



POST – ACCREDITATION ACTIVITIES

(From Second Cycle to Third Cycle of Re-accreditation)

At Shri M. D. Shah Mahila College of Arts & Commerce (MDSMC), we realized that life in the educational institutions in the coming decades will face new challenges together with novel possibilities. Since quality is a major determinant of success, quality enhancement strategies for continuous improvement in the institution enabling the primary stakeholders to perform well and gain benefit in the new environment would require new designs of tapping human resources. Hence our institution approached Quality systems with the aim to integrate TQM methods and the systems of work in the organization.

We focused on Small Group Activities (SGAs) like Quality Circles, Kaizen, 5-S as tools for participatory philosophy which enables individuals working at all levels to play important roles in the organization. This opportunity of participation enables change, growth and progress benefitting both the individuals per se and the institution in general. Another concomitant to this process is the enhanced level of satisfaction among the stakeholders. As Dr. K. Ishikawa writes, “One of the greatest principles behind QC is customer satisfaction. Within a company, the next process is the customer. If this way of thinking is driven home, the walls of sectionalism will crumble and fresh air will breeze through the company.”

The objectives of initiating quality principles at MDSMC were-

- ✚ To make education more people building i.e. peoples’ development by making it relevant and usable
- ✚ To help in self-development, mutual development, organizational development and eventually societal and national development through quality awareness and improvement.
- ✚ To build analytical minds so that people have scientific approach to problems
- ✚ To initiate Total Quality Education (TQE)

The IQAC understood the need to define a purposeful and result oriented strategy aimed to arrive at total quality service in education. The basis of our team efforts was the emphasis that we laid on philosophy. Our Philosophy is –

- ✚ Quality service is the best way to acquire customer loyalty
- ✚ Any system can always be improved no matter how good it is
- ✚ Everyone want to be involved and want to do their job well
- ✚ The person doing the job is the most knowledgeable about the job
- ✚ Every person wants to feel like a valuable contributor
- ✚ More can be accomplished by working together

Since we believed that whatever we are doing well can be further improved, a structured work process management system called the Performance Excellence System (PES) was created. The PES adapted from the International Quality Models in Education (Malcolm Baldrige Model of the USA and European Foundation for Quality Management of Europe) paved the path of our journey towards excellence.

Creation of the System for People Power - The Performance Excellence System (PES)



The concept of ‘quality’ in education was realized by Internal Quality Assurance Cell (IQAC) through its Performance Excellence System (PES) which emphasized on improving the key institutional academic and administrative processes for smooth functioning. To sustain and spread a culture for total quality management, the IQAC reinvented the academic and administrative processes from a conventional mode to a multidimensional one with individuals becoming involved as leaders in different areas of institutional development.

The Education **Excellence and Leadership Cell** is in constant pursuit of academic improvement and looks into the teaching-learning area, mentoring, value added courses and faculty development programmes. It also oversees the conduction



of internal/peer audit of academic departments and Library services. **Human Resource Development Cell** primarily aims to equip students and staff members with skills to boost capabilities and build confidence to face the transient job market. Extra-curricular, sports and cultural activities at college and intercollegiate level meet with success consequent to the training given by faculty and/or professionals. Students are trained for Youth parliament; cricket, boxing and rope malkhamb tournaments; fine arts, literary, music, dance and theatre activities. Welfare of students is preserved through Insurance Scheme, Health Centre activities, Grievance Redressal and Students' Voice programme. **Community Welfare Cell** extends its purview to include the community in the vicinity of the college in its awareness programmes and welfare activities. Research is encouraged among staff and students, and gaps in accomplishing research activities are addressed by the **Research Cell**. **Technology and Documentation Cell** simultaneously upgrades technological skill and records the progress of the college and its stakeholders. The satisfaction quotient of the academic processes, enhancement schemes and development programmes are sought by the **Feedback and Evaluation Cell** through a systematic feedback mechanism.

The application of PES in academic and administrative processes leading to a refinement in the functioning of the institution prompted MDSMC to apply for a national level award based on international educational quality criteria (Malcolm Baldrige Quality Model). The receipt of a **Performance Excellence Trophy** in education sector confirmed the accuracy of MDSMC's journey towards excellence.

Maintaining the momentum of quality consciousness was of crucial importance. The use of multiple methodologies with involvement of stakeholders became essential after the realization that no single strategy works on its own. Creation of PES was intended to overcome the barriers and setbacks that arise in the way of Quality Assurance and Quality Sustenance. The recommendations by NAAC coupled with MDSMC's Perspective Plan ensured the collective engagement of stakeholders in higher education to move forward the agenda of Quality assurance.

