
Evaluative Report of the Department- A

1. Name of the Department : **School of Journalism and Mass communication**
2. Year of establishment : **1986**
3. Is the Department part of a School/Faculty of the university? **YES**
4. Names of programmes offered :

Programmes	Number	Course/Subjects
UG	One	B.A.(Hons) Mass Communication
PG	One	M.A. Mass Communication
Integrated Masters	None	None
M.Phil.	One	M.Phil Mass Comm
Ph.D.	One	Ph.D. Mass Comm
Integrated Ph.D.	None	None
Certificate	None	None
Diploma	None	None
PG Diploma	One	B.J. Mass Comm
Any other (please specify)	None	None
Total	5	5

5. Interdisciplinary programmes and departments involved : **Nil**
6. Courses in collaboration with other universities, industries, foreign institutions, etc. : **Nil**
7. Details of programmes discontinued, if any, with reasons. : **Nil**
8. Examination System: **Semester**
9. Participation of the department in the courses offered by other departments: **Refresher and Orientation course.**

10. Number of teaching posts sanctioned, filled and actual (Professors/ Associate Professors/ Asst. Professors/ others)

	Sanctioned	Filled	Actual (including CAS & MPS)
Professor	1	0	
Associate Professors	1	1	
Asst. Professors	5	2Regular +3*	
Others			

*On contract.

11. Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance

Name	Qualification	Designation	Specialization	No of year of experience	No of Ph.D. Student Guided	Ph.D. Registered
1	2	3	4	5	6	7
Dr. Mansingh Parmar	LLM, MMC, Ph.D.	Associate Professor	Media Research Mass Comm	20 Year	12	8
Mr. Premjit Singh	B.J., M.A.	Assistant Professor	Reporting and Editing	19 years	Nil	0
Dr. Sonalee Nargundee	Ph.D., M.Com., M.M.C.	Assistant professor	Development communication	8 years	Registered 8	8
Mr. Saket Raman	M J , Ugc-NET, Ph.D(Pursuing)	Assistant professor	Communication theories, Print and new media	4 years	Nil	Nil
Mr. Bachcha Babu	M AMC , Ugc-NET, Ph.D(Pursuing)	Assistant professor	Elect. media & management law-ethics.	2 years	Nil	Nil
Miss Amita	MSc.MC , Ugc-NET, Ph.D(Pursuing)	Assistant professor	Elect. media, communication.	3 years	Nil	Nil

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors: **Nil**
13. Percentage of classes taken by temporary faculty – programme-wise information :
No temporary faculty.
14. Programme-wise Student Teacher Ratio.

1. B.A. Semester VI	14:1
2. M.A.M.C. II Sem	12:1
3. M.A.M.C., IV Sem	14:1
4. B.A.M.C., Sem	13:1
5. M.Phil I Sem	15:1

15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual.

Staff	Filled	UnFilled
Technical Staff	Nil	Yes
Administrative	Nil	Yes

16. Research thrust areas as recognized by major funding agencies: **NA**
17. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise. : **NA**
18. Inter-institutional collaborative projects and associated grants received
a) National collaboration : **None** b) International collaboration: **None**
19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received. : **None**
20. Research facility / centre with
- state recognition : **Nil**
 - national recognition : **Nil**
 - international recognition : **Nil**

	University Students in Madhya Pradesh (Page No 103-117		
02	Coverage of Environment ASPECTS-a Study Among English Dailies)Gage No 37-40)	Media Watch	ORIENG00 947
03	Quantitive Analysis of Environment Communication in Newspapers-A Omparative Study	Research link	ISSN 0975- 217x
04	Selective Expose-An escape from mental digestion (Page No 137-139)	Research Link	ISSN 0973- 1628
05	महिला मुद्दे: मीडिया की भूमिका (पेज नं.- 4-8	Communicati on Today	ISSN 0975- 217x
06	भारत में मीडिया शिक्षा: भावी रूपरेखा	मीडिया मीमांसा	
07	मानव अधिकार एवं प्रेस की स्वतंत्रता	संचार श्री	
08	मीडिया शिक्षा एवं प्रौद्योगिकी	संचार श्री	
09	पं. माखनलाल चतुर्वेदी की पत्रकारिता एवं वर्तमान पत्रकारिता	मैसूर हिन्दी प्रचार परिषद पत्रिका	
10	आंचलिक पत्रकारिता प्रशिक्षण: आज की आवश्यकता	मीडिया मीमांसा	
11	श्री बी.जी.वर्गिस (वर्गिस वर्किंग ग्रुप के अध्यक्ष): एक साक्षात्कार	वीणा	
12	भाषीय पत्रकारिता दशा और दिशा	अभय प्रवाह (भाषायी पत्रकारिता महोत्सव)	
II- Articles, Chapters Published in Books			
S.N o.	Titles & Page No.	Book Title, Editors & Publisher	ISSN/ISBN No

