

## Evaluative Report of Educational Multimedia Research Centre

1. Name of the Department : Educational Multimedia Research Centre
2. Year of establishment : 1991 (PG courses started 2002, Ph.D. started 2011)
3. Is the Department part of a School/Faculty of the university? Yes
4. Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc., D.Litt., etc.)  
  
 M.Sc. – Electronic Media Integrated 5 years  
 M.B.A. – Media Management 2 years  
 Ph.D. – Electronic Media
5. Interdisciplinary programmes and departments involved : Electronic Media Courses are of interdisciplinary nature.
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: Annual/Semester/Trimester/Choice Based Credit System : Semester System, CBCS to be introduced in July 2013 session
9. Participation of the department in the courses offered by other departments: Academic Staff College courses, Research Methodology Workshops
10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

|                               | <b>Sanctioned</b> | <b>Filled</b> | <b>Actual (including CAS &amp; MPS)</b> |
|-------------------------------|-------------------|---------------|---|
| Professor                     | 1                 | 1 + 2 CAS     | 03                                      |
| Associate Professors          |                   |               |   |
| Asst. Professors              | 05                | 04            | 02                                      |
| Others (Contractual Lecturer) | 02                | 02            | 02                                      |

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

| <b>Name</b>               | <b>Qualification</b>             | <b>Designation</b>                                  | <b>Specialization</b>  | <b>No. of Years of Experience</b> | <b>No. of Ph.D. students guided for the last 4 years</b> |
|---------------------------|----------------------------------|---|--|-----------------------------------|--|
| <b>Dr. P. Singh</b>       | <b>Ph.D. MBA</b>                 | Director (On Leave)                                 | Scriptwriting, Educational Television, Advertising                       | 27 yrs                            | 5 Research Scholar registered                            |
| <b>Dr. A.K.Singh</b>      | <b>Ph.D.</b>                     | Director I/c and Research Officer (Professor Grade) | Media Research, Media Law, Research Methodology, Media Society & Culture | 22 yrs                            | 8 Research Scholar registered                            |
| <b>Dr. Chandan Gupta</b>  | <b>Ph.D.</b>                     | Producer (Professor Grade)                          | Television Production, Direction, Media Aesthetics                       | 22 yrs                            | ---  |
| <b>Archana Somashekar</b> | <b>MA - MC, PGDEJ (IIMC)</b>     | Producer (Assistant Professor Grade)                | News Production, Journalism, Mass Communication                          | 14 yrs.                           | ---  |
| <b>Kamlesh Chouhan</b>    | <b>BE (E&amp;TC)</b>             | Producer (Assitant Professor Grade)                 | Electronics, Telecommunication   | 09 yrs                            | ---  |
| <b>Lalit Engle</b>        | <b>MBA (HR), PG Dip in Media</b> | Lecturer (Contractual)                              | Video Editing, Mutlimedia, Advertising Production                        | 16 yrs.                           | ---  |
| <b>Narayan Patidar</b>    | <b>M.Sc. (Electronic Media)</b>  | Lecturer (Contractual)                              | Videography, Television Production                                       | 09 yrs.                           | ---  |

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors : Nil

13. Percentage of classes taken by temporary faculty – programme-wise information  
M.Sc. (EM) : 30%  
MBA (Media Management) : 30%
14. Programme-wise Student Teacher Ratio  
**M.Sc. (EM) – Integrated 1 : 5.5**  
**M.B.A. – Media Management 1 : 5.5**
15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual

| Name of Post                 | No. of Post | Filled         | Vacant |
|------------------------------|-------------|----------------|--------|
| Driver cum Helper            | 01          | 01             | 00     |
| Section Officer              | 01          | 01             | 00     |
| Accounts Assistant/ Grade II | 01          | 01             | 00     |
| Clerk (LDC) /Grade III       | 01          | 01             | 00     |
| Personal Assistant           | 01          | 01             | 00     |
| Stenographer                 | 01          | 01(Dailywages) | 00     |
| Peon                         | 01          | 01             | 00     |
| Unit Peon                    | 01          | 01             | 00     |

