

Annexure VI

Best Practice 1

Title of Practice

Citizens Consumer Club

Goal

- The objective of the club is to educate and motivate the Consumer Club members about the rights and responsibilities of consumers.
- To make the members inculcate the valuable inputs which they gained among the general public.
- To join hands with other voluntary consumer organizations and with other consumer clubs to enhance consumer movement.
- To collaborate, cooperate, actively participate and function in accordance with the motto of the Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu.

The Context

In order to achieve the above said objectives, the club organizes programmes like orientation, workshops, field visits, awareness meeting, fresher's meet for first year students, awareness programmes for society and competitions both intra- and inter-collegiate level. We also provide the Best Student Coordinator Award to encourage the members of our club every year.

Practice

- **Inauguration And Fresher's Sensitization Programme**
 - The CC club activities commenced with the Inauguration and Fresher's Sensitization Programme and an Awareness Programme on Energy Efficiency on 20th of July 2017. Mr. Selvaraj, Secretary, FEDCOT, Mr. K. Christopher, Assistant Executive Engineer, Mr. Sai Prasad, Assistant Engineer, TNEB, Sembium, and Mr. B. Srinivasan, Senior Manager and Trainer, TTDC (Korattur), TANGEDCO, were the Chief Guests of the day. A new room allotted for the club was also inaugurated on that day by the Principal Dr. Mrs. Hanifa Ghosh and the Chief Guests. Mr. B. Srinivasan gave a lecture on Electricity Conservation. Through his talk, students realised the

importance of saving energy for the future generation. It was an informative and educative session for around 200 students of the club.

- **Outreach Programmes:**

WORLD LITERACY DAY

- On 8th of August 2017, pamphlets were distributed by the CCC student members for the passengers at Perambur Railway Station, Bus Stop and public residing in Moolakadai and Kodungaiyur to commemorate World Literacy day.

ROAD SAFETY AWARENESS PROGRAMME FOR TRUCK DRIVERS AT MADHAVARAM

- To create awareness on the importance of Road Safety, the students of our club presented a skit in Tamil and Hindi for the truck drivers at the truck terminus, Madhavaram, on 10th of August 2017.

WORKSHOP

- On 14th of September 2017, a Workshop on Road Safety and First Aid With Regard to Consumer Protection was conducted by the club. Mr. Neelankandan, Project Officer & Trainer from ALERT, gave hands-on experience about the various first aid tips that can be given to a road accident victim.

ALERTATHON RALLY

- On 8th of October 2017, students volunteered for the ALERTATHON Rally on Wearing Helmet organised by ALERT (NGO) in the Anna University Campus.

SEMINAR ON AWARENESS OF LIFE SECURITY

- A Seminar on Awareness of Life Security was conducted by the club on 18th of December 2017. Dr. Elango, Health Director, FEDCOT, and Mr. M. Selvaraj, Secretary, FEDCOT, were the Chief Guests of the programme. Dr. Elango gave students important insights about the adulterations used in medicines in his lecture on Spurious Drugs. Mr. M. Selvaraj showed a power point presentation on the important functions of each organ in the body and the various ways in which these organs get affected by consumption of unhealthy food. Nearly 100 students were benefited from this programme.

AN AWARENESS CAMPAIGN AGAINST USAGE OF PLASTIC AND CONSUMPTION OF JUNK FOODS

- On 16th and 19th of February 2018, students of our club went on a protest to the college canteen during the lunch hour to prohibit usage of plastic bags, products packed in plastic materials and also to stop consumption of junk foods like Kurkure, Lays, Bingo, etc. The students raised slogans, dialogues and songs to show their protest.

GUEST PERFORMANCES AT NOKIA CO. AND JBAS COLLEGE FOR WOMEN BY THE VILLUPAATTU TEAM OF THE CC CLUB

- To inculcate the importance of Road Safety among public, the students of our club show-cased an Awareness Programme on Road Safety through Villupaattu which is a folk performance popular in village of Tamil Nadu where performers sit in front of a giant bow and sing songs composed to popular times to drive home a message and also through Variety Show amidst the employees of Nokia Company, Orgadam, on 22nd of February 2018, as per the request of Mr. Karthik from ALERT (an NGO). Some of the important traffic rules like speed limit, drunk and drive and safe driving by wearing helmet decorated the show, which educated the employees of Nokia about the significance of Road Safety and Prevention of Road Accidents.
- The students of our club were also invited by the Civic Action Group, a non-profit organization, for a Guest Performance on Road Safety through Villupaattu at Justice Basheer Ahmed Sayeed College for Women on 2^{3rd} of March 2018 during the Stakeholder Meeting on Road Safety organized by CAG. The performance won rave reviews from the audience and a certificate of appreciation from CAG.