1.	Language of Television & News Writing (Page No. 38-42)	Patrikrita ke vividh ayam Dr. Rajendra Mishra Takshila Publication New Delhi	ISSN-81-7965-039-1
2.	Part [B] 1. Editing 2. Law Reporting 3. Photo Journalism 4. Sports Reporting 5. News Analysis (Page No. 195-245)	Aspects of Reporting Vijaya Pathak. Jagath Pathak Patrikrita Sansthan Bhopal	
3	Freedom of Expression (Page No. 57-59)	Media Samagra Ayam Vijaya Pathak, Jagath Pathak Patrikrita Sansthan Bhopal	
III. Published Books			
S.No.	Title & Page No.	Books Title, Editors & Publisher	ISSN/ISBN No.
01	मीडिया विवेध आयाम (पेज नं. 1-198)		शिवशक्ति पब्लिकेशन नई

Name- Dr. Sonalee Nargunde

S.No.	Publication	Year
1	हमारी आपकी पत्रकारिता ;आंचलिक पत्रकार द्ध भोपाल	Jan 2008
2	मीडिया में मीडिया ;आंचलिक पत्रकारद्द भोपाल	Feb 2008
3	कार्पोरेट राइटर शब्दों का जादूगर ;मीडिया विमर्शद्द रायपुर	Feb 2008
4	Film Appreciation (Films and Television Institute of India,	26 may - 21 June

	Pune)	2008
5	जिन्दगी जिंदाबाद Editor (UNICEF and DAVV, Indore)	March 2008
6	विकास निर्मलता के हमकदम सरपंच, ;समाज कल्याणद्ध नई दिल्ली	March 2009
7	क्या आइडिया है सरजी ;मीडिया मीमांसाद्ध भोपाल	March 2009
8	Orientation Course (DAVV, Indore)	10 June - 07 July 2009
9	Bhartendu Harishchandra Award for the manuscript of	Feb 2010
10	विकास संचार अवधारणाएँ एवं प्रारूप पाठ्यपुस्तक आशा पब्लिशिंग हाउस आगरा	Feb 2010
11	Newspaper response towards developmental news (Journal of social welfare management) ISSN 0975-0231	Jan -June 11
12	Agriculture is best-agro journalism (Indian streams research journal) ISSN 2230-7850	May 2011
13	सहभागिता से विकास की अवधारणा समागम ISSN 2231-0479 ISBN 921076-1-5	May 2011
14	Gunjan (Magazine) Editor	June 2011
15	सहभागिता से विकास की अवधारणा-2 समागम ISSN 2231-0479	June 2011

	ISBN 921076-1-5	
16	NGO'S in development (Research Link) ISSN 0973-1628	July 2011
17	स्वाधीनता संग्राम में पत्रकारिता की भूमिका समागम ISSN 2231-0479 ISBN 921076-1-5	Aug 2011
18	पत्रकारिता दलितों की या दलितों के लिए समागम ISSN 2231-0479 ISBN 921076-1-5	Oct 2011
19	सप्लीमेंट से सरक्यूलेशन आंचलिक पत्रकार	Sep 2011
20	Subject expert in Samagam	From July 2011
21	Gunjan (Magazine) Editor	Jan –Mar 2012
22	भारतीय सिनेमा सौ साल का समागम ISSN 2231-0479 ISBN 921076-4-6	Feb 2012
23	विकास प्रबंधन में महिलाओं की भूमिका मध्यप्रदेश सामाजिक शोध समग्र ISSN 2231-2951	Mar 2012
24	भारतीय सिनेमा की जन्मभूमि महाराष्ट्र समागम ISSN 2231-0479 ISBN 921076-4-6	May 2012
25	Gunjan (Magazine) Editor	June 2012

