

3 [Educational Multimedia Research Centre \(EMRC\)](#)
The Annual Quality Assurance Report (AQAR) of the IQAC
Educational Multimedia Research Centre: Academic Year 2013-14

Part – A

1. Details of the Institution

1.1 Name of the Institution

EMRC – Educational Multimedia Research Centre

1.2 Address Line 1

Devi Ahilya Vishwavidyalaya, Takshshila Campus

Address Line 2

Khandwa Road,

City/Town

Indore

State

Madhya Pradesh

Pin Code

452017

Institution e-mail address

head.avrc@dauniv.ac.in

Contact Nos.

0731-2465632, 2761041

Name of the Head of the Institution:

Dr. Akhilesh Kumar Singh

Tel. No. with STD Code:

0731-2465632, 2761041

Mobile:

94250-32964

Lalit Ingle

Name of the IQAC Co-ordinator:

Mobile:

9009990109

IQAC e-mail address:

singhakhils@rediffmail.com ,
lalitingle@gmail.com

1.2 NAAC Track ID (For ex. MHCOGN 18879)

1.4 Website address:

www.emrcdavv.edu.in

Web-link of the AQAR:

www.emrcdavv.edu.in/ aqar201314.doc

For ex. <http://www.ladykeanecollege.edu.in/AQAR201213.doc>

1.5 Accreditation Details

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1 st Cycle	“B”	Four Star	2000	“Five Years”
2	2 nd Cycle	“B”	2.57	2008	“Five Years”
3	3 rd Cycle	“A”	3.09	2014	“Five Years”
4	4 th Cycle	NA	NA	NA	NA

1.6 Date of Establishment of IQAC : DD/MM/YYYY

21/11/2008

1.7 AQAR for the year (for example 2010-11)

2013-14

1.8 Details of the previous year's AQAR submitted to NAAC after the latest Assessment and Accreditation by NAAC ((for example AQAR 2010-11 submitted to NAAC on 12-10-2011)

- i. AQAR _____ (DD/MM/YYYY)4
- ii. AQAR _____ (DD/MM/YYYY)
- iii. AQAR _____ (DD/MM/YYYY)
- iv. AQAR _____ (DD/MM/YYYY)

1.9 Institutional Status

University State Central Deemed Private

Affiliated College Yes No

Constituent College Yes No

Autonomous college of UGC Yes No

Regulatory Agency approved Institution Yes No

(eg. AICTE, BCI, MCI, PCI, NCI)

Type of Institution Co-education Men Women

Urban Rural Tribal

Financial Status Grant-in-aid UGC 2(f) UGC 12B

Grant-in-aid + Self Financing Totally Self-financ

1.10 Type of Faculty/Programme

Arts Scien Comme I PEI (Phys Edu)

TEI (Edu) Management Ei neering H th Science

Others (Specify)

Electronic Media (Engineering Sciences)

1.11 Name of the Affiliating University (for the College

n/a

1.12 Special status conferred by Central/ State Government-- UGC/CSIR/DST/DBT/ICMR etc

Autonomy by State/Central Govt. / University

University with Potential for Excellence

UGC-CPE

DST Star Scheme

UGC-CE

UGC-Special Assistance Programme

DST

UGC-Innovative PG programmes

Any other (*Specify*) **Centre of Excellence in Electronic Media by MP Government**

UGC-COP Programmes

2. IQAC Composition and Activities

2.1 No. of Teachers

2.2 No. of Administrative/Technical staff

2.3 No. of students

2.4 No. of Management representatives

2.5 No. of Alumni

2.6 No. of any other stakeholder and community representatives

2.7 No. of Employers/ Industrialists

2.8 No. of other External Experts

2.9 Total No. of members

11

2.10 No. of IQAC meetings held

5

2.11 No. of meetings with various stakeholders:

No.

2

Non-Teaching Staff

2

1

Alumni

--

Others

2.12 Has IQAC received any funding from UGC during the year? Y

If yes, mention the amount

2.13 Seminars and Conferences (only quality related)

(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the IQAC

Total Nos.

1

International

National

Institutional

1

Level

(ii) Themes

Contemporary Issues in Media

2.14 Significant Activities and contributions made by IQAC

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2.15 Plan of Action by IQAC/Outcome

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year *

Plan of Action	Achievements

* Attach the Academic Calendar of the year as Annexure.

