# THE COCHIN COLLEGE
**Koovapadam, Kochi-2**
Affiliated To Mahatma Gandhi University
Re-accredited by NAAC With B+ Grade

## Fourth Cycle
## NAAC Accreditation 2024

# Criterion 6
# Governance, Leadership and Management

## 6.5 - Internal Quality Assurance System

**Metric No. 6.5.1**

Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes. It reviews teaching learning process, structures methodologies of operations and learning outcomes at periodic intervals and records the incremental improvement in various activities

**Submitted to**



National Assessment and Accreditation Council

Phone: 0484 2224954, 2226449

# THE COCHIN COLLEGE
KOCHI - 682 002
(Affiliated to Mahatma Gandhi University and Accredited by NAAC)

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# THE COCHIN COLLEGE
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# 1    Implementation of Best Practices

Best practices are essential for maintaining and enhancing the quality of educational institutions. They represent tried-and-true methods that lead to successful outcomes. The Internal Quality Assurance Cell (IQAC) plays a pivotal role in identifying, implementing, and monitoring these practices to ensure the institution remains competitive and achieves excellence in education and administration.

## Importance of Best Practices

Best practices in the institution were initiated in alignment with the guidelines provided by the National Assessment and Accreditation Council (NAAC). Since the second cycle of accreditation, implementing best practices has become a regular feature of institutional quality enhancement. These practices bring numerous benefits, including:

- **Quality Enhancement**: Implementing best practices ensures continuous improvement in teaching, research, and administrative processes, leading to higher standards of education.

- **Institutional Reputation**: Institutions that follow best practices gain recognition within the academic community, enhancing their reputation both nationally and internationally.

- **Student Success**: Best practices contribute to better student learning outcomes, improved employability, and overall personal and professional development.

- **Adaptability and Innovation**: Best practices provide frameworks to integrate new technologies and innovative approaches, helping the institution stay relevant in an ever-changing educational landscape.

## How IQAC Decides on Best Practices

The Internal Quality Assurance Cell (IQAC) adopts a structured process to identify and implement best practices, in accordance with NAAC's guidelines. The process involves the following steps:

- **Review of Institutional Needs and Goals**: IQAC analyzes the institution's objectives and reviews areas that need improvement by considering feedback from stakeholders such as students, faculty, and staff.

- **Assessment of Existing Practices**: IQAC evaluates the current practices by analyzing performance metrics, student outcomes, and feedback reports to identify strengths and weaknesses.

- **Benchmarking with Other Institutions**: IQAC compares the institution's performance with other reputable institutions to identify potential gaps and opportunities for improvement.

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- **Stakeholder Input**: IQAC involves key stakeholders such as faculty, students, alumni, and industry experts in the decision-making process to ensure diverse perspectives are considered.

- **Alignment with Accreditation and National Guidelines**: The selection of best practices is influenced by accreditation requirements and national guidelines, particularly those set by NAAC, to ensure the institution complies with educational standards.

- **Ongoing Monitoring and Refinement**: After implementation, IQAC continuously monitors the impact of best practices, collecting data and feedback to make adjustments and improvements.

Best practices have been a regular feature in the institution's journey towards quality enhancement. By systematically identifying, implementing, and refining these practices, IQAC ensures that the institution stays committed to quality improvement, student success, and adaptability to emerging trends. This continuous improvement process ensures that the institution meets its goals while maintaining high standards of education.

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# 2   Best Practices 2022-23

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## Institutional Best Practices (2022-23)

**Best Practice 1 - Institutional Organic farming**

**Objectives:** The primary objective of this practice is to support a holistic approach to education that encompasses environmental awareness, hands on learning, community involvement, and the promotion of healthy life styles.

