

**देवी अहिल्या विश्वविद्यालय, इन्दौर**  
**DEVI AHILYA UNIVERSITY, INDORE**  
(A State Govt. Statutory University of M. P.)

***DIRECTORATE  
OF  
DISTANCE EDUCATION***



***ANNUAL QUALITY ASSESSMENT  
REPORT***

***YEAR: 2012 - 2013***

***DEVI AHILYA UNIVERSITY,  
TAKSHSHILA CAMPUS, KHANDWA ROAD,  
INDORE-452001, MP, INDIA***

## ANNUAL QUALITY ASSESSMENT REPORT

Name of the Institute: **Directorate of Distance Education**

Year of Report: **2012-13**

### PART A: INSTITUTE PROGRESSION

<b>1. Curriculum Aspect</b>	<ul style="list-style-type: none"> <li>• Directorate of Distance Education (DDE) offer single management program ‘MBA in Distance Education Mode’ with specialization:             <ul style="list-style-type: none"> <li>✓ Financial Management</li> <li>✓ Marketing Management</li> <li>✓ Human Resource Management</li> <li>✓ Systems Management</li> <li>✓ Production Management</li> </ul> </li> <li>• DDE serve the core curriculum of IGNOU with associated timely rationalized curricula.</li> <li>• Curriculum development process engross various stakeholders specially faculties having industry experience. The following personalities visited and contribute their experience during the period 2012-2013.             <ul style="list-style-type: none"> <li>✓ Mr. Raj Kirtaney – Director (Finance), Gajra Gears, Dewas</li> <li>✓ Mr. Om Prakash Mukhiya – Asst. Manager Operations, Dr. Raddy’s Foundation</li> <li>✓ Mr. P.K.Mehta – Divisional Manager, The New India Assurance Co. Ltd.</li> <li>✓ Mr. S.K. Mittal – Chief Manager, Punjab National Bank (Retail Asset Branch), Indore</li> <li>✓ Dr. Kapil Rokde – GM (Mkt.), M P Dugdha Sangh, Indore</li> <li>✓ Mr. Akshay Joshi – Industrial Consultant, Indore</li> <li>✓ Mr. Shailendra Jain - CA, Indore</li> </ul> </li> <li>• Feedback received from students at the end of every semester. Based on semester feedback, instructions given to them for changing methodology of teaching. Even sometimes faculty members have been chanced on the basis of feedback received from the students.</li> <li>• Feedback also taken from alumni and industry people concerning curricula.</li> <li>• MBA-DE is three years program completely job oriented, specially attract the people from industry.</li> <li>• MBA-DE is unique program with specialization Production Management offered by DDE. This specializations is not available even in most of full time programs.</li> <li>• Remedial classes for student on request are made available.</li> <li>• ICT facilities are in use to deliver curriculum.</li> <li>• Students are admitted through centralized admission process followed by form filling via MP Online and counseling on</li> </ul>
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	<p>the basis of merit list.</p> <ul style="list-style-type: none"> <li>• DEC, AICTE and UGC norms are applied for admission process.</li> <li>• State government norms are imposed for reserved categories and female students.</li> </ul>
<p><b>2. Teaching learning and Evaluation</b></p>	<ul style="list-style-type: none"> <li>• DDE is located on the second floor block of IMS, therefore for all infrastructural purposes IMS's facilities are in use.</li> <li>• Induction program is organized at the beginning of every year. This year's induction program was organized on 15/09/2013.</li> <li>• Learning is primarily based on class room teaching sessions which are held on Sundays and are called counseling</li> <li>• Apart from counseling sessions students are expected to give written assignments as a part of internal assessment.</li> <li>• Seminars and expert lectures are regularly organized for the better understanding of their subject matter in which mainly faculty from industry and field are invited to discuss the topics with the students.</li> <li>• Case method, presentations, storytelling are the tools used to deliver concept and business situations.</li> <li>• Mentors are available for academic help to students. Following are mentoring in year 2013-2014 <ul style="list-style-type: none"> <li>✓ Dr. J. Sonwalkar</li> <li>✓ Dr. N. Shashtri</li> <li>✓ Mr. S. Naik</li> <li>✓ Mr. R. K. Mishra</li> <li>✓ Ms. Kiran Vivrekar</li> <li>✓ Mr. Peeter S.</li> <li>✓ Mr. Vinod Sharma</li> <li>✓ Mr. Depesh Agrawal</li> <li>✓ Ms. Tripti Dubey</li> <li>✓ Mr. S.M. Katiyal</li> </ul> </li> <li>• Each assigned faculty is responsible and coordinates in teaching learning monitoring process.</li> <li>• Students' attendance is not maintained being a distance learning program.</li> <li>• Web resources recommended in course plans.</li> <li>• 345 video lectures available for DDE students' provided by IGNOU on: <a href="http://www.egyankosh.ac.in">www.egyankosh.ac.in</a></li> <li>• DDE get associated with various competent and qualified (visiting) faculties belonging various industries and management institutions. (DDE is still not having any regular academic and administrative staff.)</li> <li>• Orientation program is conducted.</li> <li>• Each course subject follows an assignment and final exam at the end of semester for evaluation process.</li> <li>• Strict timely obedience to examination schedule, evaluation</li> </ul>

