

# *St. Ann's College for Women*

(Autonomous), Affiliated to Osmania University  
Accredited by NAAC with A<sup>+</sup> Grade (3<sup>rd</sup> cycle), CPE by UGC  
Mehdipatnam, Hyderabad.



## **CRITERION - VI**

### **GOVERNANCE LEADERSHIP AND MANAGEMENT**

#### **6.5 Internal Quality Assurance System**



## 6.5.1 Two practices institutionalized as a result of IQAC initiatives

### Practice 1: Empowering Strategies - Training, Research and Innovation

#### Training & Immersion Programmes, Seminars & Conferences

##### Faculty Immersion Programme - 06-10-2018

###### Objectives of the Programme

- To enable the faculty to understand their roles and responsibilities in Higher Education and to impart essential professional skills and competencies.
- To help the faculty understand the structure, functioning, governance, rules and regulations of the institution and to orient them to become potential partners of the institution.
- To explain and motivate the faculty to adopt learner – centric approaches of teaching and classroom management.
- To sensitize and acquaint faculty with practical knowledge in student-counselling and mentoring.

###### Report

The Internal Quality Assurance Cell, St. Anns' College for Women, organized a Faculty Induction Programme to refresh the new faculty and familiarize them with effective academic practices to be followed in the institution. The Main objective was to make the new faculty members aware about their roles and responsibilities in Higher Education, rules and regulations of the institution various departmental activities, academics, parameters and processes of accreditation etc. so that the role of faculty at various levels will be understood and their contribution to the institutional development will increase. The new faculty were also given inputs on autonomy, NAAC criteria and documentation.



## Faculty Mentorship Programme on 21-11-2019

Internal Quality Assurance Cell  
Faculty Mentorship Programme  
Report 2019-20

Date: 21.11.2019

Venue: AV Room

Resource person: Mr.Hanu B. Krishna, Serial entrepreneur



Internal Quality Assurance Cell, St. Ann's College for Women, Hyderabad, organized a Faculty Mentorship Programme on 21.11.2019 to acquaint the new faculty of UG and PG to core values, policies, procedures and work ethics of the institution.

The program had eminent resource person, Mr.Hanu B. Krishna, bringing in a great realm of knowledge to the teaching fraternity. He gave valuable inputs on broadening knowledge, skills and enhancing competencies and professional development of faculty. He also gave practical insights into challenges faced by students and motivated the faculty to build a healthy relationship with students. The speaker enlightened the audience on effective teaching, voice modulation etc.

The session was relevant, refreshing and interactive. The faculty thoroughly enjoyed the session and carried home the great responsibility of grooming and guiding students in the right direction.

Principal, Dr.Sr. Amrutha also addressed the new faculty of UG and PG and enlightened them on core values, policies, procedures and work ethics of the institution. She motivated the faculty to build a healthy relationship with students and also to focus more on imparting values. Principal Dr.Sr. Amrutha also gave inputs on student counseling, mentoring, discipline and other related aspects.



Principal, Dr.Sr.Amrutha, addressing the faculty





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**Quality Connect**

**ICT Centre and IQAC organized the National Level Faculty Enrichment Program on SMART TEACHING AND LEARNING, 18-12-2018 and 19-12-2018**

In the present era of technology enabled teaching and learning, it has become imperative to adopt innovative teaching methodologies. Today's Digitally connected classrooms have paved the way for faster and accurate access to quality information to both teachers and students.

As ICT enabled instruction is the widely accepted methodology and is the need of the hour for all Higher Education Institutes, a shift towards exploring Digital Technologies is mandatory. In tune with this shift the **ICT Centre and IQAC** wing of **St. Ann's College for Women** have organized a two-day **National Level Faculty Enrichment Program on "Smart Teaching and Learning"** on 18<sup>th</sup> and 19<sup>th</sup> December, 2018.

The keynote address was given by Dr. Venkatesh Choppella, Associate Professor, IIIT, Hyderabad. He dealt with Virtual Laboratories and, demonstrated a few Science experiments and Free Open Source Softwares. All the faculty members have involved actively in deliberations and it is followed by Question answer sessions.

The Pre-lunch Technical session was completely Online Lecture with interactions .by Dr. Sameer Sahasrabudhe, Senior Project Research Scientist, IIT Bombay. It was a two –way interactive session where all the delegates could get an access to an interactive live sessions.

Dr. D. Sarala Head , Department of Physics & Electronics, ICT Coordinator, and Ms. B. Aparna Department of Computer Science, ICT member have given over view on different Digital technologies used for online teaching on Google Class Rooms, Online Assignments and Evaluation. The ICT team members conducted hands on practical sessions on the following day. The occasion was graced by Dr. Sr. P. Amrutha, Principal.

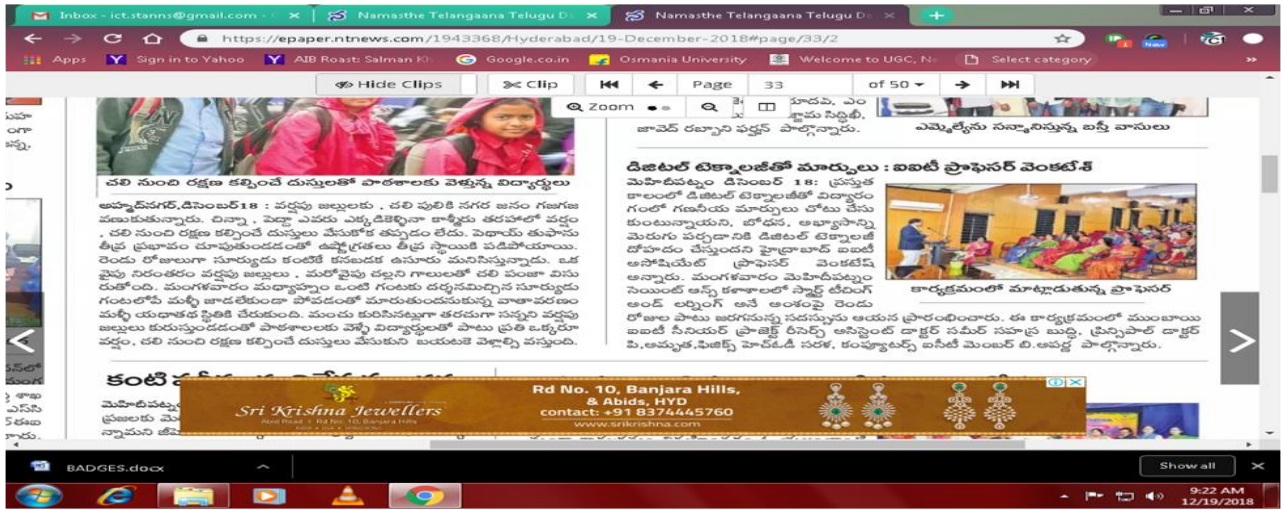




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**Three Day National Level Faculty Development Program by IQAC on Quality Enhancement in Higher Educational Institutions - Future Vision - 04-05-2020 To 06-05-2020**

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 Mehdiapatnam, Hyderabad -500 028.

**IQAC Presents**  
**Three Day National Level Online FDP**  
**Quality Enhancement in Higher Education Institutions**  
**- Future Vision**

4 - 6 May, 2020  
 11:00 am to 1:00 pm

**Expert Talks On**

- IPR and Patent filing
- ICT in Class room
- MOOC & NPTEL Courses
- Stakeholder Engagement

**4th May, 2020 - Inaugural Session - 11:00 am-11:45 am**

Topic: "Should we teach or let them learn?"  
**Building Engaging and Inclusive Learning Environments"**  
 by  
**Dr. Anil Challa**  
 Adjunct Professor University of Alabama at  
 Birmingham

**Program Schedule of the FDP**

**Day 1- 4th May, Monday**  
 Session I: 11:50 am - 1:00 pm  
**Topic: Intellectual Property Rights/Research Funding Opportunities in India**

**Day 2 - 5th May, Tuesday**  
 Technical Session I - 11:00 am - 12:00 noon  
**Topic: Online Content Creation Tools**  
 Technical Session II - 12:00 noon -1:00 pm  
**Topic: Online Classroom Management**

**Day 3 -6th May, Wednesday**  
 Technical Session I -11:00 am - 11:40 am  
**Topic: Talk about Swayam /NPTEL**  
 Technical Session II -11:40 am - 12:40 pm  
**Topic: Role of Feedback Mechanism in Quality Enhancement**

**Concluding Remarks**  
 Dr. Smita Asthana ,IQAC Coordinator.

**Members**

Patron: Dr. Sr. P. Amrutha, Principal	Ms. Santoshi Misra,	Ms. Saritha,
Conveners: Ms. D. Srihala	Ms.K. Rajeswari,	Ms.Indira Priyadarshini,
Ms. Aparna Bulusu	Ms. Krishna Priya	Lt. Lydia Marina,
	Ms. Poppy Devi Nath,	Ms. Shobha Reddy.

For Registration click hand symbol <https://forms.gle/kfN7UBX4yKaMkNK86>

Registration Free  
 Limited Seats only  
 Certificates

For more information, please contact  
 Conveners : Ms. D. Srihala,  
 Ms. B. Aparna,  
 iqacwing@gmail.com



**Objectives:**

- To make the faculty aware of the Intellectual Property Rights & Research Funding agencies.
- To give inputs on the online content creation & classroom engagement using online tools, need of the hour.
- To throw light on MOOCs – NPTEL/SWAYAM.
- To elucidate the importance of active feedback mechanism in HEIs.

**Details of Sessions & Speakers - Number of participants: 245 (pan India)**

Date	Session Title	Resource Person
4 <sup>th</sup> May 2020	<b>Keynote Address</b> Should we teach, or let them learn? Building engaging and inclusive learning environments	Dr. Anil Kumar Challa, Department of Biology, University of Alabama, Birmingham, AL. USA, and Center for Advancement of Research Skills Dr. Reddy's Institute of Life Sciences.
	<b>Technical Session I:</b> Intellectual property rights in India and research funding opportunities in India.	Dr. KhairunnisaAmreen, National Post Doctorate (SERB), BITS-Pilani, Hyderabad campus, Faculty, Dept. of Chemistry, St. Anns' College for women, Hyderabad.
5 <sup>th</sup> May 2020	<b>Technical Session II:</b> Online Content Creations Tools	Ms. AparnaBulusu, Assistant Professor, Dept. of Computer Science, St. Ann's College for Women, Hyderabad.
	<b>Technical Session III:</b> Online Classroom Management	Ms. K. Rajeswari, Assistant Professor, Dept.of Computer Science PG, St. Ann's College for Women, Hyderabad.
6 <sup>th</sup> May 2020	<b>Technical Session IV:</b> Role of Feedback Mechanism in Quality Enhancement	Ms. D. Srikala, Head, Dept.of Statistics, St. Ann's College for Women, Hyderabad.
	<b>Technical Session V</b> MOOCs & NPTEL/SWAYAM	Dr. D. Sarala, Head, Dept.of Physics & Electronics, St. Ann's College for Women.