**Context:** In this world that faces adverse effects of climate change and emission of greenhouse gases, organic farming promotes sustainable agricultural practice that minimize environmental impact. It helps to help mitigate climate change by sequestering carbon in the soil and reducing greenhouse gas emissions. Organic farming also promotes good health by producing food that is free from synthetic pesticides, herbicides, and genetically modified organisms. In this context promoting organic farming in an educational institution provides a multifaceted learning environment that integrates academic study with practical experience, research opportunities, community engagement, and sustainability initiatives, fostering holistic learning and contributing to a culture of environmental responsibility

**The practice:** Institutional Organic Farming was conducted at 50 cents of land in Cochin College. Vegetable seedlings were planted and this practice was done in association with ESAF and Kerala Agricultural Department. Vegetables were harvested in April. More than 100 Kg of Vegetables were harvested and distributed at college.

**Evidence of success**

These activities led to a positive transformation among the students. This enriched students' educational experiences by providing opportunities for hands-on learning, environmental awareness, healthy living, critical thinking, teamwork, connection to nature, and personal empowerment. These positive impacts extend beyond the classroom, equipping students with the knowledge, skills, and values needed to become informed, engaged citizens. Seeds of ladies finger, bitter gourd, brinjal, tomato, lentil etc. were sown and harvested. More than 100 Kg of Vegetables were harvested and distributed at college.

**Problems encountered and resources required**

Lack of adequate fund was the serious problem faced by the institution for promoting organic farming. Limited resources, including land, funding, equipment, and expertise, which can pose challenges for establishing and maintaining organic farming initiatives. Even though the college has received support from agricultural department but proper funding will be required in the future. Organic farming activities involve physical labor, tools, and potentially

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hazardous materials such as compost, mulch, and organic fertilizers. Ensuring the safety of students, staff, and visitors, as well as addressing liability concerns, requires implementing appropriate safety protocols, training and supervision.

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**Best Practices 2: Pirannaal Pusthakam ( Birthday Book)**

**Objectives:** The primary objective of this project is to contribute to the expansion of the library stack which is of pivotal importance in keeping the education offered to the students on par with national standards. The project also means to encourage societal responsibility amongst staff and students. Since each person brings in books which reflect their choices and interests, the library's collection becomes diverse and eclectic.

**Context:** The college library envisaged a project entitled " Pirannal Pusthakam" which encourages the staff to contribute books to the library as a mode of celebrating the birthdays of their dear and near ones. The ethos of the project is to spur modes of celebrations which

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contribute to society and also to overcome the challenges faced by the library regarding funding of procuring new books.

**The practice:** The librarian formulated a book list based on the choices and preferences of the students and this is passed on to the contributor as a reference. The contributor is also free to bring in books that reflect their fields of research or interests as well. A vast area is covered in this two fold process. The books are inscribed with the name of the contributor and the project's name is also included. A total of 164 books were collected in one year through this project and there was a general sense of excitement and camaraderie which prevailed.

**Problems encountered and resources required**

Cataloguing the books requires additional time and new spaces to store them needs to be found

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## Reading Week Celebration :- June 19- 25, 2022
### Organised by College Library

വായനാവാരത്തോടനുബന്ധിച്ചു കൊച്ചിൻ
കോളേജിൽ ആരംഭിക്കുന്നു.........

## "പിറന്നാൾ പുസ്തകം"

അറിവ് ഒരു പുതിയ ജന്മത്തിലേക്കുള്ള
പിറവിയാണ്. നിങ്ങൾ പിറവിയെടുത്ത
നിങ്ങളുടെ പിറന്നാൾ ദിനത്തിൽ, മറ്റൊരാൾക്ക്
അറിവ് പകർന്നു നൽകിയാലോ! ഒരു
പുസ്തകത്തിലൂടെ...

നിങ്ങളുടെ അല്ലെങ്കിൽ നിങ്ങളുടെ
പ്രിയപ്പെട്ടവരുടെ പിറന്നാൾ ദിനത്തിൽ
കോളേജ് ലൈബ്രറിയിലേക്ക് എല്ലാവർക്കും
ഉപകാരപ്രദമായ ഒരു പുസ്തകം
സംഭാവനയായി നൽകൂ ...
അറിവിന്റെ ഈ ചങ്ങലയിൽ കണ്ണി ചേരൂ.