OTHER PROGRAMMES ATTENDED BY STAFF AND STUDENTS OF THE CLUB

- Dr. J. Valli, the Citizen Consumer Club co-ordinator, attended a Seminar on Awareness of GST organized by the GST Commission on 1st of August 2017.
- On 8th of September 2017, five students attended a Consumer Awareness Seminar on “Impact of Climatic Change in Recent Years – Educating the Youth for

Mitigation and Adaptation” organized by Prince Venkateshwara Arts and Science College.

- On 20th of September 2017, five students attended a National Seminar on Consumer Awareness on Online Trading organized by Quaid-e-millet College.
- On 8th of October 2017, ten students volunteered for the ALERTATHON Rally on Wearing Helmet organised by ALERT (NGO) in the Anna University Campus.

Evidence of Success in the Academic Year 2017-18

- Around 200 first and second year students of various departments benefitted from the Inauguration and Fresher’s Sensitization Programme and the Awareness Programme on Energy Efficiency. Through this programme, students realised the importance of saving energy for the future generation
- Workshop on Road Safety and First Aid With Regard to Consumer Protection gave hands-on experience to the students about the various first aid tips that can be given to a road accident victim, which enabled students to realize their responsibility as a citizen when encountered with problems related to road accidents.
- Nearly 100 students came to know about the various adulterants used in medicines through the Seminar on Awareness of Life Security.
- Truck drivers benefited from the skit performed by the students in Tamil and Hindi on Awareness of Road Safety at Madhavaram, which was published as an article by the Rajasthan Pathrika on July 11, 2017.
- About 400 employees of Nokia Company realized the importance of Road Safety through the Villupaattu Programme performed by our CC club students on 22nd of February 2018 at Oragadam. Nokia Company presented a Certificate of Appreciation.
- Around 300 students of JBAS College for Women benefitted from the Villupaattu Programme on Road Safety. This is indeed the output of the successful implementation of show-casing Consumer Awareness Programmes through villupaattu, which had a commendable reach among the people. In appreciation of the efforts taken by the students of the Villupaattu team in preserving the art of Tamil Nadu folk, an article was published by the Hindu Tamil on 5th of April 2018. Hence, an attempt has been made to draw the