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**Three Day National Level FDP on Quality Enhancement: Assessment and Accreditation - 23-07-2020 To 25-07-2020**

The poster is divided into two main sections. The left section, titled 'IQAC Presents', details the 'Three Day National Level Online FDP on Quality Enhancement: Assessment and Accreditation'. It features a calendar icon showing the dates '23 - 25 July 2020' from '9.30 am to 12.30 pm' for '3 Days 9 Sessions On Nuances of Assessment'. A 'REGISTRATION' button is visible at the bottom left with a hand cursor, and a URL 'https://forms.gle/F9T7cqqzV8Z2aZPW8' is provided. The right section, titled 'Program Schedule', lists sessions for three days: Day 1 (23rd July, Thursday) with sessions on Inaugural, Curriculum Augmentation, and Infrastructure Insights; Day 2 (24th July, Friday) with sessions on Classroom Crescendos, Research Reload, Societal Cognizance, and Institutional Tenets; and Day 3 (25th July, Saturday) with sessions on Governance and leadership, Student support, and Documents and Documentation. It also lists the Patron (Dr. Sr. P. Amrutha), Conveners (Dr. Smita Asthana and Ms. D. Srikala), and the Organizing Committee (Team IQAC). A green box at the bottom right states 'Registration Free Limited Seats only E-Certificates'. A footer at the bottom right provides contact information for Dr. Smita Asthana and Ms. D. Srikala.

## REPORT

This FDP has been planned to throw light on the revised accreditation framework under NAAC, primarily keeping in view the institutes which are not accredited yet, and other institutes as well.

The objectives of FDP are

- To mentor the faculty of various institutions to get acquainted with NAAC accreditation process, sharing of knowledge and information.
- To give inputs about the criteria of assessment for NAAC assessment and accreditation process with respect to Extended Profile and Data Templates/Documents for Quantitative Metrics (Q<sub>n</sub>M).
- To give insights about the documentation process required for the assessment process under NAAC.





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## **Day 1 : 23 July 2020**

The Principal, Dr. Sr. P.Amrutha gave the welcome address, giving few highlights about the college and mentioning the role of NAAC assessment and accreditation process in improving and sustaining the quality in higher educational institutions, followed by which Dr.SmitaAsthana, IQAC Coordinator gave the preamble of FDP.

Day I had two technical sessions, followed by Q & A session and live feedback by the participants.

### **Technical Session I - Curriculum Augmentation**

**Resource Person** – Dr.Radhai Srinivasan, COE,St. Ann's College for Women

The focus of this session was on Criteria I - Curricular Aspects and the ways and methods to enrich the curriculum by augmenting. The speaker has thrown light on the key indicators of the criteria and elucidated **Effective learning techniques, Integration of cross cutting issues, Academic enrichment –Teaching Strategies, Experiential & Reinforce Learning and Feedback**

### **Technical Session II - Infrastructure Insights**

**Resource Person:** Dr.MeenaPatangay, Head, Dept.of Nutrition, Dean Administration, St. Ann's College for Women

Dr.MeenaPatangay enlightened the participants on Criteria IV, **Infrastructure and Learning Resources**. Effective infrastructure planning is an important factor for higher educational institutions that is conducive for a student's learning and academic growth. The speaker has elaborated on the key indicators of the criteria – Well maintained facilities, Facility to record the lectures/tutorials, store rooms and other basic facilities, designated research room/lab, Vermicompost& Rain harvesting pits, Digitalisation of Library, use of e-journals and books and providing remote access to e-resources in the library, IT infrastructure &ICT facilities, policies and strategies adopted by the institution for adequate technology deployment and maintenance, effectiveutilization of infrastructure, effective mechanism for regular upkeep of the infrastructure





and to promote the optimum use of the same and Annual budget allocation should be made for maintenance of equipment and other infrastructure facilities on the campus.

## **Day 2 : 24 July 2020**

### **Technical Session III - Instructional Strategies**

**Resource Person:** Ms. D. Srikala, Head, Dept. of Statistics, IQAC Member, St. Ann's College for Women

The focus of the talk was on Criteria II - Teaching, Learning and Evaluation with insights into Instructional Strategies. The speaker impressed upon the participants that the interactive instructional techniques and multimode learning engagement of students enable them to develop higher order thinking and reasoning. Focused group discussions, student projects, internships, ICT enabled teaching etc. are to be a part of curriculum to enhance the efficiency and skill sets of the students. Various key indicators like, feedback from stake holders, different teaching reforms to be adopted for an enhance teaching methodology pertaining to the employability status, examination reforms to be adopted for the effective growth, etc. were highlighted. Apart from the regular curriculum, different courses like career-oriented courses, skill enhancement courses to be adopted by the higher educational institutions for an overall growth of the student was emphasized on. Division of marks catering to the key aspects was explained in the presentation.

### **Technical Session IV – Research Reload**

**Resource Person:** Ms. T. Anuradha, Head, Dept. of Commerce, St. Ann's College for Women

This session was on Research, a part of Criteria III. The speaker showcased the importance of research, to be taken up by every faculty in the higher educational institutions. Research is one of the most happening criteria, for the personal and professional growth of teachers it is mandatory to focus on higher education and keep oneself abreast with the current issues pertaining to the subject. Paper presentations, publications in UGC recognized journals & scopus indexed journals by the faculty add up to the overall growth of the institution.



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The speaker stressed that the promotion of research is a significant responsibility of the HEI's without which a research culture on campus cannot be realized. The HEI's must be actively engaged in research through evolving appropriate policies and practices, making adequate resources available, encouraging active research involvement of teachers, students and scholars in research, utilizing the financial support and resources of the Govt. agencies, collaboration with research institutes to promote the growth and importance of research. Minor and major research projects funded by government agencies need to be taken up by the institutions for producing quality research, seeking solutions to the problems.

### **Technical Session V – Societal Cognizance**

**Resource Person:** Ms. Jyothi Head, Dept. of Microbiology, ACOE, St. Ann's College for Women

This session was on Innovations & Extension, a part of Criteria III. The speaker of the session spoke about the extension service and its importance. The process and strategies inherent in social activities relevantly sensitize students to the social issues and contexts. Sustainable practices of the institution leading to superior performance takes to successful outcomes in terms of generating knowledge useful for the learner as well as the community. Apart from academic excellence, higher educational institutions need to focus on various extension activities involving clubs, NSS, NCC, etc. adopted by the faculty and students to cater to the social issues faced by the society and find reforms to help the poor and downtrodden in every possible way. Institutions can supply essential materials in schools, old age homes etc. which helps them for a better living. She highlighted the aspect of developing social responsibility among the students. By this, students can understand the society as a whole and can become better citizens of this country.

### **Technical Session VI – Institutional Tenets**

**Resource Person:** Ms. Shailaja, Head, Dept. of Biochemistry, St. Ann's College for Women.

The focus of the session was on Criteria VII - Institutional Values & Best Practices. Speaker of this session highlighted the importance of best practices in the higher educational institutions.



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Every institution has a mandate to be responsive to at least a few pressing issues such as gender equity, environmental consciousness and sustainability, inclusiveness, and professional ethics, but the way it addresses these and evolves practices will always be unique. Every institution faces and resolves various kinds of internal pressures and situations while doing this. Some meaningful practices pertinent to such situations are evolved within the institution which helps in smooth functioning and leads to enhanced impact. Such practices which are evolved internally by the institution leading to improvements in any one aspect of its functioning-academic, administrative, or organizational are recognized as Best Practices. Over a period, due to such unique ways of functioning each institution develops distinct characteristics which become its recognizable attribute. Best practices, Green Initiatives and Institutional Tenets are an importance part and play a vital role in the overall development of the Institution.

The session ended with queries being answered by the speakers

### **Technical Session VII – Governance and leadership**

**Resource Person:** Ms. Vijayavalli, Associate Professor of Chemistry, ACOE, St. Ann's College for Women.

Ms. Vijayavalli has highlighted the key indicators of Criteria VI - on Governance, Leadership and Management. NAAC in regard to governance include; vision and mission of the institution, IQAC role, annual financial audit, academic audit, promoting autonomy and e-governance. Quality of governance is most important in ensuring sustainable policy outcomes.

She has discussed on effective leadership by setting values and participative decision- making, the formal and informal arrangements in the institution to co-ordinate the academic and administrative planning. The speaker explained about budgeting and optimum utilization of finance as well as mobilization of resources, established procedures and processes for planning and allocation of financial resources. She also talked about mobilizing resources and ensures transparency in financial management of the institution by internal and external audit.

### **Technical Session VIII – Student Support**



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**Resource Person:** Dr. Sarala, Head, Department of Physics and Electronics, St. Ann's College for Women.

An institution makes many efforts to provide necessary support to the students by giving good campus experiences for the holistic development of an individual.

Dr. Sarala has highlighted Criterion V, Student Support and Progression and the efforts of an institution to provide necessary assistance to students, to enable them to acquire meaningful experiences for learning at the campus and to facilitate their holistic development and progression. She also mentioned to look into student performance and alumni profiles and the progression of students to higher education and gainful employment.

She has presented and discussed the questions of criteria V key indicators. She has highlighted on facilitating mechanisms like Guidance Cell, Placement Cell, Grievance Cell and Welfare Measures to support students. Specially designed inputs to the needy students with learning difficulties and provision to be made for bridge and value added courses in relevant areas.

**Technical Session IX –Documents and Documentation**  
**Resource Person:** Dr. SmitaAsthana, Dean Academics, IQAC coordinator, Accreditation Ambassador (UGC Scheme Paramarsh), St. Ann's college for women.

Incorrect documentation is often worst than no documentation. Document and documentation is the heart and soul in NAAC accreditation.

Dr. SmitaAshthana has discussed about all the seven criteria to serve as basis for assessment of HEIs. She has also mentioned that NAAC continues with its focus on quality culture of the institution in terms of Quality Initiatives, Quality Sustenance and Quality Enhancement, as reflected in its vision, organization, operations and the processes. Experience has reiterated that these can be ascertained either by on site observations and/or through the facts and figures about the various aspects of institutional functioning.

She has highlighted about work pyramid for NAAC. She mentioned the establishment of the Steering Committee for the preparation of the Self-study Report (SSR) of an institution. Another step in this direction could be the identification of the strengths and weaknesses in the teaching and learning processes as carried out by the institution.





