



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

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

1st Best Practice

1. Title of the Practice

Add On/ Value Added Certification Program

2. Objectives of the Practice

- To identify the gap between industry and academia & strengthen the curriculum prescribed by the affiliating University.
- To prepare the students as corporate ready.
- To provide the technical training which helps them to have a practical exposure
- To provide an opportunity to students to develop inter-disciplinary skills.
- To expose students to recent trends in the core field and enhance their employability skills.
- To supplement the Outcome Based Education.

3. The Context

Since the institute is affiliated to Dr. A.P.J. Abdul Kalam Technical University Uttar Pradesh, it follows the curriculum as prescribed by the University. However, the integration of the Add On/ Value Added Certification Program with the curriculum focuses on leveraging the skills of future professionals so as to meet the demands of today's dynamic business environment, and the need to make students more corporate-ready. Such programs complement student learning and prepare them for the challenges of professional life. These programs give students a more holistic perspective, so that they can better understand current industry demand & challenges and equip themselves with innovative and creative skills through a wide range of course offerings. This requires rigorous efforts by the institute to identify the gap between the curriculum provided by the university and demands of the corporate. Henceforth, identification & execution of add on certification program and their syllabi in capsular form are a big challenge while designing and implementing this practice.

4. The Practice

This practice complements Outcome based Education (OBE) & helps the Institute to transform itself into a holistic institution.

The institute receives the feedback from the students, faculty, alumni and employer. One of the important features of this feedback is inputs on the Add On/ Value Added Certification Program. The analysis is put up in the Feedback


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Committee by the HoD comprising of external and internal experts and later on in the Academic Development Committee and IQAC to finalize and incorporate the Add on Certificate program for the forthcoming session. The Syllabi of Add on Certification Courses which are to be retained or added are presented for the inclusion or deletion of the topics in the courses. Inputs from the subject experts of industry and academia are discussed in length before finalizing them for their execution. In the last 5 years, following add on certification programs have been offered:

Name of Add on /Certificate /Value added programs	Course Code (if any)	Year of offering	No. of times offered during the same year	Duration of course
Digital Marketing	MMAC02	2017-2018	2	32 Hours
Entrepreneurship	MMAC03	2017-2018	1	30 Hours
Advanced Excel	MMAC04	2017-2018	1	30 Hours
Six Sigma Green Belt Certification Course	MMAC01	2017-2018	2	30 Hours
Entrepreneurship	MMAC03	2018-2019	1	30 hours
Advanced Excel	MMAC04	2018-2019	1	30 Hours
Six Sigma Green Belt Certification Course	MMAC01	2018-2019	1	30 Hours
Digital Marketing	MMAC02	2018-2019	1	32 Hours
SPSS Training Program	MMAC05	2018-2019	1	30 Hours
Certification Course "Digital Marketing"	MMAC02	2019-2020	1	32 Hours
Certification Program "French"	MMAC06	2019-2020	1	30 Hours
SPSS Training Program	MMAC05	2019-2020	1	30 Hours
Advanced Excel	MMAC04	2019-2020	1	30 Hours
Certification Program "Six Sigma Green Belt "	MMAC01	2019-2020	1	30 Hours
Entrepreneurship	MMAC03	2020-2021	2	30 Hours
Certification Program "French"	MMAC06	2020-2021	1	30 Hours
Certification course "Digital Marketing"	MMAC02	2020-2021	1	32 Hours
Portfolio Diversification & Risk Management	MMAC08	2021-2022	1	30 Hours


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Business Analytics - Advance Research Methods and Quantitative Data Analysis using SPSS	MMAC07	2021-2022	1	30 Hours
Power Business Intelligence Certification Program	MMAC10	2021-2022	1	30 Hours
Entrepreneurship	MMAC03	2021-2022	1	30 Hours
Six Sigma Green Belt Certification Course	MMAC01	2021-2022	1	30 Hours
NISM Series V-A	NISM5A	2021-2022	1	42 Hours
Tally ERP 9	MMAC09	2021-2022	1	30 Hours
NISM Series 8	NISM8	2021-2022	1	30 Hours

