The Annual Quality Assurance Report (AQAR) of the IQAC
EMRC – Educational Multimedia Research Centre

Part – A

1. Details of the Institution

1.1 Name of the Institution

| EMRC – Educational |

1.2 Address Line 1

| Devi Ahilya Vishwavidyalaya, |

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 |

Name of the IQAC Co-ordinator:

Lalit Ingle

Mobile:

9009990109

IQAC e-mail address:

singhakhils@rediffmail.com ,

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

1.4 Website address:

www.emrcdavv.edu.in

Web-link of the AQAR:

www.emrcdavv.edu.in/ aqar201516.doc

For ex. http://www.ladykeanecollege.edu.in/AQAR201415.doc

1.5 Accreditation Details

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1st Cycle	Four Star		20/09/2000	"Five Years"
2	2nd Cycle	B grade	2.57 out of 4	16/09/2008	"Five Years"
3	3rd Cycle	A	3.09	21 .2. 2014	"Five Years"
4	4th Cycle	N.A	N.A	N.A	N.A

1.6 Date of Establishment of IQAC :   DD/MM/YYYY   21/11/2008

1.7 **AQAR for the year** (*for example 2010-11*)   **2015-16**

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 _____Feb 2013 June 2013_____ (DD/MM/YYYY)4
    ii.   AQAR_____2013-14_____ (DD/MM/YYYY)
    iii. AQAR_____2014-15 _____ (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-financing [ ]

1.10 Type of Faculty/Programme

    Arts [ ]   Science [ ] Commerce [ ] Law [ ] PEI (Phys Edu) [ ]

    TEI (Edu) [ ] Engineering [ ] Health Science [ ] Management [ ]

    Others (Specify) | .   Electronic Media (Engineering Sciences) |

1.11 Name of the Affiliating University (*for the Colleges*) | 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-FIST	✗
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   5

2.2 No. of Administrative/Technical staff   2

2.3 No. of students   2

2.4 No. of Management representatives

2.5 No. of Alumni   1

2. 6 No. of any other stakeholder and

    community representatives   1

2.7 No. of Employers/ Industrialists   1

2.8 No. of other External Experts   1

2.9 Total No. of members   13

2.10 No. of IQAC meetings held   2

2.11 No. of meetings with various stakeholders: No. 06 Faculty 2

Non-Teaching Staff Students 2 Alumni 1 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. 1 International ☐ National ☐ State ☐ Institution Level 1

(ii) Themes Contemporary Issues in Media

2.14 Significant Activities and contributions made by IQAC

Regular Feedback and curriculum upgradation

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
Curriculum upgradation	Curriculum upgraded
Value Addition activities	Value addition in terms of theatertrical activities

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

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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	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
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.

> Every year syllabi revision workshop is been conducted.

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
08	02		03	3 contractual faculties

2.2 No. of permanent faculty with Ph.D.

03

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
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	0	3	0
Resource Persons	0	0	15

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

- Experiential Learning

- Blended Learning

188

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)

> 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

79 %

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)	36	8.33%	58%	22%	-	88%(32/36)
M.Sc. (EM)	12	33%	67%	-	-	100%(8/8)
MBA (Media Management)	35	23%	66%	11%	-	100%(35/35)

2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching & Learning processes : By providing
feedback to every level

2.13 Initiatives undertaken towards faculty development

Faculty / Staff Development Programmes	Number of faculty benefitted
Refresher courses	01
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	02

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

Promoting Ph.D. program

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		3	
Non-Peer Review Journals		2	
e-Journals			
Conference proceedings		3	

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)**NMEICT**	2015-16	CEC/MHRD	30.43 lakh	30.43 lakh
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 [Nil]

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 [1]

3.13 No. of collaborations   International [　　]   National [1]   Any other [　　]

3.14 No. of linkages created during this year [1]

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

2

13

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

3

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 [--]

National level [--]   International level [--]

