



**Mumbai Pradesh Arya Vidya Sabha's  
GURUKUL COLLEGE OF COMMERCE**

**(Tilak Road, Ghatkopar East, Mumbai-400077)**

**NAAC Accredited B Grade**

**Affiliated to the University of Mumbai**

**BEST PRACTICES 2020-21**

## Best Practice – I

### **Title of the Practice: Students Empowerment through Social Projects**

#### **Objectives of the practice–**

- To involve students in various Social Projects.
- To educate students the importance of sense of Responsibility towards Society
- To identify Leadership skills through collective efforts giving them autonomy of decision making
- To influence students through proper discourse of skill training.

#### **The Context–**

In the backdrop of changing times of pandemic, the college relentlessly takes initiative of motivating, empowering the students. The college recognizes the association of social developments and student leadership qualities and hence enhances the programmes and initiates various opportunities to develop intra personal skills.

#### **The Practice–**

Making the Motto of NSS, their principle and way of life, the NSS unit of GCC, has always been upfront to help the society and special initiatives were taken through different activities during COVID-19 pandemic. The students were empowered to create awareness and break the rumor so that panic is not caused amongst citizens

#### **Evidence of Success–**

- ✓ NSS unit of Gurukul College of Commerce took upon itself to provide the masks to the needy and poor, in its adopted area, Ramabai Nagar. Gurukul College immediately released funds at the end of April and Rs. 12,000 was utilized to secure about 1000 masks. 2 things

were achieved simultaneously in this drive. We managed to support the women who were out of employment due to COVID-19 situation by engaging them in mask making and secondly we distributed these masks in second week of May, to the vegetable vendors, senior citizens, BMC workers etc., not only at Ramabai Nagar but also in the vicinity of residence of volunteers.

- ✓ Hospitals which were in dire need of blood and due to pandemic regular blood donors were shying away from donating the blood due to fear of contracting Corona virus. At those juncture regular blood donors from NSS Volunteers of Gurukul College of Commerce, Ghatkopar were encouraged to be vigilant of blood donation opportunities in the vicinity. The blood donation camp was organized by Sarvodaya Hospital, Samarpan Blood Bank, Ghatkopar

### **Problems Encountered and Resources Required–**

Lockdown restrictions and limited people's movement made convincing all the more difficult. The parents were skeptical about sending the volunteers for field work, but the spirited volunteers made them understand and came forward as warriors.

## Best Practice – II

**Title of the Practice: Outcome based skill development for employability during pandemic and be sustainable entrepreneurs.**

### **Objectives:**

- ✓ The goal is to develop the spirit of entrepreneurship and skill based learning among the students and to provide a platform to graduates to convert their theoretical knowledge into commercially viable sustainable environment.
- ✓ Sensitizing and promoting sustainability through various add on courses and skill development sessions.
- ✓ Support the students and help them get employment in pandemic through placement committee.

### **The Context:**

- ✓ The most critical factor is to identify the person whose role is to take this programme forward. Hence, the Add on courses conducted by the experts was crucial.
- ✓ Networking with the entrepreneurs, entrepreneurship faculty, various academic institutions following the best practices in entrepreneurship development and institutions supporting the entrepreneurial endeavors on campus was essential for benchmarking. Hence IQAC and experts came out with Entrepreneurship development Cell and Various Add on Courses for the betterment of students.
- ✓ Development of entrepreneurial culture on campus at initial stages was a tough task. The students with a job-oriented mind-set, seldom think of entrepreneurship as a career. But the culture is a critical enabler, it changes as more success stories become visible and funding becomes more accessible.

### **The Practice:**

Under the guidance of IQAC and Entrepreneurship Development Cell, faculties, entrepreneurs and corporate leaders from various fields were contacted and courses were enhanced. The mission of changing the mindset from job seekers into job creators was started. The college has signed

MOU's with institutions to develop communication and employability skills of students. Add on/Value added courses are conducted to enhance various competencies.

### 5. Evidence of Success–

The outcome can be highlighted as follows:

Skill development has now become inseparable part of main stream commerce education in our College. It has also helped in developing attitudes, behaviors and capacities at the individual level.

### ADD ON DETAILS

Course	Beneficiaries
Image Building And Personality Development	188
Yoga , Ethics And Business Values	162
Communication And Soft Skills In Travel And Tourism	171
Conversational English	116
Advance Excel And PerziPowertoan	160
Digital Marketing	130
E Commerce	82
Retail Marketing	59
Creative And Corporate Communication	69
Capital Market	33
Campus to Corporate	99
Total	1269

Name of the firm	Total Number of Students
Techno serve	58
ICICI Prudential	12
TCS	8
Total	78

### Problems Encountered and Resources Required–

- ✓ Lack of Interest of students due to Online teaching
- ✓ Technical glitch and non availability of right environment for Learning