

SOCIAL AUDIT REPORT

Of

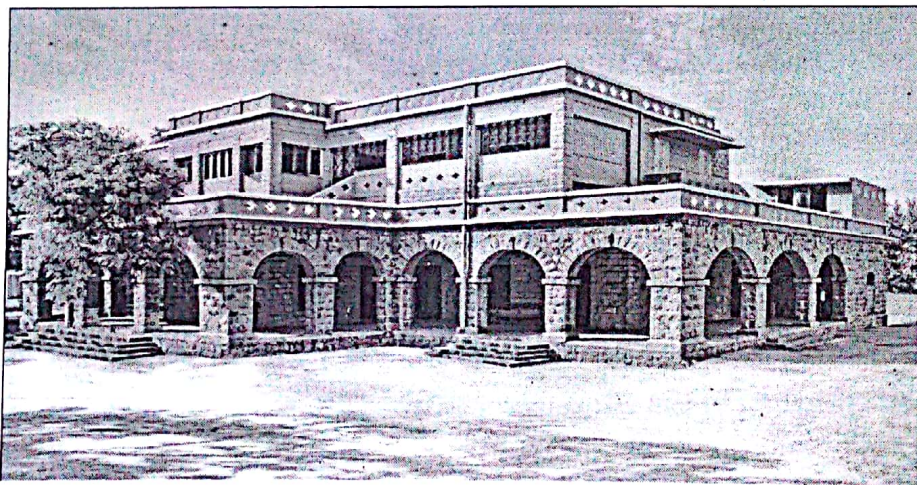
MADURAI INSTITUTE OF SOCIAL SCIENCES

Run by Capt DVR Foundation for HRD

Re Accredited with 'A' grade by NAAC

(Autonomous College and Research Centre

Affiliated to Madurai Kamaraj University)



Submitted by

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Bloom Consulting Services

Chennai

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1. MADURAI INSTITUTE OF SOCIAL SCIENCES

Madurai Institute of Social Sciences was established by Dr. (Capt.) D.V.P. Raja with the support of great personalities like Sir. P.T. Rajan, Mr. Alagu Sundaram Chettiyar and Mr. M.B.S. Henry, Managing Director of Madura Coats, Madurai on October, 2nd 1969, the Birth Centenary of the Father of Our Nation, Mahatma Gandhi, in a small building to propagate meaningful message "Our Nation, Our Home".

The college has completed 50 years of distinguished educational services in the areas of Professional Social Work, Human Resource Management, Counselling, Information Technology based courses like M.Sc., (CS), B.Sc Computer Science and Information Technology and B.Com with Computer Applications etc., and the management courses-BBA and MBA.

'*Strive to Serve*', is the motto and guiding principle of our College which inspired our students and staff to contribute their skill towards the nation building.

o UNIQUENESS OF MADURAI INSTITUTE OF SOCIAL SCIENCES

The focus of education in this College is selfless service to society. As such the vision of the college lays emphasis on the development of human resources in order to serve humanity. Capt. DVP Raja, the founder of this College chose to pursue the course in Social Work so as to render tireless service to the society, particularly for the upliftment of the downtrodden, to be trained in Professional Social Work and other courses at affordable cost for the socially, economically and educationally backward and the first generation students.

In order to attain the vision and mission and to instill the spirit of service in the minds of the students, twenty centres were established. The centres not only help our students and staff to get intellectually sharpened and spiritually fortified but also benefits the society at large and uphold the motto of the college, '*strive to serve.*'

- **Vision**

Madurai Institute of Social Sciences, as a learning organization, strives to educate and develop Human Resources to serve mankind and to establish global peace and prosperity.

- **Mission**

Providing Quality Education with affordable cost by designing academic agenda in tune with the changing needs of the society, scanning the external environment through strategic planning, building faculty power in tune with the modern trend in teaching, interacting creatively with the Government and the civil society, promoting applied and action research on governance and community problems and establishing System Management.

2. INTRODUCTION TO SOCIAL AUDIT

According to National Institute of Rural Development (2007), a social audit is a way of measuring, understanding, reporting and ultimately improving an organization's social and ethical performance. A social audit helps to narrow gaps between vision/goal and reality, between efficiency and effectiveness. It is a technique to understand, measure, verify, report on and to improve the social performance of the organization.

Social auditing creates an impact upon governance. It values the voice of stakeholders. Social auditing is taken up for the purpose of enhancing the capacity and proper functioning of an institution.

The social audit focuses on the social impacts and the contribution of an organisation.

Objectives of social audit

1. Assessing the physical and financial gaps between needs and resources available for development.
2. Creating awareness among stakeholders and provide productive services.
3. Increasing efficacy and effectiveness of the interventions.
4. Scrutiny of various policy decisions, keeping in view stakeholder interests and priorities etc.