16. Research thrust areas as recognized by major funding agencies :  
Educational Communication  
Electronic Media Production

17. Number of faculty with ongoing projects from
- a) national : MHRD-NMEICT e-Content Production Projects
  - b) international funding agencies and : Nil
  - c) Total grants received :

**Statement of Expenditure during the year 2007 – 2012**

| S. No | Years   | Budget Allocation | Grant Released | Expenditure   |
|-------|---------|-------------------|----------------|---------------|
| 1     | 2007-08 | 90,00,000/-       | 90,00,000/-    | 61,43,411/-   |
| 2     | 2008-09 | 85,00,000/-       | 50,00,000/-    | 85,00,806/-   |
| 3     | 2009-10 | 1,11,66,000/-     | 1,11,66,000/-  | 1,12,18,390/- |
| 4     | 2010-11 | 1,28,16,000/-     | 1,22,34,002/-  | 1,00,73,479/- |
| 5     | 2011-12 | 1,66,61,000/-     | 41,66,000/-    | 1,50,15,697/- |
| 6     | 2012-13 | 1,42,00,000/-     | 1,42,00,000/-  | 1,43,78,298/- |

**Non Recurring grant (Equipments)**

|   | Income                   | Expenditure              |
|---|--------------------------|--------------------------|
| Previous Non-Recurring balance as audited forward | Rs. 89,95,785/-          | --                       |
| 2007-08   |                          | Nil                      |
| 2008-09   |                          | Rs. 44,795/-             |
| 2009-10   | Rs. 1,07,00,000/-        | Rs. 90,70,608/-          |
| 2010-11   |                          | Nil                      |
| 2011-12   |                          | Rs. 1,01,45,265/-        |
| <b>Total</b>                                      | <b>Rs. 1,96,95,785/-</b> | <b>Rs. 1,92,60,668/-</b> |

Give the names of the funding agencies, project title and grants received project-wise :  
NMEICT Grant from MHRD

| Financial Year | Income          | Expenditure     |
|----------------|-----------------|-----------------|
| 2009-10        | Rs. 3,00,000/-  | Rs. 86,450/-    |
| 2010-11        | Nil             | Rs. 2,30,810/-  |
| 2011-12        | Rs. 43,00,000/- | Rs. 12,19,148/- |
| 2012-13        | Rs. 25,00,000/- | Rs. 15,72,230/- |

18. Inter-institutional collaborative projects and associated grants received
- a) National collaboration -Nil                      b) International collaboration- Nil
19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received. Nil
20. Research facility / centre with
- state recognition : Recognized for training in Research Methods and Statistics
  - national recognition : Recognized for training in Research Methods and Statistics
  - international recognition
21. Special research laboratories sponsored by / created by industry or corporate bodies
22. Publications:

Number of papers published in peer reviewed journals (national / international)

| Sr<br>.No. | Name  | Research Paper title  |
|------------|---|---|
| 1          | <b>Dr. Akhilesh Singh<br/>and Narayan<br/>Patidar</b> | <i>Published paper on topic “Need, Awareness and Utilization of Open Courseware Technology in Institutions of Higher Learning in Journal of School of Pedagogical Sciences, Mahatma Gandhi University, Kottayam. ISSN 2229-7618 <b>Pedagogics</b> September 2011 Vol.IX No.1.</i> |

- Monographs : Nil
- Chapters in Books : Nil
- Edited Books : Nil
- Books with ISBN with details of publishers : Nil
- Number listed in International Database (For e.g. Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.) - Nil
- Citation Index – range / average : Nil
- SNIP : Nil
- SJR : Nil
- Impact Factor – range / average : Nil
- h-index : Nil