### For more details contact Librarian

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# 3   Best Practices 2021-22

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## Institutional Best Practices (2021-22)

**Best Practice 1 "Malayala Bhasha Vaaracharanam" ( Activities promoting mother tongue)**

### Objectives

1. To promote and prioritize the significance of mother tongue.
2. To provide a platform for students to showcase their writing and reading skill in Malayalam.
3. To introduce famous literary works and authors in Malayalam language.
4. To nurture young talents in the field of oration and literature.
5. To create awareness among the students about the language-related culture.

### Context

Each language has many different characteristics. With the aim of celebrating such characteristics, the United Nations decided to celebrate February 21 as World Mother Language Day. UNESCO announced World Mother Language Day on November 17, 1999. February 21 is celebrated as World Mother Language Day across the world with the aim of creating awareness among people about the preservation of language diversity and language-related culture. Malayalam is one of the twenty two official languages of India. It is included in the Eighth Schedule of the Constitution. As the mother tongue of Kerala, Malayalam is an integral part of Kerala's culture and identity. It plays a crucial role in preserving and passing on traditional knowledge, customs, and folklore from one generation to another. Like many other languages, Malayalam faces challenges in the modern era, including changes in linguistic patterns due to technological influences and the impact of global languages like English.The fact that Malayalam is used as the official language in all areas of governance and court proceedings adds to the need for this language to be properly used and protected. In this context, activities promoting the "mother tongue" were held every year jointly by Department of Malayalam and College Library during 'Reading week' and 'Keralappiravi' celebrations.

### The practice

1. An Intercollegiate Level Essay Competition in Malayalam was conducted which provided a platform for students to showcase their general reading capacity, appreciation of the language, and passion for writing.
2. The "Online Speech Competition (Malayalam)" a virtual event organized to provide a platform for participants to showcase their oratory skills and public speaking prowess in Malayalam language.
3. Seven popular Malayalam novels dubbed by The Cochin College students were presented as videos in connection with Reading Week.
4. An online 'Identify the author' competition was conducted.

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5. Malayalam words used for official correspondence in daily life were compiled and forwarded among students.
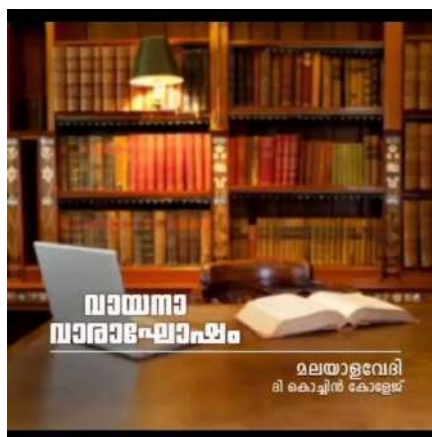
6. A class to familiarize the common official words in Malayalam was also organized

**Evidence of success**

These activities led to a positive transformation among the students. The programmes conducted in the college helped them to nurture their writing and speaking skills in order to preserve and promote the Malayalam language and culture. By providing a virtual stage for eloquent expression, the competition has encouraged the participants to be articulate, persuasive, and confident communicators in their native tongue to an extent.

**Problems encountered and resources required**

Due to COVID 19 restrictions, most of the classes and events could only be held online. To attract more students to the preservation and promotion of mother tongue, the programmes should be conducted on a regular and continuous basis.

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## Best Practices 2-   Green Energy Initiative

### Objectives

Green energy initiatives refer to various actions, policies, and projects aimed at promoting and supporting the use of renewable and sustainable energy sources. These initiatives are crucial in addressing the challenges posed by climate change, reducing greenhouse gas emissions, and moving towards a more environmentally friendly and sustainable energy system

The ultimate goal of these initiatives is to create a cleaner, more sustainable, and resilient energy system that mitigates the impacts of climate change and reduces our dependence on fossil fuels.These objectives revolve around promoting sustainability, reducing environmental impact, and transitioning to cleaner and more renewable energy sources.

