

School of Journalism & Mass Communication (SJMC)

The Annual Quality Assurance Report (AQAR) of the

IQAC

School of Journalism & Mass Communication:

Academic Year 2013-14

Part – A

1. Details of the Institution

1.1 Name of the Institution

Journalism & Mass Communication

1.2 Address Line 1

Media Bhawan

Devi Ahilya University, Khandwa
Road

Address Line 2

City/Town

Indore

State

Madhya Pradesh

Pin Code

452017

Institution e-mail address

Mediaprabhari.davv@gmail.com

Contact Nos.

9425444421

Name of the Head of the Institution:

Prof. M. S. Parmar

Tel. No. with STD Code:

0731-2903524

Mobile:

9425444421

Name of the IQAC Co-ordinator:

Mr. Saket Raman

Mobile:

8827417230

IQAC e-mail address:

Prof.saket@gmail.com

1.3 NAAC Track ID (For ex. MHCOGN 18879) **EC/66/RAR/146 dated 21-02-2014**

www.mediabhawan.com , www.dauniv.ac.in

1.4 Website address:

Web-link of the AQAR:

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 Science Commerce Law PEI (Phys Edu)

TEI (Edu) Engineering Health Science Management

Others (Specify)

1.11 Name of the Affiliating University (*for the Colleges*)

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

Autonomy by State/Central Govt. / University

State

University with Potential for Excellence	<input type="text"/>	UGC-CPE	
DST Star Scheme	<input type="text"/>	UGC-CE	<input type="text"/>
UGC-Special Assistance Programme	<input type="text"/>	DST-FIST	<input type="text"/>
UGC-Innovative PG programmes	<input type="text"/>	Any other (<i>Specify</i>)	<input type="text"/>
UGC-COP Programmes	<input type="text"/>		

2. IQAC Composition and Activities

2.1 No. of Teachers	<input type="text" value="04"/>	
2.2 No. of Administrative/Technical staff	<input type="text" value="01"/>	
2.3 No. of students	<input type="text" value="03"/>	
2.4 No. of Management representatives	<input type="text"/>	
2.5 No. of Alumni	<input type="text" value="02"/>	
2.6 No. of any other stakeholder and community representatives	<input type="text" value="01"/>	
2.7 No. of Employers/ Industrialists	<input type="text" value="02"/>	
2.8 No. of other External Experts	<input type="text"/>	
2.9 Total No. of members	<input type="text" value="13"/>	
2.10 No. of IQAC meetings held	<input type="text" value="04"/>	
	<input type="text" value="04"/>	<input type="text" value="04"/>

2.11 No. of meetings with various stakeholders: No.

Faculty

Non-Teaching Staff

02

Students

02

Alumni

02

Others

01

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

No

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.

International

National

State

Institution Level

(ii) Themes

2.14 Significant Activities and contributions made by IQAC

None

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 Syndicate Any other body

Provide the details of the action taken

Part – B

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	01			
PG	01		01	
UG	01		01	
PG Diploma	01			
Advanced Diploma				
Diploma				
Certificate				
Others, (M.phil)	01		01	
Total				

Interdisciplinary				
Innovative				

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

(ii) Pattern of programmes:

Pattern	Number of programmes
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Semester	04
Trimester	
Annual	

1.3 Feedback from stakeholders* Alumni Parents Employers Students
(On all aspects)

Mode of feedback : Online Manual Co-operating schools (for PEI)

**Please provide an analysis of the feedback in the Annexure*

1.4 Whether there is any revision/update of regulation or syllabi, if yes, mention their salient aspects.

Yes, Special modification as according to the requirement of Media industry.

1.5 Any new Department/Centre introduced during the year. If yes, give details.

Criterion – II

2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty

Total	Asst. Professors	Associate Professors	Professors	Others
03	02		01	

2.2 No. of permanent faculty with Ph.D.

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

Asst. Professors		Associate Professors		Professors		Others		Total	
R	V	R	V	R	V	R	V	R	V
	03		02		01				

2.4 No. of Guest and Visiting faculty and Temporary faculty

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended		03	
Presented		05	
Resource Persons		05	

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

Lecture through PPTs, Virtual Class Room, Group discussion, Field Visit. Online Editing. Lab Journal for Prctical training.

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

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

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

02		
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2.10 Average percentage of attendance of students

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.A.M.C	54		53	01		
M.A.M.C	20		17	03		
M. Phil	13		13			
B.J	03		03			

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	03
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	

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	02			
Technical Staff		01		

Criterion – III

3. Research, Consultancy and Extension

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

Planning to organise a National seminar on Research methodology.
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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	10		
Non-Peer Review Journals		12	
e-Journals			
Conference proceedings			

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
Major projects				
Minor Projects				
Interdisciplinary Projects				
Industry sponsored				
Projects sponsored by the University/ College				
Students research projects (<i>other than compulsory by the University</i>)				
Any other(Specify)				
Total				

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

ii) Without ISBN No.

3.8 No. of University Departments receiving funds from

UGC-SAP CAS DST-FIST

DPE

DBT Scheme/funds

3.9 For colleges Autonomy CPE DBT Star Scheme
 INSPIRE CE Any Other (specify)

3.10 Revenue generated through consultancy

3.11 No. of conferences organized by the Institution

Level	International	National	State	University	College
Number					
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

Total	International	National	State	University	Dist	College
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Of the
institute in the

year

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 Project Fellows Any other

3.21 No. of students Participated in NSS events:

University level State level
International level National level

3.22 No. of students participated in NCC events:

University level State level
International level National level

3.23 No. of Awards won in NSS:

University level State level
International level National level

3.24 No. of Awards won in NCC:

University level State level
International level National level

3.25 No. of Extension activities organized

University forum College forum

NCC

NSS

Any other

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

-
-

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	32000sq.ft		S/F	
Class rooms	08		S/F	
Laboratories	04		S/F	
Seminar Halls	01		S/F	
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	4000					
Reference Books						
e-Books						
Journals	16					
e-Journals						
Digital Database						
CD & Video	143					
Others (specify)						

4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	23	01	YES	YES	YES	YES	YES	
Added								
Total								

4.5 Computer, Internet access, training to teachers and students and any other programme for technology upgradation (Networking, e-Governance etc.)

NONE

4.6 Amount spent on maintenance in lakhs :

i) ICT	<input type="text"/>
ii) Campus Infrastructure and facilities	<input type="text"/>
iii) Equipments	<input type="text"/>
iv) Others	<input type="text"/>
Total :	<input type="text"/>

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
189	51	09	13

(b) No. of students outside the state

(c) No. of international students

Men	No	%		Women	No	%
	126	50			127	50

Last Year						This Year					
General	SC	ST	OB C	Physically Challenged	Total	General	SC	ST	OB C	Physically Challenged	Total
52	03	00	25		80	113	27	05	37		182

Demand ratio

Dropout % 18

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

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No. of students beneficiaries

5.5 No. of students qualified in these examinations

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

5.6 Details of student counselling and career guidance

Placement Cell provides career guidance and counselling.

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
07	60	20	

5.8 Details of gender sensitization programmes

5.9 Students Activities

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

State/ University level National level International level

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

5.10 Scholarships and Financial Support

	Number of students	Amount
Financial support from institution		
Financial support from government	15	1,01520
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: **More no. Of permanent faculties.**

Criterion – VI

6. Governance, Leadership and Management

6.1 State the Vision and Mission of the institution

Educating and empowering the learners and Media students to realize their potential through righteous blending of knowledge, skills, and values for serving the society and to prepare responsible citizens and ethical media persons.

6.2 Does the Institution has a management Information System

No

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

6.3.1 Curriculum Development

Regular modification and Updation of curriculum.

6.3.2 Teaching and Learning

Lecture through PPTs, Class interaction, Group discussion, Mentoring and Motivational lectures, Development of E-resources, etc.

6.3.3 Examination and Evaluation

Declaration of result within 30 days.

6.3.4 Research and Development

6.3.5 Library, ICT and physical infrastructure / instrumentation

Some new software's added.

6.3.6 Human Resource Management

6.3.7 Faculty and Staff recruitment

6.3.8 Industry Interaction / Collaboration

Regular Interaction with Media persons, journalists and editors.

6.3.9 Admission of Students

CET system was introduced.

6.4 Welfare schemes

Teaching		for
Non teaching		
Students		

6.5 Total corpus fund generated

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				
Administrative				

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/constituent colleges?

6.11 Activities and support from the Alumni Association

Our alumni association provides feedback on curriculum and on that basis department modify syllabus.

6.12 Activities and support from the Parent – Teacher Association

Parent-Teacher association meets twice in a year and discuss about different problems of students. On the basis of that discussion department sort out their problems.

6.13 Development programmes for support staff

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

Department organised Plantation and awareness programmes and we are sincere about Green University policy.

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.

We have established a facility for Communication Consultancy to provide guidance to Small and medium level Newspapers and Magazines in the area of reporting and editing. Along with that, Consultancy also would provide guidance for PR and corporate communication activities, Advertisement planning and all the other related activities.

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 Manuals*)

Journalists-Teacher meet.

Regular Interaction with Media persons.

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

7.4 Contribution to environmental awareness / protection

Plantation, Participation in university level Swachchha Bharat Abhiyan, Hosted Youth conference on Climate change.

7.5 Whether environmental audit was conducted? Yes No

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

8. Plans of institution for next year

To introduce some new courses.

To organise seminars and special lectures.

To start a Research Journal.

Name _____

Name

Signature of the Coordinator, IQAC
IQAC

Signature of the Chairperson,

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