23. Details of patents and income generated : Nil
24. Areas of consultancy and income generated : Nil

25. Faculty selected nationally / internationally to visit other laboratories / institutions / industries in India and abroad  
 Dr. Prabhakar Singh presented paper on 'Film and Media Studies' at London University, UK. – September 2011
26. Faculty serving in
- a) National committees
    - \*Director, EMRC, Indore is a designated member of Coordination Committee of CEC-UGC, New Delhi
    - \*Dr. A.K. Singh, Member- National Viewership Survey CEC-UGC, New Delhi
  - b) International committees
  - c) Editorial Boards
    - \*Dr. A.K. Singh is a member DAVV Editorial Board for the Research Proceedings
  - d) any other (please specify)
27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs).

Ms. Archana Somashekar and Mr. Kamlesh Chouhan (lecturer) successfully completed Orientation and Refresher course (#File No. 27)

28. Student projects
- percentage of students who have done in-house projects including inter-departmental projects  
 100%. Students of all the Programmes have to go through mandatory Major Research Projects under the supervision of faculty #File No. 28
  - percentage of students doing projects in collaboration with other universities / industry / institute  
 100%. Students of all the Programmes have to go through mandatory Internship with Production Houses, Channel & Advertising Agencies.

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

- Faculty
- Doctoral / post doctoral fellows
- Students

| <b>Student Name</b> | <b>Date</b>                                      | <b>Award</b>  |
|---------------------|--|---|
| Aayushi Saxena      | 20 <sup>th</sup> -24 <sup>th</sup> October 2011  | 1 <sup>st</sup> Position in 'Oasis' 41 <sup>st</sup> All India Cultural Festival at BITS, Pilani -- Vocals                  |
| Aaysuhi Saxena      | 2 <sup>nd</sup> – 6 <sup>th</sup> November 2012  | 1 <sup>st</sup> Position in 'Oasis' 42 <sup>nd</sup> All India Cultural Festival at BITS, Pilani – Vocals                   |
| Aayushi Saxena      | 25 <sup>th</sup> Feb – 27 <sup>th</sup> Feb 2012 | 1 <sup>st</sup> Position in State Level Youth Festival at Jiwji University, Gwalior – Ligth Music Competition               |
| Divya Bharati       | 24 <sup>th</sup> Feb 2013                        | 1 <sup>st</sup> Position in Odisi Nritya recognized as 'Sangeet Bivakar' at Bangiya Sangeet Parishad, Kolkata, West Bengal. |

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

| Year    | National  | International  |
|---------|---|--|
| 2008-09 | Regional Conclave organized by EMRC<br>Funded by CEC-UGC New Delhi  | International Animation Day and International Convention organized by EMRC (Funded by CEC-UGC) |
| 2009-10 | 1. Seminar on 'Acting for Animators' conducted by internationally acclaimed Mr. Ed Hooks. He wrote the book 'Acting for Animators'<br>2. Seminar on 'Visual Effects Production Pipeline' by Mr. Mahesh Bari, VFX supervisor from Prime Focus Ltd.<br>3. Seminar on 'Making of Alpha & Omega' by Mr. Mehul Hirani, Creative Director of Crest Animation I Ltd. |  |
| 2010-11 | 1. An 'Experiential Learning' workshop for soft skill development.<br>2. Mr. Chetan Pandit, Bollywood Actor, delivered a seminar on Acting Skills through his documentary.<br>3. Pt. Bhattacharya conducted an interactive session on Music Appreciation.<br>4. A seminar by Mr. Vijay Arumugam on 'Story Telling and Preproduction in Animation'             |  |
| 2011-12 | 1. A National Seminar on 'Changing Trends in Television' delivered by Ms. Deepika Shivdasani, AVP – SonySAB TV<br>2. Forty Four Research papers were presented by EMRC students in the National Seminar<br>3. CG Meet-up on 'Camera Tracking and Match Move' by Rhythm & Hues   |  |