	<p>and result declaration.</p> <ul style="list-style-type: none"> <li>• Applied statistics, Operations research and Research methods are components of Curricula to teach higher order skills.</li> </ul>
<b>3. Research, Consultancy and Extension</b>	<ul style="list-style-type: none"> <li>• Total Budgetary amount of Rs. 1,00,000 is available for Research</li> <li>• 2 National and 3 International research papers (of Dr. Jayant Sonwalkar, Director DDE) are published in peer reviewed research journals.</li> <li>• 1 Book ‘Strategic Management by Fred David. Edited by Dr. Sonwalkar published by Pearson Education, USA, ISBN-13:9780136120988</li> <li>• Director DDE served in: <ol style="list-style-type: none"> <li>1. Board of International Institute of Stress Management &amp; Allied Studies</li> <li>2. Editorial board of marketing journals published from Business Press 3</li> <li>3. Patron –Disseminate Knowledge, online journal of management</li> <li>4. Editorial board member in International Journal of Marketing Management , USA</li> <li>5. Editorial board member in International Journal of Brand Management, USA</li> <li>6. Editorial board member in International Journal of Sales Management, USA</li> <li>7. Editorial board member in International Journal of Advertising Management, USA</li> </ol> </li> </ul>
<b>4. Infrastructure and Learning Resources</b>	<ul style="list-style-type: none"> <li>• DDE is located in a block of IMS building (DDE block contain 1 conventional Director Room + 2100 Sq. Ft. office area. + Content (academic material) stock room + 7600 Sq. Ft. Faculty area).</li> <li>• Class rooms and LCD facilitates of IMS are being used for the DDE classes on Sundays.</li> <li>• DDE Building and requisite ICT facilities are proposed and requested from University.</li> <li>• Teaching material from IGNOU provided to students. However, the library of IMS, having around 30000 books, is available to students.</li> <li>• The central library of university also available on membership for DDE students. Many of DDE students take membership of Central Library.</li> <li>• Emphasis is given on efficient utilization of available equipments.</li> <li>• DDE uses electronic databases and e-journals through central library network.</li> </ul>
<b>5. Governance &amp; Leadership</b>	<ul style="list-style-type: none"> <li>• An Autonomous body of University.</li> <li>• Director DDE is member of board of studies on management and member of faculty board.</li> <li>• Academic calendar is strictly followed.</li> <li>• Student assessment is undertaken through final subject assignment and end semester examination.</li> </ul>

