

803097

SELF STUDY REPORT FOR ACCREDITATION

Submitted to

**The Accreditation Board
Indian Council of Agricultural Research
New Delhi**



**College of Co-operation Banking &
Management**

Kerala Agricultural University



803097

IR CCBM/SSR 2001

FOREWORD

The B.Sc (Co-operation & Banking) is a unique undergraduate course started by the Kerala Agricultural University in 1981 to meet the needs of managerial manpower for Co-operation, Banking and Rural Development Organisations and other agricultural support service institutions which are involved in assisting the farming community to enable them to make farming and agricultural enterprises efficient, cost effective and viable. The curriculum of the programme has been revised four times so far and the fifth revision is already initiated.

The institution has achieved quantitative as well as qualitative growth over the last two decades. The College also made significant accomplishments in research, extension and consultancy. The preparation of SSR provided an excellent opportunity for assessing the strengths and weaknesses of the institution as well as the academic programmes and identifying the emerging opportunities for future development and diversification.

The present SSR is the outcome of excellent teamwork of the members of the Faculty, staff and students who served as members of the Steering Committee and Task Forces. The Steering Committee reviewed periodically the progress in the preparation of SSR and each member of the Committee participated effectively in all the deliberations. When Dr.N.Ravindranathan who was the Co-ordinator retired on 16-5-2001, Dr.A.Sukumaran, Head of the Department of Rural Marketing Management took over as the new Co-ordinator.

As Chairman of the Steering Committee, the Associate Dean played the role of a facilitator and I would like to place on record our deep appreciation for the excellent task performed by the Co-ordinators, Editor, Chairpersons and members of the Task Forces in the preparation of the SSR. Let me also express our deep felt gratitude to the Honourable Vice-Chancellor and the Chairman of the University Level Steering Committee and Dr.C.K.Peethambaran, University Level Co-ordinator for all their support, patronage and guidance for the preparation of SSR.

It is hoped that this SSR will provide necessary inputs to the Accreditation Board and the Peer Review Team to appraise the strengths and weaknesses of this College and finally to grant Accreditation to the College along with that of the University.

Dr.M.Mohandas,
Associate Dean i/c,
College of Co-operation,
Banking & Management,
Kerala Agricultural University,
Vellanikkara.

Date: 17.9.2001

PREFACE

The most valuable resource for any academic and research institution is the size, quality and team spirit of the human resources. The effective design and management of any academic institution requires the thoughtful application of knowledge concerning the behaviour of people at work. Too often in the history of academic institutions, sound plans fail to be implemented, well designed tasks and processes fail to motivate, innovative technology fail to raise productivity and work place cultures fail to support effective behaviours. Many times what poor administration, poor designs and failed strategies have in common is a failure of commitment, caring, and involvement. The human factor is central to institutional success and effectiveness. Academic institutions fail or succeed, decline or prosper because of people at work – what people do or fail to do every day on job. In other words, knowledge of the strength, weakness, opportunities and threat of Scientists and Supporting Staff is essential in successfully guiding today's academic and research institutions. The Self Study Report on the functioning of the College of Co-operation, Banking & Management is the first attempt in this respect. Within the given structure an earnest attempt is made here to 'energies' and find out the present position of our institution and to project its future prospects. In this connection I reckoned with gratitude and obligation the involvement and support I reckon from the Associate Dean, Head of the Departments and various chair persons of the steering committees, task forces and other members of the faculty to ensure the timely completion of the report.

Dr.A.Sukumaran
Associate Professor &
Head, Department of Rural
Marketing Management

Vellanikkara

Co-ordinator (Accreditation Committee)

CERTIFICATE OF THE SELF STUDY REPORT

To


The Accreditation Board,
Indian Council of Agricultural Research,
New Delhi.

From

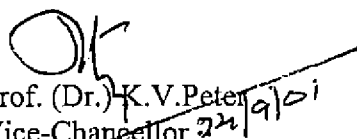
The College of Co-operation, Banking & Management,
Kerala Agricultural University,
Vellanikkara, KAU.P.O. 680 656
Thrissur, Kerala.

This Self-Study Report is submitted for the purpose of assisting in the determination as to whether or not this institution should become accredited by the ICAR-Accreditation Board.

It is certified that there was broad participation by the various constituencies and the Self Study accurately reflects the nature and substance of the institution.


M. Mohandas,
Associate Dean
College of Co-operation,
Banking & Management,
Vellanikkara, KAU.P.O. 680 656

Date: 17.9.2001
Thrissur, Kerala.


Prof. (Dr.) K. V. Peter
Vice-Chancellor 22/9/01
Kerala Agricultural University
Vellanikkara, KAU.P.O. 680 656

Date: 20.9.2001
Thrissur, Kerala

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1. HISTORY AND DEVELOPMENT OF THE COLLEGE

1.1 HISTORICAL BACKGROUND.

1.1.1 Genesis of the programme

Generally State Agricultural Universities are vested with the task of generating new agricultural technologies appropriate for different farming situations and also providing trained manpower for technology transfer to the State departments of extension like agriculture, animal husbandry and fisheries. Here the basic underlying premise obviously is that technology is the most crucial factor in agricultural development and technology generation together with trained manpower will necessarily ensure rapid agricultural development in the State.

However, in the context of microscopic and fragmented holdings in the State, adoption of modern technology by the resource poor farmers who constitute about 96 per cent of the farmers is constrained by a variety of factors which make farming unremunerative. It is imperative to provide appropriate institutional, organisational and managerial support systems for provision of inputs, credit, organisation of production and marketing as essential pre-requisites for the adoption of modern technology. The recognition of such a critical gap in the State by policy makers and the felt need for professionalising the institutions destined to provide these institutional support services prompted the Kerala Agricultural University to launch an innovative UG professional course in Co-operation and Banking in 1981.

The Kerala Agricultural University Act (Section 5 of Act 33 of 1977) provides for imparting education in Co-operation along with different branches of study. Accordingly the proposal for starting a new four year degree programme in Co-operation and Banking was presented at the 21st meeting of the General Council held on 20-21 November, 1980. The programme was approved by the 22nd meeting of the General Council held on 30-1-1981 under the Faculty of Agriculture. The first batch was admitted in November 1981 and classes began on 16th November 1981. The initial intake was 50. The Government sanction for the programme was received in the year 1982.

The Academic Council had earlier accorded a provisional approval for the syllabi of the programme. As per the direction of the Vice-Chancellor a

restructuring of the existing syllabi was done within the broad framework of the approved programme.

As part of institutionalization of the programme, the senior most Faculty member was appointed as a Special Officer whose Project Report for establishment of a College of Co-operation and Banking was placed before the Academic Council. The meeting of the Academic Council held on 1-11-1982 approved the following objectives of the proposed College of Co-operation & Banking.

- To impart education and training to young men and women for managing income generating and development activities, particularly at the rural level;
- To assist in meeting the rapidly growing needs of managerial manpower for medium and large scale co-operatives and to function as participative agents of innovation in economic development;
- To conduct research on operational problems in order to help and to improve the management of rural enterprises and projects;
- To offer training courses for policy makers, directors and those in charge of specific managerial functions in the Department of Co-operation, banks, co-operative enterprises and organizations and agencies for rural development;
- To provide a combination of management skills and commitment to the rural sector; and
- To extend the frontiers of knowledge of rural development and management through research and to disseminate this knowledge through publications and consultancy services.

In accordance with the approval of the revised objectives of the programme of the College by the Academic Council, a Special Officer was appointed in 1983 with the aim of completing the process of redrafting the B.Sc (C&B) syllabi in consonance with the approved objectives. The draft syllabi proposed accordingly was examined and reviewed by a committee including experts from outside appointed by the Academic Council. The revised syllabus was approved by the Board of Studies in Agriculture at its 19th meeting held on 8-5-1985. The syllabus was further refined to fit into the semester system and the final approval was received at the 39th meeting of the Academic council.

The programme was delinked from the College of Horticulture on 1st of April 1985 and started functioning as an independent College under the name of College of Co-operation and Banking at the Communication Centre, Mannuthy.

In 1989 an Expert Committee was appointed under the chairmanship of Prof.U.K.Srivasthava, Chairman, Centre for Management in Agriculture, Indian Institute of Management, Ahamedabad to examine the objectives of the programme and if necessary to modify the syllabus. The other members of the Committee were:

- Dr. N.B. Shete, National Institute of Bank Management, Pune
- Dr (Mrs,) Srivasthava, Indian Agricultural Research Institute, New Delhi.
- Dr.M.Aravindakshan, Director of Research, K.A.U.
- Dr.C.A.Jos, Associate Dean, College of Co-operation & Banking.

The Committee after detailed review of the syllabus and discussions with faculty and students felt that “the programme is unique in the sense that it is a pioneering attempt to meet the needs of managerial manpower for Co-operatives, Banking and Rural Development Organizations involved in income generating activities for the weaker sections of the society” The Committee also stated that a few other Agricultural Universities have been planning to follow the Kerala Agricultural University’s model of B.Sc (C&B) course. The Committee also examined the syllabus in detail and found that “the present curriculum is superior in many ways to the earlier curriculum in meeting overall objectives of the College and this particular programme”.

1.1.2 Revised mandate

The objectives of the College have been widened by expanding the scope of the College by renaming it as the College of Co-operation, Banking and Management in 1996. Accordingly the mandate of the College has been widened to encompass the following:

- To assist in meeting the rapidly growing needs of managerial manpower for formal and informal co-operatives, financial institutions, agri-busines enterprises and other rural development organisations.

- To undertake research on organizational, managerial and operational problems of co-operatives, financial institutions, agri-business enterprises and other rural development organisations.
- To foster the entrepreneurial ability and to extend managerial and organizational skills to the rural community.
- To offer training for policy makers and administrators in the development departments, enterprises, organizations and institutions.

1.2 INSTITUTIONAL GROWTH

The first batch of B.Sc. (C&B) students were admitted in November 1981 and the programme was attached to the College of Horticulture initially.

- This was shifted to the Communication Centre, Mannuthy in May 1982 and continued there till August 7, 1997.
- The Programme was upgraded to the status of an independent College in 1985.
- This led to creation of more faculty positions, filling up of vacancies and commencement of post-graduate courses.
- The staff strength went up from 4 in 1981 to 6 in 1982 and 11 in 1984 and 23 in 1986.
- Two postgraduate programmes in the area of Rural Marketing Management and Rural Banking and Finance Management were started in 1986.
- An MSc programme in Cooperative Management was started in 1989.
- A Doctoral programme in Rural Marketing Management was also started in 1995.
- The College has four Statutory Departments which came into being in 1993 vide Gazette notification of Government of Kerala. These Departments are

- Co-operative Management
- Rural Banking and Finance Management
- Rural Marketing Management
- Development Economics
- Other disciplines like agricultural extension, agricultural statistics, computer science and quantitative methods are attached to these statutory departments.

The first three Departments have M.Sc programmes.

1.3 STRUCTURE AND ADMINISTRATION OF THE COLLEGE

The College is headed by the Associate Dean. He is assisted by the Heads of Departments in all academic programmes and Administrative Officer in all administrative matters. The areas of Quantitatives Methods, Agricultural Statistics and Computer Science are now attached to the Department of Development Economics. Similarly one Asst.Professor in Agricultural Extension is provisionally attached to the Department of Co-operative Management.

The College administration is supported by a number of Committees for specialised functions such as Purchase Committee, Library Advisory Committee, Placement Cell, Academic Cell, Examination Cell, Computer Cell etc. for the smooth conduct of academic, research and other programmes.

1.4 STUDENT ENROLLMENT

The intake for the first batch was tentatively fixed at 50. But 53 students were admitted. Since the College had inadequate infrastructural framework, the strength of admission was reduced to 30 in 1982. The number was reduced in 1989, but was enhanced from 1993 and further to 46 in 1999.

1.5 INSTITUTIONAL PLANNING PROCESS

1.5.1 Academic programmes

The curriculum planning is initially discussed at the meeting of the Heads of Departments and specific proposals are made in the Staff Council meetings in which all faculty members are present. It is also attended by the Librarian and the Administrative Officer. The Staff Council gets the curriculum prepared by the different committees appointed by it for the purpose and detailed discussions are arranged after getting the draft curriculum. Every teacher is naturally involved in the process.

As far as the curriculum of each Department is concerned it is first discussed at the Department Council in which all members of the faculty of the Department are present. Then only it is placed in the Staff Council meeting. This is the procedure followed for curriculum revision of PG programme also. Hence the initiative comes from the concerned Department, but as per the decision of the Staff Council. Then after detailed discussion and approval at the Department Council meeting, it is placed in Staff Council meeting for further discussion and refinement.

After the approval of the Staff Council, it is circulated to two Experts for comments and subsequently, it is placed in the Board of Studies of the Faculty of Agriculture for approval. Once the Board of Studies gives approval; it is placed before the Academic Council for approval. When a new programme is offered, it shall be approved by the General Council also.

1.5.2 Research Programmes

Every Department has its own approved research areas and priorities. When PG students are admitted, research problem is identified and allotted from this approved area. The objectives, scope and methodology are initially approved by the PG Advisory Committee of the student. Then it is presented at the Department for the comments of the faculty of the Department. This is again presented at the college level Research Council which is attended by all faculty members and PG students. The proposal is further refined and based on these comments and is placed before Faculty Research Committee which is chaired by Director of Research. The Doctoral programmes are further placed in the Academic Council for approval. As far as Departmental and sponsored schemes are concerned, the initiative comes from the Principal Investigator. His/Her proposals are discussed at the department level and based on their comments, the

proposal is finalised and submitted to the University for despatch to the proposed funding agency.

1.5.3 Extension programmes

The training programmes proposed by individual members of the Faculty are discussed at the Department Council level first and refined proposals are further discussed at the meeting of the Heads of Departments. These proposals are submitted to the Director of Extension for further necessary action. The training programmes proposed for the Development Departments, Banks, NGOs and Farmer Organisations are placed at the Joint Training Committee meeting for approval. As far as other sponsored training programmes are concerned, technical and administrative sanction is accorded by the Vice-Chancellor.

In the case of consultancy programmes the proposals are prepared by a team of persons who have the proven expertise in the area. This is further refined at a larger meeting and is submitted to the Vice-Chancellor through the Director of Research.

1.5.4 Plan programmes

The plan programmes are discussed and finalised at the Joint Meeting of Heads of Departments and the Administrative Officer convened by the Associate Dean. Detailed proposals of each Department along with common infrastructural and support services are also included in the plan proposals. The departments in turn submit their proposals after discussion at their Departmental meetings. All other issues are discussed and finalised at the Staff Council Meetings.

1.6 AMOUNT AND DISTRIBUTION OF ANNUAL BUDGET

The Annual Budgetary Support to the College doubled during the last five years from Rs.59.75 Lakhs to Rs.119.73 lakhs.

- The principal source of funds is the non plan assistance from Government of Kerala which appreciated from 59.88 to 77.70 per cent during the five years from 1996-97 to 2000-01.
- Along with this plan assistance declined from 35.35 to 20.25 per cent.
- ICAR development grant accounts for 4.38 per cent and 2.26 per cent in 1999-2000 and 2000-01 respectively.

- Expenditure pattern shows that Research and Extension received less than 1 percent and education accounted for lions share of the expenditure. The proportion of expenses on scientific staff and administrative staff was 2:1.
- The total internal resources of the College through fees for the year 2000-01 is Rs.3.26lakhs which comes to 2.72 percent of the total expenditure.

The amount and percentage distribution of Annual budget is given in Annexure 1

1.7 COLLABORATIVE EDUCATION AND RESEARCH ARRANGEMENTS

Although no formal MOU has been signed, the College collaborates with ICDP and Kundumbasree projects and training programmes of District Co-operative Banks of Ernakulam, Thrissur and Kasargode Districts. Earlier we had an MOU with Indo-German Reservoir Fisheries Development Project for the conduct of the training programmes. We conducted 23 such programmes in different reservoir sites. The South Malabar Gramin Bank has also come forward to have more elaborate collaboration with the College in future for their training programmes.

1.8 PRESENT CONDITION OF INSTITUTIONAL INFRASTRUCTURE

1.8.1 Classrooms and labs

Since the College started functioning at the new academic block in 1997, the infrastructural facilities are fairly good. There are 4 UG lecture halls, 5 PG classrooms, seminar hall, project room, Management Lab, students computer laboratory and an examination hall cum auditorium which serve the space requirements more or less adequately. All the lecture halls are provided with teaching aids. However, the absence of modern lecture halls with LCD facility and computer connectivity is a constraint. The management lab has direct projector, TV, VCR and infrastructural facilities for offering courses in communication and management. The computer lab is equipped with Internet connectivity. Cabling for ARIS connectivity to all the lecture halls have been completed, but computers have not been provided yet.

1.8.2 Library

The College has only a nodel library with approximately 10,000 volumes of books and about 67 journals, as the Central Library is located only 250 meters away from the College. However, this is adequate for meeting the textbook and

other reference requirements of UG students. Reference books for PG and foreign journals are subscribed by the Central Library

The main constraint for further expanding the the College library is the inadequacy of space. However the available space is optimally utilized for the library.

1.8.3 Hostels

The College has a separate men's hostel located in the Mannuthy campus, three km. away from the main campus. The space is adequate for the current level of admissions. But we may need additional space as the proposed MBA programme will be launched in 2002. The infrastructure for the mess is inadequate. The mess is at present run in a separate building which is very old and is unsuitable for accommodating even the existing students. At present the girl students are accommodated in the ladies hostel attached to the College of Horticulture in the main Campus

2. MISSION AND GOALS

2.1 ORIGINAL MISSION STATEMENT

The original mission of the College was to build up the College as a premier national institution in the area of agricultural support system management.

2.1.1 Present mission statement

With the renaming of the institution as the College of Co-operation, Banking and Management in 1996, the mandate of the College was widened to include the agri-business management also. The present mission therefore is to build up the College as a premier management institution at the national level to foster the managerial and entrepreneurial needs of the rural community.

2.2 GOALS

The goals which emerge from the mission statement are:

- Facilitating professionalisation of the management of formal and informal co-operatives, financial institutions, agri-business enterprises and various other rural development organizations;
- To build up additional academic programmes to fulfill the mission of the College; and
- Playing a pro-active role in the promotion and strengthening of farmer friendly – non-exploitative support system institutions for removing size and resource constraints confronted by the farming community.

2.2.1 Objectives

- To provide well trained graduates for professionalisation of the management of the Departments and institutions involved in providing support services for agricultural development like Co-operatives, financial institutions, processing and marketing organisations and agri-business enterprises in order to assist the farming community to make farming and agricultural enterprises efficient, cost effective and viable.
- To undertake research on functional, organisational, institutional, managerial and operational issues relating to the support services in agricultural development and agri-business management.
- To offer training programmes for policy makers, members of the Board of Directors and managerial personnel of the support service institutions like

banks, co-operatives, NGOs and agri-business enterprises in order to upgrade their managerial and professional skills and capabilities.

- To extend the frontiers of knowledge in the mandatory areas and to disseminate knowledge through appropriate processes.
- To impart education and training to young men and women for managing income generating activities through self-employment as professionals in the areas of co-operation, agricultural marketing, rural credit and finance and agri-business management.

2.3 SHORT AND LONG RANGE PLANS

The long term plan of the College consists of playing a pro-active role for the development of farmer friendly support system organizations and institutions such as co-operatives, group farms, self-reliant groups, marketing organizations etc. in order to strengthen the process of providing support services for making farming and agri-business cost effective and remunerative. The short range plans aim at strengthening the ongoing teaching, research and extension programmes and to enhance the quality of teaching and learning through a range of capacity building programmes.

2.3.1 Teaching

a) *Short range plans*

- The immediate plan is to strengthen the on going B.Sc (C&B) programme by restructuring and focussing with greater orientation to Co-operative Management, Agricultural Marketing, Rural Credit, Agri-business Management and International Trade in Agriculture.
- Making the U.G programme more intensive and practical oriented taking the advantage of I.T. based teaching pedagogy.
- Strengthening the infrastructural support to the U.G. programme in respect of teaching aids, additional computer facility and internet access, management lab and audio visual lab.
- Thorough revision of all P.G. syllabi with greater focus on advanced training in the selected areas of P.G. programme.
- Launching an MBA programme with focus on Agri-business management.
- Launching a doctoral programme in Co-operative Management

- Launching a doctoral Programme in Rural Banking and Finance Management
- Launching an M.Sc. programme in Development Economics
- Organising Summer Schools/short courses, etc. in different disciplines with ICAR support.
- Strengthening of hostel facilities.

b) *Long-range plans*

- Organising Entrepreneurship Development Programmes for the graduates of the College as well as for the graduates of other Faculties, to equip and motivate them for undertaking self-employment in their respective fields.
- Commencing new academic programmes in different relevant disciplines. The new academic programmes, priority areas of research, training areas, and consultancy areas identified for various departments of the College are given in Annexure II.

2.4 RATIONALISATION OF VARIOUS PROGRAMMES ADDED OVER THE YEARS

Table 2.1 Academic programmes offered over the years

Academic Programmes	Year of start	Programmes	Duration
UG	1981	B.Sc- (Co-operation & Banking)	8 Semesters
PG	1986	(a) Rural Banking & Finance Management (b) Rural Marketing Management	4 Semesters 4 Semesters

Ph.D	1989	(i) M.Sc (Co-operative Management)	4 Semesters
	1995	(ii) Ph.D in Rural Marketing Management	5 Semesters

As cited already, the UG programme was launched in 1981 when the mandate of the College was much more limited. The existing U.G. programme has been thoroughly revised thrice to suit to the dynamic as well as emerging requirements of the sectors such as agricultural co-operatives, rural credit, rural marketing and agricultural processing. In the context of the new economic policy, emergence of commercial agriculture with greater focus on agri-business and added thrust on trade related issues in agriculture, it has become necessary to restructure the B.Sc (C&B) programme to lend more emphasis to agri-business.

2.4.1 Changes in academic activities

a) Refocusing:

The practical orientation of the UG programme has been enhanced in the last revision effected for 1995 admission onwards. In the ensuing revision scheduled for 2002, greater focus on agri-business management is envisaged.

b) Work Experience Programme

The Work Experience Programme in the present form was introduced for the 1995 admission. This was effected by re-structuring the course curriculum of two courses. viz; Field Training with 0+12 credits and Project Work with 0+5 credits. The Eighth semester was exclusively set apart for these two courses. The Field training consisted of training in the Department of Co-operation for 8 weeks and in a selected co-operative institution/commodity board/bank for a period of 12 weeks. Along with this second phase of training every student had to identify

an institutional/operational/managerial/field problem for an indepth study applying statistical, managerial and economic tools and techniques which have been taught during the course work. A comprehensive format has been developed to ensure uniformity in standards and to enable systematic procedure for data collection, processing and presentation. This is accompanied by a Placement Report and a comprehensive viva-voce by a three member examination board constituted separately for evaluation of the Field Training and Project Work. However, with the revision of syllabus in 1995, these two courses were integrated and additional modules like entrepreneurship development programme, village stay, field training in Panchayath Raj institutions, Krishi Bhavans, N.G.Os and a wide range of co-operative institutions were included.

c) Agro-Industrial tie-up

Although there is no explicit tie up between agro industrial units, campus recruitments are attempted by certain firms in the field of co-operation, finance, marketing and related areas. Efforts are made to have more enduring tie-up with Agro-industrial units.

2.4.2 Formation of new courses

The college has already commenced three M.Sc. programmes with specific orientation in the following areas.

- M.Sc.(C&B) Rural Marketing Management
- M.Sc. (C&B) Rural Banking and Finance Management
- M.Sc. (C&B) Co-operative Management
- A Ph.D programme in Rural Marketing Management is also offered.
- The proposal for commencing an MBA course focusing on Agri-business Management is already in final shape. This is proposed to be offered from 2002 as a self financing course subject to the approval of different statutory bodies of the University.
- Other programmes proposed are listed in Annexure II.

2.5 STRENGTH AND SCOPE FOR IMPROVEMENT

The strength of the UG programme lies in its multi-disciplinary character which provides a broad framework for the student to understand issues in the

professionalisation of management of support service institutions to enable the farmers to tide over resource constraints and size disabilities. The practical orientation helps the students to acquire necessary skills in different aspects of management. The infrastructure facilities and Work Experience Programme provide ample opportunities for the student to acquire excellence in their field of study.

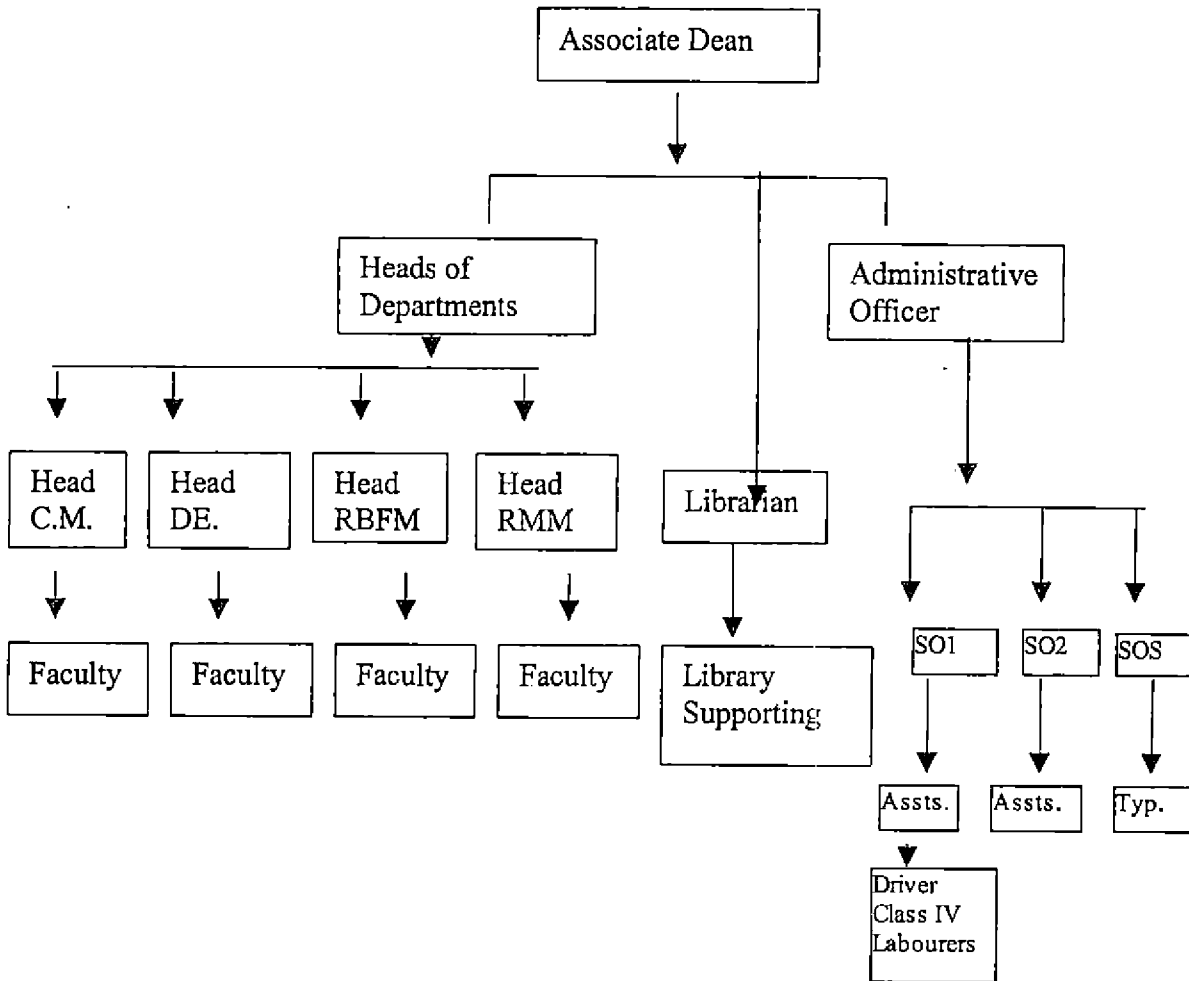
3. ORGANISATION AND GOVERNANCE

3.1 COLLEGE ADMINISTRATION

The College is a constituent of the Faculty of Agriculture. The Associate Dean is the Head of the Institution with same financial, administrative and academic powers as exercised by the Faculty Dean, except the power to convene Board of Studies and the Faculty.

