvery SHINE** in ONDC platform.
- Out of **18 registered innovators, 8 Startup** launched for commercial marketby NIT, Trichy & ABRIF.
- **67 interns** in Student Campus Company, Incubation Consists of **70 Internaland 48 external incubates.**
- Received an grant of **Rs.12,000/-** for Impact Lecture Series from Ministry ofEducation to promote Startup Culture.
- MIT Square London initiated a **RAISE Campus chapter** to promote innovationventures with corporate campus ambassadors.
- Ms.M.Sowmiya , Startup Founder, Cauvery Millets launched her product inCoffee with Collector by Startup TN.
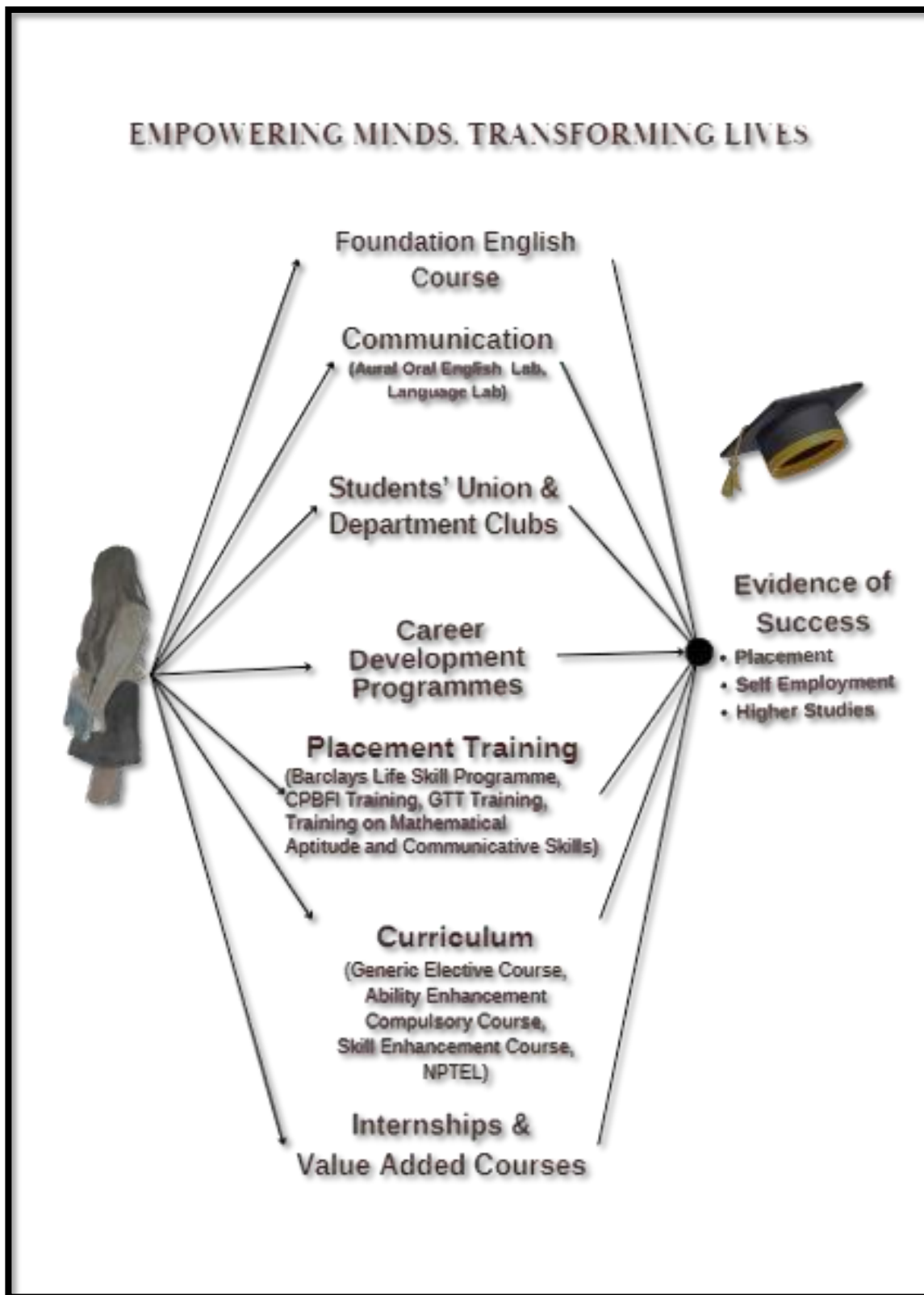
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CRITERION VII   **BEST PRACTICES**