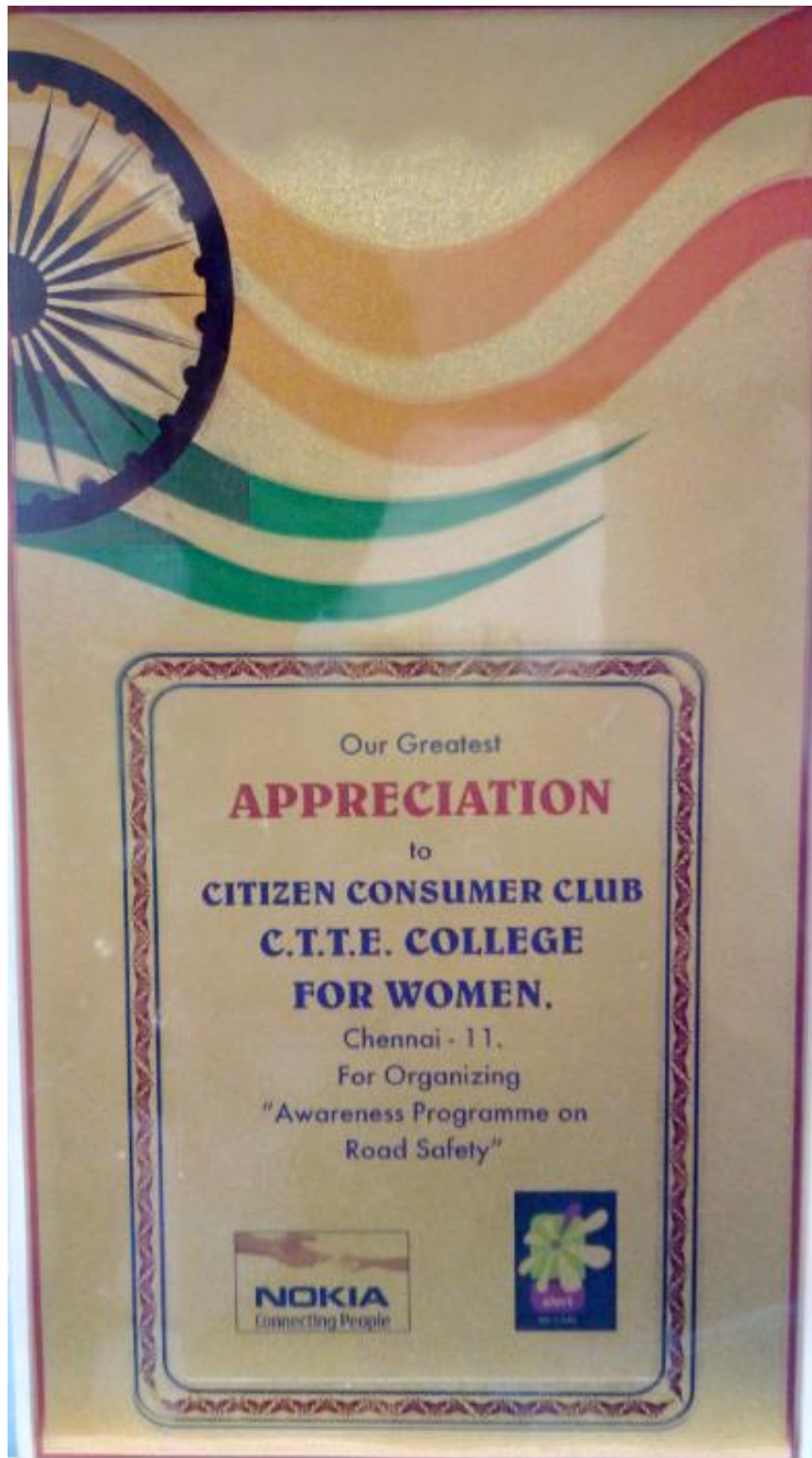
attention of the society at large for a good cause. It has also drawn the attention of the entire student community of our college. CAG sent a Certificate of Appreciation.

- The campaign of students against usage of plastic and consumption of junk foods was indeed an eye opener to all the students who were watching and listening to the slogans recited during lunch hour in the college canteen.

Problems Encountered

- Some students hesitate to stay back for the workshops and seminars organised by the club.
- The importance of such activities should be insisted and necessary measures should be taken for the successful implementation of student participation in these activities.
- Senior club members should play an important role in igniting the spirit of being a rightful consumer among other student members of the club.
- Balancing academics and the activities of the CCC is always a big challenge.

Appreciations received for our Best Practice





C A G

Citizen consumer and civic Action Group

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April, 26, 2018

The Principal
Chevalier T Thomas Elizabeth College for Women
Perambur, Chennai.

Dear Madam,

Sub: *Villupattu* performance by CTTE students at the Chennai district level stakeholder meeting on Road Safety on 23.03.18

We wish to place on record our appreciation to the CTTE College for your willingness to collaborate with CAG in various public awareness events. As you know we recently conducted a stakeholder meeting on road safety in JBAS College, Teynampet, Chennai on March 23rd, 2018 and a team of students, accompanied by staff, from your College participated by putting up a *Villupattu* performance.

The performance was excellent, with clear messages on road safety. We wish to share the feedback received from various participants, including JBAS College, government officials, and the media; saying it was an unusual and superb performance.

We would like to thank the CTTE student team and the staff who made this possible. We look forward to further collaborations with CTTE.

Regards,

S. Saroja
Director- Consumer Advisory and Outreach

Trustees

Mr. Sriram Panchu (Senior Advocate)
Dr. Arjun Rajagopalan (Surgeon)
Dr. R. Hema (Associate Professor)

Dr. Suchita Ramkumar (Doctor and Teacher)
Dr. George Thomas (Orthopaedic Surgeon)
Dr. C. Rameshchar Reddy (Economist and Editor)
Mr. Kesihav Desiraju (IAS, Retd.)