### Context

The objectives of green initiatives are interconnected and seek to create a more sustainable and environmentally conscious society. As part of its social commitment to promote eco-friendly energy solutions and address the impending energy crisis the institution planned to shift from the conventional source of energy to renewable, inexhaustible and non polluting source which contributes towards environment protection and its sustainable development. We decided to work in the areas of minimal power consumption, its alternative sources and energy conservation as per national policy and objectives of the UN Sustainable Development Goal

### The practice

The practice of taping alternative sources of energy and conservation of energy is highly significant since this is one of the most effective ways in which we can save our home and our planet. Following were the practices were adopted by the institution.

1. As a first step to shift from conventional energy to non conventional energy ,solar panels have been installed in the institution. Roof top Panels were installed at Electronics Department

2. Institution has also replaced all the traditional bulbs with LED s and tubes in the whole campus

3. 'Save Electricity' campaigns are conducted throughout the academic year.

### Evidence of success

The institution has installed one kilowatt off grid roof top solar panel in the Electronics department. Electronics lab and Post graduate ( Physics) classes are fully functioning by using this energy source. Use of solar energy also helps in managing the electrical cost to an extent. The campus lighting is now totally shifted to LED and tubes. The energy consumption has been

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minimized. The student community became aware of the environmental friendly perspectives and use of green energy.

**Problems encountered and resources required**

Only a part of the institution was able to operate using solar panels. Transitioning the institution to run entirely on renewable energy sources is a daunting task. Installation & maintenance of solar power project is a costly affair due to the expensive panels. Integrating renewable energy into existing power grids is complex. The grid must be flexible and capable of managing variable inputs and bi-directional power flows. Upgrading the grid infrastructure is also needed. At this juncture the college management planned to install more on-grid roof top solar panels to address this issue and moving towards a more sustainable and green energy system for protecting environment . Similarly, more concessions should be given from the side of the government for the implementation of green energy initiatives in the campus.

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# 4    Best Practices 2020-21

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# Best Practices of the Institution 2020-21

## Best Practice 1: Paperless AQAR Preparation

### Title of the Practice-Paperless AQAR Preparation

### Goals

- To eliminate the use of paper in the entire process of collection and compilation of the Annual Quality Assurance Report (AQAR).

- To reduce the time and effort of faculty members in maintaining the various documents required for AQAR.

### The Context

Preparation of the AQAR is a regular practice for Higher Education Institutions (HEIs). Collecting data on various metrics, especially under the Revised Accreditation Framework (RAF), is a tedious task. In this context, the IQAC, in association with the Digital Solutions Committee of the college, developed a system for paperless AQAR preparation.

### The Practice

The Digital Solutions Committee developed a Google Form-based mechanism for paperless AQAR preparation. Google forms were created for each metric in the NAAC template. These forms were organized under the seven criteria and shared with the relevant respondents such as students, alumni, faculty members, heads of departments, the college office, management, convenors of clubs and committees, etc. The forms were circulated among the target groups under the supervision of the criterion leader and the metric team. The responses were then compiled, tabulated, and uploaded to the portal.

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Figure 1: Google forms used for AQAR data collection

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**6.1 Institutional Vision and Leadership**

6.1.1 Mention two practices of decentralization and participative management during the last year (maximum 500 words)
2018-2019: https://forms.gle/dfW7phjVb1kTH2Rs5
2019-2020: https://forms.gle/3wiNMeZiKFHZ319u9

6.1.2 Does the institution have a Management Information System (MIS)?
2018-2019: https://forms.gle/Kr9hH7djuoXSo6yw5
2019-2020: https://forms.gle/XhQJFKJxTvnVcXtQ9