The NAAC recommendations are listed out in Table No 1. At MDSMC these recommendations are directed to the PES and the corresponding actions to fulfill the suggestions are as follows –



Table No.1 NAAC Recommendations and Actions Taken

NAAC Recommendations	Actions Taken
EDUCATIONAL EXCELLENCE & LEADERSHIP	
<ul style="list-style-type: none"> • More specialization and many new programmes in emerging areas may be introduced. 	<ul style="list-style-type: none"> • Initiation in Bachelor in Accounts, Finance and Insurance (BCom.- AFI) • Animation as a specialization in BMM
<ul style="list-style-type: none"> • Collaborations with local, national and international agencies may be explored. 	<ul style="list-style-type: none"> • Leadership Training Lecture Series with Dowling College, Iona College (New York), Panamericana University (Mexico) • Indo-Danish Student Cultural Exchange Programme • Annual seminars on Mass Media in collaboration with M O P Vaishnav College, Chennai • Collaboration with National Research Institute on Numismatic Centre (Nasik) • Association with Extramural Studies (Mumbai University) for teaching of Ancient Scripts • Collaboration with National Centre for Quality Management (NCQM) for learning and promotion of quality concepts at MDSMC • Linkage with corporate sectors like TCS, Wipro, J P Morgan, L’Oreal, etc. for training and placements
<ul style="list-style-type: none"> • Hands on training may be initiated 	<ul style="list-style-type: none"> • Collaboration with Kora Kendra for skill building leading to self-employment • Tie up with TIE Stree Shakti for entrepreneurial training
<ul style="list-style-type: none"> • Priority may be given for library automations. 	<ul style="list-style-type: none"> • Application of SOUL and automation in the library
<ul style="list-style-type: none"> • Strategies may be developed to attract more students to the library. 	<ul style="list-style-type: none"> • Library orientation for all classes • Book exhibitions • Informative display board • Book club • Increase in number of Computers with internet connection for students • Open access to final year and PG students
<ul style="list-style-type: none"> • Legal education may be imparted 	<ul style="list-style-type: none"> • Information on Women and Law through incorporation of activities like talks and debates with experts on the subject • Arranging interface with students on issues like Sexual Harassment in general and work place, Business Law, Legal Rights of women
<ul style="list-style-type: none"> • Entrepreneurial development cell may be set up to encourage the self employment of the students. 	<ul style="list-style-type: none"> • Setting up of Entrepreneurship Cell in 2009 • Trained students are given assignments to practice their learning in handling events at college and commercial venues
<ul style="list-style-type: none"> • Being women’s college, the institution may take steps to start a center for women’s studies. 	<ul style="list-style-type: none"> • Collaborative activities are taken up with Research Centre for Women’s Studies (RCWS) of the affiliating University where faculty and students participate as trainers/ participants.



<ul style="list-style-type: none"> Success rate may be improved. 	<p>Academic Council under PES monitors the teaching-learning-evaluation process and has developed strategies to support weak and gifted students. The results are recorded in Table No.2.18 (A and B)</p>
HUMAN RESOURCE DEVELOPMENT	
<ul style="list-style-type: none"> Personality development programmes may be reoriented with experts from the field. 	<ul style="list-style-type: none"> Association with JP Morgan for etiquette, personality and communication development Training in Beauty Culture and grooming Leadership training programmes for student leaders by Students' Council and NCC
<ul style="list-style-type: none"> Alumni association may be strengthened and they may be used for betterment of the college. 	<ul style="list-style-type: none"> Celebrating 2012-13 as the 'Year of Alumni' with special programmes involving alumni by all academic departments and institutional activities like Exhibitions and Annual Days Rs. 15 lakh donated by Alumni for Computer Laboratory
<ul style="list-style-type: none"> Career guidance bureau may be set up 	<p>Career Guidance and Placement cell is established to arrange for career talks, interface and campus interviews with corporate firms and industries</p>
RESEARCH CELL	
<ul style="list-style-type: none"> Collaborations with local, national and international agencies may be explored 	<ul style="list-style-type: none"> Collaboration with THRED NGO resulting in a research project 'Intergenerational Interaction' between senior citizens and youth called SETU
<ul style="list-style-type: none"> Major research project are not initiated (WEAK) 	<p>Two faculty engaged in UGC sponsored Major Research projects (One completed)</p>

Table No.2 indicates the action taken for Perspective plan for the year 2008-2013.