The Associate Dean is assisted by four Heads of Statutory Departments in all academic matters. He is assisted by the administrative staff under an Administrative Officer in all matters of college administration.

Chart 3.1 Organisational Chart of the College



3.2 CHANNELS OF COMMUNICATION

As far as academic matters are concerned, the communication takes place in the following lines:

- The Staff Council which consist of all faculty members, Administrative Officer and the Librarian meets once in a month and deliberates on all relevant academic matters like semester calendar, Work Experience Programme, organising study tours, preparation of practical manuals, revision of syllabus, restructuring of the courses, conduct of examinations, etc.
- Monthly meetings of Heads of Departments consider all academic issues of immediate interest and approve schedules of various programmes.
- At the Department level, the periodical meetings of the Department Councils consider issues of interest to the Department. It is a forum for communication within the Department
- Periodical meetings of the administrative staff is also organised by the Head of the Institution which smoothens the communication between Head of the Institution, Administrative officer and the administrative staff.

3.3 DECISION MAKING PROCESS

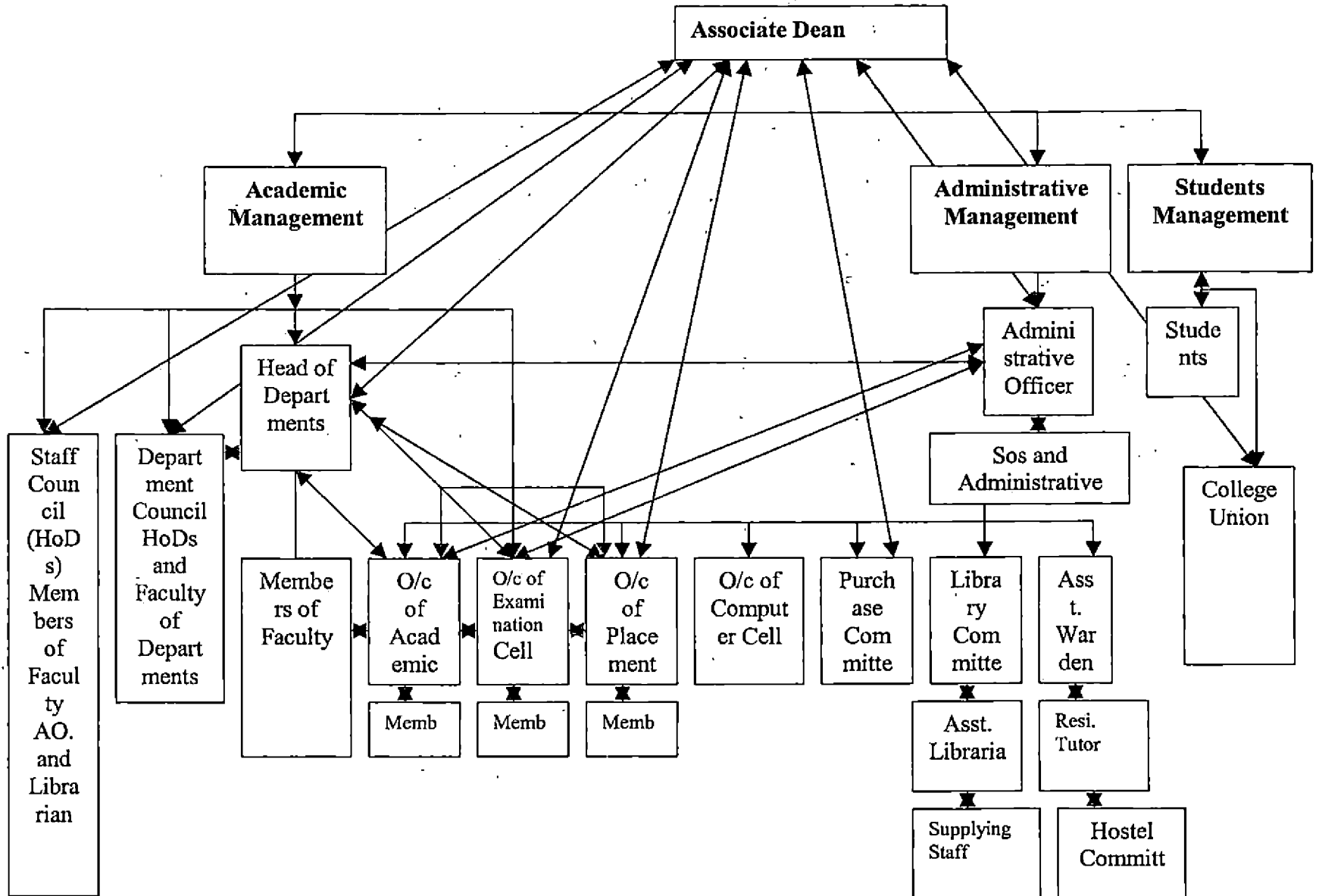
There is a structured process in decision making in which the College administration is assisted by a number of committees and cells.

- In academic matters the Department Council takes policy decisions at Department level and Head of the Department is empowered to take other academic decisions. In major financial matters Associate Dean takes decisions in consultation with the Heads of the Departments and the Administrative Officer.
- The Academic programmes are co-ordinated by the Academic Cell under the leadership of an Officer in charge of academic matters.
- All issues relating to planning, co-ordination and conduct of examinations are co-ordinated by the Examination Cell headed by an Officer i/c.

- The Purchase Committee is responsible for approving and effecting all purchases except books and journals. The Administrative Officer and Heads of Departments are members of this Committee.
- All matters relating to the Library including purchase of books and journals are co-ordinated by the Library Advisory Committee.
- The Officer in charge of Sports and Games co-ordinates all activities in this area.
- The Associate Patron of the College Union and the related associations are assisting the College Administration for taking decisions on student activities and students welfare.
- The Assistant Warden is empowered to take necessary decisions in the management of hostels. Associate Dean is the Warden who exercises only supervisory functions.
- The placement Cell is Co-ordinating the Work Experience Programme and placement activities.

The decision making process and channels of communication is given in Chart 3.2

Chart 3.2 Decision Making Process and Channels of Communications.



3.4 STATUTORY FRAMEWORK

The Kerala Agricultural University has not yet implemented the provisions of the Model Act as such but many of the provisions are already contained in the Kerala Agricultural University Act.

- The College has four Statutory Departments in the following areas approved as per gazette notification of Government of Kerala (GA/E3/7756/90 dated 13th May 1993 published in Kerala Gazette, vol 38, No.23 dated 8th June 1993).
- The first statutes for the constitution of the Faculty of Co-operation is lying with the Government for quite some time.
- The College has satisfied all requirements to become an independent Faculty. But widening of the scope of the College since 1996 will necessitate revision of the first statute.

3.5 STRENGTHS AND SCOPE FOR IMPROVEMENT

The prime strength of the College is its decentralised administrative arrangement which facilitates participation of different stake holders. While the faculty and the administrative staff are directly participating, other stake holders like students, alumni and the parents are associated through Students Union, Alumni Association, and Parent-Teachers' Association. The Presidents of these organisations are represented in the Placement Cell of the College also.

Another source of strength is the non-statutory cells and committees which assist the College administration in discharging specific tasks and duties. This makes the administrative structure participative, transparent and decentralised.

However, one weakness is the absence of financial powers to Heads of Departments which make decentralisation less effective than the desired level. Besides, absence of a separate Faculty of Co-operation reduces the effectiveness in strengthening the UG and PG academic programmes. The commencement of MBA in Agri-business has been delayed due to such difficulties. Hence it is necessary to expedite the process of formation of a Faculty to enable the institution to have adequate academic autonomy for taking up need based PG programmes and also for strengthening the UG Programme through periodical curriculum revision and restructuring.

4. STUDENT DEVELOPMENT

In any academic institution, the main focus has to be on student development. The admitted students are to be appropriately educated and trained to make them good professionals who can prove worthy of their name and shall serve the farmers in their respective areas of activity satisfactorily and adequately. They should not only be skilled but also should have the right temperament, attitude, motivation and commitment to serve the farming community directly or through the support service organisations or agri-business enterprises indirectly.

4.1 STUDENT PROFILE

The programme started with an initial intake of 50 which was reduced to 30 in successive years for want of adequate infrastructure. The intake capacity ranged from 25-30 in most of the years. Since 1996, the strength has been raised to 46 with an ICAR quota of 6. The details regarding the yearwise enrolment and outturn of students from 1981 to 2000 is given in Table 6.1 and 6.2.

4.2 ADMISSION STANDARDS

The College offers a four year graduate programme with specialisation in Co-operation and Banking (B.Sc. C&B), three postgraduate programmes, (MSc C&B) in Co-operative Management, Rural Banking and Finance Management and Rural Marketing Management. Besides, a doctoral programme in Rural Marketing Management is also offered. The latest details regarding the admission and outturn of students are given in Table 4.1.

4.3 STUDENT ENROLLMENT

Table 4.1 Student enrollment and outturn (1994 to 1998)

	U.G.						P.G.			Ph.D.								
	1994		1995		1996		1996		1997	1998	1994		1995	1996				
	M	F	M	F	M	F	M	F	M	F	M	F	M	F				
No. Admitted	16	12	15	14	15	17	-	-	1	1	2	2	-	-	2	0	1	1
Drop out	05	04	02	02	02	-	-	-	-	-	1	0	-	-	1	-	1	-
Appeared for Final Exam During 98,99,00	08	08	11	08	09	16	-	-	1	1	*	-	-	1	-	-	-	*

No. Failed to appear for Final Exam.	03 -	02 04	04 01	- - -	- -	- -	- - -	- - -	-
Passed	08 08	11 08	09 16	- - -	1 1	- - -	- -	1	- -
% passed during '98,99,00	100 100	100 100	100 100	- -	100	- -	- -	100	- -

* Nearing completion

4.4 ATTRITION AND RETENTION

Details of attrition and retention may also be seen from Table 6.1 and Table 6.2. Most of the students who discontinued the U.G programme left during the first and second semesters. Good many of them got admission to engineering or similar professional courses. Almost all the students who discontinued the PG courses left to take up employment.

4.5 STUDENTS WELFARE PROGRAMME

The students welfare programme in the University are co-ordinated by the Directorate of Students Welfare. It provides a variety of services to students like medical insurance coverage, training to lady students in two wheeler driving, conduct of University Arts Festival and deputing students for participation in Inter University arts and sports competitions, debate competitions and other co-curricular activities. At the College level these activities are monitored by the faculty members concerned who are given additional charges of the duties.

4.5.1 Students counselling

The faculty also serve as Student Advisors for a group of 8-10 students who regularly advise the students in all academic and non academic matters and are responsible for giving right type of counselling to the students to enable them to tide over all difficulties. Periodically counselling by qualified and competent persons from outside are also arranged. Besides, Career Guidance programmes are also arranged with the co-operation of Employment and Career Guidance Bureaus at the University. Such programmes are also independently arranged by the College.



Plate : 4.1 Campus Cleaning on Independence day



Plate : 4.2 NSS Volunteers entertaining the disabled at Pope Paul Mercy Home



Plate : 4.3 NSS Volunteers serving Mentally retarded on the World Disabled Day

4.6 CO-CURRICULAR ACTIVITIES

4.6.1 National Service Scheme

The College has an NSS unit with an approved strength of 100 which enables all students to participate in its regular activities. The Unit undertakes a wide range of activities like observance of national and international days like World Food Day, World Population Day, National Youth Day, Co-operative Week, Independence Day, Republic Day and Gandhi Jayanthi and also arranges talks, debates and quiz programmes apart from undertaking campus cleaning, organising programmes for the mentally retarded as well as inmates of the Juvenile Home.

Every year the Unit also organises a Special Camp for ten days in a backward village where the students undertake a wide range of social work including manual labour and social services for the local communities. The strength of the Special Camp is 50 students. One of the faculty members who is the Officer in charge of NSS unit is responsible for organising the programmes. The Unit has been participating actively in the community outreach programmes of the College. They are also actively involved in certain activities of the local Grama Panchayats especially relating to awareness creation programmes and creation of community assets.

4.6.2 National Cadet Corps

The 1 Kerala (R&V) NCC Sqn. provides excellent opportunity for the students to participate in NCC as well as horse riding. 15-20 students are participating in NCC activities regularly. The cadets get opportunities to attend special camps, adventure camps and Republic Day camps.

4.6.3 Sports and Games

This cannot be treated as a co-curricular in the strict sense, as physical education is included in the course curriculum itself. The students get facility for participating in sports and games regularly in the campus. The inter-class competitions at the college level and inter-collegiate competitions at the University level and Inter-University Sports and Games offers good opportunities for the interested students to participate in different games and sports events. The Sports Board of the University is vested with the task of planning and co-ordinating the sports and games in the University. At the College level, one of the

faculty members will be given the additional charge of the Officer of Sports and Games.

4.6.4 Students Union and Arts Club

The Students Union is a democratically elected student body which is vested with the responsibility of organising various activities for the benefit of the students. One of the seniormost faculty will be given the charge of the Associate Patron who coordinates the activities of the Students Union at the College level. There are a number of constituent Clubs and Associations under the Students Union such as Arts Club, Quiz Club, Nature Club, and Planning Forum. Each of these constituents has elected Secretaries who are supported by a Faculty Member nominated by the Head of the Institution. The Students Union organises a wide range of programmes with the co-operation of the Faculty, non-teaching staff and outsiders. They not only undertake cultural and educational programmes, but also programmes aimed at personality development as well as career development of the students. The Union activities enable the students to develop leadership qualities and organisational capabilities which go a long way as a capacity building support system.

One important components of the Students Union is the Magazine Committee, which has an elected student secretary and a nominated staff editor from the faculty. This committee brings out Wall Magazines periodically. College Magazines are published at least once in two years due to financial constraints. The Wall Magazines as well as College Magazines provide excellent opportunities for students to give expression to their creative thinking and imagination.

The Students Union Councillors of the College also get the chance of getting elected as members of the University Union which is the counterpart of the College Union at the University level. In the last twelve years, the students of this College became President of the University Union six times and Secretary once. They were also elected as Vice President and Joint Secretary thrice. Thus the students of this College are deeply involved in leading the KAU Union activities and could take advantage of this system for improving their personality, organising capability and leadership abilities.



Plate : 4.4 NSS Volunteers in Action - at Ashanilayam



Plate : 4.5 Cleaning programme at an Orphanage by NSS



Plate : 4.6 Wall Magazine of the Students Union 2000-01

4.6.5 Campus theatre

A Campus theatre named as “Arena” has been formed by the students of this College under the guidance and support of the faculty. This has provided excellent opportunities for the talented students to further develop their skills and talents in Drama and theatre arts.

4.6.6 Civil service career guidance

Senior batches of the students of the College were given coaching for competitive examinations right from 1981 admissions. In order to improve their participation, separate clubs were formed. Later with the co-operation of the civil servants in the District and the Public Library of Trichur, a Civil Services Career Guidance Society was registered to enable the students of this College and the University (along with outsiders) to have access to study materials, question papers and other related materials and periodical counselling by reputed civil servants. A Civil Services Book Corner was also instituted at the Public Library. The Associate Dean of the College is the Vice-President of the Society and the President of the Students Union and the Placement Officer are members of the Executive Committee.

4.7 FELLOWSHIPS

Four students per batch are eligible for University Merit Scholarship. Besides, the economically backward categories are given KPCR fellowships.

A few students of the College also obtained junior fellowship of ICAR and similar fellowships from IRMA, Xavier Institute of Management, JNU, Delhi School of Economics, IIM, Ahmedabad and Vaikuntha Mehta National Institute of Co-operative Management, Pune. One of our post graduates secured a Commonwealth Fellowship to undergo a post-graduate programme at the London School of Economics. A couple of students secured similar fellowships for MBA in two of the American Universities.

4.8 PLACEMENT SERVICES

The Placement Cell of the University is housed in this College. This was funded by ICAR as part of the Development Grant to the University. This facility is being used by the College for organising interface with employers and also for holding campus interviews.

The Placement Cell in the College is headed by the Head of the Institution and the Placement Officer is the Convenor of the Cell. The Presidents of the Students Union and the Alumni Association are also members of the Cell. It is arranging periodical interactions with the potential employers and have also arranged few successful campus interviews. In the last three years a number of students secured excellent jobs in institutions of repute like Stock Holding Corporation of India.

4.9 ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

The UG students are given opportunities to interact with successful entrepreneurs and managers on a number of occasions to get them motivated in taking up self employment. Visits to such organisations is also an integral part of the scheme of learning.

Moreover, EDP is included as a special component of the Work Experience Programme scheduled for the last semester. Here, along with practical exposure in different facets of entrepreneurship development, students are made to interact with successful entrepreneurs and to identify the factors contributing to success in entrepreneurship. Interface with successful entrepreneurs provides an opportunity for the students to understand the dynamics of entrepreneurial functions and the personal qualities that need to be developed for this purpose.

4.10 INFRASTRUCTURE

4.10.1 Hostels

The men's hostel of the College is attached to the Mannuthy campus. There are adequate rooms for the male students. The faculty members of the College who are given the additional charge of the Assistant Warden and the Resident Tutor are directly responsible for the management of the hostel. The mess hall is located in a separate building which is not quite convenient for the purpose.

The lady students are accommodated in the main campus along with their counterparts of the College of Horticulture and College of Forestry. There is a lot of congestion in the hostel at present especially in view of the increasing number

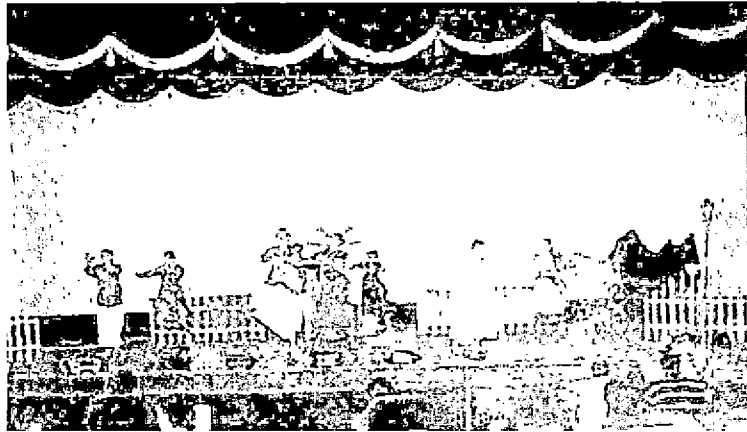


Plate : 4.7 Students in Inter Collegiate Arts Festival



Plate : 4.8 Inter - class Arts Festival - KELI 2001



Plate : 4.9 Women Empowerment -
Creativity Workshop for Entrepreneurial Skill Development

of girl students admitted in recent years. But once the third block of the Ladies hostel is completed the present difficulties will be over.

4.10.2 Sports and games.

The infrastructure for sports and games are built up campus-wise and not college-wise. While the girl students are depending on the infrastructure in the main campus male students depend on the Veterinary College campus for all their requirements. Lack of an indoor stadium and a good open stadium in the main campus are the real constraints.

4.11 STRENGTH AND SCOPE FOR IMPROVEMENT

The student facilities are fairly good. But there are certain areas where further improvement is necessary.

- The placement services at the University need to be further strengthened. A University level Placement Officer is to be nominated to co-ordinate the placement activities of the various institutions
- While the hostel support is fairly adequate, the quality of services needs to be improved. Although reading room facility exists, reference facilities are not accessible. The networking of hostels with ARIS and Central Library has to be expedited.
- There has to be greater opportunities of entrepreneurship development programmes and the students are to be adequately exposed to all aspects of entrepreneurship in order to motivate them to take up self employment vocations.
- The scope for co-curricular activities are to be expanded and have to be judiciously and strategically linked with curricular activities and career development programmes.
- The greatest limiting factor in students' amenities is the lack of a vehicle for taking up field visits, off campus practicals, institution visits, interaction with successful entrepreneurs in an in-house context and interface with PRIs, successful entrepreneurs, farmer organisation and co-operative enterprises.

5 FACULTY

5.1 CLASSIFICATION OF TEACHERS

All members of the faculty are expected to perform the triple functions of teaching, research and extension. While all of them are involved in teaching, the degree of their involvement in research and extension vary according to the specific tasks assigned to them.

Apart from teaching, members of the faculty are called up on to discharge specific management/administrative tasks.

- Every teacher is also appointed as a Student Advisor for a small group of UG students ranging from 8-10.
- In PG departments, teachers are also appointed as major advisors.
- Teachers are deputed to accompany students on study tours, off campus practicals and field visits.
- They are also deputed on special duties for NSS special camps and village stay under Work Experience Programme.
- Every Teacher is also given 1-2 students of the 8th semester for supervising the project work and are called upon to evaluate the project works of 4 -5 other students by serving in their Evaluation Boards.

5.2 PROFILE OF ACADEMIC STAFF

Table 5.1 Department-wise Faculty positions as on 31-03-2001

Department	Number of Faculty positions sanctioned			Faculty positions filled			Total
	Professor	Asso. Prof	Asst. Prof.	Professor	Asso. Prof	Asst. Prof.	
1 Co-operative Management	1	2	5		*	5#	5
2 Development Economics	1	1	4	-	1	4	5
Rural Banking & Finance Management	-	1	5	-	-	5**	5
Rural Marketing Management	1	2	5	-	*	5	5
Others	-	-	1	-	-	1	1
i) Agrl. Extension	-	-	1	-	-	1	1
ii) Quantitative Methods, Agrl. Statistics & @	-	1	1	-	1	1	2
iii) Computer Science. @	-	-	1	-	-	1	1
Total	3	7	22	-	2	22	24

* Earlier filled but retired-recently.

** Of which two are on LWA for taking employment abroad.

@ Part of the Department of Development Economics now.

Of which one on LWA for taking up employment abroad.

Altogether 32 teaching positions have been created which are spread over four Statutory Departments and few disciplines like Quantitative methods, Agricultural Statistics, Computer Science and Agricultural Extension. None of the positions of Professors are filled and 5 vacant positions of Associate Professors are also not filled due to certain legal problems in the recruitment of senior staff in the University. However 6 of the Assistant Professors have been upgraded as Associate Professors under the Career Advancement programmes, three as Assistant Professor (Selection Grade) and four as Assistant Professor (Senior Scale). Although 24 Faculty positions are filled, only service of 21 of them are available at present as three of them are on leave for taking up foreign

employment. A couple of these leave vacancies have been filled with temporary hands.

5.2.1 Faculty composition

So far, three persons have been recruited from other states. One faculty from Tamil Nadu worked in the College for 13 years and joined the Institute of Co-operative Management under the National Co-operative Union as Principal. The second faculty worked from 1986 to 1991 and joined the National Institute of Bank Management at Pune as a senior faculty member. Thereafter, another faculty from Tamil Nadu joined the college.

Table 5.2 Distribution of Faculty members from within and outside the State

Period	Professor From within the State	Associate Professor from within the State	Assistant Professor from within the State		Asst. Professor within the State	Asst. Professor Outside the State	Total
			Selection Grade	Senior Scale			
1997-98	2*	6	3	6	7	1	25
1998-99	2*	7	3	5	7	1	25
1999-2000	-	8	3	4	8	1	24
2000-01	-	8	3	4	8	1	24

Note: 6 Assistant Professors became Assoc. Professors through Career Advancement

* Two professors retired in the year 1999.

5.2.2 Faculty credential

The University and the College have been encouraging members of the Faculty to acquire higher qualifications, especially doctorate in the concerned disciplines. The following strategies were adopted for this purpose.

Deputation for undergoing Ph.D outside KAU.

Study Leave for undergoing M. Phil and Ph.D outside KAU.

Leave for higher studies for undergoing Ph.D.

Leave Without Allowance for undergoing Ph.D.

Faculty Members of certain disciplines like Agricultural Statistics, Management, Co-operation, Banking, Development Economics and Mathematics

are also accorded permission to undergo Ph.D. in other Universities on part-time basis without availing leave. Table 5.3 presents the Faculty credentials at the end of 31st March 2001.

Table 5.3 Distribution of Faculty according to credentials

Department	Persons with Ph.D	Post-Graduate Qualification only	M.Phil	Remarks
1 Co-operative Management	3	2		1. One Faculty member is having both M.Phil and Ph.D 2. Two persons doing Ph.D. on part-time basis of which one will be submitting shortly
2 Development Economics	3	-	2	One person expected to submit Ph.D. Thesis shortly.
3 Rural Banking & Fianance Management	5	-	-	All faculty members of the department are having Ph.D. One is having both M.Phil. and Ph.D.
4 Rural Marketing Management	2	3	-	One doing Ph.D on part time basis
Other Disciplines				
1) Quantitative methods	1			
2) Agricultural Statistics	-	1		
3) Computer Science	-	1		
4) Agricultural Extension	-	1		
Total	14	8	2	

Already 14 out of the 24 members of the Faculty have doctorate degree and majority of them have standing Ph.D. for over 5 years.

Table 5.4 Academic credentials of the Faculty

Designation	Name	Degree acquired from		
		UG	Master's degree	Ph.D
Assoc.Professor	Dr.M.Mohandas	Kerala	Kerala	Calicut
Assoc.Professor	Dr.N.Ravindranathan	Kerala	Calicut	Calicut
Assoc.Professor	Dr.K.A.Suresh	Kerala	Kerala	Cochin
Assoc.Professor	Dr.K.P.Mani	Calicut	Calicut	CUSAT
Assoc.Professor	Dr.A.Sukumaran	Calicut	Calicut	Calicut
Assoc.Professor	Dr.Molly Joseph	Kerala	CUSAT	CUSAT
Assoc.Professor	Dr.Philip Thomas	Kerala	Calicut	Cochin
Assoc.Professor	Dr.E.V.K.Padmini	Calicut	Calicut	Cochin
Asst.Professor	Sri.Philip Sabu	Kerala	Calicut	
Asst.Professor	Sri.M.Mohanan	Calicut	Calicut	
Asst.Professor	Sri.Jacob Thomas	Calicut	KAU	
Asst.Professor	Smt.Shaheena	Calicut	Calicut	JNU (M.Phil)
Asst.Professor	Dr.A.M.Jose	Calicut	Calicut	Mysore
Asst.Professor	Dr.K.M.George	Kerala	Kerala	MG Uty.
Asst.Professor	Sri.E.Vinaikumar	Calicut	Nagarjuna	
Asst.Professor	Dr.Jaya S. Anand	Kerala	Kerala	Kerala
Asst.Professor	Smt.K.N.Ushadevi	KAU	KAU	
Asst.Professor	Dr.Vanaja Menon	KAU	KAU	Calicut
Asst.Professor	Sri.E.G.Ranjithkumar	KAU	KAU	
Asst.Professor	Dr.G.Veerakumaran		Gandhigram	Annamalai
Asst.Professor	Smt.K.A.Sunanda	Calicut	Calicut	CUSAT (M.Phil)
Asst.Professor	Sri.Boniface.P.J.	MG Uty.	MG.Uty MCA (Calicut)	
Asst.Professor	Sri.Sakeer Hussain	KAU	KAU	
Asst.Professor	Dr.M.A.Lizy	Calicut	Calicut	CUSAT

5.2.3 Ph.D from other universities.

All the 14 Ph.D holders took their Ph.D from other Universities.