31. Code of ethics for research followed by the departments

- \*Confidentiality of sharing of data and use data and references with due acknowledgement.
- \* Respect for Intellectual Property Rights of individuals and institutions.
- \* Respect of principles of Ethics and Social Responsibilities



32. Student profile programme-wise:

| Name of the Course<br>(refer to question no. 4) |  | Selected |        | Pass percentage in qualifying exam |        |        |        |
|---|--|----------|--------|------------------------------------|--------|--------|--------|
|   |  |          |        | Male                               |        | Female |        |
|   |  | Male     | Female | Min                                | Max    | Min    | Max    |
| 2012  | M.Sc. Electronic Media<br>– Integrated 5 years | 23       | 15     | 52%                                | 86%    | 47.6%  | 89.66% |
|   | M.B.A. Media<br>Management<br>2 years          | 25       | 19     | 55.75%                             | 75.14% | 59%    | 82.20% |
| 2011  | M.Sc. Electronic Media<br>– Integrated 5 years | 20       | 21     | 50.2%                              | 83.2%  | 55%    | 87.8%  |
|   | M.B.A. Media<br>Management<br>2 years          | 27       | 15     | 49.3%                              | 74.1%  | 54.1%  | 76.6%  |
| 2010  | M.Sc. Electronic Media<br>– Integrated 5 years | 18       | 28     | 51%                                | 78.6%  | 55%    | 88.8%  |
|   | M.B.A. Media<br>Management<br>2 years          | 24       | 22     | 50.86%                             | 67.69% | 50.4%  | 80.09% |
| 2009  | M.Sc. Electronic Media<br>– Integrated 5 years | 24       | 23     | 45%                                | 83.4%  | 51.2%  | 83%    |
|   | M.B.A. Media<br>Management<br>2 years          | 21       | 17     | 45.33%                             | 69.1%  | 48.4%  | 90%    |
| 2008  | M.Sc. Electronic Media<br>– Integrated 5 years | 21       | 22     | 47%                                | 89.8%  | 59%    | 90%    |
|   | M.B.A. Media<br>Management<br>2 years          | 20       | 21     | 46%                                | 80%    | 52%    | 78%    |

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 |
|----------------------|--|--|---|------------------------------------|
| MSc Electronic Media | --                                     | --   | --  | --                                 |
| MBA Media Management | 60                                     | 18   | 02  | --                                 |

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

No NET offered in Electronic Media

35. Student progression

| Student progression      | Percentage against enrolled |
|--------------------------|-----------------------------|
| UG to PG                 | 25%                         |
| PG to M.Phil.            | No M.Phil course offered    |
| PG to Ph.D.              | 7.5%                        |
| Ph.D. to Post-Doctoral   | Nil                         |
| Employed                 |                             |
| • On Campus selection    | 55%                         |
| • Off Campus recruitment | 30%                         |
| Entrepreneurs            | 10%                         |

36. Diversity of staff

| Percentage of faculty who are graduates  |     |
|--|-----|
| of the same university                   | 50% |
| from other universities within the State |     |
| from universities from other States      | 50% |
| 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

\* Dr. Chandan Gupta was awarded Ph.D. in 2009

38. Present details of departmental infrastructural facilities with regard to

a) Library: EMRC library has 2362 books on various subject of Electronic Media, Management and Media Technology. A movie archival has around 250 Hindi Classic and World Cinema is used by students

b) Internet facilities for staff and students: We are having 102 desktop; 07 laptop with internet 01 notebooks; 08 Editing Workstation; 13 printers; 03 scanners; 10 Projectors and 01 photocopier for students and staff. All the systems having access of internet facilities.

c) Total number of class rooms: 07 Classrooms

d) Class rooms with ICT facility: 07 Classrooms

e) Students' laboratories: 05 Audio-Video Editing, Animation Labs

f) Research laboratories: 02 AV Labs

g) Audio Video Studio : 03 Studio Floors

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

a) from the host institution/university

1. Mr. Lalit Ingle
2. Mr. Narayan Patidar
3. Mr. Rajendra Mourya
4. Mr. Hemant Gour
5. Mr. Gajendra Awasya
6. Mr. Devi Dayal Rai
7. Mr. Mahendra Singh Songira

b) from other institutions/universities

1. Ms. Archana Somashekar
2. Mr. Awdhesh Singh
3. Mr. Rakshak Jain
4. Ms. Rahul Thagele

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

SC/ST/ OBC students are getting scholarship from State government. Document Attached.

