

Criterion 7 - Institutional Values and Best Practices

7.1 Institutional Values and Social Responsibilities

7.1.1 Number of gender equity promotion programs organized by the institution during the last five years

Response: 33

7.1.1.1 Number of gender equity promotion programs organized by the institution year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
7	7	5	7	7

File Description	Document
Report of the event	View Document
List of gender equity promotion programs organized by the institution	View Document
Any additional information	View Document

7.1.2

1. Institution shows gender sensitivity in providing facilities such as:

1. Safety and Security
2. Counselling
3. Common Room

Response:

In MIRACLE EDUCATIONAL SOCIETY GROUP OF INSTITUTIONS (MES) all the measures are taken by the women empowerment cell for women safety and security. Whenever issues like ragging, Eve teasing etc., Complaints are received from the students, especially from girls for which Women' Grievance Cell will act accordingly. Before the commencement of the academic year, the members of the Women Grievance Cell, along with HODs will conduct awareness programs .

The women faculty members from different branches will address the problems and solve in a successful way. Especially faculty focuses on girls safety in and around the campus. By doing counseling and mentoring, the rapport between student and faculty is going to develop a good bondage to express their problems without turning back. At the same time in our campus, we have well equipped and furnished rest rooms for girls with good ventilation facility. First Aid Box with minimum requirements is placed in the rest rooms. In emergency condition we are dispensing medical prerequisites to take care about students' and faculty health.

Suggestions to the Women/Girls Safety:

In our college campus along with the education, we are providing some safety measures to the girl/ women how to overcome from difficult situations where they are stuck. The following points every girl/ women should know about personal safety.

- Self- defense
- Escape is always your best option
- Pepper spray
- Safeguard against home invasions
- Avoid a car – jacking
- Use mobile tracking
- Use your sixth sense and prediction skills of danger which is lurking on.
- Use the internet wisely

In our campus we are providing equal rights to all the students which mean fairness of treatment for women and men according to their respective needs. This may include equal treatment which is considered in terms of rights, benefits, obligations and opportunities.

7.1.3 Alternate Energy initiatives such as:**1. Percentage of annual power requirement of the Institution met by the renewable energy sources****Response:** 0

7.1.3.1 Annual power requirement met by the renewable energy sources (in KWH)

7.1.3.2 Total annual power requirement (in KWH)

Response: 95000

File Description**Document**

Details of power requirement of the Institution met by renewable energy sources

[View Document](#)**7.1.4 Percentage of annual lighting power requirements met through LED bulbs****Response:** 40

7.1.4.1 Annual lighting power requirement met through LED bulbs (in KWH)

Response: 15200

7.1.4.2 Annual lighting power requirement (in KWH)

Response: 38000

File Description	Document
Details of lighting power requirements met through LED bulbs	View Document

7.1.5 Waste Management steps including:

- Solid waste management
- Liquid waste management
- E-waste management

Response:

Solid waste management:

The primary goal of solid waste management is reducing and eliminating adverse impacts of waste materials on human health and environment to support economic development and superior quality of life.

All solid waste are collected by designated personals from the bins placed at different locations of the campus. The collected waste from dust bins located in various places of the college can be categorized as

- Bio - degradable (papers, dust, leaves, twigs etc.)
- Non Bio - degradable (plastic, glass bottles ,food wrappers etc)

The collected degradable waste is burnt to form ash. The produced ash is used as fertilizer for gardening and farming.

The Collected Non degradable waste is disposed off to the dumping yards beyond the panchayat limits, which shall be processed by panchayat authorities.

Liquid waste management :

RO back water is effectively collected and used for plantation. Liquid waste from toilet is segregated and let it out into septic tanks and soak pits in addition to liquid waste from other points of generation like canteens and hostels is segregated and conveyed to the drainage systems.

E-Waste Management :

As being an institution of higher technical education, we felt the need for utilization of electronic and computing systems becomes mandatory. Some of the e-wastage generated is used for technical educational purpose by making use of hardware in laboratories for display and study. Some of the components are being used for demonstration purposes. Condemned batteries are disposed through outside agencies. The remaining e- waste is disposed through a vendor on periodical basis.

7.1.6 Rain water harvesting structures and utilization in the campus

Response:

Rain water harvesting is a technique of collection and storage of rainwater into natural reservoirs or tanks or the infiltration of surface water into subsurface aquifers. The endeavor is to collect and make use of every drop of rain water which drops on the college campus. MES has an area of 11 acres having vast open area with plantation, play grounds, lawns etc., and situated in good rainfall region hence it is imperative that proper rain harvesting system is installed on the campus for preserving every drop of the rain water for reuse purpose.

