



INTERNAL QUALITY ASSURANCE CELL (IQAC)

MAJLIS ARTS AND SCIENCE COLLEGE, PURAMANNUR

(Affiliated to the University of Calicut and Recognized by UGC under 2(f))

Annual Report 2016 – 17

The Internal Quality Assurance Cell (IQAC) of Majlis Arts and Science College was established on 1st June 2015 and has become an integral part of the institution's system and work towards realizing the goals of quality enhancement and sustenance.

The IQAC is meant for planning, guiding and monitoring Quality Assurance (QA) and Quality Enhancement (QE) activities of the college. Over the years, the IQAC has developed a system for conscious, consistent and radical improvement in the performance of the college, evolved mechanisms and procedures for ensuring that the objectives of the IQAC as envisaged by NAAC are met and has made a significant and meaningful contribution towards channelizing efforts and measures towards academic excellence.

Unique Objectives and Functions of IQAC

1. IQAC seeks intensive quality enhancement by all stakeholders
2. Dissemination of information on the various quality parameters of higher education
3. Documentation of the various programmes/activities of the College, leading to quality improvement
4. Spearheading the conduct of internal and external Academic Audits of departments to promote quality, accountability and transparency.
5. Promote the creation and maintenance of a learner-centric environment and adoption of participatory teaching and learning.
6. To coordinate programmes that aim at advancing the career prospects of faculty members.
7. Promote of ICT enabled, blended and flipped learning
8. Creating and maintaining a system of feedback on processes and policies of the College from stakeholders.
9. Implementation of innovative and best practices

IQAC Meetings

In the academic year 2016-17, **five** meetings of the IQAC were conducted.

Dr. A Abdurahiman was the IQAC Chairman and Prof. P Moideenkutty was the IQAC Coordinator throughout the whole academic year. The IQAC members of 2016 -2017 are:

1. Dr. A Abdurahiman (Chairman)
2. Prof. P Moideenkutty (IQAC Coordinator)
3. Prof. P Santhakumari (IQAC joint Coordinator)
4. Mr. Muhammed Rafi N
5. Mr. Lembodharan Pillai
6. Mrs. Hajara B
7. Mr. Kanuprasad M K
8. Mr. Noushad N
9. Mr. Suresh Babu K
10. Mr. Nikhil P P
11. Mrs. Vineetha
12. Mr. Rafeeq P
13. Mr Kunhimoideen
14. Mr. Shameer Babu
15. Mr. Vijayakeshavan
16. Mr Adhil K M (Student)
17. Mr. Shyam (Chairman, College union)

The College has implemented the following decisions of the IQAC:

- IQAC conducted meetings to discuss on seven criteria and key indicators of NAAC Accreditation Process for the new members.



UGC Website: www.ugc.ac.in
Ph. 011-23604414 (CPP-I/Colleges)



Speed Post

विश्वविद्यालय अनुदान आयोग
University Grants Commission
(मानव संसाधन विकास मंत्रालय, भारत सरकार)
Ministry of Human Resource Development,
Govt. of India
बहादुर शाह जफर मार्ग, नई दिल्ली - 110 002
Bahadur Shah Zafar Marg, New Delhi - 110 002

F. No. 8-222/2016 (CPP-I/C)

November, 2016

- 8 NOV 2016

The Registrar,
University of Calicut
Calicut University P.O., Thenhipalam
Malappuram Dist. - 637 635
Kerala - 695 034

Sub: - Recognition of College under Section 2 (f) of the UGC Act, 1956.

Sir,

I am directed to refer to the letter dated 10.08.2016 received from the Principal, Majlis Arts & Science College, Puramannur - 676 552, Valanchery, Dist. Malappuram, Kerala on the above subject and to say that it is noted that the College is **un-aided/self-financing** and **temporary** affiliated to **University of Calicut**. I am further to say that the name of the following College has been included in the list of Colleges prepared under Section 2 (f) of the UGC Act, 1956 under the head **Non-Government** Colleges teaching upto **Master's Degree**:-

Name of the College	Year of Establishment	Remarks
Majlis Arts & Science College, Puramannur - 676 552, Valanchery, Dist. Malappuram, Kerala. AISHE CODE:- C-8142	1995	The college does not fulfill the requirement of permanent affiliation. Therefore, the college is not eligible to receive Central assistance under Section 12 (B) of the UGC Act, 1956.

The Indemnity Bond and the other supporting documents submitted in respect of the above College have been accepted by the University Grants Commission.

Yours faithfully,

(Charan Dass)
Under Secretary

Copy to:-

1. The Principal, Majlis Arts & Science College, Puramannur - 676 552, Valanchery, Dist. Malappuram, Kerala.
2. The Secretary, Government of India, Ministry of Human Resource Development, Department of Higher Education, Shastri Bhawan, New Delhi - 110 001.
3. The Principal Secretary, Department of Higher Education, Government of Kerala, Hr. Govt. Sectt. Annexe, Government Secretariat, Thiruvananthapuram - 695 001, (Kerala).
4. The Deputy Secretary, UGC, South-Western Regional Office (SWRO), Prasana Kumar Block, Palace Road, Bangalore - 560 009, (Karnataka).
5. Section Officer, FD-III Section, UGC, New Delhi.
6. Guard file.