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

We do interaction with various stake holders such as Industries, Students and subject experts before the introduction of new subject/programme.

| S.No. | Name             | Company Name                  | Designation                    |
|-------|------------------|-------------------------------|--------------------------------|
| 01    | Abhijeet Tiwari  | SET MAX – Sony TV,<br>Mumbai  | Promo Producer                 |
| 02    | Shahnawaz Khan   | Ogilvy & Mather, Mumbai       | Senior Copywriter              |
| 03    | Sonal Kakkar     | Viacom18 Media – Colors<br>TV | Creative Head                  |
| 04    | Mahendra Purohit | McCan Worldgroup- Mumbai      | Creative Group Head            |
| 05    | Nainy Sahani     | BBC Worldwide                 | Creative Programming           |
| 06    | Shweta Rohinda   | NDTV Good Times               | Executive Producer             |
| 07    | Rishabh Pandey   | Balaji Telefilms              | Content Executive              |
| 08    | Gajendra Malviya | Hungama Digital Media         | Content Manager                |
| 09    | Amita Vyas       | Star India – Star Plus        | Executive Producer             |
| 10    | Anushree Jindal  | Google India Pvt Ltd.         | Account Strategist             |
| 11    | Neha Panjwani    | Balaji Telefilms              | Associate Screenplay<br>Writer |

42. Does the department obtain feedback from

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

(i) The valued Answer sheet and Question Papers are placed before the external examiner to get their feedback on the curriculum and standard of evaluation.

(ii) The feedback about the coverage of course is placed before the curriculum development committee and feedback about the standard of question paper and valuation is used for changes in the curriculum in following years.

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

(i) EMRC take student feedback regularly.

(ii) The feedback about teaching, learning is communicated to the respective teachers.

(iii) The feedback about the curriculum is placed before the Curriculum Development Committee

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

The curriculums of different programme are mailed to the perspective employers and alumina for their suggestions and observations. These are placed before the curriculum development committee.

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

|                              |                                 |                |
|------------------------------|---------------------------------|----------------|
| 1. Mr. Narayan Patidar,      | Lecturer, EMRC, DAVV            | (2004 Passout) |
| 2. Mr. Mustafa Chawaniwala,  | Production Manager, RU Films    | (2004 Passout) |
| 3. Ms. Sonal Kakkar,         | Creative Director, Colors TV    | (2005 Passout) |
| 4. Mr. Amarjeet Kumar Singh, | E-content Lead, HSBC GLT India  | (2006 Passout) |
| 5. Ms. Anushree Jindal,      | Account Stategist, Google India | (2007 Passout) |
| 6. Ms. Sneha Singh,          | Producer, Zee News              | (2008 Passout) |
| 7. Mr. Vishal Banjaria       | Production Pipeline, Pixion     | (2009 Passout) |
| 8. Ms. Vinita Chuglani       | Executive Producer, Star India  | (2010 Passout) |
| 9. Ms. Saumya Samadhiya      | Executive Producer, Star India  | (2011 Passout) |
| 10. Ms. Karnika Saxena       | Executiev Producer, Star India  | (2012 Passout) |

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

1. An Interactive Session on 'Television Programming' by Mr. Harish Iyer, Vice President Colors TV-Vaicomm18 Group --- Feb 2013
2. An Interactive Session on 'TV Content Development' by Mr. Bhavya Nidhi Sharma, Creative Director, MTV-Viacomm18 Group. ----- April 2013
3. Seminar on 'Recruitment and Career Development in Broadcast Company' by Ms. Mehak Arora, AVP – Star India Pvt. Ltd. ---- October 2012
4. Dr. Sudhir Gavhane, Professor, BR Ambedkar University, Aurangabad conducted session on 'Media Literacy'. --- Dec 2012
5. Mr. Ashijit Ganguli conducted a workshop of Videography. --- October 2012