This plan is directed to PES and following are the actions taken -

Table No.2 Perspective Plan and Actions taken -

Perspective Plan	Actions taken
Education Excellence and Leadership Cell	
Arranging inter-college leadership training camp-2010-2011	40 students from MDSMC participated in Leadership Training Lecture Series along with students from New York and Mexico University via Black Board Technology.
Collaboration with international educational institutions.	<ul style="list-style-type: none"> Leadership Training Lecture Series with Dowling College, Iona College (New York), Panamericana University (Mexico) Indo-Danish Student Cultural Exchange Programme
International / Regional & National level exhibition 2010-2011	Annual Exhibition on different themes inviting schools and colleges from the vicinity
Library budget increase to 5% of the total college budget	Library budget increased to 5% of the total college budget
Minimum one value added course by each department	Fig. 1.2 indicates the value added courses conducted by departments which supplements the curriculum.
Inter college competition	Every Department conducts academic Inter-collegiate competitions and Institution conducts cultural Inter-collegiate competitions



Starting new programs offering of IGNOU – 2008-2009	Post –Graduate (M.A in English and MBA) and certificate courses (Functional English, Early Childhood Education) initiated in partnership with IGNOU.
Tie up with national and international professional organizations and NGO's	Tie Ups indicated in Table No.1
Career Guidance & Placement Training programmes / Talks on careers Dept. wise career guidance	In collaboration with Career Guidance and Placement Cell, all Departments organize Career Guidance programme regularly.
Human Resource Development Cell	
Formation of faculty development centre including internal faculties, external experts & consultants	Faculty Development Cell operational and organizes various programmes in different areas every year.
Arranging inter-college leadership training programme & competitions.	HRD cell organizes leadership training programme for teaching and non-teaching staff.
Recognition of best leaders by giving trophy & awards in annual functions.	Top management appreciates and recognizes dedicated contribution of faculty in teaching learning and extension programmes through trophy and certificates.
Strategy and streamlining the criteria for recognition faculty by designing scientific system	Criteria for recognition using Competency index is in process
Formation of staff welfare group to look after different welfare schemes for staff.	
Community Welfare	
30 nodel centre of Janseva NGO for community work 2008-2009 to 2012-2013	<ul style="list-style-type: none"> • Janseva NGO has successfully managed to create 5 Nodel centers in the community. • Astitva - group of 100 students from under privileged society are specially trained to work in the nodel centers.
Reaching to 50% of students for community work by 2011-2012	Community Welfare Cell oriented all the academic Departments to involve their students in outreach activities. Departments plan and undertake extension activities involving students
Research Cell	
90% faculty members involvement in research and up gradation of knowledge base by 2012-2013	Table no.2.12 indicates the involvement of maximum number of faculty in research activities.
College sponsored research prog. Budget to increase up to Rs.100000/- by 2010-2011	Institutional budget was raised to Rs.25,000/- (the amount specifies the monetary requirement for any research activity till date)
Research in association with international institution	Association with SIGN-Sweden India Gender Network is in the incubation stage wherein an NGO from Delhi, NGO from Sweden and MDSMC will form an alliance to work on a research project
Two projects in collaborations	MDSMC has successfully worked on two projects with



with international institute.	International Educational Institute (Academic and Cultural)
College sponsored research programmed with a budget of start Rs. 25000/- per year for students	The College has allotted a budget of Rs.25.000/- for student Research Projects.
EVALUATION & FEEDBACK	
Course evaluation by students 2009-2010	Evaluation and Feedback Cell conducts the Feedback for Curriculum.
Technology, Documentation & website	
Dept. wise documentation of Seminar /workshop orientation	Work on creating a separate format for recording departmental activities is downloaded on computers assigned for Departments where the documentation is done
Magazine and Website	The Website is updated by Technology Unit annually
Quality efforts for print / mass media coverage 2009-2010	Striving to increase
Buying SMS equipments & implementation of SMS tech. 2010	The college started the SMS service when bulk sms was allowed.
Technology group to submit e-learning plan to management 2011	A training programme on ICT learning was specially organized for the staff
Induction prog. For new entrant to start 2009-2011	Induction programme prepared by Technology Unit is conducted for new entrants annually.
Yahoo group for staff and students 2009-2010	Few Departments have formed Yahoo groups with students for improved teaching-learning
Results on website 2008-2009	Results are uploaded on www.mdshahmahilacollege.ac.in
Interactive & dynamic web-portal for institution 2010-2011	Our website is dynamic and very interactive. The students and staff feedback is captured on the portal itself
Online staff information system 2010-2011	On line staff information system is created by Technology Unit where information on Faculty up gradation efforts are recorded (participation in Workshops, Seminars, Refresher Courses, Orientation Courses, and Publication etc.)
Enhancing integrated of SOUL Lib. Management system 2009-2010	Library management is done by SOUL from 2009.

The shift from a traditional educational setup to a quality approach backed process was gradual at MDSMC. Changes in our working are the key, howsoever, small they may be. We believe that most quality problems are built into the system



and the system can be improved only when it is previewed from a prevention mindset rather than an inspection mindset. This does not limit itself to any select group of individuals, ranks, categories and/or positions. Philip Crosby rightly stated that “all that is necessary for Quality Management is People”.

From general exposure and guidance in Quality methods to specialized Quality training helped embed further the quality atmosphere. This quality atmosphere and quality backed smoothening of the processes paved the path for preparation of a new perspective plan from 2013-2018. We look forward to embark on a new direction to sustain the Quality Journey and continue the journey of Excellence with the same zeal and enthusiasm.