5.2.4 Faculty development programme

The University had deputed 5 Faculty members to Indian Institute of Management, Ahamedabad between 1984 and 1992 to undergo 10 months Faculty Development Programme. Four of them are still continuing in the Faculty.

5.3 FACULTY RECRUITMENT PROCEDURE

5.3.1 Qualification and method of selection

- Ever since the inception of the University, Faculty positions are filled by open recruitment based on advertisements in national dailies. This is continued even after the implementation of UGC/ICAR schemes.

- NET is an essential qualification for recruitment at the entry cadre.

5.4 SELECTION PROCEDURE FOR ASSOCIATE DEAN

All Deans and Directors of the University are appointed through direct selection based on All India advertisements.

- There is a statutory Selection Committee consisting of the following members
 - Vice-Chancellor - Chair person
 - One non-official member of the Executive Committee nominated by the Vice Chancellor.
 - Two Experts nominated by the Vice Chancellor from outside the University.

- The Statute requires that only persons with doctorate in the relevant area and having 5 years standing as Professor in the UGC/ICAR scale are eligible for the position of Dean/Associate Dean.

- Since there was delay in framing separate statute for the Associate Dean of the college, the post has been lying vacant. At present the senior most faculty member of the college who is the Head of the Department of Development Economics is holding the full additional charge of the College since 1992.

5.4.1 Involvement of Associate Dean in teaching.

The Associate Dean is at present holding the full additional charge over and above his normal duties as a teacher, researcher and Head of the Department. Moreover there is shortage of staff in the College, which also forces him sometimes to bear larger teaching load. He is regularly offering two UG courses of 1+1 credit each and a PG course with 2+0 credit per year. He was also guiding project work of the UG students. He is also involved in research, extension and in organising ICAR short courses.

5.4.2 Heads of Departments.

Normally the senior most member of the Faculty in the respective discipline is nominated as the Head of the Department by the University. If the person is sufficiently senior and if there are no chances of a more senior person to be appointed, the senior most is declared Head of the Department by the Executive Committee. Such persons alone will be considered for membership in bodies like Academic Council. In all other cases the senior most is nominated by the Vice-Chancellor as the Head of the Department. The rotation of headship is not implemented yet. There is no specific term specified for the Heads of Departments. A couple of years back University had considered choice of the Head of the Department from among the three senior most members of the Faculty. The scheme was not implemented due to certain objections from certain quarters. Now the ICAR is discouraging rotation and is preferring term appointment through open selection. The University is also considering this proposal.

5.5 COMPENSATION PACKAGE

The teachers of KAU are entitled for the UGC/ICAR package. But the implementation of the scheme is partial due to certain legal problems and Government orders. The career advancement is also incomplete

5.6 FACULTY RESEARCH AND SCHOLARSHIP POLICY

5.6.1 Inservice schemes

The Inservice schemes available for faculty improvement are deputation for doctoral degree in national institutions, study leave for Ph.D, deputation for attending Summer Institute, Refresher Courses and Short Courses in and outside KAU, organising Short Course and Summer Institutes in specific areas of interest to the faculty with the support of ICAR.

5.6.2 Faculty publication

The involvement of the faculty in research is reflected in the number of books, monographs, papers and articles published by them. The summary of the publications of the faculty in the College is given in Annexure III.

5.6.3 Creation of new department/divisions

There are at present four statutory departments in the college. It is proposed to start new Departments in the areas of Agri-business management and Quantitative Methods and Computer Science. Additional departments are suggested in the context of the renewed thrust given to Agri-business Management in the UG programme and application of IT in the pedagogy. Besides, the existing statutory departments will be bifurcated to form new departments to suit the demands of the changing environment.

5.6.4 Faculty evaluation

Faculty evaluation is done at two levels. At the first level, the respective Heads of Departments make their own assessments based on the performance of the faculty in teaching, research, extension, institution building activities, relationship with students etc. However, there is no formalised system uniformly adopted by the University. Therefore, it is seldom used as a major tool for faculty evaluation.

The second stage is at the student's level, which is more relevant and appropriate for initiating strategies for faculty improvement. This was already adopted by the College which showed that this provides very useful feedback to the faculty for self assessment and for making self improvement, if the students respond impartially. The student evaluation of teachers is not uniformly adopted in all semesters.

5.6.5 Faculty development through strengthening research

Faculty development is closely associated with strengthening their research capabilities. This is attempted through the following courses of action:

- Encouraging more persons to complete doctorate degree
- Motivating more persons to take up externally funded research projects.
- Promoting P.G. research by providing opportunities for guiding research and by serving in the PG advisory committees.

5.6.6 Incentives

Incentives and rewards are administered by the University. The academic staff is provided with Good Service Entry and similar incentives for their excellent performance in selected areas. The Best Teacher Award and similar recognitions are also being introduced. Besides, cash awards are also offered to scientists who have made significant inventions or have enabled to solve pressing agricultural problems of the State.

5.6.7 Professional activities

The main professional activities taken up by the faculty are:

- Revitalisation of sick Primary Agricultural Credit Societies.
- Strengthening the Reservoir Fisheries Societies under the Indo-German Reservoir Fisheries Project.
- Assisting farmers organisations, Padasekhara Samities and PACS in agricultural project preparation and appraisal.
- Involved in the training programmes organised by the Integrated Co-operative Development Projects implemented in the Districts of Palghat, Thrissur and Kasaragod and the training programme organised by the Ernakulam District Co-operative Bank and the Primary Banks Association and certain Circle Co-operative Unions.

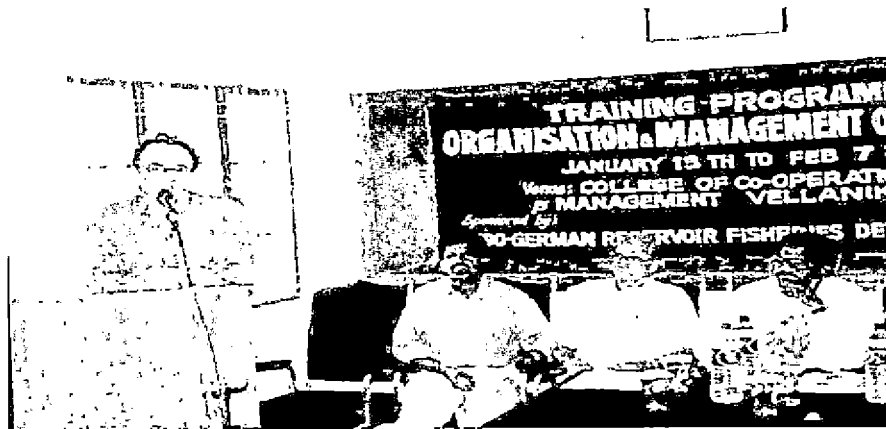


Plate : 5.1 Training for Fishermen Welfare Societies sponsored by Indo German Reservoir Fisheries Development Project.

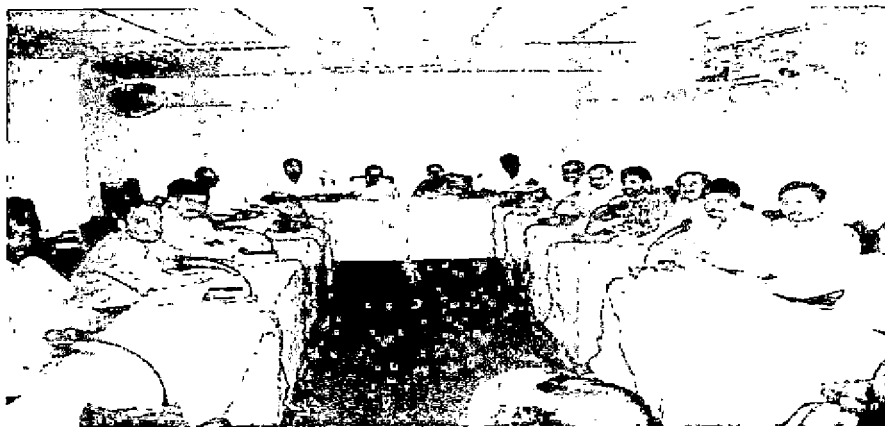


Plate : 5.2 ICAR Short Course on Agricultural Project Planning and Management, 1999



Plate : 5.3 ICAR Short Course on Econometric Methods for Agricultural Research and Management, 2000

5.6.8 Training needs of Faculty

Although the faculty is well qualified in their respective areas, they need to be assisted to further upgrade their skills in specific areas to strengthen their capabilities in teaching and research more efficiently and effectively. Already a good number of the faculty are participating in ICAR/UGC Summer schools, ICAR short courses and specialised training programmes organised by World Bank, NAARM, NIRD etc. But they need to be provided more opportunities to keep them abreast of the recent developments, in teaching, research and extension in their respective areas. The main areas of training needs are:

- Refresher courses in the respective areas.
- Teaching technology and teaching techniques.
- Examination reforms and evaluation techniques
- Motivation and personality development
- IT based teaching techniques
- Emerging areas in research.

5.7 INSTITUTION BUILDING TASKS

Within the institution, everybody is appointed basically as a teacher. There are no separate wings for research and extension as such.

- All PG Departments are involved in PG Research as part of the educational programme. PG Research guidance is allotted to the faculty of the Department concerned based on seniority first and is rotated to other members on priority basis. Every qualified teacher is thus given equal opportunity to guide the PG students.
- Individual faculty are encouraged to take up funded research projects.
- Similarly there are no separate staff for extension work alone. Depending on the field requirements, teams of Scientists are organized to take up the required extension work. The Department of Co-operative Management is also bestowed with the responsibility of revitalization of sick Primary

Agricultural Credit Societies (PACS) in which suitable experts from the other three Departments are also inducted to carry out the assigned tasks.

- As far as common extension and training programmes of the College are concerned, the best persons in the concerned area, cutting across Departmental boundaries is organized to have full institutional effectiveness in its implementation.

Apart from teaching, members of the faculty are called up on to discharge specific management/administrative tasks. The following tasks are assigned to them on rotation:

- Officer in charge of Academic Cell
- Members of the Academic Cell
- Officer in charge of Examination Cell
- Members of the Examination Cell
- Officer in charge Computer Cell
- Officer in charge of Placement Cell
- Members of the Placement Cell
- Officer in charge of Library
- NSS Programme Officer
- Officer in charge of Sports & Games
- Assistant Warden
- Resident Tutor
- Secretary, Staff Council
- Associate Patron -- Students Union
- Staff Editor – Students Union
- Officer in charge of Arts Club

- Officer in charge of Quiz club, Social Service League & Planning Forum
- Correspondent for preparation of Reports to the University.
- Officer in charge of Reprography

6. ACADEMIC PROGRAMMES AND AMENITIES

6.1 ACADEMIC PROGRAMMES OFFERED

The College is offering a four year B.Sc. programme in Co-operation and Banking. Besides, three M.Sc. programmes and one Doctoral programme are also offered. The following Table shows the year in which the programme is started and the number of seats offered for the UG, PG and Ph.D programmes.

Table 6.1 Year-wise enrollment and out turn of B.Sc (C&B) graduates .

Year	Number admitted			No. Completed by the batch			No. Discontinued			No. Completed during the year
	Male	Female	Total	Male %	Female %	Total %	Male	Female	Total	
1981	33	20	53	30	19	49	3	1	4	-
1982	16	15	31	11	14	25	6	-	6	-
1983	18	14	32	17	15	32	-	-	-	-
1984	19	10	29	13	6	19	6	4	10	-
1985	17	15	32	13	14	27	4	1	5	25
1986	14	19	33	7	16	23	7	3	10	18
1987	19	11	30	13	12	25	4	1	5	24
1988	No admission-	-	-	-	-	-	-	-	-	4
1989	13	6	19	8	4	12	5	2	7	22
1990	15	8	23	9	6	15	6	2	8	26
1991	15	6	21	12	6	18	3	-	3	21
1992	16	8	24	14	8	22	1	1	2	26
1993	19	12	31	16	9	25	3	3	6	14
1994	22	11	33	15	8	23	7	3	10	12
1995	16	13	29	14	11	25	2	2	4	14
1996	15	17	32	13	17	30	2	-	2	14
1997	14	24	38	9	18	27	5	6	11*	19
1998	15	27	42	15	23	38	-	4	4*	22
1999	10	27	37	9	23	32	1	4	5*	19
2000	3	12	15	3	11	14	1	-	1*	25

* No. discontinued. The course is not completed.

Table 6.2 Yearwise enrollment of MSc (C&B) and Doctoral programme

Year	No. admitted			No. discontinued			No. completed		
	M	F	Total	M	F	Total	M	F	Total
1986 Rural Banking & Fin. Mgt. Rural Marketing Mgt.	3	3	6	1	1	2	2	2	4
1987 Rural Banking	2	-	2	-	-	-	2	-	2
1988 Rural Marketing Management	2	2	4	1	-	1	1	2	3
1989 Co-op. Management	2	-	2	1	-	1	1	-	1
1990 Co-op. Management	2	1	3	1	-	1	2	-	2
1992 Rural Marketing Mgt. Co-op. Management	2	3	5	1	1	2	1	2	3
1993 Rural Marketing Mgt.	1	-	1	1	-	1	-	-	-
1994 Co-op. Management	3	-	3	2	-	2	1	-	1
1995 Rural Banking & Fin. Mgt. Rural Marketing Mgt.	1	1	2	-	-	-	1	1	2
1997 Rural Banking & Fin.Mgt.	1	1	2	-	-	-	1	1	2
1998 Rural Marketing Mgt. Co-op. Management	2	2	4	1	-	-	-	1	3*
1999 Rural Banking & Fin.Mgt. Co-op. Management	2	1	3	-	-	-	2 @	1 @	3 @
2000 Rural Marketing Mgt. Rural Banking & Fin. Mgt.		2	3	-	-	-			
Ph.D in Rural Marketing Management	1								
	2	-	2	1	-	1	1	-	1
1995	1	1	2	1	-	1	-	1	1*
1996	-	1	1	-	1	1	-	-	-
1997									
1998 Not Admitted									

* Nearing completion

@ continuing

6.1.1 Eligibility criteria

(a) Eligibility criteria for B.Sc. (C&B)

Candidates for admission to B.Sc (C&B) programme should have passed the Pre-Degree Examination of any University in Kerala or an Examination recognised by the Kerala Agricultural University as equivalent thereto such as CBSE/ISC with an aggregate of 50 per cent marks or above in optional subjects taken together.

(b) Eligibility criteria for PG admission

Any degree of the Kerala Agricultural University or a qualification equivalent thereto recognised by KAU with an OGPA of 7.3 out of 10.0 or 2.25 out of 4.00 or atleast 52.8 per cent marks in the traditional system. In the case of SC/ST candidates an OGPA of 7.0/10.0 or 2.00/4.00 or an aggregate of 50 per cent marks in traditional system is the minimum requirement.

(c) Eligibility criteria for Ph.D admission.

Master's degree in Co-operation and Banking or a qualification recognised by the Kerala Agricultural University with an OGPA of 7.8 out of 10.0 or 2.75 out of 4.00 or an aggregate of 60% marks as per traditional system is the basic qualification for admission. In the case of SC/ST candidates an OGPA of 7.5 out of 10.0 or 2.5 out of 4.00 or an aggregate of 50% marks in the traditional system is the minimum requirement.

6.1.2 Split up of seats

Table 6.3 Break up of seats for B.Sc (C&B) (2000 admission)

	Category	Percentage	No.
a)	State merit (50%)		19
b)	Regional reservation (15%)		
	Travancore-Cochin Merit	8.5%	4
	Malabar Merit	8.5%	2
c)	SEBC (25%)		

	i) Ezhava (9%)	4
	ii) Muslim (8%)	3
	iii) Latin Catholics other than Anglo Indian (2%)	1
	iv) Other Backward Christians including SIUC & Converts to X'ianity from SC (1%)	0
	v) Other backward Hindus (5%)	2
d)	SC (8%)	3
	e) ST (2%)	1

		39+
	Sports quota	1
	ICAR quota	6

	Total	46
		=====

Admission procedure

(a) B.Sc. (Co-operation and Banking)

The admission to the course is made on the basis of an exclusive state level entrance test conduct by the Commissioner of Entrance Examinations, Government of Kerala.

(b) M.Sc. (Co-operation and Banking)

Separate entrance examination is held for every branch of post-graduate education in Kerala Agricultural University. The rank lists of M.Sc. admissions are prepared by considering percentage of marks obtained at UG level, marks obtained for PG entrance examination and weightage for publication, etc. While

75 percent of the seats are filled through this system, 25 percent of the seats are filled from ICAR quota. Admission to Doctoral programmes is made by considering their OGPA, publication, and marks in interview.

6.1.3 Curriculum

Table 6.4 Distribution of Courses According to Discipline of the B.Sc (C&B) Programme

Catalogue No.	Department	Credit
1. Co-operative Management		
Cmgt-101	Theory and Principles of Co-operation	3+0
Cmgt-102	Co-operative Movement in India	2+0
Cmgt-103	Co-operative Models in Foreign Countries	1+0
Cmgt-104	Agricultural Credit Co-operatives I	1+0
Cmgt-205	Agricultural Credit Co-operatives II	2+1
Cmgt-206	Consumer Co-operatives	1+1
Cmgt-207	Co-operative Legal System I	2+1
Cmgt-208	Agricultural Processing and Marketing Co-operatives	1+1
Cmgt-309	Co-operative Legal System II	1+0
Cmgt-310	Non-farm and Other Co-operatives	1+1
Cmgt-311	Co-operative Farming and Dairying	1+1
Cmgt-312	Auditing of Co-operatives	2+0
Cmgt-313	Management and Administration of Co-operatives	2+1
Cmgt-314	Rural Development	2+0
Cmgt-415	Co-operative Education and Training	1+0
Cmgt-416	Sociology & Psychology for Extension	2+1
Cmgt-417	Organisations in Rural Development	1+1
		26+9=35
2. Development Economics		
Econ-101	Basic Economics	2+0
Econ-102	Theory of Markets	2+0
Econ-103	Theory of Money and Income I	2+0
Econ-204	Managerial Economics	1+1
Econ-205	Theory of Money and Income II	2+0
Econ-206	Techniques of Planning	2+0
Econ-207	Public Economics	2+0
Econ-308	Poverty and Rural Transformation	2+0
Econ-309	Economics of Development	2+0

Econ-310	Project Formulation and Appraisal	1+1
Econ-411	Indian Economy	2+0
Econ-412	Project Management and Evaluation	1+1

		21+3=24

3. Rural Banking and Finance Management

Bank-101	Principles of Banking	2+0
Bank-102	Indian Banking System	1+1
Bank-103	Central Banking in India	2+0
Bank 204	Rural Banking	1+0
Bank-205	Principles and Systems of Agriculture Finance	1+1
Bank-206	Banking Law and Practice I	1+1
Bank-307	Banking Law and Practice II	1+1
Bank 308	Financial Management	1+1
Bank-309	Investment Analysis & Portfolio Management	1+1
Bank-310	Development Banking	2+0
Bank-411	International Trade	1+0
Bank-412	Foreign Exchange	2+0
Bank-413	Financial Services and Innovative Banking	2+0

		18+6 =24

4. Rural Marketing Management

Mmgt-101	Principles of Management	2+0
Mmgt-102	Communication for Management & Business	1+1
Mmgt-103	Accountancy	1+2
Mmgt-104	Business Laws	1+0
Mmgt-205	Advanced Accounting	1+1
Mmgt-206	Cost Accounting	1+2
Mmgt-207	Co-operative Accounting	1+1
Mmgt-208	Managerial Accounting	1+1
Mmgt.309	Human Resource Management	1+1
Mmgt-310	Principles of Marketing Management	1+1
Mmgt-311	Farm Financial Management & Accounting	1+1
Mmgt-312	Rural Marketing Management	1+1
Mmgt-413	Management Control & Information System	1+1

		14+13 = 27

5. Agricultural Sciences

Agro-101	Agriculture I	2+1
Agro-102	Agriculture II	1+1
Plpt-203	Crop Pests and Diseases	2+1
Extn-301	Extension Methods and Techniques	1+1
Anhs-101	Livestock Production	1+1
Anhs-102	Poultry Production	1+1
Engg-201	Farm Power and Equipments	1+1
Fish-201	Aquaculture	1+1
Fish-302	Fish Processing Technology	1+1

11+9 = 20

6. Quantitative Techniques

Stat-101	Mathematics	1+1
Stat-102	Statistical Methods	2+1
Stat-303	Quantitative Techniques	2+1

5+3= 8

7. Computer Applications

Comp-201	Introduction to Computer Applications	1+1
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1+1 = 2

8. Physical Education

Phed-101	Physical Education	0+1
Phed-102	Physical Education	0+1

0+2 = 2

9. Work Experience

Comp-301	Computer Applications	0+2
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0+2=2

10. Work Experience Programme

0+17

0+17

11. Study Tour

Stur-201 Study Tour I
Stur-302 Study Tour II

0+1

0+1

0+2=2

Table 6.5 Subject wise Credit load of B.Sc (C&B) degree programme (Semester System)

Sl.No	Department	Credit
1.	Co-operative Management	26+9 = 35
2.	Development Economics	21+3 = 24
3.	Rural Banking and Finance	18+6 = 24
4.	Rural Marketing Management	14+13 = 27
5.	Agricultural Sciences	11+9 = 20
6.	Quantitative Techniques	4+4 = 8
7.	Computer Applications	1+1 = 2
	Total	----- 95+45=140 -----
	Physical Education	0+2
	Work Experience	0+2
	Work Experience Programme	0+17
	Study Tour	0+2
		----- 95+68= 163 -----

6.1.4 Credit load

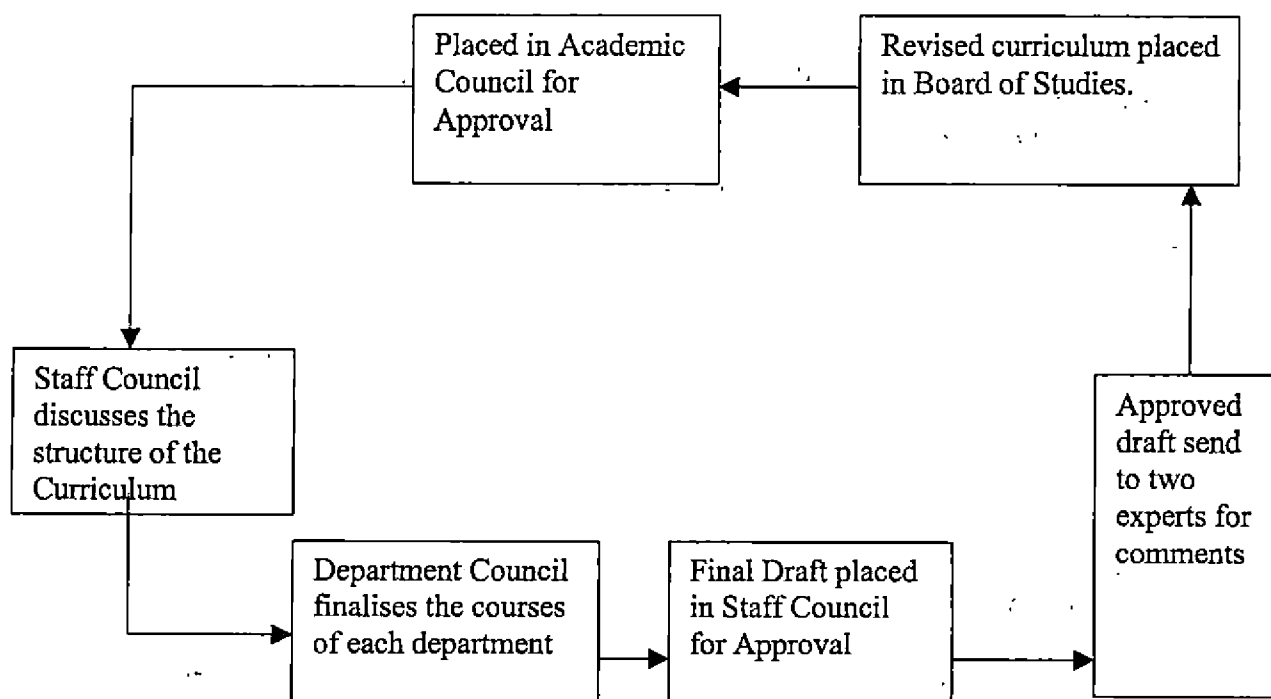
Table 6.6 Distribution of credit-Semester-wise

Semester	Years				Study Tour	Total
	I	II	III	IV		
I	21	21	21	17		80
II	21	21	22	17	2	83
Total	42	42	43	34	2	163

6.2 CURRICULUM REVISION

Normally curriculum revision is attempted in every 5 to 6 years. The last revision was effected in 1995. The Academic Council has decided to revise the UG curriculum for 2002 admissions. The preparatory work has already been started.

Chart 6.1. Process of curriculum revision.



The PG curriculum is also under revision and will be completed within the current semester.

6.2.1 Management of PG programmes

The PG programmes are managed as per the provisions of the PG Regulations approved by the Academic Council. The PG Committee of the Faculty of Agriculture consisting of the Heads of PG Departments in the Faculty is responsible for the conduct of PG entrance examinations and selection of candidates. However the management of the PG programme at the College level is vested with the respective Heads of Departments who are responsible for arranging registration, nomination of the Major Advisor, deciding the papers to be offered in consultation with the Major Advisor. The Major Advisor is directly responsible for counselling the student in choosing the courses, credit load per semester, identifying the research problem, maintenance of academic records and giving overall guidance. At the University level, management of PG programmes is co-ordinated by the Director, Academic and PG Studies.

6.3 BASIS FOR STARTING AND CLOSING ACADEMIC PROGRAMMES AND COLLEGES

The decision of the University to start or close an academic programme or a College depends on the following considerations:

- Relevance of the programme in technology generation or dissemination in the respective field.
- Emerging opportunities which generate demand for certain types of professionals.
- Request of Government, public sector institutions or others for a specified category of professionals.
- Felt need for providing certain class of professionals who can bridge missing links in certain areas of agricultural development.

When a programme or college is found to be obsolete or irrelevant it may be wound up with the approval of the Academic Council and the General Council.

The proposal for commencement of a new academic programme is first placed in the respective Board of Studies and after getting its approval placed in the Academic Council. This is to be further approved by the General Council. The decision to start a College is made by the Academic Council. It is normally done after careful assessment of the manpower requirements likely to emerge in the respective fields.

6.4 MECHANISMS AND PROCEDURES FOR ASSESSING COMMUNITY TRAINING NEEDS

Since the College is not directly involved in technology generation and transfer it is involved in assessing the training needs of co-operative institutions, banks, farmer's organizations and NGOs. The assessment procedure involves the following steps which are not mutually exclusive.

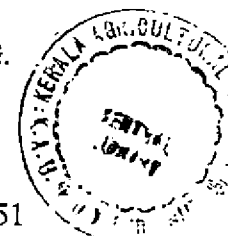
- Interactions with District Co-operative Banks, State Co-operative Bank, Integrated Cooperative Development Projects, Marketing Societies, Association of Primary Co-operative Banks, State Co-operative Union, etc.
- Through participation in Task Force meetings at NABARD, State Planning Board and Expert Committee Meetings of NABARD.
- Through participation in the Sectoral Committee meetings of the District Planning Board.
- Through participation in different discussions, seminars, interactions with farmer groups, Co-operatives, Group farm Committees, etc.
- Direct interaction with farmers, support services institutions, policy makers, planners and PRI institutions.