15-11-16



PRINCIPAL
MAJLIS ARTS & SCIENCE COLLEGE
Puramannur P.O., Malappuram Dt
Kerala - 676552

(Suniia Kaira)
Section Officer

College is recognised under 2 (f) of the UGC Act 1956 as per the application proceeded by
IQAC to UGC

Student Centric Methods followed



Debate



Case study Presentation



On 5th June 2016, World Environment Day observed in the campus by cleaning the College surroundings and planting saplings.



Green Initiatives

Experiential Learning



Photo Expo conducted by Multimedia Department as part of the celebration of International Day of Photography was inaugurated by Prof. Shanthakumari Miss, Hod of Chemistry.



Majlis arts and science college, Puramannur
Dept. of English
presents



Guests:

**Fazal Rahman &
Mammad Montage**

On
6th & 7th
December 2016

Venue:
College Auditorium & Smart Class



Bridge Course and Orientation Programme inauguration on 11/07/2016 (11/07/16 to 15/07/2016)



Faculty members and non-teaching staff orientation on NAAC accreditation on 18/03/2017.



PG DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES
MAJLIS ARTS AND SCIENCE COLLEGE PURAMANNUR

Learning outcomes

- Students will be able to identify the importance of digital marketing for marketing success
- To manage customer relationship across the digital channels.
- Build better customer relationship.
- Create a digital marketing plan starting from SWOT analysis and defining target group and identifying digital channels.

Syllabus

Introduction to course and work plan, introduction to digital marketing, digital vs real marketing, digital marketing channels Creating initial digital marketing plan, content management, SWOT analysis, target group analysis Introduction to CRM, CR models, search engine optimization, social media marketing, content marketing and Email marketing.

Certificate course in

DIGITAL MARKETING

For the Academic Year 2016-17

Course Co-ordinator

SABU UNNEENKUTTY K
Assistant professor

Add on Course on digital Marketing introduced by department of Commerce in 2016-17
Total of 9 add on courses offered with an enrolment percentage of 45.82



FDP on the ' **Importance of Teaching- Learning Process**' was held on 05th September 2016. This session helped the faculty to understand the changing teacher's role in modern curriculum.



Workshop on research methodology organised by PG department of Commerce on 13/03/2016





MASCOSA formation meeting organised by IQAC on 12/03/2017



Students built a check dam across the Thootha River in the following three days (28,29 & 30th December) as environmental protection and water conservation initiative by NSS under IQAC



Programme to inculcate human values. It was conducted with Jeevani Palliative care society of Irimbiliyam Panchayath.



On 17th March 2017 Majlis NSS volunteers volunteered in the 15th anniversary Celebration of VKM Special School.



MASSMEDIA

MAJLIS YOUTUBE CHANNEL

0:06 / 0:50

Scroll for details



Massmedia YouTube channel



**MAJLIS COLLEGE
PHYSICS DEPARTMENT EXPO**

Inaugural Programme

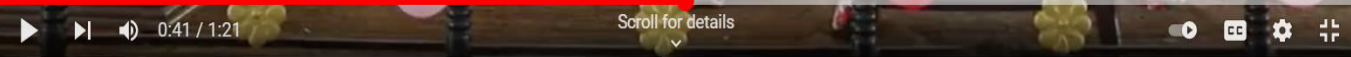
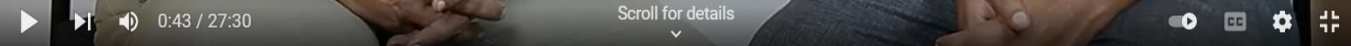
Inauguration

**Dr.A.Abdul Rahiman
(Principal, Majlis College)**

0:28 / 2:16

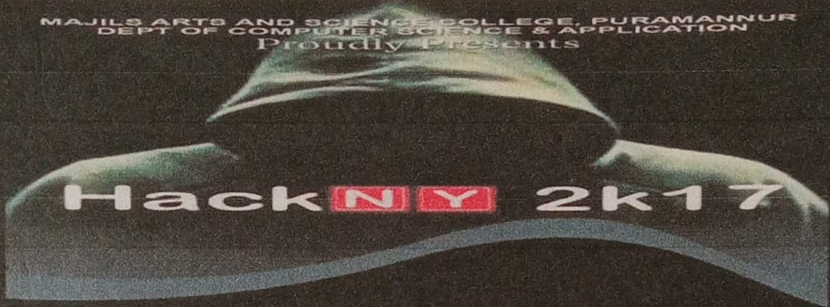
Scroll for details







MAJILS ARTS AND SCIENCE COLLEGE, PURAMANNUR
DEPT OF COMPUTER SCIENCE & APPLICATION
Proudly Presents



HackNY 2k17

THE AUSPICIOUS OCCATION INAGURATED BY
RATHEESH R MENON
(Freelance Web Designer, Vlogger)

The staff and students of Computer Science Department
Cordially invite yours presence on

09th March 2017

Venue : College Auditorium
Time : 10.00 am

HASSAN
(Association Secretary Of Bsc CS)

FAHIZ
(Association Secretary Of BCA)

AJEEB HAMEED
(Student Co-ordinator)

Hackathon

Prof. P Moideenkutty

IQAC Coordinator



Dr. A Abdurahiman

Principal
PRINCIPAL

MAJILS ARTS & SCIENCE COLLEGE
Puramannur P.O, Malappuram Dt
Kerala - 676552