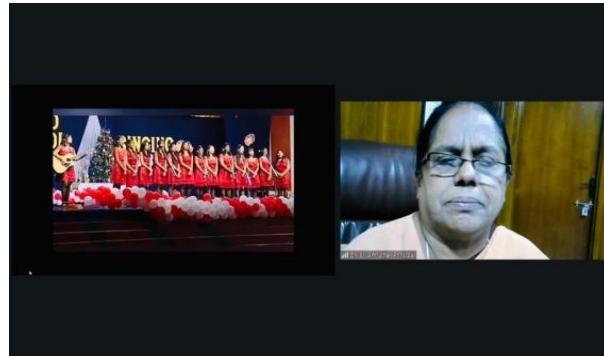
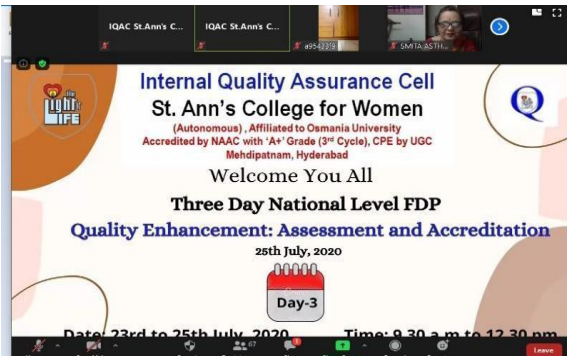
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She has mentioned process to maintain academic record for NAAC assessment from criteria 1 to criteria 7 and how to maintain record and make documentation in a correct way. She said to participants to promote innovation in the institution and strengthen the urge to excel.

Queries raised were cleared by the speaker. Ms. Srikala, Convener of FDP and Head Dept. of Statistics delivered vote of thanks.





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**National Seminar - Revised Accreditation Framework: Issues & Challenges on 22/11/2022 & 23/11/2022**

### Brochure

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Mehdipatnam, Hyderabad - 500028

**Internal Quality Assurance Cell (IQAC)**  
Organizes  
**A Two Day National Seminar on**  
**Revised Accreditation Framework:**  
**Issues & Challenges**

**22nd & 23rd November 2022**

**DAY - 1**  
**Nov. 22, 2022**  
**1.30 to 3pm**

**A Grade Forward - Quality Enhancement**  
**Mrs. Bhanusree**  
IQAC Coordinator,  
VNRVJIE, Hyderabad

**Day - 2, Nov. 23, 2022**  
**1 - 3 pm**

**Session - 1**  
**Assessment Criteria**  
**Dr. Smita Asthana**  
IQAC Coordinator  
Dean Academics  
St. Ann's College for Women

**Session - 2**  
**Data & Documentation**  
**Mrs Srikala**  
Addl. Coordinator, IQAC  
Head, Dept. of Statistics  
St. Ann's College for Women

Registration fee - 100/  
GPAY : 9182667152

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**BLENDDED MODE**

### Technical Sessions

Day 1: 22/11/2022: 1.30 - 3.00 pm



<b>Time</b>	<b>Event</b>
1.30 pm	<b>Welcome Note</b> Dr. Sr. P. Amrutha, Principal, St. Ann's College
1.35 pm	<b>Preamble of the Seminar</b> Dr. SmitaAsthana, IQAC Coordinator, Dean, Academics, St. Ann's College
1.40 – 2.50 pm	<b>Keynote : A Grade Forward – Quality Enhancement</b> Mrs. Y. Bhanusree IQAC Coordinator, VNRVJIET, Hyderabad
2.50 – 3 pm	<b>Q &amp; A</b>
3 pm	<b>Vote of Thanks</b>

<b>Day 2 : 23/11/2022: 1.00 - 3.30 pm</b>	
<b>Time</b>	<b>Event</b>
1.00 pm	<b>Prayer</b>
1.05 – 2 pm	<b>Technical Session 1: Assessment Criteria</b> Dr. SmitaAsthana, IQAC Coordinator, Dean, Academics, St. Ann's College for Women
2 – 2.05 pm	<b>Q &amp; A</b>
2.15 – 3. 10 pm	<b>Technical Session 2: Data &amp; Documentation</b> Mrs. Srikala, Addl. Coordinator - IQAC Head, Dept. of Statistics St. Ann's College for Women
3. 10 pm	<b>Q &amp; A</b>
3. 15 pm	<b>Reflections</b>
3.30 pm	<b>Vote of Thanks &amp; National Anthem</b>

**+ 2 Day National Workshop on Outcome Based Education 30/09/2022 & 01/10/2022**





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The poster is for a National Workshop on Outcome Based Education. It is jointly organized by Little Flower Degree College and St. Ann's College for Women. The keynote speaker is Prof. Lakshmi Pathi Rao, and the guest speaker is Dr. Bruce Mathew. The target audience includes principals, vice-principals, deans, and faculty from all streams. The registration fee is 200/- (online) and 500/- (offline). The schedule is for two days: Day 1 on 30th September 2022 (2PM-4.30PM) and Day 2 on 1st October 2022 (9AM-4PM). The venue is St. Ann's College for Women, Mehdiapatnam. Contact information for MS.T. Naga Lakshmi is provided.

**LITTLE FLOWER DEGREE COLLEGE** & **St. ANN'S COLLEGE FOR WOMEN**  
Jointly Organizing  
**NATIONAL WORKSHOP ON OUTCOME BASED EDUCATION**

**KEYNOTE SPEAKER**  
**PROF. LAKSHMI PATHI RAO**  
Director, Methodist College of Engg. & Technology, Hyderabad, Telangana.

**GUEST SPEAKER**  
**DR. BRUCE MATHEW**  
Principal, MES College for Advanced Studies, Edathala, Ernakulam, Kerala.

**TARGET AUDIENCE:**  
PRINCIPALS, VICE-PRINCIPALS, DEANS & FACULTY FROM ALL STREAMS

**Last Date for registration**  
25th Sept, 2022

**Registration fee:**  
200/- (ONLINE)  
500/- (OFFLINE)

**SCHEDULE:**  
DAY 1: 30th SEPTEMBER, 2022  
TIME: 2PM - 4.30PM  
DAY 2: 1st OCTOBER, 2022  
TIME: 9AM - 4 PM

**A/C details for payment:**  
Acc.No: 0549075000000585  
IFSC Code: SIBL0000549

**Certificates will be provided to the participants**

**VENUE:**  
ST. ANN'S COLLEGE FOR WOMEN,  
MEHDIPATNAM

**MS.T. NAGA LAKSHMI**  
Dept. of Electronics  
998871975  
**MS.D. SRIKALA**  
Dept. of Statistics  
7790 77995

(Scan QR Code for Payment)  
Click the below link for registration:  
\*\* Keep your payment screenshot ready before registering  
<https://forms.gle/nu7xg2WgNOJ5aydZ8>

## YouTube Links

**Day1:**<https://youtu.be/H54-mHYpess>; **Day2: Session1:**[https://youtu.be/Hewi0\\_Yj1z8](https://youtu.be/Hewi0_Yj1z8)

**Session2:**<https://youtu.be/fqOFDOgbyCA>

## Inaugural

Dr. Amrutha, Principal, St. Ann's College for women declared the workshop to be opened and gave welcome address, followed by preamble of the seminar by Dr. SmitaAsthana, IQAC co-coordinator and Mrs. P. Jayanthi Reddy, Vice Principal of Little Flower Degree college, Uppal, Hyderabad, gave an over view of the workshop.

Keynote speaker, **Professor Lakshmi Pathi Rao**, Director, Methodist College of Engineering and Technology, Abids shared his experience on OBE. Sir has set the tone of workshop by emphasizing the importance of OBE, revised Blooms Taxonomy, OBE Architecture, Organizational Structure, Challenges and Limitations of OBE. He quoted that "It is not

What we teach, it is what students learn is important in OBE". He accentuated on the important terms of OBE like Program Educational Objective (PEO), Program Outcome, Mapping, Program Specific Out Come, Course Outcome and attainment.

## Technical Session – 1 & Session-2 (OBE – A transformation perspective and Mapping CO's and PO's

The session was headed by Dr. Bruce Mathew principal, MES College of Advance Studies Ernakulam, Kerala. He gave an overview of OBE and OBE framework. He explained in detail about graph analysis and curriculum. He suggested to follow knowledge structure in teaching



plans. He stressed on hierarchy of vision and mission establishment, COs, Pos and PEOs and highlighted that the learning/ teaching has shifted from 3Rs – Reading, Writing, Arithmetic to 4Cs – Critical Thinking, Communication, Collaboration, Creativity and he gave a clarity of mapping of CO, PO and PSO.

## **Day 2**

### **Technical Session – 3 (Attainment of CO's and POs & Assessment of OBE)**

The session started with a review of day one session by Ms. Dhvani, Dept. of Statistics, and Little Flower Degree College.

The Speaker threw light on the “Need of the Hour” i.e. T SHAPE workers and employees, which states about the expertise of a person in soft skills and hard skill. He also explained in detail about three kinds of OBE namely,

1. Traditional
2. Transitional
3. Transformational OBEs.

Dr. Bruce explained on top priority of outcomes which focus about overall LOTS (Lower Order Thinking Skills) and HOTS (Higher Order Thinking Skills). He emphasized few examples of OBEs along with characteristics of OBE and defines exit outcomes, gave an example of mapping of COs to POs and PSOs, he summarized the session on revised Blooms Taxonomy, instructional delivery mode, learning retention and integrated active learning on modes for OBE.

### **TechnicalSession – 4 (Best Practices in QP setting)**

The speaker said when we have diversity in POs there would be diversity in PSOs. He gave clarity on effective learning psychomotor domain and the structure of CO. The speaker has demonstrated the POs and COs and mapping with an example. Best practices of QP settings. Sir gave examples of OBE course outline, questions moderation, weekly lesson plans. Demonstrated PO attainment using direct method. All the four sessions were very informative. He clarified all the queries which were put in online and off line by the faculty.

### **Outcomes of the Workshop:**

- Overview and effective implementation of OBE
- Role of teachers as Facilitators
- OBE based Curriculum
- Practices & Assessment methods of OBE
- Computation of Course attainment & Mapping
- Best practices in QP setting
- Participants gained good knowledge of Revised Bloom's Taxonomy



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## Research Related Activities

### **✚ Establishment of IPR and Awareness Program on IPR Cell 14 -11-2019**

IPR cell of the college is christened as **SAIPRC- St. Ann's Intellectual Property Rights Cell**

It was established on 14/11/2019. SAIPRC has been set up with the following objectives

- Encourage, provide a common platform to guide, expedite, aid and make the faculty, students, aware about protecting their scientific inventions, discoveries, pursuits and designs.
- It will mainly focus on speeding up the process of filing the patent applications.
- Spread the awareness regarding IPR.
- Establish an ambience which can cherish the augmentation of IP in the college.

Facilitate the filling process and financial aid for any faculty, student, who believes to being possession of an IP.

SAIPRC was inaugurated by Mr. Ashok Ram Kumar (L.L.M in IPR), legal advisor and a lecture on "Intellectual Property Rights- Foundation for India's Intellectual Capitalism" was delivered by him followed by an interactive session.