	<ul style="list-style-type: none"> <li>• On time declaration of results.</li> <li>• Feedback system followed to receive opinions and experiences of stakeholders.</li> <li>• Total transparency is followed in admission, evaluating internal assignments and external exam books, highly ethical practices are encouraged in all functional operations of the department.</li> </ul>
<p><b>6. Student Support and Progression</b></p>	<ul style="list-style-type: none"> <li>• Student mentorship is practiced with the help of visiting faculty members.</li> <li>• Alumni Association was formed in October, 2012.</li> <li>• Alumni association meets with regular intervals; it conducts the job of mentoring and guiding the students.</li> <li>• Student grievance resolved by administrative staff, faculties, Head.</li> <li>• Remedial classes provided because of background of students it is difficult for them to understand specific subjects.</li> <li>• Contributed in the development of leadership, managerial and decision making skills among students.</li> <li>• Timely organization of seminars/workshops on various topics for knowledge improvement of students.</li> <li>• Organized beyond syllabus scholarly activities (Seminar/Presentation/Open Discussion) by speakers from various industrial backgrounds.</li> <li>• DDE Promotes and plays important role in spreading distance education among working professionals including university employees. University employees given opportunity to earn professional degree while working in DAVV.</li> <li>• Emancipated in all activities of department, where maximum facilities are provided to the registered students with flexibility and ease to complete the program in hassle free manner.</li> <li>• Online teaching material and online videos are provided to help students to learn the subject matter in their own pace.</li> <li>• Student friendly technical intervention is provided.</li> <li>• Like other MBA programs, distance MBA also has high employability.</li> <li>• Alumni feedback is taken on syllabus and course improvement.</li> </ul>
<p><b>7. Innovative practices</b></p>	<ul style="list-style-type: none"> <li>• New papers introduced keeping in mind the innovation taken place in the industry and research.</li> <li>• Involvement of industrial professionals as visiting faculties for curricula delivery.</li> <li>• Counseling and career guidance by industry professionals and alumni.</li> <li>• SMS facility used to informing students about exams, lectures and activities.</li> <li>• Storytelling, Open Discussion, Case Methods are the tools to transfer the concept and understanding of business and societal situations.</li> <li>• Movies and videos sessions used to teach the situation</li> </ul>

	analysis and problem identification.
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**PART B: INNOVATIVE PRACTICES**

<b>1. Activities reflecting the goals and objectives of the institution</b>	<ul style="list-style-type: none"> <li>• Teaching and student learning processes.</li> <li>• Seminars and guest lectures</li> <li>• Case Discussion</li> <li>• Beyond syllabus activities concerning to connect the disciplinary stream with interdisciplinary streams.</li> <li>• Self concept development and delivery</li> <li>• Inviting industry people to share their practical knowledge for reducing the existed gap between theory and practice.</li> <li>• Language counseling conducted for discussing the problems concerning communication.</li> </ul>
<b>2. New academic programs initiated (UG &amp; PG)</b>	<ul style="list-style-type: none"> <li>• Planning for new MBA specializations in areas of Hospital Management and Tourism.</li> <li>• Planning some new diploma courses in Management and Computers.</li> <li>• Planning to offer distance MBA in 2 years.</li> <li>• Planning to introduce ICT facilities to deliver distance education with 24X7 web academic presence.</li> </ul>
<b>3. Innovations in curricular design and transaction</b>	<ul style="list-style-type: none"> <li>• New papers and materials are generated keeping in mind the innovation taken place in the industry and research.</li> <li>• Absolute Marks System is followed.</li> <li>• Unique updated curriculum.</li> <li>• Best management faculties with extensive industrial and academic experience and interdisciplinary knowledge are associated with department as visiting faculties.</li> <li>• Staff Members, Students, Office and Library staff are provided with Computer &amp; Internet Facility.</li> <li>• Beyond the syllabus lectures on managerial implication at various on ground.</li> </ul>
<b>4. Inter-disciplinary programs started</b>	Nil
<b>5. Examination reforms Implemented</b>	<ul style="list-style-type: none"> <li>• Students are required to submit written assignment of each subject and end of semester final exams are conducted.</li> <li>• Evaluation of answer sheets are highly confidential, coding and decoding is done before and after evaluation.</li> <li>• All answer books are coded and sent for evaluation. After the evaluation is competing decoding of answer book is done and then results are prepared.</li> </ul>