Rain water, which flows from the higher surface areas, i.e., in the open field and ground, is collected in a particular area by building soil ridges surrounding the area, so that the water does not flow away by stands in that area and through harvesting pits and are located at various locations in our college. On the whole the rain water harvesting helped and accounted largely for raise of underground water level. As a result of this effort the institution ensures with sustainable water supply throughout the year.

7.1.7 Green Practices

- **Students, staff using**
 - a) **Bicycles**
 - b) **Public Transport**
 - c) **Pedestrian friendly roads**
- **Plastic-free campus**
- **Paperless office**
- **Green landscaping with trees and plants**

Response:

MIRACLE EDUCATIONAL SOCIETY GROUP OF INSTITUTIONS (MES) give utmost priority to develop greenery and sustainable to protect the environment in and around the college.

College Transport Facility:

The college has a fleet of 25 buses for students and staff covering 3 districts of North Andhra viz., Visakhapatnam, Vizianagaram and Srikakulam from every nook and corners of each district.

There is a strict prohibition on movement of vehicles in the campus during the college time.

The students are instructed to follow the basic rules and advised to be responsible.

Public transport facility:

Although public transport facility is available from National Highway, College provides transportation to the staff and students to attend the college on time.

Pedestrian friendly roads:

The roads are absolutely pedestrian friendly in the campus. All the vehicles are parked at the appropriate parking places.

Plastic free campus:

The main objective is to eliminate usage of plastic in the campus.

MES discourages the use of plastic bags and plastic containers.

Less Paper Utilization:

ECAP (college ERP automation software) is installed in order to reduce the time and paper usage. The examination cell uses JNTUK portal for all the correspondence to the University. All the Intra and Inter communication is channelised to the staff, students and parents through Whatsapp groups, SMS and e-mails. The complete campus is Wi-Fi enabled, makes much easier for paperless activities.

Green landscape with trees and plants:

The Institution has taken several measures for planting of trees to make a green campus. More than 50% of total area is covered with trees and green lawns. Number of trees are planted at different places in the campus. Tree plantation in the campus is a regular activity. The students are encouraged to maintain eco-friendly and sustainable environment and participate in various programmes conducted by NSS unit which provides continuous service of planting, watering the trees and plants.

7.1.8 Average percentage expenditure on green initiatives and waste management excluding salary component during the last five years

Response: 1.13

7.1.8.1 Total expenditure on green initiatives and waste management excluding salary component year-wise during the last five years(INR in Lakhs)

2018-19	2017-18	2016-17	2015-16	2014-15
0.06	0.84	13.58	11.55	0.96

File Description	Document
Green audit report	View Document
Details of expenditure on green initiatives and waste management during the last five years	View Document

7.1.9 Differently abled (Divyangjan) Friendliness Resources available in the institution:

1. Physical facilities
2. Provision for lift
3. Ramp / Rails
4. Braille Software/facilities
5. Rest Rooms
6. Scribes for examination
7. Special skill development for differently abled students
8. Any other similar facility (Specify)

A. 7 and more of the above

B. At least 6 of the above

C. At least 4 of the above

D. At least 2 of the above

Response: C. At least 4 of the above

File Description	Document
Resources available in the institution for Divyangjan	View Document
link to photos and videos of facilities for Divyangjan	View Document

7.1.10 Number of Specific initiatives to address locational advantages and disadvantages during the last five years

Response: 28

7.1.10.1 Number of specific initiatives to address locational advantages and disadvantages year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
9	6	5	3	5

File Description	Document
Number of Specific initiatives to address locational advantages and disadvantages	View Document

7.1.11 Number of initiatives taken to engage with and contribute to local community during the last

five years (Not addressed elsewhere)

Response: 26

7.1.11.1 Number of initiatives taken to engage with and contribute to local community year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
2	6	5	7	6

File Description

Document

Report of the event

[View Document](#)

7.1.12

Code of conduct handbook exists for students, teachers, governing body, administration including Vice Chancellor / Director / Principal /Officials and support staff

Response: Yes

File Description

Document

Any additional information

[View Document](#)

URL to Handbook on code of conduct for students and teachers , manuals and brochures on human values and professional ethics

[View Document](#)

7.1.13 Display of core values in the institution and on its website

Response: Yes

File Description

Document

Provide URL of website that displays core values

[View Document](#)

7.1.14 The institution plans and organizes appropriate activities to increase consciousness about national identities and symbols; Fundamental Duties and Rights of Indian citizens and other constitutional obligations