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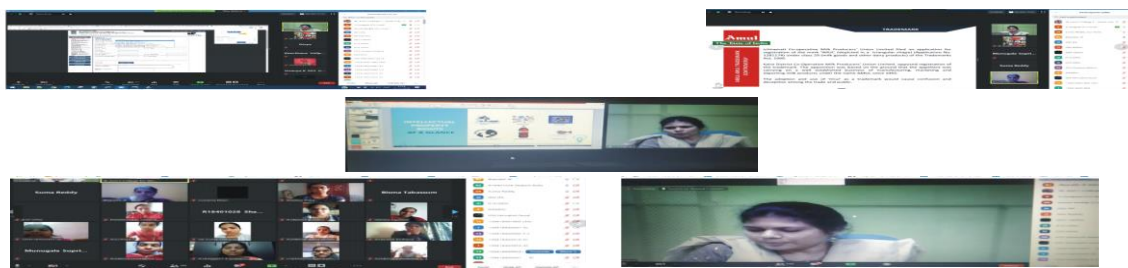
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## **Webinar on Intellectual Property Rights protection, on 23<sup>rd</sup> November 2020**

Department of Commerce in association with the IIC at St. Ann's organized a webinar on Intellectual Property Rights protection, on 23<sup>rd</sup> November 2020. Mrs. V. Swapna, is Associate faculty member and Head of Intellectual Property Facilitation center at NIMSME was the resource person. The main objective of this event was to spread the awareness about protection of creativity and conceptualization of innovation.

### **Benefit in terms of learning/ skill/ knowledge obtained**

The event was attended by more than 200 participants which included faculty and students. The speaker gave a detailed knowledge about the patents, rights, designs and trademark. She also explained about the patent filing benefits, procedure and rights. Complete details about the patent requirements were also given. She also gave examples, case study of Amul-Imul trademark. The session was interactive participants' queries were clarified.



## **Financial Support for participation in Academic Enrichment Events, Publications and Membership in Professional Bodies**



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### Financial Support for participation in a Workshop



**Financial Support for Research Publications & Membership in Professional Bodies**



*IOSR Journal of Environmental Science, Toxicology and Food Technology (IOSR-JESTFT)*  
 e-ISSN: 2319-2402, p-ISSN: 2319-2399, Volume 13, Issue 8 Ser. 1 (August, 2019), PP 66-70  
 www.iosrjournals.org

**Structural Changes in Stomata in Plants Exposed to Air Pollution**

P. Usha Shri<sup>1</sup> and Haritha<sup>2</sup>

1. Lecturer, Department of Botany, St. Ann's College for women Mehdiapatnam, Hyderabad-28, Telangana state  
 2. Student, St. Ann's College for women Mehdiapatnam, Hyderabad-28, Telangana state  
 Corresponding Author: P. Usha Shri

**Abstract:** Air pollution, is now almost inescapable component of urban life effecting both plants and animals equally. The changes in the epidermal configuration reveal marked alteration in numbers of stomata, epidermal cells and stomatal indices in leaf samples collected from polluted zones that can be used as biomarkers of air pollution. These pollutants not only affect the morphology of plants but also alter the physiology. Reduction in various parameters of the two plant species studied from polluted sites clearly indicate the deleterious effect of air pollution on plant health. It is evident from the present study that the air pollutants such as SPM, SO<sub>2</sub>, NO<sub>2</sub>, and O<sub>3</sub> from automobile exhaust and industries along with many other unknown pollutants are responsible for bad air quality and are responsible for altering the epidermal structures in both *Tridax* and *Datura* plants growing in polluted zones.

Date of Submission: 03-08-2019

Date of acceptance: 19-08-2019

**I. Introduction**

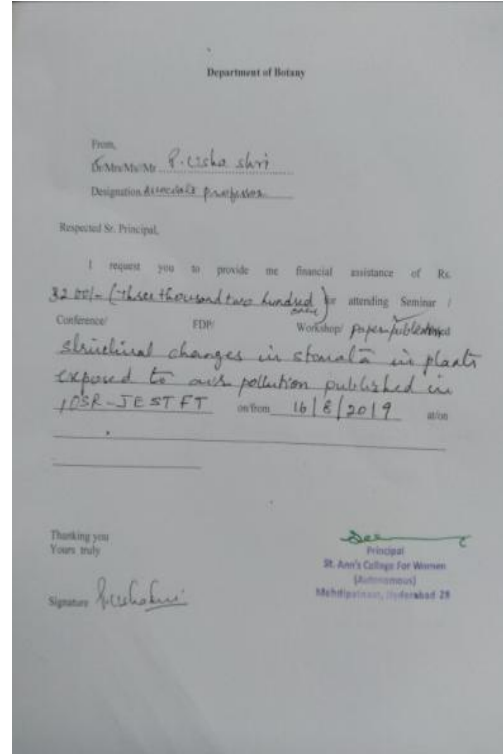
Continuously increasing vehicular pollution in the major cities of the world has led to serious environmental problems. Air pollution is now almost inescapable component of urban life effecting both plants and animals equally. The major pollutants are nitrogen oxides, carbon monoxide, carbon dioxide, sulphur oxides, volatile organic compounds and suspended particulate matter which contribute to 90% of air pollution. Apart from these small amounts of metals such as Cd, Cu, Hg and Zn have been discovered (Nassima Oucher, 2015; Aksu, 2015).

60-70% of the pollution found in an urban environment is on account Motor vehicles (Singh, *et al.*, 1995; Tripathi and M. Gautam 2007; Dwivedi and B. D. Tripathi 2008). Maximum pollution load in the major metros of India, is contributed by two wheelers alone (Central Pollution Control Board, 2002).

Plants act as good indicators of air pollution. They play significant role in assimilation and accumulation of pollutants. Under polluted conditions, plants develop different morphological, physiological and anatomical changes (Inamdar and Chaudhri, 1984; Iqbal, 1985; Gupta and Ghouse, 1988; Gravano *et al.*, 2003; Novak *et al.*, 2003). Plants regulate the entry of gaseous molecules through stomatal movements. Injury to the plants by pollutants depends on the amount of pollutants entering the cells and their interaction with cellular constituents. Responses of plants to gaseous pollutants vary from species to species. Chronic exposure of leaves to pollution can break down the cuticle leading to excessive loss of water and also interferes with photosynthesis and growth. Adverse effects of air pollution on plants have been studied by various workers (Kaur, 2004; Dineva, 2006; Rai and Kulkarni, 2006; Sher and Hussain 2006).

In the present investigation the influence of vehicular pollution on *Tridax procumbens* and *Datura metel* species was studied to understand their adaptive response to it. These plants were selected as they were found growing in the polluted sites.

*Tridax procumbens*, a member of Asteraceae is best known as a widespread weed in fields, meadows, croplands, disturbed areas, lawns, and roadsides in areas with tropical or semi-tropical climates. *Datura metel* member of Solanaceae is a perennial herb. Both the plants have medicinal importance.



Date : 19-9-2020

Letter of Appointment

To,  
 Dr. Meena Patangay  
 Dean, HOD, St. Ann's college for women  
 Hyderabad,

Dear Dr. Meena Patangay,

It is my pleasure to inform you that, we, myself Dr. Janaki. B, Hon. Sec. IAPEN Hyd Chapter and Sri Bheem Rao Kunj Bihari, President IAPEN Hyd Chapter, appoint you as "Vice President" of the IAPEN Hyd Chapter.

This recommendation is made, under the policies of the Associate members of the Executive Council of the IAPEN, Pune, Maharashtra, India. As per the policies, the appointment is for a period of five years term.

We are looking forward with confidence and enthusiasm with continuation of your valuable and unique contributions to the IAPEN, Hyderabad Chapter.

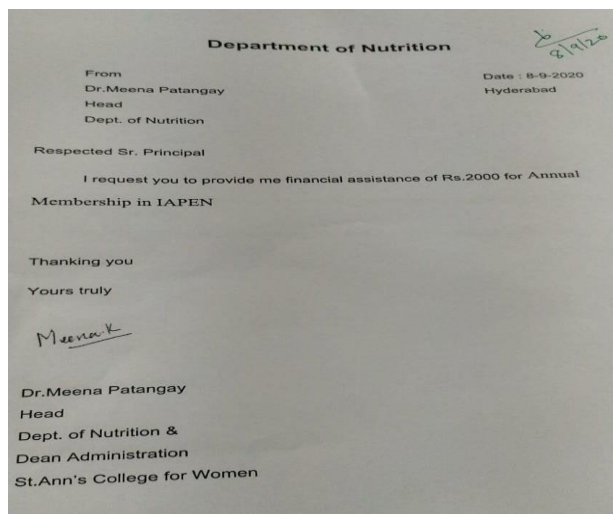
Congratulations and Welcome.

Kindly acknowledge

Thanking You

*Janaki B*

Dr. Janaki. B  
 Hon. Secretary  
 Regional Officer  
 IAPEN Hyd Chapter







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**Quality Connect**

**Empowering programmes for non-teaching staff**

**A Seminar on Good Laboratory Practices and Applications of ICT, 01-12-2023**

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**Internal Quality Assurance Cell (IQAC)**  
 Organizes  
**A Seminar on**  
**"Good Laboratory Practices (GLP)"**  
**and**  
**"Applications of ICT"**  
 Target Audience – Support Staff of UG and PG Departments  
**1<sup>st</sup> December 2022**  
**Timing – 12.30pm to 2.30pm**  
**Venue – AV Room**

**Registration Link**  
<https://forms.gle/9bR9Cpq2cQFfAS7>

**Session I –**  
 12.30pm to 1.30pm  
 Dr. P. Sateesh Kumar,  
 MSc.(PhD),  
 Department of Chemistry,  
 Government Degree College,  
 Suddipet

**Session II**  
 1.30pm to 2.30pm  
 Mrs. Rajeshwari,  
 MCA, B.Ed  
 Department of Computer  
 Science, St. Ann's College  
 for Women (Autonomous)

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**అంతర్గత క్వాలిటీ అసూరెన్స్ సెల్ (IQAC)**  
**ఆధ్వర్యంలో**  
**సదస్సు**  
**" గుడ్ లాబొరేటరీ ప్రాక్టీసెస్ (GLP) "**  
**మరియు**  
**"అప్లికేషన్స్ ఆఫ్ ICT"**  
 లక్ష్య ప్రేక్షకులు- UG మరియు PG విభాగాల సహాయక సిబ్బంది  
**1<sup>st</sup> డిసెంబర్ 2022**  
**సమయము- 12.30pm to 2.30pm**  
**ఫలము - AV రూమ్**

**రిజిస్ట్రేషన్ లింకు**  
<https://forms.gle/9bR9Cpq2cQFfAS7>

**సెషన్ I**  
 12.30pm to 1.30pm  
 Dr. P. Sateesh Kumar,  
 MSc.(PhD),  
 Department of Chemistry,  
 Government Degree  
 College, Suddipet

**సెషన్ II**  
 1.30pm to 2.30pm  
 Mrs. Rajeshwari,  
 MCA, B.Ed  
 Department of Computer  
 Science, St. Ann's College  
 for Women (Autonomous)





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Quality Connect

StAnn's College for Women(Autonomous)  
IQAC Report  
Seminar on Good Lab Practices(GLP) and Applications of ICT  
01-12-2022



Internal Quality Assurance Cell (IQAC) has organised a Hands on Training Session titled as "Seminar on Good Lab Practices and Applications of ICT" on 1st December 2022 at AV Room for Support staff of UG and PG Departments from 12.30pm to 2.30pm.