**6.2 Strategy Development and Deployment**

6.2.1 Quality improvement strategies adopted by the institution for each of the following (with in 100 words each):
2018-2019: https://forms.gle/kYH8cVLHRyz1cT5CA
2019-2020: https://forms.gle/4ULTwtyzuz8BRxX8

6.2.2 : Implementation of e-governance in areas of operations:
2018-2019: https://forms.gle/r3auAiv8aXJQrr449
2019-2020: https://forms.gle/iSAMXS3WSRhs6Frw7

**6.3 Faculty Empowerment Strategies**

6.3.1 Teachers provided with financial support to attend conferences / workshops and towards membership fee of professional bodies during the year
2018-2019: https://forms.gle/jFUy6G93kn32jgrq5
2019-2020: https://forms.gle/Y7R4ambRpuTPHLCz8

6.3.2 Number of professional development / administrative training programmes organized by the College for teaching and non teaching staff during the year
2018-2019: https://forms.gle/GYz3sD2X399jjuxYA
2019-2020: https://forms.gle/dteszJU4jR67XYdc6

6.3.3 No. of teachers attending professional development programmes, viz., Orientation Programme, Refresher Course, Short Term Course, Faculty Development Programmes during the year
2018-2019: https://forms.gle/wSUDGYYCZycCppMw9
2019-2020: https://forms.gle/ZGgXwVuEL1duFBnr7

6.3.4 Faculty and Staff recruitment (no. for permanent/fulltime recruitment):
2018-2019: https://forms.gle/RsNmPhxjszLzouqeA
2019-2020: https://forms.gle/erd7aXq6pK1symZv6

6.3.5 Welfare schemes for

Figure 2: Index file used for AQAR data collection

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**Instructions for Criteria leaders & Team Members**

- 11 Jan 2022 – given access to Index file & Notice board for AQAR 2020-21
- Index file is a google doc which contain the metrics/questions of a particular criteria along with the google form link for its data collection.



- Notice board is folder that contains 4 folders in it as shown in the image below. Each of these folders contains google docs into which the metric/question and its google form link (copied from index file) is to be pasted.
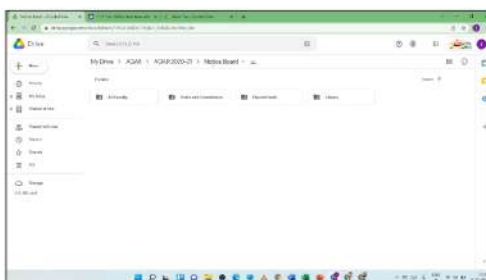


Figure 3: Instructions to Criteria leaders

## Evidence of Success

The data for the preparation of different AQARs were successfully collected. The system was found to be extremely simple and user-friendly, relieving the IQAC from the need to maintain a large volume of backup files.

## Problems Encountered and Resources Required

The major problem encountered was creating Google Forms corresponding to the data required for each of the metrics under the seven criteria of AQAR. The Digital Solutions Committee took on this responsibility and provided the manpower resources. Training sessions were conducted to equip the staff for paperless data collection. The institution purchased Google Workspace to implement this practice, with the financial resources provided by the PTA.

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# Best Practice 2: Adoption and Implementation of Green Practices

## Title of the Practice- Adoption and Implementation of Green Practices

## Objectives of the Practice

- To create awareness among the college community about adopting sustainable practices for environmental protection.

- To reduce the use of disposable materials on campus.

- To promote the recycling and upcycling of waste materials.

## The Context

The aim was to maintain a pollution-free environment within the college premises by implementing sustainable practices.

## The Practice

- **Green Practices:** Implemented in 2018, in association with Plan@Earth (a non-profit organization), the Green Protocol focuses on reducing waste by avoiding disposables and using reusable alternatives such as glass, stainless steel, or porcelain cutlery.

- **Plastic-Free Campus and Paperless Office:** The use of plastic bags and cups is discouraged inside the institution. In the canteen, steel plates and cups or leaf plates and paper cups are mandated. The college administration strives to minimize paper usage, with all accounts, office records, and academic information stored digitally. The campus is Wi-Fi enabled, making it easier to maintain paperless activities.

