

7.2.1 Best Practices: Describe at least two institutional best practices

Upload details of two best practices successfully implemented by the Institution as per NAAC format in your institution website, provide the link

Best Practices – 1

1. Title of the Practice – Teaching and Non-Teaching Staff motivated for further Education.

2. Objectives of the Practice

1. The staff motivated for higher education get motivated which make them more productive, happy and highly committed to their job.

2. Working in qualified workplace improves harmony and increases employee performance.

3. Motivation for higher education not only encourages productive performance but also shows employees how much the organization cares.

4. motivating the staff for higher education help them to meet the human's need to grow psychologically.

5. If motivated for self-development, employees will want to work and will enjoy their work.

3. The Context

As one study concluded, 'people who work in further education are uniquely committed to their jobs and the social purpose of the sector.' The Institutes that encourage their staff to continue their education build a high quality workforce who are well trained and well educated and help the Institute to achieve viability and feasibility. The Institute should always strive for the development of their staff due to the following reasons –

1. If the Institute expresses a genuine interest in further education, the happy staff will be more loyal, which will increase their productivity.
2. Knowledgeable staff can handle more challenges in terms of technology, methodology and skills.
3. The loyal staff will be retained for a longer period of time, which will decrease the attrition rate.
4. Supporting professional development reduces stress and negativity amongst the staff. TOCE motivates and helps the teaching and non teaching staff for higher education.

4. The Practice

It is very rightly said that, “You know that people nearer to the challenges, on the coalface, are going to know much better than people from a distance”. TOCE invests in their employees as when employees achieve more the Institute is benefited. TOCE ensures to have and develop the best, most creative, happiest and most loyal employees. The Institute struggles to motivate the teaching and non-teaching staff by the following ways –

1. Senior faculty members try to engage the faculty members by leading them. These senior members communicate effectively by being approachable, ensuring effective performance management and inspiring team work. These senior members try to reduce the strain on the further education work force.
2. The effective communication and staff voice is important for building employee engagement at Institute. Effective communication is adopted by variety of channels by promoting staff voice, involving staff in decision making by offering their views, opinions and suggestions.

3. The institute has a strong set of values which emphasize the importance of high quality teaching and learning which motivates the staff to go for higher education.
4. The staff is encouraged to own their careers by supporting them by making the resources available.
5. The decentralized system makes the relationship transparent by sharing the information required.
6. The Institute fosters an environment of constant learning.
7. The staff gets complete access to the library, online resources and computer lab.
8. The Institute shows interest by conducting professional development seminars, conferences, faculty development programs and workshops.
9. The Institute facilitates by providing leaves for any up gradation of the staff on need basis. TOCE is humbly proud to announce that in near future all teaching staff would be 100% PhD holders. The non teaching staff is also trying to upgrade themselves by undergoing various sessions.

5. Evidence of Success

TOCE has a number of cases of further education. There are many teaching staff who registered for PhD after joining the Institute. The non teaching staff could go for technical up gradation after joining the Institute.

6. Problems Encountered and Resources Required

There are some significant challenges to motivate the staff for further education –

1. First, there is a risk that organizational change. The higher educated staff is always skeptical of changing the organization. This will have a negative impact on the quality of teaching and learning which could lead to friction and disengagement.

2. The staff should not forget that their priority should be students and not only their further education.

3. The balance of work and self development should be maintained in order to manage the stress level.

Best Practices – 2

1. Title of the Practice – Institute Loyalty.... Referring Siblings/ relatives / Friends for Admissions

2. Objectives of the Practice –

a) The Institute seeks to leverage existing students to bring new students into the fold.

b) Existing students understand the benefits of taking admission in the Institute and they often know other people who could benefit from the Institute.

c) Students can help the Institute admit new students in times of need, which benefits the Institute as a whole.

d) The students may generate a sense of goodwill from the referred friend, who may return the favor in the future.

e) Valuing companionship and support from those we are close to, is a common trait for many students and hence refer.

3. The Context

Now days the Educational Institutions have become a business field. They try to market themselves by using various marketing tools. Many Institutes carry out Student Referral Marketing Campaign. The students are given some incentives in cash or in tuition fee credit in return of referring a sibling, relative, friend for admission. We at TOCE do not carry any such marketing campaign but instead the students refer new students. We believe that the existing students have a perception towards the Institute's resources like faculty, infrastructure, placement record, brand image etc and thus use positive word of mouth for the Institute. This perception is passed to the new students by referring them through word of mouth. TOCE after many years of inception is trying to create a stronger community of peers to collaborate with the society. Not only are students our best spokespeople they understand what is involved in the programs as well as the benefits of taking them and they also know other people who could benefit by taking admission at TOCE. Our existing students have a good relationship with the Institute which is generated by psychological and emotional bonds.

4. The Practice

The students at TOCE are perhaps the ideal candidate who is ambitious and has come to appreciate the value of career training in a competitive job market. Chances are they might have siblings, relatives, friends who are willing to take admission. In such cases the satisfied students bring in more students. This referral behavior of the students without any incentives helps create a friendly

atmosphere in the Institute. When the students come to the Institute for the first time, they are counseled by our trained staff members. They are given complete information about the course, Institute infrastructure, faculty members, placement records, co-curricular and extra-curricular activities and the fee structure. The students are asked to fill the admission form which contains information about the source from where the students got to know about the Institute. The different sources mentioned are Newspaper, TV, Internet or any other source. The source through which the students get the information could be their sibling, friend or relative. This information of the source helps us to trace the existing students who are satisfied. Various studies conducted on student's loyalty towards the Institute mentions that the student's loyalty depends upon the perceived service quality which leads to satisfaction, trust, commitment and loyalty. The factors which develop the perceived service quality could be human ware and hard ware.

5. Evidence of Success

We at TOCE try to provide with human ware and hard ware to the students in order to increase the perceived service quality, which increases the satisfaction, trust, commitment and loyalty and fetch with referred new students.

6. Problems Encountered and Resources

Required TOCE strives hard to maintain the perceived service quality by continuously improving and working on the factors responsible for the satisfaction of the student fraternity. The teaching staff continuously upgrades themselves to help students excel in academics. The admin staff is always helpful for the students for all college related work. The quality of the support facility like canteen and hostel is maintained as per the standards. The Institute provides with

world class infrastructure for the ease and convenience of the students. The Institute tries to build the image and reputation in the minds of the students by balancing all the stakeholders – students, parents, alumni, corporate and society