2.1. SOCIAL AUDIT AT MADURAI INSTITUTE OF SOCIAL SCIENCES, MADURAI

Nearly sixty years back when students were particular in choosing the career oriented studies which would unlock the golden period of bright future through hortative jobs, Dr. (Capt.) DVP Raja, the founder of this college chose to pursue the course in Social Work so as to render tireless service to the society, particularly for the upliftment of the downtrodden. The college is first of its result in South India offering degree programmes related to professional Social Work and Human Resource Management. The very name of the college is self-explanatory and the focus of education is 'selfless service to society'. The vision of the college lays emphasis on the development of human resources in order to serve humanity.

The college remains committed to building leadership, conscious citizenship and active participation of women for furthering national developmental goals. The education in the college aims towards developing creative and critical thinking, nurturing innovation and excellence. College strives to strengthen the students by building capacity to acquire global skills for entrepreneurship, professional proficiency and improve quality of life.

The objectives of conducting a social audit at MISS College was to,

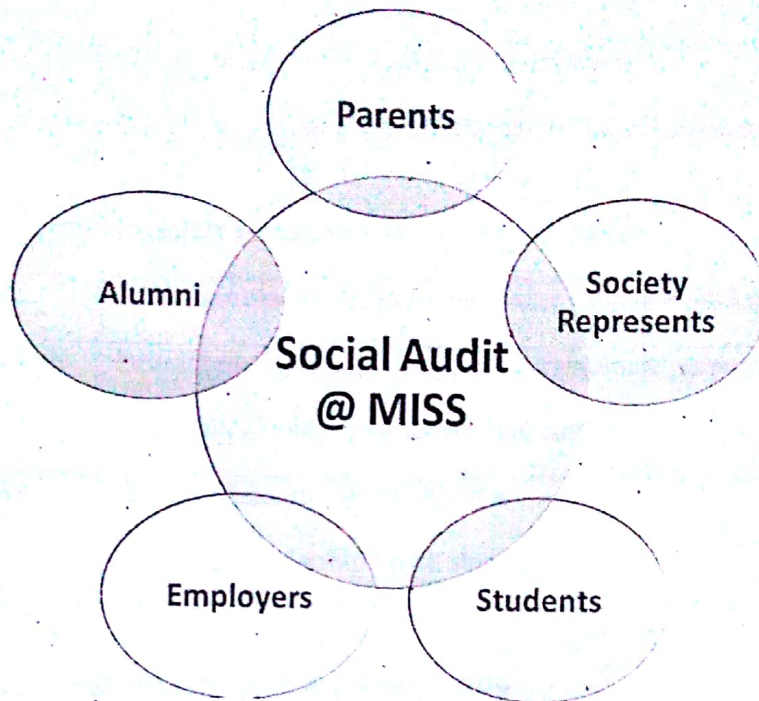
1. Understand and analyse the feedback of various stakeholders of the college for the further development
2. To know about the contribution of the organisation for the welfare of the people in and around Madurai District
3. To highlight the best practices of the college etc.

3. METHODOLOGY ADOPTED

- 3.1. In order to gather data from the stakeholder namely, parents, alumni, potential employers, students a structured data collection tool was used. The data was collected through administering Google form. Both quantitative and qualitative data as collected through the Google form. The collected data was analysed and presented in diagrams.

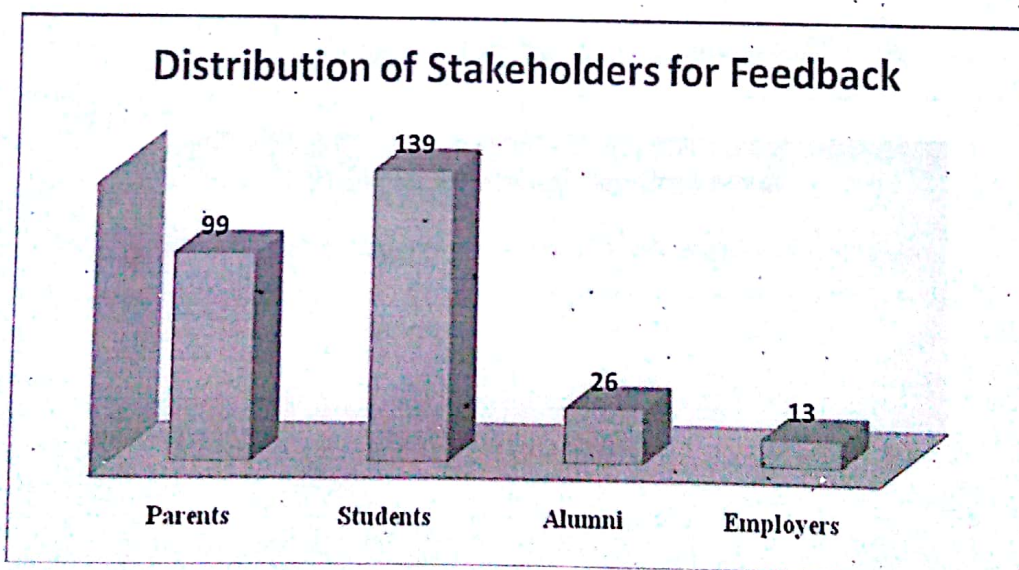
3.2. A video documentary was prepared for collecting valuable feedback from people from different walks of life; including advocates, representatives from neighbour college, media and institutions.