Advisors

Ms. Tara Murali (Architect)
Mr. N.L. Rajah (Senior Advocate)

ஃபெட்காட்

FEDCOT



தமிழ்நாடு & பாண்டிச்சேரி நுகர்வோர் குழுக்களின் கூட்டமைப்பு
Federation of Consumer Organizations Tamil Nadu & Pondicherry

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TO WHOM - SO - EVER IT MAY CONCERN

This is to certify that the Citizen Consumer Club and the Co-ordinator of the Chevalier T. Thomas Elizabeth College for Women, Sembiam, Chennai – 600 011 have actively participated in all the consumer related events, seminars, organized by FEDCOT. We also appreciate them that they conduct various consumer related activities through the year in order to educate students, consumers, and the public on consumer rights. We appreciate the enthusiasm shown by the Citizen Consumer Club Coordinator and members of the Chevalier T. Thomas Elizabeth College for Women, Sembiam, Chennai – 600 011 and wish them all the best in their future endeavors.

rs. 

M.Selvaraj

Executive Secretary



சென்னை பெருநகர நுகர்வோர் உரிமை பாதுகாப்பு மையம்

**MADRAS METROPOLITAN
CONSUMER RIGHTS PROTECTION CENTRE**

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Office : # 118, Fourth Street, Kamaraj Nagar, Avadi, Chennai - 600 071.
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M.SELVARAJ
Gen. Secretary

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9444475886

TO WHOM - SO - EVER IT MAY CONCERN

This is to certify that the Citizen Consumer Club and the Coordinator of the Chevalier T. Thomas Elizabeth College for Women, Sembiam, Chennai – 600 011 have actively participated in all the consumer related events, seminars, organized by Madras Metropolitan Consumer Rights Protection Centre . We also appreciate them that they conduct various consumer related activities through the year in order to educate students, consumers, and the public on consumer rights. We appreciate the enthusiasm shown by the Citizen Consumer Club Coordinator and members of the Chevalier T. Thomas Elizabeth College for Women, Sembiam, Chennai – 600 011 and wish them all the best in their future endeavors.


M.Selvaraj
General Secretary

KNOW YOUR RIGHTS AS A CONSUMER

C A G



Reddy

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N. L. Rajah
Nithya V. Raman

TO WHOM-SO-EVER IT MAY CONCERN

This is to certify that the Co-ordinator and students of the Consumer Club of CTTE College, Chennai have actively participated in all consumer related events, seminars, organized by us. We also realize that they conduct diverse activities through the year in order to educate consumers, including their friends, on consumer rights. We appreciate the enthusiasm shown by the consumer club members of the CTTE College and wish them all the best in their future endeavours!

S. Saroja

Director – Consumer Advisory & Outreach

Best Practice 2

1. Title of the Practice

Title of the Practice: **Edge-On: Online Spoken English course**

Edge-On Online Spoken English course is a special initiative by the Post-Graduate and Research Department of English, designed exclusively to develop the listening and speaking skills of the undergraduate students. This course focuses on Outcome Based Education (OBE) method, which utilises the Learning Management System (LMS) or Virtual Learning Platform '*Edmodo*' to create the teaching materials. The students download *Edmodo* 'student app' and do the assignments. The students can login anytime anywhere. They can view pictures, listen to audios and videos, and do quizzes during their leisure time. Edge-On Online Spoken English course is useful not only in developing the communication skills but also the technical skills of the students.

2. Objectives of the Practice

General Objectives of the course are:

- To develop the communication skills of the students
- To improve the technical skills of the students

Specific Objectives of the course are:

- To make the students listen and respond to basic English conversations
- To identify and apply the key phrases while developing conversations
- To analyse or evaluate the key phrases in basic English conversations
- To create new contexts and develop their own conversations using relevant key phrases

Intended Outcomes of the course are the students becoming familiar with

- learning apps like *Edmodo*
- multimedia tools like pictures, audio, and video for language learning
- animations, songs, and movie clippings for language learning
- You Tube links for language development

The underlying **principles or concepts** of this practice are:

- Language Skills Development (Listening and Speaking)

- Digital learning
- Outcome Based Education (OBE)
- Blooms Taxonomy - 6 levels of cognition
- Learner autonomy