45. List the teaching methods adopted by the faculty for different programmes.

1. Teaching of advanced topics in details by using International research articles and online books including but not limited to:
  - a. Role Play and Mock Interview method for HR practical training
  - b. Students involved in the production of NMEICT e-content Production
  - c. Students involved in EDUSAT production for practical training of AV live setup
  - d. Literature adapted theatre training method is adopted for understanding creative content development.
  - e. Experiential Learning workshop conducted for team building skill.

46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?

EMRC objective is to generate, disseminate and preserve knowledge and to prepare the next generation thinking media professional by providing diverse learning environment. EMRC ensures detailed production evaluation method to monitor outcome in line with the programme objective.

47. Highlight the participation of students and faculty in extension activities.

Creative groups of core media activities like Photography Club, Scribblers (Literature and Poetry), Dance and Music Group are regularly performing at EMRC. Student get a value added grooming on core areas by participating in the activities of club.

48. Give details of “beyond syllabus scholarly activities” of the department.

a. Students participation in Annual Drama and Film Festival

b. Students participate in the national/international film festival through their short films

c. Environment Education through participation in campus greenery program

d. Social awareness of students is improved by addressing social issues in ETV production

49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details.

Educational Multimedia Research Centre, has been bestowed honor of ‘Centre of Potential for Excellence’ by Higher Education Department, Government of Madhya Pradesh in Year 2012.

50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied.

EMRC has produced around 1500 Educational Television Program in the area of Basic Science, Language, Vocational Subjects, Behavioral and Social issues. Around 300 e-content modules have been produced in area of Environmental Studies, Hindi Literature and Language and Photography. Production of Computer Application e-content is in progress. EMRC facilitates end-to-end television and e-content development by contributing in research of appropriate subject/topic, developing television oriented script of the topic with educational flavor, sourcing of expert in the chosen area to develop authentic content on the subject, executing production in most modern tapeless digital video workflow, editing and packing the content in ready to use format. Total 25 Research publication delivered by the department in last five years in conference and Journal. 200 Post Graduate student working in the field of Electronic Media and serving the society within last five years. (#File No. 3)

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

Strengths:

- EMRC is recognized as Centre of Excellence
- 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

- Inadequate 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.

52. Future plans of the department.

- a. EMRC endeavor to become apex institution of India in Media Education, Broadcast, Media Research and Production.
- b. Construction of a Cinema Theatre and Editing Laboratory
- c. Recruiting adequate Manpower for expansion

## **Efforts for Quality Sustenance and Assurance in the department**

EMRC team is committed to practice higher standards of quality in Media Research Practices, Educational Television and e-content Production and Broadcast of educational content. Office Administration and Exam department automation ensures smooth functioning to other section of EMRC. EMRC ensures timely commencement of each semester, unit test, semester exam, evaluation and result declaration in accordance to Ordinance 31. ETV Program, e-Content and EDUSAT activity follow strict broadcast-multicast guidelines to deliver educational media content. We conduct academic audit, energy audit and financial audit regularly. The department maintains full transparency in admission, evaluation and student progress for effective teaching and training.



**Director**  
**E.M.R.C. D.A.V.V.**  
**Indore**

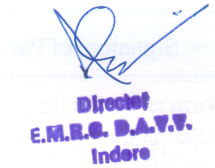


## Evaluative Report Educational Multimedia Research Centre, DAVV, Indore

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.



Director  
E.M.R.C. D.A.V.V.  
Indore

Signature of the Head of the  
institution with seal:

Place: Indore  
Date: 22<sup>nd</sup> Aug. 2013