Participants in the Social Audit Process



4. STAKEHOLDER FEEDBACK ANALYSIS

Data was collected from parents, alumni, employers and current students. The collected data was analysed and presented the same with the support of graphs.



The SWOC analysis was done and the data is presented below.

4.1. FEEDBACK FROM PARENTS

Strength	The transparency and merit based admission The library is enriched with relevant books, the availability of e-journal Excellent examination system and procedures
Weakness	Placement Opportunities for the Under Graduate Students
Opportunities	Increase the number of computers for academic purpose More skill oriented programmes and courses
Challenges	More facilities for sports activities Providing scholarship for all students

4.2. FEEDBACK FROM EMPLOYERS

Strength	The Alumni members are highly creative and committed and significantly contribute for the development of the organisation Upholding the ethics and work culture along with professionalism
Weakness	English language skill of the fresher from MISS Only base level knowledge on operation of ICT tools
Opportunities	Add on courses for technology Training for attempting competitive exams
Challenges	Widening the job scope for the first generation students

4.3. FEEDBACK FROM ALUMNI

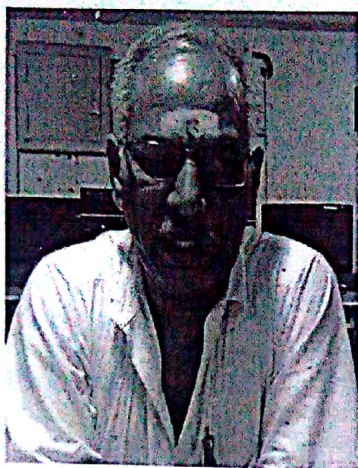
Strength	The faculty members are approachable and friendly Campus community interface Good name and fame across the country
Weakness	Scholarship for all students On the job training for the Undergraduate students
Opportunities	Tie-ups and networking with government, NGOs and firms Job placement opportunities
Challenges	Web based learning Implementation of Earn while you learn project

4.4. FEEDBACK FROM STUDENTS

Strength	Fair valuation and timely publishing of results Skill training and job placement support
Weakness	Sports facilities
Opportunities	Increase the computer facility in the lab for better learning experience Increase more ICT enabled classrooms
Challenges	Development of advanced teaching and learning methodologies like webinar and online classes

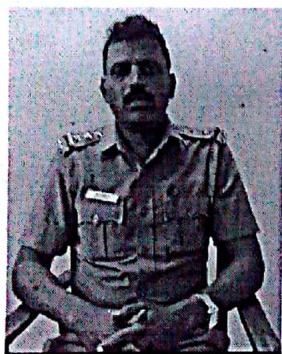
5. TESTIMONIALS

The testimonial based on the video documentary is presented below:



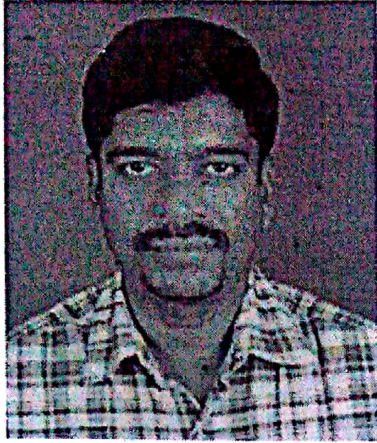
Adv. Tamilarasan
(President,
Madurai District Bar
Association)

"The college is first of its kind in southern region of the country. It works for the society and the upliftment of the students. The students from poor socio-economic background are taken care of by the staff members and mould their personality. The students are trained in such a way to fit enough to work in the society and in the industries. The students of the college has started NGOs and involved in the upliftment of the society. The students are also got placed in big industries, such as TVS, and other organisations in authoritative positions".