- **Green Landscaping with Trees and Plants:** Tree plantation is a regular activity of the NSS wing. Approximately 50% of the total campus area is covered with trees.

- **Grid-Connected Rooftop Solar Power Projects:** The college has installed a rooftop solar power system to support green energy initiatives.



Figure 4: Green practices

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Figure 5: LED lamp making

## Evidence of Success

The following successes have been achieved:

- **Waste Management:** Solid waste is being transformed into harmless landfill material. Dead wood and seasonal trimming of trees are distributed to laborers and nearby institutions for fuel.

- **Water Conservation:** Plans have been drawn up to construct soak pits at strategic locations to raise the water table.

## Problems Encountered and Resources Required

The major challenge was making students aware of the harmful effects of disposable items on the environment. The Nature Club handled this issue by organizing awareness campaigns. Steel utensils were purchased to reduce the use of plastic cups and plates.

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# 5    Best Practices 2019-20

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## Institutional Best Practices

**Best Practice 1    " GREEN PROTOCOL"**

We, the Cochin College, as an ecologically responsible and environmentally committed institution implemented the "Green protocol" in the year 2018. Green protocol is essentially a set of measures which when implemented results in significant reduction of waste with primary focus on prevention of use of disposables and using reusable alternatives like glass/stainless/porcelain cutleries.

We initiated this programme in association with Plan@Earth a voluntary non-profitable organisation registered as a charitable trust. Plan@Earth works in the area of environment conservation by offering solutions for waste management. The College aimed at constantly observing this Green protocol with a view to achieve the following objectives.

**Objectives**

1.  To create awareness among the students and staff about the practice of green protocol for the conservation of environment.
2.  To prevent generation of waste and reduce carbon footprint on campus events.
3.  To set up a proper system for managing disposables.
4.  To build and sustain a new ecological culture in the institution , that will bring about lifestyle changes amongst people in such a way that is environmentally sustainable in the long term.
5.  To spread environmental consciousness and responsible waste management practices to the nearby community through awareness programmes

**Context**

Waste management is the biggest crisis we have been facing for the last few years. A deep analysis into the problem of solid waste management will light the fact that , waste becoming an unmanageable problem is a very recent phenomenon that began hardly ten to fifteen years back at the most. . Increase in population as claimed by many is definitely not the main reason. If one analyses critically, why only in recent times waste management has become such a big problem, it boils down to one word "Disposables".

By disposables what is meant here is that the use of one time use and throw products has increased drastically in the past ten to fifteen years and with it the magnitude of the problem of its disposal. Disposable water bottles, disposable paper, Styrofoam and plastic cups, disposable paper, plastic and Styrofoam plates, disposable food packaging including aluminium and Styrofoam packaging, plastic bags, etc. The biggest challenge is these disposable materials causes mixed waste which can neither be composted (Biodegradable part) nor recycled (the non-biodegradable part) increasing the percentage of inert in a waste

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stream. As a socially responsible institution in the field of higher education, we felt it obligatory to address this issue. It is in this context that we started this program. Therefore Green protocol is essentially a set of measures which when implemented results in significant reduction of waste. The primary focus is on waste minimization through prevention of use of disposables.

**The practice**

In order to implement the green protocol a multi pronged approach was adopted by the college. As a first step a green protocol committee was constituted consisting of student and faculty representatives. The recommendations of the green protocol committee were put up at the college entrance and in all departments, library and college office. Below are the further actions taken to practice the Green Protocol.

1. The committee promoted the use of fountain pens instead of ball pens for avoiding accumulation of plastic waste through discarded ball point pens.
2. Both the students and staff are encouraged to use glass bottles and steel cups instead of using plastic bottles and paper cups.
3. Directions given to stop the use of plastic covers and flex boards in the campus.
4. Students are advised to use soft bound copy in lieu of spiral bound copy to submit their project.
5. A workshop on re-cycling disposables was organised in the campus.
6. A compost facility has been set up to convert bio degradable waste into compost.
7. A seminar was conducted by Plan @ Earth about the wastage of foods and the need of minimising wastage and donating food to charitable institutions.

**Evidence of success**

Plan@earth collected all paper waste from the campus for recycling on 6th July 2018. There would be no monetary benefit for the college. College would only be provided with a green certificate and green credit, based on the amount of paper recycled. The paper waste was converted into fresh A4 papers and distributed among the departments.

Students and faculty members were advised about the phenomenal environmental costs of ball pens and the prefer-ability of reusable fountain pens. There has been an increase in the number of students submitting soft bound copies of the project. The practice of using glass bottles and steel cups were adopted by the college. vermicompost pots were employed to deal with bio-waste. As a practical session on vermicomposting, vegetable waste was collected from Koovapadam market and converted into vermicompost which was then distributed. After the workshop conducted about up-cycling of plastics, an exhibition of up-cycled plastic and waste cloth was held in the campus. The exhibition attracted the students from other institutions and the local community.

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**Problems encountered and resources required**

| Problems encountered | Resources required |
|---|---|
| Reluctance from the people to switch from one habit to another | More awareness programmes required and a proper follow-up procedure is to be practised |
| Inadequacy of materials to replace plastic and disposables | With the help of local authorities and their inclusion in this project this constraint can be solved up to to a limit |
| The increased cost of other alternatives in place of disposable and its maintenance | Through recycling of disposables and its marketing a nominal amount of income can be generated. This can be utilised for solving this issue |

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**GREEN PROTOCOL**

Let's make the world a better place to live

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**Launch of Green protocol in the campus**



**Green Protocol**

Launch of green protocol    Green volunteer with badge    launch of paper collection

Launch of pen collection    Distribution of paper collection boxes    First trip to plan@earth

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• **Green Volunteers Badge and Recommendations to implement Green protocol in the campus** put up in the notice boards in the campus .

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**Supporting staff encouraged to collect plastic pens from the campus**



**Recycled A4 size paper being distributed to departments, equivalent to the amount of wastepaper given for recycling.**





**Green initiatives encouraged in the campus**

**Steel glasses and glass bottles encouraged in the campus .**

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**Project submission : soft bind copies instead of spiral bind plastic copies**



**Students were encouraged to use ink pens and also to reuse ballpoint pens,**

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# Vermipots for Biowastes

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Vegetable waste from koovapadam market

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# THE COCHIN COLLEGE

**KOCHI - 682 002**

**(Affiliated to Mahatma Gandhi University and Accredited by NAAC)**

**Website:** www.thecochincollege.edu.in

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Preparing the Vermipot

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## Training given to students for vermicopost preparation

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- **Distribution of vermicompost**

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- *Workshop on upcycling plastic wastes*

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Exhibition of upcycled plastics and waste cloth in the campus

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Seminar on Food wastage:Pandhals parties and us.

Date: 09-01-2020

Seminar highlights:
- The need for responsible use of food and food portions.
- Minimizing food wastage and donation of food to Charity organization.
- Impact of single use disposable paper plates and glasses.

Resource person: Sooraj Abraham, Secretary Plan@earth, NGO A!uva

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- Survey and awareness Campaign on solid waste management.

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Official Launch of Biomag

**BIOMAG 2018**

## മട്ടാഞ്ചേരിയിൽ പ്ലാസ്റ്റിക് മാലിന്യ നിർമാർജന പദ്ധതി തുടങ്ങി

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**Best Practices 2** 　**'PEPPERSAAV'- "** *Eat healthy live wealthy***"**

Fort Kochi is referred as'The Queen of Arabian Sea'. Kochi is bestowed with an interesting heritage influence and the eventful history behind the town presents a picture of relaxed grace that reflects a bygone era. Kochi is also well known for its varied styles of cooking and food culture. By adopting this unique food culture of Kochi , The Cochin College launched "Pepper Sav "a food festival in the year 2016 which was aimed to propagate the ethnic cuisine of Kochi . The program has been running continuously for the last four years, once in every year, under the leadership of Department of Commerce in association with Entrepreneurship Development Club of the college.

**Aims & Objectives**

1. To present the ethnic and natural culinary culture of Kerala.
2. To develop a good food habit by showcasing and marketing Kochi's diverse cuisine.
3. To help the students for developing their entrepreneurial traits.
4. To give a real life experience to the students about the promotional strategies for selling a product and cash management.
5. To make the community aware of the value of good diet for healthy living.

**Context**

Kochi has a diverse, multicultural and secular community consisting of Hindus, Christians, Muslims, Jains, Sikhs, Konkanis and Buddhists among other denominations. The city's pan-Indian nature is highlighted by the substantial presence of various ethnic communities from different parts of the country. As a result, a variety of ethnic food flavors are intertwined with the culture of Kochi. At the same time, unhealthy eating habits like the consumption of fast food and junk food without control and the supply of substandard and adulterated food by the greedy participants in the food industry invites disease and shortens life expectancy of the people. Therefore, the goal of opening up Kerala's storehouse of traditional culinary culture to the younger generation along with promotion of our healthy and nutritious food habit is very relevant today.

It was in this context that we , the Cochin College as a renowned institution located in the heart of kochi came to this event. Moreover, the program, which is run

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entirely by the students, paves the way for them to develop their organizational skills and discover entrepreneurial ability.

**The practice**

For the practice of Peppersaav, a committee consists of faculty members and students was constituted under the leadership of Department of Commerce. The association from the Entrepreneurship Development Club of the College has also been sought. The committee convened meeting at regular intervals and planned to co-ordinate some activities. Following are the events conducted as a part of this venture.

➢ A food festival was conducted in the campus invoking the importance of the value of traditional and healthy food culture of Kerala.

➢ Around 10 temporary kiosks were opened in the campus offering different cousins

➢ All the kiosks were fully managed and controlled by the students divided into class groups

➢ Separate area were also provided for dining

➢ Exhibition of ethnic, sumptuous and delicious food varieties were in all the 10 stalls

➢ Live cookery demonstration were also arranged in most of the stalls.

➢ The invitees from the local Self Government, the people from the nearby community and foreigners were also became part of this programme

➢ Competitions were held to find stalls where the products were well marketed and sold and prizes were awarded.

**Evidence of success**

The students conceive of it as a tribute culinary culture of Kerala. The launch of this programme was as a continuation of their academic and creative pursuits . The presence of tourists from different parts of the world added grace to the occasion. All the stalls were equally good and the tireless effort of the members of each stall created a superb festival day for all. We evaluate the success of this program as follows

● This event offered a great opportunity for all those who attended the programme to enjoy the ethnic delicacies that were cooked using traditional recipes.

● The motto of 'Leading a Healthy Eating Habit' was conveyed to the participants to some extent through the promotion of non-harmful culinary arts.

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- The students were acquainted with real life experience of marketing a product with all its intricacies.
- The students experienced the inside and out of a project by covering the area of financial, business and risk management
- Most of the units from the kiosks turned break even, some turned profitable and few ended up in loss
- The community outside the college enthusiastically embraced and collaborated on the event. The students were able to interact with them and sell their products.

**Problems encountered and resources required**

| Problems encountered | Resources required |
|---|---|
| The programme not gained its full potential as it is being conceived. The complete pursuit of a healthy diet and its proper knowledge is still a mirage | The programmes that give true understanding about a healthy life style should be conducted with the participation of the community |
| Unable to go down into the community and turn it into a great outreach program | Need co-operation from the part of local authority |
| Although there earned some profits from the kiosks as a separate unit, financial constraint is there for the establishment and implementation of the programme. | The strategies for marketing the products that creates more income for running this programme should be planned |

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