Incubates	Achievements	Award/Recognition/ Prizes	Institution / Organization
Ms.Shrinidhi	Beauty Parlour and Computer Centre	Rs.1,30,000/-	PMEGP scheme
Ms.U. Shrinidhi	Re-Tailors	2nd place in District level, 6th place in State level with Rs.1,00,000/-	TNSI Challenge by EDII-TN
Ms.P.Dharani	Narmughai Sanitary Manufacturing Unit	Rs.2,00,000/-	PMEGP scheme with Startup India with DIIP123136
Ms.Anbushanthini and Team	IR sensor in Identification of students	Rs. 10,000/-.	Management
Ms.Yogalakshmi, Ms.S.Archana	Saturn and co.	Best Innovation Award & Rs,20,000	Startup Mela 6.0, JIM
Ms.M.Sowmiya.. Ms.Anukarthika, Ms.Afsana, Ms.Fazheela	Startup Founder	Cash prize	Cauvery Youth Festival by Central Library, Tiruchirappalli
Ms.Bindhiya, Ms.Sainthavi	Founders of Robopedia	Rs.30,000/-	Final Round of Entrepreneurship Conclav by BITs Pilani, Rajasthan
Ms.M.Sowmiya	Cauvery Millets	Best Entrepreneur Award,	Aram Trust, Chennai.
Dr.S.Sowmya, PI, Dr.R.Subha , Co PI	WEDP	Rs.1,00,000/- grant	DST
Dr.R.Subha PI	Online Training WEDP & TEDP Program.	Rs. 4,80,000	DST
Dr.R.Subha Dr.K.Kalaiarasi	Innovation Ambassadors	Wadhwani Mentors Course	Wadhwani Foundation

Problems Encountered and Resources Required

- Explore opportunities for fundraising, market expansion, and startup scalability through strategic collaborations.

Best Practice 2

EMPOWERING MINDS. TRANSFORMING LIVES

Foundation English Course

Communication
(Aural Oral English Lab, Language Lab)

Students' Union & Department Clubs

Career Development Programmes

Placement Training
(Barclays Life Skill Programme, CPBFI Training, GTT Training, Training on Mathematical Aptitude and Communicative Skills)

Curriculum
(Generic Elective Course, Ability Enhancement Compulsory Course, Skill Enhancement Course, NPTEL)

Internships & Value Added Courses

Evidence of Success
• Placement
• Self Employment
• Higher Studies

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CRITERION VII   **BEST PRACTICES**

EMPOWERING MINDS. TRANSFORMING LIVES
Enhanced Placement Opportunities Through Language Acquisition

Objectives

- To empower young minds through education and enhance student enrichment.

- To cultivate leadership qualities and unlock students' potential for success.

- To create a transformative environment that encourages meaningfulcontributions to society and promotes excellence in education.

Context

- A student-centered approach prioritizes the diverse needs and interests of students in all aspects of design and implementation.

- Partnerships with communities, industries, and organizations enrich students' perspectives and provide valuable growth opportunities.

- Special training programs ensure that educational practices remain dynamic and responsive to evolving needs.

Practice

- Curriculum Flexibility allows for adaptation to diverse learning styles and abilities, including Generic Elective Courses, Ability Enhancement Compulsory Course, and Skill Enhancement Course.

- By offering Value-Added Courses, the institution empowers students to take choice of their learning journey.

- The Placement Cell's initiatives in career development programmes were geared towards equipping students with the necessary skills. Through mock interviews, trainings, and other programs, students are better prepared to navigate the competitive job market.

- Students are benefited from placement training programs incollaboration with MOUs, such as GTT & Barclay's Life Skills Programme **(4,699 students), Bajaj Finserv's CPBFI Training (557 students), and EIT (179 students)** and through other trainings like Mithra's Aptitude, Training on Mathematical Aptitude and Communicative Skills which are organized to enrichtheir Interview Skills.

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- Foundation English Courses bridge prior learning and new academic challenges for all first-year students, with entry-level and exit-level tests to evaluate progress.

- Students attend weekly sessions at the Library and Language Lab, essential for enriching their LSRW skills.

- As an integral component of the curriculum, first-year students participate in Aural Oral English Lab hours to enhance their listening and speaking proficiency.

Evidence

- To ensure robust career opportunities for students, the institution actively engages with leading multinational companies, Banks, BPOs and schools, inviting them for campus interviews.

- The track record highlights successful placements in esteemed organizations such as Accenture (4), Wipro (12), VDart (31), TCS (9), Capgemini (130), EIT (89), RANE (17), and various educational institutions (500).

Year	Students Selected on/off Campus	Higher Education
2023-2024	395	206
2022-2023	783	436
2021-2022	423	532
2020-2021	566	562
2019-2020	791	541

- Through campus interviews and recruitment drives, students gain insights into industry trends, expectations, and requirements, enhancing their readiness for the competitive job market.

Problems Encountered and Resources Required

Rural students face placement challenges due to limited exposure. Educating them and their families about corporate culture is key to improving employability.

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