The Seminar was Inaugurated by **Dr.Smita Asthana**, Dean Academics and IQAC Coordinator, **Dr.Srikala**, Adttl. IQAC Coordinator and Head Department of Statistics along with the invited Guest Speakers - **Dr.P.Sateesh Kumar** and **Mrs.Rajeshwari**.

The seminar began with opening remarks by Dean Academics and IQAC Coordinator - **Dr.Smita Asthana**.

**Session I**

Topic - Good Lab Practices by **Dr.P.Sateesh Kumar**, Assistant Professor, Govt.Degree College, Siddipet.

The Session was Commenced by Green Greetings to **Dr.P.Sateesh kumar** followed by introduction of Speaker by **Dr.Tasneem Jahan**, Member IQAC and Head Department of Zoology.

**Dr.P.Sateesh kumar** provided valuable insights on effective Lab Practices while being in Science Labs dragging the attention of the lab staff towards safety measures, Precautions when handling chemicals for the well being of support staff with numerous examples on safety, Risk and Exposure. The Seminar was highly informative with regard to safety, hazards and risk management.

To bridge the language gap, the speaker explained in English and simultaneously translated into Telugu Language.

Indeed the talk was very effective for the benefit of support staff. The session was concluded by the "Vote of Thanks" to the Speaker by **Ms.Nazia Fathima**, Member IQAC, Assistant professor, Department of Chemistry.

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IQAC Report  
Seminar on Good Lab Practices(GLP) and Applications of ICT  
01-12-2022



Lecture by **Dr.P.Sateesh Kumar**, Department of Chemistry, Govt. Degree College

**Session II - Venue - Computer lab**

Topic - Application of ICT by **Mrs. Rajeshwari**, MCA,BEd Assistant Professor, Department of Computer science, St. Ann's College for Women(Autonomous), Member IQAC

As ICT have made it possible to have fast access to, and sharing of, information allowing refined ways of doing work in real time more efficiently and effectively.

In this Regard, The Hands on Training session was taken up by **Mrs.Rajeshwari**.

The enlightening session was very useful and informative mainly focusing on the importance and benefits of using technology at the workplace.

The Wide spectrum of ICT Applications were presented and by Hands on Training the attendees were taught Ms Office applications in administration.

The session concluded by the "Vote of Thanks" to the speaker by **Dr.Tasneem Jahan**, Member IQAC and HOD,Zoology.



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**IQAC Report**  
**Seminar on Good Lab Practices(GLP) and Applications of ICT**  
**01-12-2022**



**Lecture by Mrs.Rajeshwari , Department of Computer Science , StAnns College**



**Hands on Training session on Applications of ICT**

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**IQAC Report**  
**Seminar on Good Lab Practices(GLP) and Applications of ICT**  
**01-12-2022**



**Activities on Innovation**



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**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of Education Initiative)

**Process of Innovation Development & Technology Readiness Levels,  
Commercialization of Lab Technologies**

**Quarter No. II    Activity No.    3**

**Date:** 17/2/2023 to 17/2/2023

**Brochure**





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**Objective**

Process of Innovation Development & Technology Readiness Levels, Commercialization of Lab Technologies

**Benefit in Terms of learning/Skill/Knowledge**

Complete understanding of taking an idea and developing a market ready innovation that can be patented based on Technology Readiness Level

**Total number of participants : 80**

**Faculty Coordinator and active faculty members of your group.:**

Ms Aparna Bulusu, Dept of CS , Social Media Cell Convenor

Ms Prashanthi, Dept of MCA

Ms Sujatha, HoD, Dept of BBA

Mr Ravi, Programmer and Network Administrator

**Student Volunteer name/names**

Ms Vintha Onman, MCA I Year

Ms Kiranmayee, B Sc III MSDS

**Brief report of the activity**

A blended session was organized on Feb 18<sup>th</sup>, 2023 on the topic: 'Process of Innovation Development, Technology Readiness Level, Commercialization of Lab Technologies and Tech Transfer'.

The session was taken by eminent resource person, Dr. Agalya, Professor and Associate Head (R & D), IIC President and Innovation Ambassador, MoE's Innovation Cell, New Horizon College of Engineering, Bengaluru

The session was very informative and provided a bird's eye view of the journey from converting an Idea to a Prototype. Identifying real world problems and coming up with viable solutions is the first step to be followed. An idea needs to go through various levels of technology readiness before it can become a





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**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of Education Initiative)

minimum viable product. A minimum level of 4 is needed before a prototype can be ready for production.

The session also threw light on some interesting patents of the resource person like 1. Filter to remove cancer causing gases from Sanitary napkin Incinerators, creation of beetroot jellies to make consumption easy etc. Students were very inspired by these real world examples of how new product ideas and patents germinate from innovative solutions to everyday problems.

The process to be followed to apply for patents was also covered as part of the session.

Url link of activity video : <https://youtu.be/HKZ-efocSVM>

Url links of Social media:

Instagram:

<https://www.instagram.com/p/Cov00ZJBr4P/?igshid=YmMyMTA2M2Y=>

Twitter:

<https://twitter.com/StAnnsHyd/status/1626148238544994305?t=H0aIBw5-UyOe23D-NDYe5w&s=08>

Facebook:

[https://m.facebook.com/story.php?story\\_fbid=pfbid021aXGpbnHMRRA4kMreTBnR1F71C2brGFvpMKoqoRTv8taqw3up923T7orOEUjXUSrl&id=100063695186398&mibextid=Nif5oz](https://m.facebook.com/story.php?story_fbid=pfbid021aXGpbnHMRRA4kMreTBnR1F71C2brGFvpMKoqoRTv8taqw3up923T7orOEUjXUSrl&id=100063695186398&mibextid=Nif5oz)



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**Activity Images**







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Hyderabad  
Telangana  
India

2023-02-17(Fri) 01:29(pm)

31°C  
88°F

**✚ Courses on startup, innovation, enterprise and entrepreneurship**



Department of Business Management (MBA)  
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 Mehdiapatnam, Hyderabad-500028



**ST. ANN'S COLLEGE FOR WOMEN (AUTONOMOUS)**

**Department of Business Management (MBA)**



**2022-23**

**Motto: "From Classroom to Boardroom"**

**Board of Studies meeting held on 10 February 2023 at 10:00 am  
 For MBA I Year R23 Batch (2023-25) Semester I & II**



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**Teaching hours:60**

<b>Course Code</b>	<b>MBA204</b>
<b>Course Title</b>	<b>Entrepreneurship and Small Business Management</b>
<b>Course Objective</b>	The course emphasizes Entrepreneurship development, its impact on the economy, and the role of Government in promoting entrepreneurship

**Course Outcomes**

<b>CO1</b>	<b>Gain</b> an understanding of entrepreneurship
<b>CO2</b>	<b>Learn</b> the motives of being an entrepreneur
<b>CO3</b>	<b>Analyze</b> the challenges and risks associated with entrepreneurship
<b>CO4</b>	<b>Apply</b> an entrepreneurial attitude to initiate a business

Unit	Course Contents/Title	Course Outcome	Cognitive Levels	Relevance L/R/N/G
<b>I</b>	<b>Entrepreneur and Entrepreneurship:</b> Entrepreneurship Understanding the Concept of Entrepreneurship, Evolution of Entrepreneurship, Characteristics of Entrepreneur, Types of Entrepreneurships: Rural, Women, and Social Entrepreneurship, Need, Importance, Problems, and Perspectives, Start ups	CO1	Remember Understand	L, R&N
<b>II</b>	<b>Factors Affecting Entrepreneurial Growth:</b> Entrepreneurship Economic Environment – Economic, Non- Economic, and psychological factors – Growth of Entrepreneurship in India – Role of Government in the promotion of Entrepreneurship: Entrepreneurship Development Programs (EDPs) – Need, Objectives, course content, and instruction – Phase-wise development of EDP Curriculum.	CO2	Remember Understand	L, R&N





<b>III</b>	<b>Idea Generation and Evaluation:</b> <u>Entrepreneurship</u> Idea Generation strategies, Entrepreneurial Opportunity Recognition and Evaluation; prototyping, idea evaluation, entrepreneurial Outlook, value proposition design, customer insight, and ideas development. Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, and financial feasibility analysis.	CO3	Analyze Create	L, R&N
<b>IV</b>	<b>SBE and Business Plan:</b> <u>Entrepreneurship</u> Definition–Characteristics–Building the business plan- Feasibility study: Setting up of small business enterprises, Production management in small business: production and material management. HRM in Small business: Importance of HRM, HRD, Industrial relations, Labour laws, pollution control laws.	CO3	Understand Create	L, R&N
<b>V</b>	<b>Institutions and Sickness in SBEs:</b> <u>Entrepreneurship</u> Institutions supporting small business enterprises: Introduction, Central level institutions, state-level institutions, other agencies. Sickness in small business enterprises: Definition and status of Sickness of SSIs in India, causes of sickness, Symptoms, and cure of sickness.	CO4	Understand Analyze	R & N
<b>Essential Readings:</b> 1. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Hyd. 2. S. S Khanka, Entrepreneurial Development, S. Chand Publishing House, New Delhi. <b>Suggested Readings</b> 3. Vasanth Desai, Small Scale Industry and Entrepreneurship, Himalaya Publishing House, Hyd. 4. A. Sahay, and A. Nirjar, Entrepreneurship, Excel Books. 5. Poomima M Charinthmath, Entrepreneurial Development, and Small Business Enterprises, Pearson Education Publisher. 6. David H Hoyt, Entrepreneurship and New Venture Creation, PHI New Delhi. 7. S. R Bowmick & M. Bhowmik, Entrepreneurship, New Age International Books.				