<b>6. Candidates qualified NET/SLET/GATE etc.</b>	Nil
<b>7. Initiative towards faculty development program</b>	<ul style="list-style-type: none"> <li>Since there is no permanent faculty. The visiting professors encouraged to join FDPs and personal guidance. Personal guidance is available to all faculty members on career development and research.</li> </ul>
<b>8. Total number of seminars/workshops conducted</b>	<ul style="list-style-type: none"> <li>Three Seminars were conducted. The following experts are contributed their time with us: Mr. Promod Dubey Z.M. ICICI Bank – Problems of Banking and Insurance sector Mr. Manish Lahariya R.M. Dichi- Insurance and future Mr. R. K. Mishra - Career problems among students</li> </ul>
<b>9. Research projects</b> a) Newly implemented b) Completed	Nil
<b>10. Patents generated if any</b>	Nil
<b>11. New collaborative research programs</b>	Nil
<b>12. Research grants received from various agencies</b>	Nil
<b>13. Details of research scholars</b>	Nil
<b>14. Citation index of faculty members and impact factor</b>	<p>Researches cited in different national and international journals.</p> <p>Impact Factor: 1.5</p>
<b>15. Honors/Awards to the faculty</b>	Nil
<b>16. Internal resources generated</b>	<p>Department Fees</p> <p>Total Income = Rs. 96,07,119</p>
<b>17. Details of departments getting SAP,COSIST(ASSIST)DST.F IST, etc. assistance/recognition.</b>	None
<b>18. Community Services</b>	<ul style="list-style-type: none"> <li>Students of MBA DE are studying in Distance Learning mode and hence have limited scope for participation in Community services organized by DAVV per say.</li> <li>Students have participated in various community services at their own level on the projects related to Rural Educating, Rural Development, Community Education,. Vocation Services and Rehabilitation of Disabled</li> </ul>
<b>19. Teachers and Officers Newly Recruited</b>	Nil
<b>20. Teaching non Teaching Staff Ratio</b> ( since There is no permanent	There are only 3 contractual employees in DDE

faculty appointed in DDE, There are 24 visiting faculty members)	24 6	4 1
<p><b>21. Improvement in the library services</b></p> <p>Since the MBA-DE classes are run in the IMs and there is great space constraint. The library for DDE students has not been developed separately. DDE students depend on the material provided and the central Library of the university</p>		<ul style="list-style-type: none"> <li>AS per DEC guidelines there should be separate reference library for the students of Distance Learning and there should be enough space provided to them so that they can come on the working days and sit down in the library to refer material for creating assignments and prepare for the final exams.</li> <li><b>Preparations are being done create NEW and Separate Building of DDE and Library will be created in the new building.</b></li> <li><b>Online teaching material is available to the DDE students I from <a href="http://www.egyankosh.com">www.egyankosh.com</a></b></li> <li><b>Online video are available to the students from U Tube.</b></li> </ul>
<b>22. New books and Journal Subscribed and their value</b>		IMS Library and Central Library of the university purchased the new books, journals and e-journals which are being used by DDE students at present.
<b>23. Course to which student s assessment of teachers is introduced and the action taken on the student feedback</b>		<ul style="list-style-type: none"> <li>MBA Distance Education</li> <li>Feedback is taken very seriously and the information derived from the feedback is used for Faculty Information, Change in Faculty and improvement in the teaching methods.</li> </ul>
<b>24. Unit cost of Education</b>		Rs. 5000 per annum
<b>25. Computerization of administration and process of admission and examination results ,issue of certificates</b>		<ul style="list-style-type: none"> <li>All the three employees have computers with internet connectivity.</li> <li>Admission are fully online</li> <li>Examination form filling and taking of the hall ticketed in fully online and automated</li> </ul>
<b>26. Increase of infrastructure</b>		A Separate NEW BUILDING is proposed for Directorate of Distance Education
<b>27. Technology Up-gradation</b>		<ul style="list-style-type: none"> <li>Course material is online in the PDF format.</li> <li>Efforts are being made to provide full teaching material in most interactive form on the separate server of DDE.</li> </ul>
<b>28. Computer and Internet Access and training to teachers and students</b>		<ul style="list-style-type: none"> <li>Computer with internet access is available to all the teachers and clerical staff. Staff members have attended 7 days training program on how to use computers and accounting.</li> <li>IT specialization students of MBA DE find it difficult to do practice of practical training since there is no computer lab of DDE.</li> <li>It is proposed to develop a computer centre of DDE separately for the training to the students</li> </ul>
<b>29. Financial aid to students</b>		Since this a self financed program there is no financial aid available from the Directorate, however many eligible