5. Evidence of Success

4, 5, 5, 3 & 8 no. of Add On/ Value Added Certification Program have been offered successfully in the years 2017-18, 2018-19, 2019-20, 2020-21 & 2021-22 respectively. The details of students enrolled vis-à-vis completed the course are given as under:

Name of Add on /Certificate /Value added programs offered	Year of offering	Number of students enrolled in the year	Number of Students completing the course in the year
Digital Marketing	2017-2018	189	189
Entrepreneurship	2017-2018	112	112
Advanced Excel	2017-2018	112	112
Six Sigma Green Belt Certification Course	2017-2018	161	161
Entrepreneurship	2018-2019	123	123
Advanced Excel	2018-2019	90	90
Six Sigma Green Belt Certification Course	2018-2019	123	123
Digital Marketing	2018-2019	122	122
SPSS Training Program	2018-2019	57	57
Certification Course "Digital Marketing"	2019-2020	124	124
Certification Program "French"	2019-2020	124	124
SPSS Training Program	2019-2020	95	95
Advanced Excel	2019-2020	67	67


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Certification Program "Six Sigma Green Belt "	2019-2020	124	124
Entrepreneurship	2020-2021	247	247
Certification Program "French"	2020-2021	131	131
Certification course "Digital Marketing"	2020-2021	127	127
Portfolio Diversification & Risk Management	2021-2022	123	123
Business Analytics - Advance Research Methods and Quantitative Data Analysis using SPSS	2021-2022	123	123
Power Business Intelligence Certification Program	2021-2022	57	57
Entrepreneurship	2021-2022	112	112
Six Sigma Green Belt Certification Course	2021-2022	109	109
NISM Series V-A	2021-2022	25	25
Tally ERP 9	2021-2022	189	189
NISM Series 8	2021-2022	12	12

Outcome: There is an increasing trend in employability with 47, 71, 76, 66 (because of pandemic), 90 no. of students got placed in the years 2017-18, 2018-19, 2019-20, 2020-21 & 2021-22 respectively.

6. Problems Encountered and Resources Required

Following problems are encountered at times:

- Finding subject experts is difficult and that further adds up to a great financial burden too.
- Balancing the time with regular academics.

But dedicated team with appropriate planning greatly smoothens the process.

2nd Best Practice

1. Title of the Practice

Campus to Community

2. Objectives of the Practice

- To sensitize students to identify and address social issues.
- To sensitize the community to social issues and solutions thereof.
- To inculcate the social citizenship behavior in students by instilling empathy and compassion in them towards under privileged/vulnerable section of the society.
- To nurture the values of leadership and team spirit among students.


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- To work for the sustainable development of the society.

3. The Context

Poor access to health care and hygiene facilities, education and/or livelihood opportunities lead to disparity and result in an underprivileged/vulnerable section of the society. Education is the best mode to bring down such disparity to a great extent. Mangalmay Institute of Management and Technology is committed to provide holistic education to its students so as to make them a thorough professional and responsible citizen which is in accordance with the vision and mission of the institute. The Institute puts all efforts to cater to the diverse needs of the students through various platforms conducive to curricular, co-curricular and extra-curricular activities & is extensively involved in extension & outreach activities. Under the ambit of Student Welfare Committee, Internal Complaint Committee, ECO Club & Fitness Club, a number of activities are planned every year in collaboration with NGOs, industry and the community. The concerned Faculty Incharges along with the Students organize the activities around the year to encourage students' engagement with the community.

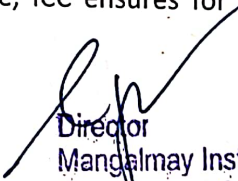
4. The Practice

A brief of the various committees and clubs involved in extension activities are given below:

Student Welfare Committee: The committee works towards the holistic development of the students through community services and makes them socially conscientious citizens. The committee organizes extension activities such as Blood Donation Camp, Poster Making Event on Women Hygiene, Nukkad Natak – Creating Awareness on importance of Immunization, Donation Drive: Woolen clothes and blanket distribution, Blanket Distribution Camp, Visit to Old Age Home, Road Safety Measures, Awareness Campaign: Mask and sanitizer distribution Program, Food Distribution service & NGO Visit.