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## Outcomes

### Patents filed

ipindiaservices.gov.in/PatentSearch/PatentSearch/ViewApplicationStatus

Office of the Controller General of Patents, Designs & Trade Marks  
Department of Industrial Policy & Promotion,  
Ministry of Commerce & Industry,  
Government of India

INTELLECTUAL PROPERTY INDIA  
PATENTS | DESIGNS | TRADE MARKS  
GEOGRAPHICAL INDICATIONS

Application Details	
APPLICATION NUMBER	202141036033
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	10/08/2021
APPLICANT NAME	1 . Mrs. P.NAGA KAVITHA 2 . Mrs. M.PRASANNA KUMARI 3 . Dr. N RAMESH BABU 4 . Dr.D. WILLIAM ALBERT 5 . Dr. T.K. SHAIK SHAVALI
TITLE OF INVENTION	AN AI AND NLP FRAMEWORK FOR DERIVING SOCIAL FEEDBACK FOR BUSINESS INTELLIGENCE
FIELD OF INVENTION	COMPUTER SCIENCE
E-MAIL (As Per Record)	patentagent@prometheusip.com
ADDITIONAL-EMAIL (As Per Record)	
E-MAIL (UPDATED Online)	
PRIORITY DATE	
REQUEST FOR EXAMINATION DATE	10/08/2021
PUBLICATION DATE (U/S 11A)	20/08/2021

### Ph.D. Registered and Ph.D. Awarded



**St. Ann's College for Women**  
 (Autonomous), Affiliated to Osmania University  
 NAAC Accredited with A+ Grade (3<sup>rd</sup> cycle), CPE By UGC  
 ISO 9001:2015 and 14001:2015  
 Mehdiapatnam, Hyderabad



**Quality Connect**



07<sup>th</sup> December, 2019

**PhD / MPhil PROVISIONAL ADMISSION MEMO**

<b>Hall Ticket Number</b>	201950101959		
<b>Name of the Candidate</b>	Ms. D. Srijala		
<b>Name of the Research Supervisor</b>	Prof. A. Sreeram		
<b>Name of the Department</b>	Human Resources Management		
<b>Category of Admission</b>	Ph.D. - Part Time		
<b>Campus</b>	Hyderabad		
<b>Duration of the Program</b>	4 Years		
<b>Fee Structure</b>	<b>Ph.D. Degree</b>	<b>Full-time</b>	<b>Part-time</b>
	1 <sup>st</sup> Year	INR 73,200	INR 80,000
	2 <sup>nd</sup> Year	INR 66,000	INR 73,200
	3 <sup>rd</sup> Year	INR 66,000	INR 73,200
4 <sup>th</sup> Year	NA	INR 73,200	

**Note:** Provisional Admission will be confirmed subject to the following conditions:

- The candidate is required to pay the prescribed fee on or before **13th December, 2019** through Demand Draft in favour of "GITAM Hyderabad Business School" payable at Hyderabad drawn on any nationalized bank.
- If the fee is not paid within the stipulated time, the admission will be treated as cancelled.
- The registration comes into effect from the date of issue of Provisional Admission Memo.
- The candidate is required to report to the Dean & Director of the Institute through Research Supervisor and Head of the concerned Department.
- The following certificates have to be submitted at the time of admission.
  - Provisional certificate / Original degree of qualifying examination.
  - Statement of marks in qualifying examination.
  - Transfer and Conduct certificate from the Institution where the candidate last studied.
  - Migration certificate for candidates other than GITAM (Deemed to be University).
  - Service certificate(s) from the employer in the case of part-time candidates.
- No objection certificate from the employer for part-time candidates.
- Aadhar Card.

  
 Prof. A. Sreeram Kumar  
 Dean & Director



**GITAM Hyderabad Business School**

Rudraram, Madancheru (M), Sangareddy Dist, Telangana, PH - 502 399, INDIA. Ph : 08455-221361  
 E-mail : hbs@gitam.edu / directorhbs@gitam.edu website : www.gitam.edu / www.glbs.in



 **Research publications**



Journal - 63571	
UGC Journal Details	
Name of the Journal :	International Journal of Advance & Innovative Research
ISSN Number :	
e-ISSN Number :	23947780
Source :	UNIV
Subject :	Multidisciplinary
Publisher :	Indian Academic and Researchers Association
Country of Publication :	India
Broad Subject Category :	Multidisciplinary

**ROLE OF STRATEGIC LEADER IN THE VUCA WORLD**

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 Associate Professor<sup>1</sup>, Commerce, St. Ann's College for Women, Mehdiapatnam  
 Lecturer<sup>2</sup>, Business Administration, St. Ann's College for Women, Mehdiapatnam

**ABSTRACT**

*In the current era of Globalization , Digital Transformation ,Mergers and Acquisition there is a continuous need for Innovation and creative leadership. The Strategic leader has to shift from traditional ways of managerial decision making to more innovative ways of decision making to overcome the Volatility, Uncertainty, Complexity and Ambiguity (VUCA) aspects of the organization. This resonates a need to align the strategies of the organizations and the VUCA aspects of the organization. In this scenario Leadership becomes crucial and strategic thinking becomes imperative. It throws a challenge to the strategic leader to develop a strategy for steady leadership in an unstable world of Business. Hence this Paper focuses on the role of Strategic leadership, the challenges the organization faces and how these challenges can be transformed into opportunities in today's VUCA world.*

*Keywords: Strategic Leadership, VUCA, Innovation , Service sector.*

**INTRODUCTION**

Change is inevitable, the pace of change happening in the modern times is far beyond the imagination of even the change makers, leave alone the common man. Changes in technology, and the processes has brought about far-reaching changes in the lives of the people and their environment. These changes have created not an abnormal but an uncertain and unstable world posing many challenges to the senior level managers of a business entity. These strategic leaders who operate in the VUCA environment need to strengthen their leadership skills for strategy planning. The dynamic and fast changing nature of our world today is best described by VUCA. VUCA stands for Volatility, Uncertainty, Complexity and Ambiguity prevailing to characterize the nature of difficult conditions and situations in decision making. VUCA is first derived from military education and was introduced by US army college for war to describe the results of cold war. The VUCA concept has since then been adopted throughout businesses, industries and various sectors to guide leadership and strategy planning. It gained importance in early 2000 paving the way for strategic leadership skills required in operating in the VUCA world.

**LITERATURE REVIEW**

To meet the challenges of a complex world, strategic planners need to understand the differences between the four elements of VUCA - volatility, uncertainty, complexity, and ambiguity. There is a important need to identifying, getting ready for, and responding to events in each category of the VUCA world. (Nathan Bennett &G. James Lemoine 2014). The critical success factors of responsible leaders living in a VUCA world are based on sound business principles, a firm's ability to respond speedily, strong collaborative networks, innovation and ethical practices. These are aligned with a responsible leadership style, which is a combination of transformational and authentic leadership (Anita Sarkar 2016). During a crisis, leaders must draw on a specific set of competencies that will not only drive the crisis toward resolution, but also do so in a way that preserves or enhances the firm's functional capabilities, financial and other resources, employee morale and commitment. (Wooten, James 2008). The several steps business leaders can take to deal in a VUCA world is hire agile managers, develop existing leaders to be agile leaders, foster an organizational culture that rewards prime behaviors and retain agile employees. (Kirk Lawrence 2014)

**OBJECTIVES OF THE STUDY**

- To study the challenges faced by the strategic Leader in VUCA world and the strategies adopted to transform these challenges into opportunities to lead in the VUCA world.

**METHODOLOGY OF THE STUDY**

The present paper attempts to understand the critical competencies required by strategic leaders to counter the complexities and ambiguity of the VUCA world. The fast pace of economic developments the world around, the advancements in technology, globalization and several other factors have led to Volatility, Uncertainty, Complexity, Ambiguity in the operations of the business activities. This paper presents a empirical study of the understanding of the strategic leaders dilemma in combating the vagaries of the VUCA world but finally triumph with the age old values- led and principle - driven, the true vision of an business enterprise. The study has extensively gathered information from various online resources, research papers and from several other online published articles.





**Understanding VUCA**

VUCA	LEADERSHIP IN A VUCA WORLD
Volatility = V	V = Vision
Uncertainty = U	U = Understanding
Complexity = C	C = Clarity
Ambiguity = A	A = Agility



Source: <https://www.couragere renewal.org/the-soul-in-corporate-leadership/>

**VOLATILITY:** The challenge is unexpected or unstable and may be of unknown duration, but it is not hard to understand; knowledge about it is often accessible.

**UNCERTAINTY:** Despite lack of other information, the event basic cause and effect are known.

**COMPLEXITY:** The situation has many interconnected parts and variables. Some information is on hand or can be predicted, but the volume or nature of it can be vast to process.

**AMBIGUITY:** Causal relationships are completely unclear. No precedents exist;

**FEATURES OF STRATEGIC LEADERS IN VUCA WORLD:**

Strategic leaders work in an ambiguous environment and these environmental factors are influenced by occasions and organizations. The main objective of strategic leadership is strategic productivity, forecasting the organizations requirements, motivating employees in idea generation and decision making etc. To facilitate this strategic leaders must possess competencies to foresee and comprehend the work environment:

**Keeping themselves updated-** competent leaders keep themselves updated about what is happening within their organization.

**Should Have wider perspective-** Strategic leaders should have the ability to go beyond the borders and think out of the box .

**Compassion-** Strategic leaders must understand the views of their subordinates, and make decisions after considering them.

**Self-control-** Strategic leaders must have the potential to manage their moods and emotions in case of ambiguity of situation

**Self-awareness-** Leaders should be aware of ins and outs of situations and the complexity involved.

**Readiness-** Leaders should be willing to change as the situation demands .

**Articulacy-** Strong leaders should articulate enough to communicate the vision of the organization and drive everyone towards the attainment of that vision.



**Essentials of a strategic leaders in VUCA world:**

- Set up incremental milestones and develop consistent messaging and clear direction, particularly when goals and priorities keep shifting.
- Should not lose sight of the big picture by trying to solve all challenges at hand
- Must respond to rapidly unfolding scenarios while also retaining a clear vision over which judgments should be made
- Develop processes and concepts to test new ideas and challenges that exist.
- Should always stay open to new opportunities without losing sight of the longer-term goals. ..
- Should be able to encourage networks, develop interdisciplinary, collaborative teams and should be open to communication among employees.
- Strategic leaders should develop new strategic-thinking mindsets among employees.

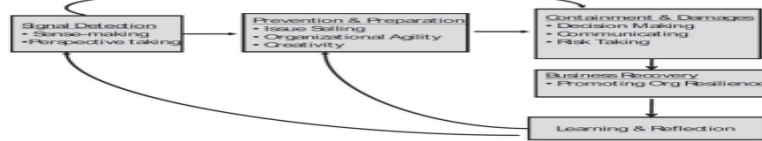
**Major Challenges turned opportunities of Strategic leaders in VUCA world:**

Challenges	Strategies adopted in transforming these Challenges into opportunities
Leadership style	Being a visionary leader and developing agility of resilience.
Digitization	Diversifying and promoting efficiency in strategic planning by application of Big Data Analytics.
Sustainability	Building a responding and a proactive culture of decision making by including values of integrity, trust and empowerment
Lack of future leadership skills	Building cognitive readiness to the situation

**STRATEGIC LEADERSHIP SKILLS IN MANAGING THE ORGANIZATION IN A VUCA WORLD:**

Leadership can be conceptualized as a combined phenomenon where different individuals contribute to the organization (Pettigrew & Whipp, 1991; Spreitzer & Quinn, 2001). Leadership competencies, in turn, refer to the knowledge, skills, or abilities that facilitate the ability to perform a task (Boyatzis, 1982; Ulrich, Zenger, & Smallwood, 1999). It is well accepted that leadership is viewed as an active process in which roles evolve over time, and leadership influence can extend beyond the focal organization limits (Denis, Lamothe, & Langley, 2001). In a catastrophic situation, leadership is collective and dynamic, and it requires perception and cognitive skills by leaders in order for them to establish appropriate courses of action (Walsh, 1995; Weick, 1988). Therefore, we might expect crisis leadership competencies to include activities such as decision making, communication, creating organizational capabilities, sustaining an effective organizational culture, managing multiple constituencies, and developing human capital (Bolman & Deal, 1997; Schein, 1992).