	students do apply for the scholarships offered by PSUs and Banks and get the reimbursement of the fee.
<b>30. Activities and Support from Alumni Association</b>	<ul style="list-style-type: none"> <li>Alumni Association organizes the meeting and program 2-3 times in a year.</li> <li>Alumni meeting is being organized shortly for Distance Education Students</li> </ul>
<b>31. Activities and support from Parent Teachers Association</b>	There is no parent teachers association in the directorate of Distance Education
<b>32. Health Services</b>	Students are encouraged to avail the services from the university health centre.
<b>33. Performance in the Sports activities</b>	Once in a year annual function is organized where outdoor and indoor sports competition is being organized. Since most of the students are working, they do not participate in regular sports facilities.
<b>34. Incentives to outstanding sports person</b>	Being a self financed program there is no separate sports quota in admission
<b>35. Students Achievements and awards</b>	3 Students qualified in the UGC NET examination
<b>36. Activities of the Guidance and Counseling unit</b>	<ul style="list-style-type: none"> <li>There are 10 faculty members available for guidance and counseling</li> <li>around 90-100 students come for counseling per semester</li> </ul>
<b>37. Placement Service provided to the students</b>	<ul style="list-style-type: none"> <li>Generally, Distance Education students do not need placements help.</li> <li>Looking to the recession in the industry, designated mentors prepare students for the higher and experienced jobs.</li> <li>Placement help is also provided with the reference of the industry experts from the last year.</li> </ul>
<b>38. Development programs for the non teaching staff</b>	Non teaching staff has attended two training programs in this year, 1. On accounting 2. On computing
<b>39. Healthy Practices of the institution</b>	Some of the healthy practices of the institution are : <ul style="list-style-type: none"> <li>Guidance and Counseling</li> <li>Maximum number of counseling sessions for distance Education students in the country</li> <li>Availability of online teaching material</li> <li>Availability of online videos</li> <li>Interaction with the industry</li> <li>Feedback from all the stakeholders</li> <li>Continuous improvement in teaching and in examination standard</li> <li>Use of SMS services for every information to the students</li> </ul>
<b>40. Linking developed with the national and international</b>	<ul style="list-style-type: none"> <li>Association of International Business, University of Michigan on content and continuous feedback</li> </ul>

<b>academic resae4ch bodies</b>	through membership
<b>41. Any other information the institution wishes to add</b>	<ul style="list-style-type: none"> <li>• According to DEC and UGC guide lines, online material and interactive lectures are required to be created,</li> <li>• Video clipping and video films are supposed to be embedded in the online lectures hence fully equipped new building is required for the growth of world class distance learning material</li> <li>• Permanent staff must be appointed for teaching as well as non teaching activities.</li> </ul>

**PART C: The Detailed plan of the institution for the next year**

Distance education has a great scope as most of the universities in the world are going for either Distance Education programs or for Online learning programs. The future plan of the department is as follow:

- Academic Plan includes starting of the new Masters and diploma programs in the area of Tourism, Hospital Administration and Computers.
- Infrastructure Plan includes the construction of a new building for the department, hiring of new faculty members for new courses, hiring of new staff members to cater to the requirements of the department and creating audio visual facilities for converting the existing programs into online programs

**Dr. Jayant Sonwalkar**  
Co-coordinator IQAC

**Dr. Jayant Sonwalkar**  
Director  
Directorate of Distance Education,  
DAVV, Indore