ECO Club: The ECO club of MIMT aims to raise environmental awareness among students at the grassroots level by cultivating and developing green consciousness. Recognizing the importance of youth in environmental protection, it encourages them to serve as ambassadors for disseminating the message of living an environmentally responsible lifestyle across society. Some major activities conducted during the past 5 years are; Environmental Conservation with Tree Plantation, Awareness Campaign on Environment and Sustainable Development, Earth Day celebration, World Environment Day, Nukkad Natak on 'Water Conservation', Rally on Awareness of Cleanliness & Hygiene, Tree Plantation Drive, Swachhta Bharat Mission Campaign & Clean India Green India Drive.

Internal Complaint Committee: The committee works with the objective of promotion of gender equity. To achieve the said objective, ICC ensures for the


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availability of various facilities to promote the safe, secure and congenial environment. Similarly, various activities are organized to create awareness towards female safety and dignity such as Awareness Campaign on Anti Sexual Harassment, Workshop on Gender Sensitization, Mission Shakti, Activity on Self Defense, Rally on Women's Safety, Workshop on Girl Child Rights, Awareness Campaign through Poster Making Competition on the theme "Beti Bachao Beti Padhao, Awareness Program on Girl's Personal Hygiene and Safety, Distribution of Sanitary Napkins & Awareness Activity on National Girl Child Day.

Fitness Club : Awareness Program on AIDS, Awareness Campaign on Importance of Iron and Folic acid for the pregnant women through poster making, Dental Check up Camp, Awareness Campaign for Dreadful Diseases, Stay Fit at Home, Healthy Habits in COVID Era & Awareness Campaign on the role of balanced diet for pregnant and lactating women have been organized by Fitness Club, MIMT.

The above activities have been conducted at various locations with & for the vulnerable section of Society like: Aanganwadi Kendra, Vaidpura, Anmol Biscuits, Greater Noida, Bharat Vikas Parishad, Noida, ISKCON Temple, Noida, Knowledge Park II, Greater Noida, Medical Welfare Association, Navratan Foundation, Noida, NGO Mahila Unnati Sanstha, Nirbhed Foundation, The Rotary Club, Noida etc.

5. Evidence of Success

This has positively impacted the students as well as the community. Such activities develop the life skills which impart empathy, team spirit, communication skills, and creativity of minds among our students. The students could understand their role in the society & co-existence with the society and nature. The motivation, enthusiasm and number of participations in such activities speak about its impact on

Some of the areas for which the institute has received recognitions are Blood Donation Camp, Donation Drive of Woolen clothes and blanket distribution, Food Distribution Service, Creating Awareness about nutrition, health of pregnant and lactating women, immunization and other critical areas.

In the year 2018-19, Blood Donation Camp was organized in collaboration with Rotary Blood Bank for which an appreciation and recognition certificate was given to Institute.

In the year 2020- 21, Institute was recognized by ISKCON, Noida for the philanthropic service of the students.

In the year 2020- 21, Bharat Vikas Parishad recognized the efforts of the institute for distributing Masks and Sanitizers


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In the year 2021-22, Blood Donation Camp was organized in collaboration with Combined Distt Hospital Noida and Rotary Noida Blood Centre which an appreciation and recognition certificate was given to Institute.

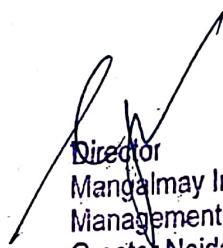
In the year 2021- 22, Dr. Shweta Kulshrestha received an award from the NGO- Mahila Unnati Sansthan for active participation in Women Empowerment Program.

In the year 2021- 22, Navratan Foundations recognized the efforts of the Institute for distribution of 110 units of woolen sweaters and 80 units of blankets

In the year 2021-22, Appreciation certificate was given by Aganwadi Kendra, Vaidpura, Greater Noida.

6. Problems Encountered and Resources Required

At times, it becomes difficult to make the people understand about certain social issues. Secondly, they don't want to invest their time in such activities. But continuous efforts, commitment and dedication result in positive outcomes.


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