6.5 EMERGING REQUIREMENTS

The College requires the following amenities for strengthening the U.G. and P.G. programmes:

- Modern classrooms

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- Audio Visual lab
- Case Unit (case method of teaching should be adopted to upgrade the skills of the students)
- Computer terminals to all faculty members
- A bus to strengthen the practicals
- Internet club
- Software on Co-operative functional areas, Financial Accounting, Financial Services and Management Programmes

7. LEARNING RESOURCES

The quality of learning ultimately depends on the quantity of learning resources in the College. These comprise of library and information system, lecture halls, labs, training facilities, equipments and such other facilities.

7.1 LIBRARY FACILITIES

7.1.1 Central Library

The Central Library of the University is located in the Main Campus itself. It has got a good collection of books and reference material relevant to the disciplines offered at the College. When the Central library was established the backs volumes of all Indian and foreign journals were transferred to it. Initially the Library of the College was attached to the College of Horticulture which contains about 5000 volumes on Cooperation, Economics, Management and Banking even at present. The students still depend on this Library for reference purposes.

7.1.2 College Library

The College Library was established only in 1987-88. With the establishment of the Central Library, the University was constrained to reduce the scope of College libraries attached to the Main Campus.

- There are 10,000 volumes in the College Library, covering the disciplines of Cooperation, Banking, Management, Marketing, Economics, Statistics and Computer applications.
- There are a few hundred books of agriculture, animal husbandry and fisheries.
- The proportion of expenditure spent on library has declined from 3.47 to 6.26 percent during the last three years (see Table 7.1)
- However, the number of books procured per year increased from 356 to 1045.
- Altogether 3166 books were procured during the last three years despite financial difficulties.

- Besides, 200 non-priced publications were also received.
- There are 57 journals available at present including Foreign Journals and 300 Project Reports of UG students 21 PG theses and one Ph.D thesis. The total number of users of Library is around 225.

Table 7.1 Pattern of expenditure for the Library and No. of Books/Journals procured during 1997-2001

Year	Amount spent on library (in Rs. lakhs)	Proportion of Budget (%)	No. of Books Procured	No. of Journals Procured	Non priced Books/Journals
1997-1998	2.08	3.41	356	10*	20
1998-1999	2.27	3.47	490	40	45
1999-2000	1.71	1.83	275	40	60
2000-2001	0.31	0.26	1045	50	75

* The subscription for Journals was effected from Central Library for the period from 1997-98

7.1.3. Electronic media and internet facility

- The Central Library is planned as a digital library cum information system.
- It has procured sufficient number of CD ROMs and Abstracting Journals in electronic media in various disciplines. Adequate computer facilities are also available.
- But the networking of central library with other constituent Colleges is yet to be completed.
- The students are also taking full advantage of Internet facility at the Central Library.
- The digitalization of College Library is in progress.
- The College Library and Central Library will be networked once this process is completed.
- The Internet facility of the College is now confined to the Computer Centre and the connectivity to the Library is being arranged.
- Procurement of CD ROMs and Software planned for the previous year could not be effected due to resource crunch.

- The ARIS system will further strengthen the electronic media support to the Library as it will make much greater access to national Libraries and information systems

7.1.4 Photocopying facility

As part of the library facility photocopying facility also exists. But in order to make more space available to the library users, the photocopying facilities arranged in a separate cabin attached to the office.

7.1.5 Physical facilities & Equipment

Since a well equipped Central Library is already functioning in the campus, the College could get only limited space for building up its College library.

- Space is the major constraint for fuller development of the library, which further reduces the storage capacity and reading room facility. However, the available space is judiciously utilized for providing maximum support to the library users.

7.1.6 Staff

A second constraint is the lack of adequate library staff. There is only an Assistant Librarian supported by an Apprentice and an Attender. Given the number of users and the different types of services needed by UG and PG students, this is quite inadequate.

A third constraint is the inadequacy of funds allocated to the Library. Due to resource crunch, even the meagre budgetary allocations are not actually disbursed. This has certainly prevented the procurement of C D ROMs and software packages essentially needed for computer aided teaching.

7.2. AUDIO VISUAL AND MEDIA SUPPORT

Overhead projectors are provided in all the UG and PG classes, Seminar Hall and the Management Lab. A Direct Projector and a Slide Projector are also available at the Management Lab. Efforts to procure a Multi-Media Projector during 2000-2001 year did not materialise due to financial stringency. All classrooms and Library are provided with computer connectivity under ARIS system. But the terminals are not received yet.

7.3. IMPROVEMENTS IN LECTURE HALLS AND LABS

The UG Lecture halls are relatively small in size and are therefore furnished with Jefferson chairs. Every lecture hall can accommodate 40 – 50 students using Jefferson chairs. All the UG classes are equipped with black boards, Overhead Projector with screen and podium. Darkening facility is provided to have better effectiveness in the use of Overhead Projectors.

The shortage of modern well furnished lecture halls is really felt. This facility would improve the effectiveness of UG teaching substantially.

7.4. STUDENTS COMPUTER LAB AND MANAGEMENT LAB

The Students Computer Lab in the College is well equipped for offering courses in computer applications and also for computer aided teaching of management disciplines.

- The lab has 15 terminals with a Lab server and a Lan system.
- The capacity can be doubled with the implementation of ARIS network for which the hardwares are yet to be installed.
- The Computer Lab is also well connected with Internet facility. But one of the constraints is the inadequacy of softwares to have effective computer-aided teaching of accounting, management and financial management courses. Efforts to procure adequate softwares and packages could not succeed due to financial crunch.

The Management Lab is well equipped to offer different management courses. For want of resources and space, the Management Lab and the Audio-Visual Lab are combined for the time being. Efforts are being taken to have separate Full Fledged Management and Audio-Visual Labs.

7.5 WORK EXPERIENCE PROGRAMME

When the UG syllabus was revised in 1995 the Field Training Courses with a credit of 0+12 and Project Work with a credit of 0+5 were integrated into a single course with 0+17 credit and was restructured into a Rural Work Experience Programme as part of the RAWE Programme introduced by ICAR for all UG Courses. The present Work Experience Programme in Co-operation and Banking



Plate : 7.1 Students at work at the Computer Centre of the College



Plate : 7.2 College Library

has 6 major components spread over 21 weeks during the 8th semester of the course.

- | | |
|--|---------|
| □ Orientation and Entrepreneurial Development Programme | 1 week |
| □ Field training in the Department of Co-operation | 4 weeks |
| □ Field training in Co-operative Institutions, Banks etc. | 4 weeks |
| □ Field training in Panchayat Raj Institutions, Krishi Bhavans, NGOs, etc. | 1 week |
| □ Village Stay including Socio-Economic Survey | 1 week |
| □ Project work and Project Report Preparation | 9 weeks |
| □ Seminar on Project Work | 1 week |

7.6 ENDOWMENT LECTURE

The Kerala State Cooperative Bank has instituted a Diamond Jubilee Endowment Fund in the University for organizing Endowment Lecture on Cooperation as also to offer training programmes for the staff of the State Co-operative Bank and District Cooperative Banks. Six rounds of Endowment lectures have been completed so far. Besides, a few training programmes funded from this Endowment Funds were also completed.

7.7 STRENGTH AND SCOPE FOR IMPROVEMENT

The strength lies in the basic facilities such as good class rooms, good library, seminar hall and an excellent auditorium which most of the constituent Colleges lack. The Computer Lab and Management Lab are also well-equipped.

But certain inadequacies need to be removed and certain support structures need to be strengthened for enhancing the quality as well as adequacy of the learning resources. At least two modern lecture halls are to be provided with Internet and LCD Projector connectivity. Similarly the Computer Lab needs to be strengthened with more machines and more softwares and computer-aided teaching packages. The Audio-Visual Lab needs to be separated from Management Lab and both have to be strengthened with more space, equipments

and physical resources. Finally the Library also has to be provided with more space, staff and resources if the UG learning is to be improved. The process of computerization needs to be expedited and the networking between Central Library and the College Library is to be completed expeditiously. Moreover, the inadequacies in the implementation of ARIS networking has to be removed urgently.

7.8 PUBLICATION OF BOOKS BY TEACHERS

- So far seven books have been published by the Faculty Members of the College

8. RESEARCH AND COMMUNITY SERVICES

Research and community services are complementary functions as the former is concerned with development of appropriate technology for the farmer in the given area of mandate and the later is the process of transferring such technology to the farmer through community outreach programmes. The mandate of the College being to improve the effectiveness and efficiency of the input delivery services and support system for farmers, the focus of research and community services relates to social engineering and management of input services, support service systems and agri-business, to make them serve the small and marginal-farmers better.

8.1 RESEARCH

The main facets of research undertaken by the college are

- P.G. research guided by the faculty
- Doctoral research undertaken by the faculty
- Externally funded research projects taken up by the faculty.
- Research papers prepared and presented by the faculty at various seminars, conferences, annual conferences of professional societies, etc.
- Reports of UG Project Work undertaken by the students during the 8th semester under the guidance of a supervising teacher. All these facets are inter related and the overall information generated are effectively utilised for the conduct of training programmes, consultancy and community outreach programmes. These studies also provide a very valuable input for UG and PG teaching.

8.1.1 Research areas

All the four Statutory Departments are involved in research activities. PG programmes are offered by the following Departments:

1. Co-operative Management
1. Rural Banking and Finance Management
2. Rural Marketing Management

These departments have so far completed 21 M.Sc. research projects and two doctoral projects. Six students are in different stages of their work. The list of M.Sc thesis submitted is given in Annexure IV. Most of these studies are of diagnostic and evaluation nature, focussing on specific aspects of interest to the farming sector directly or indirectly.

8.1.2 Funding of research

The PG research is funded through junior fellowships wherever other research supports are not forthcoming. Such candidates are also eligible for contingency grant at approved rates.

All research projects undertaken by the Faculty were EAPs except two. These projects were funded by

- Department of Environment, Govt. of India, Planning Commission,
 - Department of Industries, Govt. of India,
 - Indian Council of Agricultural Research,
 - Indian Council of Social Science Research,
 - Department of Industries, Govt. of Kerala,
 - Rural Development Department, Government of Kerala,
 - Dept. of Agricultural Marketing & Inspection, Govt. of India,
 - Marine Fisheries Export Promotion Council, and an NGO.
- The faculty of the College were also involved in three other projects implemented by other institutions in KAU and one by the Cochin University of Science and Technology.

The title of the projects along with the funding agency are given in Annexure V.



Plate : 8.1 An Interface session as part of the Village Stay - 1995 batch



Plate : 8.2 Socio Economic Survey
as part of Work Experience Programme



Plate : 8.3 An Interface with the
local people - Work Experience Programme

8.2 PROBLEM IDENTIFICATION

Problems for research and UG Projects are selected from the thrust areas identified for each Department/ discipline. The problem for PG research is identified by the student in consultation with the Major Advisor and the Advisory Committee. Problems for UG project Reports are selected by the student in consultation with the Supervising Teacher. Generally operational, managerial or institutional problem of a co-operative enterprise or bank is taken up for U.G Project Work.

The problems for EAPs are selected according to the taste and capability of the principal Investigator from the list of mandatory areas identified for the College.

8.3 RESEARCH PROJECT APPROVAL

a) PG research

The PG proposal is initially approved by the Advisory Committee of the student whether it is M.Sc. or Ph.D. After detailed discussions at the Department Level and College Level in a PG seminar, the revised proposal is submitted to the Faculty Research Committee for approval. If it is an M.Sc research project, the approved project goes to Director of Research for issue of Technical and Administrative sanction.

In the case of Doctoral Research, the proposal which is approved by the FRC is to be further approved by the Academic Council. The Director of Research issues Technical and Administrative sanction after the approval of the Council.

b) Externally aided projects

This External aided projects approved by the externally funded agencies are placed in FRC for information and Technical and administrative sanction is issued by the University.

8.4 MONITORING AND EVALUATION

PG research is continuously monitored by the Advisory Committee. Besides the Research Co-ordination Groups also exercise monitoring while

preparing annual Research Reports. The Director of Research and the Heads of Institutions also make periodical review and monitoring.

As far as Externally Aided Projects are concerned the Research Co-ordination group, Head of the Institution and the Directorate of Research monitor the progress in the implementation of the projects.

Evaluation of PG research is done by external examiners as in the case of other SAUs. The External Examiner is appointed by the Director, Academic and PG Studies from the panel of Examiners submitted by the Major Advisor. The External Evaluation is followed by Viva-Voce which is conducted by the External Examiner along with members of the Advisory Committee. In the case of EAPs, evaluation is done by the technical panel of the funding agency.

8.4.1 End use of research fundings

The highlights of Research Projects are presented in the Annual Research Reports. The major findings of EAPs are utilised by the funding agencies for restructuring their programme or organisational set up, or programme outreach etc. Periodically the College is trying to bring the major research findings through seminars, workshops etc. The findings of research are effectively used as inputs for the training programmes undertaken by the College.

8.5 INVOLVEMENT OF STUDENTS IN RESEARCH

The postgraduate students are directly involved in research through their dissertation work. So far 21 PG. projects have been completed, the details of which are given in Annexure IV. The UG students are also involved in research through their project work scheduled during the last semester of the course. Till March 2001, 338 Project Reports have been submitted by the UG students, which included studies on issues related to Primary Agricultural Credit Societies (60) District Co-operative Banks (47) Dairy Co-operatives (26) Commercial Banks (25) Agricultural and Rural Development Banks (21) consumer Co-operatives (15) Industrial Co-operatives (14) and NGOs (14). Since the Project Work is essentially related to Co-operatives, there is an over emphasis on issues related to Co-operatives in the Project Reports.

8.6 ARIS

The college is also covered under ARIS network and the work of preparing the room has been completed and the AC system has been installed.

Since the necessary hardwares have not been supplied, the ARIS cell could not be made functional.

8.7 EXTENSION AND COMMUNITY OUTREACH

The University is deeply involved in community outreach programmes through its lab to land programme, land to lab programmes, village adoption, and field demonstration programmes etc.

8.8. INVOLVEMENT IN PEOPLES CAMPAIGN FOR DECENTRALISED PLANNING

Since the mandate of the College is not confined to technology generation and technology dissemination, the outreach programmes are slightly different. The faculty and students have been deeply involved in the Peoples Campaign for Decentralised Planning and in preparing development schemes for certain Grama Panchayats. The faculty of the College were actively participating as Resource Persons for different training programmes organised by PRI Institutions, Co-operative Institutions, Circle Co-operative Union and Kudumbasree Project.

8.8.1. Village stay

Another form of community research is through the Work Experience Programme, for which Village stay is an integral component. Every year separate villages are selected for this purpose and a variety of community outreach activities are undertaken during the village stay.

8.8.2 N.S.S. programmes

N.S.S. activities is another mode of community outreach. As part of the regular activities, N.S.S. volunteers interact with different rural communities and in earlier years, the N.S.S. unit used to go for a village adoption programme. Besides, the 10 days N.S.S. Special Camps are organised in remote villages in tribal areas where the volunteers used to organise a wide range of community outreach programmes like Farm Clinics, Animal Husbandry Camp, Co-operation day, Dairy day etc.

8.8.3 AIR/D.D. programmes

The Associate Dean and a few faculty members have been involved in AIR programmes targeted for the farming community. They participated in three series of classes organised by the Trichur AIR as part of the Farm School on AIR. Besides

they also participated in a number of discussions in AIR. About a dozen talks were also given on issues like agricultural marketing, rural development, foodgrains procurement and management development of co-operatives and related areas.

Associate Dean participated in two discussions in D.D on issues related to agricultural development. He also participated in two discussions organised by Asianet also on issues of Agricultural development.

The Associate Dean and the Head of the Department of Co-operative Management also served as Chairman and member of a three member Expert Committee sponsored by the leading Malayalam Newspaper Malayala Manorama for assisting the farmers and farmer groups in finding enduring solutions to the price crisis for major agricultural products.

9. PHYSICAL FACILITIES

9.1 INFRASTRUCTURE

9.1.1 Academic block

The College was located at the Communication Centre at Mannuthy till August 1997. It was shifted to the main campus on completion of the work of the new academic block with a total floor area of 3502 Sq. M. The College started functioning in the new academic block from 8th August 1997. Later an Examination hall cum auditorium with approximately 750 Sq.ms was added.

The Academic block is well designed to suit all the academic requirements of the College with the following facilities.

• UG lecture halls	4
• PG lecture halls	3
• Room for Ph.D.	2
• Seminar hall	1
• Project Room	1
• Training Room	1
• Management Lab	1
• Student Computer Lab	1
• Utility Room	1
• Examination Hall cum Auditorium	1
• Examination cell	1
<hr/>	
• Heads of Departments	4

• Officer i/c. of Academic matters	1
• Committee room	1
• Staff rooms (double seated)	11

Total	34

Three common facilities at the university level are attached to the academic block of the college viz. Bank, Post Office and the Conference hall of the Placement Cell of the University.

9.1.2 Hostels

The men's hostel of the college is located at Mannuthy campus which is situated 3 km. away from the main campus. Students are provided with three seated rooms. Mess is run by the students on a sharing basis and all physical and infrastructural support for running the mess is provided by the University. It has separate Assistant Warden and Resident tutor.

Lady students of the college are accommodated in the twin hostels of Harsha and Haritha located in the main campus. Although the Associate Dean of the College of Horticulture is the Warden of the Hostel and these hostels are attached to the College of Horticulture for administrative convenience, these are treated as common hostel facility in the main campus for the girl students. A third block of the hostel is under construction and the present difficulties of the lady students will be satisfactorily resolved with the opening of this block in 2001-2002.

Since we are planning to launch an MBA programme and other PG. programmes on a time bound basis, the hostel facilities will have to be stepped up to satisfy the additional requirements of these proposed courses. This is applicable both for mens hostel as well as ladies hostel.

9.2 LIBRARY

There is only a nodal library at the college level as the Central Library of the University is located in the main campus itself. The central library is located

very near to the ladies hostel. The College Library has over ten thousand volumes of books and 67 Journals.

The college library will be digitalised as part of the efforts taken by the University to establish digital library in the University with necessary up linking and down linking facilities from Central Library and ARIS network.

9.3 VEHICLE

There are no separate buses attached to the College. However, adequate transport facilities are provided by the University for transport of the students from the men's hostel to the College and back, as also for undertaking off campus practicals, study tours, field visits, NSS camps and similar academic purposes. The centralized facilities at University level are being utilized for these purposes. As the academic programmes of the college have a good component of on -the - job experience outside the campus, the necessity for a vehicle for undertaking frequent off campus practicals is a long felt need. The inadequacy of such a support will be felt much more once the MBA programme is launched.

9.4 PLAYGROUND AND STADIUM

The playground and the open stadium available in the main campus is shared by three of the Colleges located in the main campus. These are treated as centralized facilities and are being used by different colleges on a need based basis. A new stadium in front of the College is under the active consideration of the University which will improve the sports and games facilities of the students in a big way.

9.4.1. Indoor Stadium

The proposal for the indoor stadium in the main campus is under the active consideration of the University. Once it is provided, all the colleges in the main campus will have access to share these facilities. The proposed site is close to the college.

9.5 LABORATORIES

9.5.1 Students Computer Lab

The College was the first to establish a Student Computer Lab in the University. There are 15 computers in the Computer Centre which are utilized for students training in computer applications. The ARIS cell is provided with AC and other physical facilities by the ICAR. But the computers and printers have not been supplied so far. The Computer Centre also has Internet connectivity which is widely used by the students for search of academic materials, career guidance and for similar purposes. One of the difficulties faced in the Computer Cell is inadequacy of software packages in specialized areas of accounting, financial management, etc. This will be done in due course as part of popularising computer aided training in most of the core courses. However, the facilities will be inadequate for launching specialised PG programmes like MBA. The facilities will have to be strengthened further.

9.5.2 Instructional Co-operative Society:

Study of Co-operative Management will be incomplete without adequate exposure to operations of co-operative organisations. There is already a Co-operative Society functioning in the Mannuthy campus with the participation of students, teachers and non-teaching staff. However, this society is not structurally suited for learning the operations of a co-operative society by the students. Therefore, efforts are made to establish an Instructional Co-operative Society attached to the College in which students and teachers of the College will be members. However, due to some technical reasons the Society has not become functional so far.

9.6 OTHER FACILITIES

9.6.1 Canteen:

The canteen at the main campus is run by the KAU Employees Co-operative Society located only 100 metres away from the academic block of the College. Therefore no separate canteen is provided for the College.

9.6.2 Staff Residence:

The residential facilities at the Mannuthy campus as well as the main campus are provided as common centralized facilities and are not attached to any specific teaching institution. The faculty and staff of the college are also provided with residential accommodation according to eligibility norms of the University.

9.7 SCIENTIFIC EQUIPMENTS PROCURED DURING LAST 5 YEARS

Since the College do not have Scientific Laboratories similar to that of the Colleges of Agriculture and Veterinary Sciences, the requirement of scientific equipments are much less. The list of equipments procured over the last five years is given in Table 9.1.

Table 9.1 Equipments procured over the last five years.

List of Equipment procured over the last 5 years	No
Direct projector model plus DP 30	1
Aqua guard- water filter cum purifier with accessories	3
Audio- visual equipments	13
OHP - Photophone T model	3
Overhead projector (prima vision-2000)	1
OHP (A+K portable 350 model)	1
SVGA colour Monitor (Computers)	7
Computer Printer (WIPRO HQ 1040 +DMP)	1
Laser Printer (Hewlett)	1
Up gradation of 8 MB RAM to 32 MB RAM	1
Computer accessories: 8 Port HUB Ethernet card	2
Intercom facility	20
Xerox Modicorp Ltd.	1

9.8 STRENGTH AND SCOPE FOR IMPROVEMENT

The new Academic block is well designed to suit the academic programme of the college. An extension block planned along with the main block could not be taken up due to financial difficulties and change of administration at the University. Therefore, Bank, Post Office and Placement Cell of the

University which were planned in this block had to be accommodated in the main academic block which took away approximately a third of the space. This has put space constraint for the college in developing modern lecture halls and common facilities to the students. The library is also congested.

The congestion in the ladies hostel could be removed only when the third block is completed. Of late the work is slowed down due to scarcity of funds. ICAR support for the ladies hostel would enable us to complete the construction at the earliest.

The long felt need for a bus needs to be addressed seriously. As the college does not need much support for its laboratories, support for a vehicle to undertake field training, off campus practicals and on –the- job training is to be given top priority.

10 HUMAN RESOURCES

The most valuable resource for any academic and research institution is the size and quality of the human resources. This is all the more true in a SAU which is involved in providing the trained human resources for various development departments involved in the development of farm sector. Since the mandate of the College is to provide professionals for the management of support services institutions and Departments and agri-business enterprises, the quality of human resources is of critical importance.

10.1 PERSONNEL POLICY

- The personnel policy aims at creation of excellence in the area of teaching, research and extension.
- It also aims at creation of graduates who have excellent capabilities in professionalising the management of support service institution and agri-business enterprises.
- There is no separate personnel policy manual for the College

10.2 PERSONNEL CLASSIFICATION

There are four categories of personnel employed in the College viz, Faculty, Technical Staff, Administrative staff and Supporting Staff. The following Tables shows the classification of personnel as on 31-03-2001 working in the institution.

Table 10.1 Staff position in the College according to category

Sl.No.	Category of staff	No. of persons in position
1	Faculty	23
2	Technical staff	1
3	Administrative staff	10
4	Supporting staff	13
	Total	48

Table 10.2 Distribution of Faculty in position according to cadre

Department	Professor	Assoc.Prof.	Asst.Prof.	Total
1. Cooperative Management	-	1	5 (a)	6 (a)
2. Development	-	4	4 (*)	8(*)

Economics				
3. Rural Banking & Finance Management	-	2	3 (a)	5 (a)
4. Rural Marketing Management	-	1	4	5
Total		8	16	24

(a) One person is on leave for foreign employment

(*) Includes one Asst. Professor each in Agricultural Statistics and Computer Science.

There are only two Associate Professors who were directly appointed through open recruitment. Others got promotion as part of career advancement. Hence the number of persons in each cadre may not tally with the number of cadre positions in each Department given in Table 5.1.

- There is no separate faculty for research and extension. All members of the faculty are basically appointed as teachers.
- They perform research and extension functions depending on their status, opportunities and specific assignments. Therefore there are differences in the degree of involvement in research and extension.

10.3 EVALUATION OF TEACHERS

Evaluation of teachers is broadly done at three levels.

- The first is the self-evaluation by the teacher himself based on his performance.
- Second is the evaluation by the Head of Department based on indicators such as number of contact hours, extent of involvement in research, extension and institution building tasks, students advisorship etc.
- Finally the teachers are evaluated by the students also. A systematic format was used for this purpose and the findings were made known to the teachers.
- However, student evaluation of teachers could not be held during the last two years.

10.4 RECOGNITION AND AWARDS

- The University has a programme of best teacher award which is yet to be fully operational. There are practical difficulties in implementing it in the Faculty of Agriculture which consists of 5 Colleges and three UG programmes which are dissimilar.
- Awards for best research work, extension work are also not implemented due to certain practical difficulties. Efforts are underway to expedite the implementation of the scheme.
- The Government of Kerala and the Science Congress have instituted certain awards which are availed by the Scientists of the University. These include Best Scientist Award, Best Extension Worker Award and Young Scientist Awards.

10.5 EMPLOYEES WELFARE SCHEMES

10.5.1 Housing and vehicle loans

The employees of the College are entitled to have loan for housing, vehicle and computers.

10.5.2 Residential quarters

The employees of all categories are entitled to have residential quarters subject to eligibility criteria and availability.

10.5.3 Service of Co-operative Society

The staff members can also become members of the KAU Employees Co-operative Society which provides a wide range of services to its members including cash credit.

10.5.4 KAU School

The employees of the College can send their children to the KAU School located in the same campus. The school is well equipped and has a record of good results.

10.5.5 Staff Club

The Staff Club in Vellanikkara and Mannuthy campuses offer excellent facility for the employees for indoor games and a few employees and faculty members residing in these two campuses are taking advantage of this facility.

- Similarly sports facilities also exist in both the campuses.

10.5.6 Primary Health Centre

Although there is no hospital or clinic run by the University directly a Government Primary Health Centre is located in the Main Campus in the space provided by the University. The employees are availing the services of this primary health centre.

10.5.7 Concessional travel

The facility for concessional in University buses which were acquired as part of student facility are extended to the faculty and employees also without prejudice to the academic requirements of the students.

10.6 EMPLOYEES GRIEVANCES REDRESSAL PROCEDURE

The general procedure approved by the University is ipso facto adopted at the College level also. There are no separate cells at institutional levels.

10.7 EMPLOYEES RECRUITMENT AND TERMINATION POLICIES

- There is no separate policy at the institutional level as it is an integral part of the University. All decisions for recruitment as well as policy changes are made at the University level.
- Termination is usually on superannuation. The age of superannuation is at par with the corresponding categories in Government as well as similar categories in other Universities in the state.
- For the faculty it is 60 and for the administrative staff it continues to be 55.

10.8 STRENGTH AND SCOPE FOR IMPROVEMENT

- The strength of the College lies in the number of persons working in different cadres and capacities and their dedicated work.
- Of the 24 members of the faculty on the roll of the College, 14 have doctorate, 2 have M..Phil degree and six others at different stages of their Ph.D. work.
- Similarly the technical, administrative and supporting staff are well qualified and highly experienced.
- Thus the human resources of the College are very good quantitatively and qualitatively.