26	परिवर्तन की प्रक्रिया आधुनिकीकरण मध्यप्रदेश सामाजिक शोध समग्र ISSN 2231-2951	June 2012
27	विकास का प्रभावी प्रतिमान समागम ISSN 2231-0479 ISBN 921076-4-6	July 2012
28	Gunjan (Magazine) Editor	July 2012
29	Best sellers through cinema सामाजिक शोध समग्र ISSN 2231- 2951	Sep 2012
30	जट यमला पगला दीवानों का पंजाबी सिनेमा समागम ISSN 2231-0479 ISBN 921076-4-6	Oct 2012
31	Poetry book og funded by Sahitya Academy, MP Govt.Bhopla	2012
32	Poetry contribution in Gunjan Saptak	2012
33	Refresher course (DAVV, Indore)	Dec 2012
34	Traditional mass media in Indian society समागम ISSN 2231-0479 ISBN 921076-4-6	Jan 2012

03. Shri Premjit Singh.

06 Papers published in India Cited Journals, 05 Papers Published in International Renowned Journals. 05 Papers Published in Conference Proceedings popular Journals etc.

24. Details of patents and income generated : **NA**
25. Areas of consultancy and income generated : **NA**
26. Faculty selected nationally / internationally to visit other laboratories / institutions / industries in India and abroad : **Nil**
27. Faculty serving in

- a) National committees b) International committees c) Editorial Boards d) any other (please specify)

Dr. M.S.Parmar is the Chairman of Public Relations Society of India, Indore Chapter. He is the Chairman and on the editorial board of Mulyanugat Media.

27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs).

A. Faculty recharging strategies

- 1. Teachers of the School supported the activities of Academic Staff College for running refresher courses.**
- 2. One Refresher Course Organized in Collaboration with Academic Staff college.**

3. Participation in conferences and workshops.

-
28. Student projects

- percentage of students who have done in-house projects including inter-departmental projects : **Nil**
- percentage of students doing projects in collaboration with other universities industry / institute : **Nil**

29. Awards / recognitions received at the national and international level by

- Faculty : **Nil**
- Doctoral / post doctoral fellows : **Nil**
- Students : **Nil**

30. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.

One National Seminar (Media Freedom v/s Control) organised by the department.

31. Code of ethics for research followed by the departments.

- **In order to foster excellence in research and maintain a research environment of intellectual integrity, as well as scholarly and journalistic rigour, our school follows the principles of code of research ethics.**
- **School works in an environment governed by regulations and policies which must be followed within a core of ethical principles.**
- **School obeys the tenets of ethical principles in its day to day research activities viz., honesty, accuracy, efficiency, objectivity, with strong concern about communication research.**

32. Student profile programme-wise:

Exam Conducted Through CET

Name of the Course (refer to question no. 4)	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
CET	CET	CET		CET	

33. Diversity of students

Name of the Course	% of students from the same university	% of students from other universities within the State	% of students from universities outside the State	% of students from other countries
B.J.	100%	-	-	Nil
B.A. Mass Communication	64.15%	28.30%		
M.A. Mass Communication	82.14%	10.71%		
M.Phil	26.66%	20%		
Ph.D.	100%	0		

34. How many students have cleared Civil Services and Defence Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.

- 1). Vivek Sharma (Gen 2012)
- 2). Deepmala Gupta (PH 2010)

Both have cleared UGC-NET examination.