Response: Yes

File Description

Document

Details of activities organized to increase consciousness about national identities and symbols

[View Document](#)

7.1.15 The institution offers a course on Human Values and professional ethics**Response:** Yes

File Description	Document
Any additional information	View Document

7.1.16 The institution functioning is as per professional code of prescribed / suggested by statutory bodies / regulatory authorities for different professions**Response:** Yes

File Description	Document
Any additional information	View Document
Provide URL of supporting documents to prove institution functions as per professional code	View Document

7.1.17 Number of activities conducted for promotion of universal values (Truth, Righteous conduct, Love, Non-Violence and peace); national values, human values, national integration, communal harmony and social cohesion as well as for observance of fundamental duties during the last five years**Response:** 26

7.1.17.1 Number of activities conducted for promotion of universal values (Truth, Righteous conduct, Love, Non-Violence and peace); national values, human values, national integration, communal harmony and social cohesion as well as for observance of fundamental duties year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
5	6	5	5	5

File Description	Document
List of activities conducted for promotion of universal values	View Document

7.1.18 Institution organizes national festivals and birth / death anniversaries of the great Indian personalities**Response:**

India is a land of multi festive nation.

All the festivals are celebrated with exuberance and exhilaration.

National festivals like Independence Day and Republic day are celebrated to develop patriotic spirit in the minds of the students.

September 5th is observed as Teachers' Day

September 15th is Celebrated as Engineers' Day.

Swami Vivekananda birthday is felicitated to inspire the youth.

June 21st is organised as Yoga Day.

Religious festivals like Ugadi, Varalakshmi Vratam, Krishna Asthami, Vinayaka Chaturthi, Dussehra, Diwali, Guru Pournami Day, Christmas, Pongal and Ramzan are observed to swill the great heritage of India.

New Year Celebrations.

These celebrations develop unity and diversity among students and build their leadership skills.

7.1.19 The institution maintains complete transparency in its financial, academic, administrative and auxiliary functions

Response:

The Institution believes strongly in maintaining complete transparency in its financial, academic, administrative and auxiliary functions.

All the information related to financial transactions is open to the faith of the college for scrutiny. The financial resources of the college are managed in a very effective manner. Annual Budget for the institution is prepared at the beginning of the year by analyzing the possible income and expenditure from the inputs by the Principal, Dean, HODs and the Management. The income and expenditure is audited by an external agency at regular intervals. It is approved in the Governing Body meeting. All the procurements that are made in the Institution shall go through the scrutinized indent processing channel and allocates required funds to each department.

All the academic and administrative decisions are taken in the academic and administrative committees and the proceedings of the same are circulated to all the faculty members of the Institution thereby, maintaining complete transparency in all decisions.

Students are also taken into confidence while making important decisions that will have a direct bearing on them and any student related issues are discussed during class representatives meeting and also in academic committee. The internal evaluation process including conduct of examination is highly

transparent where the students have complete faith in the system.

The IQAC is empowered to check all the documents of the Institution and recommend for improvement. The IQAC holds meeting with all departments once in a semester and evaluates academic and administrative performance and gives its recommendation.

The conclaves are held among the Management Members and the council of HODs where all issues of the Institution are discussed and deliberated. Appropriate solutions are suggested for overall growth of the Institution.

The website of the Institution is constructed to be informative that contains all the relevant information about the Institution that includes admission policy, fee structure, faculty profile, notices regarding events, results, seminars, industrial visits, sport activities, media coverages, fests, philanthropic activities, important links, mandatory disclosure, etc., for public knowledge. Institution maintains twitter account, Facebook Page for day to day updates.

7.2 Best Practices

7.2.1 Describe at least two institutional best practices (as per NAAC Format)

Response:

Best Practice – I

Title: DIGITAL SUMMIT:

Objectives of the program:

Digital summit will be hosted in the month of December to showcase the investment potential of Andhra Pradesh in IT with special focus on Visakhapatnam and availability of digital technology professionals for employment

The context:

DIGITAL SUMMIT:(Availability of digital technology professionals for employment)

It is being organised under the AP Cloud initiative launched by Miracle Educational Society and Miracle Software Systems, Inc which has offices in the United States and campuses at Visakhapatnam and Bhogapuram.

The summit brings together students, academicians, technologists, executives and NRIs with technical talks by **Microsoft, IBM and Oracle**, a 24-hour code-a-thon, a 2-day job fair and loads of fun activities all focussed on Digital Transformation technologies.