10.8.1 Constraints

- But the main constraint is that 3 of the experienced persons are not currently available for teaching or research as they are on long leave. One is due for retirement and a couple of persons are likely to go abroad with in 3-4 months. In the absence of suitable substitutes, the existing faculty have to shoulder additional work which certainly would result in deterioration in the quality and effectiveness of teaching.
- The second constraint arises from the inability of the University to fill up the posts of senior positions like Associate Dean, Professors and Associate Professors due to certain legal hurdles. This deprives the college of the services of senior and experienced faculty while depriving the senior persons their due promotions.
- The third problem is the inadequate facility for faculty development. This arises partly due to shortage of hands and partly due to financial constraints. Difficulties are experienced in deputing more persons for courses and trainings due to heavy teaching assignments on the part of the individual faculty
- The fourth relates to inadequate opportunities for the technical, administrative and supporting staff to periodically up date the skills and capabilities. They also lack opportunities for self-development and capacity building and the present system does not offer necessary motivation and self-esteem to them.

- Moreover frequent transfers to dissimilar sections and constituent units of KAU deprive them of the carrier development and specialisation, which at times works as a de-motivation.

11. FISCAL RESOURCES

Funds, for meeting expenses of each month is being received from Comptroller, KAU. The amount will be at first instant deposited in the bank account maintained for the purpose and withdrawal will be effected as and when required.

Table 11.1 Fiscal position for the last four years are (Rs. lakhs)

Head of account	1996-97		1997-98		1998-99		1999-2000		2000-2001	
	BE	Actual	BE	Actual	BE	Actual	BE	Actual	BE	Actual
Non Plan	39.066	35.78	45.330	42.899	64.530	51.413	93.158	64.703	107.31	93.03
Plan	81.92	21.12	87.54	13.958	40.92	10.781	38.61	24.601	37.75	24.00
ICAR	3.37	1.62	3.82	1.591	3.25	1.62	2.83	0.405	0.96	2.83
GEAP	2.54	1.23	2.76	2.640	3.33	1.39	0.18	0.231	-	119.72

11.1 TOTAL BUDGET AVAILABLE

Table 11.2 Total Budgetary resources utilized during the last five years (Rs. in lakhs)

Year	Budget provision	Budgetary resources available (Rs. in lakhs)	% of actual expenses to budgetary provision
1996-97	126.90	59.75	47.08
1997-98	139.45	61.09	43.81
1998-99	112.03	65.20	58.20
1999-2000	134.78	93.63	69.47
2000-2001	148.85	119.73	80.44

Table 11.2 shows that) the budgetary support to the college went up from 59.75 lakh to Rs.119.73 lakh between 1996-97 and 2000-01. This shows a doubling of the availability of funds during the last five years.

11.2 COMMITMENT TO CONTINUED AVAILABILITY

The College is an integral part of the academic programmes of the University and since continued support from State Government is assured. College is also indirectly assured of continued support from the Government. In fact, the Government grant is not programme specific or College specific. The

Government is granting plan and non-plan grant-in-aid based on the committed academic programmes.

11.3 SOURCE OF FUNDING

The main source of funding to Kerala Agricultural University is State Government grant. This is also true for the College.

Table 11.3 Source of funds for the College during the last five years (Rs. in lakhs)

Source of funds	1996-97	1997-98	1998-99	1999-2000	2000-2001
Grant-in-aid under Non-plan	35.78 (59.88)	42.90 (70.22)	51.41 (78.85)	64.70 (69.10)	93.03 (77.70)
Grant-in-aid Under Plan	21.12 (35.35)	13.96 (22.85)	10.78 (16.53)	24.60 (26.27)	24.0 (20.05)
ICAR Development Grant	1.62 (2.71)	1.59 (2.60)	1.62 (2.48)	4.10 (4.38)*	2.70 (2.26)*
EAPs	1.23 (2.06)	2.64 (4.32)	1.39 (2.13)	0.23 (0.25)	-
Total	59.75 (100.00)	61.09 (100.00)	65.20 (100.00)	93.63 (100.00)	119.73 (100.00)

* Excludes Rs.92, 000 each received from ICAR for organizing short courses.

Note: Figures in bracket indicate percentage.

- The non-plan assistance received from State Government is the principal source of funds to the College which went up steeply from 59.88 percent to 77.70 percent during this period.
- On the other hand, plan assistance declined from 35.35 to 20.05 percent during the period.
- Share of ICAR increased from 2.71 percent in 1996-97 to 4.38 percent in 1999-2000. But fell to 2.26 percent in 2000-01.
- External Aided Projects which accounted on an average around 2 percent, fell to non-significant levels in 2000-01.
- Since the grant received for organizing ICAR short courses (Rs. 92,000 each) and for a couple of training programmes are centrally accounted by the university, they are not included in the budgetary figures of the college.

11.4 NON-GOVERNMENT FUNDING

The main sources of non-government funding are as follows

- ICAR development grant received for strengthening the UG programme. The College has been receiving around Rs.3 lakh for this purpose annually during the 9th plan period.
- Funds for EAPs received from Government of India, Planning Commission, ICAR, Directorate of Marketing Inspection and such other agencies. In the last 5 years College received about Rs.12 lakh for such schemes.
- External assistance for training programmes which is not reflected in the college budget. This is drawn from a separate account of the University which is administered centrally. In the last 10 years more than a dozen training programme were completed with external assistance
- Two ICAR short courses were organized in the last two years (1999,2000) for which approximately Rs, 1 lakh each was given as grant-in-aid by ICAR. This is also not included in the budget of the College. The funds are released to the University and is booked in a separate head of account. Earlier the College had conducted a couple of Summer Institutes (ICAR), Two All India Training Programmes-Plantation Management and a Refresher Courses (NCERT) which were also administered in the same way.
- The College mobilized approximately Rs.4.25 lakh for a consultancy programme (Trainings) for the Indo German Reservoir Fisheries Project during 1997 and 1998, which also was received at the University and was accounted in a separate head and was not reflecting in the budget of the College.
- Internal resources accounted only four percent of the receipts of the college.

Table 11.4 Sources of student fees and its proportion to total expenditure

Year	Amount (Lakhs)	As proportion of total Expenditure (%)
1995-96	0.43	0.28
1996-97	0.43	0.72
1997-98	0.96	1.57
1998-99	2.01	3.07
1999-2000	2.55	2.72
2000-2001	3.26	2.72

11.5 FUND RAISING CAMPAIGNS AND ACTIVITIES

These are undertaken at the University level and Kerala Agricultural University is striving hard to secure support from the Department of Cooperation and Cooperative institutions. At the College level, efforts are made to bring more funds for training, research projects, summer schools and consultancy. Efforts were made to mobilize support from the Department of Co-operation.

11.6 PATTERN OF EXPENDITURE

Table 11.5 Pattern of expenditure from the annual budget

Year	Rs. In lakhs								
	Office Staff	Faculty	Research	Extension	Students Amenities	Library	Others	Works	Total
1991-92	6.49 (25.29)	11.07 (43.20)	0.08 (0.33)	0.50 (1.94)	0.57 (2.21)	0.21 (0.80)	6.72 (26.22)	-	25.63 (100.00)
1992-93	6.08 (21.98)	13.84 (47.74)	0.21 (0.74)	0.34 (1.02)	3.81 (13.14)	0.27 (0.92)	4.43 (15.30)	-	28.98 (100.00)
1993-94	8.16 (24.05)	14.53 (42.88)	0.14 (0.41)	0.49 (1.44)	0.04 (0.10)	4.04 (11.92)	6.50 (19.19)		33.89 (100.00)
1994-95	11.29 (18.15)	15.74 (25.31)	0.20 (0.32)	1.07 (1.72)	0.92 (1.49)	5.34 (8.60)	2.60 (4.19)	25.0 (40.21)	62.17 (100.00)
1995-96	11.65 (7.59)	21.09 (13.73)	0.43 (0.28)	0.14 (0.08)	0.96 (0.62)	3.09 (2.01)	6.21 (4.04)	110.00 (71.63)	153.57 (100.00)
1996-97	12.33 (20.64)	24.41 (40.85)	0.41 (0.68)	0.82 (1.38)	0.80 (1.33)	0.34 (0.58)	14.18 (23.86)	6.45 (10.80)	59.74 (100.00)
1997-98	14.71 (24.08)	29.31 (47.97)	0.24 (0.40)	0.95 (1.56)	0.57 (0.93)	2.08 (3.41)	13.06 (21.38)	0.16 (0.26)	61.09 (100.00)
1998-99	15.32 (23.48)	31.11 (47.72)	0.81 (1.24)	0.19 (0.29)	0.78 (1.19)	2.27 (3.47)	14.72 (22.50)	-	65.20 (100.00)
1999-2000	21.37 (22.83)	38.82 (41.49)	0.17 (0.18)	0.11 (0.122)	0.43 (0.46)	1.71 (1.83)	1.77 (18.87)	13.30 (14.21)	93.59 (100.00)
2000-2001	22.25 (8.59)	84.50 (70.58)	0.14 (0.11)	0.15 (0.13)	0.55 (0.46)	0.31 (0.26)	11.81 (9.86)	-	119.72

Note: Figure in bracket indicate percentage to total.

- In the year 1999-200, expenses on faculty accounted for 41.49 percent of the expenditure followed by 22.83 percent on office administration. The higher share of salary of academic staff during 1999-2000 was due to payment of UGC arrears and the proportion of expenditure during that year is not typical.

11.7 RESEARCH GRANTS AND DONATIONS

- Research accounted for 0.18 percent which was much below 1.24 percent in previous year. Extension also received a lower proportion of 0.12 percent contrast to 1.56 percent.

11.8 ACCOUNTING PROCEDURES

Since the University follows the Financial Code and Budget Manual of the Government of Kerala, same procedure is followed at the college level also.

11.9 AUDIT

The accounts of the college are subject to three types of audit viz, internal audit, external audit, external audit by the Statutory Local Funds audit and the periodical audit by the Accountant General's office. There is a very elaborate mechanism for monitoring the audit objection clearing process to ensure more accountability and transparency at each level.

11.10 STRENGTH AND SCOPE FOR IMPROVEMENT

- Grant-in-aid under plan is to be enhanced for making additional physical facilities and strengthening student facilities.
- Research support is expected to be enhanced. The Projects in the pipe line once cleared will improve the situation
- Tie-up with Agro-industries and Co-operative enterprises may be explored for continued research/extension support.

12. INSTITUTIONAL ACCOMPLISHMENTS

12.1 LANDMARKS

The major land marks in the growth of the Institution are given below.

1981	Commencement of the UG Programme
1982	Receipt of Government approval
1985	Status of independent college from 1 st of April
1986	Commencement of two M.Sc programmes
1988	Review of Curriculum by the Expert Committee headed by Dr.U.K. Srivasthava of IIM, Ahamedabad
1989	Commencement of third M.Sc. programme
1993	Establishment of Statutory Departments.
1994	Summer Institute in Agricultural Economics with special Reference to Agricultural Marketing
1995	Workshop of International Co-operative Alliance
1995	All India Refresher course for VHSC teachers in Banking
1995	Commencement of Ph.D in Rural Marketing Management
1996	Reconstitution into College of Co-operation, Banking & Management.
1997	Hosted 56 th Annual Conference of the Indian Society of Agricultural Economics.
1998	Shifted to the new Academic Block in the main campus on 8th August.
1999	ICAR Short course on Advances in Agricultural Project Planning and Management (June 1999)
2000	ICAR Short Course on Advances in Econometric Application in Agricultural Research and Extension. (June 2000)

12.2 INSTITUTIONAL ACCOMPLISHMENTS

12.2.1 Teaching

The College could accomplish high standards in teaching and learning, which is reflected in the pattern of employment secured by the graduates.

- . Approximately a fourth of the graduates are serving various co-operative institutions like Milk Marketing Societies, State Co-operative Bank, District Co-operative Banks, Primary Agricultural Credit Societies, Urban Banks and State and National level Co-operative Federations.

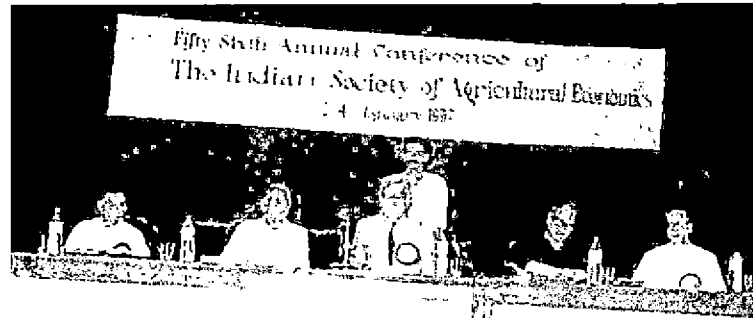


Plate : 12.1 Inaugural session of the Fifty Sixth Annual Conference of the Indian Society of Agricultural Economics



Plate : 12.2 Inauguration by Dr. Y.K. Alagh.

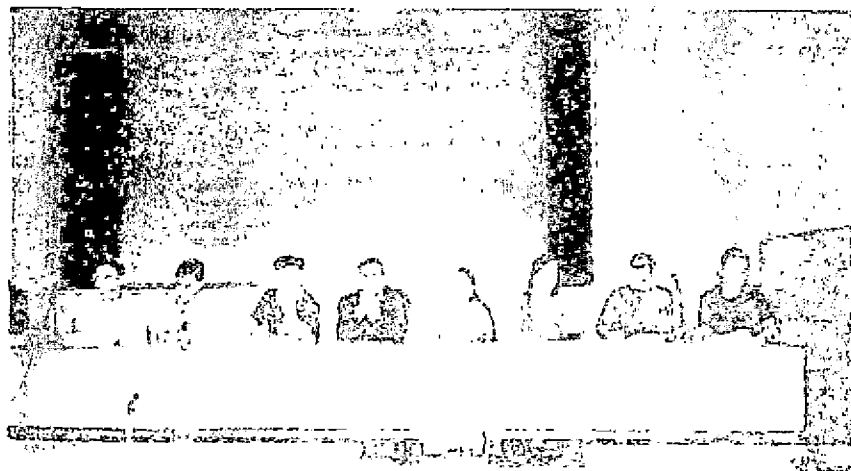


Plate : 12.3 Our student Ancy C. Sunny chairing the Plenary Session of the ICA Regional Youth Seminar, Tokyo, 2001

- About 40 per cent of those who are serving in the co-operative sector are placed in Milk Producers Unions and Milk Marketing Federations both within and outside Kerala.
- The presence of our graduates at the Kerala State Co-operative Milk Marketing Federation and its constituent Milk Producers Unions have certainly improved the quality of work in those institutions.
- The employment of our graduates in National Federations on the one side and as Faculty in National Management Institutions like Xavier Institute, IRMA and ICMs is a reflection of the quality of the graduates and post graduates.
- Our students secured admissions to MBA course in American Universities directly, while all other graduates have to appear for preparatory courses and make up courses before getting admissions for MBA.
- The Banking and the Insurance sector have absorbed about 20 per cent of our graduates in the officer cadre, who secured these jobs after successfully competing with graduates of other professional courses.
- Recently three of our graduates were selected by the prestigious Stock Holding Corporation of India superceding 50 persons with MBA.
- One of our UG students has been elected as student member of the Executive Committee of the University, 2000-01.

12.2.2 Research

- The findings of research of the Institution do not lead to discovery of new technology. They have been very useful for streamlining and restructuring the activities of various support service institutions in the State.
- The findings of the study have been very useful for enhancing the organisational and managerial effectiveness of the support service institutions which indirectly benefited the farming community through better services with greater cost effectiveness.
- Most of these studies were of evaluative and diagnostic in nature and were predominantly in the nature of impact studies of various programmes and projects relating to agriculture and rural development.

12.2.3 Extension

The Institution has made its mark in the University through the extension programmes.

Various training programmes have been undertaken for the Co-operative sector officers of the Gramin Banks, State Co-operative Bank and District Co-operative Banks which were useful in upgrading the skills of the trainees in the following areas:

- Project Planning and Appraisal
- Funds Management
- Asset Liability Management
- Portfolio Management
- Financing of Hitech Agriculture
- Project Approach to Rural Lending.
- Bank Marketing
- Business Development Planning.
- Stress Management
- Time Management & Conflict Management
- Total Quality Management
- Relationship Marketing
- The faculty members of the College have been invited by various outside agencies as resource persons in different areas.
- The faculty were deeply involved in all the training programmes that have been undertaken by the Integrated Co-operative Development Projects implemented in Palghat, Trichur and Kasargod districts.

12.2.4 Consultancy

Two major consultancy programmes undertaken by the faculty were:

- Preparation of curriculum, textbook and work book for the VHSC stream in Co-operation for the Karnataka State entrusted by Government of India Consultancy Organisation, Educational Consultants India Limited (Ed.Cil)

- Three sets of training programmes for the Indo-German Reservoir Fisheries Project were undertaken by the Faculty and altogether 23 rounds of training programmes were conducted in 10 reservoir sites in Kerala.

12.2.5 Community Outreach Programmes

- The faculty and students have been involved in various community outreach programme of which most important one is the task of revitalisation of the weak PACS in Trichur District by preparing strategic plans for turnaround management.

- They were also deeply involved in the Peoples' Campaign for Decentralised Planning implemented by Government of Kerala for the Panchayat level planning. The faculty was associated as members of the Task Forces, resource persons and members of the Voluntary Technical Committee, faculty for training programme etc.

- The Associate Dean of the College was a member of the State Level Task Force on Agricultural Finance and Chair Person of the District Level Task Force on Bio- physical Resources.

- Associate Dean also served as a discussant for the State level conference on the Methodology of Decentralised Planning organised by the Kerala State Planning Board.

- The Associate Dean and the Head of the Department of Rural Marketing served as members of the Working Groups constituted by NCERT for Banking and Agricultural Marketing respectively.

12.3 FACULTY

- Three of our faculty members are recipients of ICSSR National Fellowship with salary protection for undergoing their Ph.D.

- One of them got the Centrally Administered Doctoral Fellowship in Women Studies (1990-1993),
 - The second faculty member got Centrally Administered Doctoral Fellowship in Tribal Studies (1992-94).
 - The third faculty member got the Institutional Teacher Fellowship at the Centre for Development Studies, Trivandrum (1997-99).
- Five faculty members successfully completed FDP From IIM Ahmedabad with Fellowships.

12.4 LEARNING RESOURCES

12.4.1 Fellowships and Scholarships

- During the last five years eight students secured Scholarships and Fellowships to undergo post graduate education in national institutions like IIM Ahmedabad, IRMA, Vaikunth Mehta National Institute of Co-operative Management, Delhi School of Economics, JNU, Xavier Institute and National Institute of Fashion Technology.
- Two students received Scholarships in American Universities.
- One student secured JRF
- One of our students received Commonwealth Scholarships for undergoing postgraduate course in London School of Economics
- One post graduate student received a Japanese Fellowship for the study of Consumer Co-operatives in Japan.
- Two of our graduates who were undergoing post graduate programme in two different institutions ie. IRMA and T.A. Pai Institute were selected for the Sir Ratan Tata Scholarship for academic excellence Fellowship in the same year (1998-99).
- During the last three years three post graduates passed NET.

12.5 EXCELLENCE

12.5.1 National Level

- Conducted one ICAR Summer Institute in 1994 on Advances in Agricultural Economics with special reference to Agricultural Marketing.

- Conducted ICAR Short Course on Advances in Agricultural Project Planning and Management in June 1999.
- Conducted ICAR Short Course on Application of Econometric Methods on Agricultural Research and Extension June 2000.
- All India Refresher Course for VHSC Teachers in Banking in 1995.
- Two All India Training Programmes in Plantation Management.
- Hosted 56th Annual Conference of the Indian Society of Agricultural Economics in January 1997.
- Undertook consultancy from Government of India Educational Consultancy Organization, Educational Consultants India Ltd. (EdCil) for preparation of Curriculum, Text Book and Work Book for the VHSC Karnataka for the stream in Co-operation.
- Two faculty members served as members of the Expert Groups for Banking and Agricultural Marketing constituted by NCERT..
- One faculty member each served as a member of the Task Forces on Sericulture, and Agricultural Finance, Government of Kerala (1996).
- One person also served as a member of the Economic Research Team of the Second State Finance Commission, Government of Kerala (2000).

12.5.2 International

Students

- Two of our graduate students were selected as official delegates by International Co-operative Alliance (ICA) to represent India in the International Conference on Student Co-operatives organised by Asia-Pacific Regional Committee of the ICA at Singapore and Tokyo in 1996 and 2001 respectively.
- Miss Ancy C. Sunny who attended the last meeting at Tokyo was selected as the Secretary of the Youth Steering Committee for participation in the ICA General Assembly to be held at Seoul, Korea on 1st October 2001.

Faculty

- One faculty member received distinction through Fellowship to undergo a short course in "Training on Human Resource and Statistical Planning" at Erasmus University, Netherland.

- One faculty member presented a paper on "Experiment in Democratic Decentralisation" in a seminar at the Centre for Policy Studies Johannesburg sponsored by Mac Arthur Foundation and Columbia University, USA.
- The aforesaid faculty member is also invited to present a paper on 'Intergovernmental Financial Relations and Fiscal Decentralization' in a seminar scheduled at (17-19 December 2001) at Centre de Assessoria e Estudos Urbanos in Porto Alegre, Brazil.
- Two of our faculty members attended the International Conference on Student Co-operatives organised by Asia-Pacific Regional Committee of the International Co-operative Alliance at Singapore in 1996.

13. SWOT ANALYSIS

13.1 STRENGTHS

- Well defined objectives consistent with the mission and goals of the College
- A well-structured organizational set up
- Governance as per Act and Statutes passed by the State Legislative Assembly
- Transparency and accountability in administration
- Broad based channels of communication within the College.
- Planning educational, research and extension programmes with vision and foresight
- Selection of students strictly based on merit
- Well-defined student admission policy
- Transparency in selection processes
- Reasonably higher priority given by the students of the State for the courses in the College
- Meritorious background of selected students
- Higher degree of student retention
- Adequate faculty strength
- Higher academic credentials of faculty
- Transparent and merit-oriented Faculty recruitment
- Sufficient number of under graduate and post graduate programmes
- Well designed academic curricula
- Multi - disciplinary focus of the curriculum with practical orientation
- Periodical revision and updating of curriculum

- Appropriate assessment mechanisms for students' academic achievement
- Reasonably good facilities for co-curricular and extra curricular activities
- Very good College library
- Excellent computer facilities
- Adequate human resources
- Satisfactory welfare schemes for employees and students
- High reputation of the College
- Creditable performance of students in national level competitive examinations
- Responsible positions occupied by alumni in the international, national, state and private establishments
- Usefulness of the extension and community outreach services

13.2 WEAKNESSES

- Inadequacy of space for common facilities
- Centralised administration and lack of delegation of powers to Heads of Departments
- Inadequacy of financial resources
- Insufficiency of infrastructure facilities
- Inability to take up periodical maintenance of college and hostel buildings satisfactorily
- Lack of modern lecture halls and a reasonably big seminar hall
- Inadequacy of modern equipment in management and audio-visual labs
- Undue delay in admission process in recent years at the Entrance Commissioner's level.
- Lack of recruitment to senior faculty positions of the Faculty
- Lack of a full time Associate Dean.

- ❑ Non filling up of leave vacancies in time.
- ❑ Inadequacy of softwares for computer-aided teaching
- ❑ Inadequate infrastructural support for off campus practicals, on-the-job training and institutional learning programmes.
- ❑ Lack of a Faculty status to the institution which stands in the way of academic autonomy to take up need based innovative UG and PG programme.
- ❑ Lack of University level projects
- ❑ Inadequate FDP support
- ❑ Inadequate capacity building activities for students

13.3 OPPORTUNITIES

- ❑ Added thrust for institutional support to agricultural support system in the 10th Plan approach paper
- ❑ Greater emphasis on agri-business in the 10th Plan
- ❑ Self-sustainable, degree programmes in the areas of Agri-business management
- ❑ Strengthening consultancy services
- ❑ Emphasis on product diversification and value addition in view of the steep fall in price of agricultural commodities raises the scope of support services in future
- ❑ Vibrant post graduate programme in Agri-business Management with specialization in Dairy Management, Plantation Management, Fisheries Management
- ❑ New PG programme in Agri-business Management, Financial Services Management and Doctoral programme in Co-operative Management, Financial Services Management.
- ❑ Research on efficiency and effectiveness of institutional support services for agriculture
- ❑ Consultancy services in agri-business management and institutional support services management

- Establishment of Market Intelligence Unit for conducting market surveys.
- Sustainable projects on WTO related issues in agricultural marketing

13.4 THREATS

- Severe financial constraints
- Alarming price decline of agricultural commodities and consequent fall in agricultural activity in the state.

14. SUMMARY

14.1 HISTORY AND GROWTH OF THE INSTITUTION

The recognition of the need for professionalising the institutions destined to provide institutional support services to the farming community in the State prompted the Kerala Agricultural University to launch an innovative UG professional course in Co-operation and Banking in 1981. The present mandate of the College is:

- To provide trained manpower for professionalisation of the management of the Departments and institutions involved in providing support services to agricultural development like co-operatives, financial institutions and agri-business enterprises in order to assist the farming community to make farming and agricultural enterprises efficient, cost effective and viable.
- To conduct research on operational problems relating to organisational, managerial and operational issues relating to support services to agriculture.
- To offer training programmes for policy makers, members of the Board of Directors and managerial personnel of the support service institutions like banks, co-operatives and agri-business enterprises.
- To extend the frontiers of knowledge in the mandatory areas and to disseminate knowledge through appropriate processes.

The first batch was admitted in 1981 who completed their course in 1985. Two M.Sc. programmes majoring in Rural Marketing Management and Rural Banking and Finance Management were started in 1986 and the M.Sc. programme in Cooperative Management was started in 1989. A doctoral programme in Rural Marketing Management was started in 1995. Four Statutory Departments in the following areas came into existence in 1993.

- i. Co-operative Management
- ii. Rural Banking and Finance Management
- iii. Rural Marketing Management
- iv. Development Economics

- The Associate Dean is the administrative head of the Institution who is supported by four Heads of Departments in the management of academic matters and by the Administrative Officer in all matters related to College administration.
- There is a well designed system of internal communication through Department Councils, Staff Council and other Committee systems such as Purchase Committee, Library Advisory Committee and Placement Cell, Academic cell and Examination cell.

14.2 MISSION AND GOALS

- The original mission of the College was to build up the College as a premier national institution in the area of agricultural support systems management.
- With the renaming of the institution as the College of Co-operation, Banking and Management in 1996, the mandate of the College was widened to include the agri-business management also.
- The present mission therefore is to build up the College as a premier management institution at the national level to foster the managerial and entrepreneurial needs of the rural community.

The goals which emerge from the mission statement are:

- Facilitating professionalisation of the management of formal and informal co-operatives, financial institutions, agri-business enterprises and various other rural development organisations.
- To build up additional academic programmes to fulfill the mission of the College.
- Playing a pro-active role in the promotion and strengthening of farmer friendly – non-exploitative support system institutions for removing size and resource constraints confronted by the farming community.

The objectives which emerge from goals are:

- To provide well trained graduates for professionalisation of the management of the departments and institutions involved in providing support services for agricultural development like co-operatives, financial institutions, processing and marketing organisations and agri-business

enterprises in order to assist the farming community to make farming and agricultural enterprises efficient, cost effective and viable.

- To undertake research on functional, organisational, institutional, managerial and operational issues relating to the support services in agricultural development and agri-business management.
- To offer training programmes for policy makers, members of the Board of Directors and managerial personnel of the support service institutions like banks, co-operatives, NGOs and agri-business enterprises in order to upgrade their managerial and professional skills and capabilities.
- To extend the frontiers of knowledge in the mandatory areas and to disseminate knowledge through appropriate processes.
- To impart education and training to young men and women for managing income generating activities through self-employment as professionals in co-operation, agricultural marketing, rural credit and finance and agri-business management.