3. The Context

Contextual Features or Challenging Issues:

- Students are quite new to Learning Management System (LMS) or Virtual Learning Platform '*Edmodo*'. They need help in downloading the *Edmodo* app in their smart phones.
- Too many queries (regarding creating new id, logging onto the portal, downloading audio / video, doing the quiz, maintaining deadlines, etc.) have to be handled by the teacher concerned.
- Some students lose interest in doing the activities after a few weeks. They have to be motivated by the teacher concerned.
- Some students lose their phones or forget their *Edmodo* user ids / passwords. They need help in creating new ids and continuing the exercises.
- Most of the students are interested in doing the listening activities as these are quiz-based. But they show less interest in Whatsapp-based speaking activities.
- Instructions are given to them frequently to complete the listening and speaking activities, maintaining deadlines to get special certificates.

4. The Practice

- Edge-On Online Spoken English course is a 10 week course.
- It contains 10 Module levels with 6 Unit levels each.
- The Unit levels are based on the 6 levels in Bloom's Taxonomy (Remember, Understand, Apply, Analyse, Evaluate, and Create).
- Every level contains exercises based on Formative Assessment method.
- The listening exercises are quiz-based. These contain multiple-choice questions which are automatically corrected by *Edmodo* (Virtual Learning Platform).
- Students send their recorded responses for speaking tasks through Whatsapp to their respective General English teachers.

- The staff, Department of English are involved in evaluating the speaking activities of the students.
- The teachers evaluate the responses using the speaking rubric.
- Deadlines are given to complete each module.
- Only the students who complete all the modules are eligible to get the certificate.
- Special Certificates are provided to the students who complete all the modules before the deadlines.
- Edge-On Online Spoken English course was for a period of 3 months from 20.12.17 to 05.03.17.

Uniqueness in the Context of Indian Higher Education

- Edge-On: Online Spoken English course is unique in the context of Indian higher education as it is based on Outcome Based Education (OBE) which is promoted by the Indian Universities nowadays, and it is designed on the basis of NPTEL (National Programme on Technology Enhanced Learning).
- Language development is a bigger challenge at tertiary level. Edge-On Online Spoken English course capitalises on the usage of mobile technology by college students to develop their listening and speaking skills.

5. Evidence of Success

Edge-On Spoken English Certificate Course								
Departments	TotalNo. of Students	No. of Students NOT Registered	No. of Students REGISTERED for Edge-On Spoken English Course	Enrollment %	Course Completion %			
					No. of Students who have completed 56 Listening Activities	% of Students who have completed 56 Listening Activities	No. of Students who have completed 10 Speaking Activities	% of Students who have completed 10 Speaking Activities
English	64	2	62	97	43	69	7	11
Maths	47	5	42	89	29	69	15	36
Physics	27	2	25	93	18	72	10	40
Chemistry	32	8	24	75	22	92	4	17
Psychology	38	3	35	92	30	86	6	17
Comp. Sci.	52	14	38	73	28	74	6	16
BCA	61	10	51	84	32	63	12	24
B.Com (G) 'A'	75	9	66	88	56	85	25	38
B.Com (G) 'B'	78	10	68	87	62	91	20	29
B.Com (CS) 'A'	75	26	49	65	34	69	8	16
B.Com (CS) 'B'	74	15	59	80	43	73	2	3
B.Com (A&F)	76	14	62	82	40	65	3	5
BBA	72	30	42	58	18	43	16	38

Performance against Targets and Benchmarks:

- Out of 771 first year B.A., B.Com., B.Sc. students, 623 students have registered for Edge-On Online Spoken English Course. 81% of first year B.A., B.Com., B.Sc. students have registered for the certification program.
- Out of 623 students who have registered for the course, 455 students have completed all the listening activities using *Edmodo* student app. 73% of the students who have registered for the course have completed all the listening activities using *Edmodo* student app.
- Out of 623 students who have registered for the course, 134 students have completed the speaking activities using Whatsapp voice recording facility. 22% of the students who have registered for the course have completed the speaking activities using Whatsapp voice recording facility.

Review of Results:

- The results indicate that most of the first year B.A., B.Com., B.Sc. students are interested in learning language online.
- They show more interest in listening to audio and video through *Edmodo* app, rather than recording and sending their speaking responses through Whatsapp.
- ‘Student Poll’ is launched in the *Edmodo* app .134 out of 135 students have answered positively to a Poll showing that 99% of the student participants find Edge-On Online Spoken English Course useful to them in developing their listening and speaking skills.