- **TO GUIDE LEADERSHIP AND STRATEGY PLANNING**  
 Agility feature in leaders have to be imbibed by shifting from tactical, problems solving to more visionary, innovative and bring right human talent to make the things happen, who work as a catalyst in strategic planning and consistently strive for building agile competencies by scanning the environment and anticipating the future, explore multiple views when dealing with complex problems, envision himself by aligning his behavior with values.
- **CRISIS MANAGEMENT AND LEADERSHIP COMPETENCIES.**  
 Most executives focus on communication and public relations as a strategy to deal with crisis management and neglect the development of leadership competencies associated with the crisis. But indeed it is the requirement of every organization to develop the competencies exhibited by the leaders during each phase of crisis signal detection, preparation and prevention, damage control and containment, business recovery, and reflection and learning.



Source: Linking Crisis Management and Leadership Competencies: The Role of Human Resource Development  
 Lynn Perry Wooten Erika Hayes James

• **PESTLE analysis of external environment**

PESTLE analysis of VUCA world deals with macro environmental factors like Political, Economical, Social, Technological, legal Environment of the organization in which it operates. This analysis assists in understanding various threats faced by the organization.

**TABLE OF ANALYSIS OF VARIOUS THREATS FACED BY ORGANISATION**

Macro environment	Factors of Concern for decision making by strategic leaders in VUCA world	Necessity for Strategic leaders
Political Factors	Govt. Resource allocation and their Changing policies, Importance of local governments in Leadership & Managing People	To deal with the ambiguity, volatility, uncertainty and complexities posed by the external environment of the business the strategic leaders must develop cognitive readiness, proactive nature, properly allocate scarce resources to preserve and enhance organizational performance for answering the threats Imposed by VUCA world of Business.
Economic Factors	Inflation rate, Skill level of workforce, liberalization of trade policy.	
Social Factors	Income inequalities, Demographic constitution, Migration, Literacy Rate, Norms of the Society	
Technological Factors	Research and development investment, Developments and dissemination of technology, GenX technologies	
Environmental factors	Waste management, Customer awareness, sustainable technologies, adverse climatic changes	
Legal Factors	Environment Laws, Health norms and safety norms, Data/cyber protection laws, Laws relating to protection of intellectual property, patents, copyrights, and company laws	

**CONCLUSION**

However, winning in a VUCA world is not just understanding the challenges and opportunities. It is also about the new kind of leadership, that is values-led and purpose-driven. Strategic leaders should redefine the role of business in society. As a business leader, it is about having a true north, the true goal of the business – the internal compass with non-negotiables, it is governed by conscience, honesty and brotherhood, most importantly, it is about sticking to them in good times and in adversity. VUCA world is but much the same values - values of integrity, responsibility, respect and a pioneering spirit, these are nonnegotiable. Being values-led is about the foundation that underpins the Company. Being purpose-driven is about the common objective that is larger than the Company itself. This common purpose should remain largely the same and it should unite all employees across the company, no matter which part of the world they work, but working towards a common goal.

Companies need to invest in leadership development and building a pipeline of values-led and purpose-driven leaders to help entities navigate through the VUCA world.

The two main ideologies, i.e. to be values-led and to be purpose-driven, are vital ingredients for leadership in this new world. These help an entity to navigate the VUCA world with ease for a sustainable living while doubling the size of the business. The embodied values and purpose of an business allows strategic leaders to face VUCA challenges with responsibility and commitment

We are clearly living in a new reality characterised by Volatility, Uncertainty, Complexity and Ambiguity, and this new world is here to stay. For businesses to succeed in the future, leaders need to redefine the rightful role of business in society by pursuing responsible growth.

To conclude strategic leaders should combine strategic foresight with agility; leaders should put consumers at the heart of the business; leaders should possess the ability to think local and act global; leaders should invest in building commitment in the organisation and developing others. Most important, leaders should be guided by a shared set of values and sense of purpose to overcome the challenges and seize the opportunities to win in this VUCA world.

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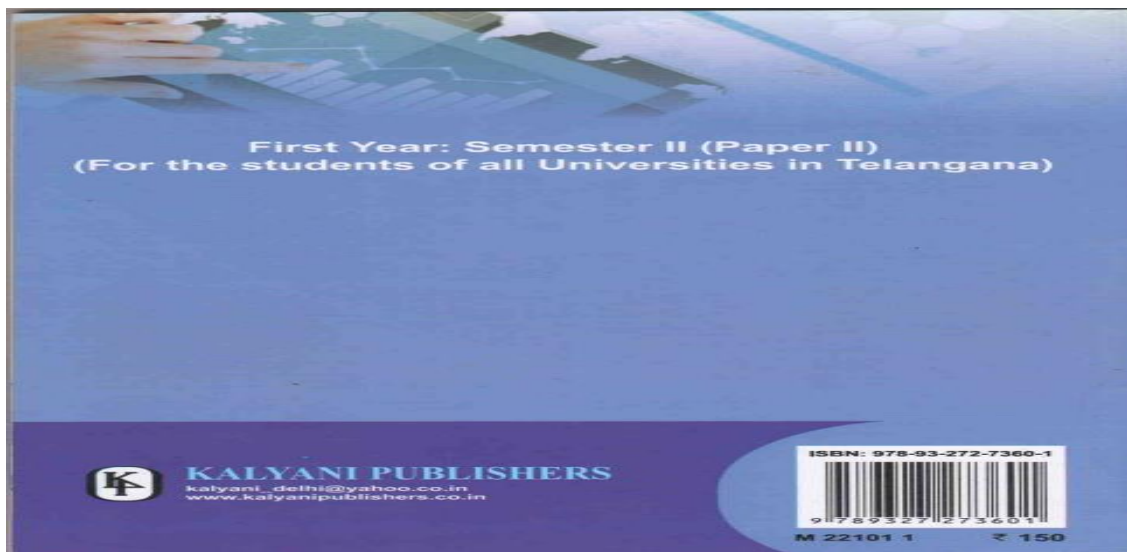
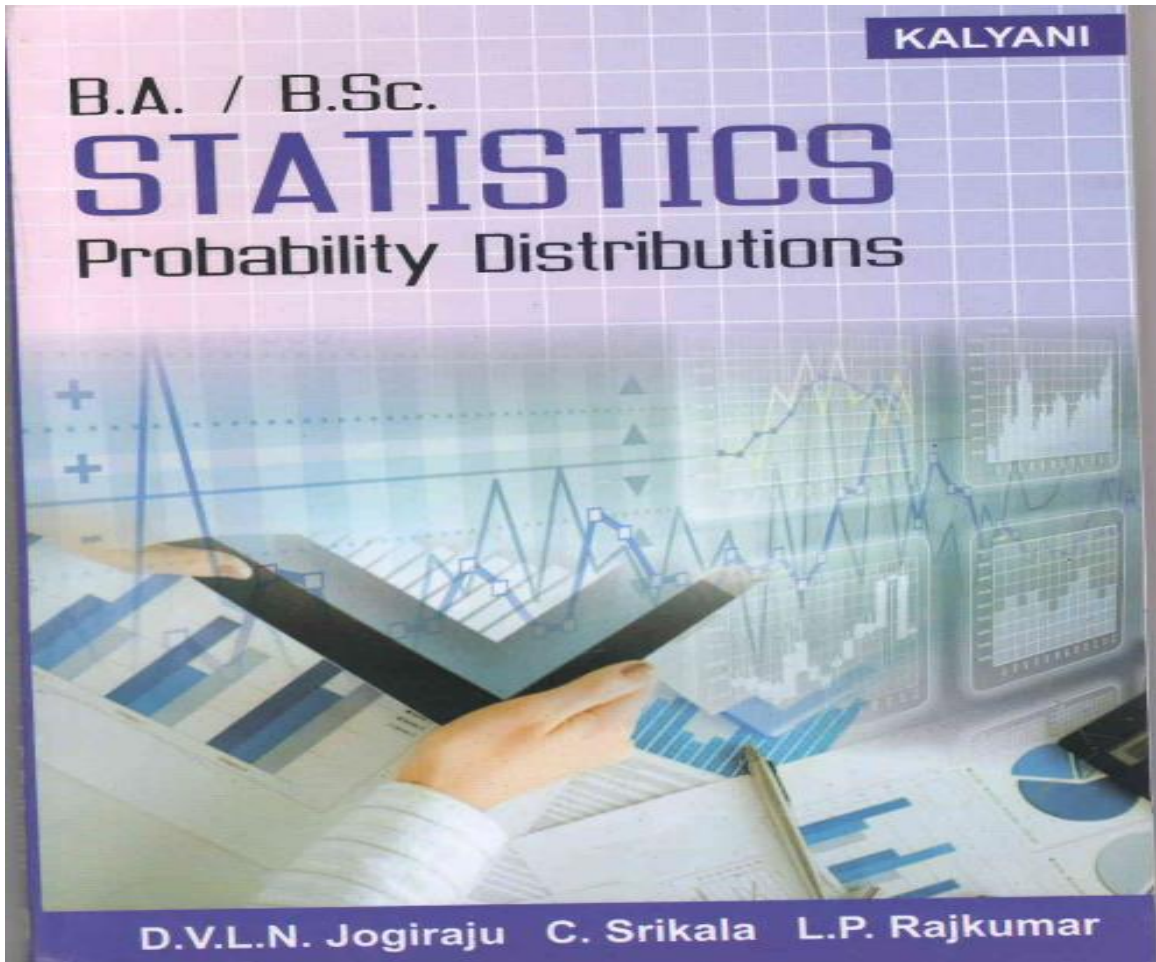
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Mehdipatnam, Hyderabad



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**MoU with Incubation Foundation EdVENTURE Park, Hyderabad**



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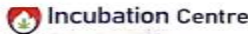
Sl. No. 02462 Dated: 25-05-2022, Rs.100/-  
 Sold to : DR.SR.P.AMRUTHA  
 S/W/D/o. : P.ANTHONY REDDY R/O. HYD.  
 For Whom : ST. ANN'S COLLEGE FOR WOMEN, MEHDIPTNAM, HYD.

SHANKER SINGH  
 LICENSED STAMP VENDOR  
 L. No. 16-10-004/1992  
 K. L. No: 16-10-021/2028  
 S. No. 12-6-431/C/53, Moghal Ka Nala  
 Ring Road, Near Langer House-03  
 Hyd (South) District, T.S.  
 Cell No. 9989245463



**MEMORANDUM OF UNDERSTANDING (MoU)**

BETWEEN



**St. Ann's Incubation Centre (SAIC)**  
**St. Ann's College for Women, Hyderabad, Telangana**

AND

**EdVENTURE Incubation Foundation**

FOR

Incubation Support for Students of  
 St. Ann's College for Women, Mehdiapatnam, Hyderabad, Telangana

Principal  
 St. Ann's College for Women (Autonomous),  
 Hyderabad, Telangana, India

Page 1 of 5

CEO  
 EdVENTURE Incubation Foundation  
 Hyderabad, Telangana, India



**St. Ann's College for Women**  
(Autonomous), Affiliated to Osmania University  
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ISO 9001:2015 and 14001:2015  
Mehdipatnam, Hyderabad



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**MEMORANDUM OF UNDERSTANDING**

This Memorandum of Understanding (hereinafter called as the 'MoU') is entered into on this the 8<sup>th</sup> August 2022, by and between **St. Ann's College for Women, Mehdipatnam, Hyderabad, Telangana** AND **EdVENTURE Incubation Foundation, Masabtank, Hyderabad**. (First Party and Second Party are hereinafter jointly referred to as 'Parties' and individually as 'Party') as

**WHEREAS:**

- A) First Party is a Higher Education Institution named: **St. Ann's College for Women, Mehdipatnam, Hyderabad, Telangana**
- B) **EdVENTURE Incubation Foundation**, the Second Party is hosted by MS Education Academy; with its head office at Masab Tank, Hyderabad.
- C) The Second Party is an Incubator Industry engaged in Business Incubation, Investment, Skill Development, Education and R&D Services in the fields of entrepreneurship.
- D) First Party & Second Party believe that collaboration and cooperation between themselves will promote more effective use of each of their resources, and provide each of them with enhanced opportunities.
- E) The Parties intend to cooperate and focus their efforts on cooperation within the area of providing incubation support for students of **St. Ann's College for Women, Mehdipatnam, Hyderabad, Telangana**.
- F) Both Parties, being legal entities in themselves desire to sign this MoU for advancing their mutual interests.