2.15 Whether the AQAR was placed in statutory body Yes No

Management icate Any body

Provide the details of the action taken

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Criterion – I

1. Curricular Aspects

1.1 Details about Academic Programmes

Level of the Programme	Number of existing Programmes	Number of programmes added during the year	Number of self-financing programmes	Number of value added / Career Oriented programmes
PhD	Electronic Media	Nil	--	Nil
PG	02	Nil	02	Nil
UG	01	Nil	01	Nil
PG Diploma	--	Nil	--	Nil
Advanced Diploma	--	Nil	--	Nil
Diploma	--	Nil	--	Nil
Certificate	--	Nil	--	Nil
Others	--	Nil	--	Nil
Total	03	--	03	--

Interdisciplinary				
Innovative				

1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options

(ii) Pattern of programmes:

Pattern	Number of programmes
Semester	03

2.3 No. of Faculty Positions Recruited (R) and Vacant (V) during the year

02	01	0	00	03	00	3	0	8	1
----	----	---	----	----	----	---	---	---	---

2.4 No. of Guest and Visiting faculty and Temporary faculty

0	25	0
---	----	---

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended Seminars/	0	2	0
Presented papers	2	3	0
Resource Persons	0	0	15

2.6 Innovative processes adopted by the institution in Teaching and Learning:

- Experiential Learning
- Blended Learning

2.7 Total No. of actual teaching days during this academic year

188

2.8 Examination/ Evaluation Reforms initiated by the Institution (for example: Open Book Examination, Bar Code Double Valuation, Photocopy, Online Multiple Choice Questions)

Answer books of internal and external examination shown to students

2.9 No. of faculty members involved in curriculum restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop

02	02	4
----	----	---

2.10 Average percentage of attendance of students

76 %

2.11 Course/Programme wise distribution of pass percentage :

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	Pass %
B.Sc. (EM)	43	4	31	12		100%(43/43)
M.Sc. (EM)	08	5	7	-		87%(7/8)
MBA (Media Management)	39	5	35	3		89%(38/39)

2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching & Learning processes :

2.13 Initiatives undertaken towards faculty development

<i>Faculty / Staff Development Programmes</i>	<i>Number of faculty benefitted</i>
Refresher courses	02
UGC – Faculty Improvement Programme	--
HRD programmes	--
Orientation programmes	--
Faculty exchange programme	--
Staff training conducted by the university	--
Staff training conducted by other institutions	--
Summer / Winter schools, Workshops, etc.	--
Others	01

2.14 Details of Administrative and Technical staff

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff				
Technical Staff	16	5	--	2

Criterion – III

3. Research, Consultancy and Extension

3.1 Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

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3.2 Details regarding major projects

	Completed	Ongoing	Sanctioned	Submitted
Number				
Outlay in Rs. Lakhs				

3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number				
Outlay in Rs. Lakhs				

3.4 Details on research publications

	International	National	Others
Peer Review Journals		1	
Non-Peer Review Journals		2	
e-Journals			
Conference proceedings		4	

3.5 Details on Impact factor of publications:

Range Average h-index Nos. in SCOPUS

3.6 Research funds sanctioned and received from various funding agencies, industry and other organisations

Nature of the Project	Duration Year	Name of the funding Agency	Total grant sanctioned	Received
Minor Projects				
Interdisciplinary Projects				

Industry sponsored				
Projects sponsored by the University/ College				
Students research projects (other than compulsory by the University)				
Any other(Specify)				
Total				

3.7 No. of books published i) With ISBN No. Chapters in Edited I

ii) Without ISBN No.

3.8 No. of University Departments receiving funds from

UGC-SAF CAS DST-F
DPE DBT Scheme/fund

3.9 For colleges

Autonom C DBT Star Sch
INSPIRE CE Any Other (specify)

3.10 Revenue generated through consultancy

3.11 No. of conferences/seminar organized by the Institution

Level	International	National	State	University	College
Number	--	--	--	01	--
Sponsoring agencies	--	--	--	--	--

3.12 No. of faculty served as experts, chairpersons or resource persons

3.13 No. of collaborations International National Any other

3.14 No. of linkages created during this year

3.15 Total budget for research for current year in lakhs :

From Funding agency From Management of University/College

Total

3.16 No. of patents received this year

Type of Patent		Number
National	Applied	----
	Granted	-----
International	Applied	-----
	Granted	-----
Commercialised	Applied	-----
	Granted	-----

3.17 No. of research awards/ recognitions received by faculty and research fellows Of the institute in the year

Total	International	National	State	University	Dist	College

3.18 No. of faculty from the Institution who are Ph. D. Guides
and students registered under them

3.19 No. of Ph.D. awarded by faculty from the Institution

3.20 No. of Research scholars receiving the Fellowships (Newly enrolled + existing ones)

JRF SRF Pro fellows
other

3.21 No. of students Participated in NSS events:

University level State level
National level
International level

3.22 No. of students participated in NCC events:

	University level	State level
International level	Nat <input type="text" value="--"/> level	<input type="text" value="--"/>

3.23 No. of Awards won in NSS:

	University level	State level
International level	<input type="text" value="--"/>	<input type="text" value="--"/>
	Nat <input type="text" value="--"/> level	<input type="text" value="--"/>

3.24 No. of Awards won in NCC:

	University level	State level
International level	<input type="text" value="--"/>	<input type="text" value="--"/>
	Nat <input type="text" value="--"/> level	<input type="text" value="--"/>

3.25 No. of Extension activities organized

University forum	<input type="text" value="3"/>	College for	<input type="text"/>
NCC	<input type="text"/>	NSS	<input type="text"/>
		Any	<input type="text"/>

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility

- Plantation drive to make green campus
- Blood Donation Camp organized

Criterion – IV**4. Infrastructure and Learning Resources**

4.1 Details of increase in infrastructure facilities:

Facilities	Existing	Newly created	Source of Fund	Total
Campus area	40000 square feet		University and Department fund	
Class rooms	7	----	University and Department fund	
Laboratories	6		University and Department fund	
Seminar Halls	1		University and Department fund	
No. of important equipments purchased (\geq 1-0 lakh) during the current year.				

Value of the equipment purchased during the year (Rs. in Lakhs)				
Others				

4.2 Computerization of administration and library

Yes

4.3 Library services:

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	2648	2487189.00	11	95790	2659	2582979.00
Reference Books						
e-Books						
Journals						
e-Journals						
Digital Database						
CD & Video	30	23479.00			30	23479.00
Others (Magzines)						

4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	100	02	Working on 100 computers					
Added	---	----						
Total	100	02	Working on 100 computers					

4.5 Computer, Internet access, training to teachers and students and any other programme for technology

upgradation (Networking, e-Governance etc.)

Department yearly conducts SPSS workshop for the student and faculty upgradation.

4.6 Amount spent on maintenance in lakhs :

i) ICT

815812.00

ii) Campus Infrastructure and facilities

569661.00

iii) Equipments

627878.00

iv) Others

6307946.00

Total :

8321297.00

Criterion – V

5. Student Support and Progression

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

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5.2 Efforts made by the institution for tracking the progression

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5.3 (a) Total Number of students

UG	PG	Ph. D.	Others
118	87	--	205

(b) No. of students outside the state

05

(c) No. of international students

00

Men	No	%	Women	No	%
	119	53.8		102	46.2

General	Last Year(2012-13)					Total	This Year(2013-14)					Total
	SC	ST	OB C	Physically Challenged			General	SC	ST	OB C	Physically Challenged	
148	27	5	45	--	225	183	13	3	22	--	221	

Dropout %- 3.16%

Demand ratio **Academic Year 2013-14**

Programmes	No. of Applicants	No. of students admitted	Demand Ratio
M.Sc. (EM)	Admission done through CET	40	1:10
MBA (Media)		40	1:10

5.4 Details of student support mechanism for coaching for competitive examinations (If any)

Value addition classes are scheduled for competitive examinations.

No. of students beneficiaries

25

5.5 No. of students qualified in these examinations

NET SET/SLET GATE CAT
IAS/IPS etc State PSC UPSC Other

5.6 Details of student counselling and career guidance

All the students of the department are assigned under faculty mentors, who regularly support the students in their career counselling as well as their personal growth and motivation.

No. of students benefitted

5.7 Details of campus placement

	<i>On campus</i>		<i>Off Campus</i>
Number of Organizations Visited	Number of Students Participated	Number of Students Placed	Number of Students Placed
12	56	16	20

5.8 Details of gender sensitization programmes

Gender sensitization programme conducted during the orientation session

5.9 Students Activities

5.9.1 No. of students participated in Sports, Games and other events

State/ University level National level International

No. of students participated in cultural events

State/ University level National level International level

5.9.2 No. of medals /awards won by students in Sports, Games and other events

Sports : State/ University level National level International level

Cultural: State/ University level National level International level

Department students won first prize in Group Dance, Music and Theatre in University annual cultural event.

5.10 Scholarships and Financial Support

	Number of students	Amount
Financial support from institution (department waver of fees)		
Financial support from government	34	1128599.00
Financial support from other sources		
Number of students who received International/ National recognitions	-----	----

5.11 Student organised / initiatives

Fairs : State/ University level National level International level

Exhibition: State/ University level National level International level

5.12 No. of social initiatives undertaken by the students

5.13 Major grievances of students (if any) redressed: _____

Criterion – VI

6. Governance, Leadership and Management

6.1 State the Vision and Mission of the institution

To generate, disseminate and preserve knowledge and also prepare the next generation of thinking media professionals by providing diverse learning environments.

6.2 Does the Institution has a management Information System

yes

6.3 Quality improvement strategies adopted by the institution for each of the following:

6.3.1 Curriculum Development

Feedback from Alumni and Employers is taken into account while Curriculum Development for new session.

6.3.2 Teaching and Learning

All the faculties of the department are using ICT facilities for imparting knowledge to the students.

6.3.3 Examination and Evaluation

Compulsory display of Internal and Semester examination answer script to the students by the Faculty.

6.3.4 Research and Development

- Interface of NMEICT e-content module is continuously under Updation.

6.3.5 Library, ICT and physical infrastructure / instrumentation

Department has computerised library. A rich collection of world cinema, documentaries and relevant content for students. Department has purchased a new statistical and media production software

6.3.6 Human Resource Management

--

6.3.7 Faculty and Staff recruitment

--

6.3.8 Industry Interaction / Collaboration

Department organise industrial visit of students every year.

6.4 Welfare schemes for

Teaching	--
Non teaching	--
Students	--

6.5

Total corp ted

6.6 Whether annual financial audit has been done

Yes No

6.7 Whether Academic and Administrative Audit (AAA) has been done?

Audit Type

External

Internal

Yes/No

Agency

Yes/No

Authority

Academic	No	No	No	No
Administrative	No	No	No	No

6.8 Does the University/ Autonomous College declares results within 30 days?

For UG Programmes Yes No

For PG Programmes Yes No

6.9 What efforts are made by the University/ Autonomous College for Examination Reforms?

6.10 What efforts are made by the University to promote autonomy in the affiliated Institutions?

6.11 Activities and support from the Alumni Association

6.12	Alumni support in the summer training and placements of the current batch students.
	Department always welcome all the queries of parents

6.13 Development programmes for support staff

6.14 Initiatives taken by the institution to make the campus eco-friendly

Student are encourage to keep campus clean and offer service in the Garden for the greenery maintenance.

Criterion – VII

7. Innovations and Best Practices

7.1 Innovations introduced during this academic year which have created a positive impact on the functioning of the institution. Give details.

7.2 Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

7.3 Give two Best Practices of the institution (*please see the format in the NAAC Self-study Manual*)

- Earn while Learn scheme for students
- Value Addition Program in literary and performing art area

****Provide the details in annexure (annexure need to be numbered as i, ii,iii)***

7.4 Contribution to environmental awareness / protection

Environmental Awareness drive is created through encouraging students to use public transport/bicycle on any one day of every week.

7.5 Whether environmental audit was conducted? Yes No

7.6 Any other relevant information the institution wishes to add. (for example SWOT Analysis)

Strengths:

- Excellent Students placement in Media Industry
- Integrated activities of Media Research, Education, Production and Broadcast
Student participation in social thought leadership
- Self disciplined horizontal learning system amongst the students
- Unique institution in terms of Production, Broadcast, Courses & Research in Media

Weaknesses:

- Insufficient human resource
- Inadequate Broadcast Industry oriented activity in the city

Opportunities:

- Establish EMRC as International centre for excellence in electronic media education
- Introduce Digital Film Making program at EMRC
- Practice interdisciplinary approach to bring best of media practices
- Completing NME-ICT project on scheduled time
- Establishing a full facility DTH based educational channel

8. Plans of institution for next year

- Construction of Movie Preview theatre of 250 Seating Capacity.
- Escalating ICT infrastructure

Name _____

Name

*Signature of the Coordinator, IQAC
Chairperson, IQAC*

Signature of the

Annexure I

Abbreviations:

- CAS - Career Advanced Scheme
- CAT - Common Admission Test
- CBCS - Choice Based Credit System
- CE - Centre for Excellence

COP	-	Career Oriented Programme
CPE	-	College with Potential for Excellence
DPE	-	Department with Potential for Excellence
GATE	-	Graduate Aptitude Test
NET	-	National Eligibility Test
PEI	-	Physical Education Institution
SAP	-	Special Assistance Programme
SF	-	Self Financing
SLET	-	State Level Eligibility Test
TEI	-	Teacher Education Institution
UPE	-	University with Potential Excellence
UPSC	-	Union Public Service Commission