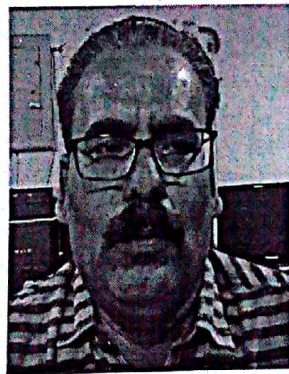
Thiru. Pethu Raj
(Inspector of Police,
Thallakulam, Madurai)

"I came to know about the college when I joined as the Sub Inspector of Thallakulam Police Station. I am very much impressed on the social outreach activities of the college which transform the life of the deprived sections in our society. The college act as a facilitator to help the poor people to access the services of the government and various welfare schemes. The college provide better awareness to the people on various issues in our society. With the support of the college we have organised a 3 day awareness programme for women on 'issue of harassment against women'. The management, faculty members were so cooperative in organising the programme successfully. I wish the very best for the college for undertaking more and more innovative programmes in future"



Dr. G C Abraham
(Vice Principal
American College, Madurai)

"I was raised at Chennai. I don't know much about Madurai. Being an Academician I always keen to know College specialised in the field of Education. I came to know MISS College is one of the college with difference not only cater the educational needs, taken so many project initiatives to reach the Unreached. I always admire about the college because the college has never confined the students only in to classroom & lab. To strengthen our college social work department I have lot of discussion and guidance from the College. Among all other MLA's, Mr.Udhya Kumar, Revenue Minister and student of this college is unique in connecting and understanding the community. I am happy to thank the college for grooming in such a way. I also inspired by the good work of the Management. I wish the College on this Golden Jubilee Year to continue its excellence in the field of Education".



Thiru. Sreenivasan
(Senior Reporter,
The Hindu, Madurai)

"Madurai Institute of Social Sciences is one of the few colleges in Madurai with low fees and experienced faculty members. The college is equipped with computers and technologies which facilitate academic development of the students. The prime importance is given for the discipline of the students. Through the discipline, responsible and committed citizens are developed. The college gives opportunities not only to learn, also provides a platform to serve the society. It moulds the personality of the students. Lets continue the spirit of 'strive to serve', the motto of the college".

6. OVERALL SWOC ANALYSIS

6.1. Strengths

- Visionary management
- Experienced, qualified and dedicated faculty members
- Well-equipped infrastructure and learning resources
- Counselling and support services to the students
- Active involvement of Alumni
- Well-disciplined students
- Nominal tuition fees
- Actual Ambition and Achievement (AAA) – [Mentoring system]
- Opportunities for part time jobs for students
- Remedial Coaching
- 20 Centres of Excellence for campus community interface
- Need based courses
- Inculcation of human values through morning prayer
- Good liaison with industries and organisations for research, training and placement
- Feedback from all stakeholders for strengthening teaching learning process
- Updated curriculum and outcome based education
- Seed money provided by the management for the promotion of research
- Professional association with National Institute of Personnel Management, Madurai chapter, Madurai Management Association, Indian Institute of Public Administration, Indian Society of Criminology, Association for Social Health in India and Indian Society of Professional Social Work (ISPSW).

6.2. Weakness

- Low enrolment of students from other states and countries
- Limited scholarship facilities
- Lack of communication skills of the first generation students and Tamil medium background

6.3. Opportunities

- Enrolment of students in online courses
- Networking and MoUs with reputed organisations
- Periodical training programmes for enhancing the quality of teaching
- Orientation and refreshers courses to the self-financing faculty members
- Workshops, Seminars and Conference to impart knowledge on recent trends
- Generation of fund through the consultancy services by the faculty members
- Utilization of the services of the guest and visiting faculties

6.4. Challenges

- Mobilization of fund for the centers of excellence
- Lack of placement opportunities for the Under Graduate (UG) students
- Drop out of UG students due to financial constraints

7. ACTION PLANS

7.1. Infrastructure Development Plans

- To introduce IT facility in all classrooms
- To purchase more computers to benefit the students
- To purchase more text books and to subscribe more journals
- To encourage the digital functioning of the library
- To have the facility for LMS

7.2. Students Welfare Related Plans

- To introduce B.Sc., Mathematics, B.Sc (Food Science & Nutrition), B.A (Tamil), B.A. (Public Administration) B.Com (Professional Accounting), B.Com (Information Technology), B.A (Economics), M.Com, M.A (English), Integrated PG Programme in Social Work (5 years)


7.3. Community Development Plans

- To raise funds for various centres of excellence through various funding organizations

- To conduct skill oriented training programmes like plumbing, welding, AC mechanic etc. for school dropouts through various centres of excellence in the second campus
- To identify and train the youth from rural areas in sports activities in the second campus

8. CONCLUSION

Thus the social audit was done with the help of various stakeholders in order to understand the present performance and to identify the thrust areas which require further development. The college would utilise the findings of this audit to the maximum extent in order to derive a new strategic plan that is interlinked to the vision and mission.


(VIJAYA.V)

Development Consultant