The screenshot displays the Edmodo app interface. The top navigation bar includes icons for Home, What's Due, Progress, Library, Messages, Notifications, and an Invite button. The left sidebar shows the user's profile (J. Jayaparveen Rajesh's Class) and options to Manage Classes, Create a Class, and Join a Class. Below this, there are sections for Groups, Manage Groups, Create a Group, and Join a Group. The main content area shows a discussion titled "Me to Edge On - Online Spoken English" with a poll result. The poll shows 99% (134 votes) in favor of "Agree" and 1% (1 vote) for "Disagree". The total number of votes is 135. The discussion is dated Feb 25, 2018, at 1:22 AM. There are 46 likes and 45 replies. A "Show more replies..." link is visible. On the right side, there are two advertisements: one for PlayPosit and another for a tool to increase learner engagement.

Response	Percentage	Number of Votes
Agree	99%	134
Disagree	1%	1
Total		135

- ‘Feedback Questionnaire’ is posted in *Survey Monkey*. The link is sent to the students through *Whatsapp* groups.
- 97% of the student respondents find the listening activities useful to them in improving their listening skills.
- 99% of them find the speaking activities useful to them in improving their speaking skills.
- 56% of them prefer *Edmodo* quiz-based listening activities, 9% of them prefer *Whatsapp*-based speaking activities. 35% of them prefer both.
- 85% of them prefer Mobile-App (*Edmodo*) Based Spoken English Course to Classroom Based Spoken English course.
- 93% of them find the audio and video lessons interesting.
- 97% of them find the *Whatsapp* student groups useful for Edge-On course related communication.
- 94% of them find *Edmodo* app user-friendly.
- 97% of them find Edge-On Online Spoken English course very useful.
- 24% of them believe that their listening skills have improved, and 16% of them believe that their speaking skills have improved.
- 36% believe that they have learnt different ways in which they could learn English, 22% of them say that they feel confident as an independent learner.

6. Problems Encountered and Resources Required

- Resources required to implement the practice are Smart Phones with high speed Internet connection.
- As Edge-On course streams audio and video in *Edmodo* app for listening practice, the students may require head phones too.
- Communication regarding the app, practice modules, and assignment deadlines are sent through *Whatsapp*, so the students need *Whatsapp* in their mobile phones.
- They are expected to do speaking practice, record their responses in *Whatsapp*, and send these to the teachers concerned. They need *Whatsapp* for this reason too.

Problems Identified	Solutions Suggested
<ul style="list-style-type: none"> The students who do not have smart phones find it difficult to do the course. 	<ul style="list-style-type: none"> The students who do not have smart phones are instructed to do the course by logging into <i>Edmodo</i> website instead of using <i>Edmodo</i> mobile app.
<ul style="list-style-type: none"> Those who do not have smart phones do not have computer and Internet connection at home. 	<ul style="list-style-type: none"> The students who do not have smart phones and computer / Internet connection at home are advised to use the computers and Internet connection in the ADEPT (language lab) or e-resource centre.
<ul style="list-style-type: none"> Mobile phone usage is restricted in the campus. Some students who are found using mobile phones inside the campus have given the excuse that they are doing Edge-On course assignments. 	<ul style="list-style-type: none"> Communication is frequently sent in the Whatsapp groups instructing the students not to use the mobile phones inside the college campus (even to do Edge-On course). Some students who have used Facebook or Whatsapp and given the excuse that they are doing Edge-On course are strictly warned.
<ul style="list-style-type: none"> Unwanted videos were sent in the Edge-On Plus group by a wrong number. 	<ul style="list-style-type: none"> Instructions to delete the unwanted videos, block the wrong number, and mark the group as 'spam' were sent in Edge-On Plus Whatsapp group. All the students were advised to leave the group and delete the group forever. Later a new group was formed.

7. Notes

- Edge-On Online Spoken English course is created using the Learning Management System (LMS) called *Edmodo*.
- Other institutions can implement the same using *Edmodo* or Google Classroom to develop the communication skills of the students.
- These Virtual Learning Platforms can be used for subject-related discussions also.