In order to translate the mandate into action, a four year B.Sc. in Co-operation and Banking, three M.Sc. programmes and one Doctoral programme have been taken up at the educational front. The College also undertook research projects, training programmes and consultancy projects apart from the involvement of faculty in a wide range of extension programmes. The major areas of research, training and consultancy are given in the Annexure II

14.3 ORGANISATION AND GOVERNANCE

The College is a constituent of the Faculty of Agriculture. Associate Dean is the Head of the Institution who is assisted by four Heads of Departments in all academic matters and an Administrative Officer in all administrative matters. The College has a democratic system of communication and a participative decision making process.

- The Staff Council is the principal instrument for communication and decision making which consists of all members of the Faculty, Librarian and the Administrative Officer.
- The Department Councils which consist of faculty members of each Department meet periodically.

- The office staff also meet periodically.
- The Committees and Cells like Purchase Committee, Library Advisory Committee and Placement Cell also assist the College Administration in decision making on a participative mode.
- Academic matters and conduct of examinations are coordinated by the Academic Cell and the Examination Cell
- Teachers are also appointed as Staff Advisors for different associations attached to the College Union which is the democratically elected body of the students for organising academic, curricular and cultural programmes for the benefit of the students.

14.4 STUDENTS DEVELOPMENT

The current capacity of UG admission is 46 of which 50 percent is earmarked as general merit. Rest of the 50 percent is divided between regional merit, scheduled caste and scheduled tribe and backward communities based on merit in the respective categories. The rank list is furnished by the State Commissioner for Entrance Examination after the conduct of a separate entrance examination.

The PG admission is open to all graduates of SAU system and for Ph.D, Masters Degree in C&B or Agricultural Economics is necessary.

The Students Welfare programmes in the University is co ordinated by the Directorate of Students Welfare.

- It provides variety of services to students like medical insurance, training in two wheeler driving to girls students, participation in Inter-Collegiate and Inter-University sports, games and arts festivals.
- The work of students welfare at the College level is looked after by the teacher in physical education or in its absence by a teacher nominated by the Head of the Instituion.
- Students counselling is done by outside experts while regular advisory support is provided by the respective Student Advisors.

- The students of the College get opportunities for participation in a range of co-curricular activities like, N.C.C., N.S.S. and sports and games.
- The Students Union which is the democratically elected students body organises wide range of programmes under Arts Club, Planning Forum, Social Service League, Debating Society, Quiz Club and Magazine Committee.
- Besides, Campus Theatre facilitates cultivation of the dramatic capabilities of the students.
- The Civil Service Career Guidance Society established with the co-operation of the Public Library and the Civil Servants offers good opportunity for the interested students to prepare for civil service examination.
- UG students are eligible for merit scholarship and KPCR scholarships.
- The graduates have been able to secure Junior Fellowships for joining post graduate programmes in prestigious national institutions like IIM Ahamedabad, IRMA, Xavier Institute of Management, Vaikuntha Mehta National Institute of Co-operative Management, National institute of Fashion Technology, Delhi School of Economics and Jawaharlal Nehru University.
- As part of the Work Experience Programme, entrepreneurship development programme is also organised. Visit to successful enterprises, interface with successful entrepreneurs and successful managers is an integral part of this programme.
- While the College has a separate Men's hostel, lady students are accommodated in the main campus along with the students of the College of Horticulture and Forestry.
- For sports and games, the facilities are campus-wise and not essentially college-wise and the male students and girl students share the facilities in the Mannuthy and Vellanikkara campuses respectively.

14.5 FACULTY

There were 24 Faculty members in position as on 31.3.2001 against 32 teaching positions created.

- Three positions of Professors and 5 positions of Associate Professors are lying vacant.
- Apart from teaching, research and extension, members of the faculty are also entrusted with different institution building tasks as well as co-ordinating the work of co-curricular activities in their capacity as Officers in charge of Academic Cell, Officer in Charge of Computer Cell, Examination Cell, Library, Placement Cell, N.S.S. Programme Officer, Assistant Warden, Resident Tutor, Secretary to Staff Council, Associate Patron-Students Union, Staff Editor, Officers in charge of Arts Club, Planning Forum, Social Service League, Quiz Club , Sports and Games and Reprography.
- They also serve as members of Placement Cell, Academic Cell and Examination Cell.
- They also serve as Student Advisors for the UG students and Major Advisor as well as members of the Advisory Committee of PG students.
- Of the 24 Faculty members in position, (including three on leave on loss of pay) 14 have doctorate degree.
- Four Faculty members have M.Phil, of which two have taken Ph.D. also.
- Two persons are expected to submit their theses in three to four months time, of which one is with M.Phil.
- Two others with P.G. are in various stages of their Ph.D. work.
- Five others have only Post Graduate degrees.
- All institutions under the Kerala Agricultural University are following uniform recruitment and transfer policy adopted by the University.
- Faculty and the Dean are appointed through open recruitment.
- For all positions from Associate professor, a Doctorate degree is essential.
- The University prefers persons with Doctorate degree even at the entry cadre and all special incentives attached with Career Advancement are available to those who have Doctorate degrees.
- NET is insisted at the entry cadre

The in-service scheme for faculty improvement include:

- Deputation for Doctorate degree in national level institutions.
- Study leave for Ph.D.
- Deputation for attending Summer Institutes, Refresher courses, Short courses in and outside Kerala Agricultural University and organising Short courses and Summer Schools in specific areas of interest to the Faculty with ICAR support.

Faculty development is also strengthened by motivating more persons to complete doctorate, and to take up externally funded research projects and promoting PG research by providing opportunities for guiding research by serving in PG Advisory Committees..

Although faculty is well qualified, they still need facilities for continuous upgradation of skills in specific areas to strengthen their capabilities in teaching and research more efficiently and effectively. There has to be greater opportunities for wider adoption of computer aided and package driven teaching techniques.

14.6 ACADEMIC PROGRAMMES OFFERED

At present the College is offering a four year B.Sc.programme in Co-operation and Banking. Besides, three M.Sc. programmes (Co-operative Management, Rural Marketing Management and Rural Banking & Finance Management) and one doctoral programme in Rural Marketing Management are also offered.

14.7 LEARNING RESOURCES

- The Central Library and the College Library provide good library and information support to the UG & PG programmes.
- The College Library has over 10,000 volumes of books and 67 journals, 300 UG Project Reports and 21 Theses.
- The Central Library has sizeable number of reference books, back volumes of journals, foreign journals and CD ROMs in the areas of our disciplines and other publications in electronic media.

- The Central Library as well as the College have Internet connectivity also.
- Photocopying facilities are also available in the College and the Central Library.

The College is well equipped with UG and PG lecture halls, seminar hall, faculty rooms, Computer Lab, Management Lab, and Examination Hall cum Auditorium and Project Room. All lecture classes are equipped with overhead projectors.

However the absence of modern lecture halls, and software packages for teaching purposes need to be resolved for improving the quality of teaching and learning.

14.8. RESEARCH AND COMMUNITY SERVICES

The main forms of research undertaken by the College include PG research guided by Faculty, Doctoral research and Externally Aided Projects undertaken by Faculty, research papers presented by Faculty and the UG Project Reports prepared under the guidance of faculty.

20 PG projects and 21 Research Projects have been completed so far. 18 EAPs have been taken up with the financial support of national agencies like Planning Commission, ICAR, ICSSR, Ministry of Environment and Forests, Government of India, Ministry of Industries, Government of India, Department of Industries, Government of Kerala, Development Department, Government of Kerala and Directorate of Marketing Inspection, Government of India. The faculty and students of the College are deeply involved in the following community outreach programmes:

- NSS regular programmes and NSS special camps.
- Village Stay component of the Work Experience programme,
- Village Adoption Programme.
- Participation in Peoples' Campaign for Decentralised Planning.

- Revitalisation of sick cooperative societies in Trichur District.
- Advisory and support programmes for farmer groups and farmer organisations.
- Participation in discussions organised by DD and AIR.

14.9 PHYSICAL FACILITIES

The College was shifted to the new academic block with a floor area of 3502 sq. meters on 8th August 1997. Later 750 sq. meters of floor are added for the examination hall cum auditorium. Approximately 500 sq. meters of floor area is used for accommodating the Bank, Post office and the University placement Cell.

- The men's hostel has a separate building with approximately 2000 sq.meters.
- No separate land attached to the College as our Course has no field experiments.
- There is no separate bus attached to the College and the absence of a suitable bus for undertaking frequent on-the-job assignments, study tours, field visits and off campus placements.
- There are no scientific labs attached.
- Furniture provided includes Computer and accessories and teaching aids including OHPs and Dr. The procurement of software packages could not be effected due to financial constraints.

14.10. HUMAN RESOURCES

- Since the College is part of the University system, the personnel policy is uniform through out the University.
- The Associate Dean is the Head of the Institution.
- Teachers are classified into three categories, viz, Professors, Associate Professors and Assistant Professors. Assistant Professors are further classified into senior scale and selection grade.



- The non-teaching staff are in the cadre of Administrative Officer, Section Officers, Office Assistants, Typists, Attenders and Class IV. They are supported by driver, photocopy operator and a Hostel Manager.
- As the best teacher award is yet to be implemented in the faculty of agriculture, none of the faculty members have obtained the awards.
- There are a number of employees welfare schemes such as residential quarters, facility of KAU school, staffclubs, Cooperative Society and housing loans.
- There is no separate grievance redressal system in the College as we follow the University system and its procedures.
- Employees recruitments and termination policies are also uniformly applied to all the Institutions under KAU.

14.11 FISCAL RESOURCES

- Funds for meeting expenses of each month is being received from Comptroller.

14.12 INSTITUTIONAL ACCOMPLISHMENTS

- The graduates of B.Sc. (C&B) programmes have been well absorbed in different institutions and organisations based on their capability and skill. A fourth have gone to the milk producing and marketing societies. Approximately 20 percent of the graduates are employed in the Co-operative Sector both at the State and national levels.
- During the last five years one student secured selection to Junior Fellowships and eight students got Scholarships for admissions to national institutions like IIM Ahamedabad, IRMA, Vaikunth Mehta National Institute of Cooperative Management, National Institute of Fashion Technology, Delhi School of Economics, Jawaharlal Nehru University and the Xavier Institute.
- During the last 3 years 3 post graduates from the College qualified in the NET.
- One PG student secured Commonwealth Fellowship to undergo post graduation in London School of Economics & another a Japanese scholarship for the study of Consumer Co-operatives in Japan.

- Two students selected by International Co-operative Alliance to participate in ICA seminars at Singapore and Tokyo during 1996 and 2001 respectively.
- Five faculty members completed FDP at IIM, Ahmedabad with fellowship
- Two faculty members attended International Seminar on Student Co-operatives at Singapore in 1996
- Organised a workshop on Student Co-operatives in collaboration with International Co-operative Alliance in 1996
- At the institutional level the College was chosen for the conduct of the following All India programmes:
 - Two ICAR Short Courses in 1999-2000.
 - One ICAR Summer Institute in Agricultural Economics
 - One All India Refresher Course in Banking for the VHSC teachers sponsored by NCERT
 - Two All India Training Programmes on Plantations Management funded by Government of India.
 - The College hosted the 56th Annual Conference of the Indian Society of Agricultural Economics from 2 – 4 January 1997.
 - The Associate Dean served as the National Expert for selection of Doctoral Fellows in Forest Economics under the Common Wealth Doctoral Fellowship programmes for 2 terms.
 - He also served as a Consultant for the State Planning Board on District Level Planning and headed the District Level Task Force on Bio-Physical Resources. He was a member of the State Level Task Force on Agricultural Finance. Two of the senior faculty members served as members of the Working Groups on Banking and Agricultural Marketing for the NCERT Central Institute of Vocational Higher Secondary Education.
 - Teachers of the College also served in various Committees at the State and National level.
 - Two major Consultancy Programmes were taken up by the Faculty of the College. The first one was sponsored by the Government of India Consultancy Organisation, Educational Consultants India Ltd (Ed.Cil) for

preparation of curriculum, text book and work book on Co-operation for the VHSC stream in Karnataka State. The second relates to organising and conducting 23 Training Programmes under the Indo-German Reservoir Fisheries Project funded by a German organisation.

- The Associate Dean is nominated as a member of the high level Committee on Curricula and Equivalence of the ICAR functioning under the Accreditation Board. He is also entrusted with the task of preparing a Common Curriculum for two UG programmes viz; Co-operation and Banking offered by Kerala Agricultural University and Agricultural Marketing and Co-operation offered by Universities of Agricultural Sciences of Bangalore and Dharward.
- In short, the College could achieve significant accomplishments in the course of last two decades and is equipped to achieve more significant gains. The restructuring of the UG programme will be completed before 2002 admissions which will make the programme more focussed, professionalised and skill oriented and it is hoped that our graduates will find excellent opportunities in the area of Agri-business Management, Finance Management, Agricultural Marketing and Cooperative Management. The self-study provides an opportunity to make self-assessment of the strengths and weaknesses of the programme and to design appropriate strategies and programmes for further strengthening it.

14.13 SWOT ANALYSIS.

Chapter 13 gives a brief account of the strengths, weaknesses, opportunities and threats of the College

- Well defined objectives, well designed academic curricula, good infrastructure, excellent computer facility, well defined student admission policy and higher academic credentials of faculty are considered as the major strength of the institution
- Inadequacy of space for common facilities, inadequacy of financial resources, lack of a full time Associate Dean and lack of a modern lecture hall are some of the weaknesses of the College.
- Added thrust for institutional support to agriculture, emphasis to agri-business management and strengthening consultancy services, and establishment of market intelligence and information system will provide ample opportunities to the College.

- Non filling up of vacant post of scientists, inadequacy of softwares for computer aided teaching and fall in agricultural operations within the state constitute the major threat to the organization.

PROFORMA FOR SELF-STUDY OF A CONSTITUENT COLLEGE

1. State : Kerala
2. Name of the University to which college belongs : Kerala Agricultural University
3. Name of the College with address : College of Co-operation,
Banking & Management,
Kerala Agricultural University,
Main Campus, Vellanikkara,
Trichur-680 656.
Telephone : (0487) 370 367
Fax : 91-487-370019
E.mail : Kauhqr @ ren. nic. in.
4. Name of the Dean/Associate Dean/
Principal of the College : Dr.M.Mohandas,
: Associate Dean i/c
5. Date of Establishment : 1.4.1985 (Started the programmes during
1981 as part of College of Horticulture
6. Goals and Objectives

GOALS

The goals which emerge from the mission statement are:

- Facilitating professionalisation of the management of formal and informal Co-operatives, financial institutions, agri-business enterprises and various other rural development organisations.
- To build up additional academic programmes to fulfill the mission of the College.
- Playing a pro-active role in the promotion and strengthening of farmer friendly – non-exploitative support system institutions for removing size and resource constraints confronted by the farming community.

Objectives:

- To provide well trained graduates for professionalisation of the management of the Departments and institutions involved in providing support services for agricultural development like co-operatives, financial institutions, processing and marketing organisations and agri-business enterprises in order to assist the farming community to make farming and agricultural enterprises efficient, cost effective and viable.

- To undertake research on functional, organisational, institutional, managerial and operational issues relating to the support services in agricultural development and agri-business management.
- To offer training programmes for policy makers, members of the Board of Directors and managerial personnel of the support service institutions like Banks, Co-operatives, NGOs and Agri-business Enterprises in order to upgrade their managerial and professional skills and capabilities.
- To extend the frontiers of knowledge in the mandatory areas and to disseminate knowledge through appropriate processes.
- To impart education and training to young men and women for managing income generating activities through self-employment as professionals in the areas of co-operation, agricultural marketing, rural credit and finance and agri-business management.

7. Programmes offered with duration

UG	Programmes	Duration
	B.Sc. in Co-operation & Banking	8 semesters
PG	M.Sc in Co-operation & Banking majoring in a) Co-operative Management	4 semesters
	b) Rural Marketing Management	4 semesters
	c) Rural Banking & Finance Management	4 semesters
Ph.D	Rural Marketing Management	6 semesters

7.1 Are the programmes implemented on schedule as prescribed in the prospectus?

Yes No

If No, give reasons there of

NA

8. Total Staff Positions

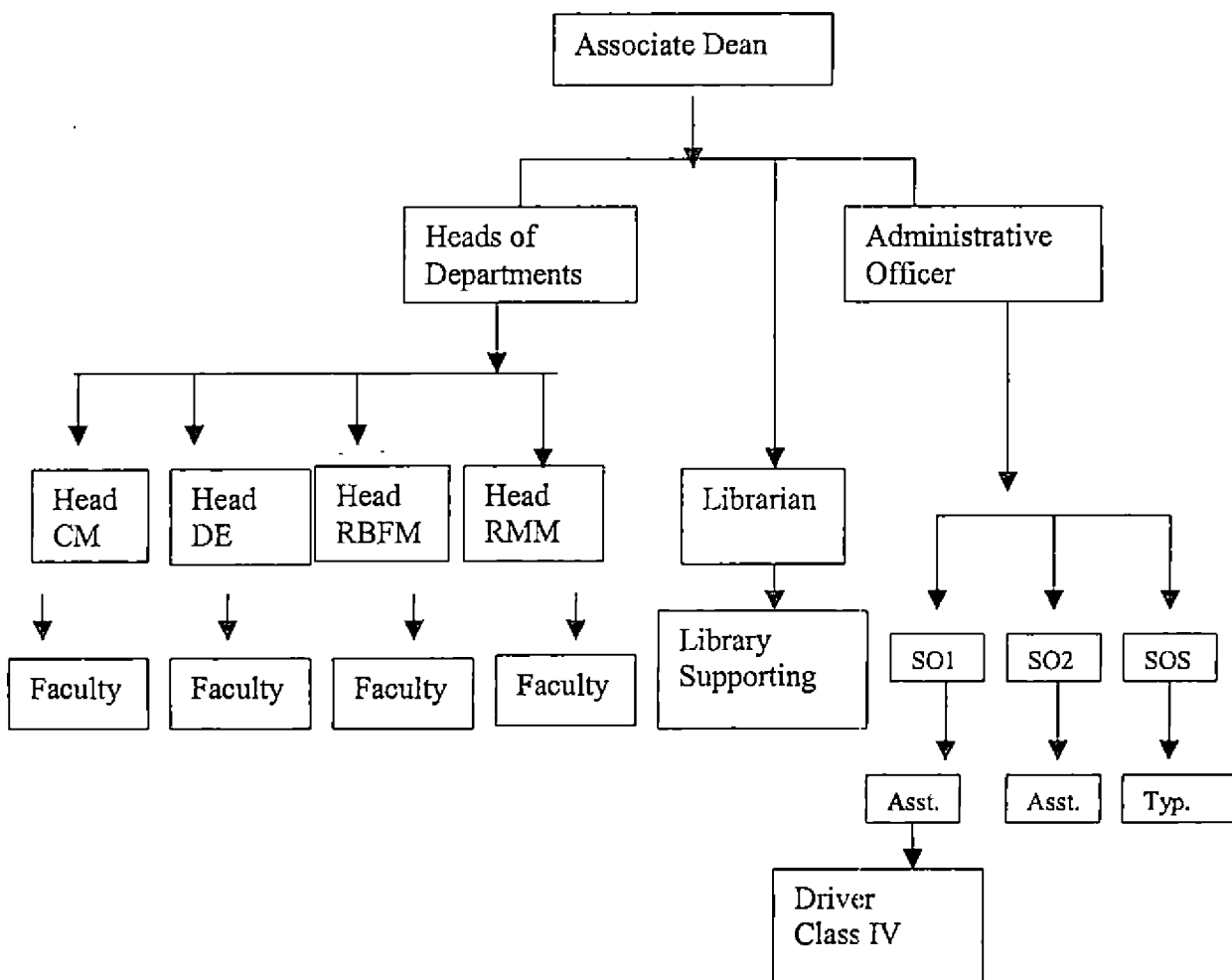
<u>Category of staff</u>	<u>Number</u>
Faculty	24
Technical	1
Administrative	10
Supporting	13
Total	48

8.1 Whether all faculty including Research and Extension participate in teaching?

Yes No

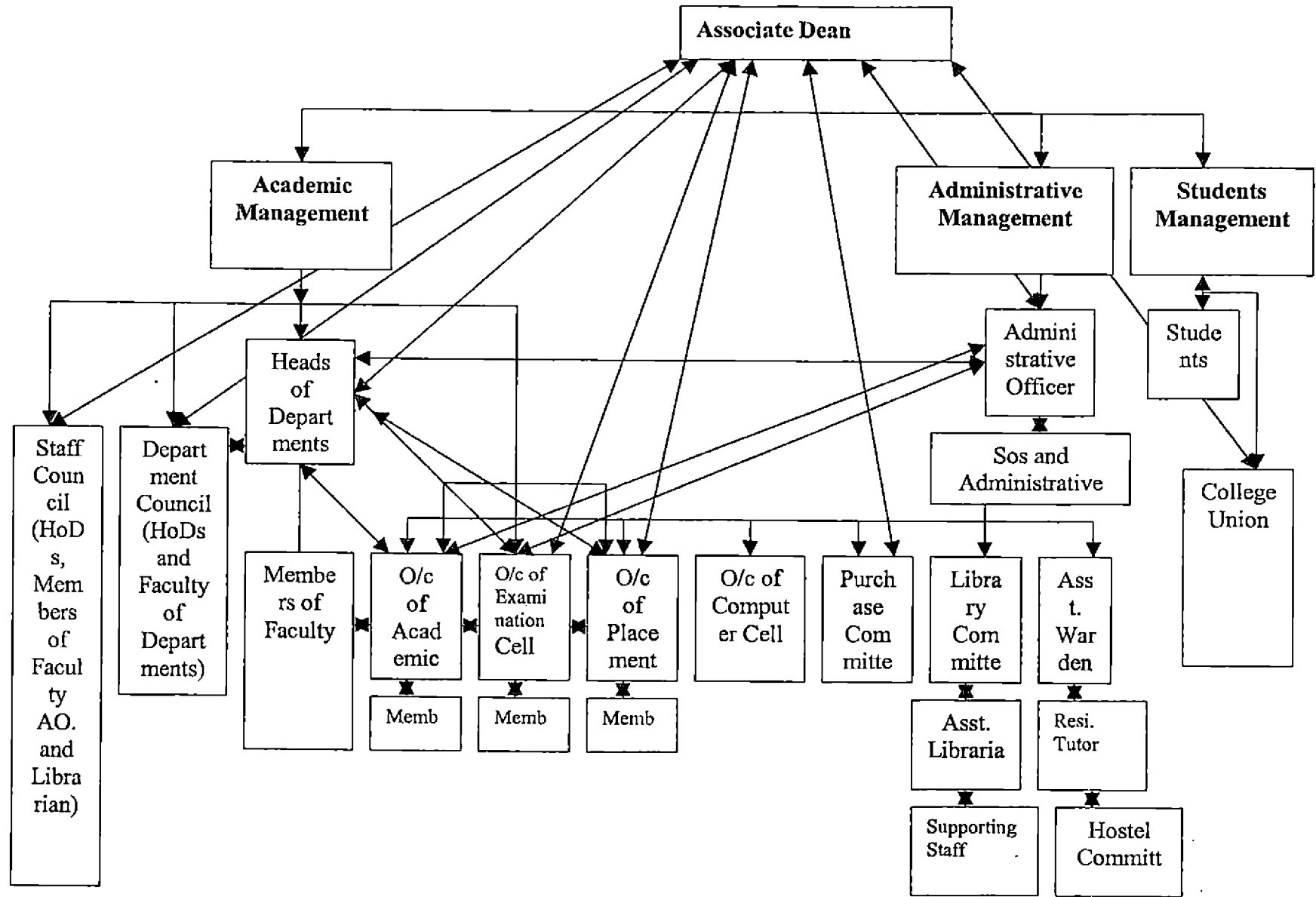
9. Administrative structure of the College

Organisational chart of the College



10. Planning Process

Chart 3.2 Decision making process and channels of communications.



11. Faculty

11.1 Core Faculty

Is there a core faculty concept existing?

Yes

No

If Yes, explain the criteria used for declaring the core faculty NA

11.2 Department wise Faculty Positions.

Department-wise Faculty positions as on 31-03-2001

Department	Number of Faculty positions sanctioned			Faculty positions filled			Total
	Professor	Asso. Prof	Asst. Prof.	Professor	Asso. Prof	Asst. Prof.	
1 Co-operative Management	1	2	5		*	5#	5
2 Development Economics	1	1	4	-	1	4	5
Rural Banking & Finance Management	-	1	5	-	-	5**	5
Rural Marketing Management	1	2	5	-	*	5	5
Others	-	-	1	-	-	1	1
i) Agrl. Extension	-	-	1	-	-	1	1
ii) Quantitative Methods, Agrl. Statistics & @	-	1	1	-	1	1	2
iii) Computer Science.@	-	-	1	-	-	1	1
Total	3	7	22	-	2	22	24

* 1 Assistant Professor in Co-operative Management, two in Development economics, one in Rural Marketing Management and two in Rural Banking & Finance Management became Associate Professor through career advancement.

Earlier filled but retired recently.

** Of which two are on LWA for taking up employment abroad.

@ Part of the Department of Development Economics now.

Of which one on LWA for taking up employment abroad.

11.3 Faculty credential

Academic credentials of the Faculty

Designation	Name	Degree acquired from		
		UG	Master degree	Ph.D
Assoc.Professor	Dr.M.Mohandas	Kerala	Kerala	Calicut
Assoc.Professor	Dr.N.Ravindranathan	Kerala	Calicut	Calicut
Assoc.Professor	Dr.K.A.Suresh	Kerala	Kerala	Cochin
Assoc.Professor	Dr.K.P.Mani	Calicut	Calicut	CUSAT
Assoc.Professor	Dr.A.Sukumaran	Calicut	Calicut	Calicut
Assoc.Professor	Dr.Molly Joseph	Kerala	CUSAT	CUSAT
Assoc.Professor	Dr.Philip Thomas	Kerala	Calicut	Cochin
Assoc.Professor	Dr.E.V.K.Padmini	Calicut	Calicut	Cochin
Asst.Professor	Sri.Philip Sabu	Kerala	Calicut	
Asst.Professor	Sri.M.Mohanan	Calicut	Calicut	
Asst.Professor	Sri.Jacob Thomas.M	Calicut	KAU	
Asst.Professor	Smt.Shaheena.P	Calicut	Calicut	JNU(M.Phil)
Asst.Professor	Dr.A.M.Jose	Calicut	Calicut	Mysore
Asst.Professor	Dr.K.M.George	Kerala	Kerala	MG Uty.
Asst.Professor	Sri.E.Vinaikumar	Calicut	Nagarjuna	
Asst.Professor	Dr.Jaya S. Anand	Kerala	Kerala	Kerala
Asst.Professor	Smt.K.N.Ushadevi	KAU	KAU	
Asst.Professor	Dr.Vanaja Menon	KAU	KAU	Calicut
Asst.Professor	Sri.E.G.Ranjithkumar	KAU	KAU	
Asst.Professor	Dr.G.Veerakumaran.		Gandhigram	Annamalai
Asst.Professor	Mrs.K.A.Sunanda	Calicut	Calicut	CUSAT (M.Phil)
Asst.Professor	Sri.Boniface.P.J.	MG Uty.	MG Uty. MCA (Calicut)	
Asst.Professor	Sri.A.Sakeer Hussain	KAU	KAU	
Asst. Professor	Dr.M.A. Lizy	Calicut	Calicut	CUSAT

11.4 How is the appointment of Associate Dean?

Direct selection

Rotational

Other (Specify)

11.5 Does the Associate Dean Teach?

If yes, how many classes in a year

(Lectures) 4-5 hrs/week

(practicals) 4 hrs/week

11.6 How is the Head of the Department appointed?

Direct Selection

Rotational

Other (Specify) Declared by the Executive Committee based on seniority. However, adhoc appointments done by the Vice-chancellor.

11.7 Tenure of Head of the College. : years term.

11.8 Tenure of Head of the Department. : Not a term appointment.

11.9 Promotional policies for faculty. Please give the detailed criteria.

1. At all levels direct recruitments are done

2. Merit/norm promotion is also given to faculty as per ICAR norms for career advancement. This is common for all colleges under the Kerala agricultural University.

11.10 Incentives and rewards for good performance. Please give examples.

Management Staff Good Service Entry

Academic Staff Good Service Entry
Best Teacher award;
Cash Awards for significant inventions.

11.11 Faculty Recruitment and Transfer Policy

a) Recruitment Advertised Nationally Yes No Others

ICAR prescribed norm including NET followed Yes No Others

Transfer Policy : Same as that of the University

11.12 Faculty composition for last 4 years. See Table No.5.2, Page No. 34

11.13 Faculty Development

a) Give brief description of the policy
Further training in need based identified areas.

These include:

1. Deputation for higher studies in identified thrust areas to selected national level institutions
2. Study leave/leave for higher studies for acquiring Ph.D
3. Permission for Part-time registration for Ph.D outside KAU.
4. Orientation courses/summer institutes in identified areas
5. Deputation for attending workshops/seminars, etc. in identified areas.
6. Need-based training programmes

c) Indicate the percentage of faculty who attended various development programmes during last 4 years.

Department	Faculty Development Programmes									
	Refresher course/ summer & winter course		Study leave		Sabbatical leave		Workshop/S eminar/Nati onal Symposium		Int.symposium Attended or foreign visits	
	No. Of Faculty	%	No.of Faculty	%	No. Of Faculty	%	No. of Facu lty	%	No. Of Faculty	%
Co-op.Mgt	2		1				3		2	
Devp. Econ	4		1				6		2	
Rural Mktg. Mgt.	2									
Rural Bankin g & Fin. Mgt.										
Total										

c) Is the faculty development experience used in the area of training.

Yes No

If yes, give examples

- Developing new courses
- Developing practical manuals
- Adopting case method in teaching

If not, please provide a brief explanation: NA

11.14 Faculty Achievements: See page 37 –para 5.2.5, page 39, para-5.6 , page 92 para-12.2.2, page 93 para-12.2.3, page 94 para12.2.5 and 12.3.

11.15 Faculty Training: See page 37 para-5.2.4 and page 43 para-5.6.8.

11.16 Faculty Strengths. See Table 5.1 on page 33 and para 5.2.1 and Table 5.2 on page 34.

Cadre	Highest Degree from Same University	From other University	Out side the State
Professor	-	-	-
Assoc. Professor	-	8	-
Asst. Professor	4	4 5	-
Total	4	17	3
%	16.67	70.83	12.50

12. Students and Student Development. See page 20-31 Chapter 4.

12.1 Details of Undergraduate and Postgraduate Programmes in the College. See para 6.1 on page 46.

12.2 Student retention data for last 4 years. Page 46 Table 6.1 and 6.2.

12.3 Composition of Students. (As on 31.3.2000)

Students from	Undergraduate				Post graduate			
	Year established		Current year		Year established		Current Year	
Within the State	1981	51	1999	37	1986	4	1999	4
Out of the State		1				-		1
Foreign		0		0		-		0
Total		52		37		4		5

12.4 Admission Policy.

a) Are Student admission policies clearly defined and conforms to the ICAR norms Yes No

b) Basis for Admission

Qualifying Examination

Entrance Examination

Others (Specify)

12.5 Student Reservation

Category	UG	PG
General	50%	75%
SC	8%	25 percentage ICAR quota
ST	8%	
OBC	25%	
Regional Merit	15%	
ICAR	15%(from 1998 onwards)	

12.6 Student Evaluation

Examination	UG	PG
Internal (percentage)	40	100
External (percentage)	60	-
Total	100	100

12.7 Frequency of Student Evaluation

	UG	PG
Monthly		
Quarterly		
Semesterwise Quiz after 35 Working days	√	√
Midterm after 70 Working days	√	√
Final after 105 Working days	√	√
Others (Specify) Assignments/ Continuing Practicals Evaluation	√	√
Practical Final Examination/Semesters	√	√

12.8 Mode of Student Evaluation

Mode	UG	PG
Quiz/Test ✓	Quiz Exam/Midterm Exam/ Final Examination	Quiz, Midterm & Final Exam. ✓
Assignment	✓	✓
Term Papers	✓	✓
Seminars	✓	✓
Others (Specify)	Practicals & Viva voce	Practicals & Viva voce

12.9 Student involvement in RAWE/equivalent programme:

- a) Is there a separate coordinator for the programme? Yes No
- b) Is there a student feedback mechanism established? Yes No

If yes provide examples of feedback received

Inadequacy of training facilities provided in certain Departments and institutions; hesitation to entrust certain works to students; lack of proactive role of institution in the programme, etc.

12.10 Student achievements in national competitions

Number of Students from the College

Year	JRF	Other fellowships	ARS-NET
1996-97	-	-	2
1997-98	-	2	1
1998-99	1	2	-
1999-2000	-	2	-
2000-2001	-	2	-

Because of the delay in M.Sc.(C&B) admission, most of the students seek admissions for MBA and post graduate programme such as those offer by IRMA, IIM, Vaikunth Mehta National Institute of Cooperative Management and National Institute of Fashion Technology. Moreover only limited number opts to go for higher studies as the scope for employment after B.Sc. is quite good.

12.11 Sports and Physical Education

Give the following details of Physical Education facilities

Facilities available	Equipment and infrastructure
Physical education facilities are provided Campus-wise and College-wise. The Unit in the Main Campus is shared by College of Horticulture, College of Forestry and College of Co-operation, Banking & Management.	This Unit is vested with the responsibility of procuring all needed equipments and providing ground, courts and services of Physical Education Staff. A Stadium is partly finished and an indoor stadium is envisaged Sports goods are procured College-wise.

12.12 Participation of Students in Sports

Level of participation	Name of Sport	Award /recognition
Inter University games and Sports open to University team	Volley Ball Cricket	Runner up 1995 Runner up 1995
Inter Collegiate Tournaments are Normally arranged	Football, Cricket, Hockey Hockey Football	Runnersup last year Winner 1996,97 Winner 1997

12.13 Does the College have a Physical Education Instructor

(Shared with College of Horticulture as the incumbent is on suspension)

12.14 Student involvement in NCC

Is the NCC compulsory

Yes

No

If Yes, Percentage of students participating 12 percent

It is the 1(K) R&V SQN Unit

12.15 Does the College have cultural activities programme?

Yes

No

If yes, please give a brief description.

As part of the College Union, there is an Arts Club for which there is an elected Student Secretary and a Staff Advisor. They organise periodical cultural programmes like Drama, Film Festival, Literary programmes, Kaviyarangu etc.

There is an annual cultural meet in the form of “Arts Festival” in which all batches of students have to participate in over 100 items. The College team is then selected and they participate in the annual “University Arts Festival”. They also participate in a number of cultural festivals organised by outside agencies like Medical Colleges, Engineering Colleges, Cochin University, etc.

There was also a Campus Theatre organised for the students of the College. They presented a very good play at the time of inauguration. But the students theatre is not very active now due to overlapping of certain Semesters.

12.16 Student Financial Aid

Indicate the number of students who received financial aid during last year (1999-2000).

Source	Undergraduate Students No.(153)	Postgraduate Students No.(8)	Research Scholars No.(2)
Central Govt.	-	-	-
ICAR	-	-	-
State Govt. HWD KPCR		-	-
University	9	3	1
College	-	-	-
Others	-	-	-
Total	9	3	1
Total No. of Students	153	8	2

- 12.17 Student counselling and placement services:
Does the college maintain a student counselling and placement services?

Yes

A placement cell functions for Placement training and providing placement services. If yes please provide year wise data for following categories for last 4 years:

Total number of graduates 84

Out of which:

12.19 Academic Programmes and Curricula: See page 51-55 See Tables 6.4, 6.5 and 6.6.

13.1 Medium for Instruction

English	<input checked="" type="checkbox"/>
Hindi	<input type="checkbox"/>
Regional Language (Specify)	<input type="checkbox"/>

13.2 Does your institution follow academic regulations, Yes

Course curricula and courses recommended by Deans' Committee as accepted by ICAR. No

If the answer is no, please describe the curricula followed alongwith the name of the approving authority

Ours is a unique programme approved by the Academic Council of the University. As there is no uniform syllabus recommended by ICAR for such courses the syllabus approved by the Board of Studies and Academic Council is followed. But the same UG regulation of the Faculty of Agriculture is applied.

13.3 (a) Mechanism/Bodies for course curriculum development at College level.

Rationale for curriculum development is approved at the Staff Council meeting, broad area of courses/disciplines are identified. Details of the courses are designed by the concerned departments. The overall designs and courses are finally approved by the meeting of the Heads of Departments and further by the Staff Council.

(b) Mechanism/Bodies for course curriculum development at University level. Indicate the involvement of faculty, students and community groups

Discussions are held with Student representatives, Students Union, Alumni, and present employees before finalising the curriculum.

Board of Studies is at the Faculty level. Academic Council is at the University level. The syllabus, after getting comments from Experts, it is placed before Board of Studies (Ag.) The approved syllabus is further placed before the Academic Council for approval. Once Academic Council approves it is accepted as the curriculum.

(c) Describe the PG Thesis evaluation system.

	Internal	External
M.Sc.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ph.D.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

13.4 Please provide the course/curricula approval process

Name of the Course/curricula	Date of initiation of the course	Date of approval by the Board of Studies	Date of approval by Academic Council	Date of implementation of the programme
B.Sc.(Co-operation, Banking & Management)	1980	1981	1981	1981
Recent Revision	1994	1995 Aug.	1995 Octo.	1995 November
M.Sc: RMM RBFM	1984	1985	1986	1986
M.Sc.(C&B) Co-op. Management	1988	1989	1989	1989
Ph.D. in Rural Marketing Management	1993	1994	1995	1995

13.5 How are the course/curricula communicated? Provide a copy of the relevant publication:

- a) College Hand Book
- b) College Prospectus

- c) Academic Calendar
- d) Annual Report printed
- e) Others Printed curriculum
- f) Project Report preparation

13.6 Indicate the methods the College uses to encourage teaching-learning process:

- a) Instructional methods
 - Conventional Class Room Instruction
 - Special Lectures
 - Seminar
 - Home Assignment
 - Field Work
 - Computer arrangement
 - Others (Management Games, Case Analysis, Project preparation etc.)
- a) Off Campus practicals
- b) Interface with successful Entrepreneurs
- c) Study Tours
- d) Institutional visits for

collection of specific information

e) Management games, role Plays, case analysis, discussed

f) Work Experience Programme

g) Project Report Preparation

b) Instructional material

i) Are the lecture schedules distributed in the beginning of the course

Yes No (curriculum at the time of admission and lecture schedules at the beginning of 1st semester)

ii) Is the Instructional material distributed in the beginning of the course?

Notes, lectures notes or similar materials not provided. The practical Manuals alone are supplied. Sometimes some special articles or similar materials and circulated.

13.7 Number of required students seminar for

M.Sc.

Credit linked seminars are also offered.

Ph.D.

13.8 Teacher-Student ratio:

For guidance please refer to Third Deans' Committee report pages 48 and 49.

Department	Undergraduate	Postgraduate	
College level		2	
UG level	* Students 153 : Teachers 24 1: 6		* This excludes courses offered by the Faculty of Agriculture, Veterinary etc. Which comes to

			less than 15 percent of the total credit
Co-operative Management		4:4	
Rural Marketing		5:5	
Management Banking & Financement		3:2	

13.9 Has the teaching programme been evaluated before?

Yes No

If yes, has it been evaluated by Alumni or external reviewers.

This was evaluated by an Expert Committee consisting of Dr.U.K.Srivastava (IIM Ahamedabad) Dr.N.B. Shette, (NIBM, Pune) Dr. Dru Srivastava (IARI) Dr.M.Aravindakshan (Director of Research, KAU) and Dr.C.A.Jose, Assoc.Dean, College of Co-operation & Banking. The Committee rated it as unique and pointed out that". "The programme is unique in the sense that it is a pioneering attempt to meet the needs of managerial manpower for Co-operatives, Banking & Rural Development Organisations involved in income generating activities for the weaker sections of the society".

Last year the Alumni was also requested to evaluated it. Only a part of the Alumni was admitted for giving response and they expressed satisfaction.

13.10 Does the Dean get feedback from Alumni about teaching programmes?

Yes No

If not, why?

14 Library and Learning Centres. See Page No. 59 para 7.1, 7.1.1 and 7.1.2.

14.1 Does the College have a Central Library?

Yes No

It is a College level Library. But the Central Library is located only 250 meters away from the College.

If yes, please answer the following questions:

Number of books

10000

Number of periodicals

Number of professional journals
Subscribed

National

25

International:

5

14.2 Does the Library have internet connectivity?

Yes

No

For want of space it is provided in the computer centre. Connectivity is being provided to the Library.

14.3 List the various educational material available in the library/media centre

Type of Material	Description of material	Application	Remarks
1. Print media 2. Educational Cassettes	Books & Journals Recorded Cassettes	Supplement teaching and facilitating learning - do -	Also available in Central Library
3. CD ROM	CD Roms in Management and related disciplines	Reference material	-do-
4. Softwares	Management and Related Areas Stastical/Econometric and Management package.	Teaching/research	Also available in Central Library and Computer Centre.

14.4 Does the library/media center at the Central Library

maintain a record for utilization of various materials? Yes No

Only books and periodicals are available in the College Library. The periodical use is not recorded. Internet use is recorded in the computer lab

14.5.1 List the training programmes encouraging Faculty, staff and student the use of library and media centre.

Training Program	Duration
Internet access programme for students (arranged by Central Library)	1 – 2 days in batches
Digital library Accession Training (Central Library) for PG students & Staff	2 – 3 days
Internet accession training to student and staff	Functional training provided by the Computer Cell of the College

14.6 Indicate library holding at department level:
Books are pooled in the College Library. Departments have only limited holdings of these materials

Department	Text Books	Other Books	Periodicals	Journals	Magazines
Library			8	59	
1.Co-op. Management	900	375		14	
2.Rural Marketing Mgt,	1750	2100		10	
3.Rural Banking & Fin. Mgt.	875	550		17	
4.Development Economics	925	1250		18	
5.Other including statistics/Computer Science, Agriculture, Veterinary, Fisheries etc.	425	650			
			8	59	

14.7. Note: Purchases are not department specific.

Work of digitalisation is in progress. Library is provided with computer facility. The digitalisation will be completed in four months time.

Purchase of Books

*

This is being initiated as per computerisation of Central Library and College Library

Lending of Books

*

will become operational

By January 2002.

Lending of A/V materials

*

Inventory

*

14.8 Extent of Library use by various clients during last year

Facilities	Faculty (% age)	Student (% age)	Staff (% age)
Computer	80	100	25
Micro-films	NA	NA	NA
A/V Material	100	60	-
Photocopying	100	100	60
Fax	25 percent FAX at Hqrs. Is used	-	-
E-mail	100	80	40
Others			

14.9 Computer Center

Is there a central computer facility in the College

Yes No

If yes, fill the following details

No. of Terminals	Configuration
15	PC-380 (2 Nos.) PC-480 (1 No.) Pentium 16MB RAM(5 Nos.) Pentium 32 MB RAM (7 Nos.)

14.10 Retreat and other faculty/student interaction forums

Please describe briefly if the College has retreats for faculty and students to provide opportunity for free interaction and communication of ideas.

Yes. (1) An interface between students of a batch and the course teachers of the batch is arranged for the new admission before External Examinations

(2) Student Advisory Committee meetings held periodically.

(3) Associate Dean convenes periodical meetings of class representatives and Senior Faculty.

(4) Students Union (Elected Body of the Students for student activities) interacts with Faculty and gets them deeply involved in all Students Unions programmes

(5) Outgoing students interact with faculty in-group.

(6) In the send off to out going batch, the outgoing students express their evaluation in the presence students and teachers and class representatives and students union office bearers and teachers also react.

15 Fiscal Resources

15.1 Total College budget (in lakhs)

a) Non-plan	64.70 (69.10 %)
b) Plan	24.60 (26.27 %)
c) Internal resource	3.25*
d) Others ICAR/EAPs.	4.33

93.63
=====

*(This can not be utilised at college level. It is to be credited to university account. Hence do not form part of the College budget.

15.2 Source of financial support (1999-2000)

Source	Amount (Rs. in lakhs)	Percentage
State	89.30	95.37
ICAR	4.10	4.38
Others	0.23	0.25
Total	93.63	100.00

15.3 Internal Resources (1999-2000)

Source	Amount (Rs. in lakhs)
Farm	-
Dairy	-
Student fees*	3.25
Consultancy	-
ICAR Short Courses*	0.92
Funds raised by Alumni groups	-
Others (Specify) Training Support	-
Total	

*These are not included in the College Budget. The first is credited to the University. The second was initially credited to KAU account and was drawn from the University head and disbursed to the College.

15.4 Library Budget (1999-2000) (Rs. in lakhs)

a) Non-plan	-
b) Plan	1.46 lakhs
c) Internal Source	-
d) Others	0.20 lakhs

Research materials

Costly journals and electronic media are procured at the Central Library as per the accepted policy of the University to avoid duplication. The College Library is given limited autonomy for procuring costly books and journals.

15.5 Departmental breakdown of annual budget (Rs. in lakhs)

No departmental budget is provided separately. But a minimum of Rs.50,000/- is provided for each Department for procurement of books. The rest is utilised for common purposes and depending on the specific requirements of certain departments for that year. Equipments, furniture, etc. are procured at the College level. Since no specialised labs are attached to the Departments, separate allocation is not provided in the budget. However separate budget heads are provided for Computer Lab, Library, Work Experience Programme, Strengthening UG, Strengthening PG, Study tour etc. All the Heads of

Departments are members of the Purchase Committee and Library Committee which will take care of Department requirements each year.

15.6 Basis of budget allocation to each department.

Need based allocation from the Central pool, based on certain functional requirements. The Heads of Departments are members of the Purchase Committee.

15.7 Provide the budget allocation under the following sub-heads 2000-2001

	(Rs.in Lakhs)
a) Establishment	106.59
b) TA	0.16
c) Recurring Contingency	0.84
d) Works	Nil
e) Maintenance	0.33
f) Others	11.80

	119.72

15.8 College fees and other charges for 2000 admission

(Amount in Rs.)

Categories of fees and charges	UG	PG
Tuition Fees	525	1000
Hostel charges	130	180
Laboratory fees (Exam fee)	100	-
Others (Special fees)	293	650

15.9 Indicate the year of the last revisions of fees and other charges: 1998

15.10 Accounting and Record keeping

Please briefly describe accounting, record keeping and auditing system followed:

The same procedure followed in all Institutions under K.A.U is followed. This is based on the common procedures prescribed for Kerala Government Institutions which are contained in Kerala Service Rules, Office Procedure Manual, Budget Manual, Audit Manual, Treasury Code, etc.

15.9 Powers of the Head of the College for sanctioning:

	Full	partial	amount in lakhs
Equipment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text"/>
TA for staff	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Recurring contingency	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Others: Repair of equipments/ mechinary etc.on which he has power to sanction.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Rs.1 lakh at a time

15.10 Powers of Head of the Department for sanctioning:

	Full	partial	amount in lakhs
Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="x"/>
TA for staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="x"/>
Recurring contingency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="x"/>
Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="x"/>

Note: No financial powers are granted by the University. They are given advances for specific purposes.

16. Physical Facilities

16.1 Total land area in hectare

Academic Campus

Only the Academic building and its surroundings coming to approximately 1 ha: the rest of the land is under the Campus Development Officer.

Farm

x

16.2 Does the College have an Estate Office? Yes No

16.3 Physical facilities

Academic building	Approx. 3750 . m ² .
Students Hostels	2000 . m ²
Men's Hostel	Shared with College of Horticulture
Ladies Hostel	
Housing for staff	Sharing common facility of University
Play grounds	Using common facility in Vellanikkara & Mannuthy
Administrative Buildings	Campuses
	Academic-cum-administrative block
	With an area of 3750 . m ² .
Open space	Approximately 300 . m ² .
Garden and farm	
Cattle sheds	No farm, Garden partially raised
Health facility	Nil
	The Primary Health Centre is located only 250 meters away from the College
Library	120 m ²
Irrigation infrastructure	No
Others	Bank 250 . m ² .
	Post office 60 . m ² .
	Conference Hall of the University placement cell-70 m ² .

16.4 Administrative and Academic infrastructure.

Infrastructure	No. of Units available and percentage/capacity wherever applicable
Administrative offices	4 rooms
Class room and laboratory facility	200 . m ² .
UG	60 . m ² .
PG	25 m ²
Library	12 m ²
Housing for faculty	Shares common facility 1000 - 1500 sq.feet per unit
Men's Hostel	2000 .m ²
Girls Hostel	Sharing the Hostel facility of the College of Horticulture
Sports complex	Sharing common facility
Auditorium	College Auditorium about 750. m ² . Also shares Central Auditorium for bigger function.

17 Annual Budget. See Page No. 7 para 1.6 and Annexure I

17.1 Joint Responsibility with Teaching/Extension.

	Joint responsibility	Joint responsibility with teaching Extension
Co-operative Management	3	2
Rural Banking & Fin. Management	3	1
Rural Marketing Management	5	1
Development Economics	4	1
Others	3	1

17.2 Research Projects undertaken during the last 5 years (1996-97 to 1999-2000)

Title of the Project	Sponsoring Institution
Appraisal of Agricultural Input Supply systems in Kerala	ICAR
Evaluation of the Group Management Techniques	ICAR
Organisational Alternatives to Development	ICSSR
Action Research on Self-Reliant Developments at the Micro level	Planning Commission
Marketing of Poultry Products: A study with Reference to Kerala	Directorate of Marketing Inspection Government of Kerala

17.3 Research Publication.

	Research	No. of Extn.Pub.	Manuals/Books	Remarks
Dept. of Co-op. Mgt	-	-	3@	@Course materials of Indo-German Reservoir Fisheries Training
Dept. of Rural Banking & Fin. Mgt	-	-	-	
Dept. of Rural Marketing Mgt.	1	-	1*	* Course material of ICDP Training programme
Development Economics	4	-	2 *	* Course materials of ICAR short courses

17.4 Extension activities for last four years.

1. Research Workshop & Symposia
2. Extension farm
3. Training Programmes Organised
4. Other important activities:

(1) Hosted 56th Annual Conference of the Indian Society of Agri-Extension (Jan 1997)

(2) Hosted NCERT Central Institute Workshop in September 1997.

(3) 2 ICAR Short Courses conducted during 1999 & 2000.

17.5 (1) UG level Project Report for each student based on a structured research design

(ii) PG thesis work: So far 21 projects completed.

(iii) Employing students for investigation work in Research Projects of outside agencies

(iv) Participation in the Task Forces of People's Planning for Decentralised Planning

Extension

(1) Involvement in NSS regular activities and NSS special camps

(ii) Farm credit and marketing surveys as part of course work

(iii) Involvement in revitalisation of the sick unit of PACS in Trissur District

(iv) Field visits, sensitization programmes and joint programmes with PACS as part of Co-operative Week Celebration

(iv) Participation in Grama Sabhas and in Task Forces of the People's Planning Process under the auspices of Panchayat Raj Institutions

(v) Leadership orientation and Management Development Programmes for the Managers of State Co-operative Bank, RRBs, PACS, Kudumbasree and elected representatives of Panchayat Raj Institutions.

17.8 Interaction with PTA, Co-operatives, Panchayat Raj Institutions and Employer groups.

(i) College Brochure



(ii) Prospectus for Admission



(iii) Semester Calendar



- (iv) Academic Handbook (not revised recently)
- (v) UG and PG Regulations of the University
- (vi) Syllabus/course curriculum

ANNEXURE I

Amount and Distribution of Annual Budget of the College

Year	Office Staff	Faculty	Research	Extension	Students Amounts	Library		Works	Total
1991-92	648523 (25.29)	1107395 (43.2)	8491 (0.33)	49773 (1.94)	56558 (2.21)	20599 (0.80)	672076 (26.22)		2563415 (100)
1992-93	607863 (21.98)	1383510 (47.74)	21380 (0.74)	34205 (1.18)	380786 (13.14)	26790 (0.92)	443242 (15.30)		2897776 (100)
1993-94	815186 (24.05)	1453260 (42.88)	13950 (0.41)	48778 (1.44)	3557 (0.10)	404033 (11.92)	650217 (19.19)		3388981 (100)
1994-95	1128517 (18.15)	1573889 (25.32)	20160 (0.32)	107162 (1.72)	92727 (1.49)	534450 (8.60)	260587 (4.19)	2500000 (40.21)	6217492 (100)
1995-96	1164978 (7.59)	2108694 (13.73)	43280 (0.28)	13638 (0.09)	95727 (0.62)	309211 (2.01)	621397 (4.05)	11000000 (71.63)	15356925 (100)
1996-97	1233038 (20.64)	2440522 (40.85)	40553 (0.68)	82353 (1.38)	79514 (1.33)	34390 (0.58)	1418391 (23.74)	645200 (10.80)	5973961 (100)
1997-98	1471479 (24.08)	2930806 (47.98)	24287 (0.40)	95207 (1.56)	56961 (0.93)	208132 (3.41)	1306441 (21.38)	15680 (0.26)	6108993 (100)
1998-99	1531517 (23.49)	3111392 (47.72)	81451 (1.25)	18903 (0.29)	77706 (1.19)	226845 (3.48)	1472438 (22.58)	-	6520252 (100)
1999-00	2136820 (22.83)	3882676 (41.49)	16817 (0.18)	11492 (0.122)	43070 (0.46)	171182 (1.83)	1766770 (18.88)	1330191 (14.21)	9359018 (100)
2000-01	2225262 (18.59)	8450126 (70.58)	14330 (0.12)	15000 (0.13)	54988 (0.46)	31447 (0.26)	1180611 (9.86)	-	11971764 (100)

Note: Figures in bracket indicate percentage to total.

ANNEXURE II

New Academic Programmes

1. Department of Co-operative Management

- a) Establishment of a Department of Co-operative Institutions and Systems.
- b) Establishment of a Centre for Co-operative Business Development.
- c) Commencement of an M.Sc. programme in Co-operative Systems Management
- d) MBA in Co-operative Management.
- e) Establishment of Centres/divisions in the following five areas viz.

Co-operative legal system
Co-operative accounting
Co-operative marketing
Co-operative thought and ideology
Co-operative H.R.M.

- f) Commencement of MSc in Co-operative Extension

2. Rural Banking & Finance Management

- a) Commencement of PhD in Rural Banking and Finance Management
- b) M.Sc in Financial Services Management
- c) M.Sc. in Rural Insurance
- d) PhD in Rural Insurance
- e) MSc in Bank Management
- f) PhD in Bank Management
- g) PhD in Financial Services Management
- h) P.G. Diploma in Finance Management

3. Department of Rural Marketing Management

- a) Strengthening the Doctoral and M.Sc. programmes
- b) Strengthening the Management Lab
- c) Establishing a Centre for Market Intelligence and Information System
- d) Establishing a Case Development Unit.
- e) PG Diploma in Export Marketing Management
- f) Establishment of an MBA programme.

4. Department of Development Economics

- a) M.Sc. in Development Economics
- b) PhD in Development Economics
- c) Establishment of Data Bank in Agricultural and Allied Areas
- d) Establishment of a Centre in Decentralised Planning

- e) Establishment of Project Planning Cell
- f) Establishment of a Centre for Rural Development Planning & Evaluation

5. Department of Agri-business Management

- a) Establishment of a Department of Agri-business Management
- b) Commencement of MBA in Agri-business Management
- c) Strengthening the MBA programme
- d) Establishing new centres/divisions in the following areas.

Human Resource Management
 Production and Operations Management
 Systems Management

- e) Commencement of doctoral programme in Agri-business management
- f) Entrepreneurship development programme for graduates and post-graduates of other faculties.

6. Department of Quantitative Methods and Computer Science

- a) Establishment of a Centre for Information Management
- b) Establishment of Statistical Lab for Management
- c) Establishment of a Centre for Accounting System Development for Co-operatives

Priority areas of research

a) Department of Co-operative Management

1. Resource Management in Co-operative banks
2. Issues in the viability of Co-operative Support Service Institutions
3. Issues in the viability of Co-operatives
4. Issues in the re-vitalisation of sick co-operatives
5. HRD in co-operatives
6. Management Information System in Co-operatives
7. Co-operatives and decentralised planning
8. Management of Farmer Organisations
9. Business policy analysis of Co-operatives and farmers organisations
10. Identity crisis in Co-operation.

b) Department of Rural Banking & Finance Management

1. Financing of Agriculture and Agri-business Enterprises.
2. Micro-Finance and rural credit
3. Rural Credit Institutions
4. Rural Insurance, Deposit Insurance & Credit Guarantee
5. Gender Issues in Credit

6. Non-Performing Assets (NPAs) in Commercial Banks and Co-operatives
7. Treasury Management in Commercial Banks, RRBs and Co-operatives
8. Asset-Liability Management (ALM) in Banks & Co-operatives
9. Information Technology in Banks
10. Measurement and Management of Risk in Investment and in financial institutions
11. International capital movements

Grants and Aid from International Financial Institutions
 Foreign Institutional Investment
 Foreign Direct Investment
 Non-Resident Indian Investment

12. Application of Prudential Norms in Co-operative Banks
13. Legal framework of banks and other financial institutions
14. Non-Banking Financial Companies
15. Mutual Fund Industry in India
16. Financial Management in Co-operatives
17. Monetary and credit policy in India
18. GATT and Indian Financial sector
19. Financial Markets and the Economy

Financial market microstructure and market design
 Fixed income securities markets
 Government securities markets
 Portfolio services
 Securitisation
 Dematerialisation
 Derivatives- futures and options

c) Department of Rural Marketing Management

1. Issues in agricultural input marketing
2. Marketing of livestock, dairy and fishery products
3. Agricultural commodity and products marketing
4. Issues in strategic marketing of rural products:

- a) institutional management
- b) legal environment
- c) networking & building local defenses, etc.
- d) export potential

5. Total Quality Management (TQM) in rural marketing
6. Issues in agri-business management

- 7 Studies on consumer behaviour
- 8 Impact of WTO and IPR on rural marketing
- 9 Analysis of commodity futures, options and commodity prices.
- 10 Issues on sustainable competitive strength in agri-business

d) **Department of Development Economics**

1. Issues on food security and PDS
2. Sustainability of specific production policies and programme in agriculture and agri- business
3. Analysis of price policy and price support programme
4. Issues in resource management under decentralised planning -
 - resource mobilisation
 - resource planning
 - resource use efficiency
 - distributional inequality
 - Gender dimensions
5. Resource use efficiency in agriculture and agri-business
6. Constraint analysis in agriculture and agri-business -
 - a) Credit absorption in agriculture
 - b) Procurement and bufferstock operations
 - c) Price controls and stock management
 - d) Inadequacy of linkages - storage, marketing input supply.
- 7 Gender issues in agriculture and agri business
- 8 Price policy analysis
- 9 Impact of WTO on agriculture with special reference to -
 - a) export competitiveness
 - b) market access
 - c) aggregate measure of support
 - d) price and prices structure for agricultural products
 - e) social and economic factors
 - f) trade in agriculture and agri business products
 - g) capital formation and employment
- 10 Food security, poverty and distributional inequalities
- 11 Impact of development programmes and projects relating to agriculture, agri-business and rural development
12. Issues in land use and cropping pattern
13. Sustainability issues in natural resource use/in agriculture, dairy, forestry and fisheries.

14. Issues in management of common property resources
15. Resource analysis and agri-business.
16. Issues in environmental concern and environmental assessment
17. Farm subsidies and resource sustainability
18. Resource pricing policies and techniques
19. Organisational and institutional support for sustainable development
20. Issues in natural resource pricing and management
21. Environmental impact of agricultural development programmes
22. Valuation of bio-diversity
23. Assessment of Total Economic value of natural resources

Training Areas

Department/Discipline	Training areas
1.Co-operative Management	<ol style="list-style-type: none"> 1. HRM in Co-operative Banks 2. HRM in Marketing Co-operatives 3. Asset Liability Management in co-operatives 4. Working fund management in co-operatives 5. Co-operative accounting 6. Co-operative auditing 7. Co-operative business development plans 8. Case analysis of Co-operative Institutions 9. Co-operative leadership training 10. Training of Secretary /General managers on democratic management and member participation 11. Participative management 12. Management of Group Farms and Self Help Groups 13. Management Development Programme for Secretaries of different types of Societies 14. Management of Marketing Societies 15. Induction Training to senior staff of co-operatives 16. Co-operative extension technology 17. Extension technology for NGOs 18. Extension technology for member education in co-operatives 19. Leadership training for presidents of co-operatives 20. Leadership training for board members of co-operatives 21. Participatory techniques of extension
2.Agri-Business Management	<ol style="list-style-type: none"> 1. Total Quality management in agri-business 2. Human Resource Management in agri-business & small business and agri.farm 3. Legal aspects of agri-business 4. Profit management in agri-business 5. Organisational team building 6. Costing system development 7. Management of Organisational Role Stress in Agri-business/Small Business/Rural Organisation

	<ol style="list-style-type: none"> 8. Conflict Management 9. Leadership Development Training 10. Turn Around Management 11. EDP for Agri-business 12. Emotion Quotient Training for Entrepreneurs and Executives in Agri-business and Co-operatives other Rural Organisations 13. Time/management 14. Management Control & Information System in agribusiness 15. Creativity workshop in agri-business (for entrepreneurs/executives in agribusiness/Rural Organisations) 16. Organisation designs for agri-business entrepreneurs 17. Risk management in agri-business 18. Public relations management 19. Motivation and leadership
3. Rural Marketing Management	<ol style="list-style-type: none"> 1. Advances in marketing legislation 2. Marketing communication 3. Marketing research in agri-business/small business 4. Advances in rural consumer behaviour 5. Marketing of extension services 6. Grading and packaging in agri-business/small business 7. New product development and management in agri-business 8. Legislative management 9. Advances in rural advertising 10. International marketing of agricultural produce/rural products 11. Hospitality management and relationship marketing 12. Sales force management 13. Marketing of non profit organisations
4. Rural Banking and Finance Management	<ol style="list-style-type: none"> 1. Financial management in co-operatives 2. Financial management in agri-business 3. Portfolio management in banks, RRBS and co-operative banks 4. Management of working funds in banks and co-operatives 5. Fluid resource management in banks and co-operatives 6. Financial services management in banks and co-operative banks 7. Management of NPA in banks and co-operative banks 8. Asset liability management in Banks 9. Micro finance 10. Measurement and management of risk in investment

5.Development Economics	<ol style="list-style-type: none"> 1. Management of hitech projects in agriculture 2. Agricultural project planning and appraisal. 3. Plantation crops management 4. Rural appraisal techniques 5. Panchayat level planning 6. Resource appraisal techniques 7. Decentralised/spatial planning techniques 8. Designing rural development/poverty alleviation programmes 9. Economic tools of evaluation research 10.Planning and management of agri-business projects 11.Sectoral policy and planning 12.Business development planning 13.Farm accounting 14.Farm planning & management 15.Evaluation techniques for farm planning 16.Farm planning models & techniques 17.Agricultural resource management 18.Natural resource management 19.Farm financial management 20.Natural resource pricing and valuation
6. Quantitative Methods & Computer Science	<ol style="list-style-type: none"> 1. Accounting packages for co-operative institutions 2. Computerised HRI system 3. Computerised MIS 4. OR techniques

Consultancy areas

The areas identified for consultancy by the faculty of the college are:

- i) Revitalisation of co-operatives
- ii) Turnaround management of co-operatives and agri business
- iii) Agri-business management
- iv) Total Quality Management (TQM) in Co-operatives and Agri-business
- vi) Agricultural/Agri-business Project analysis and management
- vii) Management Information System (MIS) in Co-operatives and Agri-business institution
- viii) Marketing Management of Agricultural and Agri business products
- ix) Agri-business Market Intelligence and Information System
- x) Management of Micro-credit systems
- xi) Bank marketing and financial services marketing
- xii) Asset liability management in banking and financial institutions
- xiii) Relationship marketing in Banking, Co-operatives and Agri-business units
- xiv) Risk Management in Co-operatives, banking and Agri-business
- xv) Conflict management in Co-operatives, Banking and Agri-business
- xvi) Preparation of business development plans
- xvii) WTO and Agriculture/agri-business
- xviii) Organisational Stress Management.
- xix) Natural Resource Valuation

ANNEXURE III
Publications of the Faculty

Name of the Faculty	Books	Research Reports	Papers	Articles	Popular Articles	Training Reports/ Manuel	Papers Presented
1.Department of Co-operative Management							
Dr.Philip Thomas	-	-	12	4	-	3	-
Sri.E.Vinaikumar	-	-	8	4	-	-	-
Dr.G.Veerakumaran	-	-	18	6	-	-	-
Sri.E.G.*Ranjithkumar	-	-	4	2	-	-	-
Sri. A.Sakeer Hussain	-	-	4	2	18	-	-
2.Rural Banking & Finance Management							
Dr.Molly Joseph	2	2	5	5	3	-	3
Dr.E.V.K.Padmini	-	-	8	3	-	-	-
Dr.M.A.Lizy	1	-	-	-	-	-	3
Dr.K.M.George	-	-	3	-	-	-	-
3.Department of Rural Marketing Management							
Dr.N.Rajan Nair	2	2	2	2	2	3	-
Dr.A.Sukumaran	2	3	1	2	-	1	-
Sri.Philip Sabu	-	-	6	-	-	-	-
Sri.Mohanan.M	-	-	-	-	-	-	-
Smt.Vanaja Menon	-	-	-	1	-	-	-
Smt.Usha Devi.K.N	-	-	-	1	-	-	-
4. Development Economics							
Dr.M.Mohandas	-	7	32	13	20	8	26
Dr.K.P.Mani	2	2	43	28	14	6	32
Dr.K.A.Suresh	1	6	32	14	4	-	14
Smt.P.Shaheena.P.	-	1	18	18	-	-	12
Smt.K.A.Sunanda	-	-	-	-	-	-	-
Sri.Jacob Thomas.M	-	-	26	26	-	2	3
Sri.P.J.Boniface	-	-	3	3	-	1	2

ANNEXURE IV

LIST OF M.Sc THESES COMPLETED

Sl.No	Name of student	Title of Thesis
1.	Tony Joseph	Productivity differences in the sub-sectors of Handloom Industry in Kerala
2.	Indira.P.	Impact of deposit mobilisation campaign on Agricultural Advances of Primary Agricultural Credit Societies in Thrissur District
3.	Xavier.K.I.	A Comparative Study of Marketing Strategies of Co-operative, Public and private Sector Units in Handloom Industry in Kerala.
4.	Renuka.S.Menon	Demand and Supply of Agricultural Credits: A case study of Madakkathara Panchayat.
5.	V.P.Anilkumar	An Enquiry to the Buyer Behaviour towards Selected Types and Brands of Fertilisers
6.	K.J.Sebastian	An Evaluation of the International Distribution Channels of Marine Fresh Fish in Quilon District
7.	Vanaja Menon	Problems and Prospects of Co-operative Marketing of Handicraft products with special reference to Wood and Metal Products
8.	Ushadevi.K.N.	An Analysis of Response Behaviour of Members and non-members towards consumer co-operatives.
9.	Sebastian Joseph	An Appraisal of the Formulation and Implementation of the District Credit Plan in Kottayam District.
10.	Roy Thomas	Inter-District and Inter sectoral Disparities in Banking Development in Kerala
11.	Ranjithkumar.E.G.	A Study on Democratic Management Practices in Primary Agricultural Credit Societies in Thrissur District.
12.	C.V.Babu	Resource Management in Urban Co-operative Banks in Thrissur District
13.	George Thomas	Input Management in Dairy Co-operatives of Ollukkara Block
14.	P. Rajesh	Impact of Promotional Strategies for Consumer Non-Durables on Rubber Markets
15.	Vrinda Srinivasan	Marketing of Hospital Services by Non-Governmental Organisations
16.	T.V.Jeeja	Marketing Practices of Fruits and Vegetables Processing Industries in Thrissur District
17.	Abhilash.T.Gopal	Savings and Investment Behaviour of Rubber Cultivators – A Micro-Level Analysis
18.	Sali.P.S.	An Enquiry into the Non-Performing Advances of Primary Co-operative Agricultural and Rural Development Banks in Southern Kerala.

19.	Subhalekshmi.R.	Consumer Behaviour towards Selected Agro-Processed Products – A Micro-Level Study of Thrissur District.
20.	Sangeetha.K.Prathap	An Appraisal of existing Management Information System in District Co-operative banks in Kerala/
21.	Samanthajit Mayengbam	Management of Non-Performing Assets of Commercial Banks – A case study of the South Indian Bank Ltd.

ANNEXURE V

DETAILS OF RESEARCH PROJECTS UNDERTAKEN BY THE COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT

Title of the Report	Project Leaders	Sponsoring Agency	Year
1. Sickness in the Seafood Exporting Units – An investigation with Special Reference to Commercial Bank Financing	Dr.Sreekumar Sreedharan	Kerala Agricultural University	1984
2. Study of Thrissur Dt. Central Co-operative Bank Ltd.& Its Deposit Mobilisation Scheme	Dr.C.A.Jos	-do-	1984
3. Poverty in Kerala – A case study of Kurichikara Village in Thrissur District	Sri.M.Mohandas	-do-	1986
4. Concurrent Evaluation of IRDP in Malappuram District	Sri.M.Mohandas	Development Department, Govt. of Kerala	1986
5. Impact of Development Project in the Western Ghat Region on the forest dependent population – A case study of Wynad District in Kerala	Sri.M.Mohandas	Ministry of Environment & Forests, Govt. of India	1986
6. Evaluation Peoples Dairy Development Projects – Kalady	Dr.C.A.Jos	P.D.D.P.	1986
7. Role of Co-operatives as Agents of Rural Development – A case study of PACs in Thrissur District	Dr.K.A.Suresh	K.S.C.B Diamond Jubilee Endowment Fund	1989
8. Spatial Micro-level planning for Integrated Rural Development – Exploration into the Potentiality of an Alternative Date-base	Sri.M.Mohandas Dr.Ramachandran	I.C.S.S.R.	1989
9. Concurrent Evaluation of the Self-employment Programme for Educated Unemployed Youth in Trichur District.	Sri.M.Mohandas Dr.N.Rajan Nair	Dept. of Industries, Govt. of India and Kerala	1989
10. Public Participation in Rural Development – A Case Study of NGOs in Kerala	Dr.K.A.Suresh	I.C.S.S.R. New Delhi	1990
11.Economic Viability of PACs in Kerala	Dr.K.A.Suresh Dr.E.Vinaikumar	K.S.C.B. Diamond Jubilee Endowment Fund	1991

12. An Economic Analysis of Poultry Production in the University Poultry Farm	Sri.N.Ravindranathan	Kerala Agricultural University	1991
13. Supply and Utilization of Long-Term Institutional Credit – A Study with reference to Primary Agricultural Development Banks at Palakkad District	Sri.T.Paranjothi Sri.K.M.George	KSCB Diamond Jubilee Endowment Fund	1992
14. Impact of New Settlers in the Western Ghat Region on the Socio-economic Conditions of the Tribal Population – The Case of Wynad District in Kerala	Sri.M.Mohandas	Ministry of Environment & Forests, Govt. of India	1992
15. The Role of Nongovernmental Organisations in Development. A case study of Voluntary Development Agencies in Kerala	Dr. K.A. Suresh Mrs.K.S.Sujatha Dr.K.M.George	Planning Commission Govt. of India.	1996

ANNEXURE VI

List of Steering Committee and Task Force Members

Steering Committee

1. Dr. M. Mohandas - Chairman
Associate Dean,
College of Co-operation, Banking &
Management, Vellanikkara.
2. Dr. N. Ravindranathan. - Coordinator up to 16.05-2001
Head of Department,
Rural Banking & Finance Management.
3. Dr. A. Sukumaran, - Coordinator from 17-05-2001
Head of Department,
Rural Marketing & Finance Management.
4. Dr. K.A. Suresh,
Associate Professor,
Development Economics.
5. Dr. Philip Thomas,
Associate Professor,
Department of Co-operative Management.
6. Dr. Molly Joseph,
Associate Professor,
Department of Rural Banking & Management.
7. M.U. Deepesh,
Chairman, Students Union.

Editor.

1. Sri. Philip Sabu,
Assistant Professor,
Department of Department of Rural Marketing.

Task Force

1. Goals, objectives, programmes
offered, staff position - Dr.M. Mohandas – Chairman
Dr. A. Sukumaran
Dr. Philip Thomas
Dr. Molly Joseph
Dr. K.P. Mani

- | | |
|---|---|
| 2. Faculty | - Dr. A. Sukumaran – Chairman
Dr. E.V.K. Padmini
Sri. E. Vinaikumar. |
| 3. Students Development | - Dr. Philip Thomas
Sri. E.G. Ranjithkumar
Sri. Sakeer Hussain |
| 4. Academic programmes
and curricula | - Dr. K.P. Mani – Chairman
Sri. Philip Sabu
Dr. K.M. George
Dr. G. Veerakumaran |
| 5. Library and learning centers | - Sri. M. Mohanan – Chairman
Sri. E. Vinaikumar
Sri. P.J. Boniface
Smt. Shylaja |
| 6. Fiscal resources | - Dr. Molly Joseph – Chairperson
Sri. E. Vinaikumar
Smt. K.A. Sunanda
Smt. Vanaja Menon |
| 7. Physical facilities | - Dr. E.V.K. Padmini – Chairperson
Sri. P.J. Boniface
Smt. Usha Devi |
| 8. Research and extension education | - Dr. K.A. Suresh – Chairman
Dr. G. Veerakumaran
Sri. A. Sakeer Hussain
Dr. E.V.K. Padmini |
| 9. Accomplishments | - Sri. Philip Sabu – Chairman
Dr. K.M. George
Sri. E.G. Ranjithkumar
Smt. Vanaja Menon |
| 10. Students committee | - Sajith Chandran. |

14. Information on individual colleges

- 1 Name of the college : College of Co-operation, Banking and Management, Vellanikkara
- 2 Address : College of Co-operation, Banking and Management
KAU P.O., Thrissur 680 656, Kerala
- Telephone : 0487-370367
- Fax : 91 487 370019
- Email : Kauhqr @ ren.nic.in
- 3 Name and title of the College Head : Dr. M. Mohandas, Associate Dean
- 4 Total students enrollment
- | | |
|--------------|-----|
| Ph.D. | 1 |
| M.Sc. | 6 |
| UG Programme | 153 |
- 5 No. of Departments : 4
- 6 No. of faculty in each department (use separate sheet) : 1. Co-operative Management
- | | | | |
|--------------------------|------------------------------------|------------------------------------|--------------------------|
| Prof. | Assoc. Prof. | Asst. Prof. | Others |
| <input type="checkbox"/> | <input type="checkbox" value="1"/> | <input type="checkbox" value="5"/> | <input type="checkbox"/> |
2. Development Economics
- | | | | |
|--------------------------|------------------------------------|------------------------------------|--------------------------|
| Prof. | Assoc. Prof. | Asst. Prof. | Others |
| <input type="checkbox"/> | <input type="checkbox" value="3"/> | <input type="checkbox" value="3"/> | <input type="checkbox"/> |
3. Rural Banking Finance Management
- | | | | |
|--------------------------|------------------------------------|------------------------------------|--------------------------|
| Prof. | Assoc. Prof. | Asst. Prof. | Others |
| <input type="checkbox"/> | <input type="checkbox" value="1"/> | <input type="checkbox" value="3"/> | <input type="checkbox"/> |
4. Rural Marketing Management
- | | | | |
|--------------------------|------------------------------------|------------------------------------|--------------------------|
| Prof. | Assoc. Prof. | Asst. Prof. | Others |
| <input type="checkbox"/> | <input type="checkbox" value="1"/> | <input type="checkbox" value="4"/> | <input type="checkbox"/> |
- 7 Disciplines offering P.G. programmes
- Discipline : 3
- No. of faculty : 24
- M.Sc. students : 6
- Ph.D. students : 1
- 8 Total College budget
- | | | |
|---|----------|--------------|
| | | Rs. in lakhs |
| a | Non-Plan | : 106.713 |
| b | Plan | : 34.625 |

	c	Internal resources	:	
		ICAR	:	0.696
	d	Others	:	
		OEAP	:	0.000
9	Indicate percentage of budget spent on:			
		Salary	:	51.40
		Research	:	0.10
		Extension Education	:	0.45
		Student services	:	1.02
		Physical facility maintenance	:	0.00
		Others	:	46.80

10 Infrastructure available

		Adequate	Less than adequate	Not adequate
i.	Computer facilities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii.	Library facilities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iii.	Field Practical facilities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv.	Teaching aid and media services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v.	Sports facilities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vi.	Hostel facilities	Men	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Women	<input checked="" type="checkbox"/>	<input type="checkbox"/>
vii.	Other student services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Main accomplishments

As per Annexure I

Annexure I

The College could accomplish high standards in teaching and learning which is reflected in the pattern of employment secured by the graduates. Approximately a fourth of the graduates are serving various co-operative institutions like Milk Marketing Societies, State Co-operative Banks, District Co-operative Banks, Primary Agricultural Credit Societies, Urban Banks and State and National level Co-operative Federations. Here again approximately 40 per cent of those who are serving in the co-operative sector are placed in Milk Producers Unions and Milk Marketing Federations both within and outside Kerala. The presence of our graduates at the Kerala State Milk Marketing Federation and its constituent Milk Producers Unions have certainly improved the quality of work in those institutions.

The presence of our graduates in National Federations on the one side and as Faculty in National management Institutions like Xavier Institute, IRMA and ICMs is a reflection of the quality of the graduates and post graduates. Our students secured admissions to MBA course in American Universities directly, while all other graduates have to appear for preparatory courses and make up courses before getting admissions for MBA. The Banking sector and Insurance sector have absorbed about 20 per cent of our graduates who secured employment after successfully competing with graduates of other professional courses. Recently three of our graduates were selected by the prestigious Stock Holding Corporation of India superceding 50 persons with MBA.

Our students received Fellowships to undergo higher educations in national institutions like IAM, Ahmedabad, IRMA, Vikundh Mehta National Institute of Co-operative Management, Delhi School of Economics, JNU, Xavier Institute, National Institute of Fashion Technology and a couple of American Universities. While one of our students received Commonwealth scholarships for undergoing postgraduate courses in London School., another post graduate student received a Japanese Fellowship for the study of Consumer Co-operatives in Japan. Two of our graduate students attended International Conference on Student Co-operatives organised by Asian Pacific Regional Committee of the International Co-operative alliance at Singapore and Tokyo in 1996 and 2001 respectively. Miss Ancy Sunny who attended the last meeting at Tokyo was chosen as the Secretary of the Youth Steering Committee for participation in the next meeting at Seoul, Korea in 1st October 2001. Our Faculty members also received distinctions through fellowships to undergo and a short course in "Training on Human Resource and Statistical Planning Erasmus University, Netherland. Five of them completed FDP at IIM Ahmedabad with fellowships.

Although findings of research of the institution do not lead to discovery of new technology, they have been very useful for streamlining and restructuring the activities of various support service institutions within the State. The findings of the study have been very useful for enhancing the organisational and managerial effectiveness of the support service institutions which indirectly benefitted the farming community through better services with greater cost effectiveness. Most of these studies were of evaluative and diagnostic in nature and were predominantly in the nature of impact of studies of various programmes and projects relating to agriculture and rural development.

The institution has made its mark in the University through the extension programmes. The various training programmes have been undertaken for the Co-operative sector, officers of the Gramin Banks, State Co-operative Bank and District Co-operative Banks which were useful in upgrading the skills of the trainees in areas such as Project planning and appraisal, funds management, asset liability management, portfolio management, financing of hitech agriculture and project approach to rural landing. The faculty members of the College have been invited by various outside agencies as resource persons in different areas. The faculties were deeply involved in all the training programmes that have been undertaken by the Integrated Co-operation Development Projects implemented in Palghat, Trichur and Kasargod districts.

The faculty and students have been involved in various community outreach programme of which most important one is the task of revitalisation of the weak PACS in Trichur District. The faculty and students visited different institutions and assisted the banks in preparing strategic plans for turnaround management.

They were also deeply involved in the peoples campaign for decentralised planning. The Faculty was associated as members of the task forces, resource persons and members of the Voluntary technical committee, faculty for training programme etc. The Associate Dean of the college was a Member of the State Level, Task Force on Agricultural Finance and Chair Person of the District Level Task Force on Bio-physical resources. He was also specially invited to offer comments on the Methodology of Decentralised planning at the State Level Conference organising by the Kerala State Planning Board.

Two major consultancy programmes undertaken by the college were:

- 1) Preparation of curriculum, textbook and work book for the VHSC stream in Co-operation for the Karnataka State entrusted by Government of India Consultancy Organisation, Educational Consultants India Limited.
- 2) Three sets of training programmes for the Indo-German Reservoir Fisheries Project were undertaken by the College and altogether 23 rounds of training programmes were conducted in 10 reservoir sites in Kerala.

The 56th Annual conference of the prestigious Indian Society of Agricultural Economics was organised from 2 to 4 January 1997. The Associate Dean was the Organising Secretary. He also served as Vice President of the Society during 1997 and 1998. The College was associated in hosting the NAAS Workshop on Globalisation in Agriculture on 2nd and 3rd of February 2001 through the involvement of the Associate Dean as the Joint Organising Secretary. An International ICA workshop on Student Co-operatives was held in 1996. An ICAR sponsored Summer School in Agricultural Economics with Special Reference to Agricultural Marketing was held in 1994. Two ICAR sponsored short courses in the area of Agricultural Project Planning and Management and Advances in Econometric methods were held during June 1999 and 2000 respectively. The College also organised an All India Refresher Course for the teachers in Banking in VHSC during 1995 for the NCERT. Two all India Training Programmes on Plantation Management, were entrusted to the department of Rural Marketing Management of the college.

The Associate Dean of the College is serving as a member at the ICAR Sectoral Committee on Curriculum and Equivalence constituted to assist the Accreditation Board. He is also entrusted with the task of preparing common curriculum for the undergraduate programmes in co-operation banking offered by KAU and Agricultural Marketing and Co-operation offered by Universities of Agricultural Sciences of Dharwad and Bangalore. He also served as State Level Co-ordinator for the AHRD study on manpower assessment sponsored by ICAR with World Bank assistance.

He is also invited as an expert by the Expert Committee on Agricultural Credit appointed by NABARD under the chairmanship of Dr.V.S.Vyas. He also served as a National Expert for the selection of doctoral fellows in the discipline of Forest Economics, for award of Commonwealth Doctoral Fellowships during 1992 and 1994.

Two of the senior faculty members served as Experts at the Working Groups constituted by NCERT for Banking and Agricultural Marketing respectively.



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