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

**CLAUSE 1  
CO-OPERATION**

Both Parties are united by common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations within the Institution and its related wings. The Parties shall keep each other informed of potential opportunities and shall share all information that may be relevant to secure additional opportunities for one another.

Principal  
St. Ann's College for Women (Autonomous),  
Hyderabad, Telangana, India

Page 2 of 5

CEO  
EdVENTURE Incubation Foundation  
Hyderabad, Telangana, India



First Party and Second Party co-operation will facilitate effective utilization of the intellectual capabilities of the students of the First Party as entrepreneurs by leveraging the incubation expertise of the Second Party.

The First Party shall provide relevant support to its students and faculty that may join the programs curated by the Second Party. The First Party understands that entrepreneurship and innovation are delicate endeavors in nature and shall provide the students the required flexibility and cooperation from their academic and mentoring guardians to realize their startup ideas; this is in no way construed as negligence of academic performance and should be strictly managed by the student entrepreneurs with their startups.

The general terms of co-operation shall be governed by this MoU. The Parties shall cooperate with each other and shall, as promptly as is reasonably practical, enter into all relevant agreements, deeds and documents (the 'Definitive Documents') as may be required to give effect to the actions contemplated in terms of this MoU. The term of Definitive Documents shall be mutually decided between the Parties. Along with the Definitive Documents, this MoU shall represent the entire understanding as to the subject matter hereof and shall supersede any prior understanding between the Parties on the subject matter hereof.

**CLAUSE 2**  
**SCOPE OF THE MoU**

The budding graduates from the institutions could play a key role in technological up-gradation, innovation and competitiveness of an industry. Both parties believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge.

**Design:** Second Party shall offer its support and guidance to the students of the First Party that express interest in entrepreneurship and enroll with the incubation programs curated by the Second Party for their startup ideas. Additionally, interested students of the First Party shall be eligible for the Campus Leads program of the Second Party that offers access to real-time leadership opportunities, exclusive skill development programs, connect & work with student founders and the innovation ecosystem of the state.

**Collaborations:** The Second Party extends its support to conduct events and workshops at the college campus for the students and faculty of the First Party to promote student entrepreneurship and innovation culture in the campus. Furthermore, the Second Party shall connect its associate companies with the First Party to facilitate meaningful opportunities between the collaborator and the First Party.

**Guest Lectures:** Second Party to extend the necessary support to deliver guest lectures to the students of the First Party on the technology trends and in house Requirements.

Principal  
St. Ann's College for Women (Autonomous),  
Hyderabad, Telangana, India

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CEO  
EdVENTURE Incubation Foundation  
Hyderabad, Telangana, India



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Mehdipatnam, Hyderabad



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Both Parties are to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required for offering the Programmes on the terms specified herein is agreed upon by this MoU.

**CLAUSE 3  
INTELLECTUAL PROPERTY**

Nothing contained in this MoU shall, by express grant, implication, Estoppel or otherwise, create in either Party any right, title, interest, or license in or to the intellectual property (including but not limited to know-how, inventions, patents, copyrights and designs) of the other Party.

**CLAUSE 4  
FINANCIAL DETAILS**

There is no financial commitment on the part of either Parties in binding to this MoU.

**CLAUSE 5  
PERIOD OF CONTRACT**

This Agreement will be valid for a period of THREE YEARS, during which period EdVENTURE Incubation Foundation will take effective steps for the implementation of the proposed outcomes.

Both Parties may terminate this MoU upon 30 calendar days' notice in writing. In the event of Termination, both parties have to discharge their obligations until it is expressly terminated by either Party on mutually agreed terms. Any act on the part of EdVENTURE Incubation Foundation, the Second Party after termination of this Agreement by way of communication, correspondence etc., shall not be construed as an extension of this MoU.

**CLAUSE 6  
RELATIONSHIP BETWEEN THE PARTIES**

It is expressly agreed that the First Party and the Second Party are acting under this MoU as independent contractors, and the relationship established under this MoU shall not be construed as a partnership. Neither Party is authorized to use the other Party's name in any way, to make any representations or create any obligation or liability, expressed or implied, on behalf of the other Party, without the prior written consent of the other Party. Neither Party shall have, nor represent itself as having, any authority under the terms of this MoU to make agreements of any kind in the name of or binding upon the other Party, to pledge the other Party's credit, or to extend credit on behalf of the other Party.

Principal  
St. Ann's College for Women (Autonomous),  
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CEO  
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Mehdipatnam, Hyderabad



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**First Party - Second Party**  
Any divergence or difference derived from the interpretation or application of the MoU shall be resolved by arbitration between the parties as per the Arbitration Act, 1996. The place of the arbitration shall be at District HeadQuarters of the First Party. This undertaking is to be construed in accordance with Indian Law with exclusive jurisdiction in the Courts of Hyderabad city.

By: \_\_\_\_\_ By: \_\_\_\_\_

Name: **Dr. Sr. P. Amrutha** Name: **Mr. Meraj Faheem**  
Principal CEO  
St. Ann's College for Women EdVENTURE Incubation Foundation  
Mehdipatnam, Hyderabad Masabtank, Hyderabad

Date: 08-08-2022 Date: 08-08-2022

Witness 1: *[Signature]* Witness 2: *[Signature]*  
AGREED: 8/8/2022

For Name of Institution (First Party): **St. Ann's College for Women, Mehdipatnam, Hyderabad, Telangana**

Authorized Signatory: *[Signature]*  
**PRINCIPAL**  
**ST. ANN'S COLLEGE FOR WOMEN**  
**MEHDIPATNAM, HYDERABAD-28.**

Address: Santoshnagar Colony, Mehdipatnam, Hyderabad, Telangana  
Contact Details: 8019159580 Email: incubation.stanns@gmail.com

For Name of Institution (Second Party): **EdVENTURE Incubation Foundation**

Authorized Signatory: *[Signature]*  
**EdVENTURE PARK**  
3-310/1, 3rd Floor, Above Reliance Trends,  
Chaithe Hills, Beside NMDc, Masab Tank,  
Hyderabad - 500 028, TS, INDIA.

Address: NMDc Colony, Masab Tank, Hyderabad, Telangana 500 264  
Contact Details: 6309806633 Email: ceo@edventurepark.com

Principal *[Signature]* Page 5 of 5 CEO *[Signature]*  
St. Ann's College for Women (Autonomous), EdVENTURE Incubation Foundation  
Hyderabad, Telangana, India Hyderabad, Telangana, India

**Student Startups/Innovative Ideas**

“Porcini Parcels” – low cost mushroom and agri-waste food wrapsis among top 3 ideas in Youth for Social Impact event (YFSI) event by TSIC



**“Kusuma” – making textile dyes with used flowers won first prize in WE Hub**



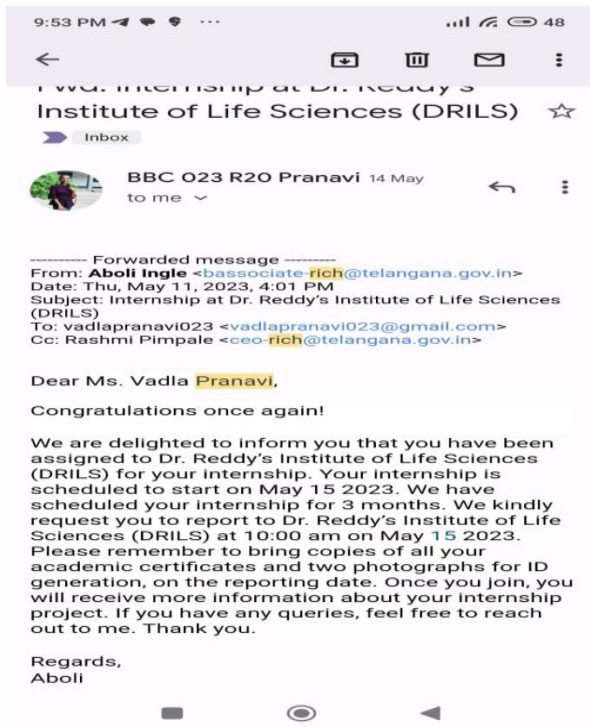
**About the program:** We Hub launched the program We Alpha Cohort -1 as a part of student entrepreneurship vertical .As many as 12 student teams from six colleges from Telangana took the eight-week programme. They were exposed to ideation, technical mentoring, design knowledge, business, interpersonal, team building and communication skills. The teams have developed prototypes. About the project Kusuma: Team members Team leader: Tanisha Mantry, B.Sc. Supporting team: GayathriPanchagnula, B.Sc- Idea : Converting floral waste into



sustainable fashion Extracting dyes out of Floral waste and using the dye to design the apparels, bags etc. Winning Team of We Alpha Cohort -1-2022 :Kusuma Cash prize: 10,000 Rupees

[Enter the alpha girls: Telangana government launches 'We hub' initiative to empower women entrepreneurs- The New Indian Express](#)

## Internships



## Internship at Dr. Reddy's Institute of Life Sciences (DRILS)

Aboli Ingle May 11  
to me, Rashmi

Dear Ms. Sumaiya Abdul Bari,

Congratulations once again!

We are delighted to inform you that you have been assigned to Dr. Reddy's Institute of Life Sciences (DRILS) for your internship. Your internship is scheduled to start on June 12, 2023. We have scheduled your internship for 2 months. We kindly request you to report to Dr. Reddy's Institute of Life Sciences (DRILS) at 10:00 am on June 12, 2023. Please remember to bring copies of all your academic certificates and two photographs for ID generation, on the reporting date. Once you join, you will receive more information about your internship project. If you have any queries, feel free to reach out to me. Thank you.

Regards,  
Aboli

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**Aboli Ingle**

Business Associate  
Research and Innovation Circle of Hyderabad (RICH)  
(Hyderabad S&T Cluster)  
T-Hub Foundation, Knowledge City, Sy. no. 83/1,  
Raidura.