Main Aim of Digital summit is transfer one lakh graduates into digital technology professionals across the state. Certificates are issued after undergoing training. It aims to build a digital technology by creating professionals in internet of things, big data analytics , cognitive computing etc.

The Practice:

Digital summit is organised every year for one week in the month of December. Activities include 24 hrs Hackthon, Expert talks, Live models exhibition, Panel discussions, Job fair, and cultural events. APcloud and miracle software systems play important role in Digital summit.

The Digital summit will be attended by 120 senior executives from MSS Microsoft, IBM, Amazon, Oracle and several US and UK based fortune 2000 companies.

Around 3000 students will be representing various engineering colleges and universities across the state. The summit would create awareness among 2000 fortune companies about vizag and the progress so far made in the space of digital technologies, The two locations of miracle in Visakhapatnam and Bhogapuram provide jobs to 2000 and they are in the process of creating jobs to 1000 by expanding campus at Rushikonda in the city. The summit will focus on talent and resource pool (niche skills) availability and project how investment opportunities were available in IT and the efforts made so far for a comprehensive eco system.

The summit will ensure that the foreign delegates know about the dream to develop a corridor envisaged on the lines of silicon valley in the nearly 974 kms coastline of Andhra Pradesh.

Impact of the practice:

- **Digital Summit** is all about educating professionals and students about the importance of Digital Transformation, and also the opportunities that are available in this space.
- Digital Transformation has emerged as the most transformative means to ignite sustainable growth and improve society.
- Digital transformation will not only force you to do different things, but also to do things differently.
- Digital transformation is no longer just about marketing transformation, its about business transformation.
- Imparts new business mantras that need to be introduced and which should become a part of everyone's thinking.
- It gives opportunity to the organizations to reinvent themselves to ensure that they can sustain and progress.
- Exposure to new trending technologies
- Hands on experience about the technologies
- Improvement of social relations.
- Awareness of Job orientation activities.
- Digitally empowers every citizen which enhances the quality of life.
- Accelerates economic competitiveness
- Boost local innovation and to make the state, a (which hub) hub of the country for knowledge and technology.
- Hackthon is organised 4 centers in AP for screening of 25 teams for finals.24 hrs code-a-thon is conducted during Digital summit and winners, runners are awarded Rs 25000 and Rs 15000 cash

awards. All best performers are offered jobs by miracle software systems.

All work and no play makes jack a dull boy. we provide a chance for individual talent to showcase their cultural skills. From Mimicry to Dance Singing to Magic – we encouraged every talent in our state for few hours of relaxation through Hungama@Digital Summit.

Problems encountered and resources required:

- As there is no participation fee, Seriousness among some of the students creates an unhealthy environment which has to contained with supervision.
- Conducting at remote locations brings in transportation facility burdens.
- Providing for hostel accommodation is big challenge for team miracle.

Best Practice – II

Title: Earn while Learning

Objective of the Practice:

The objective of this practice is to focus on skill development and career paths for the young Management graduates for business, industry.

- Helps inculcate in the students values of hard work and dignity of labour.
- To develop and maintain a highly skilled, employment – ready workforce that supports and enhances the economic health of every individual student.
- To train the students in the field of English communication skills, soft skills, inter personal and intra personal skills and preparing them to work with teams in MNCs.
- To develop a best-in-class learning management system and placement and tracking mechanism.
- Provides opportunities to students to earn while learning to meet their expenses.
- Exposure of the student to the real time working environment before getting a job.

The Context:

The students are from vernacular back grounds that have come from villages. It is necessary to impart required skills for employability. To serve the needs of various industrial units, training the students to improve employability, placement of students Making the students, from rural background, come out of their mother tongue influence is a very big challenge. Improvement of communication skills in English language is a pre - requisite in the present multi - cultural corporate world.

The earn while learn program initiated by Miracle Educational Society with help of MSS provides opportunities to students to earn while they are learning through the part time jobs and the entrepreneurial projects thus preparing them to shoulder professional assignments with relative ease.

Part time jobs are provided by miracle software, miracle metals, miracle milk products nearer to college. After college hours free hostel, free food and 4000 Rs per month and incentives based performance.

The Practice

Earn while learn was a success program for PG students from the past 10 years. It helped them to know the working scenario without disturbing academic classes. MES and MSS part time jobs helped their career growth.

Various part - time job opportunities are provided to the students within the city of miracle as software company locates with in 2 kilometer radius from the college. The part time student employees could work as Business entrepreneurs with necessary guidance and resources to initiate and run their entrepreneurial ventures as well as provides for incubation of their business ideas.