3.22 No. of students participated in NCC events:

University level [--]   State level [--]

National level [--]   International level [--]

3.23 No. of Awards won in NSS:

University level [--]   State level [--]

National level [--]   International level [--]

3.24 No. of Awards won in NCC:

University level [--]   State level [--]

National level [--]   International level [--]

3.25 No. of Extension activities organized

University forum	3	College forum	

NCC [ ]   NSS [ ]   Any other [ ]

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

- Nukkad Natak on National Integration Theme

- Production 168 of e-contents and 5 MOOCs

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	2		University and Department fund	
No. of important equipments purchased (≥ 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	Depart-ments	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

338316.00

ii) Campus Infrastructure and facilities

283726.00

iii) Equipments

229164.00

iv) Others

216988.00

Total :

1068194.00

Criterion – V
5. Student Support and Progression

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

> By providing information through Audio visual and ICT

5.2 Efforts made by the institution for tracking the progression

> Through ICT and social media

5.3 (a) Total Number of students

UG	PG	Ph. D.	Others
131	97	11	-

(b) No. of students outside the state

04

(c) No. of international students

00

Men

No	%
115	48.11

Women

No	%
124	51.88

Last Year(2014-15)						This Year(2015-16)					
General	SC	ST	OBC	Physically Challenged	Total	General	SC	ST	OBC	Physically Challenged	Total
221	9	3	8	--	241	169	20	11	39	-	239

Dropout %-   nil

Demand ratio   **Session 2014-15**

Programmes	No. of Applicants	No. of students admitted	Demand Ratio
M.Sc. (EM)	**Admission done through CET**	50	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   35

5.5 No. of students qualified in these examinations

NET [ ]   SET/SLET [ ]   GATE [ ]   CAT [ ]

IAS/IPS etc [ ]   State PSC [ ]   UPSC [ ]   Others 8

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   241

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
10	47	18	17

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 40   National level 2   International level [ ]

No. of students participated in cultural events

State/ University level | 40 | National level | 40 | 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 | 11 | National level | 2 | International level | |

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

Department students won prize in Music and Theatre in State, Zonal and National Youth Festival 2015

5.10 Scholarships and Financial Support

	Number of students	Amount
Financial support from institution (department waver of fees)	-----	----
Financial support from government	26	558632.00
Financial support from other sources (DSW)	01	10000.00
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 | 2 |

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.

- Photography, Hindi (Language & Literature), Environmental Studies, Accounting, Advertising E-content module production is completed.

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

By University

6.3.7   Faculty and Staff recruitment

By University

6.3.8   Industry Interaction / Collaboration

Department organise industrial visit of students every year.

Workshops for students by industry experts.

6.4 Welfare schemes for

Teaching	--
Non teaching	--
Students	Earn while learn

6.5 Total corpus fund generated

20% of self finance

6.6 Whether annual financial audit has been done   Yes | 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	Yes	Faculty
Administrative	No	No	Yes	Staff

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

For UG Programmes   Yes | yes | No | |

For PG Programmes   Yes | yes | No | |

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

> Question paper preparations

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

6.12 A

> 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

> Support staff participate in training programs organized by the university

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.

Development of MOOCs

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)*

 - Earn while Learn scheme for students

- Value Addition Program in literary and performing art area

- Alumni Placement Scheme in coordination with STAR India

*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

Challenges:
- Inculcating Entrepreneurial skills among student to take media business as career
- Execution of recruitment plan for the department
- Media student exchange program foreign University for better understanding of cultural issues in media
- Prepare a pool of responsible electronic media professionals with a sense of responsibility towards society and nation.

8. Plans of institution for next year

- Renovation of Seminar Hall and Lecture Hall

- Escalating ICT infrastructure

Name _____   *Name* _____

_____   _____

Signature of the Coordinator, IQAC   *Signature of the Chairperson, IQAC*

_____***_____