



**K. L. E. Society's**  
**Arts and Commerce College,**  
Re- Accredited by NAAC in 3rd Cycle with "B++" Grade  
**GADAG, KARNATAKA. INDIA -582101**

Contacts: 08372-297337, 9482547599

Email: kleswgc@yahoo.com klesacollege@gmail.com Website:www.klescollegedag.org

---

### **Title of the Best Practice 1- Marketing Fest**

**Context that required initiation of the Practice-** The enormous advancement in trade and commerce is globally witnessed day to day can be harnessed to develop the marketing temper among the students. This enables to cultivate the advertising, marketing, negotiation, organization. Team building and entrepreneurial skills in students is required as they progress to pursue higher education in commerce. It was felt that this could be achieved by organising Marketing Fest.

### **Objective of the practice-**

- To inculcate interest in Trade and Commerce.
- To explore the scope and opportunities in Entrepreneurship and scope in marketing.
- To update on the advances in Business.
- To know the working principles of commerce and e-commerce.
- To ignite the research and Innovative spirit and confidence building in young minds.

### **The Practice-**

The IQAC and Department of Commerce of the college jointly plan the Marketing Fest every year. The Alumni of our college are invited to participate and support in the event. The Commerce Association Chairperson constitutes and assigns duties to the organising committee. The Invitation for the event is designed and distributed to the neighbouring colleges and public.

The committees meet to discuss the plan and progress of the event periodically. A schedule is prepared to facilitate the students and public to visit the stalls. Each stall exhibits interesting and innovative experiments and sells them. The students get ignited in planning, advertising, creativity, selling, Negotiation, communication, team building and problem solving skills. The event also rewards the students on the basis of marketing skills.

### **Obstacles faced and strategies adopted to overcome-**

- The students had to invest and get the products on their own.
- Difficulty in installing the stalls and the risk factor.

### **Impact of practice-**

- Enrolment for commerce courses has improved.
- Developed awareness on recent advances in marketing skills.
- Increased interest among students towards entrepreneurship.

### **Resources required –**

- Preparation of Invitation
- Certificates and Prizes
- Hospitality
- Student Volunteers
- Faculty
- Supporting Staff

## **Title of the Best Practice 2 -Empowering Students through Value Based Workshop**

### **The context that required the initiation of the practice - (100 – 120 words)**

The highly competitive environment in which individuals have to operate in the current times has exerted enormous pressure on them. The present day education is focused on enhancing knowledge and skills. However, to enable learners to excel in their personal and professional domains, it has become imperative to inculcate values and develop the right attitudes. This will help them evolve as human beings with character and integrity. Adopting an integrated approach to education was felt necessary in order to ensure holistic development of the learners. K L E Society's Arts and Commerce College, Gadag, being an institution catering exclusively to the needs of rural students, the need for empowering them by developing all aspects of their personality in a structured manner was felt and therefore this practice is initiated and conducted throughout the year.

### **Objectives of the practice – (50 – 60 words)**

- To empower students through inculcation of values
- To enhance self -confidence and build resilience
- To equip students holistically for reducing vulnerabilities
- To enable greater adaptability in order to face challenges
- To strengthen the physical, intellectual, emotional, social and spiritual quotients

### **The Practice (250 – 300 words)**

Value Initiatives to conduct workshops and Awareness Programs for enabling holistic development of students' personality and empowering them through facilitating the discovery of their identity to enjoy all round internal and external harmony and progress.

The workshop methodology is adopted and activity based sessions encourage introspection, create a platform for free and frank discussions, develop a spirit of inquiry, promote creativity, provide exposure to social issues and above all instill a sense of pride in the motherland.

The workshop and Awareness Programme engages students in a perfect blend of activities relating to the head, heart and hands as stated below:

- Group discussions, quiz and interactive sessions are the activities relating to thinking which form an important aspect of the workshop.
- Introspection, counselling, storytelling and singing focus upon the emotional component , that is, feeling that directs behaviour.
- Yoga, pranayama and games relate to the physical quotient necessary to ensure a healthy mind in a healthy body.

### **A brief description of the sessions is stated below:**

- Ice Breaker: With a stress buster yoga and meditation session, the participants are thus brought to a relaxed state of mind by the end of this session.
- Know yourself: This session focuses upon understanding the self.
- Know your Culture: An understanding of one's own culture forms the crux of this session through a quiz.
- Know your Country: An audio-visual presentation in this session provides exposure to students about the exceptional and extraordinary feats of people from various walks of life.
- Games: This session engages participants in games meant to foster team spirit, healthy competition and spirit of sportsmanship.
- Consolidation: The facilitators wrap up the workshop by consolidating the learning through the course of the day.

The unique feature about this practice in Indian higher education relates to the methodology adopted for imparting value education.

### **Obstacles faced if any and strategies adopted to overcome them (150 – 200 words)**

Value education for holistic development has been an institutional practice over the years. The obstacle faced in designing the practice related to finalizing the theme, structure and mode of delivery of value education in a manner that would find acceptance among modern day youth. Particularly, the issue of contextualizing value education to suit contemporary needs and ensuring that value education would not be interpreted or understood as religious education by all stakeholders was a challenge.

Adoption of the activity based and experiential learning methodology ensured that the practice found acceptance among learners. Most importantly, over the years, word of mouth promotion of the practice by senior students to the juniors has ensured acceptance by learners. As students and teachers are oriented beforehand about the benefits of the practice, the challenge related to putting in extra hours has been overcome.

### **Impact of the practice (100 – 120 words)**

A study was conducted to find out the impact of value education in empowering students of the institution. The study revealed that self-esteem, self-control, self-expression and internal locus of control have emerged as strong variables in building resilience among undergraduate students.

Collaboration, professionalism, humanitarianism, spirit of inquiry, patriotism and adaptive capacity has a significant role in reducing vulnerability. The results of this study also point to the direct positive effect of value education towards receptiveness, sense of national pride, ecological consciousness and responsiveness in enhancing adaptability among students.

The findings of the study indicated that greater the resilience, lesser the vulnerability and higher the adaptability among women students for enabling sustainable human development thereby empowering them to face the challenges of the world.

### **Resources required**

A room or hall with movable furniture or carpets, audio-visual equipment and honorarium to resource persons.



**PRINCIPAL**  
K.L.E.Society's  
Arts & Commerce College  
GADAG-BETGERI-582101