



Code: MRCL

# MIRACLE EDUCATIONAL SOCIETY

GROUP OF INSTITUTIONS (B.Tech, M.Tech, MBA & MCA)

(Approved by AICTE & Affiliated to JNTU Kakinada)

Miracle City, Bhogapuram - 535 216, Vizianagaram Dist., AP

Phone: 0891-6696601, 9440803925, Fax: 0891-6623549, www.edulokam.com

## 7.2 – Best Practices

### 7.2.1 – Describe at least two institutional best practices

**Best Practice – I Title: DIGITAL SUMMIT:** Objectives of the program: Digital summit will be hosted in December to showcase the investment potential of Andhra Pradesh in IT with a 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. The Main Aim of the Digital summit is to transfer one lakh graduates into digital technology professionals across the state. Certificates are issued after undergoing training. It aims to build digital technology by creating professionals in the internet of things, big data analytics, cognitive computing etc. The Practice: Digital summit is organised every year for one week in December. Activities include 24 hrs Hackathon, Expert talks, Live models exhibition, Panel discussions, Job fair, and cultural events. APcloud and miracle software systems play an 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 ecosystem. 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 km 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, it's





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about business transformation. Imparts new business mantras that need to be introduced and which should become a part of everyone's thinking. It allows 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 make the state, a (which hub) hub of the country for knowledge and technology. Hackathon has organised 4 centres 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 that has to contained supervision. Conducting at remote locations brings in transportation facility burdens. Providing hostel accommodation is a big challenge for team miracles.

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 student's 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, interpersonal and intrapersonal 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 backgrounds that have come from villages. It is necessary to impart the 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 a rural background, come out of their mother tongue influence is a very big challenge. Improvement of communication skills in the English language is a prerequisite in the

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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 part-time jobs and 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 successful program for PG students for 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 the software company locates within a 2-kilometre radius from the college. The part-time student employees could work as Business entrepreneurs with the 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 the involvement of the students in the management and development of the college. Helps to channelize the inexhaustive energy of the young students into positive activities. Problems encountered & resources required: 1. Many students are from villages with poor communication skills and a lack of industry knowledge becomes a tough job for the faculty to mobilize and create most inert. 2. Some students, especially girl students from a rural background, are having the least awareness. Due to this, they are not serious during the training period. 3. Part-time jobs have to stay in the 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 a challenge to students. 6. Managing studies exams along with job-related work is a real challenge to students

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