35. Student progression

Student progression	Percentage against enrolled
UG to PG	4.27
PG to M.Phil.	6.66
M.Phil to Pd.D	1%
Ph.D. to Post-Doctoral	0%
Employed	60%
• Campus selection	0
• Other than campus recruitment	60%
Entrepreneurs	4

S

36. Diversity of staff

Percentage of faculty who are graduates	
Of the same university.	100%
from other universities within the State	
from universities from other States	
from universities outside the country	

37. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the assessment period : **4**

38. Present details of departmental infrastructural facilities with regard to

Present details of infrastructural facilities in the department with regard to

a) Library - A Rich Library

CD=**Nil** Video Lecture=**Nil** Journal 10 Per Year

b) Internet facilities for staff and students - Available

c) Total number of class rooms. **8**

d) Class rooms with ICT facility **04**

e) Students' laboratories **2**

f) Research laboratories **A well equipped research laboratory and a central Library which is fifty meters away is also accessible to students. It has a number of titles and volumes related to Journalism & Mass Communication.**

39. List of doctoral, post-doctoral students and Research Associates

a) from the host university **08**

b) from other universities **03**

From host University

Dr. Pavitra Shrivastava

Dr. Surekha Thakkar

Dr. Mamta Ojha

Dr. Sonalee Nargundee

Dr. Rachna Gangwar

Dr. Dharmesh Dhamankar

Dr. Pooja Mahesh

Dr. Manisha Sharma

Dr. Rashmi Dubey

Dr. Raju Jhon

Dr. Vidhan Nigam

Dr. Anuradha Sharma

From Other University

Dr. Narendra Tripathi

Dr. Anand Pahlaria

Dr. Yogesh Gupta

40 . Number of post graduate students getting financial assistance from the university.

State Government Gives Scholarship to SC,ST and OBC Students

41. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology.

Admission of the students is being done as per the notifications/guidelines of the university within the given time span. The process of admission will be comprises of entrance test followed by counselling. Course plan is prepared after a long series of discussions with faculty members and experts. School has always adopted the philosophy of updating the curriculum time to time as a result new avenues of knowledge is incorporated and vibrant link is maintained with contemporary requirements.

42. Does the department obtain feedback from

- i. faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?

Brain storming sessions held in School of journalism and mass communication with active involvement of entire faculty and field experts. There is transparency in academic discussions and innovative practices are encouraged to ensure transformation of teaching into effective learning.

- ii. students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?

Feedback of the students is taken regularly for all the faculty members as well as curriculum and teaching-learning-evaluation. Students' feedback was analyzed. Overall rating of the faculty members was very good. The students are advised to provide feedback on teaching-learning to evaluate teachers on various points like

- a) Ability to bring conceptual clarity and promotion of thinking ability by teacher
- b) Motivation provided
- c) Teacher's communication Skill
- d) Teacher's regularity and punctuality
- e) Teacher's subject knowledge
- f) Completion and coverage of course
- g) Complimenting theory with practical examples
- h) Teacher's interaction and guidance outside the classroom.
- i) Teacher's overall performance.

- iii. alumni and employers on the programmes offered and how does the department utilize the feedback?

School of journalism and Mass communication has initiated steps to build an alumni base which is expected to give inputs from different work cultures and environment for upcoming scientific talents of the department. Feedback and suggestions of alumni is properly recorded and appropriate measures are taken.

43. List the distinguished alumni of the department (maximum 10)

Shri Kalpesh Yagnik : Editor Dainik Bhaskar, All india News paper

Shri Pankaj Mukati ; Editor Dabang Dunia, Indore

Dr. Surekha Thakkar: Vice Chancellor Raipur University, Chattisgarh

Dr. Dharmesh Dhamankar: head, Dept of journalism Nagpur University, Maharashtra

**Dr. Narendra Tripathi: Head, Dept. of Electronic Media, Kushabhau Tkakare University,
Raipur, Chattisgarh**

Shri. Anand Pahariya : Faculty Delhi

Dr. Mamta Ojha, Guest Faculty Dept. of Journalism , DAVV Indore

Shri. Hryadesh Dixit : Pradesh Today, Bhopal, M.P.

Dr. Rachna Gangwar Lucknow University, U.P.

Dr. Sonalee Nargundee Lecturer DAVV, Indore

44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts.

Annexure.

