

# **Institutional Social Responsibility (ISR) Scheme & Merit and Sports Scholarship Scheme**

The Institute is proud in highlighting the prime distinct area which takes everyone to its vision, priority and thrust. It is the scholarship schemes offered at the Institute. The schemes are Institutional Social Responsibility (ISR) Scheme & Merit and Sports Scholarship Scheme

## **Objectives of the Schemes**

- To improve educational outcomes of economically weaker sections with good academic records.
- To acknowledge the need for equal importance to both physical and mental development.
- To provide quality education at affordable cost on a non-profit basis.
- The Institution run under the auspices of Coimbatore Welfare Association aims at offering equal opportunity to students from varied social and economic backgrounds.
- To fulfil the vision of the Institution by providing higher education in line with international standards by catering to the requirements and specifications of the business world.
- To ensure societal development and growth through sustaining excellence in academia.

## **The Context**

In the competitive world of economic benefits, it is the duty of Educational institutions to provide a foundation for holistic progress of life inclusive of education, employment, social accountability and responsibility. After careful study and analysis, it has been found that affordable quality education is the need for the day and hence, the Institution has implemented the ISR Scheme.

Merit and Sports Scholarship schemes are also provided to motivate students with diverse needs and talents. The existence of such schemes ensures that each student's calibre (either in Academics or in Sports) is identified and specialised schemes are tailored to suit their individuality.

The initial challenge lies in educating the community about the scheme and ensuring that the proponents of the Scheme do not have an adverse impact on the quality of education provided and the teaching-learning process of the Institution. The next major challenge faced is

that of choosing the eligible students who stand to be benefitted out of the Scheme as the Institution is forced to pick only a minimum number of students for the same.

### **The Practice**

The ISR practice was introduced in the year 2013. Free seats are provided annually to applicants to commemorate the number of years of subsistence of the institution. The practice influences students into voluntary pursuit of acquiring knowledge without stress related to financial aspects. As approximately 70% of students admitted in the college hail from weak economic backgrounds, it becomes a necessity to provide them with options that will allow them to empower themselves without having to concern themselves with minor technicalities.

Merit and Sports Scholarships have been provided to eligible students since the inception of the College in the year 1989.

**MERIT SCHOLARSHIP SCHEME** - The Management recognizes the commendable performance of Plus-two students by awarding various scholarships.

S.No.	Percentage of Marks	Fee Concession
1	70% - 74.99%	10%
2	75% - 89.99%	20%
3	90% - 94.99%	50%
4	95% and above	100%

\* The scholarship students should maintain the same percentage of marks (as in +2) in the University Examinations to avail the scholarship continuously.

### **POST GRADUATE (P.G.) COURSES**

S.No.	Percentage of Marks	Fee Concession
1	65%-74.99%	10%
2	75%-79.99%	20%
3	80% and above	25%
4	University First Rank	100%

- \* U.G. students continuing Postgraduate studies in the same Institution will be eligible for 10% fee concession (including MBA).
- \* U.G. students securing 80% and above are eligible for 25% fee concession for MBA.
- \* U.G. Students securing University Rank and continuing Postgraduate studies will be eligible for 100% scholarship.

### **Sports Scholarship**

S.No.	Particulars	Fees Scholarship	Hostel (or) Bus Scholarship
1.	Zonal Level	10%	10%
2.	District Level	25%	25%
3.	Divisional Level (Position)	40%	40%
4.	State Level	50%	50%
5.	National Level	75%	75%
6.	International Level	100%	100%

### **Scholarship Scheme (From U.G. to P.G.)**

S.No.	Particulars	Fees Scholarship	Hostel (or) Bus Scholarship
1.	Zonal Level	10%	10%
2.	Inter collegiate	25%	25%
3.	South Zone (Form 3)	50%	50%
4.	All India Level (Form 3 and Form 4)	75%	75%
5.	International Level	100%	100%

## **Evidence of Success**

The initial inclusion of these schemes in the working of the Institution was aimed at increasing the strength of the College positively, but as the schemes have gained momentum over the years, it has been noticed that numbers have surpassed those initially expected and targeted.

The aforementioned Schemes have benefitted a number of 3662 students over five years. A total amount of Rs. 22813725 has been disbursed since 2013 under the Institutional Social Responsibility Scheme and Merit and Sports Scholarship Schemes.

The Institution has been able to produce University Rankers under the scheme, who have gone forward to serve the society and become socially responsible citizens. Due to the schemes provided, the Institution has been able to garner attention from prospective students and parents, thereby increasing the percentage of respondents, which in turn has positively affected the quality of the Institution.

### **DETAILS OF MANAGEMENT SCHOLARSHIP**

<b>YEAR</b>	<b>No. of Students Benefitted</b>	<b>Total Scholarship Amount</b>
2013-14	557	3321370
2014-15	608	3583280
2015-16	768	4432795
2016-17	839	4998630
2017-18	890	6477650

## **Problems Encountered and Resources Required**

The major challenge faced, as mentioned above, was to identify the beneficiaries of each scheme. With approximately 90% of the students applying for the scholarships, a system had to be devised in order to ensure that the benefit is optimized with reference to most, if not all the respondents. After careful study, the abovementioned schemes were split up and provided separately.

As the Institution is run under a charitable trust namely Coimbatore Welfare Association, it became indispensable for a group of philanthropists to pool together the resources to enable the continued sustenance of the schemes. The Management has been completely involved in ensuring that the monetary resource/benefit reaches the students it is intended for. The increase in the number of beneficiaries has also led to the development of the transport facilities, which now extend to most rural areas in and around Coimbatore and Pollachi.

**Notes (Optional)**

It is highly satisfactory that the Institute offers its helping hand to promote the lives of students from lower economic background through education. The Scholarship schemes mentioned practically encourage all students to maintain good academic records. The Institute is happy to be part of Higher Education System which tries to reach every individual who has the urge to come up in life through the powerful mechanism called Education.