Evidence of Success

- Gives students hands on experience and confidence thereby prepares them better for taking up jobs in future.
- Adds value to the resume of the students.
- Enables the students to explore their subject preferences and develop them into a career.
- Helps to exploit the immense potential of students as a valuable human resource.
- Prospers belongingness and encourages involvement of the students in management and development of the college.
- Helps to channelize the inexhaustive energy of the young students in positive activities.

Problems encountered & resources required:

- 1.Many students are from villages with poor communication skills and lack of industrial knowledge becomes a tough job to the faculty to mobilize and create interest.
- 2.Some students, especially girl students from rural back ground, are having least awareness. Due to this they are not serious during the training period.
- 3.Part time job have to stay in hostel due to distance from their home town.
- 4.All students want part time jobs - merit basis part time job issued.
- 5.Working as per USA timings in night shifts became challenge to students.
- 6.Managing studies exams along with job related work is a real challenge to students

7.3 Institutional Distinctiveness

7.3.1 Describe/Explain the performance of the institution in one area distinctive to its vision, priority and thrust

Response:

Background & Initiatives: Miracle Software systems (MSS) is a global MNC software development company founded in 1994 with head quarters in Michigan, USA and with global presence in India, UK, Mexico, Canada, Australia, Germany, Switzerland and Singapore. It is a premiere business partner to IBM, Oracle, Microsoft, National implementation partner to SAP and many more.

MIRACLE EDUCATIONAL SOCIETY GROUP OF INSTITUTIONS (MES) has set its mission as to create world class institutions for under-graduate and post-graduate education in Engineering, Management and Sciences with an intellectually vibrant atmosphere for research complemented with state-of-the-art labs and industry partnerships. MES focuses on delivering a unique technical institution for technology development in the country where active education goes hand-in-hand with technology research.

MIRACLE EDUCATIONAL SOCIETY GROUP OF INSTITUTIONS (MES) have made it to the pinnacle of the educational arena in an extremely short span of time. It has become a force to reckon with in the field of technical education, churning out engineers equipped to meet the challenges of today's dynamically changing industry. Ever since its inception in 2009 under the auspices of Miracle software Systems, the institutions have attracted the students from far and wide. High academic standards, strict internal evaluation, technically sound faculty and the pulsating student community all make MES a favoured destination for engineering aspirants.

It is situated in the lap of nature in about 800 acres in software technology park. This enables the students to be as close to industry experience as possible. Away from the hustle and bustle of the city. The ambience of the campus is calm and serene facilitating the best of infrastructure for optimal learning.

MIRACLE EDUCATIONAL SOCIETY GROUP OF INSTITUTIONS (MES) aims at developing high quality student with a sound footing on basic engineering principles, technical skills, innovative research capabilities and exemplary professional conduct. The student at MES are moulded in such a way that they adapt effortlessly the rapidly changing technological environment and make use of their abilities for the benefit of the organizations they serve.

Silent features of Institute:

- Institute provided inclusive technical education so that a deserving student is not denied an opportunity for technical education solely on socio economic constraints.
- Institute provided holistic education to develop skills, knowledge and values.
- Institute is closely working with integrated Software park.
- Institute is having association with various MNCs (Miracle Software Systems Inc, OpenLogix, IT Lokam Services, CNE Inc, Miracle Metals) etc..

- Institute is collaborating with Miracle Software, Organising Digital Summit every year in December by arranging expert talks, Modern Exhibition, Job Fair, Hackthan, Cultural events etc..
- Institute makes students readily acceptable to the corporate world and promotes entrepreneurship.
- Institute Disciplinary Committee to look into the in disciplinary Acts & Ragging.
- Institute Provides Power backup given on the campus with good 200 KVA Generator and HT Line
- Institute provides the student NSS wing is active in order to imbibe strong Social values in our

Students.

- Institute Possess 500 seats AC digital Auditorium and E-Class rooms.
- Institute Promotes significant career guidance programs arranged to guide rural area students by arranging campaigns nearby villages.
- Institute carried out by various Social events for enrichment of students.
- Institute Provides Free Bus facility for staff and Half Bus fee for students .Total 25 buses are available from various locations of the three districts Covering entire North Andhra.
- Institute provides students prerequisite training for building and developing competencies for the placement.
- Institute conducts Blood Donation Camps, various personality development programs and career development services.
- Institute Organizing Free software Courses to Local Students by providing Free Bus Facility & Food.

All the above mentioned efforts made by the institution leads to appreciable all round performance of the students by assuring academic excellence through value based education with strong industry backup finally paving way to sustainable development resulting in the realization of Vision of the institution.