1. Guest lecture by shri jaideep karnik- webduniya Indore, 23-12-12

2 . -----"----- by Shri Kamal Dixit- Senior Journalist. 15-05-13

3. . -----"----- by Prof. Tapti Basu- Calcutta University, 25-12-12

4. -----"----- by Prof. B.K. Kuthiyala- Vice Chancellor, Makhanlal University of Journalism and Mass Communication, 20-12-2012

5. -----"----- by Prof.Sachidanand Joshi, Kushabhao Thackrey University, Raipur, 08-01-2013

6. Workshop on Science Communication, 22-01-2012 to 25-01-2012

7. Workshop on AIDS Awareness, 24-11-2008

8. Seminar on Mass Communication, 28 and 29 March 2012

9. Dr. Ved Pratap Vedic, Eminent Journalist New Delhi, 17-04-11

45. List the teaching methods adopted by the faculty for different programmes.
Power point presentation, Educational tour, Guest Lectures form Eminent people form the filled on Journalism.

46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?
- **More emphasis is given to interpret spectral exercises, which is the unique feature of the School.**
 - **School has computer lab and it is being used for the teaching of basic computer.**
 - **Day to day updating of experimental strategies for new practical exercise will be continued.**
 - **Regular monitoring of different activities.**
47. Highlight the participation of students and faculty in extension activities.

Program Objective are decided by departmental committee. Learning outcomes are students result, presiding to higher study and placement. Learning outcomes are measured and monitored by committee of following members, (A) Dr. Maan Singh Parmar (B) Shri premjeet singh (C) Dr. Sonalee Nargundee (D) Dr. Mamta Ojha (E) Saket raman, (F)Bachcha Babu,(G) Miss Amita Students and teachers participated in plantation in the department.

48. Give details of “beyond syllabus scholarly activities” of the department.
- a. Participation in Various conferences, Seminar and lectures.**
 - b. Participation in keeping the campus clean activities.**
 - c. Participation in plantation activities.**
 - d. Organize of rallies of students for different social cause.**
49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details. **No**
50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied.

New Knowledge generated in the department through regularly organized debate activities, Seminars workshops etc. Research Paper have been

Published. Doctorates and PG Students have studies and are serving the nation since Inception in 1986.

51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Five strength.

- a. Dedicated Faculty Team**
- b. Updated Curriculum**
- c. Diversity in students**
- d. Good Building with best infrastructure.**
- e. ICT Enable Classrooms**

Weakness

- a. Additional Faculty Needed, ICT Enabled**
- b. Only a few Class room have LCD Facility.**
- c. No Separate parking area.**
- d. Garden should be well maintained.**
- e. Research Activities to be enhance**

Opportunities

- a. All Technical Facilities available**
- b. Good Studio for T.V. Infrastructure**
- c. Best building with best infrastructure.**
- d. Qualified faculties.**
- e. Strong Research base in Journalism**

Challenges

- a. Syllabus has to meet the demands of industry**
- b. Meet the challenges of the same course being run in private collages.**
- c. Reach National and Global Standards.**

52. Future plans of the department.

1.Department Plans to Introduce new courses in.

- a. Development communication**
- b. Corporate Communication.**
- c. Speech Communication.**

d. Advertising and Public Relation

2. Large Scale Use of E resources in Learning Program and open Access to teaching

Write up of efforts for Quality Sustenance and Assurance in the department- B

- (1) Periodical meetings, discussions and organization of seminars on the current topics in the field of Mass communication and journalism to sustain quality in communication education.**
- (2) Publications in top rated journals with high impact factor .**
- (3) Multimedia projection systems are used in all class rooms. Power point Presentations are available on the web site, which helped faculty to communicate the subject objectives and planning to students**
- (4) Results are declared timely.**
- (5) Feedback from stakeholders regularly taken, analyzed and monitored.**
- (6) Regular visit to Media houses.**

Declaration by the Head of the Department- C

I certify that the data included in this Self-Study Report (SSR) are true to the best of my knowledge.

This SSR is prepared by the institution after internal discussions, and no part thereof has been outsourced.

I am aware that the Peer team will validate the information provided in this SSR during the peer team visit.

Signature of the Head of the institution

with seal:

Place:

Date: