**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 Instit	eution: 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	Validity
51. INO.	Cycle	Grade	COFA	Accreditation	Period
1	1 <sup>st</sup> Cycle	"В"	Four Star	2000	"Five Years"
2	2 <sup>nd</sup> Cycle	"В"	2.57	2008	"Five Years"
3	3 <sup>rd</sup> Cycle	"A"	3.09	2014	"Five Years"
4	4 <sup>th</sup> 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 2010-11submitted to NAAC on 12-10-2011)

i. AQAR	(DD/MM/YYY)4
ii. AQAR	(DD/MM/YYY)
iii. AQAR	(DD/MM/YYYY)
iv. AQAR	(DD/MM/YYYY)
1.9 Institutional Status	
University	State J Central Deemed Private
Affiliated College	Yes No
Constituent College	Yes No

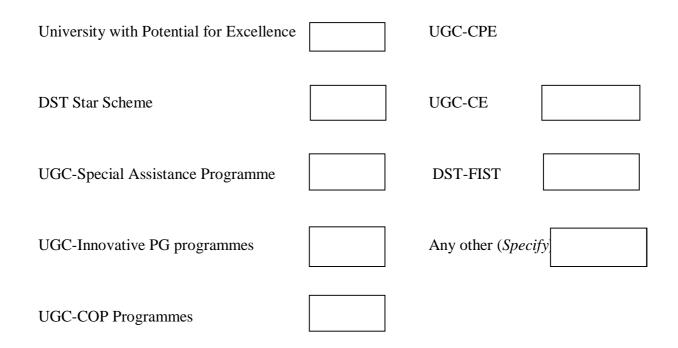
Autonomous colleg	e of UGC Yes No
Regulatory Agency	approved Institution Yes No
(eg. AICTE, BCI, M	ICI, PCI, NCI)
Type of Institution	Co-education / Men Women
	Urban Rural Tribal
Financial Status	Grant-in-aid UGC 2(f) UGC 12E
	Grant-in-aid + Self Financing Totally Self-financ

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



# **<u>2. IQAC Composition and Activities</u>**

04 2.1 No. of Teachers 01 2.2 No. of Administrative/Technical staff 03 2.3 No. of students 2.4 No. of Management representatives 02 2.5 No. of Alumni 2. 6 No. of any other stakeholder and 01 community representatives 02 2.7 No. of Employers/ Industrialists 2.8 No. of other External Experts 2.9 Total No. of members 13 2.10 No. of IQAC meetings held 04 04 04

2.11 No. of meetings with	various stakeholders: No.	Faculty
Non-Teaching Sta	aff 02 Students	02 Alumni 02 Others 01
2.12 Has IQAC received an If yes, mention t	ny funding from UGC during he amount	the year?Ye No /

2.13 Seminars and Conferences (only quality related)

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

	Total Nos.	nternational	National	State I	nstitution Level	
(i	ii) Themes					
2.14 S	ignificant Activities	and contributions m	ade 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 be	ody Yes No
Management Syndicate	Any other body
Provide the details of the action taken	

# <u>Part – B</u>

# Criterion – I

## **<u>1. Curricular Aspects</u>**

1.1 Details about Academic I	Programmes
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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)			J		J		J		J	
Mode of feedback	:	Online		Manual	J	Co-operati	ng sc	hools (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	Total	Asst. Professors	Associate Professors	Professors	Others
permanent	03	02		01	

faculty

2.2 No. of permanent faculty with Ph.D.

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

Asst.		Associate		Professors		Other	`S	Total	
Profe	ssors	Profes	sors						
R	V	R	V	R	V	R	V	R	V
	03		02		01				

2.4 No. of Guest and Visiting faculty and Temporary faculty 08

02

2.5 Faculty participation in conferences and symposia:

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

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

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

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

235

- 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
- 2.10 Average percentage of attendance of students

75	

2.11 Course/Programme wise distribution of pass percentage :

Title of the Total no. of students		Division					
Programme	appeared	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

Faculty / Staff Development Programmes	Number of faculty benefitted
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.

### 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
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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	1-2	Average	1.5	h-index	Nos. in SCOPUS		
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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 (other than compulsory by the University)				
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 INSPIRE	CPE CE	DBT Star Scheme
3.10 Revenue gene	rated through consultancy		

3.11 No. of	Level	International	National	State	University	College
conferences	Number					
	Sponsoring					
organized by the	agencies					
Institution	-	•	•	•	-	

3.12 No. of faculty served as exp	esource persons	03	]			
3.13 No. of collaborations	International		National	A	Any other	01
3.14 No. of linkages created dur						
3.15 Total budget for research for	or current year in	n 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

								Of the institute i	n the
year									
					_				
wh	o are Ph	ulty from the I a. D. Guides s registered und		02					
3.19 N	lo. of Ph	.D. awarded by	faculty fro	om the l	Institution	16			
3.20 N	lo. of Re	search scholars	receiving	the Fel	lowships (Ne	ewly enro	lled + ex	kisting ones	s)
	J	RF	SRF	Pr	oject Fellow	s	Any o	other	
0.01.11									
3.21 N	o. of stu	dents Participa	ted in NSS		: University le	vel	Sta	te level	
					Internationa		]	onal level	
3.22 N	lo. of stu	udents participa	ated in NC	C event	s:				
					University le	evel	Sta	ate level	
				Int	ernational le	vel	Nation	al level	
3.23 N	lo. of Av	wards won in N	NSS:	I	University le	vol	Stor	te level	[]
					ernational lev			onal level	
3.24 N	lo. of Av	wards won in N	ICC:						
				I	University le	vel	Star	te level	
				Inte	ernational lev	/el	Nationa	al level	
3.25 N	lo. of Ex	tension activiti	es organize	ed		L	I		
	Unive	ersity forum		College	e forum				
					07				

NSS

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	Source of	Total
		created	Fund	
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 $(\geq 1-0 \text{ lakh})$ during the current year.				
Value of the equipment purchased during the year (Rs. in Lakhs)				
Others				

#### 4.2 Computerization of administration and library

|--|

#### 4.3 Library services:

	Exis	sting	Newl	y added	То	tal
	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	Browsin g Centres	Computer Centres	Office	Depart -ments	Other s
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

ii) Campus Infrastructure and facilitie

iii) Equipments

iv) Others

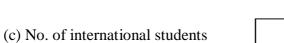
Total :	

# Criterion – V 5. Student Support and Progression

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

### 5.2 Efforts made by the institution for tracking the progression

5.3 (a) Total Number of students	UG	PG
	189	51



Ph. D.

09

Others

13

Mer	_	No 126	% 50	Women	N 12						
Last Year					This Year						
General	SC	ST	OB C	Physically Challenged	Total	Genera 1	SC	ST	OB C	Physicall y Challeng ed	Total
52	03	00	25		80	113	27	05	37		182

Demand ratio

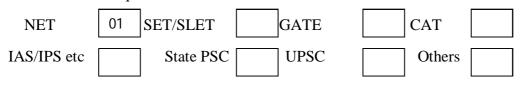
Dropout % 18

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

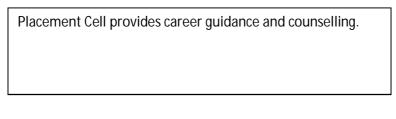


No. of students beneficiaries

#### 5.5 No. of students qualified in these examinations



#### 5.6 Details of student counselling and career guidance



No. of students benefitted



5.7 Details of campus placement

	On campus		Off Campus
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 05

National level

International level



No. of students participated in cultural events

	State/ University level	03 Nat	tional level		International leve	1
5.9.2	No. of medals /awards	won by stu	dents in Spor	rts, Games	s and other events	
Sports	: State/ University leve	el 03 Na	tional level		International level	
Cultura	l: State/ University leve	.] 01 Na	tional level		International level	
5.10 Schol	arships and Financial S	upport				

	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	n: State/ University level	National level	International level

5.12 No. of social initiatives undertaken by the students 05

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	for	
	teaching		
	Students		
6.5 Total corpus fund gene	rated		
6.6 Whether annual financi	al audit has been done	J Yes N	0

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

No

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

Yes

Yes

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.

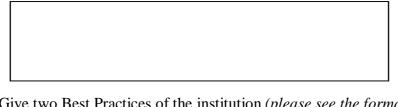
## **Criterion – VII**

### 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

Plantat	ion, Parti	cipation	in uni	versity	level	Sw	achchha
Bharat	Abhiyan,	Hosted	Youth	confer	ence	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

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