

AYYA NADAR JANAKI AMMAL COLLEGE (AUTONOMOUS), SIVAKASI
INTERNAL QUALITY ASSURANCE CELL
CONSULTANCY POLICY OF THE COLLEGE

Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi, has been serving as a beacon light in the rural area of this part of the country since 1963. The College has been rendering yeomen service by its sheer commitment aimed at the total emancipation of the neighbourhood society. Moreover, the College is instrumental in ensuring inclusive growth of the society by serving to each and every one of this vicinity which includes mostly the poor, downtrodden, marginalised and socially disadvantaged sect of the society. Academic and non-academic outreach activities are regularly conducted by the College for the betterment of the students in particular and the society in general. At the same time, the Institution reinvigorates itself in organizing activities which keep the vibrancy of the institution at high esteem. One such initiative is the collaboration with the industries of this region through the consultancy work. According to the Manual published by the NAAC for the Assessment and Accreditation, it is clearly stated that consultancy is any “activity organized or managed by the faculty for an external agency for which the expertise and the specific knowledge base of the faculty becomes the major input. The finances generated through consultancy are fairly utilized by the institution.” Apart from making the internal expertise of the institution to the benefit of the outside world, this endeavour enables the institute to generate revenue which is again recycled back to the development of the institution. Indeed, this initiative is a kind of social responsibility of the academic institution (ASR). While undertaking such consultancy work, the College has a well – defined policy, for the revenue generated out of such consultancy work, which is bifurcated into two categories as given below.

- i. 51% of revenue to the College and 49% to the faculty members in those consultancy works where the institutional resources are utilized to the maximum and institutional resources need periodical overhauling and annual maintenance
- ii. 50 % each to the student and staff in those consultancy works where the institutional resources are utilized to the minimum and expertise of the staff and student optimally utilized